

Mission / Vision / Values
Antigo Public Library Board of Trustees
May 10, 2022 Minutes
5 PM

Meeting of the Antigo Public Library Board was called to order on the above date at 5:02 p.m.

Attendance: DeHart, Kassis, Perkins, Pierce, Rebstock, Rettinger, Scupien, Shestak, and Szitta
Absent: Pierce. Also Attending attending: Erica Brewster, Strategic Planning Facilitator, Dominic Frandrup, Director, and Maria Pregler, Assistant Director.

I. Correspondence, Appearance, Public Comment (information only)

The board introduced themselves to Ben Pierce, the newest library board member.

II. Mission and Values exercise for library strategic planning process

The board discussed ideas for the mission, vision and value statements for the Antigo Public Library.

Mission

Antigo Public Library is a stable and reliable presence that welcomes all generations to a non-judgemental environment offering enriching learning experiences and equal access to resources for exploring personal growth in safe and respectful gathering spaces.

The Antigo Public Library is a stable and reliable presence that welcomes all generations from Langlade communities to our non-judgemental environment. We offer enriching learning experiences and equal access to resources for exploring personal growth in safe and respectful gathering spaces - in all library buildings and wherever our services take us.

Vision

We aspire to be an innovative gathering space for enriching lives and uplifting the community by reaching out and drawing in all [needing a change and] seeking growth. (explore)?

We aspire to uplift the community by enriching the lives of each individual seeking growth. (explore)?

We aspire to be the gathering space that uplifts the community through creativity, responsiveness, and innovation, by [reaching out to] serving the underserved, and preserving our story for all generations in Langlade County and surrounding communities.

Values

APL values and achieves customer satisfaction through collaborative service, professionalism and continuous improvement.

APL values resourcefulness in providing reliable and stable service to the community.

APL values personal growth and development through creativity and fun.

Erica Brewster
Director, Demmer Memorial Library
Three Lakes, WI

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APL values preservation of our community's physical resources and history while celebrating those who create beauty and art for all future generations.

APL values preservation of our community's physical libraries and library services for all future generations.

Slogan

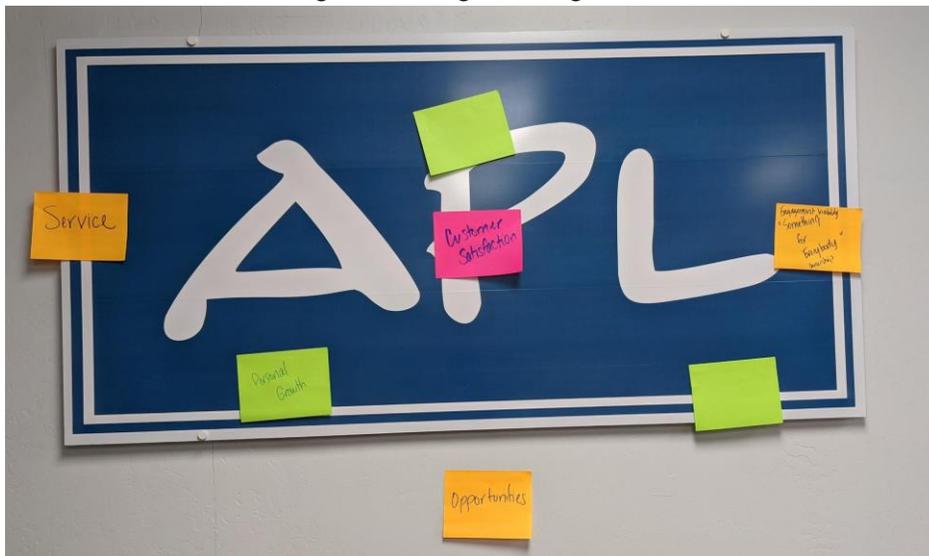
Antigo Public Library: let us guide you in choosing your own adventure.

DRAFT notes - Values

Values statements demonstrate the core principles of "how" we work to implement our mission to achieve our vision.

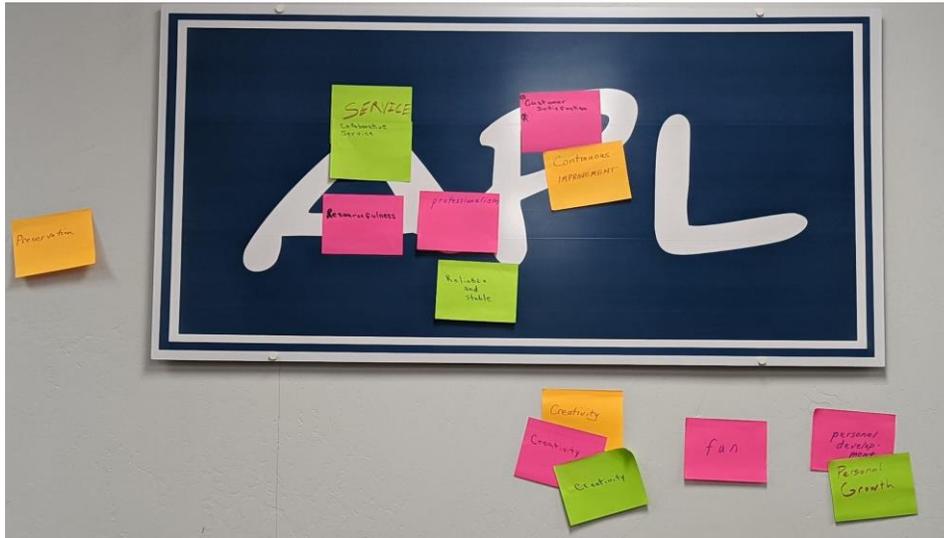
Some values may be seen as an "organizational mandate" - we must do this as a fundamental precept of our work.

Draft values from Strategic Planning meeting, October 11, 2022



Draft values from APL special board meeting, May 10, 2022

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APL values and achieves **customer satisfaction** through **collaborative service, professionalism** and **continuous improvement**

APL values **resourcefulness** in providing **reliable and stable service** to the community

APL values **personal growth** and **development** through **creativity** and **fun**

APL values **preservation**

DRAFT notes - Vision

An organization's vision is an aspirational statement of where the organization wants to be or the change it wants to bring about in the future.

This is what the organization's mission is working towards. It may be a goal so ambitious that it feels almost unrealistic, or it may be an achievable goal but needs focused effort.

“WiFi” : Wouldn't it be fantastic if the Antigo Public Library...

...is a community gathering place.

...keeps pace with upcoming innovations.

...was the favorite meeting spot for out-of-town visitors attending a large event. “*Meet Me at the Library.*”

...was the number one spot in *Discover Wisconsin* book of Places to Visit in Wisconsin

...has complete digital historic files for Langlade County.

...experience growth in the Elcho and White Lake branches and outdoor spaces at the main library in Antigo

...expanded the building to include more fine arts with theater, art gallery, and coffee shop

...enough funding to offer services without concern

...had outdoor meeting space.

...doubled the traffic through its doors.

Who are we serving?

- People who live and and play in Langlade County
- Those who travel through Langlade County
- Those who want to learn about Langlade County's history
- Youth, children, babies
- Working population
- Elderly and disabled
- Homebound
- Public and private school systems

DRAFT notes - Mission

An organization's mission is the organization's core purpose - the "why" we exist, what we're doing and our reasons for doing it.

An organization's mission should answer the question, "Why is it important that WE do this work? What makes us distinct? What makes us unique? What makes us the right people to do this instead of somebody else?"

A perfect mission statement would be easily memorizable by board members, employees, and customers. But it is more important that the mission is unique to the organization. A mission statement can also be the basis for a slogan which is often simpler and more easily remembered.

The Antigo Public Library is here to...

(preservation)

provide/offer/be a gathering space for meeting needs/enriching lives/providing personal growth opportunities/to uplift the community/serve the underserved for all generations in Langlade County and surrounding communities.

Reaching out to those needing a change in their lives.

Perkins moved to adjourn the meeting at 6:34 p.m. Rebstock seconded. Carried.