

'Would you tell me, please, which way I ought to go from here?'


'That depends a good deal on where you want to get to,' said the Cat.

'I don't much care where--' said Alice.

'Then it doesn't matter which way you go,' said the Cat.

'--so long as I get SOMEWHERE,' Alice added as an explanation.

'Oh, you're sure to do that,' said the Cat, 'if you only walk long enough.'



## Strategic Planning For Your Library

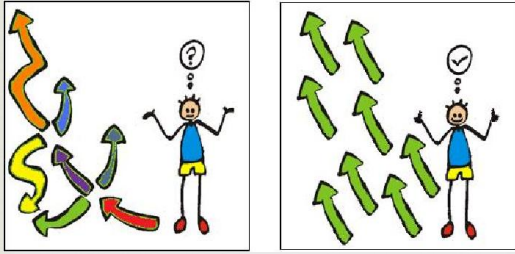
Where do we want to go and how do we get there?

## What Is A Strategic Plan?



"This is our plan for the next 1,000 years."

## Why Plan?



## Who's In On This?



## Eight Step Process

1. Build the planning team
2. Look at your community
3. Look at the library
4. Planning themes emerge
5. Develop vision & mission
6. Write goals & objectives
7. Implement the plan
8. Evaluate your progress

## How Long Is This Going To Take?



## Look At Your Community



- ☞ Community assets and needs
- ☞ Economy
- ☞ Demographics

## Look At Your Library



- ☞ Review current services
- ☞ Review statistics – look for trends and compare with other libraries
- ☞ Compare area demographics with users
- ☞ SWOT Analysis

## Look At Your Library



- ☞ SWOT Analysis
  - ☞ **S**trengths
  - ☞ **W**eaknesses
  - ☞ **O**pportunities
  - ☞ **T**hreats

## Themes Emerge



## Mission & Vision



- ☞ Mission statement - Defines the library's fundamental purpose. Why does the library exist?
- ☞ Vision statement - Defines the library's desired or intended future state. Where do we want to be in x years?

## Goals & Objectives

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- Goals
  - Set the library's priorities
  - Address areas of service
  - Fairly broad
  - No more than 3 or 4
- Objectives
  - Two or three per goal

## Ask Yourself

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1. What are we doing that we want to continue?
2. What are we doing that we can eliminate?
3. What are we doing that we need to change?
4. What are we not doing that we should be doing?

## Goals And Objectives SMART

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- Specific.** Does it target a particular, specific area?
- Measurable.** Can you measure or chart progress?
- Achievable.** Is it possible to do this?
- Relevant.** Does it relate to the library's vision & mission?
- Timely.** Does it include a target date for achievement or completion?

## Goals & Objectives

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- Goal: To improve service to the older adult population in the community.
- Objective: The library will establish a rotating deposit collection at the nursing home. Each collection will have 30 titles.
- Objective: The library will provide 6 programs aimed at older adults in 2015. At least 15 people will attend each session.
- Objective: The library will partner with the Senior Center to provide weekly tax preparation assistance in the 2015 tax season. Each session will serve at least 5 people.


## Wisconsin Public Library Standards

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- Online at:  
[http://pld.dpi.wi.gov/pld\\_standard](http://pld.dpi.wi.gov/pld_standard)
- Help identify gaps in service
- Help set direction for improvement
- Both qualitative and quantitative standards
- Based on 2009 Wisconsin library data
- Calculator  
<http://www.owlsweb.org/sites/default/files/owls/quantstd10.xls>

## Calculating Service Populations

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## Implementation



## Barriers to Implementation



## Take It Slow



## Evaluation



## Start All Over Again



## Questions?

