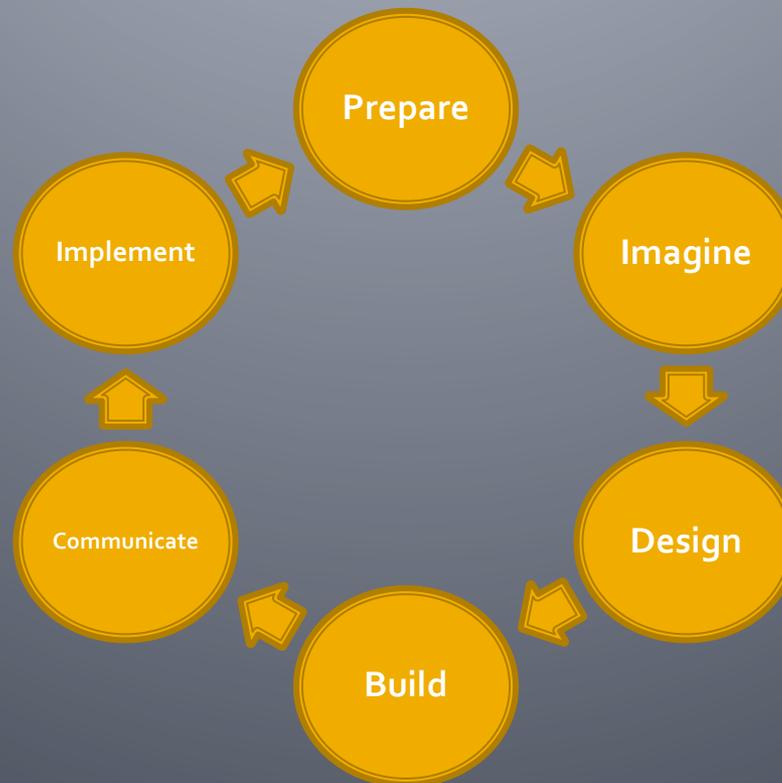Susan Hoskins, Planning and Programs Consultant

Listening to Your Community

Planning Process

Steps to take

Planning Process

- **Prepare**
  - Plan to plan! Who is involved?
- **Imagine**
  - What is possible?
- **Design**
  - When will it all take place?
- **Build**
  - Where will you find the resources? What will you offer?
- **Communicate**
  - How will you get the word out?
- **Implement**
  - Why did you wait so long?

Imagine

Community Vision and Needs

- Gather data
- Develop a vision
- Identify current conditions
- Compare them with vision
- Determine what will help
- Present data
- Identify library role

Demographics
Languages
Ethnic groups
Largest employer
Major industries
Information sources
Service groups

- **Community Vision**
  - Starting point
  - Change your point of view
  - Provides a framework

  - *Resources: Workform B: Community Data and Workform C: Community Vision Statement*
  - *From "The New Planning for Results: A Streamlined Approach" by Sandra Nelson*

Imagine

- Gather data
- Develop a vision
- Identify current conditions
- Compare them with vision
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Demographics
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- **Community Needs**
  - Current conditions using SWOT
  - List community needs

  - *Resources: Workform D: SWOT Analysis of the Community*
  - *From "The New Planning for Results: A Streamlined Approach" by Sandra Nelson*

Imagine

- Gather data
- Develop a vision
- Identify current conditions
- Compare them with vision
- Determine what will help
- Present data
- Identify library role

Demographics
Languages
Ethnic groups
Largest employer
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- Community Needs
  - Current library services
  - Select needs that can be addressed

  - *From "The New Planning for Results: A Streamlined Approach" by Sandra Nelson*

Imagine

The American Library Association's
The Promise of Libraries Transforming Communities

Imagine

- What is your focus?
- What are your aspirations?
- Are your efforts intentional?
- How can you keep momentum?

Turn Outward
Aspirations
Intentionality
Sustaining yourself

- Partner: Harwood Institute for Public Innovation

- *The Promise of Libraries Transforming Communities*
  - Libraries-as-change-agents
  - Tools and trainings to help lead engagement and innovation

  - *Resources: "Community Engagement Conversation Guide"*
  - *From ALA Transforming Libraries webpage http://www.ala.org/transforminglibraries/libraries-transforming-communities*

Imagine

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Aspirations
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Sustaining yourself

- Partner: Harwood Institute for Public Innovation

- *The Promise of Libraries Transforming Communities*

  - Turn Outward

  - Aspirations

  - Intentionality

  - Sustaining yourself

  - *Resources: Harwood in a 1/2 Hour*
  - *From ALA Transforming Libraries webpage http://www.ala.org/transforminglibraries/libraries-transforming-communities*

Imagine

Why focus on the community?

- Conducting a community assessment is a good way to understand the obstacles that your community faces.

- Strategic planning is a requirement of the Administrative Rules (AR) of the Legislative Rule (Title 173): *3.12.d. The public library regularly submits to the Library Commission a development plan for a period of at least three years and no more than five years.*

- What better way to determine what services and programs to offer than to look to the surrounding community for inspiration?

■ Planning Checklist

- Has the board developed a long-range or strategic plan for the library?

- Has the board benefited from the library director's and the staff's input in the planning process?

- Has the community had input into the planning process?

- Has the plan been evaluated in the last year?

- *From the WVLC's West Virginia Public Library Trustees Manual available online at http://www.librarycommission.wv.gov*

- Conducting a community assessment is a good way to understand the obstacles that your community faces.

- Strategic planning is a requirement of the Administrative Rules (AR) of the Legislative Rule (Title 173): *3.12.d. The public library regularly submits to the Library Commission a development plan for a period of at least three years and no more than five years.*

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■ Service Responses

- Basic Literacy
- Business and Career Information
- Commons/Community Meeting and Gathering Place
- Community Referral
- Community Information
- Cultural Awareness
- Current Topics and Titles
- Formal Learning Support
- General Information
- Government Information
- Information Literacy
- Lifelong Learning
- Local History and Genealogy
  - *From "The New Planning for Results: A Streamlined Approach" by Sandra Nelson and restated in the WVLC West Virginia Public Library Trustees Manual*

Planning Process
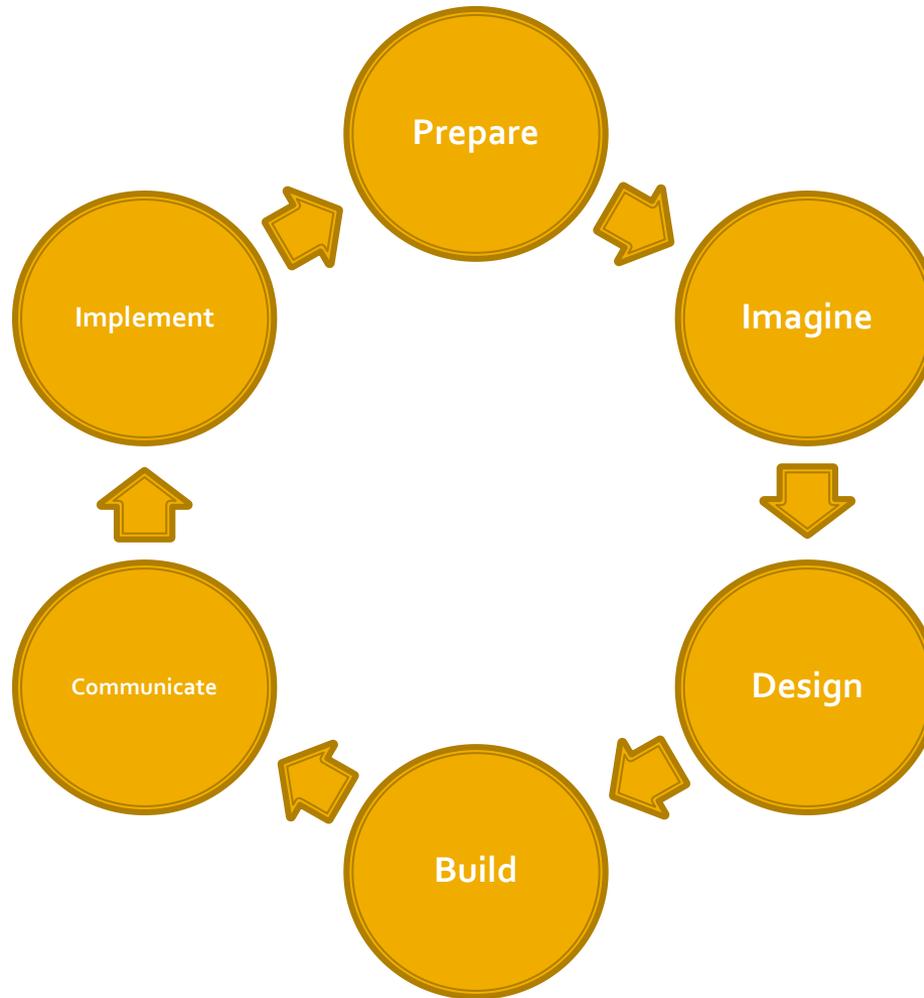
Susan Hoskins
Planning and Programs Consultant
West Virginia Library Commission
susan.p.hoskins@wv.gov

Local 304-558-3978
Toll free 1-800-642-9021, Option 2

Resources
- *The New Planning for Results: A Streamlined Approach* by Sandra Nelson
  - Available from the WVLC through Interlibrary Loan at your library or available to purchase online from various vendors
- Transforming Libraries website
  - http://www.ala.org/transforminglibraries/libraries-transforming-communities
- West Virginia Library Commission: West Virginia Public Library Trustees Manual, 2012 Edition
  - http://www.librarycommission.wv.gov/
    - *Publications →Trustee Manual 2012 Edition*