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

OUR CUSTOMERS/ PRIORITY MARKETS

GLOBAL ROOTS, TRADITIONAL LIVING, & YOUNG FAMILY SEGMENTS

EACH BRANCH SERVICE AREA aligns programs, collections and services to meet the needs of the community.

- MPL LIBRARIES
- YOUNG FAMILIES
- GLOBAL ROOTS
- TRADITIONAL LIVING
- MILWAUKEE
- MILWAUKEE COUNTY

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

MILWAUKEE PUBLIC LIBRARY