

# **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

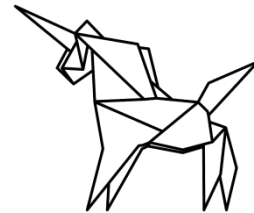




# Imagine/ Deliver

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

IMAGINE | DELIVER



SAINT PAUL  
PUBLIC LIBRARY

# 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

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

