



Strategic Planning

A PROCESS OF INFORMATION GATHERING, SHARING, AND
IDENTIFYING PRIORITIES

Why Strategic Planning?



Why Strategic Planning?

❖ Roadmap



Why Strategic Planning?

❖ Roadmap

❖ Living Document



Why Strategic Planning?

- ❖ Roadmap
- ❖ Living Document
- ❖ Communication Tool

What does a Strategic
Plan look like?



Vision

Mission

Plan (Focus Areas)

Goal

Goal

Goal

Objectives

Objectives

Objectives

Activities

Activities

Activities



Vision



Vision

Mission



VISION

A community committed to health, wellness, and quality of life.

MISSION

To help people *achieve* optimal physical, mental, and social well-being *through* health promotion and prevention with quality, affordable health care.



Vision

Mission

Plan (Focus Areas)



Focus Areas

Express Creativity: Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.



Vision

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Goal

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Goals

FOCUS AREA

Express Creativity: Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

GOAL

Teens will have the **services and support** to **create** innovative and interactive media

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Objectives

GOAL

Teens will have the **services and support** to **create** innovative and interactive media

OBJECTIVE

*By **June 30, 2025, 15% of the teens** who use the library will indicate on a survey that they have **used library resources** to **create and share content online***



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Activities

OBJECTIVE

*By **2024, 15% of the teens** who use the library will indicate on a survey that they have **used library resources** to **create and share content***

ACTIVITIES

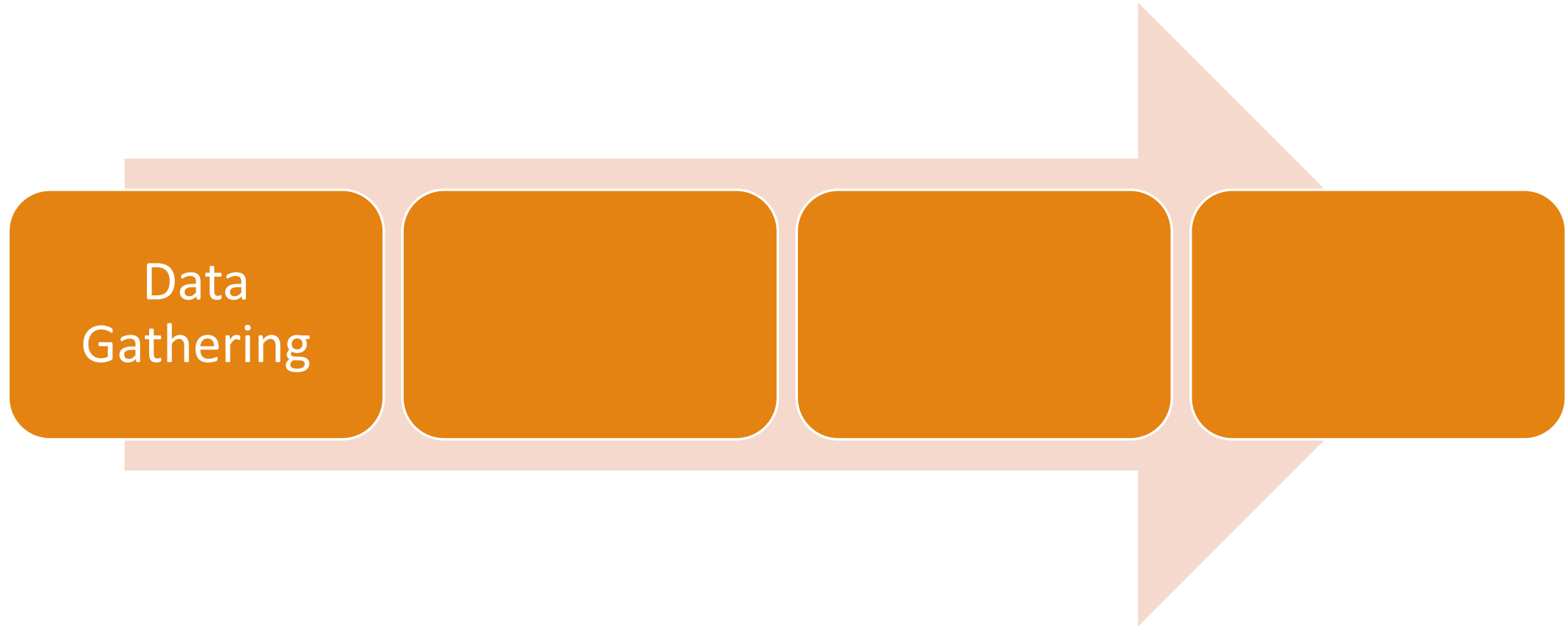
- Staff training
- Purchase equipment
- Create a monthly program
- Host annual event
- **Implement survey, review responses**



How is a Strategic Plan
created?

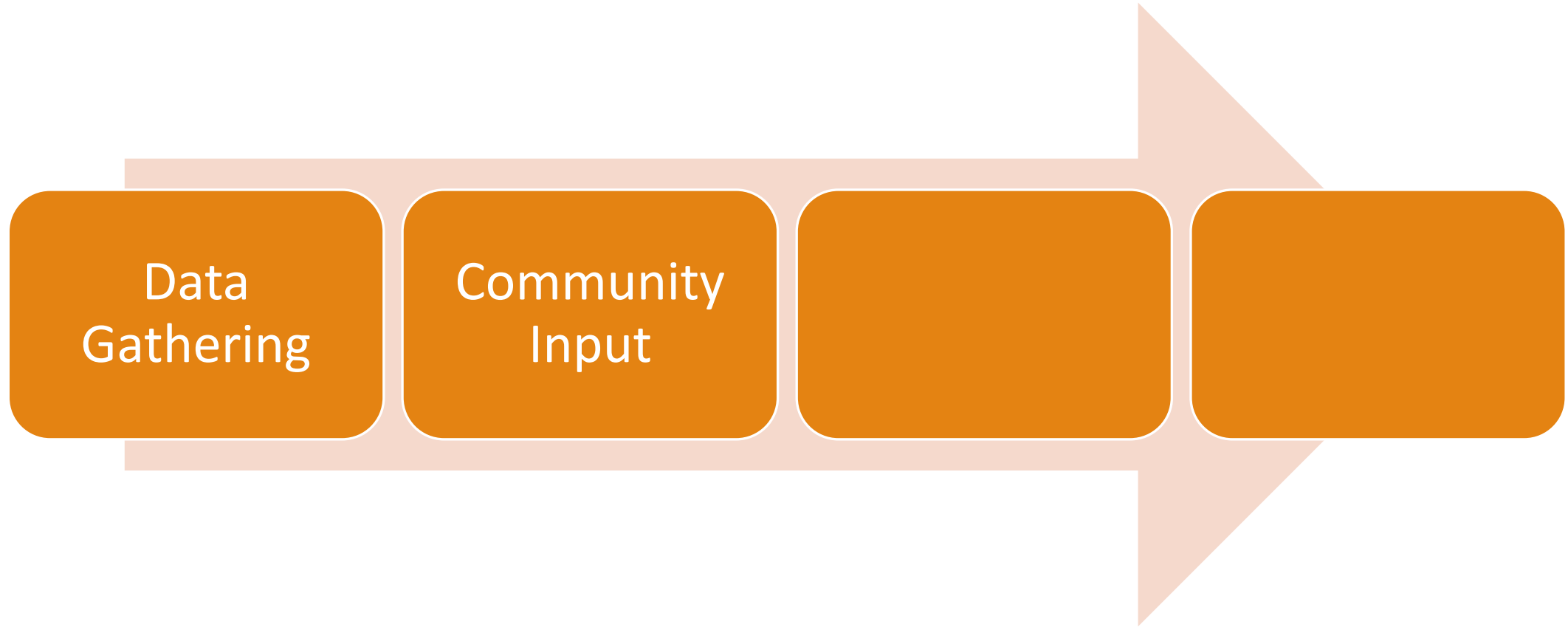


Process



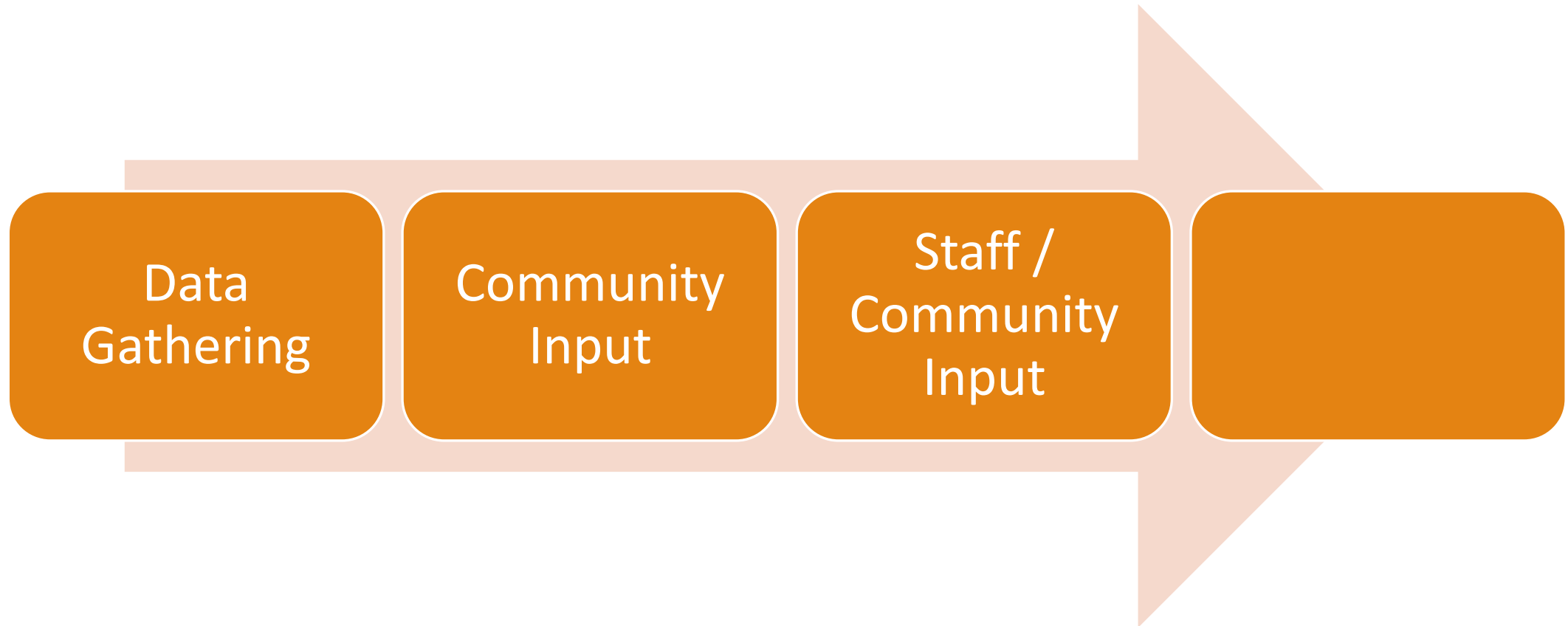


Process

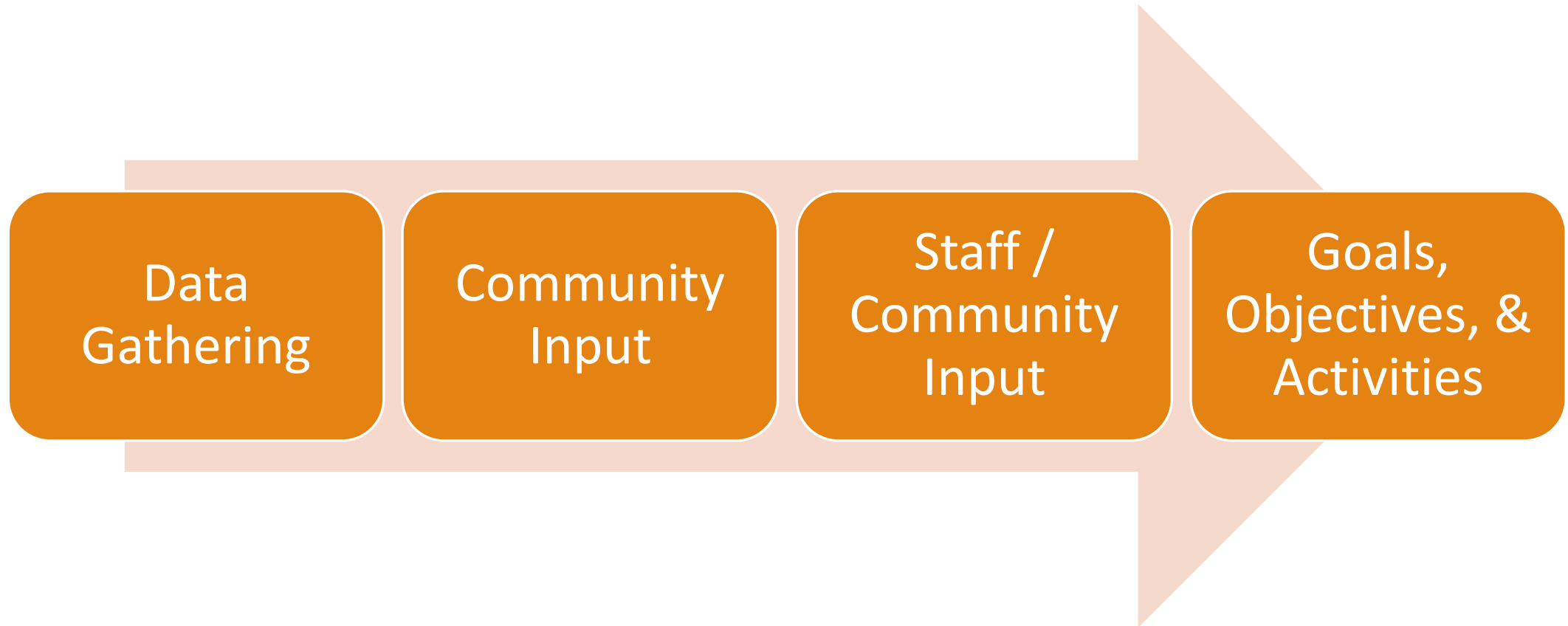




Process



Process





Remember: It's a ROADMAP

Vision		
Mission		
Plan (Focus Areas)		
Goal	Goal	Goal
Objectives	Objectives	Objectives
Activities	Activities	Activities

Questions?

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- One or two board members attend community meeting where draft goals are created; goals are refined by director and staff

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- Board reviews and approves Strategic Plan document

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