

Strategic Planning: Vision and Action

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Strategic vs. Long-Range Planning

- ▶ Includes vision which drives decisions
- ▶ Process oriented
- ▶ External forces
- ▶ Allows organization to respond to changes in environment

Strategic Planning

- ▶ Exact results over a period of time
- ▶ Product oriented
- ▶ Internal forces
- ▶ Stable
- ▶ Projection of the future

Long-Range Planning

Why Plan? Who needs it?



Advocacy – Trustee Role



A word cloud of terms related to advocacy and trustee roles. The words are arranged in a cluster, with 'advocacy' and 'plan' being the largest. Other prominent words include 'promotion', 'evaluation', 'assessment', 'opportunity', 'supporting', 'priorities', 'story', 'recognition', 'budget', 'programs', and 'library'. The colors range from dark red to black, with some orange and blue accents.

advocacy
purpose plan evaluation
budget assessment
promotion story recognition
programs opportunity
library supporting
priorities

Parts of Plan	Definition
Mission Statement	Statement of purpose; fundamental reason for the library's existence; major service role
Vision Statement	What the library wants to be; how it wants to operate; concentrates on the future
Goals	Broad statements describing desired results (not measurable)
Objectives	Specific, short range statements of results that help to implement the goal; define what will be done, by who and by when (measurable)
Actions/Activities	The means to accomplish an objective; specific tasks; specific time to accomplish
Outcomes	A final result; something that comes from an action
Methodology	Identification of the specific planning process; including assessment of user needs (surveys, focus groups, forums)

How do you get this plan?
Not in a bubble!



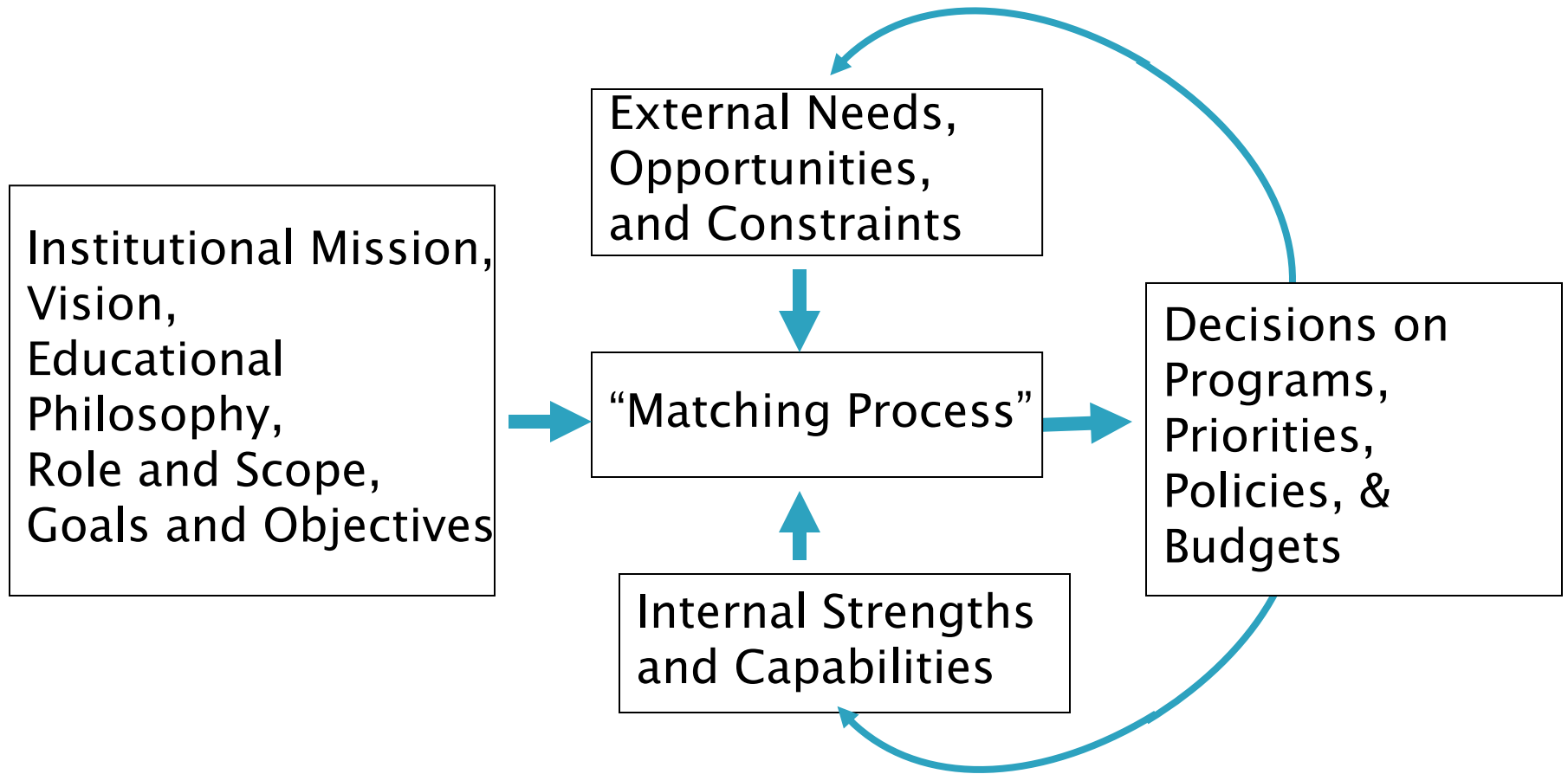
Assessment of Needs and Wants

Steps to having a great plan:

1. Strategic Planning Committee
2. S.O.A.R. exercise
3. Community Visioning Exercise
4. Surveys/Community Forums/Focus Groups/Interviews
5. Look at trends and patterns
6. Write the plan



Strategic Planning Model (Shirley and Volkwein, 1978)



What does vision have to do with it?



Do you know where you are going to?

Questions?

- ▶ Massachusetts Library System Strategic Planning Model
- ▶ Shirley, R., and Volkwein, F. "Establishing Academic Program Priorities." *Journal of Higher Education*, 1978
- ▶ http://www.slideshare.net/DHoadley_Langley/strategic-planning-vision-action
- ▶ http://www.grovelandma.com/Pages/Groveland_MA_Library/00625058-000F8513.3/Langley-Adams%20Library%20Long%20Range%20Plan%202011-2015.pdf