

Sauk Prairie Public Libraries

Strategic Plan

2017 - 2021



Introduction:

The Ruth Culver Community and Sauk City Public Libraries are neighboring organizations located 1.2 miles from each other along the Wisconsin River in Sauk County, WI. Like other municipal departments in each distinct village, each public library has its own governing library board and library director. The libraries are dedicated neighbors and serve all residents of the Sauk Prairie community; an example of this cooperation is the libraries' shared strategic plan, which has been in place, with updates, since 2008. The purpose of the single strategic plan is to identify shared community aspirations; identify organizational strengths; identify opportunities for implementation of innovative services; and to efficiently serve the needs of all residents of the community.

The directors of the Ruth Culver Community and Sauk City Public Libraries met with consultant staff from the South Central Library System in the summer of 2016 to discuss updating the Strategic Plan. The library directors and system staff determined that community needs and aspirations must be reflected in the updated shared plan and they chose a community engagement planning format that is supported by the work of the Aspen Institute's report, *Rising to the Challenge: Re-Envisioning Public Libraries*.

The planning format consisted of three components:

1. A **SOAR** Assessment, in which library staff and board members discussed the **Strengths, Opportunities, Aspirations, and Results** of public library service to the Sauk Prairie community (late summer 2016).
2. A survey—available both in print and online - which provided opportunities for library patrons to provide feedback on current public library service (November 2016).
3. Community conversations, which provided opportunities for community residents to meet with each other to discuss aspirations for community life (3 held in late fall 2016).

The directors of the Ruth Culver Community and Sauk City Public Libraries oversaw the facilitation of the SOAR Assessment and Community Conversations and created the online and print survey. Each director identified unique organizational goals, strengths, and needs to be included in the shared plan, which was presented to the Ruth Culver Community and Sauk City Public Library Boards of Directors in January 2017. Consultant staff from the South Central Library System facilitated the SOAR Assessment and Community Conversations; system staff helped library directors identify service needs and goals and assisted with crafting the Strategic Plan.

Executive Summary:

Results of in-person community conversations and online surveys indicate that community members value the Ruth Culver Community and Sauk City Public Libraries. In-person conversations reveal that community members crave opportunities to connect with one another; to learn about ways to civically engage with one another; and to work toward shared community goals. Residents value community relationships and want connection with each other and to their libraries. Survey results indicate that library staff members are likeable; they engage with patrons and they are trusted, appreciated, and respected by community members. Public programs, especially programs for youth and families, are deeply valued by residents of both communities. Community members feel comfortable in the Ruth Culver Community and Sauk City Public Libraries and report deep gratitude for the in-person programs, such as the adult book discussion programs at the Sauk City Public Library and the Infant Story programs at the Ruth Culver Community Library.



Figure 1: Survey responses indicate that Ruth Culver Community and Sauk City Public Library users value: 1) library collections and content, 2) library staff and spaces, 3) library programs.



What do you value most about the library?

“Anything you could want is at the library!”

“Knowledgeable and engaged staff, willing to help and proud of their craft.”

“It is an amazing community resource.”

“Free resources!”

“Enriching activities for children.”

Ruth Culver Community and Sauk City Public Libraries service survey, 2016.

Participants also value the collections, whether print or digital, at both libraries. Residents trust the information provided through library resources and by staff and they appreciate being a part of a larger integrated library system, which allows patrons to place holds on and receive items from 47 libraries within the South Central Library System. Library staff strive to build collections that include current and high-demand materials and residents are fortunate to have access to unique local and historical collections at each public library in Sauk Prairie.

Residents recognize that the ways they discover information at public libraries is very different now than it was 20 years ago. Patrons embrace technology and use new innovations at their public libraries. Patrons appreciate the high-speed internet access that their public libraries provide. They like learning about new technologies, such as 3D printing and wireless printing, and they feel comfortable learning about new software, new devices, and different ways to engage with technology at their public libraries.

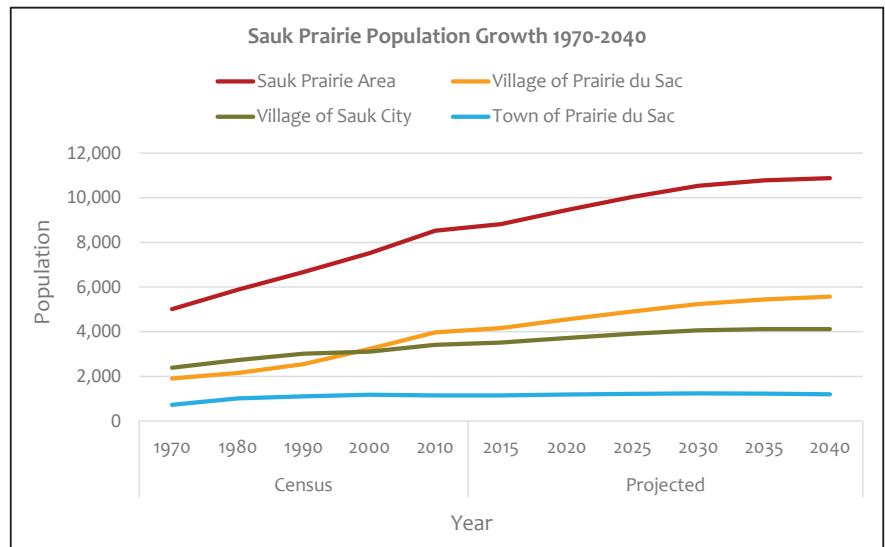
Residents of Sauk Prairie are connectors. They want to connect with one another and they want to help other community members connect with necessary resources. Community conversations reveal the profound connection with the natural beauty of the area and the dedication to the Wisconsin River, local wildlife, and natural resources. Residents want to preserve this beauty for future generations and they want to create a community that is inclusive and welcoming to all community members.



Community Demographics:

The Sauk Prairie community has a combined population of 7,475 residents consisting of 4,053 people living in Prairie du Sac and 3,422 residing in Sauk City. The Wisconsin Department of Administration projects steady growth for the Sauk Prairie Area over the next decade. Figures on the following pages show the demographics of the Sauk Prairie community by age, race/ethnicity and household income.

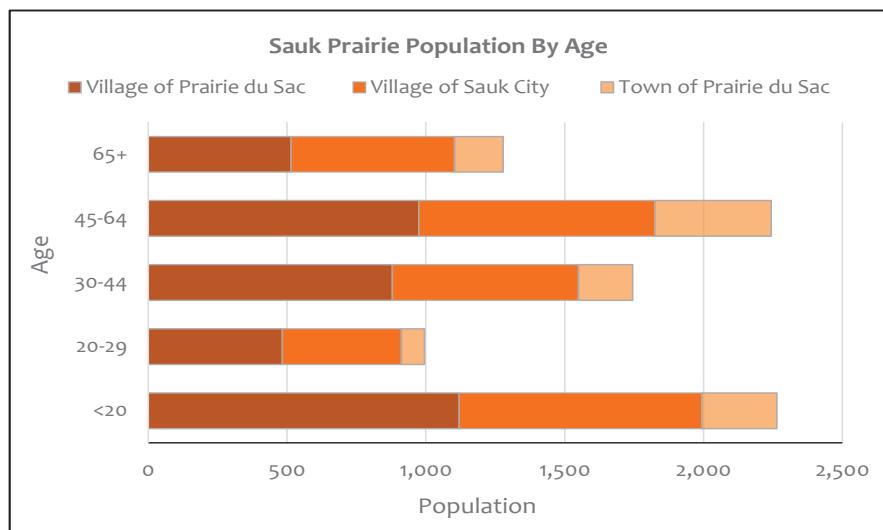
Figure 2: Sauk Prairie Population Growth Projections, 1970 - 2040



Wisconsin Department of Administration (DOA) Population and Household Projections, produced in 2013, based from 2010 Census: www.doa.state.wi.us/divisions/intergovernmental-relations/demographic-services-center/projections

The Wisconsin Department of Public Instruction reports that enrollment in the Sauk Prairie School District was 2,784 for the 2015-2016 school year (dpi.wi.gov). During community conversations in late fall/early winter of 2016, residents of Sauk Prairie reported pride in their school district and support for families with school-aged children. While there are community events and organizations that appeal to adults and families, younger adults in their 20s reported a desire for community engagement activities that appeal to their interests and needs.

Figure 3: Sauk Prairie Population by Age



U.S. Census figures report that the majority of Sauk Prairie residents are white. The Hispanic and Latino community is growing and 10.4% of students enrolled in the Sauk Prairie school district in 2015/2016 were Hispanic or Latino.

Figure 4: Sauk Prairie Population by Race/Ethnicity

Sauk Prairie Population by Race/Ethnicity		
Race/Ethnicity	2010 Census Population = 8526	2015/2016 School District Enrollment = 2784
White	93.2%	85.7%
Hispanic or Latino	4.6%	10.4%
Two or More Races	0.9%	2.0%
Asian	0.5%	0.9%
Black or African American	0.4%	0.6%
American Indian or Alaskan Native	0.4%	0.3%
Some Other Race	0.1%	0.0%
Hawaiian or Other Pacific Islander	0.0%	0.1%

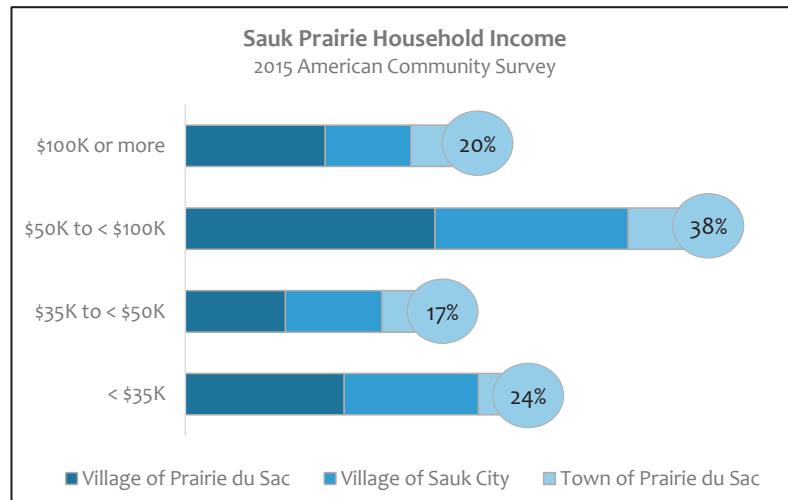
American FactFinder 2010 Census General Population and Housing Characteristics factfinder.census.gov

DPI Accountability Report Cards 2015/2016 Sauk Prairie District Report Card: <https://apps2.dpi.wi.gov/reportcards/>

Income and Employment:

According to the Sauk Prairie Comprehensive Plan, there were a total of 3,527 households in the Sauk Prairie area including 1,649 in the Village of Prairie du Sac, 1,431 in Sauk City, and 447 in the Town of Prairie du Sac in 2010. 2015 American Community Survey results show that the median household income for Village of Prairie du Sac residents is \$55,543 and the median household income for Sauk City residents is \$51,584; for 24% of all Sauk Prairie residents, however, the median household income is less than \$35,000.

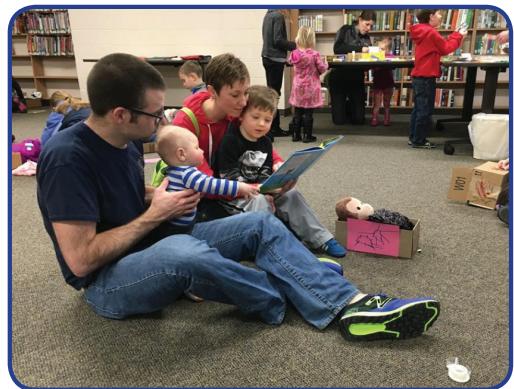
Figure 5: Sauk Prairie Household Income



American FactFinder 2015 American Community Survey Demographic and Housing Estimates factfinder.census.gov

Figure 6: Major Employers in the Sauk Prairie Riverway

Employer	Number of Employees
Sauk Prairie School District.....	425
Sauk Prairie Healthcare.....	377
Milwaukee Valve.....	311
Badgerland Financial.....	275
Kraemer Brothers.....	200
Maplewood Sauk Prairie Skilled Nursing Facility.....	185
Unity Health Insurance.....	165
Mueller Sports Medicine.....	140
Devil's Head Resort & Convention Center.....	130
McFarlanes' Manufacturing Company Inc.	110
Culver Franchising System Inc.	103
Fuchs Trucking LLC	100
Ramaker & Associates	90
Prairie Clinic, S.C.	85
Straight Forward	68
Ballweg Family of Dealerships	60
Village Family Dental.....	54
Piggly Wiggly.....	52
Ace Sauk Prairie.....	46
Frey Construction & Home Improvement	45
Bank of Prairie du Sac	42



Sauk Prairie Area Chamber of Commerce, [https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1184/CMS/economic_development_corporation_document_2016\(1\).pdf](https://chambermaster.blob.core.windows.net/userfiles/UserFiles/chambers/1184/CMS/economic_development_corporation_document_2016(1).pdf)

Mission Statement:

Sauk Prairie residents will have access to innovative library services, delivered efficiently and effectively, that:

1. Provide opportunities to engage with resources, materials, and information in welcoming environments.
2. Address all community members' needs to connect with, learn from, and grow with one another.
3. Honor the diverse community, local resources, and regional riches of Sauk Prairie.



Figure 7: Framework to measure impact of the Strategic Plan

Service Goals	Strategies	Activity Examples	Assessment
<p>Goal 1: Together, the Ruth Culver Community and Sauk City Public Libraries will provide opportunities for community members to engage with resources, materials, and information in welcoming environments.</p>	<p>Strategy 1: Provide access to materials, both physical and electronic, that meet patrons informational and recreational needs.</p> <p>Strategy 2: Provide professional and helpful customer service in environments that are welcoming and safe.</p>	<p>Identify the strengths and weaknesses of the library collection regularly (Strategy 1).</p> <p>Provide patrons opportunities to make suggestions for collection additions (Strategy 1).</p> <p>Assess facilities to ensure they are comfortable and safe (Strategy 2).</p> <p>Ensure staff members are knowledgeable by providing training and continuing education opportunities (Strategy 2).</p>	<p>Collections: Evaluate and weed specific library collections annually. Count number of new items added each year. Count number of weeded items each year. Count usage of electronic resources.</p> <p>Welcoming spaces: Patron feedback. Staff observation and feedback. Social media feedback. Count number of staff who attend professional development programs.</p>
<p>Goal 2: Together, the Ruth Culver Community and Sauk City Public libraries will address all community members' needs to connect with, learn from, and grow with one another.</p>	<p>Strategy 1: Provide programs and services designed to ensure young children enter school ready to learn to read, write, and listen.</p> <p>Strategy 2: Provide engaging, informative, and enjoyable public programs for patrons of all ages.</p>	<p>Introduce young children, ages 0-5, to early literacy skills through library programs and activities designed specifically to help children prepare for kindergarten and early learning experiences (Strategy 1).</p> <p>Provide out-of-school learning opportunities for youth, ages 5-18 (Strategy 2).</p> <p>Explore new possibilities for adult programming by reviewing library trends and community interests (Strategy 2).</p>	<p>Program feedback and attendance. Distribute end-of-the-summer survey to parents and caregivers of children entering 4K and kindergarten. Staff feedback at annual evaluations.</p>
<p>Goal 3: Together, the Ruth Culver Community and Sauk City Public libraries will honor our diverse community, local resources, and regional riches of Sauk Prairie.</p>	<p>Strategy 1: Provide patrons of all ages space to meet, gather, and interact.</p> <p>Strategy 2: Connect community members with local organizations and partners, those with shared interests, and others who work together to improve the quality of life for all Sauk Prairie residents.</p>	<p>Work to provide equitable levels of service and program offerings to all patrons including underserved populations (Strategy 1).</p> <p>Provide access to information about community groups and organizations (Strategy 2).</p> <p>Select programs and materials which focus on local assets and interests (Strategy 2).</p> <p>Identify opportunities to partner with community organizations (Strategy 2).</p>	<p>Feedback and attendance (participants). Program feedback from community organizations and partners. Social media feedback. Staff feedback at annual evaluations.</p>

Sharing Results

The directors of the Ruth Culver Community and Sauk City Public libraries will share progress reports with their library boards of trustees at board meetings. Staff members from both public libraries will receive frequent updates about the actions of the plan, with special attention paid to identifying ways that their work supports the strategic plan. Community members will learn about new collections, materials, services, and programs that result from the new strategic plan via newspaper articles, social media updates, in-library publicity, and community forums and discussions.

