I LOVE Long Range Planning and You Can Too!

Misty Gray, SW District Consultant
State Library of Iowa
Why do I have to have a plan?
“Innovation requires curiosity ... and that's why I've hired ...”
Your Plan Should...

- Inspire
- Challenge
- Drive Change
- Spotlight Services
- Get staff out of their comfort zones
Community Input

Census Data
- Provides a snapshot of your community (+)
- 2010 data is getting old (-)

Community Forum
- Receive actual feedback from community (+)
- Planning and getting people to say yes (-)

Survey
- Broad reach capability (+)
- A good survey is hard to create (-)
Mission Statement

• Definition: a statement that describes the reason and organization exists – its core purpose.

• Example: The library is dedicated to meeting the educational, recreational, informational, professional, cultural, and social needs of all residents.

Source: Strategic Planning for Results, 2008, p. 80
Goals

• Definition: The benefit your community (or target population within your community) will receive because the library provides a specific service response.

• Your goals should identify the target audience and identify the benefit that audience receives.

Source: Strategic Planning for Results, 2008, p. 91, 93, 94
Objectives

• Definition: The way the library will measure its progress toward reaching a goal.

• Objectives include: a measure, target, and timeframe.
SMART Goals

- Strategic
- Measurable
- Attainable
- Relevant
- Timebound
Remove the Fluff
What if Something Goes Wrong?
Evaluation

- Stay on Track
- Change / Address Issues
- Add Related Initiatives
What if I FAIL?

“Helen, you’re the team leader, why don’t you jump first?”
State Library of Iowa
WWW.STATELIBRARYOFIOWA.ORG

Misty Gray
misty.gray@iowa.gov
515-725-3371