



Report to: Stratford Public Library Board
Meeting Date: February 4, 2020
From: Julia Merritt, CEO
Subject: Board priorities, from Jan 7/20 meeting

Below is the schedule for Board conversations in the first half of 2020.

January – Based on the attached document, in advance of the January 7th meeting, each Board member selects:

1. their top 5 priorities in the SWOT category.
2. their top 3 priorities in the Action Ideation section.

Please rank each selection in order, using 1 as the highest priority.
At the January 7th meeting, these selections will be collated and discussed.

February – The Board will link its priorities to the Strategic Plan, Mission, and Vision.

March – The Board will review the work completed in January/February, and conduct or determine further discussion.

April – Potentially, 1-2 half-day sessions to flesh out the work plan based on the winter discussions.

May – Receive and incorporate information from the CULC Study Tour.

June – The Board is able to articulate clear position statements about the priorities and role of the Board; can direct necessary staff action through the Strategic Plan.



Below is a condensed list of priorities identified by the Board, as per its discussion at the January 2, 2020 Board meeting, using the assessment generated at the November 26th strategy session. The most prominent themes have been grouped together and action items categorized underneath them.

A copy of the 2019-2022 Strategic Plan has been included in the Board package as well, for the Board to review in tandem.

1. Financial Stability

- a. Obtain outside monies through fundraising, fee for service, partnerships
- b. Build out scenarios re: fundraising goals and tactics

2. Defining the Role of the Library

- a. Researching community needs/gaps
- b. Deciding how the Library will answer these needs to positively change the community
- c. Identify, use, and promote using new KPIs

3. Approach to Activities

- a. Partnerships to connect the community
- b. Entrepreneurial efforts/pilots
- c. Offsite locations

4. Advocacy

- a. Create lobbying/advocacy plan:
 - i. Address public lack of knowledge around library services
 - ii. Engaging and motivating youth