



Part One

Strategic Planning

Creating a Path for the Future

New
York State
Library



ITA | LIBRARY TRUSTEES
ASSOCIATION
OF NEW YORK STATE
Connecting trustees through advocacy, recognition and education



NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community

Project Sponsors



Part One

Plan to Plan

Develop a Board Vision

Assessment

Gathering Community Input

**FOCUS
AREAS**



Plan to Plan



Planning Timeline

Planning Timeline

1 | Planning Details:

- Project goal, Start and End Date

2 | Activities

- Focus Groups, Surveys, Interviews, etc.

3 | Planning Committee

- Members, Meetings, Responsibilities

4 | Timeline

Week of June 5, 2017

- Action Item One
- Action Item

Week of June 12, 2017

- Action Item One
- Action Item



Five Step Planning Process



1

Develop a
Board Vision



Vision Statement Tips

Reflect on the most significant events that have impacted the library.

- Start with the library's values.
- Project 5 to 10 years in the future.
- Dream big and focus on success.
- Use the present tense.
- Use clear, concise language.
- Paint a graphic mental picture of the library you want.
- Have a plan to communicate your vision statement to your employees.
- Be prepared to commit time and resources to the vision you establish.



2

Assessment



Areas of Assessment

Evaluate how and when the library is being used.

Internal

- Circulation Statistics
- Programming Attendance
- Technology Usage
- Space Usage
- Door Count
- Hours of Operation

External

- Census Data
- Trendspotting
- Town Master Plans
- School Board Master Plans
- Other Community Organizations

The New York State Library provides a compilation of financial and service statistics through its website. Here you can find recent and historical data for all public libraries in the nation.



3

Gather
Community
Input



SURVEYS





Survey Question Tips

- Be Clear
- Opinions
- Keep Bias in Check
- Consider Every Option
- Open vs. Closed
- ~~Test~~



FOCUS GROUPS





Focus Group Questions

Focus on the
community rather
than the library

1. What kind of community do you want to live in?
2. Why is that important to you?
3. How is that different from how you see things now?
4. What are some of the things that need to happen to create that kind of change?



INTERVIEWING COMMUNITY LEADERS



Three Questions

Interviewing
Community
Leaders

1. What challenges will your organization face in the next 2-3 years?
2. What major decisions will you need to make in the next 2-3 years?
3. What goals or aspirations would you like to see come to fruition over the next 2-3 years?



Handbook for Library Trustees of New York State



Questions?

Contact your public library system

<http://tiny.cc/PULISDO>