



Planning for the Future

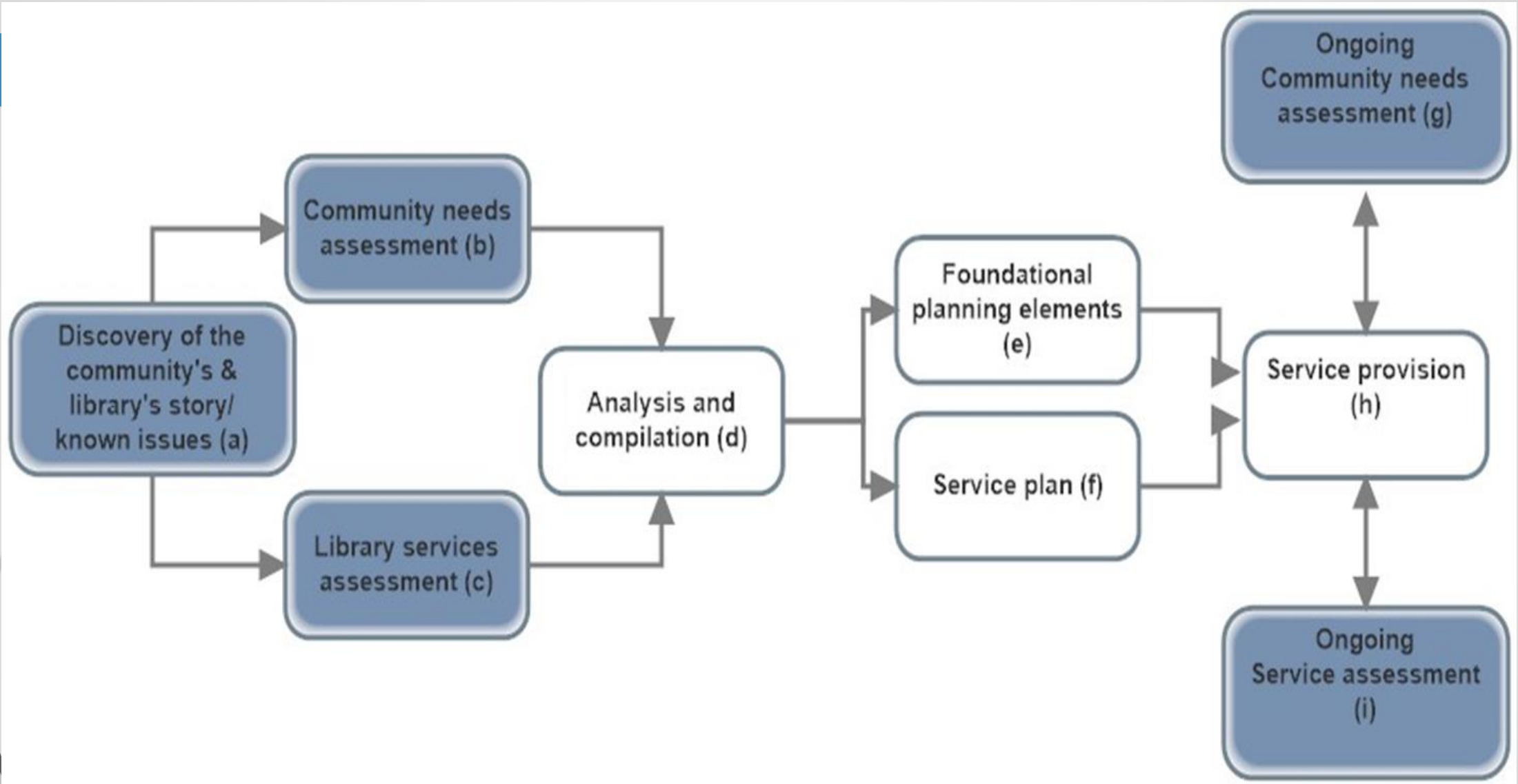
DPI PL Director Boot Camp 2016

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Why plan?

- ▶ Confirmation and articulation of the library's purpose
- ▶ Analysis of use, needs, and resources
- ▶ Establishing a framework for priorities and decision-making
- ▶ Identification of opportunities and problems
- ▶ Consideration of the community's needs in the development of the library's program
- ▶ Tangible evidence that the library is managed effectively
- ▶ Qualification for additional outside funding sources





Form a committee



What's your story?

- ▶ Ask yourself some honest questions about your library and your community.
 - ▶ What are the big challenges?
 - ▶ What are the big aspirations?
 - ▶ How is the health of various support components for the library?
 - ▶ Board
 - ▶ City
 - ▶ Partners
 - ▶ What feedback are you hearing?
 - ▶ Is there something out there, an innovation or trend, you think/feel/know your library should be doing?
 - ▶ What's the status of your various capacities (staff, funds, space)?



Library Services Assessment

- ▶ Physical library observation by outsiders and insiders
- ▶ ILS & OverDrive or other digital content usage data
- ▶ Efficiency/workflow studies
- ▶ Website/social media/virtual presence and use assessment
- ▶ Value of services and resources exercise
- ▶ Comparables, in state and out.
- ▶ Standards – both WI Library Standards to measure and any county standards you need to meet.



Community Needs Assessment

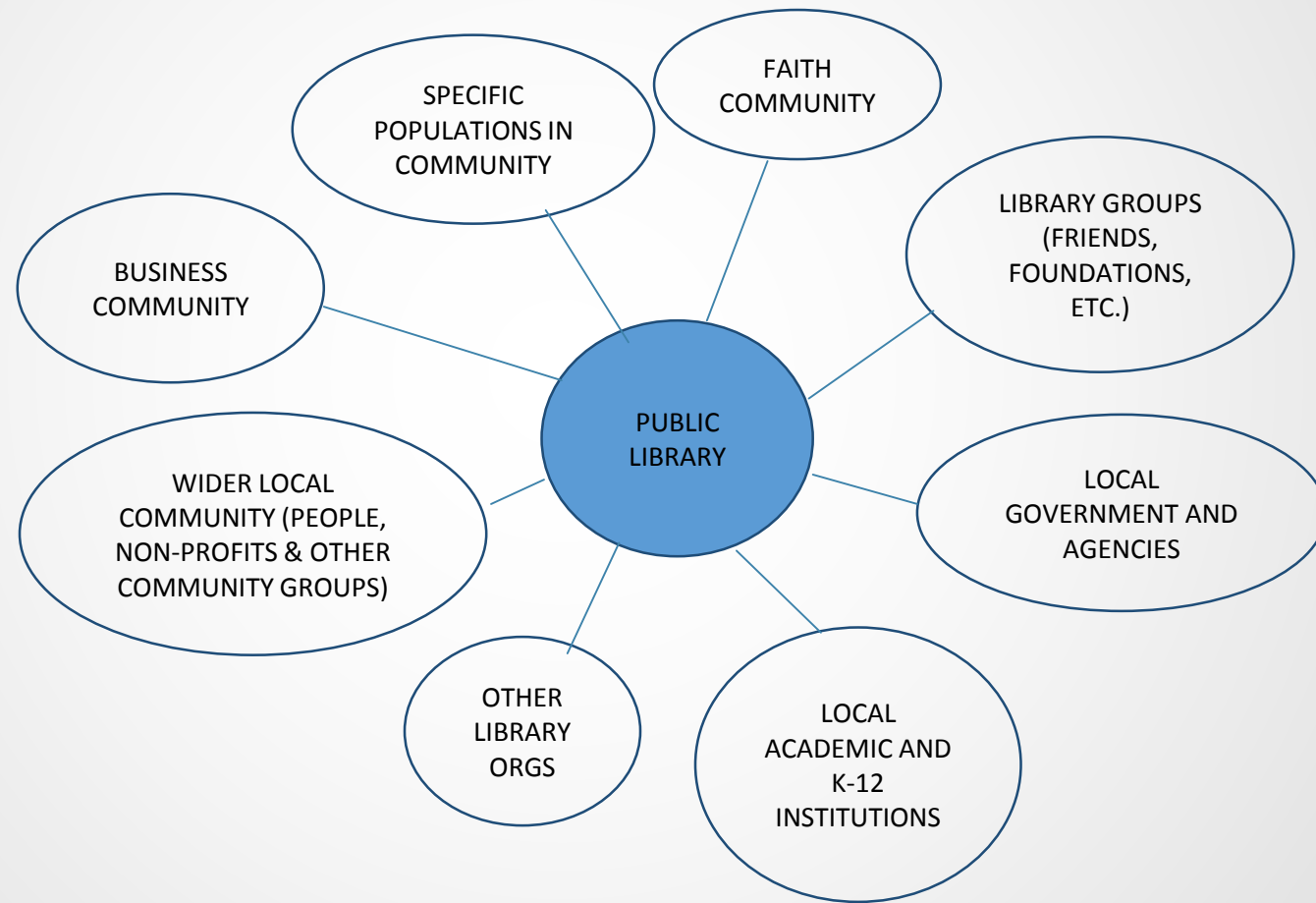
- ▶ City and other organizations plans, surveys, trends
- ▶ Demographics, public health, labor, housing, education, child well-being, poverty, diversity, etc.
- ▶ Market segmentation
- ▶ Community engagement
 - ▶ Community survey
 - ▶ Community conversations
 - ▶ Interviews: key individuals representing groups



To survey or not to survey

- ➔ Convenience sampling
- ➔ Random sampling

Community Mapping





How to get started?

- ▶ What do you think they each have to bring to the planning process?
- ▶ How might you best connect to each organization on your list (you personally make the initial outreach, you know someone who can make the initial outreach, etc.)?
- ▶ What are you specifically asking for? (meet to talk, specific support for the initiative, etc.)
- ▶ Given all this, how – specifically – are you going to make the ask of each person?

Conference Name, Date, and Location



What have we learned?

- ▶ Organize the information gathered in a way that easily tells the story through data, visualizations or short narrative statements.
- ▶ Talk through this with the planning committee to identify what you have learned. As this information is reviewed, the committee should be considering:
 - ▶ trends in libraries and outside of libraries
 - ▶ space use
 - ▶ marketing and awareness of services
 - ▶ underserved populations and infrequent users
 - ▶ collections, programs & services
 - ▶ partnerships
 - ▶ staff
 - ▶ technology

Conference Name, Date, and Location



Foundational Planning Elements

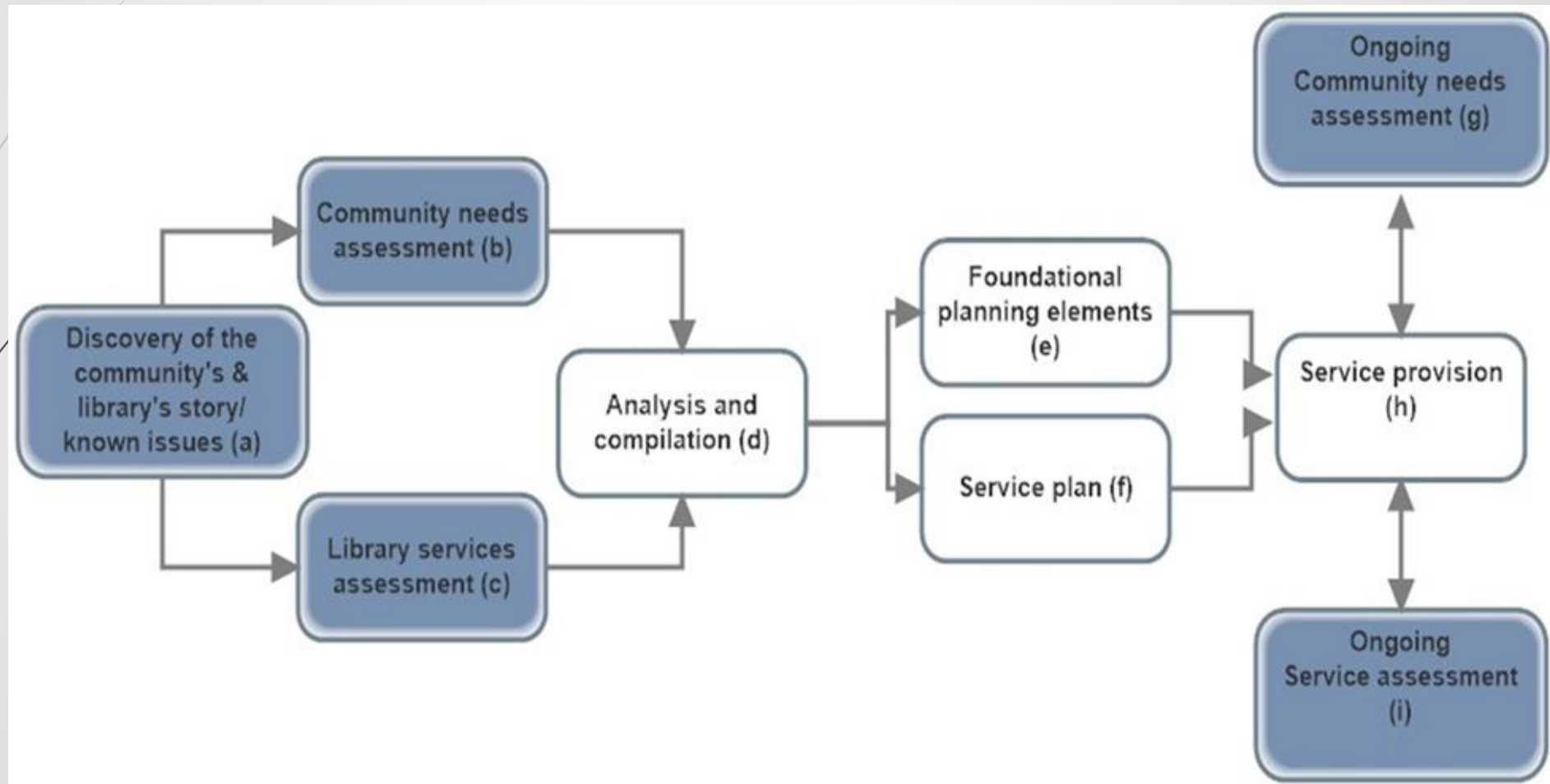
- Mission Statement
- Vision Statement
- Organizational Values

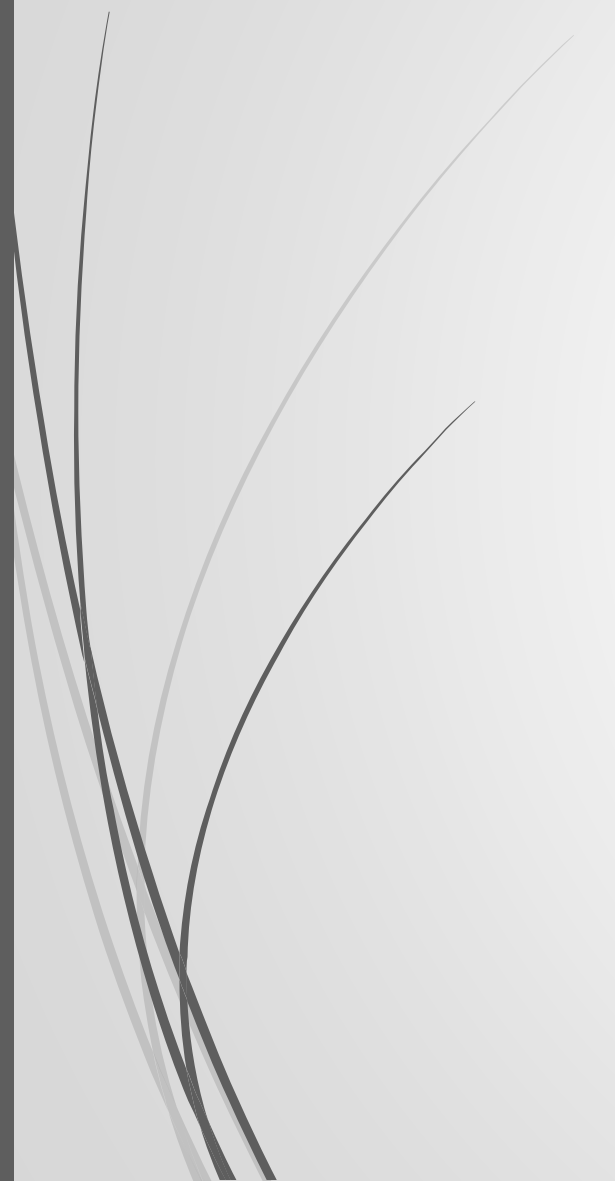



Service Planning Elements

- Goals
- Objectives
- Activities and Initiatives

Ongoing assessment and planning





**NOTHING IS PERFECT.
LIFE IS MESSY.
RELATIONSHIPS ARE
COMPLEX. OUTCOMES
ARE UNCERTAIN.
PEOPLE ARE
IRRATIONAL.**

- HUGH MACKAY



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