



Report to: Stratford Public Library Board
Meeting Date: March 3, 2020
From: Julia Merritt, CEO
Subject: Board priorities, from Feb 4/20 meeting

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