Susan Hoskins, Planning and Programs Consultant

Listening to Your Community
Planning Process
Steps to take

- Prepare
- Imagine
- Design
- Communicate
- Build
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
Prepare ➔ Imagine

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

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

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

**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
- Determine what will help
- Present data
- Identify library role

Community Needs

- Current conditions using SWOT
- List community needs

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

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

Community Needs

- Current library services
- Select needs that can be addressed

Demographics

Languages

Ethnic groups

Largest employer

Major industries

Information sources

Service groups

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**

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**The Promise of Libraries Transforming Communities**

- Libraries-as-change-agents
- Tools and trainings to help lead engagement and innovation

- Resources: “Community Engagement Conversation Guide”
Imagine

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

**Turn Outward**

- Aspirations
- Intentionality
- Sustaining yourself

**The Promise of Libraries**

- Transforming Communities

- **Turn Outward**
- **Aspirations**
- **Intentionality**
- **Sustaining yourself**

- Resources: Harwood in a 1/2 Hour
- From ALA Transforming Libraries webpage

Partner: Harwood Institute for Public Innovation
Imagine

Why focus on the community?
Imagine

• 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
Imagine Design

- 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?

- 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
Planning Process

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- Build
- Communicate
- Implement
Listening to Your Community

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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](http://www.ala.org/transforminglibraries/libraries-transforming-communities)
    - *Publications* → *Trustee Manual 2012 Edition*