



STRATEGIC PLANNING: THE RIGHT ROADMAP MAKES SUCCESS EASIER

Laying out a roadmap to succeed

In this era of tightening budgets, increasing pressures to identify and manage resources, and more active and diverse cultures in which to function, libraries must identify and meet the unique needs of their communities if they are to thrive. MCLS has the trained and experienced staff to assist libraries in developing effective, community-driven strategic plans.



Here's how it works

We start building a strategic plan by turning outward to your community. It all starts with having conversations with them about their hopes and dreams. Through this process, we can help you align your strategic priorities with the goals of the community. To help with decision making, we gather data on past performance by benchmarking against six peer libraries from the state and nation, preparing an analysis of past library use, and compiling community demographics. From there, we facilitate meetings and retreats with your staff to help develop mission, vision, values, and strategic priorities for your library. We then work with your staff to review your library's organizational competencies in order to match capabilities with the established goals.

The payoff is the structuring of a strategic plan that is truly an accurate roadmap of organizational behavior that makes your library an essential part of the community it serves.



Get the ball rolling

Call (800) 530-9019 ext 407 or email us at engagement@mcls.org today to discuss this process in more detail. We'll take a look at the community you serve and set a time to meet with you and design a strategic planning process that works for you. It's as easy as that.

Just another reason to be a MCLS member

Effective strategic planning is just one of the ways MCLS helps make member libraries more vibrant and successful. Group purchasing and central licensing, community engagement, strategic planning, training & workshops ... the list goes on and on. Membership in MCLS puts a team of professionals in your corner, full-time.

