



# Strategic Planning: Let's get started!

KPL Long Range Planning Committee - January 22, 2021

# Agenda

Friday, January 22, 2021

- Committee ground rules & meeting schedule
  - Strategic Planning (SP) Vision & Timeline
  - Identification of stakeholders
  - Planning for the staff in-service day
  - Next steps/Follow up
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# Ground Rules

## ARTICLE VI COMMITTEES

The following Committees consisting of as many Trustees as the President shall determine, shall be appointed by the President, subject to the approval of the Board of Trustees, at or following the annual meeting. All such committee meetings shall be noticed and conducted in accordance with the requirements of RSA 91-A.

A **Long Range Planning Committee** whose responsibilities will include overseeing the implementation of the Library's Long Range Plan. The Long Range Plan will be developed every five years.

<https://ci.keene.nh.us/library-board-trustees>

- **RSA 91-A Procedures**  
<http://www.gencourt.state.nh.us/rsa/html/vi/91-A/91-A-mrg.htm>
  - “Statement of Authority for Conducting a Meeting Electronically”
- **Minutes - Secretary & how to submit**
  - Sean Wiley, [swiley@ci.keene.nh.us](mailto:swiley@ci.keene.nh.us)
  - Within 5 business days
  - Chuck Redfern will take minutes, Yves is back-up
- **Regular meeting schedule & how to post**
  - Marti Fiske, [mfiske@ci.keene.nh.us](mailto:mfiske@ci.keene.nh.us)
  - 24 hours notice
  - 2nd Monday of the month @ 5:00
- **Other committee members?**

# Strategic Planning (SP) Vision & Timeline

## 1 Year Plan

- Effective from July 01, 2021 to June 30, 2022
- Timeline: now through June 22, 2021; February-March/idea generation and gathering & April-May/generation of formal document
- Submission for Trustee approval: May 25, 2021
- Use SWOT analysis to create
- Create with understanding of known and unknown Covid consequences/ complications.

## 5 year plan

- Effective from July 1, 2022 to June 30, 2027
- Timeline: August 24, 2021 through June 28, 2022
- Submission for Trustee Approval: May 24, 2022
- Use Harwood Approach to create

# SP Methodologies

## 1 Year Plan - SWOT Analysis

**STRENGTHS** (internal to KPL)

**WEAKNESSES** (internal to KPL)

**OPPORTUNITIES** (external to KPL)

**THREATS** (external to KPL)

**Process - Phase I:** 1-2 hour meetings, small group or large group of various stakeholders; Individual brainstorming, gathering of ideas, review of ideas, ranking of ideas, and discussion.

**Process - Phase 2:** Generation of formal document using, but not limited to, ideas presented through SWOT analysis.

## 5 Year Plan - Harwood Method

<https://theharwoodinstitute.org/resources/#videos>

\*Requires Training - Jennifer Alexander, Chuck Redfern, Marti Fiske, & Gail Zachariah

\*Post training move to “train-the-trainer”

\*\$9,000.00 set aside for SP (Trustees set aside \$750/year for SP purposes)

\*Any update?

# Discussion

# 1 Year Plan

- Effective from July 1, 2021 to June 30, 2022
  - Timeline: now through June 22, 2021
  - Submission for Trustee approval: May 25, 2021
  - Use SWOT analysis to create
  - Created with understanding of known and unknown Covid consequences/complications.
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# Who are our Stakeholders?

**Stakeholders we will work through SWOT process with:**

- Staff
- Trustees
- City of Keene
- Friends of KPL

**Stakeholders we will potentially survey:**

- SAU 29
- KSC?
- Volunteers
- Patrons
- Partner Organizations
- Community Organizations
- Taxpayers
- Donors
- Others???

**This 1 year SP process will definitely include staff input.**

**Which other stakeholders should participate in the 1 year SP process?**



# Staff In-Service Day - February 24, 2021, 9:00-10:00

## **SWOT ANALYSIS**

**STRENGTHS** (internal to KPL)

**WEAKNESSES** (internal to KPL)

**OPPORTUNITIES** (external to KPL)

**THREATS** (external to KPL)

### **Proposed SWOT analysis process:**

Prior to meeting, have staff review SP SWOT analysis materials, brainstorm ideas, and be ready to share ideas during in-service meeting.

Randomly divide staff into 4 groups.

### **Proposed in-service day facilitation outline:**

9:00-9:05 - review of individual brainstorming ideas.

9:05-9:15 - List “strengths” & Discuss

9:15-9:25 - List “weaknesses” & Discuss

9:25-9:35 - List “opportunities” & Discuss

9:35-9:45 - List “threats” & Discuss

9:45-10:00 - Discussion and ranking of ideas

\*Ideas formally collected by a secretary and shared via Google document.


# In-Service Day Details & “To Dos”

- Need SP “brainstorming” SWOT materials to be distributed by February 12, 2021
- Identify facilitators
- Zoom, in person, or both?
- Inclusion of stakeholders outside of staff?
- Facilitator training prior to in-service?



# Discussion

# Lingering Questions

- Thinking forward...When visualizing Phase II of this 1 Year, SP process, how often will we need to meet if we are to analyze, evaluate, and draft a formal SP document?
  - Who are possible facilitators we could hire for 5 year SP process?
  - Are there any expenses attached to 1 year SP process?
  - ???
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# Next Steps

NEXT MEETING: Monday,  
February 8, 2021 @ 5:00

- Identify materials for SWOT analysis brainstorming.
  - Schedule SWOT facilitator training.
  - Contact stakeholders and set meetings for SWOT analysis process.
  - Obtain examples of previous KPL SPs.
  - Obtain solid info about Harwood training and request funding from finance.
  - Generate list of potential facilitators for 5 year SP.
  - Schedule next meeting.
  - Survey???
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