



Hortonville Public Library

Strategic Plan

2025-2029

Introduction

Hortonville and the surrounding Towns and Villages are located in northeastern Wisconsin, better known as the West Fox Valley area. To ensure we most effectively provide services and resources that align with the needs of our evolving communities, the library embarked on a strategic planning process to guide our work for the next five years.

As part of the strategic planning process, the Library Director and the Library Board of Trustees thoughtfully discussed the library's mission to ensure that it aligns with the needs of our community and is the guiding principle for library decision making.

Because of the unique challenges in Hortonville (smaller municipal population but large service population), the Strategic Planning Committee has chosen to view the entire plan through a community lens. Each strategic goal has been designed to guide the library in providing effective library services to help support and strengthen our resilient community.

Strategic goals and achievable objectives have been carefully crafted and established to position the library in a way to maximize the impact it has in the community. In the course of the next five years, the Hortonville Public Library will work to meet the goals laid out in this plan using the strategic statements to navigate their way.

To execute this strategic plan, the Hortonville Public Library Director and staff will work in conjunction with the Library Board to prioritize, identify service goals, and coordinate activities from this plan. The library will consider available resources, including funding and staff time, and opportunities that arise to innovate during the implementation of the plan.

Lastly, on an ongoing basis, the library will continue to think strategically and regularly assess its activities to ensure the goals of the plan are realized with the flexibility to adapt as needed. As part of this, the Library Director will regularly update the Library Board and communicate the progress of the strategic plan to the community.

Mission Statement

The Hortonville Public Library seeks to meet the informational, technological, social, and entertainment needs of the Village of Hortonville and its surrounding communities.

The mission statement reflects the breadth of services the library provides the community of Hortonville and the surrounding area.

Library Board of Trustees

Michael Wirkus, President

Christina King, Vice President

Jenna Foth, Secretary

Kristine Compton

Stephanie Holtz

Alexia Jandourek

Jane Olk, Village Board Representative

Library Staff

Alexandrea Krause, Library Director

Andi Bryant, Library Assistant

Sarah Bultman, Programming & Outreach Coordinator

Everet Chevalier, Library Assistant

Daniel Higgins, Library Assistant

Brandi Kronberg, Library Assistant

Andrea Vargo, Library Assistant

Strategic Planning Committee

Sarah Bultman, Programming & Outreach Coordinator

Andi Bryant, Library Assistant

Alexandrea Krause, Library Director

Patricia Lund-Moe, Village Board Representative & Hortonville Resident

Strategic Planning Process

The Strategic Planning Committee began their work with WiLS and the Strategic Planning Cohort in November 2023. Throughout the course of eight months, committee members established and analyzed data using a community survey of nearly 450 responses, annual library operation data sets reported to the Department of Instruction (DPI), and a SOAR assessment completed by library staff. The resulting strategic plan is outlined below and is a representative culmination of work by the committee.

Strategic Goals

I. Facilities

Provide library spaces that meet the desire of our residents for resources and deliver effective library services

II. Partnerships and Collaborations

Strengthen partnerships with community members and organizations to understand and respond to community needs and initiatives

III. Collection Development

Expand and strengthen library collections to support the desire of our residents for more resources of both entertainment and informational value

Strategic Goal I. Facilities

Provide library spaces that meet the desire of our residents for resources and deliver effective library services

Objectives

- Create a plan to increase the footprint of the library to provide dedicated, functional spaces
- Increase functionality of current public and staff spaces, both indoor and outdoor

Action Plan

- Conduct a space needs assessment
- Assess current storage systems for functionality, or non-functionality
- Diversify seating options
- Update staff spaces- function, furniture, storage

Community members' top priority for potential space changes at Hortonville is for more comfortable spaces for reading, working, and relaxing in the library.

Ranking	Potential Space Change
#1	Have more comfortable spaces for reading, working, and relaxing at the library.
#2	Add more private work/study rooms.
#3	Provide a dedicated teen space.
#4	Provide a dedicated collaborative work/creation space(s).
#5	Consider a library expansion or new building to meet community needs.



Scale: Ranked Items From 1-5

Pulled from 2024 Community Survey data collected by the Strategic Planning Committee



Photos of Lounge and Media/Study Spaces by Library Director- July 2024



Photos of Study Room and Children's Area seating by Library Director- July 2024



Photos of Off-Desk Staff Workspace and In-House Storage Space by Library Director- July 2024

Strategic Goal II. Partnerships and Collaborations

Strengthen partnerships with community members and organizations to understand and respond to community needs and initiatives

Objectives

- Expand the library's role as a community hub
- Establish an ongoing and consistent relationship with the local school district
- Develop collaborations with local businesses and service organizations

Action Plan

- Define and provide spaces for community members and organizations to gather
- Provide resource sharing to outlying communities through a variety of avenues
- Establish school visits to teach students about the role of the public library and offerings
- Collaborate with teachers for special projects
- Develop and provide collaboration with the local high school to establish teen programming at their interest level
- Provide topical programming that benefits community organizations

Both infrequent library visitors and people who have never visited reported that more programming of personal interest and a more personally convenient location might motivate them to visit the library more often.



Pulled from 2024 Community Survey data collected by the Strategic Planning Committee

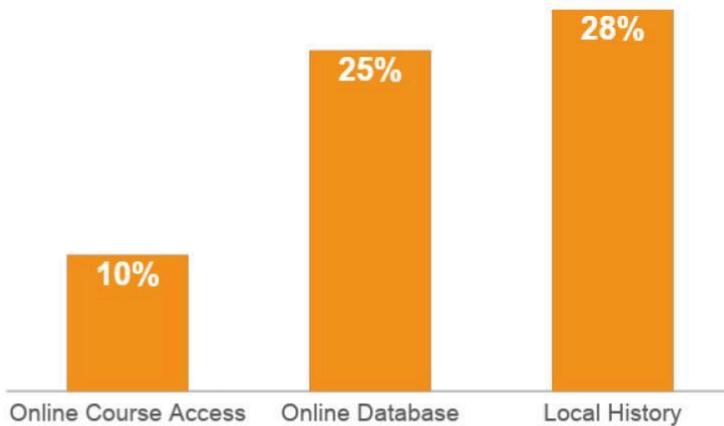
Community members' top priority for changes to library services is to increase coordination with local schools in providing resources to children of all ages.



Pulled from 2024 Community Survey data collected by the Strategic Planning Committee

A total of 21% of infrequent library visitors and people who have never visited the library report that they would be motivated to use the library more if there were programs that interested them. In addition, survey takers also reported that increased endeavors and community partnerships is a priority for community members. Given the community-based lens of the strategic plan, the library will use the knowledge and creativity found within our surrounding communities to provide a variety of programming to attract new visitors. Partnerships with local businesses, student organizations, and other neighborhood groups will also provide greater access to learning about specialized local services and offerings. Among the community connections, the library will also focus on coordinating with the local school district on a more regular basis.

Regular Library Users indicated the least awareness of online course and database access.



Pulled from 2024 Community Survey data collected by the Strategic Planning Committee

The community survey results show limited knowledge of digital library resources and a significant desire to learn more about online courses, online databases, and local history. The library will use community collaborations to explore practical means of providing digital tool programming.

Strategic Goal III. Collection Development

Expand and strengthen library collections to support the desire of our residents for more resources of both entertainment and informational value including differing formats of learning styles, etc.

Objectives

- Establish a Library of Things
- Develop an array of collections in accessible formatting to provide multiple access points to materials
- Develop a sustainable purchasing process to increase circulation statistics

Action Plan

- Create a marketable collection display system for circulation increases
- Formulate a process for acquiring, cataloging, and storing Library of Things materials
- Apply for grants and other modes of funding to establish accessible collections
- Establish and sustain collaborations with topical collection vendors

Acknowledgements

We would like to thank the Village of Hortonville and the surrounding communities for your ongoing support. An indispensable part of our process was to hear from residents to ensure our services, programs, and resources align with the needs of the community. We greatly appreciate the time and thoughtfulness of those that responded to our community survey. We could not have created this plan without that input.

The Library Director had been working towards creating a strategic plan for a few years before being given the opportunity to participate in the 2023-2024 Strategic Planning Cohort facilitated by WiLS (Wisconsin Library Services). We would like to express our sincere appreciation of the time and commitment of WiLS for their plan consultation and facilitation services.