**Toolkit for Strategic Planning**

# Introduction

A. Why we plan

B. Identify stakeholders

# Timeline

A. Four to six months

B. Collect demographics and library statistics

C. Research best practices and trends

# Preparation

A. Survey

B. Stakeholder Forum

# Vision Statement

A. What we want to be

# Mission Statement

A. Why we exist

VI. Guiding Principles

A. Core values

VII. Goals and Objectives

A. Spokes

VIII. Writing the Strategic Plan

A. Reflections

B. Observations

C. Opportunities

IX. Adoption and Post

A. Recommendation from board to adopt

B. Submit to council or governing body

C. Have all staff read it

D. Post on website

X. Workplan

A. Communication tool

* Staffing
  + Manage workforce development to allow staff to grow professionally, maximize staffing efficiency and effectiveness, and identify diverse and creative ways to use volunteers. In doing so, we will remain committed to guiding principles of responsiveness, accessibility, communication, inclusiveness, teamwork and collaboration.
* Collection Management
  + The collection is the foundation of the library system and at the core of commitment to freedom to read, view and inform in a democratic society. We will create a community of readers and learners by maintaining easily accessible collections that educate, entertain, challenge, empower and respond to the needs and interests of a dynamic community.
* Programs and Services
  + WLPL will formulize and monitor a process to expand, innovate and manage programs and services consistent with its mission, guiding principles and all available resources, targeting value-added public service and responsiveness to the community’s diverse economic, social, educational and cultural life.
* Partnerships and Collaborations
  + In order to expand capacity and to enhance its programs, services and diversity of resources, WLPL will develop partnerships with the broadest possible spectrum of community organizations. In doing so, we will build strong communities, support economic development and enhance educational, informational and cultural development.
* Technology
  + Technology will enable WLPL to improve efficiency and public access by improving internal and external processes that expand use and utility of the myriad of Library resources available online and in the Library.
* Community Relations and Marketing
  + Access to knowledge, information, education and culture is at the heart of the Library system. It is our responsibility to increase awareness in all demographic groups of the myriad of learning opportunities, facility, technologies, services, programs and resources available through the Library and to our community of library users.
* Funding
  + Supporting the dynamic needs of the Library’s community of users, we will continue to implement prudent, innovative financial management and fundraising strategies, enabling the City’s Library System to sustain and enhance the quality of collections, programs, services, facility, staffing and technology for which the City is recognized across the nation.
* Facility
  + Manage the facility in a way that expands capacity, builds community, facilitates access and fairly responds to demographic growth and diversity.