

# MPL 2020

## OUR PLAN FOR THE FUTURE

MPL 2020 is a customer-driven plan that provides strategic, relevant and forward-looking library services going beyond the books. Through extensive analysis of data and community input, we developed a plan that addresses **our place in the community.**



WE HAVE

### REDRAWN OUR LIBRARY SERVICE AREAS AND UPDATED OUR BRANCH LIBRARY SERVICE PLANS



WE WILL

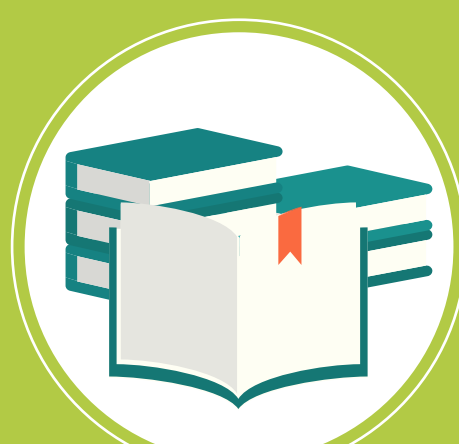
### BUILD UPON OUR SUCCESSFUL AND RELEVANT SERVICES BY TARGETING 3 BROAD MARKET SEGMENT GROUPS



WE HAVE

### DEVELOPED 8 CITYWIDE STRATEGIES BASED ON OUR STRONG ORGANIZATIONAL VALUES

ORGANIZATIONAL VALUES



CREATING A CITY OF READERS & LIFELONG LEARNERS



ANCHORING HEALTHY & VIBRANT NEIGHBORHOODS



CONTRIBUTING TO A STRONG MILWAUKEE

### CITYWIDE STRATEGIES



21ST CENTURY LITERACIES



TECHNOLOGY & DIGITAL INCLUSION



WORKFORCE DEVELOPMENT & BUSINESS GROWTH



COMMUNITY ENGAGEMENT & LEADERSHIP



COMMUNITY THIRD PLACE



OUT-OF-SCHOOL LEARNING FOR TEENS



TRADITIONAL READING & RESEARCH SERVICES



RESOURCE ALIGNMENT & ORGANIZATIONAL DEVELOPMENT

### IMPLEMENTING MPL 2020: OUR PLAN FOR THE FUTURE

will uniquely integrate the 8 citywide strategies into each library service area.

PLAN IMPLEMENTATION FOCUSES ON 3 ELEMENTS:



CITYWIDE STRATEGIES



LIBRARY SERVICE AREA PROJECTS



CAPACITY BUILDING & STAFF ALIGNMENT

### LED BY OUR VISION AND MISSION,

MPL will reach our goals outlined in the 2020 strategic plan.

#### VISION



MPL is an anchor institution that helps build healthy families and vibrant neighborhoods—the foundation of a strong Milwaukee.

#### MISSION



Inspiration starts here—we help people read, learn, and connect.

Visit us at [www.mpl.org](http://www.mpl.org)



MILWAUKEE PUBLIC LIBRARY