Strategic Planning on a Shoe String Budget

Virginia Library Association Annual Conference October 13, 2017

by Jessica Hartley
Poquoson Public Library
Background

- Hired August of 2016
- New to community
- Strategic plan expiring 2016
- New strategic plan due to LVA by August 1, 2017
Presentation Outline

• Resources
• Methodology
• Community Engagement
• Building the Plan
• Action guide
Resources

- Locality’s long term plan
- Other Library Strategic Plans
- SOAR Analysis – or your chosen methodology
- Staff Input
- Community Input
Soar Analysis

Strengths
• What does your library do well?

Opportunities
• What could you do better?
• What have you not been able to do yet?

Aspirations
• What do you want to become?

Results
• What does success look like?
• How can we translate goals into measurable outcomes?
Staff Input

- Programming
- Partnerships
- Communication
- Staff Training
- Sustainability
- Creativity
- Literacy
- Community Enrichment

- Lifelong Learning
- Facilities
- Collection
- Technology
- Public Relations
- Marketing/Branding
- Customer Service
- Advocacy
Community Input

- Friends of the library
- Library Advisory Board
- Teen Advisory Board
- Public Forms
- Speaking at Civic Organizations
- Public Survey
Starter Questions

• Why/How do you use the library?
• What do people want/need from the library?
• Are there things they want/need that we aren’t offering?
• Why do you think people DON’T use the library?
• What does the library of the future look like to you?
• What are the needs of the Community of Poquoson?
• Does/Should the library have a role in meeting these needs?

Aspen Institute Action Guide ACTivities
Patron Survey

• Multi-Purpose
  ✓ Strategic Planning
  ✓ Programming and other services
  ✓ Statistics
  ✓ Community Involvement

• Available for 8 weeks
• Incentive

Poquoson Public Library Survey
5 Areas of Strategic Focus

- Community Engagement
- Staff Training & Development
- Sustainability
- Development of Services & Resources
- Lifelong Learning & Community Center
Community Engagement

“To ensure the library is reaching and engaging citizens and effectively articulating the library’s value to Poquoson’s quality of life.”

Goal: Expand outreach services to the community.

Goal: Enhance public relations and visibility.

Goal: Outline and institute clear marketing and branding strategies for the library.
Staff Training and Development

“to recruit and train skilled and knowledgeable staff.”

• Actively participate in succession planning and management.

• Seek out and expand staff opportunities for library related training.

• Successfully leverage volunteer resources.
Sustainability

“to guarantee the library remains healthy and relevant both physically and fiscally.”

- Continue to use technology to enhance library services and provide for community needs.
- Leverage funding resources to improve and update the library facility.
- Identify and manage emerging library trends and best practices that best serve the community.
- Seek out partnerships that will help leverage resources and meet the needs of the community.
Development of Services & Resources

“to guarantee the library is meeting the needs and expectations of the community.”

• Continue development of the library’s print and digital collection.

• Continue the library’s tradition of excellent customer service.

• Continue to provide enhanced supplemental services not found elsewhere in the community.
Lifelong Learning & Community Center

“to support a vibrant and educated community.”

- Provide classes and events that support K-12 initiatives.

- Provide innovative and stimulating programming for all ages that is relevant and high quality.
<table>
<thead>
<tr>
<th>Strategic Focus</th>
<th>Goal</th>
<th>Short Term Action (1 year)</th>
<th>Midterm Action (3 year)</th>
<th>Longterm (5 year)</th>
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</thead>
<tbody>
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<td>develop an outline of priorities</td>
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<td>Enhance public relations and increase visibility increase social media</td>
<td>presence, increase participation in community events</td>
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<td>Outline and Institute clear marketing &amp; branding for library publicity.</td>
<td>outline marketing and branding strategy</td>
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<td>Staff Training &amp; Development</td>
<td>Actively participate in succession planning &amp; management identify</td>
<td>succession strategy for those retiring in 1-5 years.</td>
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<td>Staff Training &amp; Development</td>
<td>Seek out and expand staff opportunities for library related training</td>
<td>increase training &amp; travel budgets, seek technology training that can to streamline and</td>
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Keeping the Community Involved

- Get to know your community leaders.
- Embrace the chance to speak to organizations and/or have a presence at events.
- Convey your goals and what you need to accomplish them.
- Let them know how they can help.
QUESTIONS?
How Did I Do?

Session Evaluation: tinyurl.com/fri2017vla