

LAKEVIEW COMMUNITY LIBRARY

2025-
2028

Strategic Plan



Approved: 8/12/2025

INTRODUCTION:

The Lakeview Community Library has a combined population of 5,417 and is located in Random Lake in Sheboygan County, Wisconsin. The library is a joined library of four, rural municipalities. It includes the Village Adell, Village of Random Lake, Town of Scott, and Town of Sherman. The library also is frequently utilized by surrounding non-librariated areas including southern Sheboygan County and northern Ozaukee County communities.

The municipalities are closely knit, family and tradition-oriented communities with a common love for their towns and desire for the library to thrive into the future. The library is housed in a historic 100-year old former auditorium which was renovated in 1996. In 2005, the library lower level was renovated into a Children's Library. New carpet and new paint in the interior of the building was completed in 2021.

The library is primarily funded by the four municipalities as well as reimbursement from Ozaukee, Sheboygan, and Washington counties. The library also has an Endowment Fund and a Friends of the Library group. Both groups fund non-operating projects and all programming. The Endowment Fund did a mailer in 2023 which grew the fund to a level in which the library could take more money out, and provide more programming.

In 2024, the library saw a substantial growth in programming, attendance, and checkout due to a number of new initiatives. Initiatives included a collaboration with the RLSD to bus all students in 4k-5th grade to the library for programming and book checkout every 5 weeks. The library also began adding in programming tailored to homeschoolers which has brought in many new patrons and families. The library also hired a 24 - hour per week Outreach and Programming Coordinator to elevate the programs and devote more time to this initiative.

The library's last strategic plan expired in 2024, which encouraged the board and library staff to assess the future needs once again.

MISSION STATEMENT:

The mission of the Lakeview Community Library is to provide materials, programs, and services necessary to meet the recreational and educational needs of the community in a comfortable and easily-accessible facility, which is a community center of activity and information.

PLANNING PROCESS:

A strategic planning committee was formed that included the library director and a representative from the library board. The strategic planning committee consulted with WiLS (Wisconsin Library Service), who provided direction and guidance throughout the planning process. The strategic planning committee developed the goals and objectives of the strategic plan based on the following data and information that was gathered during the planning process.

- Community Survey (online and paper) with over 350 responses
- DPI Annual Report
- American Community Survey data (U.S. Census Bureau)
- Integrated Library System data (patron demographics and circulation data)
- A SWOT Analysis completed by all (10) library staff members
- A questionnaire completed by library board members
- Community conversation held at subsidized housing apartments
- Community Boards:
 - Teen Library Corps
 - School District of Random Lake faculty and PTO
 - Interfaith Food Pantry
 - St. John's UCC
 - Our Lady of the Lakes Catholic Church
 - Library facility
 - Town of Scott Hall
 - Village of Adell
 - Homeschool families

STRATEGIC FINDINGS:

From this assessment of community needs, three overarching areas of library service gaps have been identified from the compiled feedback. Mission supported goals and objectives for these overarching areas were developed in response: Maintain & Enhance Facilities, Support & Strengthen Communities, and Expand & Innovate Programming.

FACILITIES



- Space study
- Building improvement plans
- Improve accessibility

COMMUNITY



- School partnerships
- Stakeholder relations
- Enhancing patron experience

EXPAND & INNOVATE



- Innovative program options
- Opportunities for feedback
- Streamlined marketing

Goal 1: MAINTAIN & ENHANCE FACILITIES

Provide accessible and comfortable spaces that meet the desire and demand of our residents for resources, services, and programming while maintaining the building's historic charm.

The library is fortunate to be surrounded by extensive grounds and outside green space, however, it is minimally utilized. Exterior space around the library is maintained and owned by the Village of Random Lake. Survey results, community boards, SWOT responses and open-ended feedback expressed a need to increase utilization of the surrounding grounds for programming, beauty, and services. Praise for our Children's Area was also received. Additionally, the library does not have reliable ADA access to the building due to two aging lifts.

"Would like to see outdoor space developed to be used for programs and easier access to the library"

"Love the library location! Downtown with relaxing view of the lake. A perfect place."

"The library is on the lake, and while the upper level has a beautiful view, it would be awfully lovely if the lower level was more connected to the lake in terms of a view or an area to enjoy"

"The architecture of the building should be maintained as much as possible. It is the most beautiful library in our county"

"An attractive patio type of outdoor space for reading and socializing would be welcome."

"Programming that engaged the lake would be very unique to the library; a special opportunity. It seems like a missed opportunity to disregard the lake"

"It would be lovely if the lower level was more connected to the lake in terms of a view or an area to enjoy."

"I think your library is the best in the entire county. I suggest your library to all families as it is so friendly and has an amazing children's space compared to all others"

Community members were asked to rank their priorities for potential changes to the physical spaces of Lakeview Community Library's facility. Having more comfortable space for reading, working, and relaxing at the library was the top-ranked option.

#1: Have more comfortable space for reading, working, and relaxing at the library.

#2 Improve layout and accessibility of the building.

#3: Evaluate the need for an outdoor space for public use and library programming.

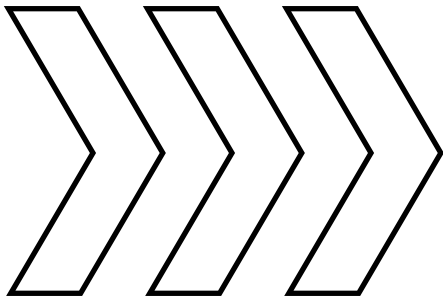


Goal 1: MAINTAIN & ENHANCE FACILITY

Provide accessible and comfortable spaces that meet the desire and demand of our residents for resources, services, and programming while maintaining the building's historic charm.

OBJECTIVES:

- Explore space possibilities, inside and outside the library.
- Develop maintenance plans for sustainability of the facility.
- Adapt our indoor and outdoor spaces to best serve our patrons with various needs.



MEASURES FOR SUCCESS:

- Experts provide an assessment of the space and options.
- Seek village and community input on eastside green space development.
- A buildings and grounds plan for exterior building needs is created.
- Signage and wayfinding tools are added throughout the building.
- Flexible gathering spaces are created to support the changing needs of our community and for variation in programming.

Goal 2: SUPPORT & STRENGTHEN COMMUNITY

Grow and strengthen partnerships and outreach in the community to support the mission of the library and remain a community hub.

Community members were asked to rank their priorities for potential changes to the library's service offerings. Increasing coordination with local schools in providing resources to children of all ages was the top ranked item.

- #1: Increase coordination with local school(s).
- #2: Increase the number of community partnerships.
- #3: Offer programs to teach people digital tool use.

"Community garden for the public to maintain and grow."

"Try to get groups like scouts here for their meetings"

"Offer outside small business to host classes/events (card class, cake decorating, etc.)"

"We love the remote library at the Adell Community Center"

"I like how the library holds homeschool programs and events so homeschoolers can be active in the community."

"The food pantry involvement is a real plus"



Goal 2: SUPPORT & STRENGTHEN COMMUNITY

Grow and strengthen partnerships and outreach in the community to support the mission of the library and remain a community hub.

OBJECTIVES:

- Further develop partnership with local schools and faculty.
- Create relationships with businesses and stakeholders.
- Continue working toward enhancing the patron experience.



MEASURES FOR SUCCESS:

- Work with the Chamber of Commerce to offer programs directed to entrepreneurs and local businesses.
- Review and evaluate library policies through a patron focused lens.
- Work with area schools to ensure that every student has the opportunity to receive a library card and host a back to school event annually. (SDRL, NOSD, Divine Savior, St. John's etc.)
- Collaborate with community groups and other town departments to create unified progress toward a better community.

Goal 3: EXPAND & INNOVATE

Develop and deliver innovative and high-quality programs that reflect the interests and needs of the community while pushing the boundaries of how people think about libraries.

Many expressed gratitude for our wide range of programming and outreach. Some expressed the need for programs in evenings and weekends. The library offers outreach to Gables on the Pond assisted living weekly and to the Adell Community Center monthly. We also saw many requests for programs that we already have which tells us people might not be aware of the things that we already offer and a need for better marketing.

"Great workshops and learning opportunities for adults. Would love to see some art classes such as water color painting or fiber arts. Also language (Spanish) instruction."

"What about a storywalk that could meander outside the library when the weather is nice?"

"We love the programs for homeschoolers especially art. Random Lake is the most homeschool friendly library in the area."

"It would be awesome if the library started young adult programming for 20-30 year olds. Things like book clubs, crafting clubs, and come hangout while reading or playing board games."

"Stem projects, Classes about gardening."

"Really love the homeschool classes. Wish there was more classes offered."

"A consideration is that program times are usually unfriendly to working parents."

"It would be nice to have things offered for adults that work during the day."

Community members' perception of the value of the library and its services was highly favorable with 99% agreeing that the library is important for the community.

Library Perception Statement	% Indicating Agreement
The library is important for the community.	99%
The library is important to me and/or my family.	98%
The library creates learning opportunities for people of all ages.	98%
The library provides a safe space for people to spend time.	97%
The library is effective at promoting literacy and a love of reading to people.	96%
The library is a place to relax.	95%
The library helps people find information they can trust.	93%
The library exposes people to new things.	93%



Goal 3: EXPAND & INNOVATE

Develop and deliver innovative and high-quality programs that reflect the interests and needs of the community while pushing the boundaries of how people think about libraries.

OBJECTIVES:

- Increase programming options, times, and dates to meet needs.
- Create regular feedback opportunities and measurement tools to gauge program success.
- Improve program marketing to make sure we reach our patrons.



HOW CAN WE MEET THIS GOAL?

- Add evening and weekend programming and evaluate turnout.
- Add additional programs for homeschoolers, teens, and new adults.
- Conduct an annual short survey for adult and children's programming.
- Branding kit created to be used in marketing programs and events.
- Regularly sharing with stakeholders our successes and partnerships through our social media, website, and newsletters.

ACKNOWLEDGMENTS:

We thank the communities for your ongoing support. We appreciate the time and thoughtfulness of those who responded to our community surveys and participated in our community boards. Your input informed our strategic plan and helped ensure that will serve the needs of our community.

STRATEGIC PLANNING COMMITTEE:

Judy Hoepfner, Library Trustee
Camrin Sullivan, Library Director
Library Staff
Planning process support from WiLS (Wisconsin Library Services)

LIBRARY BOARD OF TRUSTEES:

President, Tom Doane (Town of Sherman)
Vice President, Julie Neitzke (Village of Random Lake)
Susan Noordyk (Village of Adell)
Judith Hoepfner (Village of Random Lake)
Lisa Grubisic (School District Representative)
Katie Hassemer (Town of Scott)
Annie Wiedmeyer (Town of Scott)
Secretary, Kathleen Mueller (Town of Scott)
Lisa Hurley (Town of Sherman)
Patricia Green (Town of Sherman)