

Strategic Plan Initiative

Presentation to Library Board | Dec 6, 2017



SAINT PAUL
PUBLIC LIBRARY

Why a strategic plan now?

- SPPL's last strategic plan was created in 2011 and updated through the annual plan process.
- New strategic plan designed to be three year plan: 2019-2022.
- Anticipated that plan will be updated in 2023.



2015 Strategic Goals

- Advance learning priorities
 - Every child ready for K
 - Student success in school and life
 - Essential workforce skills
- Active centers of engaged communities
- Sound stewards of public and private funds



Value of a strategic plan

- **Articulates strategic directions**
- **Provides measurable goals**
- **Leads to efficiency and focus**
- **Directs resources to collectively determined aspirations and needs**



Planning Consultants

- **Innovation Team internal consultant Cassi Johnson**
 - Co-leadership, staffing the most time-intensive work
- **Imagine/Deliver external consultant**
 - Lead the process
 - Human-centered design
 - Specialists in measurement, community engagement

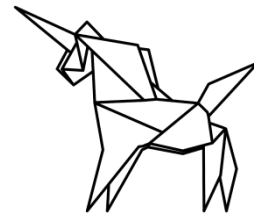




Imagine/ Deliver

- Woman- and POC-owned firm
- Representative of Saint Paul communities

IMAGINE | DELIVER



Factors for success

- **Broad engagement**
 - Community members
 - New Mayor
 - Library Board
 - Friends
 - Staff
 - Other community partners and stakeholders



Factors for success

- **New capacities**
 - Human-centered design allows for rapid data collection and testing ideas
 - Staff team to learn new techniques
 - Improve, refine internal communications
- **Multiple perspectives**
 - Consultants representative of our community
 - Strong portfolio of past work



KEY PROJECT MILESTONES AND ROLES BY PHASE

Phase	Pre-planning	Engagement	Plan Development	Communi-cation
Timeline	Sept-Dec	January-April	May - June	July- Sept
Description	Finalizing charter, governance structure, and roadmap; securing contractor support and budget; launch communications/ leadership modeling	Engage staff, Library Board, Mayor Community and stakeholder engagement Planning workshops, project team work.	Strategic plan development and refinement Business plan development and refinement Measurement plan development	Development and implementation of internal and external communication plans
Key roles	Executive Champion, Senior Team, Innovation Consultant, communications team, management team	All staff, contractor, Senior Team, management team, communications team	Executive Champion, Senior Team, management team, consultants	Executive Champion, communications team, Senior Team, supervisors, staff

Library Board involvement

- Suggest community and stakeholder groups to include
- Help us interpret community feedback
- Review and approve key goals and strategies
- Oversee accountabilities through annual budget process

