GET YOUR PLAN ON!

INTRO. TO LIBRARY STRATEGIC PLANNING

West Virginia
Library Commission

WELCOME!

General Housekeeping

WHAT? WHY?

GET YOUR PLAN ON

WHAT IS PLANNING?

- Planning is a simple process used every day. In the process, one decides where he is, where he wants to be, and how he gets there. Getting to work every day, grocery shopping, preparing for a vacation or trip, and saving for retirement are examples of events that require planning.

- More formally, planning is an organizational process of envisioning a desired future and developing the necessary infrastructure to achieve it.

WHY MUST LIBRARIES PLAN?

- Planning provides information to use in decision-making.

- Planning provides a blueprint for future library development.

- Planning guides decision-makers in setting necessary priorities about who receives what service with what efficiency.

WHY MUST LIBRARIES PLAN?

- Planning provides information to use in the allocation of resources, particularly when they are scarce.

- Planning leads to structured positive change resulting in improved library service.

- Planning makes crises less critical.

WHY MUST LIBRARIES PLAN?

- Planning encourages staff creativity and cooperation.

- Planning encourages accountability.

- Planning provides a basis for evaluating the library's performance..

WHY MUST LIBRARIES PLAN

- Planning can improve communication and give everyone who works with the library a sense of common purpose.

- Planning pays off--organizations that plan out-perform those that do not!

- Planning is required by the Library Commission.

A LITTLE HISTORY

- Public library planning recommendations from states and ALA in the 1960s/70s.

- Charles McClure's Planning and Role Setting for Public Libraries (ALA 1987)

- Sandra Nelson's *Planning for Results, New Planning for Results* and *Strategic Planning for Results (2008).*

- ALA's Results Series

PLANNING TO PLAN

- Clearly delineated statement of purpose.

- Timetable.

- Materials/Supplies/Staff.

- Decide who is to be involved, and who has what responsibility.

- Clear understanding of the mission of the library by all involved.

STEP ONE: ASSESSMENT

IT ALL STARTS HERE

COMMUNITY ASSESSMENT IS VITAL

- The library must be a direct representation of the community it serves.
- The library must reflect what the community wants to become.
- Those managing the library (staff, trustees, local officials) must fully understand the community in order to serve its information needs appropriately.

TOOLS OF COMMUNITY ASSESSMENT

- Census/Demographics
- Kids Count
- Business and Economic data
- Educational data
- Surveys and Focus Groups
- Clubs/Organizations
- Local government data
- Business research organizations/data generators

S.W.O.T.

* Strengths

* Weaknesses

* Opportunities

*Threats
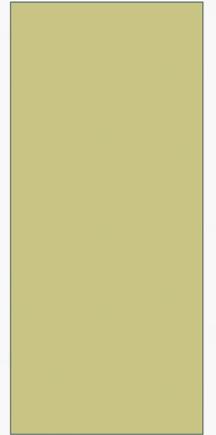
COMMUNITY ASSESSMENT

SET A SPECIFIC TIMETABLE!!!

GET YOUR PLAN ON!
INTRODUCTION TO LIBRARY STRATEGIC PLANNING

INTRODUCTION TO
COMMUNITY LED LIBRARY SERVICE

BACKGROUND

50 year History

- United Kingdom
- Canada
- United States
  - Public health education
  - Library teen services

Getting started

- Change your attitude!
- Change your thinking
- Asset mapping
- Research

WHAT'S INVOLVED?

- Listen first
- Be willing to devote the time
- Be committed to training all of your staff
- Prepare the asset mapping before you act
- Realize that evaluation will be ongoing
- Recognize there will be challenges

Community-Led Service Planning: Key Differences

	COMMUNITY ASSESSMENT & NEEDS IDENTIFICATION		SERVICE PLANNING AND DELIVERY	
	COMMUNITY ASSESMENT	**NEEDS IDENTIFICATION**	**SERVICE PLANNING**	**DELIVERY**
TRADITIONAL PLANNING	Staff review: – Demographic data, – Library use statistics, – Comment cards, and – Community survey results.	Staff identify service gaps or under-served communities.	Staff review literature. Staff consult with other staff and service providers. Staff develop service response.	Staff deliver service: – develop the collection, – hold the program, or – design facilities.
COMMUNITY-LED PLANNING	Staff review all of the above and... – Staff spend time in community developing relationships with community members. – Staff hear from community about what is important to them.	Staff discuss with community members and hear from the community what their priorities are.	Service ideas are the community's ideas. Community is engaged in the planning of the service. Staff act as partners and facilitators rather than as creators and teachers.	Community members and staff work together to deliver the service. Community members involved in selecting collection materials. Community members active in hosting the program. Community members working collaboratively with the library to develop policy recommendations.

MORE INFORMATION

- Community-Led Library Toolkit http://www.librariesincommunities.ca/resources/Community-Led_Libraries_Toolkit.pdf
- Community Led Library Service Development
  http://infopeople.org/training/community-led-library-service-development
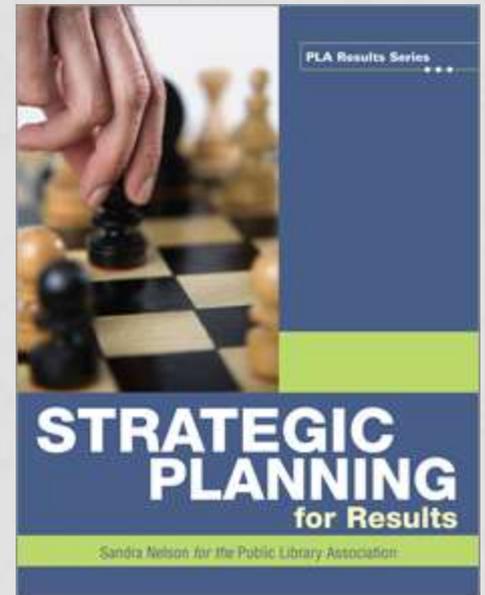
Escape!   Coffee   PLAY!

QUICK BREAK!

PLEASE RETURN IN FIVE MINUTES

THEN WHAT?

- Study the library's mission to see if it is still appropriate.

- Detail what the library/community values.

- Identify what roles/responses the library is to play/make in the community.
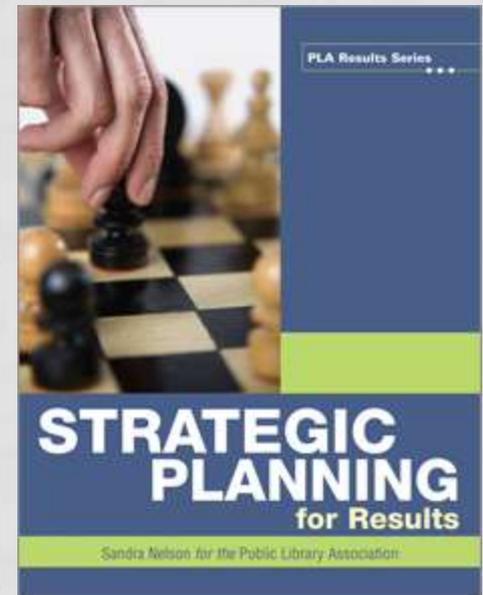
PFR SERVICE RESPONSES

- Basic Literacy

- Business and Career Information
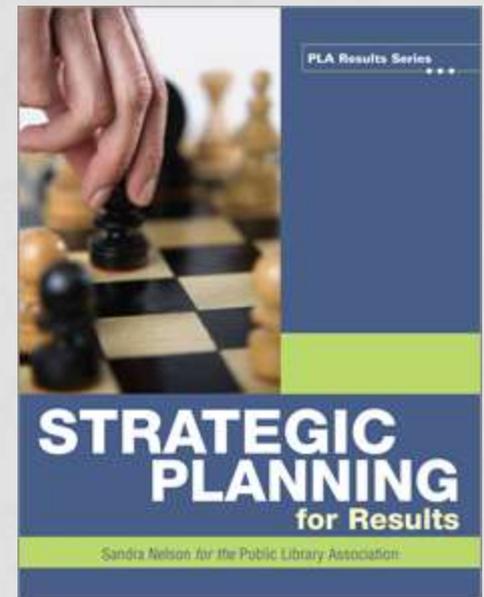
- Commons

- Community Referral

PFR SERVICE RESPONSES

- Consumer Information

- Cultural Awareness

- Current Topics and Titles

- Formal Learning Support

PFR SERVICE RESPONSES

- General Information

- Government Information

- Information Literacy

- Lifelong Learning

- Local History and Genealogy

THEN WHAT?

- Based on what you have learned about the community, what can the library do in fulfilling its mission to help the community meet these values?

- What actions/programs could the library implement to address negatives, weaknesses in and threats to the community?

- These "Whats" are your potential goals.

- Each goal should have two/three steps to get there, called objectives. Objectives may have two or many more steps to achieve in order to complete.

GOALS/OBJECTIVES

- Goal 6: The library will support early childhood literacy by improving services geared towards pre-K children and their caregivers.

  Objective A: Implement pre-K storytime and develop the program to serve at least 500 children annually (2013-2015)

  Objective B: Develop collection of parenting materials to contain at least 100 titles (2013-2014)

OBJECTIVES/STEPS

- Goal 6: The library will support early childhood literacy by improving services geared towards pre-K children and their caregivers.

   Objective A: Implement pre-K storytime and develop the program to serve at least 500 children annually (2013-2015)

   Step 1 – Obtain training for staff in thematic programming for children (January-May 2013)

   Step 2 – Implement and market programs (April-June 2013)

   Step 3 – study attendance and informational needs and refine programs (April-December 2013)
   Step 4 – Continue marketing and evaluation of programs (2014)

START WRITING

- Title Page
- Table of Contents
- Executive Summary
- Background on the library and description of planning process
- Summary of Community Analysis/Needs
- Mission Statement/Statement of Values/Vision
- Goals/Objectives/Steps
- Statement/Study on finance/fiscal activity
- Plan for communicating the plan
- Plan for evaluation of the plan
- Timeline for development of next plan

SAMPLE MISSION STATEMENTS

- The Windham Public Library provides materials and services to help community residents obtain information meeting their personal, educational, cultural and professional needs. Special emphasis is placed on supporting students at all academic levels and on stimulating young children's interest and appreciation for reading and learning. The library serves as a learning and educational center for all residents of the community. The Windham Public Library is dedicated to making the Town of Windham a rewarding, attractive and pleasant place in which to live, visit and work.

- The Woodstock Public Library District has two primary missions:
  1.To facilitate learning and self-education for the community.
  2.To encourage young children to develop an ongoing interest in reading and learning.

SAMPLE MISSION STATEMENTS

- The mission of the Germantown Library is to maintain and improve the quality of life for all citizens of our community by providing resources that enhance and contribute to individual knowledge, enlightenment, and enjoyment in the most efficient manner possible. We especially recognize our responsibility to serve as a place for children to discover the joy of reading and the value of libraries.

- The mission of the Hillsdale Public Library is to provide materials and services for community residents of all ages for personal enrichment, enjoyment and educational needs. The library is dedicated to providing practical access to all forms of media. The educational needs of elementary and secondary students will be supported and programs developed to stimulate children's interests and appreciation for reading and learning.

SAMPLE MISSION/VISION STATEMENT

- Vision Statement: The Evanston Public Library Board of Trustees envisions a future in which the Library's collections, programs, and leadership help ensure:

  - *That every Evanston resident has the opportunity to enjoy an intellectually and culturally rich life*
  - *That every child enters school with the requisite developmental skills*
  - *That every child experiences the pleasure of reading and the joy of learning*
  - *That our community celebrates and appreciates its diversity*
  - *That those in need can find assistance and information with ease*

- Mission Statement: The mission of the Evanston Public Library is to promote the development of independent, self-confident, and literate citizens through the provision of open access to cultural, intellectual, and informational resources.

COMMUNICATE THE PLAN

- Submit draft to board, staff, local officials, and other stakeholders and seek input.
- Submit final draft to board or local government for approval.
- Identify key components which must be addressed.
- Communicate the new plan to stakeholders, press, clubs/organizations and others, particularly to local officials.
- Remember, you are educating everyone (including yourself on what the library is going to do the next 3-5 five years, and building support/ownership!

DON'T PUT IT ON A SHELF!

- The plan should give you specific tasks and a timetable for completing them – FOLLOW THE PLAN!
- The plan will give you tools for planning on the allocation of resources – FOLLOW THE PLAN!
- There should be a means of measuring progress of the planned activities and, if necessary, making changes in the course of action – FOLLOW THE PLAN
- If goals/objectives are completed ahead of the time, reassess and "punt".
- REPEAT!

USE THE PLAN

- Point out in funding requests, grant applications, etc. that requested activities/funds are called for in the plan and give details.

- Remind local officials (who have hopefully approved the plan) that actions on their part as part of this organized process.

- Regularly communicate your successes and failures. Show people the plan was not in vain, and that the library is growing and responsive.

IF YOU FAIL TO PLAN – YOU PLAN TO FAIL!

THANK YOU!

- Please call us for questions or assistance!
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