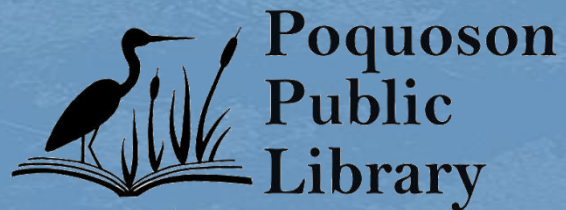


Strategic Planning on a Shoe String Budget

Virginia Library Association
Annual Conference
October 13, 2017

by
Jessica Hartley
Poquoson Public Library



Background

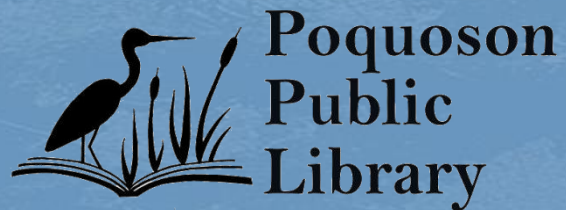
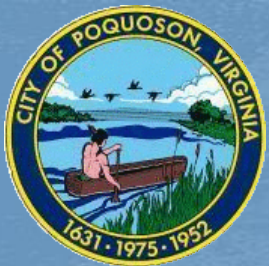
- Hired August of 2016
- New to community
- Strategic plan expiring 2016
- New strategic plan due to LVA by August 1, 2017



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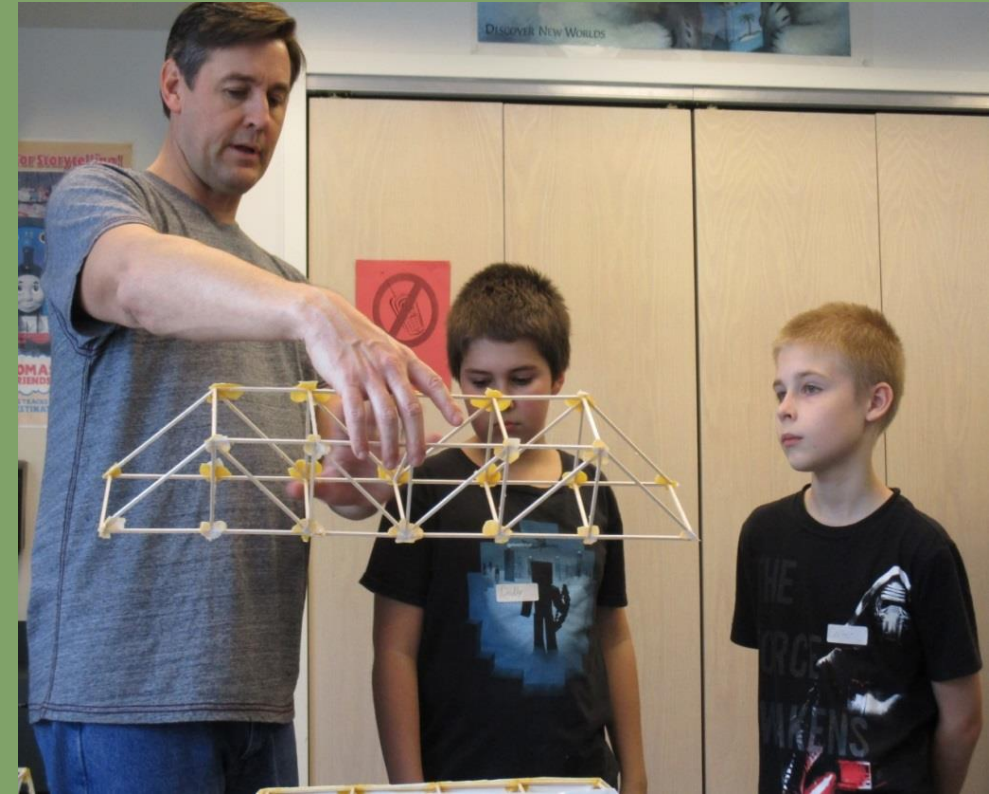
Presentation Outline

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



Resources

- Locality's long term plan
- Other Library Strategic Plans
- Aspen Institute Action Guide, LibraryVision.org
- SOAR Analysis – or your chosen methodology
- Staff Input
- Community Input



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Soar Analysis

Strengths

- What does your library do well?

Opportunities

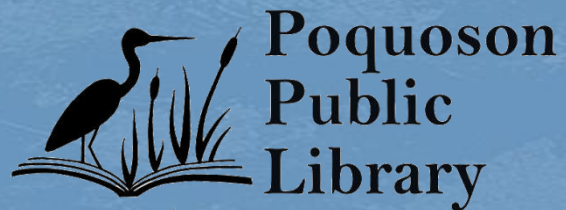
- What could you do better?
- What have you not been able to do yet?

Aspirations

- What do you want to become?

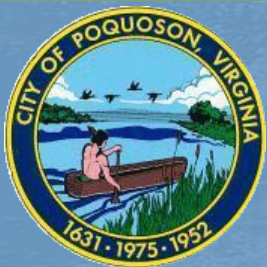
Results

- What does success look like?
- How can we translate goals into measurable outcomes?



Staff Input

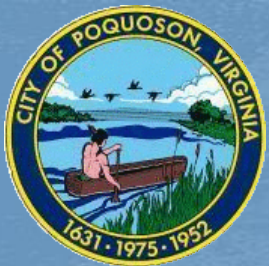
- Programming
- Partnerships
- Communication
- Staff Training
- Sustainability
- Creativity
- Literacy
- Community Enrichment
- Lifelong Learning
- Facilities
- Collection
- Technology
- Public Relations
- Marketing/Branding
- Customer Service
- Advocacy



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Community Input

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

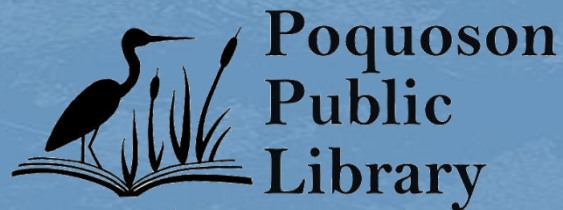
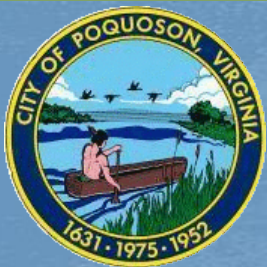


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Starter Questions

- 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?

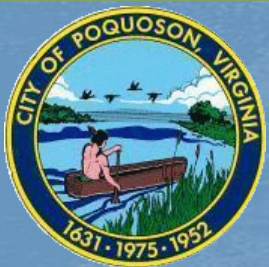
Aspen Institute Action Guide ACTivities



Patron Survey

- Multi-Purpose
 - ✓ Strategic Planning
 - ✓ Programming and other services
 - ✓ Statistics
 - ✓ Community Involvement
- Available for 8 weeks
- Incentive

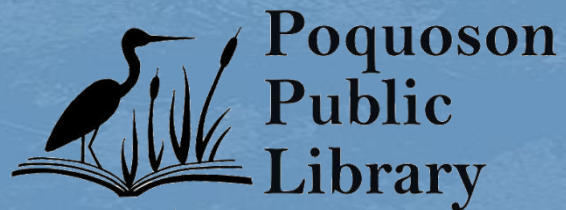
[Poquoson Public Library Survey](#)



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5 Areas of Strategic Focus

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



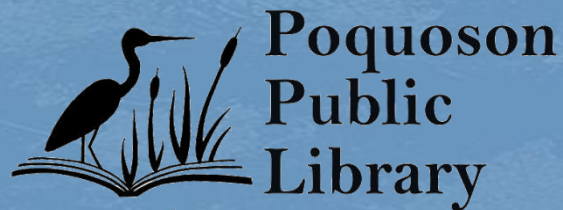
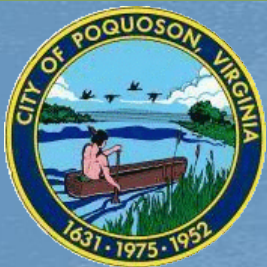
Community Engagement

“ 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.

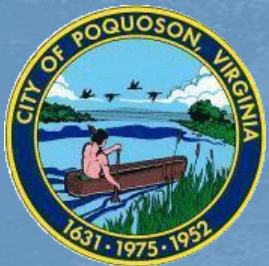


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Sustainability

“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.



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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.

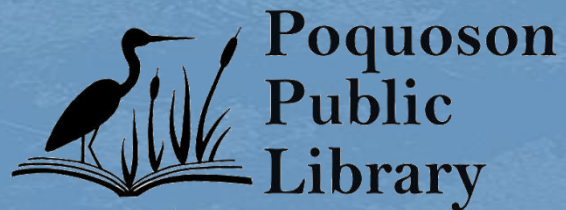
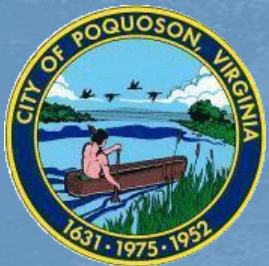


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Lifelong Learning & Community Center

“ 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.

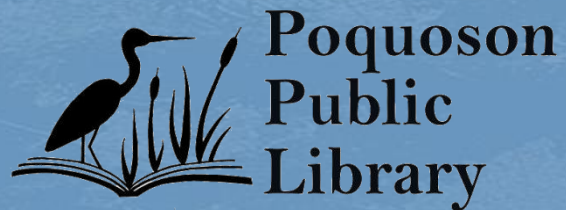
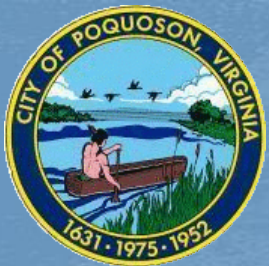


Poquoson Public Library Strategic Plan Action Guide

Strategic Focus	Goal	Short Term Action (1 year)	Midterm Action (3 year)	Longterm (5 year)
Community Engagement	Expand outreach services into the community:	identify areas of need develop an outline of priorities		
Community Engagement	Enhance public relations and increase visibility	increase social media presence, increase participation in community events		
Community Engagement	Outline and Institute clear marketing & branding for library publicity.	outline marketing and branding strategy		
Staff Training & Development	Actively participate in succession planning & management	identify succession strategy for those retiring in 1-5 years.		
Staff Training & Development	Seek out and expand staff opportunities for library related training	increase training & travel budgets, seek technology training that can to streamline and improve work flow.		
Staff Training & Development	Successfully leverage volunteer resources	create clear expectations and responsibilities for volunteers		
Sustainability	Continue to use technology to enhance library services and provide for community needs.			
Sustainability	Leverage funding resources to improve and update the library facility.			
Sustainability	Identify and mange emerging library trends and best practices that best serve the community			
Sustainability	Seek out partnerships that will help leverage resources and meet the needs of the community.			
Development of Services & Resources	Continue development of the library's print and digital collections.			
Development of Services & Resources	Continue the library's tradition of excellent customer service.			
Development of Services & Resources	Continue to provide enhanced supplemental services not found elsewhere in the community			
Lifelong Learning & Community Center	Provide classes & events that suport K-12 learning initiatives			
Lifelong Learning & Community Center	Provide innovative and stimulating programming for all ages that is relevant & high quality			

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.

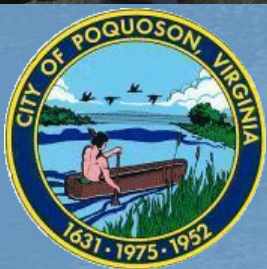


QUESTIONS?



Poquoson Seed Library

Need help getting started or want to plant something new? Take some seeds home to try. Limit 2 per person please.



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How Did I Do?

Session Evaluation: tinyurl.com/fri2017vla