

STRATEGIC PLAN 2025 - 2028



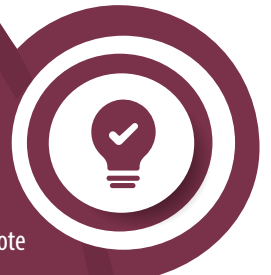
Advocacy

MCFLS will advocate for system and member library support, goals, and resources.



Data Collection & Utilization

MCFLS will review existing data collection points provided to members and employ new methods of data analytics to enhance understanding of library outputs and outcomes.



Organizational Culture

MCFLS will review its internal operations updating them to account for the addition of personnel, remote work conditions and a desire to foster an inclusive culture where all staff are empowered to learn new skills and communicate well on behalf of the organization.

MISSION

MCFLS (Milwaukee County Federated Library System) provides collaborative leadership, advocacy, and support for high-quality resources and services to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County.



Patron Experience

MCFLS will lead members in reviewing internal decision making to ensure the patron experience is a positive one with high-quality, reliable services to all system library patrons.



Strengthen Member Libraries

MCFLS will explore professional development opportunities for the library system. It will develop a consistent, structured method of communication with MCFLS stakeholders and members to improve engagement and information sharing.



Stewardship

MCFLS will investigate new tools and methodologies to be used by all members that leverage system resources and improve organizational activities.





Advocacy

- GOAL: Work with member libraries to build relationships with municipalities and key community partners.
- GOAL: Delivers legislative awareness for member libraries.
- GOAL: Provide visibility and marketing for member libraries and their library resources in Milwaukee County and reinforce the value of libraries in the community.
- GOAL: Support First Amendment rights, patron privacy, and patron rights to read.
- GOAL: Pursue available opportunities for financial support for members to expand their library resources.



Data Collection & Utilization

- GOAL: Engage data analytics to further evaluate MCFLS data for decision-making, contextual understanding, and understanding of patron and library outcomes.
- GOAL: Evaluate patron satisfaction on an ongoing basis.
- GOAL: Examine staffing models for a professional data analyst.



Organizational Culture

- GOAL: Perform a systematic review and update of MCFLS policy and procedures to reflect current practices.
- GOAL: Develop strategic internal communication structure.
- GOAL: Establish organizational values to support MCFLS mission and vision and cultivate a shared staff culture.
- GOAL: MCFLS staff development and continuing education supports growth of staff expertise and tailored to MCFLS staff roles.

Patron Experience



- GOAL: Apply equity lens to system decision-making.
- GOAL: Automate processes and patron self-services to reduce staffing pressures.
- GOAL: Identify and seek opportunities to reduce barriers and differences across member libraries that may impact patrons.
- GOAL: Identify audiences and areas of service improvement for greater inclusivity.

Stewardship



- GOAL: Develop electronic document management for MCFLS policies and MCFLS board materials.
- GOAL: Leverage system resource and project management to benefit all member libraries and their patrons.
- GOAL: Proactively monitor library and affiliated vendor and service landscapes for new system resource opportunities.

Strengthen Member Libraries



- GOAL: Create structured opportunities for networking and knowledge sharing among member libraries.
- GOAL: Provide continuing education that responds to industry trends, library priorities, and the necessary knowledge to best meet member library needs.
- GOAL: Effectively communicate with MCFLS stakeholders and members.
- GOAL: Explicitly define the MCFLS role in serving patrons directly.