



**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 7<sup>th</sup> 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 7<sup>th</sup> 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 26<sup>th</sup> 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