



# Strategic Planning

KPL Long Range Planning Committee - February 8, 2021



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# Agenda

Monday, February 8, 2021

- Review of SP Vision & Timeline
  - Review In-service Day
  - Facilitators & Training
  - SWOT with Trustees, Friends & City
  - Survey
  - 5 Year SP Preparation
  - Next Steps/Follow Up
-

# 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

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

## **SWOT ANALYSIS**

**STRENGTHS** (internal/external to KPL)

**WEAKNESSES** (internal/external to KPL)

**OPPORTUNITIES** (internal/external to KPL)

**THREATS** (internal/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.

# Facilitators & Training

Jen - Is willing to organize.

Chuck R.

Chuck P.

Yves?

4 Library Staff Members

Others? Do we want an alternate?

QUESTIONS:

1 hour training with assigned library staff members?

Week of the 15th? More info needed. Marti to follow up with staff

TO DO: Jen to share SWOT materials with Staff prior to In-Service Training Day.

# SWOT With Trustees, Friends & City

Same process as with Staff?

Who? When? Where? How?

Friends - Jen to set-up with Friends & Jen Facilitate

City - Andy B. (or facilities management team), City Manager, IT, Finance (Karen Gray), City Clerks Office? - Jen to Contact Elizabeth Dragon

Trustees - Nancy V., Sally M.? - March Meeting



# Survey of Stakeholders

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

**This is going to require some immediate attention because the tight timeline.**

Who should we target? Ask Gail?

What questions do we have? Ask Staff at In-Service Day in a post-SWOT survey to participating staff?

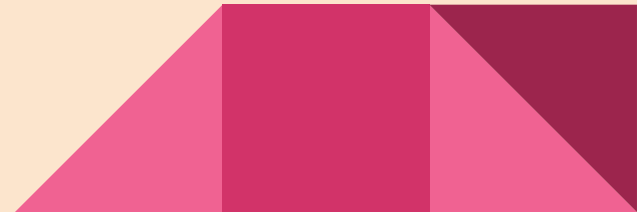
Patrons - When we fully reopen, what do you want to do most?

Survey results would need be collected and ready for analysis by April.




# 5 Year SP Preparation - Thinking Forward

- Who are possible facilitators we could hire for 5 year SP process? Marti has a few suggestions. Linda Rubin (Healthy Monadnock 2020); Ask Ken; Jim Gruber (Antioch)
- Are there any expenses attached to 1 year SP process?
- Harwood training update?
- Costs associated with 5 year - ads, postage, events, graphic design



# Next Steps/Follow Up

- Jen to distribute SWOT materials to staff by February 17th.
  - Facilitator Training - More to Come
  - Staff In-Service Training - Wednesday, February 24, 2021 @ 9:00AM
  - Next Meeting: Monday, March 8, 2021 @ 5:00PM
  - Set-Up SWOTs with Trustees, Friends & City
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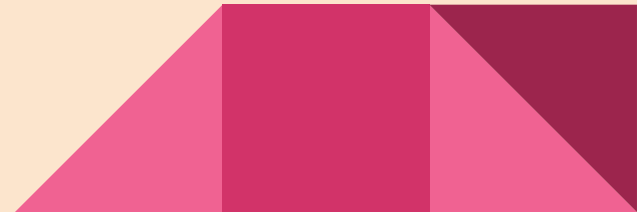
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