

## Appendices

### Appendix A: Mercer Public Library Mission and Goals

A. The mission of the Mercer Public Library is to provide quality materials and services that fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and professional.

B. The general library goals of the Mercer Public Library shall be to:

1. Serve all residents of the community and the surrounding region.
2. Acquire and make available to all patrons of the library such books, periodicals, pamphlets, digital access, audiovisual materials, and other services as will address their needs to: become well informed citizens; locate answers to important questions; cultivate the imagination and creative expression; develop skills for career and vocational advancement; enjoy leisure by means of reading and other media services; and facilitate community services and groups.
3. Serve as a center for encouraging children, young people, and adults to educate and inform themselves continuously.
4. Acquire the means to provide the most frequently requested material locally and upon demand.
5. Maintain a program of service which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age. Provide information and resources that create awareness of issues facing the community.
6. Strive consistently to discover new methods and improvements for better service for the library's patrons.
7. Serve as a welcoming and educational gathering place for the community.
8. Provide a variety of cultural experiences in programs for the community, including speakers, films, performing arts, and visual arts.
8. Review regularly these goals of the Mercer Public Library and revise them as needed in the light of new developments and changing community needs.

**Appendix B: MPL Annual Report data summary, 1999-2020**

**Mercer Public Library**

**Usage Statistics**

*As reported on DPI Annual Reports*

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Library visits	10,029	10,965	12,060	12,310	15,190	14,332	14,608	15,010	14,946	15,781	15,433	15,212	13,285	12,647	13,258	12,670	12,646	13,171	14,586	14,097	13,233	6,749	
Total physical circulation	9,395	10,615	11,324	13,856	16,344	17,559	18,873	18,755	20,841	24,030	24,151	24,702	23,560	20,817	20,980	20,119	19,210	20,371	17,358	18365	17820	10743	
Total physical + e-Media circulation	9,395	10,615	11,324	13,856	16,344	17,559	18,873	18,755	20,841	24,030	24,151	24,702	23,622	21,374	22,484	21,952	21,950	23,034	20,484	21316	21314	15066	
Adult Circulation	7,351	8,230	9,573	11,974	14,273	15,383	15,088	15,152	17,274	19,640	19,794	20,892	19,474	17,056	16,895	15,740	15,540	15,979	14,177	14925	14305	8993	
e-Media circulation****													62	557	1,504	1,833	2,740	2,663	3,126	2951	3494	4323	
Children's circulation^	2,044	2,385	1,751	1,882	2,071	2,176	3,785	3,603	3,567	4,390	4,357	3,810	4,086	3,761	4,085	4,379	3,670	4,392	3,181	3440	3515	1750	
Print volumes owned	8,364	9,237	9,984	11,160	11,877	13,116	13,031	14,038	15,273	15,783	17,009	17,450	17,821	18,170	18,620	19,419	19,383	18,551	18,145	18770	18019	16586	
Print volumes added	951	1,422	835	1,167	1,143	1,084	1,237	1,063	1,512	1,138	1,416	1,171	1,230	1,120	1,105	1,051	1,099	952	773	767	724	434	
Audio materials owned	343	417	485	618	625	821	873	948	1,030	1,101	1,268	1,283	997	923	1,002	1,061	1,113	1,158	1,220	1142	1162	1182	
Audio materials added								133	110	122	204	107	57	99	86	66	76	48	64	66	28	23	
Video materials owned	494	446	584	762	840	1,015	1,101	1,290	1,376	1,326	1,423	1,486	1,472	1,452	1,629	1,787	1,872	2,056	2,267	2424	2586	2694	
Video materials added								183	181	147	204	224	208	217	202	230	176	236	225	220	221	140	
Total registered borrowers^^	1,976	2,324	1,095	1,649	2,151	2,523	2,731	2,639	3,071	3,163	3,399	3,601	3,692	3,834	3,900	4,039	4,041	4,211	4,314	4524	2544	2229	
Public computer sessions *		2,652	3,172	5,044	5,356	4,625	4,406	5,072	5,182	5,034	4,752	4,770	4,500	4,066	3,397	3,538	3,894	3,693	2,976	2696	1945	855	
Public wifi sessions**																	1,048	1,568	7,332	8898	6045	24767	
Number of adult programs	41	46	33	28	27	20	21	69	71	61	58	62	48	80	90	65	83	102	137	110	156	65	
Adult Program attendance	427	469	219	200	264	370	325	649	671	800	816	560	533	853	1,088	505	763	984	1,819	1675	1,662	460	
Number of Kids programs***	27	29	18	18	16	13	12	17	25	27	29	44	35	65	63	53	32	27	23	22	23	3	
Kids program attendance	353	374	144	150	157	140	155	327	362	521	523	279	325	649	622	758	511	855	505	544	663	129	
Drop-in programs*****																						6	
Drop-in program participation																						108	
Town of Mercer Budget amount										\$82,940.00	\$84,598.00	\$90,808.00	\$86,396.00	\$89,750.00	\$89,750.00	\$91,691.00	\$93,500.00	\$94,903.00	\$97,750.00	\$100,750.00	\$105,864.00	\$107,444.00	\$119,000.00

## **Appendix C: Mercer Library Community Survey Questions**

# Mercer Public Library Community Survey

The Mercer Public Library Board of Trustees and the library director need your help! We're writing a strategic plan to help determine what we'd like to improve at our library over the next five years. Please help us by sharing your thoughts about library service in Mercer.

You can be entered into a drawing to win one of several gift certificates to Mercer businesses for participating in this survey and including your contact information at the end of the survey. Your survey responses will be kept confidential.

\* Required

1. Do you have a library card?

*Mark only one oval.*

Yes

No

2. How often do you use the Mercer Public Library? \*

If you are a seasonal resident or visitor, please think about how often you use the library while you are in the Mercer area. Yes, using our digital services (Wisconsin's Digital Library, Gale Courses, library website, etc.) counts as using the library!

*Mark only one oval.*

Daily

Weekly

Monthly

Less than once a month

Very infrequently or never

Library User Survey

3. What library services have you used in the last year?

Check all that apply.

*Check all that apply.*

- Checked out books
- Checked out movies
- Checked out audiobooks
- Checked out other library materials (magazines, board games, telescope, puzzles, etc.)
- Asked the library staff for book or movie recommendations
- Checked out e-books or downloadable audiobooks from the digital library
- Attended a library program
- Brought my children/grandchildren to a library program
- Attended a class or event run by another organization (e.g. Fe University, local service groups, etc.)
- Used the library's meeting room for work or a meeting
- Used the library's seating areas as a quiet place to work or study
- Used the library computers
- Used the library's Wifi on my own device
- Used the copy or fax machine, scanner, laminator, paper cutter, or other "office" services
- Socialized and met with friends at the library
- Asked library staff to look up information
- Asked library staff for technology help
- Visited the Mercer Public Library website

Other:  \_\_\_\_\_

4. Please fill in the blank: "I would use the library more if..."

Check all that apply.

*Check all that apply.*

- The hours were more convenient
- The library had more of the materials (books, movies, etc.) that I want
- There were more popular items (new movies, bestselling books, etc.) available when I stop by
- The library's policies (loan periods, limits, etc.) were less restrictive
- The library had more services that I want
- There were more library programs that interested me
- There were more library programs for children/teens
- Library programs were offered at a more convenient time
- I knew more about everything the library has to offer
- I wasn't so busy with other things
- None of the above -- I already use the library enough.

Other:  \_\_\_\_\_

5. Please share how strongly you agree or disagree with these statements about the Mercer Public Library.

Mark only one oval per row.

	1 - Strongly agree	2 - Agree somewhat	3 - Neither agree or disagree	4 - Disagree somewhat	5 - Strongly disagree
The library is important to the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library is important to me and my family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good library enhances quality of life in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library provides important services for adults.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library provides important services for children and teens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library supports local businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library supports local organizations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library promotes connection to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The library helps people find information they can trust.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How would you rate each of these library services?

Mark only one oval per row.

	Excellent	Good	Fair	Poor	Don't know/Not applicable
Customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Book collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movie collections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fine-free policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Lucky Day" movie collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special collections (board games, puzzles, equipment, telescope, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital collection - "Wisconsin's Digital Library"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other online services: Gale Courses, Ancestry Library Edition, research databases, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memory Lab equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for children (summer reading, craft days, storytimes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs for adults (classes, lectures, craft clubs and classes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Times & schedules for library programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology help services - "Tech Tuesday" and computer classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computers, printers, Wifi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, how would you rate the Mercer Public Library?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Collecting  
Local  
History

The Mercer Public Library has begun working with the Mercer Area Historical Society to collect local stories and local history information. Please share your thoughts on how we should focus our local history efforts.

7. How important is it that the Mercer Library makes a strong effort to collect and archive historical papers and memorabilia from Mercer's past?

Mark only one oval.

	1	2	3	4	5	
Very important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not at all important

8. Are you aware of or have you used any of the equipment in the Mercer Memory Lab?

Mark only one oval.

- Aware, but have not used
- Have used some of the equipment in the Memory Lab
- Not aware of what's available in the Memory Lab

9. What topics and types of materials should the Mercer Public Library focus on when preserving local history information?

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Share your  
ideas!

Please share your ideas on how we can make the Mercer Library more useful to you, your family, and the Mercer community.

10. What ideas do you have to improve the Mercer Library?

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11. Do you have any recommendations for books, authors, new types of materials, and other items to add to our library collection?

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12. What ideas do you have for new programs or services for adults?

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13. What ideas do you have for new programs or services for children and teens?

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Library promotion

14. How do you learn about LOCAL news and events, including library events?

Check all that apply.

*Check all that apply.*

- Local newspapers
- Radio or television
- Posters
- Chamber of Commerce updates
- Local websites
- Library website
- Library e-newsletter
- Facebook
- Other social media (Twitter, Instagram, etc.)
- From friends and neighbors (word of mouth)

Other:  \_\_\_\_\_

*Skip to question 15*

**Demographics**

Answering these questions will give the library a better idea of the interests and needs of our users. All answers will remain confidential.

15. Are you a resident of Mercer? \*

Select the description that best fits your relationship to the Mercer area.

*Mark only one oval.*

- Full-time resident of Mercer or Iron County
- Seasonal or part-time resident of Mercer or Iron County
- Full-time resident in the area, but not in Iron County.
- Seasonal or part-time resident in the area, but not in Iron County
- Visitor to the Mercer area (including those who regularly vacation or visit family here)
- No relationship to the Mercer area

16. What is your age?

*Mark only one oval.*

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 or older
- Prefer not to answer

17. Are there children under 18 living in your home?

Check all that apply

*Check all that apply.*

- No children in my household
- Child or children ages 5 and under in my household
- Child or children ages 6-12 in my household
- Child or children ages 6-17 in my household
- Prefer not to answer

18. What is the highest level of school you have completed?

*Mark only one oval.*

- Less than high school degree
- High school diploma or equivalent (e.g., GED)
- Some college or formal vocational training but no degree
- Associate degree or vocational training certification
- Bachelor degree
- Graduate degree
- Prefer not to answer

19. What best describes your employment status?

*Mark only one oval.*

- Employed, working part time
- Employed, working full time
- Not employed, looking for work
- Not employed, not looking for work
- Retired
- Disabled, not able to work
- Prefer not to answer

Prize  
Drawing  
entry

If you wish to be entered to win one of several gift certificates to Mercer-area businesses, please enter your name and contact information. Please submit only one survey response per person.

Your survey responses shall be kept confidential, and we will never share your contact information with anyone. You may leave this section blank if you don't want to enter the prize drawing.

20. Name

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21. Phone number and/or email address

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Google Forms

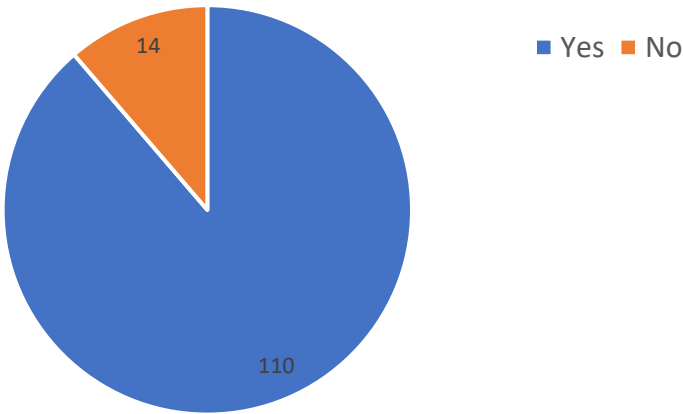
**Appendix D: Mercer Library Community Survey Summary of results**

# Mercer Public Library community survey

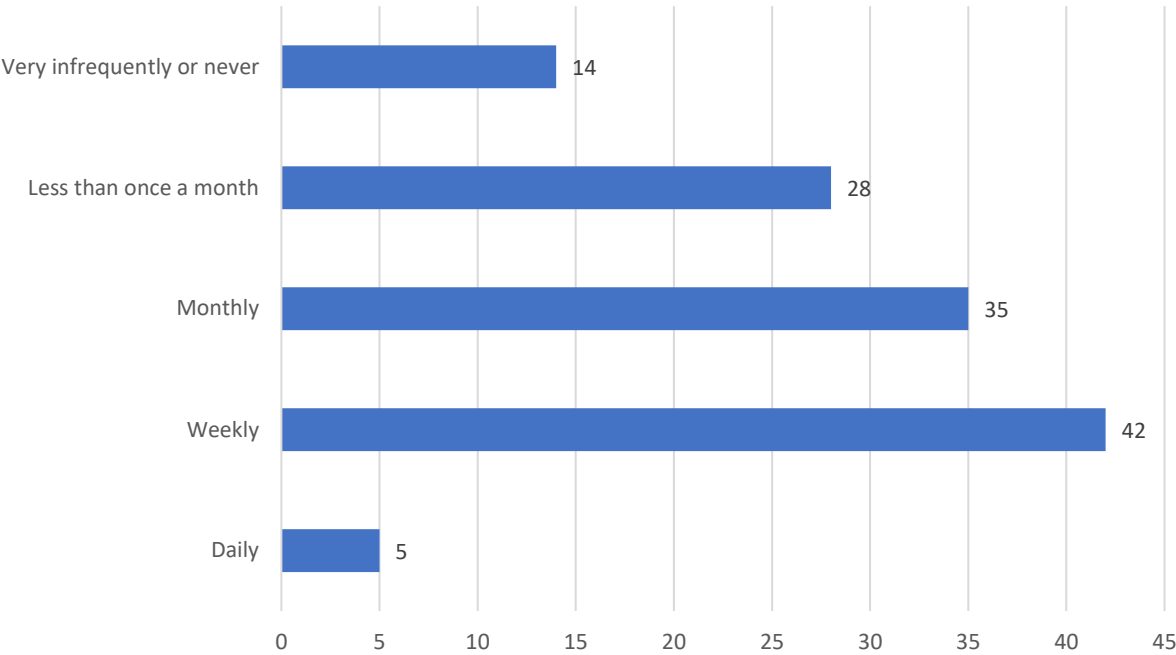
Initial results summary

June 18, 2020 through August 31, 2020 : 124 responses

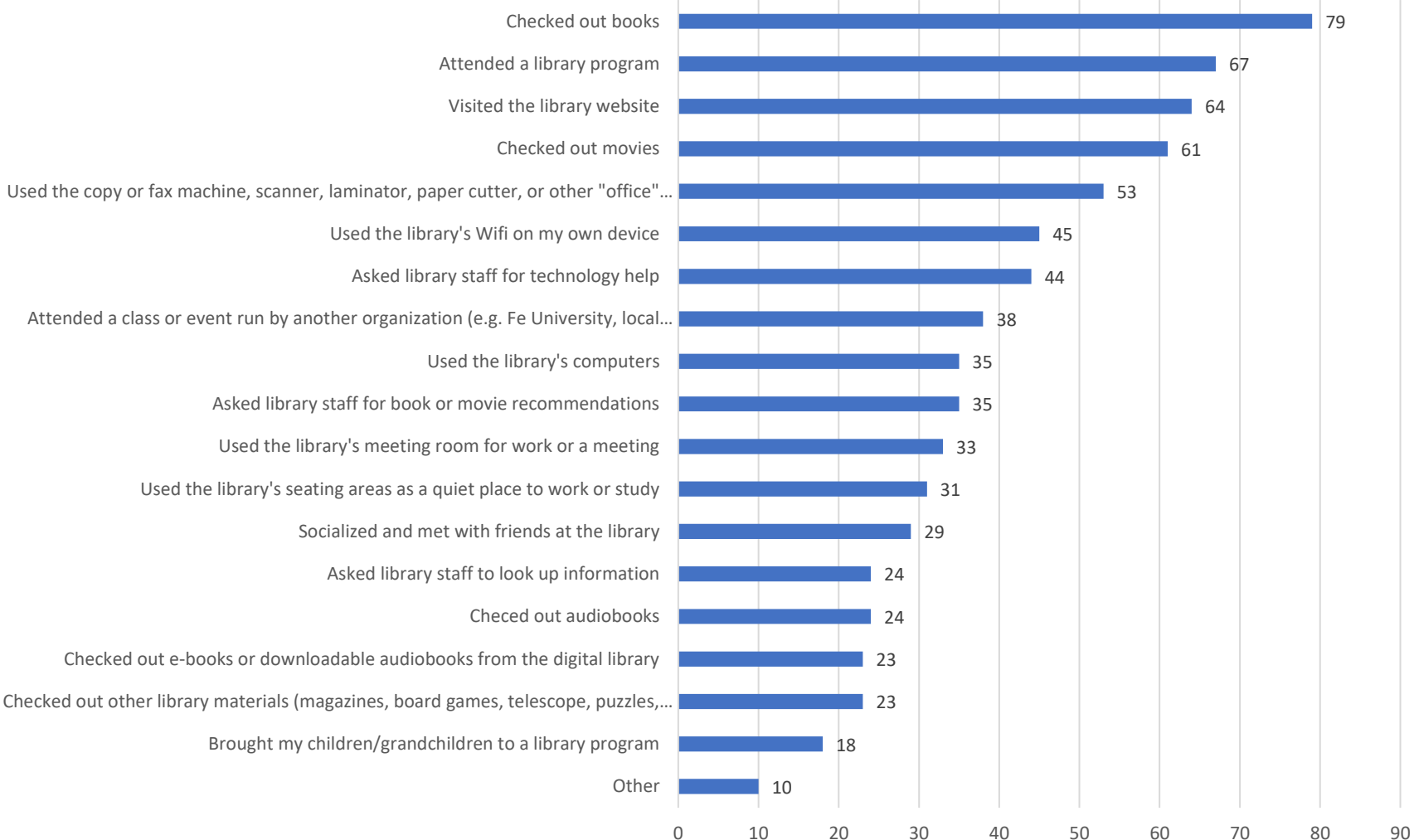
### Do you have a library card?



### How often do you use the Mercer Library?

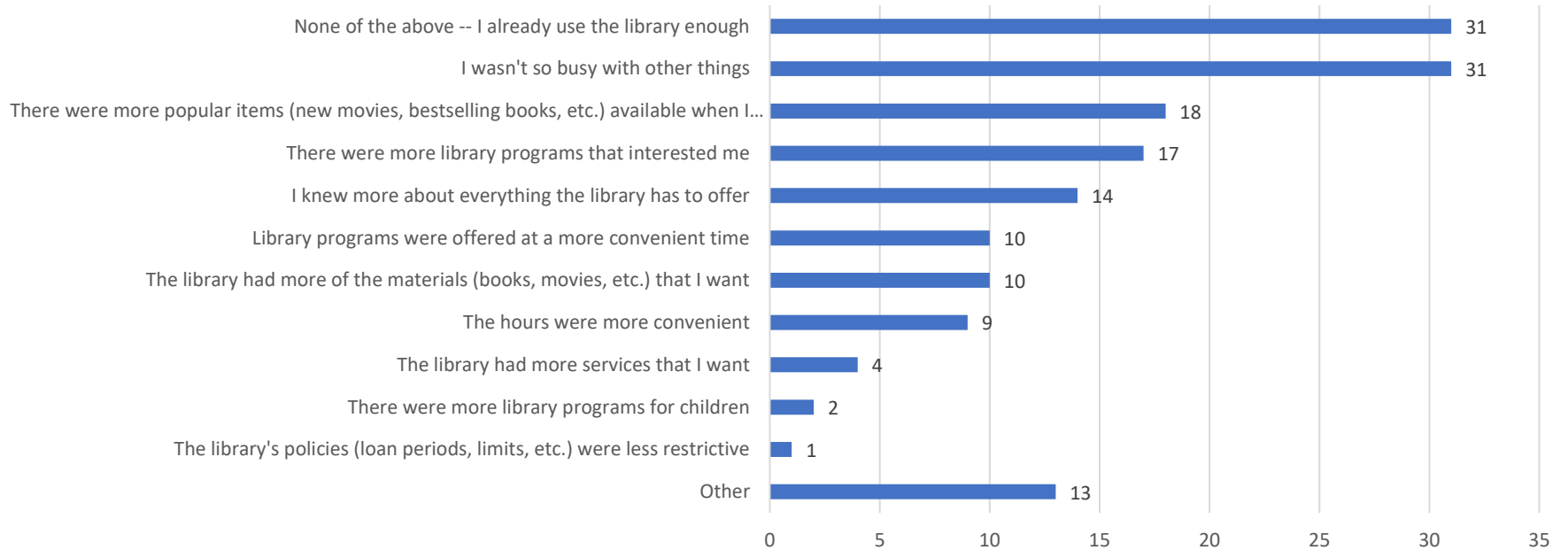


Library users:  
What library services have you used  
in the last year?





## Library users: "I would use the library more if..."



### "Other" responses

Totally happy with our local library

Off-hours building/pod for working off wifi would be great!! e.g. early morning before open and after closing in the summer

I could drive myself and not have to depend on others to take me there

Library policies more restrictive- takes too long for new materials

I lived in the area full time

Mercer Library is just a perfect library.

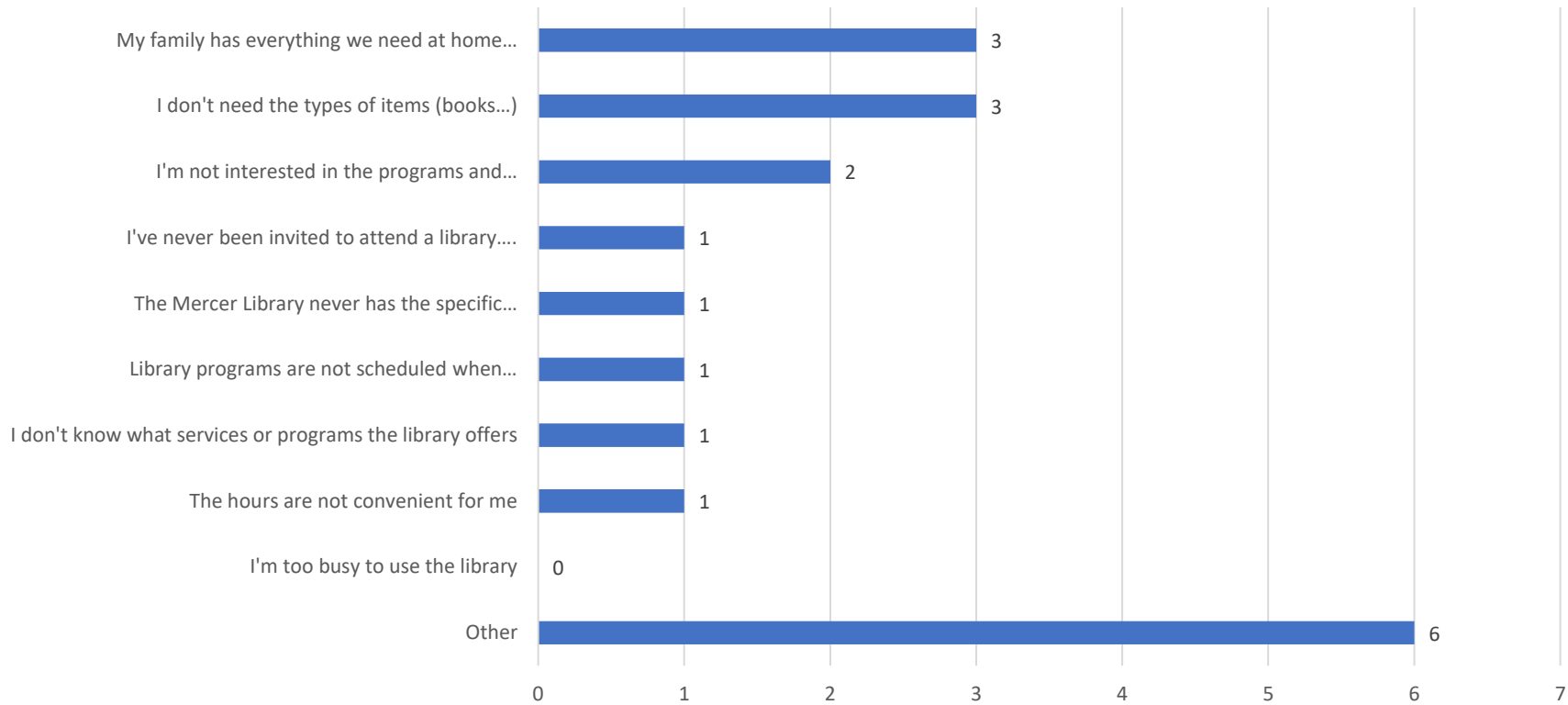
seasonal, I use for computers, reading newspaper; hours good

Retired now. Will use the library even more.

Longer hours, esp Saturdays

The people who worked at the library weren't so disrespectful to the people who found and pay their salary and they didn't use false information and talk about false information at work in front of their customers

### Non-users: "I don't use the library because..."



#### “Other” responses

I have access to the army MWR Library system and get most of my books through them onto my iPad.

I visit Mercer once or twice a year at a family cottage. We always use the library when we are in town. I am a member of The Friends of Mercer Public Library.

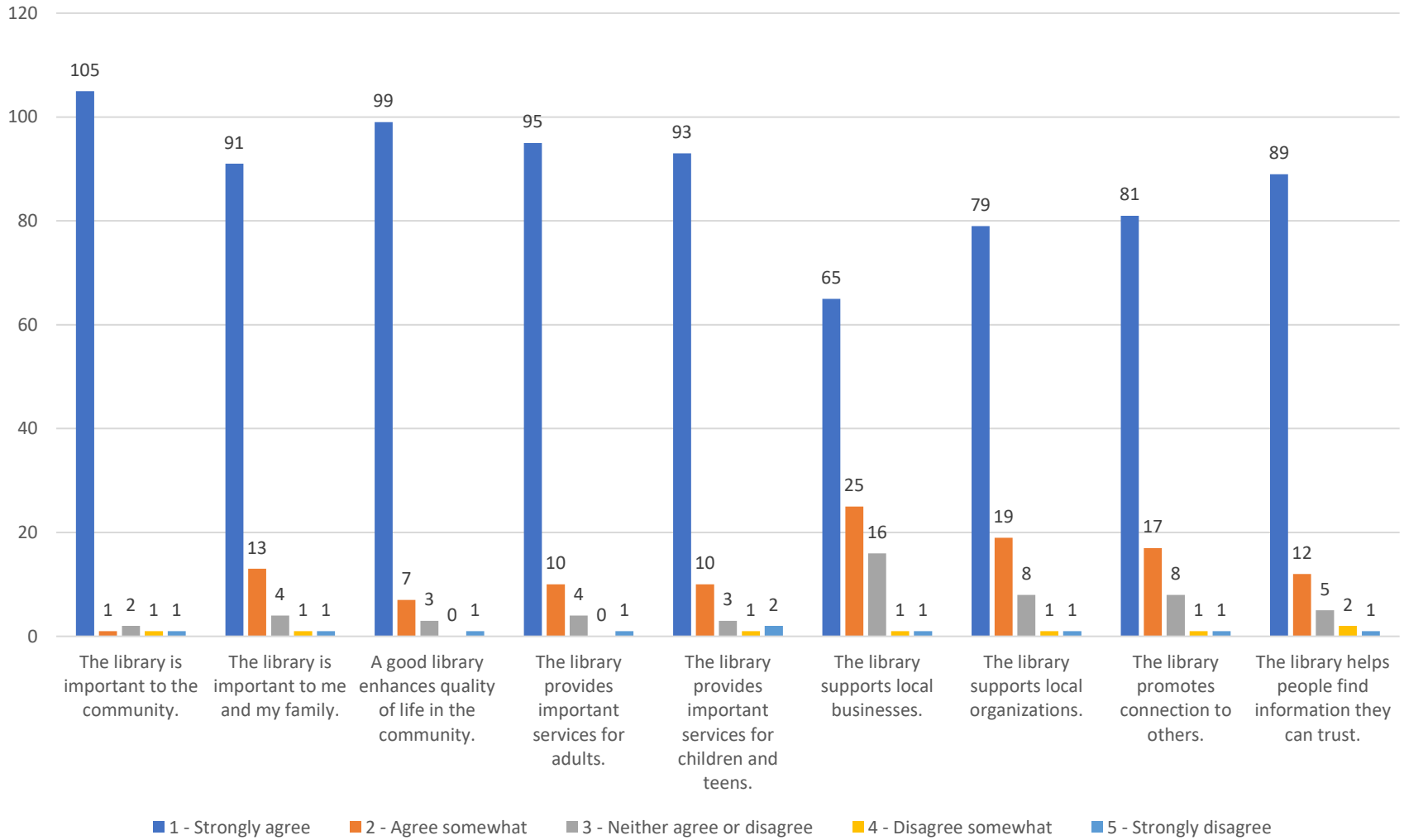
Health/on oxygen - hard to get around/sustain energy level

No excuse. Husband uses frequently

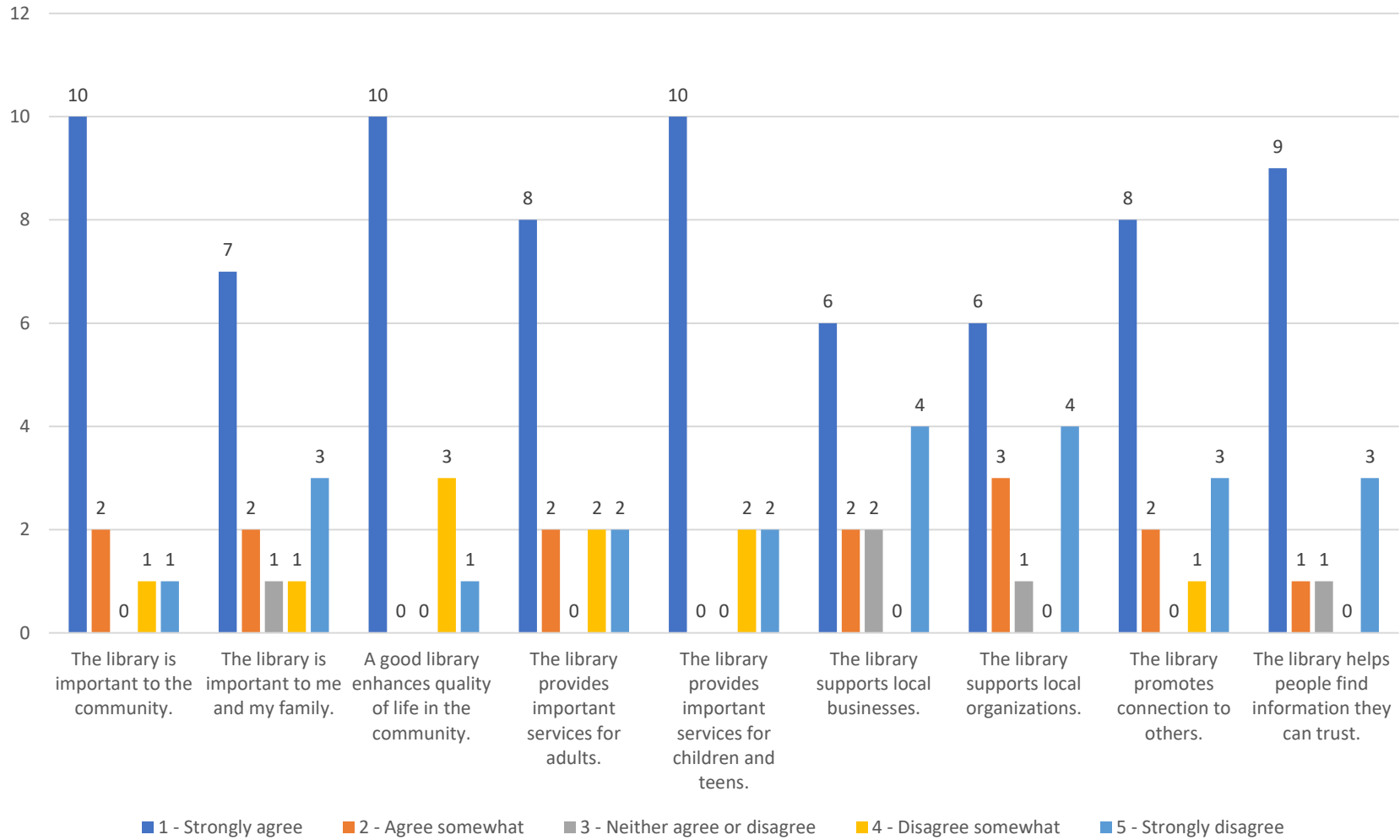
The hours are not convenient for me., I'd like to order online and then just pick up. Not sure if that's possible.

Workers are too liberal and biased

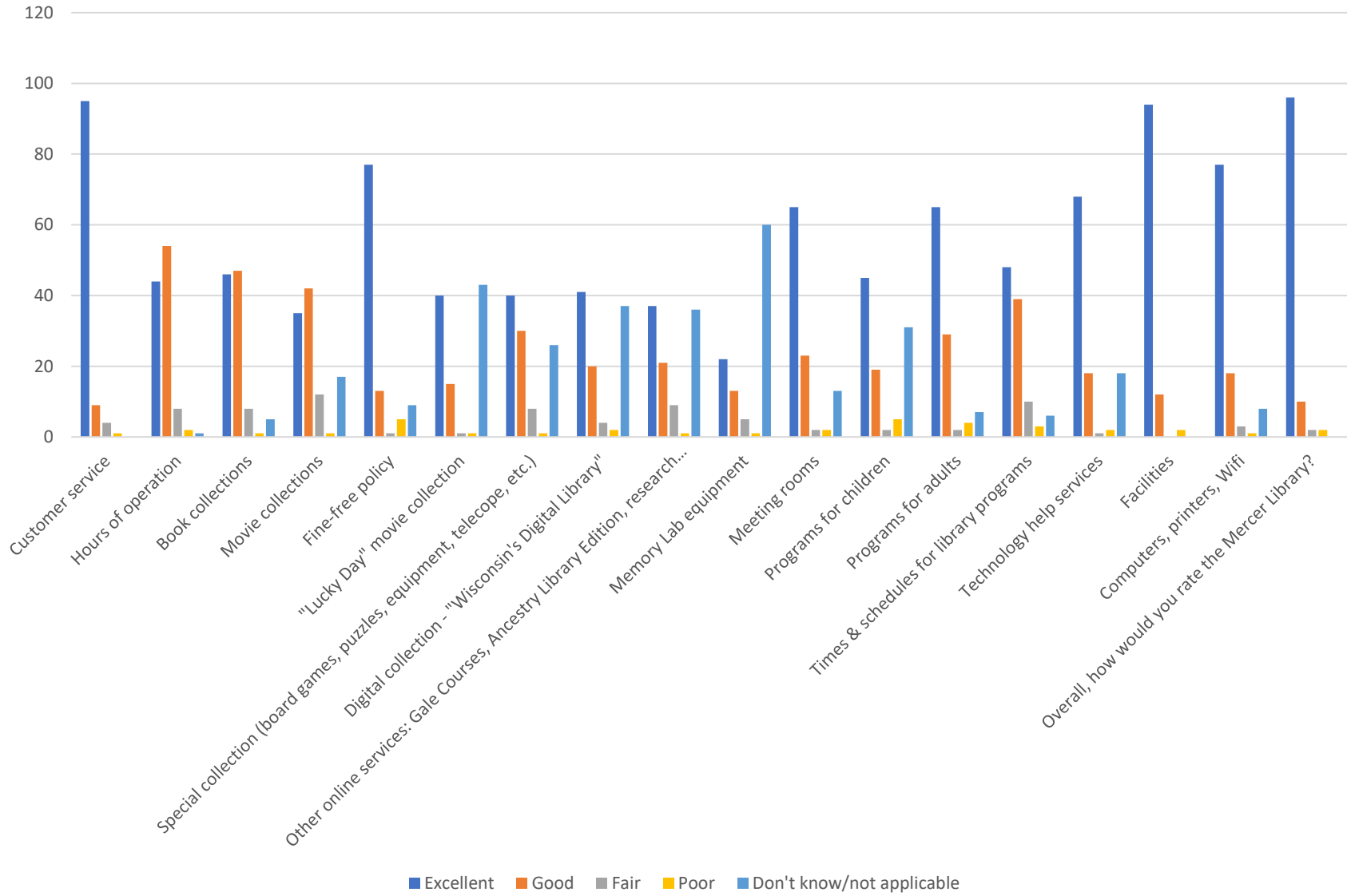
## Library impressions - Library users



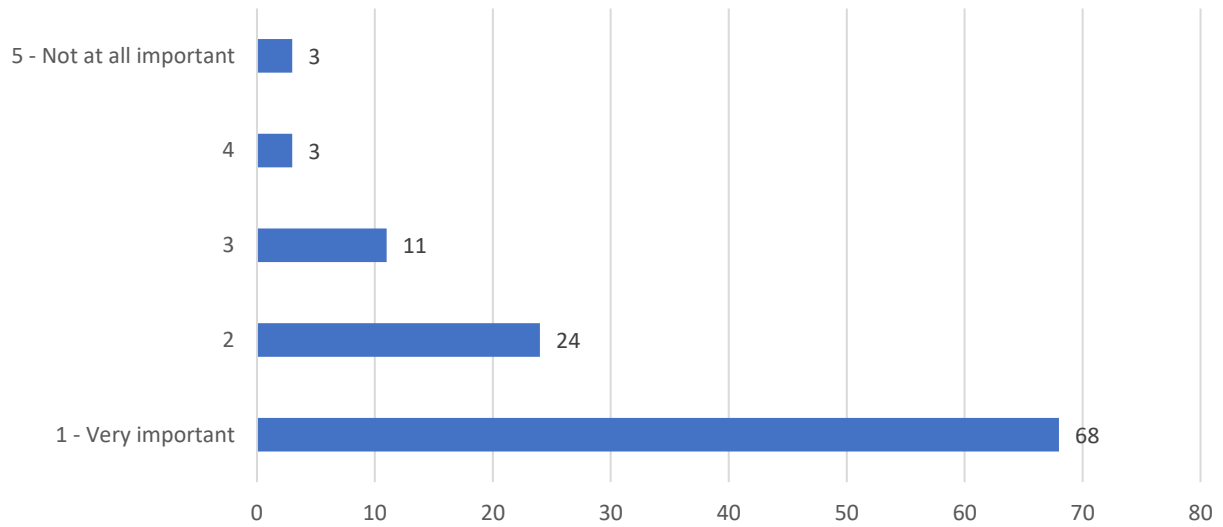
## Library impressions - Non-users



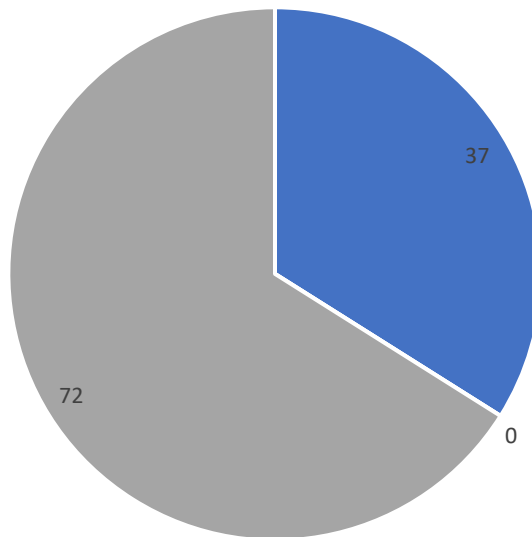
## Library users: Ratings of Library Services



### How important is it that the Mercer Library makes a strong effort to collect and archive historical papers and memorabilia?



### Memory Lab equipment use



- Aware but not used
- Have used some of the equipment in the Memory Lab
- Not aware of what's available in the Memory Lab

**What topics and types of materials should the Mercer Public Library focus on when preserving local history information?**

People who formed our town

Photos with captions and names of people is my favorite when looking at historical information.

Isn't there a separate historical society in town (at the depot) which does that?

I would love to be able to look at materials or pictures from our lakes past. That would be a cool database to have for each lake in the area. Being seasonal and not knowing most people on our lake, I've never seen pictures from much longer ago or really know the history of the lake. Lake of the falls, by the way.

Photographs

The types of employment it or available in the early years of the community and the type of people that lived here

evaluation of the growth of Mercer

What is the memory lab?

History of the community

photos, newspaper and magazine articles, logging, gangsters, resorts, lakes

Photos. Diaries, first hand accounts.

history of logging, dams, travel e.g. old roads, old dump sites, how waste was dumped into Mercer lake and it's affect

Library personnel do a fine job selecting Mercer History info

History of origin of town, how the town has changed physically - maps, photos

all materials that pertain to Mercer

I don't know

photographs, speeches, government publications and minutes, oral histories

True historical facts preferably from a local resident

history of town and surrounding natural areas

Photos are my favorite.

names; family histories; photos; personal stories

photos, 1st. person recollections of growing up here or coming on vacation, CCC camps, youth summer camps

All has been well done!

Genealogy materials

History of families, resorts, businesses, events, culture of Mercer. Photos.

Firsts, markers of local or regional social, cultural and economic changes, profiles of influential historical figures, photos, artifacts, letters, papers, works of art, etc.

Documents and labeled photos

local family history and businesses

pictures, artifacts, personal recollections

documents and photos

newspapers, photos, interviews with senior residents

Town history, businesses, local stories

Sports

Facts

everything

School history, history of the churches, history of past groups such as CCC camp, pictures, stories, indigenous history, depression and WWII history, citizens who fought in past wars, accomplishments of local citizens.

Interaction with native american community

Homage and reparations to Native Americans whose home, land, and people were destroyed.

History of Mercer and State of WI

history of Mercer it's self, how it came about

Everything— I assume you have done a lot because you've been closed more than open.

Photographic, news media, published articles, audio interviews with the elderly , federal / state government docs., and physical memorabilia from residents. Wish more original architectural information would be preserved.

Not sure

Mercer pictures from the 30's (ie., where my house is)

Photographs; historic ownership of resorts & other businesses; old letters & diaries; and of course old newspapers.

history of Mercer and family genealogy

People, news articles

Business history

photos and written text

History of the Town of Mercer and making recordings of individuals with historical knowledge before it is lost forever, some of which has already happened unfortunately.

Newspapers, governmental documents, important local events



## Library users: What ideas do you have to improve the Mercer Library?

I believe that all your ideas and hard work you do are fantastic.

I work in technology and am now working remote for the foreseeable future. My in-laws have a cabin in Mercer and my parents live in Ladysmith. I work a lot in the Mercer library in the summer to save on vacation days. It would be nice to have an area to go during close/ off-hours to work off of wi-fi, early a.m., later in the evening and on the weekends. Would be happy to contribute to a fund for this type of initiative! I see a lot of people drive to the parking lot during closed hours to use the wifi. I generally go to the coffee shops early in the morning until the library opens. I think there could be a solution for the community here.

Not any, really. Great staff is what really "makes" a small town library and Mercer library has a wonderful staff.

Later hours for those who work until 5 in Minocqua

I cannot think of any idea at this point I love our library so much and the people in it to staff is so awesome and knowledgeable Thank you for being who you are

Happy the way it is.

Great job of community outreach

Open up! Less drama!

I realize the efforts to abide by protocols for reopening after the virus shut down have been a challenge. But since masks are optional but encouraged I found the repost of Boulder Junction's explanation as to why you encourage masks rather insulting. I personally stay 6 ft away, am not sick, have hardly gone anywhere since March 6th. Since I don't spend much time in your building when there and don't buy into the efficacy of simple non N 95 masks I do not like the message suggesting that I'm a non caring person. As you can tell I do not like to be preached at. I'm a retired RN and know a lot about germ/virus transfer. As I watch people, who think they are helping, wear masks in all the wrong ways, touching and readjusting them constantly and then touching surfaces everywhere. And not washing their hands I'm appalled. The masks give people a false sense of security and often the other safety measures are neglected. So I don't tell people what to do. Wear what you want and I will do the same. But don't insult me. And please encourage good hand washing.

larger meeting room, more storage space

Mac computers

more dvds, more books, classes on nature (or is that more of a Discovery Center thing?) e.g. tracking, how to identify trees, mushrooms etc.

Can't think of one. . .excellent as is

Like it the way it is!

Extended hours on weekends

It seems pretty nice to us as seasonal users.

Teresa is the absolute best at keeping us informed on what the library is offering through newspapers, emails, etc; her knowledge, sharing & positivity on every issue is exceptional...we are so lucky to have her!

Perhaps open a little longer on Saturdays.

Once the virus is over maybe more local crafts

If there was some way to look up or find fiction books by type, i.e. mystery, western, romance, futuristic (star trek type), imaginative/fairy land (the Hobbit series, Callie Bates books, etc). If a book is more than one type (a western mystery) then it could be cross-referenced on the computer.

allow the community center to be used by the community

Better magazine collection

I think the library is doing an excellent job now

looking forward to the outdoor reading room

All good 👍.

Weekend hours

This is the best library I know of.

Need more space. Need long range and near term plans for future development of physical plant. Need stronger links to local and county historical societies and local historians. A working link with the Senior Center to focus on a Senior Citizen of the month, telling his or her life story could be enriching for the community. Once Covid is under control, the library needs to return to Saturday hours and continue to explore ways to expand those hours.

Outside theater for kids. Or reading outside

expand the video section, more copies of popular and newly released movies

Have some events later in the day for those who work..i.e., the health fair

I'd love to attend knitting /other programs but work m-f until 5:30, occasionally evening events would be great

More toddler programs!

Continue your wonderful movie nights and educational speakers. I love them.

Longer hours either week nights and/or Saturdays.

None

Different staff

keep present staff and give them a raise!!

Live the outdoor landscaping ideas.

Make bathrooms gender neutral (no male female signage). Understand that there are non-binary/gender nonconforming folks. Don't assume patronage gender (no sir or ma'am)/ focus on eliminating white privilege in books, offerings, etc. Understand that the land was stolen and make that known.

larger audio selection of books on audio or how to get audio books of a particular author without clicking on computer screen trying to find

Be open

Director needs to stop making Facebook comments about anything.

A more inviting front desk staff. Teresa is warm and welcoming, the other regular employee, not so much. A quiet, no socializing environment in all spaces.

Greater variety of current movies

Have more lectures with local historians on the local history (eg how did it become the lupine & loon Capitol) and on subjects such as local flora (eg area wildflowers) & Fauna. Another suggestion is to allow people who don't live close to Mercer to return items to other local libraries.

longer hours would be better for those of us who work

Our library really is excellent and very innovative.

the present library serves all my needs

Library users: Do you have any recommendations for books, authors, new types of materials, and other items to add to our library collection?

No

No I don't ideas do you have for adults

Better selection of videos featuring recent releases and classic movies

books by Carl Hiaasen, nature books about beavers and wolves

None

none

Keep up the good work with new authors

no

Lee Strobel

More movies.

There are new books I would like to read, but I don't know if my choices would be general choices of the community. I know the library staff will request books from other libraries, perhaps that is sufficient

Travel and cooking topics for books or magazines

I think the selection is good, and the library keeps up with getting current books/authors

Good job by entire staff, volunteers, and board.

I make such recommendations regularly. Continued progress on large print books. It is my impression we have an unusually large collection of books about Wisconsin and books by Wisconsin authors -- is there some way we could put a brighter light on that collection?

answered above

More personal development books!!

Nicholas Sparks, Danielle Steel, Nora Roberts.

More large print books

Books by Ben Shapiro and other Republicans

satisfied with current stuff

Could it be a safe place to discuss current events?

More queer and LGBTQ authors. More Louise Erdrich. More James Baldwin

Nora Roberts, Ann Rice

I love the free exchange of materials such as seeds, magazines and other materials. Perhaps to expand?

Shop manuals, technical manuals

I would like you to add authors who write both fiction and non-fiction about the north especially books set in WI, MN, MI, ND, NY state, New England & Canada.

The only suggestion I have is expansion of miniseries and TV series collection.

a wider selection of periodicals The New Yorker magazine, Home power magazine,....

## Library users: What ideas do you have for new programs or services for adults?

none

A regular weekly, bi-weekly or monthly evening craft club. I would love to attend knit/crochet group but I work fulltime during the day and can't attend. I think many of us are in the same boat. Just a bring your own craft to work on, share ideas and techniques, etc.

"How to" lessons in popular apps.

At this moment I have none

Opportunities for small get together(s) in library for friendly chats about whatever'

Seems as though most programs are more liberally biased- like to see variety of programs, jobs database to match people with available jobs, information for potential entrepreneurs on what the needs of the community are (many business opportunities to serve older population), how to start and succeed in a local business., mentoring programs matching local retirees with students interested in similar careers.

any nature learning programs, same for space topics i.e. learning about the solar system

History presentations and re-in-actors

not sure

Not new, but I have thoroughly enjoyed the Adult Story Hours through the library. Even the virtual ones were fun! I really hope these continue.

Not at this time.

book club

Local speakers on the area

The armchair travel series last year were interesting, especially since people won't be traveling for awhile

travelogues, nature program, new science discoveries, historical actors

N/A

Having volunteers take books to shut-ins

Tech Tuesday has been a great success. Is there a way to expand that kind of technical assistance without taking more of Teresa's time? We are an area of elderly people, many with computers, but most of them really know very little about their computers beyond basic word processing. Are there other techies in the area who would be willing to donate some time to expand Tech Tuesday type services?

more tech seminars and other seminars that would benefit our seniors

Basketry class for beginners.

No

Zoom classes during Covid.

None

Any authors or classes that dismantle the patriarchy

unsure what is offered to suggest new

Be open

More back to the earth programming. gardening, landscaping, chickens, canning, etc.

Mental health outreach, new residents or property owner direct outreach.

See answer above

I'm happy with the programming we have but I'd also like more programs about the arts.

Library users: What ideas do you have for new programs or services for children and teens?

None

A regular scheduled evening for kids to come in and do crafts. Many parents work fulltime all day and our kids can't attend programs held during the day.

Programs for kids that are up for the summer of any kind! We are always trying to find those programs when we are up north.

At this moment I have none Ri

I don't know what the kids want.

Above-mentoring program connecting students interested in certain careers with retirees or current workers in those fields.

programs to help them learn about global warming, recycling, respect for the earth

relevant topics of today

not sure

summer reading contest

none

dance or drama, putting on little plays

N/A

Teen reading contests c readings from their favorite books

life without total dependence on social media

Music time, story tome,

No

Any authors or classes that dismantle the patriarchy

Be open

Maybe have them work on a project where they create their own children's book including making a storyboard, design, illustrations, etc.

Story hour for pre-school children

Non-users: Is there anything we could add or change to make you want to use the library more?

use it occasionally, sometimes it is nice to just hold a book. 😊

No

Announce programs and present reasons why the library is better than Google

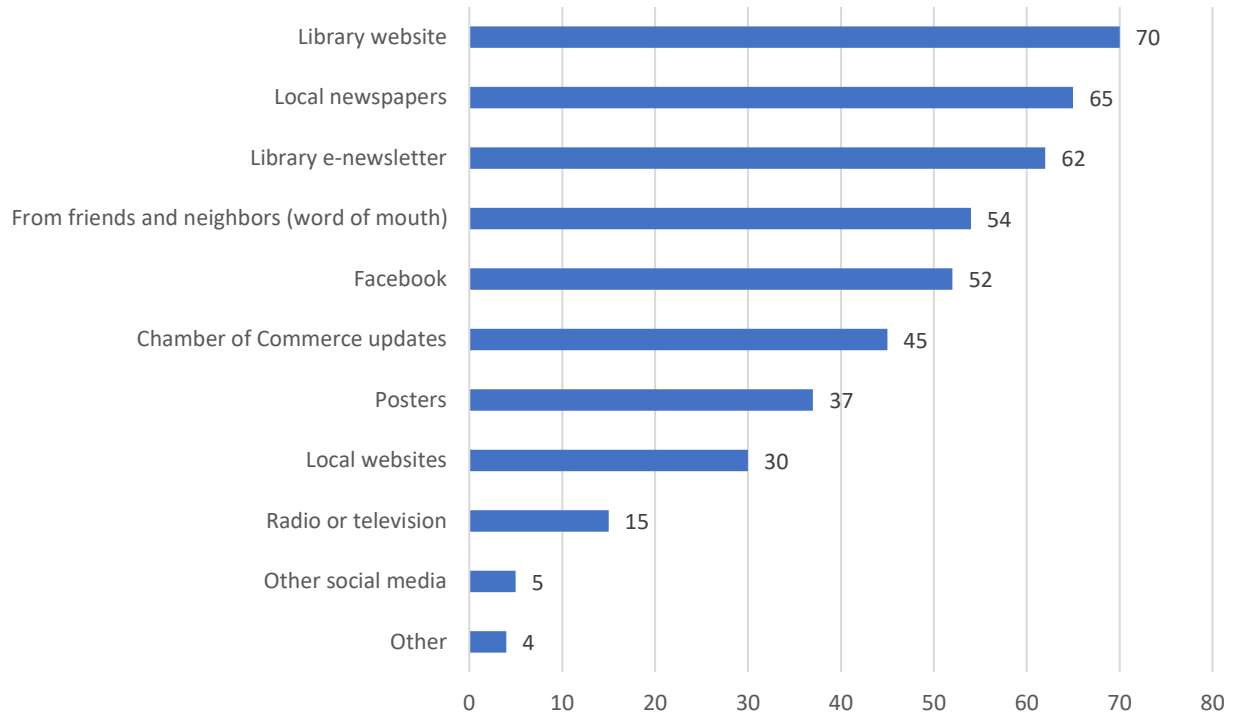
More conservative material

Free to use computer if not a resident?

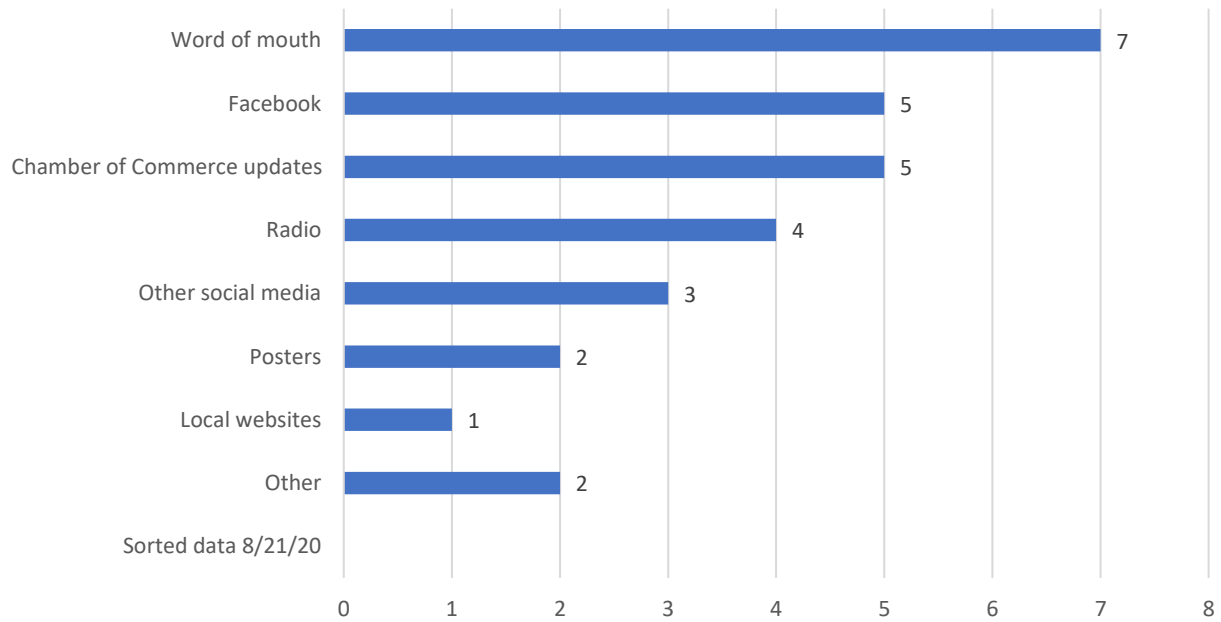
I think the library could offer some adult interest classes...how to's such as small home improvement projects, woodburning, needlework, sewing, beginning painting, paper crafts, other crafts where participants create a project and leave with it. The library could also host games (morning, afternoon or evening) such as trivia games, Euchre leagues, Bridge tourneys, scavenger hunts, board games or any other game of interest. Maybe use the location to make pet beds for animal shelters or decorations for nursing homes. Some seasonal type activities also...maybe pumpkin carving and afterwards use the pumpkins as luminaries for a night walk on the bike trail, ornament making for the Christmas tree near Claire d'Loon. It could also be used as a planning location for other events like a pot luck Thanksgiving feast, flowers/bulb planting party in public areas. I'm sure there are so many in the area with special skills that would be happy to pass their expertise on to others...computer skills, quilting, woodworking, etc.



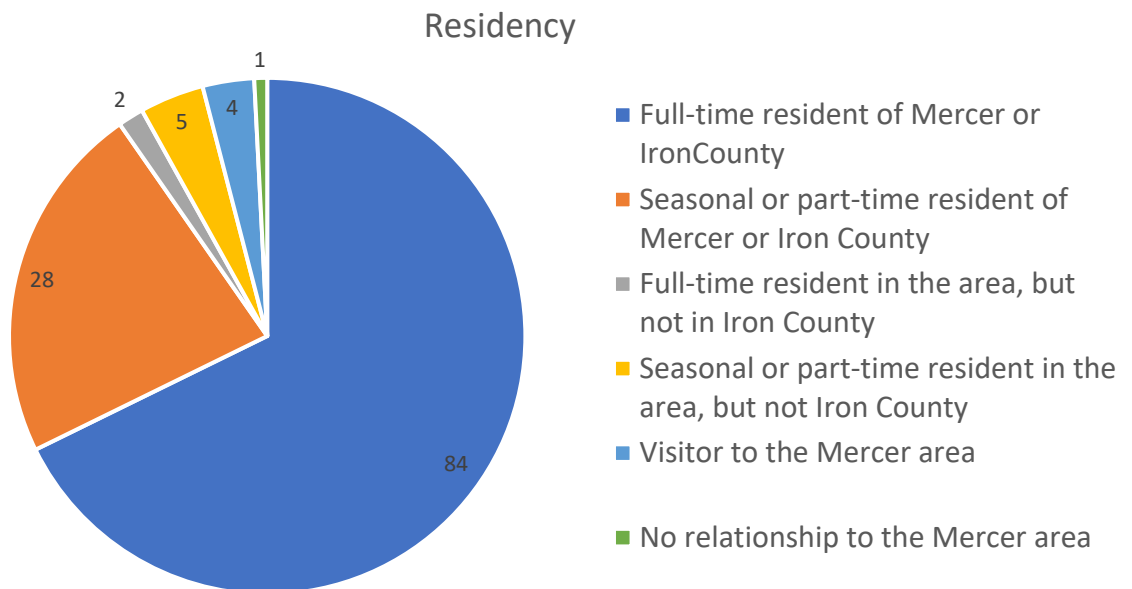
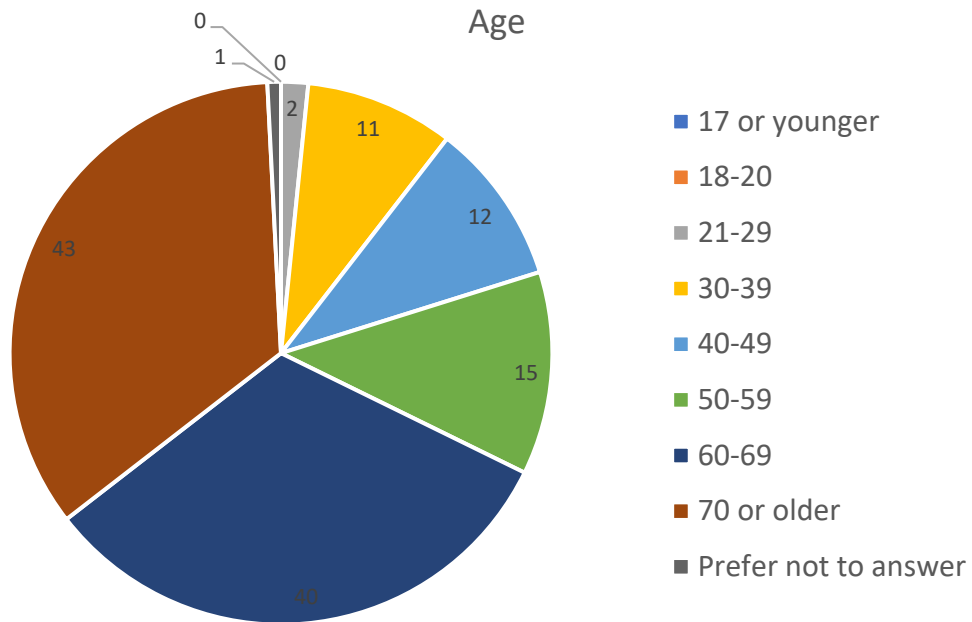
### Library users: How do you learn about events?



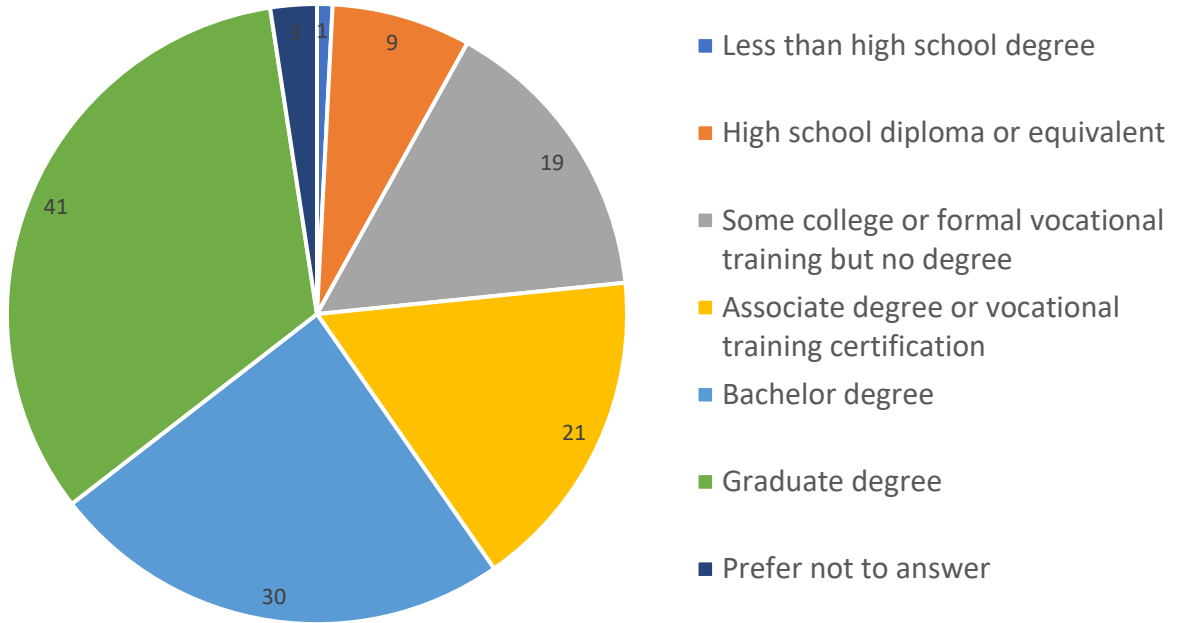
### Non-users: How do you learn about events?



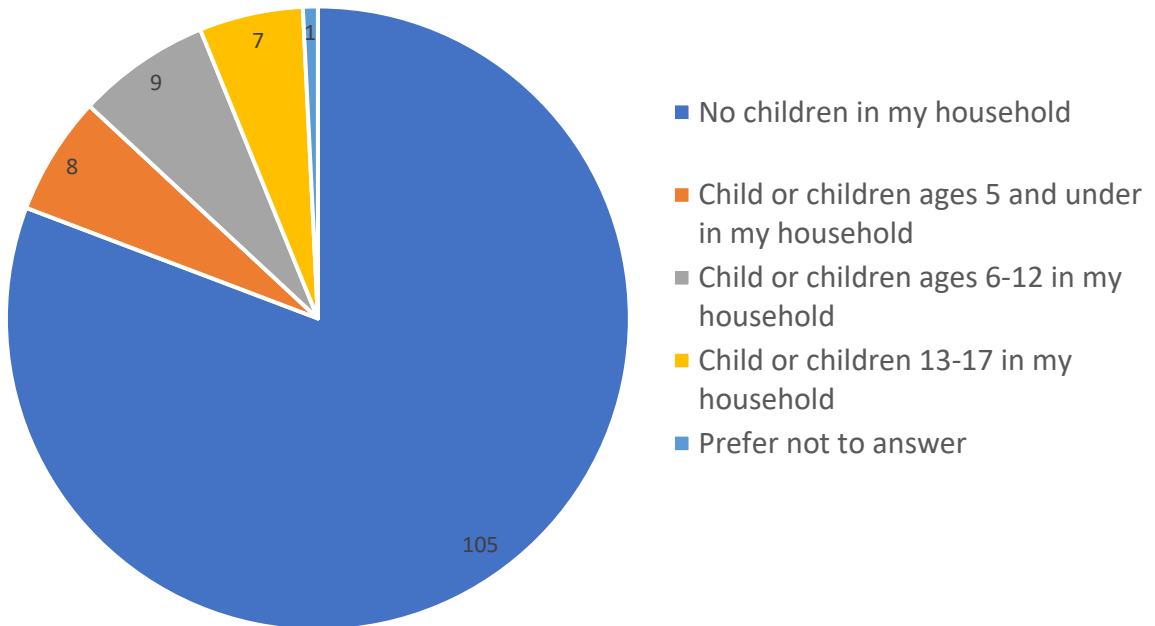
## Demographics of survey respondents



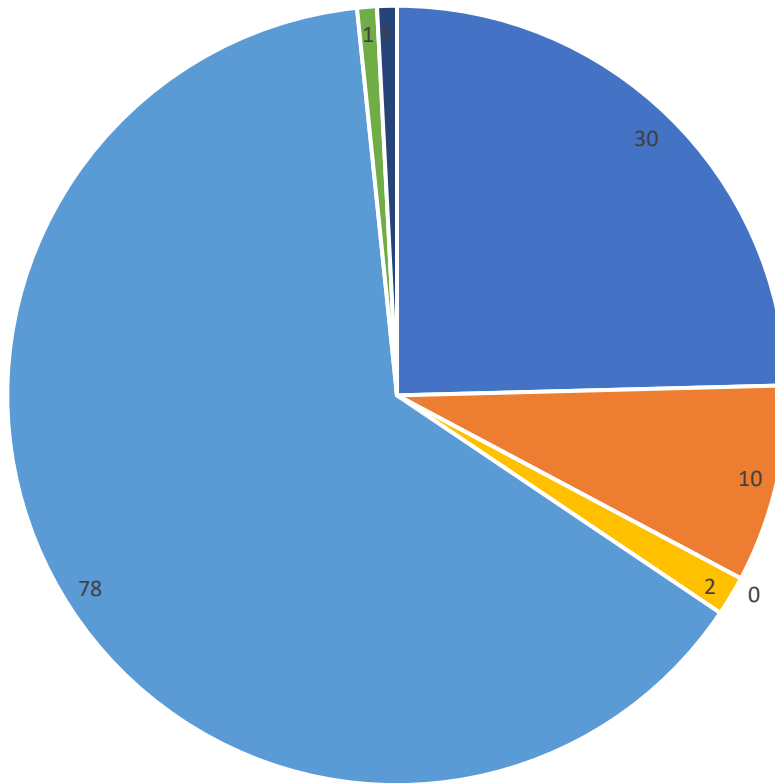
### Education level



### Children in the home



## Employment status



- Employed, working full time
- Employed, working part time
- Not employed, looking for work
- Not employed, not looking for work
- Retired
- Disabled, not able to work
- Prefer not to answer

## Appendix E: Mercer Public Library Board Questionnaire, August 2020

This questionnaire was presented to members of the Mercer Public Library Board of Trustees and the Library Director in August 2020 by consultant Melissa McLimans of Wisconsin Library Service (WiLS).

### Looking at the data gathered, what are the three biggest opportunities for the library?

- 1) Some of the lower scores were received in the category of "Library Impressions," under the category of "Library Supports Local Businesses" and "Library Supports Local Organizations." Could we explore ways to change this perception? How do we better support local businesses and organizations? (Slide 6)
  
- 2) There were several comments regarding library hours (67% of respondents work full time). Should we explore longer hours on Saturday?
  
- 3) The respondents found it very important to collect and archive historical papers - see percentages and comments. This is an area of opportunity as it generated a lot of responses and suggestions from the respondents. (Slide 8)
  
- 4) Can we identify the reasons "Why" some respondents use the library infrequently or not at all? (32% of respondents state they use the library 1/month or infrequently/never and 26% state they use the library once a month. So 58% of respondents use the library once a month or less - are there opportunities to expand our reach? (Slide 1)
  
- 5) Obtaining popular items in a timely manner

Library hours - Saturdays and evenings.

Young people participation

Need for more space,

longer hours,

and tighter focus on a specialty area (e.g. local history, protecting local resource base, etc.)that people will find interesting.

1. The library is already seen to have an important role in the community and is looked upon favorably. It can build on its popularity and good name.
2. Its main patrons are educated and older and have been extremely supportive of innovations and suggestions from staff in the past. It is a good time to include them in decision-making.
3. The library can serve as a place that models how a public area can resume life after the pandemic.

changing our hours to accommodate families/working patrons;  
offer more evening events;  
expand our library space

Provide even more on site educational programs  
Increase our movie holdings  
Offer "office services" and perhaps fund more staff hours

**What are some challenges for the library in pursuing those opportunities? What needs to be in place for the library to be successful?**

- 1) How do we identify local businesses and organizations to partner with and what does that look like?
- 2) If hours were expanded, would there be issues with staff/volunteer coverage and possible budget issues?
- 3) Historical archiving - do we have the expertise and the ability to pursue?
- 4) See #4 above - do we have a way to identify non-users or infrequent users to conduct a follow up survey to identify why they don't use the library?
- 5) Can we increase our response times in getting popular items to our library or is this out of our hands?

Our library staff likes it the way it is. Possible transportation possibilities so that the young people can attend. When I was young, our library was open every night until 9 pm. I usually went after supper.

Lack of money, local political culture, and a base of support that is loyal but small and old.

At the moment, the Corona virus is making many things difficult, not only for the library. Meeting in a group, having programs and discussions, all group activities, in fact, are off limits right now. The challenge will be how to safely go back to many of the activities that bring people to the library. It might not happen until a vaccine is available.

to meet these goals we would need adequate staffing and increase the size of our facility...we would need to find other sources of funding to increase our budget and/or enlist more volunteers to implement these goals

As always, funding is a limiting factor, but my third suggestion could provide some income.

**What did the data and information gathered show as the greatest needs for the library? What should the library focus on based on what you heard from the community?**

Obtaining popular items

Identify programs to increase attendance - library programs, craft class (Pinterest), etc.

Hours, business support, different idea to reach people

The survey tells us we have not succeeded in reaching out to young and even middle-aged families. Our base of support is seniors. We need to decide if that is okay or do we want to try and rebalance.

Our greatest need is in reaching young people, both children and young adults

communication with the entire community (via a mass mailing); promotion of more e-books and audio books (might require teaching seniors how to access these); expansion of/or change of hours of operation; adding mac computers

Increased volume of and more popular materials

Expanded service hours

Increased education of the community about what the library offers

**What are the three biggest opportunities for the community? What is happening in the Mercer area that might align with the mission and goals of the library?**

To promote the Town of Mercer and expand the reach of the Library.

Mercer is a resort area. Silent sports are a big feature for our visitors - biking, kayaking, and golfing.

On movie night, make arrangements for transportation to library. Maybe the library could think about transportation.

Young people coming to the library.

There is more industry and more low-paying jobs here than ever before. Our small school has avoided the clutches of consolidation, and is a thriving hub in the community. Local elected leadership may not be great, but we've seen much, much worse.

1. The community is very lucky to have a library so well equipped and staffed, to use as a resource. The use of it is a big opportunity for all residents.
2. It is a good time to reinvest in the library with adequate funding
3. It's a good time to become acquainted with and use the Memory Lab

as far as I can tell there is nothing happening in the area that might align with our mission and goals

COVID19 is happening and lord knows there's a need for community education about it. But perhaps the topic is too divisive.

The Mecca trail system and the Mecca Ski Club are endeavoring to get people, young and old, outside and active. We might find some synergy in working with the Mecca club.



Fishing and hunting happens here a lot. Maybe there's a way to connect with those who do that.

**What are the three biggest challenges for the community? What is happening in the Mercer area that might align with the mission and goals of the library?**

1) COVID restrictions

2) The upcoming election is a tense time for the community so as members and staff/volunteers we need to be highly sensitive to remain unbiased and not express political views while at work. This also pertains to our local elections, school board, town board, etc.

3) Offering remote services during this time of Covid restriction and ensuring a safe environment for those who choose to use the library on site (sanitizing stations, etc.)

Transportation. Mercer is very rural. I heard there is a new bus possibility for seniors in the future.

Young people do not stay here after high school. Other than a gorgeous outdoor environment, there is really no reason to stay. There is recognizable poverty and isolation here. When rail transportation was pulled out of Mercer area, and the mines closed in the 1960s it made the County an economic cripple and that has not changed.

1. Adequately funding the library

2. Feeling safe in meeting in groups

3. Supporting the addition of an outdoor reading area

jobs, housing and transportation... we need find a way to keep our high school/college graduates from moving away because there are no jobs

COVID 19 again, but same problem with divisiveness of the issue

The area is challenged economically. Plus, there are really two populations: year around residents and seasonal. There is little industrial base. Not sure how that connects with library mission and goals.

It seems there are often controversies swimming around the school. Again, not sure how the library fits in, but I know there had been effort by us to connect with the school.

**Has the role of the library changed in any way because of COVID-19? Does the strategic plan for Mercer Public Library need to address changing needs in the community in any way?**

The library has had to modify the services provided to the public.

Due to Covid, there may be a greater need to access services remotely (69% of respondents were 60 years or older and are perhaps more concerned about Covid exposure?)

Need to explore expansion of hours (On the other hand, some patrons might be looking for things to do during this Covid "shutdown," so perhaps offering expanded hours is a good service for the community).

Adding programs (craft classes for example) may be difficult at this time due to Covid restrictions. However, perhaps offering a class on staying safe during Covid (by a medical professional) would be something to consider.

We have closed on Saturdays. We may need to close on a different day.

Yes, of course. We need to be continually monitoring the changing needs of the community. I think there is a segment of the community that thinks we over-reacted with Covid. I do not agree, but it may be a perception factor that hangs on for a while.

COVID-19 has caused many of the activities of the library to be placed "on hold".

The future will determine how the library will be able to serve the community safely.

Social distancing has eliminated all of our regular programs, clubs and events. We will need to evaluate and determine what programs we can offer on line through zoom; possibly videotape programs and have them available through our website; explore the option of utilizing the Community Center more frequently so that we

could slowly add some of the programs back on our schedule while allowing for social distancing

From what I understand, our library has been one of the area's first to reopen and have near normal function. I think the strategic plan should consider only major operational or capital changes that provide long term benefits, as I think we are in this for the long haul. For example, what do we need to do to provide better ventilation.

**What are the 3-5 biggest themes you see emerging from the data and information gathered in the planning process? Themes are bigger ideas and often become plan goal areas. They don't have to be fully articulated. Example: the library should make sure it is serving the full community.**

Most of the patrons are very satisfied with the Library services provided.

Some patrons would use the Library more if more popular items were available or more programs of interest were offered.

1. hours 2. lack of young people(all ages) using the facilities 3. different means of reaching residents

In addition to the Library Board's oversight function we have another Board we need to stay in tune with. So far, I think we have managed that relationship quite well -- but it is a relationship that can go sideways in a heartbeat and constant vigilance needs to be the order of the day. The Library as curator of local history is a theme that I harp on a lot. The Library as a place to get tech support scored reasonably well on the survey but not as high as I expected. A Library linked arm and arm with a bustling small school strikes me as a dynamic proposition but for some reason has never really taken root here for reasons that are beyond me.

The library should try to reach a younger population

The Memory Lab should be better utilized, many people know nothing about it

There should be closer cooperation between the library and Historic Society in preserving photos and information about the past

expansion of the library facility; make sure we are reaching the entire community not just one particular age group; making the community aware that we don't "just do books", i.e., memory lab, telescope, ancestry library, etc

The library's connection with the school  
Its connection with the business/commerce community  
Funding more services/hours for staff

**Based on information gathered from the community, are there specific activities that the library can implement or pilot to fill in gaps or expand opportunities in the community? Are there actions the library could take that would be particularly impactful at this time?**

It seems our key population is the retirement community. While this is great, maybe there is a way the retirees can reach out to the younger residents. Maybe a bus route on movie night.

The local historical society is on life support. There is certainly an obvious need for some kind of liaison support for that beleaguered and tired group, and library historical society partnerships are not rarities in Wisconsin. Surely there is some type of model that would work in Mercer.

Mentoring programs, tutoring, Big Brother/Big Sister programs, Foster Grandparents, Career information, craft nights

partner with other groups such as the Senior Center, Historical Society, gardening club, etc. to share resources and ideas and promote a more diverse selection of programs for the community. I would like to see us featured, at least monthly, on local radio stations with updates on library programs.

We can develop a public relations initiative that will educate the community about the library.

We need to cultivate our funding sources, especially the town and county.

We could provide expert speakers on COVID19

**As you think about the goals and objectives of the strategic plan, who in the community do you think the library needs to make sure is included explicitly in those goals and objectives? For example, is it teens? English language learners? Think about community demographics and what you learned in the data.**

Community Leaders  
Seniors (69% of the respondents were 60 years or older)  
Other: 67% are working full time

Do we have any additional data on our overall demographics and library usage (other than those who responded to the survey).

I think we have to find a way to reach the young adults and students

Town Board. The politics need to be handled well with careful consultation. The Library needs to be transparent, lest a rumor-hungry community cooks up some figment of a Library conspiracy to found a multi-million dollar rest home for wayward librarians.

Teens, children, young families, shut-ins, people of color (which we have very few of), indigenous people

Seniors are already using the library. I think we need to focus on children of all ages and their parents...once we get them in the door and stimulate their minds, they can potentially become life long library users

The Friends of the Library

Business people

Seasonal residents

Funders

### **Is there anything else you would like to share?**

New Program called STORY WALK. Check this out for children.

I notice that liberal and conservative was brought up a few times. It sounds like there could be an issue.

No, said too much already. See you on the 15th.

I'm so proud of how the librarians have coped with the difficulty of serving the public safely at this trying time. We are so fortunate to have them . I love this library and am so happy to be part of it.

business are closing due to covid-19, town sales tax revenue will be lower, this will put a strain on all municipal departments budgets

The Friends of the Library are a terrific asset and I would hope are involved in whatever we come up with as a plan.

## **Appendix F: 2021-2025 Strategic Goals and Activities Timeline**

The following chart lists the Mercer Library's 2021-2025 Objectives and Activities in a timeline format.

## 2021-2025 Mercer Public Library Strategic Goals and Activities

### Partnerships and Connections

	2021	2022	2023	2024	2025
<b>Goal 1.1: Improved children's literacy and school readiness</b>					
Re-launch the 1000 Books Before Kindergarten (1kB4K) program		x			
As part of the 1kB4K program, provide outreach to families that includes early literacy education for caregivers.		x			
Provide weekly or bi-monthly early literacy programming			x		
Provide after-school resources and programming: One after school program per month.	x				
Examine the feasibility of a volunteer-led after-school tutoring program.		x			
Ensure that Mercer School staff are aware of services and resources available. Provide an annual teacher luncheon at the library.	x				
Provide information literacy instruction, collaborative projects, inter-library loan and access to digital resources, and other services to Mercer School staff and students on request.		x			
Increase outreach efforts to Mercer School to ensure that all students have a library card and promote the use of the Sora reading app. Use "September is Library Card Sign-up Month" promotional materials from ALA and provide outreach materials to Mercer School.		x			
Provide library staff for children's services by utilizing potential partnerships, part-time staff, reassignment of current staff, or new funding sources.				x	
<b>Goal 1.2: Access to local history</b>					
Establish a liaison position to facilitate communication between the library and the Historical Society.		x			
Develop a local history website at mercerhistory.org and include at least 10 artifacts or documents on that site by December 31, 2022.				x	
Outline the roles and responsibilities of the library and the historical society to avoid duplication of effort and overlap of services.		x			
Develop digitization best practices and provide information and resources for those engaging in digitization projects of local history materials owned by the Historical Society and by others in the community.			x		
Focus the library's historical document collection projects on high-interest and at-risk materials. Prioritize items for digitization based on access needs and risk of deterioration. Set reasonable goals to continue to add resources to that site in future years.			x		
Consider storage needs for physical items and develop a plan for the storage of local history items retained by the library.			x		
Develop local history guides of high interest to residents and visitors, such as a guide to current and former resorts in the area.				x	
Develop collaborative programming with the Historical Society. Ideas include a Mercer History Day or other history-related events.					x
<b>Goal 1.3: Improved partnerships with local businesses</b>					
Interview and/or survey local business owners to better understand needs of the community.		x			
Evaluate past programs (business lunch events, business mentorship program, etc.) and develop future programming for business owners based on local business needs.		x			
Become a more active participant in Chamber of Commerce activities.			x		
Share information on library services and on information topics of interest with business owners using Chamber newsletters and other communication.			x		

Embrace the “library beyond the library” idea, or the idea that library activities can be outside the library, and host library-sponsored events at local businesses. The goal of these events is to increase visibility of library services, provide programs of interest to the community, and increase patronage of local businesses. Examples of this programming include the “Grown-Up Story Hour” series or Live After 5 partnerships.		x			
Host events at the library that highlight local businesses and organizations, including library programs that connect residents with local businesses and other experts. Provide events that invite business owners and employees to share their expertise with the public.				x	
Purchase products and services locally whenever possible.					

#### Goal 1.4: Partnerships with local organizations

Survey nonprofit and community organizations to ask about service needs and library impressions. Include these questions in the business survey. (See Goal 1.3)		x			
Support area non-profit and other organizations by providing reduced-cost copy and fax services, technical assistance, and information programs to meet their organizational needs. (ongoing)					
Promote library services to organizations who might not be aware of them.		x			
Partner with area organizations such as the Senior Center, Historical Society, gardening club, trails and recreation groups, the Mercer Senior Center and ADRC, and others to promote a more diverse selection of programs for the community. (ongoing)					
Maintain a listing of local organizations and contact information to assist with communication between groups and with local government and residents.		x			

#### Goal 1.4: Strong relationship with local government

Share information about the Mercer Library with elected officials, including annual report summaries to the town and county board, Friends of the Library annual letter/membership information, and the library’s strategic plan.		x			
Create an informational brochure that includes annual report statistics. Include information about services that the library can provide for local governments and agencies, including reference services. Share with town and county elected officials and the general public.		x			
Invite newly elected officials to the library for a tour and to share library service data. Alternatively, schedule appointments with newly elected officials during their office hours to discuss the library’s services and needs.		x			
Have the library director attend at least four town or county board meetings each year.					
Invite Local government officials to an annual library open house hosted by the library and the Friends of the Library.	x				
Provide technical and informational support to local governments as requested.					
Host county departments for office hours, bringing services closer to Mercer residents.			x		
Host events like the “Community Chat” series to help residents understand what services are available to them. Ensure that library staff are informed about local, county, and state government services so they can assist residents and property owners with accessing those resources.	x				
Participate in local emergency planning to ensure that the resources of the library are available to local government and the community when needed.					



## Library Usage

2021 2022 2023 2024 2025

### Goal 2.1: Increased library use by children, teens, and families

Publicize information about 'family-friendly' library policies such as high lending limits and fine-free lending.					
Develop interactive learning opportunities in the community, such as Story Walks on local trails or in business storefronts, to increase interest in reading and in the library.		x			
Provide regular programs for school-aged children like story times, craft activities, and movies. Include Saturday and/or evening events to appeal to working families. Record and evaluate attendance at family events to identify preferences for the programs and schedule offered.		x			
Host at least two large family-oriented events each year. Ideas include an Earth Day Fair, Halloween Trunk-or-Treat, pet-related events, etc.	x	x	x	x	x
Develop programs that build connections between generations such as mentoring programs, Reading Buddies, tutoring, Big Brother/Sister programs, Foster Grandparents, etc.				x	

### Goal 2.2: Increased library use by non-senior adults

Provide programming that appeals to the 20- to 35-year-old demographic. Ideas include career information, "new adult" programming, programs for parents, adult craft workshops, game nights,			x		
Develop community read programs that focus on topics of interest to non-senior adults.				x	
Provide culturally diverse programming to meet the needs of all Mercer-area residents, property owners, and visitors.			x		

### Goal 2.3: Increased library use by visitors

Ensure that the library's collection development policies and procedures help to match collections and services with popular leisure activities and offer high-interest materials for leisure reading and viewing.					
Provide marketing materials to area resorts and motels and through the Chamber of Commerce and Turtle Flambeau Flowage Association. Provide marketing materials to area real estate agents.		x			

### Goal 2.4: Continue engagement with seniors and older adults

Provide introductory classes on technology topics, social media, and other online resources that are useful to older adults.					
Provide enrichment classes of interest to seniors and older adults, including art, cooking, crafts, and book clubs.					
At least three times per year, host events that offer seniors and other adults social experiences in a setting that is welcoming to all. Previous events that had high appeal for this demographic included a November soup lunch, craft materials swap, holiday cookie exchange, and knitting group.	x	x	x	x	x

### Goal 2.5: Increased awareness of library services

Utilize new media to promote library services to young adults and new adults. Offer incentives like contests to increase library awareness.			x		
Promote Wisconsin's Digital Library and other online resources to non-senior adults. Promote Gale Courses and other career-related resources.		x			
Promote the outdoor reading area to remote workers and others.		x			
Develop a rack card that can be shared at the Mercer Chamber of Commerce and in other community locations.	x				
Create a "Welcome Packet" for new residents and property owners. Partner with real estate agents, local businesses, and Chamber for distribution.			x		
Host an annual spring open house with door prizes. (This event should be in addition to fundraising events conducted by the Friends of the Library.) Invite local government officials and other important community figures. Advertise the event to the entire community.	x	x	x	x	x
Offer presentations to local organizations.		x			
The director, board members, and Friends of the Library members will represent the library at community events.					
Maintain our membership in the Chamber. Share library news and events with the Chamber to be included in their marketing to local businesses and residents.					
Encourage library staff and board members to volunteer at Chamber events and represent the library in community activities.					
Collect data to gain a strong understanding of "infrequent or never" library users. Modify library marketing, collections, and services to best meet their needs. Understand the different segments of the population and develop messaging to match. -- Conduct interviews with non-library users.			x		
Conduct annual community perception surveys.		x	x	x	x
Investigate local radio offerings to determine what stations and features might be most beneficial for reaching non-library users. Consider providing a regular radio segment on library activities or on information literacy topics of general interest.			x		
Maintain relationships with local newspapers and other local media who help promote library activities.					
Utilize social media and email marketing to share events information.					
Consider new media such as podcasts to share more in-depth library information.					
Consider outreach programs to the Iron County Jail either by library staff or by volunteers and Friends of the Library.				x	

### Goal 2.6: Increased use of in-library equipment and special collections

Develop memory lab marketing materials, including how-to videos. Provide programming to promote and educate users on the available memory lab equipment.		x			
Develop an in-library display of "Library of Things" items that can be checked out.	x				

Develop a “wish list” of items to add to the library’s memory lab equipment or library of things. Accept suggestions for the list from the public, staff, and Friends of the Library. Make the list available in the library and online for people who would like to donate funding or items.		x			
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<b>Access</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
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<b>Goal 3.1: Library operating hours aligned with community needs</b>					
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Collect data to better understand library usage during open hours. Evaluate patterns of use by time and by day of the week.	x				
Perform an examination of library hours to ensure they match our community’s needs. Consider adjusting service hours (including Saturdays, early morning hours, and/or evening hours) to increase library usage.		x			

<b>Goal 3.2: Library space aligned with community needs</b>					
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Examine demand for meeting rooms by tracking meeting room use, including the number of reservations, popular meeting room times, and the type of use.			x		
Examine storage space needs, including space needs for historical items and/or digitization.		x			

<b>Goal 3.3: Increased use of popular materials</b>					
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Educate patrons on placing holds in the library’s online catalog and in the digital collection.		x			
Promote the new online catalog and the rebranding of the Merlin Consortium as the Northern Waters Library Network.	x				
Update the MPL website to utilize the features of the new NWLN catalog that promote browsing and discovery of library materials.	x				
Provide an easy way for patrons to recommend materials for purchase, including an online form on the library’s website and catalog.		x			

<b>Goal 3.4: Patrons with limited transportation are able to access library materials and services</b>					
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Provide materials and instruction on the use of online library services.					
Develop methods of delivering library materials into the community – “Bring the library to the		x			

<b>Organizational Health</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
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<b>Goal 4.1: Library resource allocation will align with the needs of the community</b>					
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Examine circulation trends and adjust services and collection development as format preferences and needs change.		x			
Evaluate the use of staff and volunteer time. Reallocate duties to ensure that the library can achieve its desired outcomes.			x		
Continue to focus on providing excellent customer service. Provide customer service training to library staff and volunteers who work at the service desk.			x		

<b>Goal 4.2: Advocacy and funding strategies will provide adequate resources</b>					
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Educate Friends of the Library members and other library supporters on library funding issues. Encourage library supporters to act as library advocates. Develop an intentional advocacy education plan for Friends of the Library members.			x		
Collect information about the positive effects a strong library has on its community. Use press releases, library newsletters, Friends of the Library communications, and social media to share this information with the community.				x	

Maintain good relationships with town board and county board members. Provide town and county elected officials with information on library funding issues and needs.					
Seek new revenue sources as appropriate					
Conduct an annual user/community survey to determine what “a relevant and modern library” means to the Mercer community and understand general opinions about the library. (See also: goal		x	x	x	x

**Goal 4.3: The library will have a strong group of volunteers to supplement staff services**

Hold an annual volunteer meeting and training.					
Hold volunteer recruitment and training events.		x			
Share information about supporting the library and volunteering with new library cardholders in a welcome packet.	x				

**Goal 4.4: The library will utilize the Wisconsin Public Library Standards as an ongoing planning and evaluation tool**

The Mercer Library Board of Trustees will review their yearly schedule and develop a routine for continuous evaluation and improvement. The board schedule will include the annual election of board officers, an annual performance review of the library director, ongoing review of library policy, annual budget review and planning, annual report review and approval, and an annual review of the Wisconsin Public Library Standards.		x			
At the May Board of Trustees meeting, the library director will provide the board with a review of the Wisconsin Public Library Standards, indicating the level of service provided by the Mercer Library and any areas of concern.		x	x	x	x
Begin a strategic planning process to develop future strategic plans.					x