

Transform Your Library with a One-Page Strategic Plan

Get ready to interact!

We're using PollEverywhere
during this presentation!

If you want to participate, go to...

Pollev.com/amandas317

Or text: **amandas317** to **22333**



Amanda E. Standerfer
amanda@standerferconsulting.com

Welcome!

Do you have a current strategic plan?

Yes

No

Not sure

We have one, but
it's outdated

STRATEGIC PLAN

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
VISION AND MISSION.	6
VALUES	7
GOALS	9
APPENDIX 1: PLANNING PROCESS AND FINDINGS.	16
APPENDIX 2: ACKNOWLEDGEMENTS	29
APPENDIX 3: RESOURCES CONSULTED	32

Adopted by Skokie Public Library Board of Trustees, April 13, 2014

STRATEGIC PLAN

EXECUTIVE SUMMARY

Every three years, the library undertakes a thorough strategic planning process designed to reexamine its vision, mission, values, and strategic goals. A large number of staff representing every area of the library participate in this endeavor, together with community leaders and members of the library's Board of Trustees. The hope is that this new plan for 2016-2019 will build on recent progress stemming from the 2013-2016 strategic plan. Most notably, a major organizational realignment implemented in January 2014 led to an increase in our ability to provide access to information and resources, foster learning opportunities for people of all ages, and build a stronger community. At the same time, we remain open to new strategic priorities and goals that emerged from this recent planning process.

In order to ground the strategic plan in the community, we placed a lot of weight in the public knowledge gained from recent community conversations and other methods of engagement with the people we serve. We know that those who live and work in Skokie aspire for a greater sense of connection with one another, an assurance of safety and opportunity, and a vibrant, economically thriving environment. There is also a desire for more transparency and ease in civic awareness and engagement. These hopes and concerns are reinforced by the results of the 2015 Skokie Citizen Survey, which asked residents to rate life in the community.

STRATEGIC PLAN

EXECUTIVE SUMMARY

VISION

Skokie Public Library is the heart of a vibrant village where people of all ages, backgrounds, and cultures engage in lifelong learning and discovery while actively participating in the life of the community.

MISSION

As a springboard for personal growth and community development, Skokie Public Library promotes discovery, enrichment, collaboration, and the exchange of ideas through a broad spectrum of resources and experiences.

CORE SERVICE VALUES

- Pursuing Access and Equity
- Cultivating Learning and Literacy
- Engaging the Community

GOALS

- To address community aspirations and concerns through sustainable partnerships.
- To further a sense of community and spur personal growth through learning that is social, participatory, interest-driven, and relevant for people of all ages.
- To make data-driven decisions that lead to the best use of resources, guide effective advocacy, and maximize the impact on our community.
- To promote equity of opportunity through development of resources, programs, and services that reflect Skokie's diversity and are accessible to all.
- To incorporate user-centered design in our planning and practice to achieve convenient, intuitive, intentional, and engaging experiences for our community.
- To build a healthy organizational culture that enables staff to thrive and maximize our effectiveness.

STRATEGIC PLAN

VISION & MISSION

The hope is that the 2016-2019 Strategic Plan will guide library staff in their work and inspire the public to engage with us in creating a better community.

VISION

The vision statement speaks to our hope for the future of Skokie, as well as the library's essential role in helping the community reach that destination.

Skokie Public Library is the heart of a vibrant village where people of all ages, backgrounds, and cultures engage in lifelong learning and discovery while actively participating in the life of the community.

MISSION

The mission statement serves as the primary goal of the library and lays down a path for what the library will do to help achieve the vision for the community.

As a springboard for personal growth and community development, Skokie Public Library promotes discovery, enrichment, collaboration, and the exchange of ideas through a broad spectrum of resources and experiences.

STRATEGIC PLAN VALUES

PURSUING ACCESS AND EQUITY

We believe that all people deserve free and open access to ideas, information, resources, and opportunities. We also recognize that structural injustice is real and exists in our community. Achieving equity requires us to give people what they need to become successful and fully participate in society.

CULTIVATING LEARNING AND LITERACY

We believe that the development of a wide range of literacy skills is essential to empowering all people to achieve their full potential in life. Encouraging a culture of enthusiastic reading and providing creative learning experiences will also result in a more informed and engaged community.

ENGAGING THE COMMUNITY

We believe that communities are stronger when individuals and groups are inclusive and have a sense of connectedness. Authentically engaging with one another and working together is the most effective way of identifying community aspirations and developing sustainable strategies to overcome challenges.



STRATEGIC PLAN GOALS

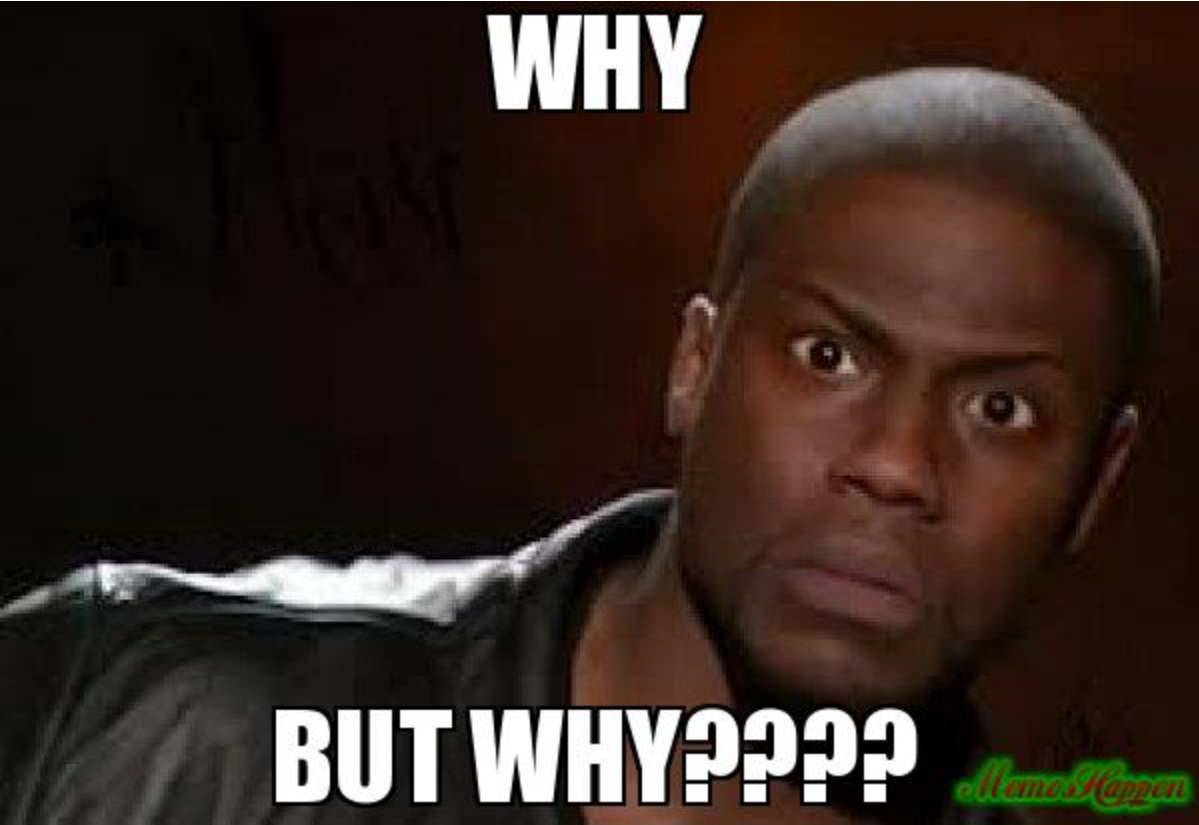
GOAL 1: To address community aspirations and concerns through sustainable partnerships.

The library is a trusted, established organization that can act as a convener in the community. By working together with local partners, the library can help the community identify shared hopes and realize large-scale, long-lasting social change.

Strategies:

- Convene stakeholders to foster a greater level of dialogue about shared hopes and the most urgent challenges facing the community.
- Build, implement, and advocate for distinct strategies to achieve progress with specific issues and sustainable community growth.
- Develop and mobilize leaders in every area of the community to build trust, deepen civic engagement, and maximize existing assets.
- Encourage open data initiatives and sharing of community information to promote transparency, informed choices, and lasting innovation.
- Measure outcomes to evaluate effectiveness of community partnerships and strategic initiatives.







Our prosperous community has a strong local food/agricultural economy, *resilient businesses* and amenities that attract new businesses and retain local talent.



Our community has strong *leadership* and the capacity for collaboration.



Healthy COMMUNITY



Our community is *physically active* and values *healthy eating*.



Our community works to *protect and preserve* the natural environment.



- Grants
- Direct engagement (i.e. convening)
- Indirect fundraising (leveraging new partners)
- Direct investment (MRI, PRI)

- Grants for cross-sector learning
- Grants for learning and networking opportunities
- Seed funding for cross-health partnerships
- Direct engagement in community processes

- Grants for cross-sector learning
- Grants for learning and networking opportunities
- Seed funding for cross-sector partnerships
- Direct engagement in community processes

- Direct engagement in community processes
- Grants for learning and networking opportunities
- Seed funding for cross-sector partnerships



LAND HEALTH COMMUNITY PROPOSED THEORY OF CHANGE



Start with learning!





Talk to your community:

- What do you want to know?
 - Usage
 - Awareness
 - Value (for individuals and for the community)
 - Satisfaction
 - Future focus / Community needs
 - Other

Look for patterns

“We love seeing the library at the farmers market.”

“It’s great that the library partners with the schools.”

“I would love to see the library in different places in the community.”

“My daughter’s preschool has regular visits from the library and she loves it.”

What word or phrase would you use to group these comments?

“I attended a music program at the library last year that was outstanding.”

“It would be fun if the library would host more craft nights.”

“Has the library ever considered doing a current event series? Like a discussion group.”

“My kids really enjoy the summer reading program. It would be great if the library did more to encourage reading during the year.”

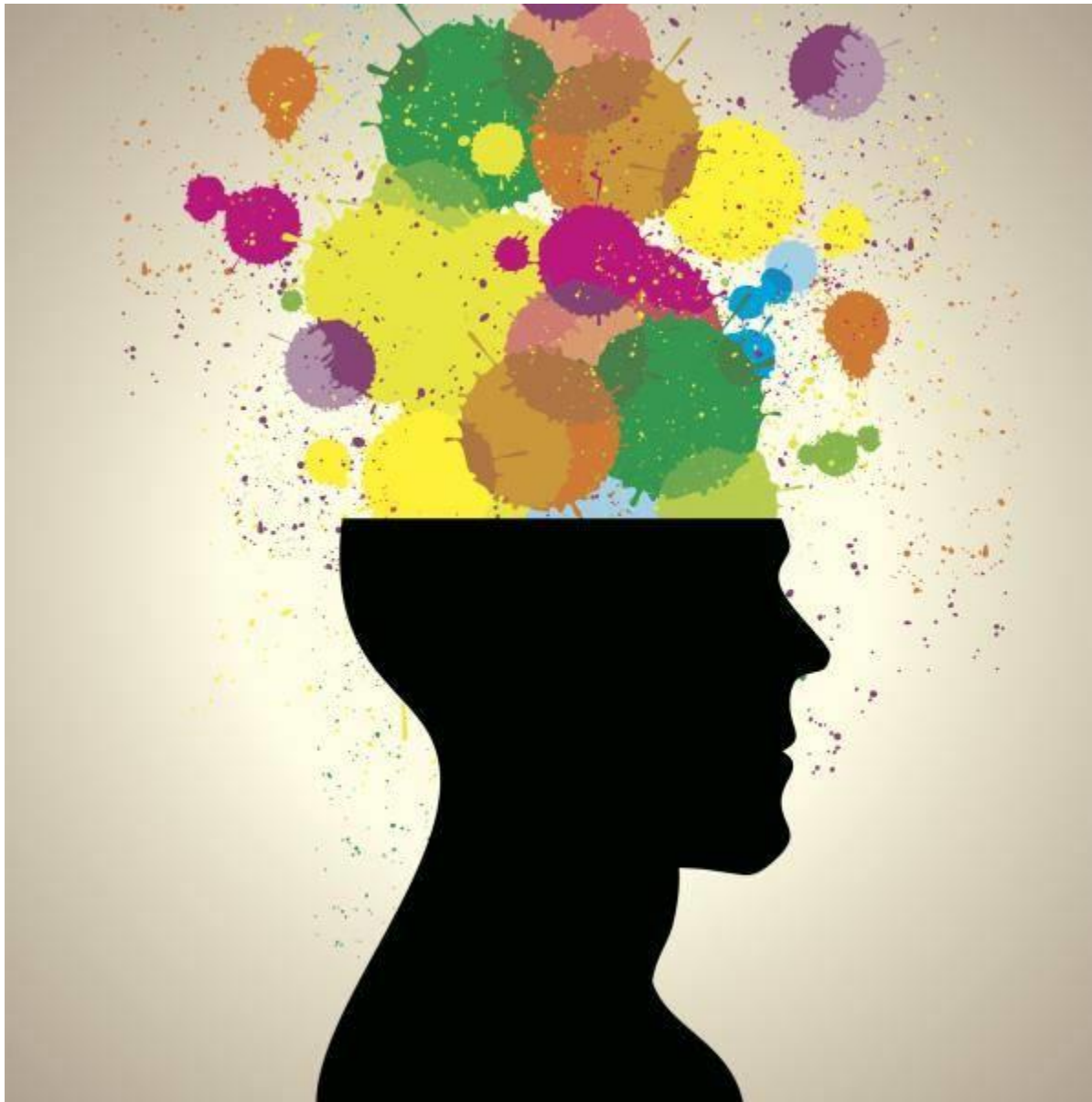
What word or phrase would you use to group these comments?

“The library needs more space. Especially for kids.
That area is so outdated.”

“Parking is an issue.”

“If there were more computers, I’d come to the library.
They are always full when I can come.”

What word or phrase would you use to group these comments?





VISION

Embracing Culture.
Connecting Community.
Igniting Curiosity.

MISSION

We enhance the
community and create
opportunities through
services, programs,
and materials.



CULTURE

We embrace all aspects
of our community's
culture.
We are vibrant.

CONNECTOR

We connect our community
by being a neutral,
safe space for all.

We unite people.



CURIOSITY

We ignite curiosity
by providing unique
programs, services,
and collections.

We encourage growth.



Stronger Together

Lakeland Library Cooperative ILS
Strategic Plan 2018-2021

Training

We provide the ILS training needed for member libraries to provide excellent access to library services and information in their communities.

Our members have the training they need to serve their patrons.

Technology

We are proactive about technology so our members are confident that they have resource sharing tools to best serve their patrons.

Our technology is reliable and responsive.

Organizational Development

We strive to be a learning organization that values effective collaboration.

We are stronger together.



Vision: Facilitating member library collaboration for exceptional customer service.

Mission: The Lakeland Library Cooperative ILS provides resource sharing and access to information for member libraries that enables responsive services to their communities.



STRATEGIC PLAN 2017-2022



WELCOME



- Create and maintain a welcoming environment
- Foster opportunities to greet new residents
- Provide library service to all

COMMUNICATE

- Develop useful channels of communication for the community
- Facilitate communication between the community and new and existing services



CONNECT



- Create opportunities for people to engage
- Develop outreach initiatives that foster deeper community ties

EDUCATE

- Expand opportunities for youth to connect with science, technology, and the arts
- Foster outreach opportunities that support an active and involved community at all ages



SAFE



- Support a safe environment in our community
- Partner with community leaders to educate the community about our changing neighborhoods





Strategic Plan



Mission

Collaboratively engage all students in a world class education.

Vision

Be the first choice for all families.

Motto

Shaping Tomorrow Today

Goals

<p>1</p> <p>Growth & Achievement</p> <p>Curriculum Alignment</p> <p>Differentiated Instruction</p>	<p>2</p> <p>Engaging Partnerships</p> <p>Customer Service</p>	<p>3</p> <p>Optimal Climate</p> <p>Social Emotional Health & Skills</p> <p>Facilities & Technology</p>	<p>4</p> <p>Quality Staff</p> <p>Internal Trust & Relationships</p> <p>Recruit & Develop</p> <p>Monitor, Track & Report</p>	<p>5</p> <p>Fiscal & Operational Stewardship</p> <p>Resource Allocation</p>
--	---	--	---	---

Values

Achievement • Student Responsibility • Community Partners • Diversity • Safety • Continuous Improvement • Staff • High Expectations • Community Resources • Stewardship





WHATCOM COUNTY LIBRARY SYSTEM STRATEGIC PLAN 2016 - 2020

R

READING



Build and support a reading culture that encourages literacy and a lifelong love of reading.

E

ENGAGEMENT



Encourage new people to use the library and lapsed users to reengage with the library again.

A

ACCESS



Improve access to materials and services to make WCLS intuitive, seamless, and easy to use.

D

DILIGENT STEWARDSHIP \$\$

Thoughtfully steward taxpayer dollars while providing the highest level of library service possible.

But...but...





Questions?

Where to find me:

Twitter: @FFLibraries

www.fastforwardlibraries.com

amanda@standerferconsulting.com