Transform Your Library with a One-Page Strategic Plan

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Welcome!
STRATEGIC PLAN

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Adopted by Skokie Public Library Board of Trustees, April 12, 2016

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

PURSUITING 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.

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.
WHY

BUT WHY?????
Healthy Community

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.

Our community is physically active and values healthy eating.

Our community works to protect and preserve the natural environment.

LAND HEALTH COMMUNITY

PROPOSED THEORY OF CHANGE

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

Collaboratively engage all students in a world class education.
Be the first choice for all families.

Goals

1. Growth & Achievement
   - Curriculum Alignment
   - Differentiated Instruction

2. Engaging Partnerships
   - Customer Service

3. Optimal Climate
   - Social Emotional Health & Skills
   - Facilities & Technology

4. Quality Staff
   - Internal Trust & Relationships
   - Recruit & Develop
   - Monitor, Track & Report

5. Fiscal & Operational Stewardship
   - Resource Allocation

Values

- Achievement
- Student Responsibility
- Community Partners
- Diversity
- Safety
- Continuous Improvement
- Staff
- High Expectations
- Community Resources
- Stewardship
WHATCOM COUNTY LIBRARY SYSTEM

STRATEGIC PLAN
2016 - 2020

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

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

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

DILIGENT STEWARDSHIP $$
Thoughtfully steward taxpayer dollars while providing the highest level of library service possible.
But...but...
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