GLADYS E. KELLY PUBLIC LIBRARY
STRATEGIC PLANNING PROJECT FLOWCHART FOR 2022-23

STEP 1 - DEVELOP PROJECT PLAN
~October - November 2022~

PLANNING ACTIVITIES

1. Establish Project Goals
2. Create Timeline of Activities
3. Identify What We Want to Learn
4. Identify Key Stakeholders

STRATEGIC PLAN FOR FISCAL YEARS 2025-2029

Plan Term = 5 Years

PROJECT PLAN GOALS

Inclusivity
Objectivity
Transparency

STEP 2 - ASSESS CURRENT STATUS AND ID COMMUNITY NEEDS
~November 2022 - April 2023 ~

ASSESSMENT ACTIVITIES

1. **COMMUNITY VISIONING EXERCISE** (13 participants)

2. **2 FOCUS GROUPS** (16 participants)
   - Focus Group #1 (11)
   - Focus Group #2 (5)

3. **2 SOAR EXERCISES** (20 participants)
   - Trustees & Friends of GEKPL Boards (13)
   - Staff (7)

4. **3 INTERNAL SURVEYS** (23 respondents)
   - Trustees & Friends of GEKPL Boards (12)
   - Staff (6)
   - Strategic Planning Advisory Committee (5)

5. **2 PUBLIC SURVEYS** (385 respondents)
   - Community Survey (352)
   - Tween and Teen Survey (33)

STEP 3 - SYNTHESIZE & SUMMARIZE ALL DATA
~ April - May 2023~

GENERATE REPORTS

1. Analyze Feedback Collected
2. Identify, Summarize, and Prioritize Key Themes, Ideas, Trends, and Open Issues/Questions
3. Draft **Community and Library Profile**
   (Presentation of hard data/statistics)

STRATEGIC PLAN COMPONENTS

1. Vision Statement
2. Mission Statement
3. Assessment of User Needs
4. Multi-Year Strategic Goals
5. Multi-Year Supporting Objectives
6. Planning Methodology Description
7. Governing Board Approval (*Trustees*)
8. Action Plan for Next Fiscal Year (*due 12/1*)

WHAT IS A SOAR EXERCISE?

A **SOAR** exercise is used to analyze current and future conditions that affect the Library and its ability to provide services it deems necessary. It identifies key **S**trengths, **O**pportunities, **A**spirations, and **R**esults.

STEP 7 - SUBMIT STRATEGIC PLAN TO MBLC
~October 1, 2023~

STEP 6 - APPROVE STRATEGIC PLAN (INTERNAL)
~September 2023~

Board of Trustees Review

STEP 5 - DRAFT STRATEGIC PLAN
~July - August 2023~

STEP 4 - DEVELOP KEY PLAN COMPONENTS
~May - August 2023~

1. **Mission/Vision Statement**
2. **Core Values Statements**
3. **Strategic Initiatives**
4. **Goals**
5. **Performance Metrics**