

**Strategic Plan 2021-2023**

**Mission and Plan Statement**

**Mission:** [Insert Text]

**Plan Statement:** In response to current circumstances, the [LIBRARY] has created a two-year strategy for supporting the [NAME] community through library services. Our goal over the next two years is to do what we can to help our community adapt to the existing as well as future shifts in our area.

This plan was developed through conversations with community members, staff, and the library board.

**Strategic Area One: Library Facility**

**Project Team:** Library Board Facilities Committee, Library Director

**Description:** [Insert Text]

|  |  |
| --- | --- |
| Year One Goals (2021) | Year Two Goals (2022) |
| Identify all routine repairs and major maintenance upgrades that will affect the library’s budget over the next five-years. | Apply for NYS Public Library Construction Grant funding during May-August 2022 for [CAPITAL IMPROVEMENT PROJECT] as outlined in our ‘Facilities Maintenance Plan.’ |
| Develop a ‘Facilities Maintenance Plan’ with the information gathered above. Plan will include:   * Timelines * Cost Estimates * Budget Impact * Review schedule | [Project Two] |
| [Project Three] | [Project Three] |

**Strategic Area Two: Programming & Partnerships**

**Project Team:** Library Director, [KEY STAFF MEMBERS]

**Description:** [Insert Text]

|  |  |
| --- | --- |
| Year One Goals (2021) | Year Two Goals (2022) |
| Strengthen the library’s connection with [COMMUNITY PARTNER] by implementing [SPECIFIC JOINT PROJECT] | Implement updated communication strategy to the community in an effort to increase the reach of program advertising, service use, and special events. |
| Develop a ‘Service Evaluation Plan’ that takes a hard look at services, programs, and amenities that the library currently offers in order to justify existing services, drop dated services, and add requested/beneficial services. | [Project Two] |
| [Project Three] | [Project Three] |

**Strategic Area Three:**

**Project Team:**

**Description:**

|  |  |
| --- | --- |
| Year One Goals (2021) | Year Two Goals (2022) |
| [Project One] | [Project One] |
| [Project Two] | [Project Two] |
| [Project Three] | [Project Three] |

**Notes on Plan Development**

* Most plans cover three to five years. To prepare for 2021, your library may want to consider drafting an adaptation plan that covers one to two years with priorities focusing on addressing concerns of operating in a post-COVID community.
* Items that are included in your plan should have a place in your budget as well.
* All plans need to be available on your website.
* Facility, programming, and community partnerships are all mentioned in the Minimum Standards as a part of a library’s plan.

**Notes on Using this Template**

* This template offers a simplified view of a library’s strategic initiatives.
* Plans should be easily read and give a clear idea of the direction the library is heading.
* The tables are meant for minimal project detail; separate supporting documents may be needed once you begin work on plan items.
* You are welcome to customize colors, logos, and layouts as you see fit.
* Providing that your plan aligns with minimum standards, strategic areas can be customized as you see fit as well.