

REPORT TO: STRATFORD PUBLIC LIBRARY
MEETING DATE: JANUARY 3, 2023
FROM: KRISTA ROBINSON, INTERIM CEO
SUBJECT: STRATEGIC PLANNING PROCESS UPDATE

BACKGROUND

In August 2022, SPL began the process of creating a new strategic plan with the assistance of Overlap & Associates. Completed to date:

- Kickoff workshop with the Board
- Engaged Stakeholders through community interviews and surveys
- Sense Making Workshop with the Board
- Strategic Planning Retreat with the Board

STRATEGIC PLANNING RETREAT

December 9-10, the library board and the staff working group met with Overlap for a two-day intensive retreat to develop the directions for the 2023 – 2026 Strategic Plan. During this retreat, the group worked to complete the following:

- Establish clear strategic directions and understanding of what success looks like
- Develop strategic objectives that align with each direction
- Develop Year 1 Priorities

By the end of Day 1, the following strategic directions were distilled:

1. We will Plan Space Needs to Meet Demand
2. We will Reach Out / Bring In
3. We will Lead Good Practice
4. We will Create Multi-Year Funding and Efficiencies Partnerships
5. We will Nurture Belonging by Empowering our Community

Day 2, participants set an objective for each strategic direction:

1. Fundraising Feasibility Study
2. Implement Permanent Marketing Function
3. EDI is embedded into daily practice at all levels of SPL
4. Donation Plan and Procedures
5. Envision a Data Informed Programming Strategy to foster belonging

NEXT STEPS

- A draft of the Strategic Plan will be received in early January. Staff will review and edit the plan.
- Overlap will engage an Introduction to Anthropology, Sociology and Psychology class at Stratford District Secondary School to gather feedback and input.
- After edits have been received, Overlap will finalize the plan and create implementation templates for SPL to use.
- The final strategic plan will be presented to the board by Overlap at the February 7, 2023 meeting.