

MCLS Strategic Planning Description

The process outlined below can be accomplished over approximately 4 months from a mutually agreed-upon start date.

Part 1: Preparation

- The planning process and timeframe will be laid out in an initial 2-hour meeting with the director and key staff and/or board members. We will discuss the makeup of the strategic planning committee, identify and gather data, and assist you in identifying individuals and groups that will be invited to participate in the engagement stage.

Part 2: Data analysis and community engagement

We will use a combination of “expert” knowledge about your library and community (data about your library’s performance over a 5-year period, demographic trends in the library’s service area, etc.) as well as “public knowledge” (conversations and interviews with community leaders and members) to gather information about the community’s needs relative to the library. The public knowledge will be gathered using the aspirations model of the Harwood Institute for Public Innovation.

- MCLS will benchmark the library’s performance against six other Indiana libraries serving approximately the same population, and six libraries of similar size across the county.
- MCLS will gather data about demographic trends in the library’s service area.
- The planning committee members will conduct interviews with community leaders, and MCLS will compile the notes into a summary report.
- MCLS will conduct 5 community conversations, with around 12 community members in each conversation (including one with staff), identify themes and create a community narrative.

Part 3: Planning

- MCLS will facilitate a ½ day meeting with the planning committee to review the gathered data and community input and to develop the mission, vision and values, as well as the key success factors.
- MCLS will facilitate a full day retreat during which the director and key staff members review the community input, mission, vision, values and key success factors. At the retreat, staff will brainstorm activities that the library might implement to accomplish the key success factors and prioritize them. They will also agree upon output and outcome measures for assessing progress. The product of this retreat will be a draft implementation plan.
- Following the retreat, MCLS will work closely with the director to prepare the final plan document.