



**PUBLIC LIBRARY**

**Inform. Inspire Include.**

# Strategic Planning

## Strategic Retreat Agenda



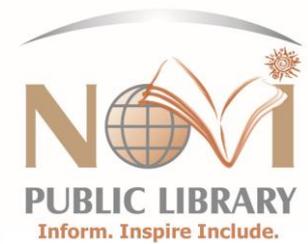
Engage | Envision | Evolve

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# Strategic Retreat Agenda

Tuesday March 21<sup>st</sup> 4PM- 8PM EST  
Wednesday March 22<sup>nd</sup> 9AM-12PM EST



## Overall Agenda

*We take a flexible approach to the retreat process to allow the discussions and conversations that emerge from the process aren't restrained by a fixed timeline. The following is a rough approximation of how the day will go.*

## Day1

- Overview of Day + Individual Intros & Ice Breaker
  - Who you are, Best “Thing” about the Library, & the Most Needed “Thing”
- Values Discussion & Exercise
- Findings Review and Other Shareable Insights, SWOT Review
- Values Voting
- Small Group Ideation/Brainstorming
- Values Discussions

## Day 2

- Mission & Vision Discussion
- Key Issues and Missing Elements Discussion
- Strategic Initiatives/Ideas Voting
- Plan format preferences discussion
- Strategic Initiatives/Ideas Results Discussion
- Next Steps & Day wrap-up



# Strategic Retreat

## One Thing / Most Needed Thing / Magic Wand -1

- More Space in the library, especially for teens
- More study rooms, More space to work or study, More space for programs
- More information sharing within the community around key issues
- Improve entrance at the library (inside and out) x 2
- Add a northside branch
- All residents find that purpose and connection with the library
- Increased support for staff
- Improve the website, easier navigation and wayfinding, more usage tracking
- More people taking advantage of the great services here (reaching more people)
- More technology services and programs, especially for seniors
- More focus by the library in terms of its efforts
- Understanding and value of Equity, Diversity, and Inclusion in the community
- Making the library more accessible to non-native English speakers / non-English speakers
- Improving all of the issues related to staffing, turnover, pay, and reduced pressure on staff
- Earlier open hours (AM), to support space and building usage
- Increased Funding for the library
- More hours for programs and usage
- Having the question of what will make the welcoming, accessible and respectable to all lead all decisions
- More space in the library X 3
- Increased levels of staffing above and beyond current “full staff” level, NPL being a destination for library workers.
- More resources to find new and keep existing staff x 2
- Build more team spirit, comradery within the staff
- More space to collaborate, and more hours
- More awareness (especially with teens) about the library
- Easier way to reserve or utilize study rooms
- Accessibility to study rooms and more hours to utilize the library
- More space for teens away from the children’s area
- Help residents/youth to best use the library, more awareness about what’s going on

# NPL SWOT Analysis

## Strengths

- *Strong customer-focused staff*
- *Strong leadership*
- *High usage of the library*
- *Strong partnerships within the community*
- *Positive community perception of the Library*
- *“Newish” Building, well-maintained*
- *Strong youth and adult program offering*
- *Proximity to High School = lots of Teen Usage*
- *Strong marketing (compared to most libraries)*
- *Diverse community and the contribution from those diverse residents*
- *Friends Group and the bookstore*

## Weaknesses

- *Funding in relation usage and community expectations*
- *Increasing pressures and demand on staff especially during after school hours*
- *Conflicts between teen and tween users and adult users during after school hours*
- *Funding and staffing to meet all the needs of partnerships*
- *Disconnect between internal and external perception*
- *Staffing turnover*
- *Too much “yes” happening, over serving on number of youth programs*
- *Accessibility of the building and services to non-native-English speakers*
- *Physical access to the building (parking, entrance)*
- *Technology is behind where it needs to be*
- *Resources/Space for remote/teleworkers/students*
- *Building starting to hit higher maintenance cost level*

## Opportunities

- *Leveraging partners as conduits for outreach and marketing*
- *Partnerships with Fox Run and other Senior Communities*
- *School partnerships, curriculum support resources*
- *High Teen Usage / Engagement*
- *Business partnerships*
- *Highly diverse community*
- *Maximizing marketing tools and resources*
- *Low knowledge of library value and offering*
- *Partnerships/collaboration with city staff/leadership*
- *A more connected civic campus area*
- *Loss of other commercial book sellers in the area*

## Threats

- *Funding isn’t guaranteed*
- *Growing Freedom-to-read challenges nationally*
- *Expectations of the Library as a community center, after school care, etc. without the funding to actually deliver those needed services*
- *Public transportation basically non-existent*
- *No distinct downtown*
- *Shifts in digital usage, work models, remote working*

# Strategic Retreat

## Ideation Prompts:

1. What changes could be considered to reduce pressure and strain on staff (staff levels, training, organization, policies, etc.) (assuming funding stayed level).
2. How can the library build a better framework to help library leadership decide what future new ideas to consider versus what to pass on?
3. What changes or additions should be considered only if an increase was made in the operational funding level for the library.
4. What could the library do, to better reach and engage underserved residents in the community?
5. What other ideas or initiatives would you want considered that haven't already been covered?  
(Marketing & Engagement, Outreach, Programming, Services, Spaces, Technology, etc.)