



MADISON  
PUBLIC  
LIBRARY

STRATEGIC  
PRIORITIES  
2024-2028

# Strong Libraries, Thriving Communities



# Letter from the Director

I am extremely proud to introduce Madison Public Library's latest strategic priorities, which were inspired by our community and informed by our library staff. These priorities will help guide our organization in the next five years. We believe the best plans are those made *with* the people we serve, not just *for* them. The evolution of our service to the community builds on our tremendous success and commitment to provide equitable access to resources, services, and awesome experiences for everyone who uses our libraries.

These strategic priorities come at a time when my tenure at Madison Public Library is coming to a close. I am incredibly grateful to have had the privilege to lead this organization in service to Madison's amazing public libraries. It has been a meaningful and rewarding experience to connect with the people we serve, and I leave with a sincere appreciation of the talented, dedicated staff and partners who work so hard every day to make it all possible to deliver exceptional service.

I encourage you to explore our priorities and find that spark to enrich your life and fulfill your dreams.

**Greg Mickells**, Library Director, 2012–2024



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# Introduction + Historical Impact

Welcome to Madison Public Library, and thank you for taking the time to read our strategic priorities.



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**The library is a safe place for people to gather, learn and explore.**

— Community Survey Respondent



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Since 1875, we have been entrusted to provide space and materials for Madison area residents to learn, grow, and pursue their interests. From that time until now, we have evolved to meet the changing needs of our community. Under the leadership of our outgoing Library Director, Greg Mickells, we have focused on fostering creativity, imagination, and community leadership. The development of The Bubbler, community-led programming, expansion and rebuilding of three libraries, and plans to open a 10th library — the Imagination Center at Reindahl Park on the city’s northeast side — are some of the projects that have flourished in the past decade.

At the same time, we faced many challenges, including changing expectations and use patterns of public libraries, and a growing need in our community for services to assist many customers with basic needs. Our team of dedicated employees navigated the COVID-19 pandemic while finding new ways to deliver essential library services amidst rapidly changing conditions. We learned many lessons throughout the pandemic, and appreciated the support of the community and our leaders in City government to solve problems collaboratively and develop new solutions together.



As we look toward the future, we have reflected on our City as it is now, and what our role and focus should be in providing service to City residents. We understand that many residents are living in a time when meeting their basic needs such as housing, mental health care, and access to food are more challenging. The demand for technology, media of all kinds, and digital literacy continues to grow. Learners of all ages continue to seek books, experiences, and resources to nourish their personal and professional development.

These influences have also impacted our team internally, and we recognize the importance of caring for our staff so they can continue to offer excellent services and resources to our community. These strategic priorities were developed to address these challenges and will guide the work of Madison Public Library for the next five years.

We would like to acknowledge these priorities would not be possible without the input of many key stakeholders, including Madison residents, and Madison Public Library's staff, leadership, and Board. We'd like to thank you for your trust in us and your ongoing patronage.



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## VISION

Madison Public Library:  
Where worlds connect  
and dreams are built.

## MISSION

Madison Public Library  
sparks literacy, fosters curiosity  
and supports community.  
We provide equitable access  
to experiences, ideas and  
resources necessary to thrive.

## VALUES

- Learning in all forms
- Diverse perspectives
- Intellectual freedom
- Customer experience
- Collaboration
- Innovation
- Making a difference



**We were without internet access for three weeks, and that made me realize how much people need internet access to do so many things. We were also without electricity for 28 hours, and being able to charge phones and devices at the library was huge. Madison libraries excel at connecting readers with books.**

— Community Survey Respondent



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# Strategic Priorities: Strong Libraries, Thriving Communities

Our community looks to its libraries for a wide variety of services and activities. Our priorities focus on helping community members and library users connect with services and resources, interact with others, and find the tools they need to be informed, inspired, and engaged in their own communities.



## Engaging & Accessible Services.

We share collections, programs, and digital resources that foster learning, literacy and personal growth.

## Community Partnerships.

We actively partner with community leaders, organizations and government services to connect visitors to needed services in areas of basic needs, technology, and education.

## Nourishing Spaces.

We provide welcoming, safe, environmentally friendly, community-responsive spaces which are accessible and well maintained.

## Staff Development.

We invest in people and structures to provide an affirming workplace where staff at all levels can pursue their goals and best serve our community.



**The community partnerships and programs that the library provides I love best because it shows the library is committed to lasting relationships and cares about its community.**

— Community Survey Respondent

# How We Do Our Work

## Safety, Inclusion, & Equity for the Historically Marginalized.

We incorporate diversity, equity, and social justice principles into all the work we do and the communities we serve.

## Organizational Excellence.

We improve operations, assess and address infrastructure needs, and evaluate the patron experience to consistently provide high-quality customer service.

## Community Leadership.

We partner with community members, city government, and local organizations to inform library planning, services, and decision making.

## Strategic Communications.

We promote the library's programs, collections, resources, and expertise to ensure awareness and use of the library, and to tell the story of our library's community value.

## Data & Metrics.

We use assessment tools and best practices for responsible and informed decision making.



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**I love the focus diversity! I run a literacy program that focuses on Black and brown children, and I'm impressed with the amount of diverse books the Madison libraries offer!**

— Community Survey Respondent



# Methodology

Madison Public Library, in collaboration with The Care Plan, implemented a six month process of information gathering and strategic plan development, which included the following:

- Community survey with 342 respondents
- Outreach at community events
- Community listening session
- Listening sessions for staff in all departments
- Leadership retreat to vision and discuss priorities
- Multiple leadership team planning sessions
- Interviews with key leaders within Madison Public Library
- Listening session with Madison Public Library Board members
- Evaluation and revision of the mission and vision statements



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# Acknowledgments

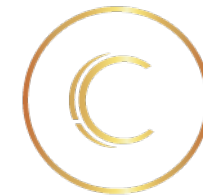
Madison Public Library would like to thank the following parties for their meaningful contributions to these strategic priorities.

- **Library Director** Greg Mickells
- **Director of Public Services** Krissy Wick
- **Library Management Team members**
- **Library staff**
- **Madison Public Library Foundation Executive Director** Conor Moran
- **Madison Public Library Foundation staff**
- **Library Board President** Alyssa Kenney
- **Madison Public Library Board members:** Genevieve Carter, Tom DeChant, Salud Garcia, Lisa Hempstead, Mathias Lemos Castillo, Alder Sabrina Madison, Jolynne Roorda and former members Yeonhee Cheong, Cindy Fesemyer, Eve Galanter
- Patrons and community members who completed the survey or took part in a listening session
- **Jacqueline Boyd, Marshaé Sylvester, and The Care Plan**



**Staff members are amazing. Always a kind word or smile when I enter the library, and they're very happy to help if I need it.**

— **Community Survey Respondent**



**THE CARE PLAN**  
A CULTURE OF CARE



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# Contact Us



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# Madison Public Library Locations

## **ALICIA ASHMAN LIBRARY**

733 North High Point Road  
608.824.1780

## **CENTRAL LIBRARY**

201 W. Mifflin Street  
608.266.6300

## **GOODMAN SOUTH MADISON LIBRARY**

2222 S. Park Street  
608.266.6395

## **HAWTHORNE LIBRARY**

2707 E. Washington Avenue  
608.246.4548

## **LAKEVIEW LIBRARY**

2845 N. Sherman Avenue  
608.246.4547

## **MEADOWRIDGE LIBRARY**

5726 Raymond Road  
608.288.6160

## **MONROE STREET LIBRARY**

1705 Monroe Street  
608.266.6390

## **PINNEY LIBRARY**

516 Cottage Grove Road  
608.224.7100

## **SEQUOYA LIBRARY**

4340 Tokay Boulevard  
608.266.6385

