

West Bend Community Memorial Library

Mission, Vision, and Values

Mission: To provide resources to discover, connect, and succeed.

Vision: To be the destination for information and enrichment

Value 1: Connect the community with resources

Value 2: Engage everyone with respect

Value 3: Provide opportunities to learn and grow

Value 4: Provide a safe, welcoming facility

Visit the Library

West Bend Community Memorial Library
630 Poplar Street
West Bend, WI 53095

Hours

MON 9 AM–9 PM
TUES 9 AM–9 PM
WED 9 AM–9 PM
THURS 9 AM–9 PM
FRI 9 AM–6 PM
SAT 9 AM–1 PM

More Information

www.westbendlibrary.org
libref@west-bendlibrary.org
(262) 335-5151



Draft Strategic Plan 2019-2022



Goals and Objectives

Extend awareness of library services through marketing to community members

- Create a marketing committee
- Establish a marketing budget
- Increase social media presence by 10%
- Increase newsletter contacts by 10%
- Collaborate with Washington County and Monarch Library System libraries to market shared services
- Assess marketing activities in December of each year



Create additional sources of revenue for library programs and collections

- Establish the West Bend Community Memorial Library Friends
- Investigate and apply for grants for libraries that are not 501(c)3
- Engage area businesses and organizations in library programs, services and resources through fundraising efforts



Partner with the City of West Bend Departments and area businesses and organizations

- Create and collaborate with Parks, Recreation and Forestry on the Library/Recreation Basement Renovation Committee to aid in the completion of Phase I
- Become an active member of the Downtown Association and the Chamber of Commerce



Ensure that the library facility is welcoming, comfortable, safe and easy to navigate

- Conduct a space assessment
- Follow through on recommendations of the assessment

Continued development of collections for a diverse community

- Identify community needs for collection development
- Increase materials budget by 5% to develop areas discovered that require development