WOBURN PUBLIC LIBRARY

STRATEGIC PLANNING PROJECT PROCESS FLOWCHART FOR 2022

STEP 1 - LAUNCH PROJECT & DEVELOP PROJECT PLAN
January

PLANNING ACTIVITIES
1. Establish Project Goals
2. Create Timeline of Activities
3. Identify What We Want to Learn
4. Identify Key Stakeholders

STEP 2 - ASSESS CURRENT STATUS & IDENTIFY COMMUNITY NEEDS
February - April

ASSESSMENT ACTIVITIES
1. **COMMUNITY VISIONING EXERCISE** (12)
2. **5 FOCUS GROUPS** (17)
3. **5 INTERVIEWS** (7)
4. **3 SOAR EXERCISES**
   - 2 Staff Sessions (25)
   - Board of Trustees and WPL Foundation Board (16)

   Total Participants = 40
5. **2 SURVEYS**
   - Community Survey (651)
   - Teen Survey (97)

   Total Respondents = 748

STEP 3 - SYNTHESIZE & SUMMARIZE ALL DATA
April - May

GENERATE REPORTS
1. Analyze Feedback Collected
2. Identify, Summarize, and Prioritize Key Themes, Ideas, Trends, and Open Issues/Questions
3. Draft **Community and Library Profile** *(Presentation of hard data/statistics)*

STRATEGIC PLAN FOR FISCAL YEARS 2024-2028

Plan Term = 5 Years

PROJECT PLAN GOALS

Inclusivity
Objectivity
Transparency

WHAT IS A SOAR EXERCISE?

A **SOAR** exercise is used to analyze current and future conditions that affect the Library and its ability to provide services it deems necessary. It identifies key **S**trengths, **O**pportunities, **A**spirations, and **R**esults.

STRATEGIC PLAN COMPONENTS
1. Vision Statement
2. Mission Statement
3. Assessment of User Needs
4. Multi-Year Strategic Goals
5. Multi-Year Supporting Objectives
6. Planning Methodology Description
7. Governing Board Approval *(Trustees)*
8. Tactics for Next Fiscal Year *(Action Plan)*

STEP 4 - DEVELOP KEY STRATEGIC PLAN COMPONENTS
April - May

1. **Vision Statement**
2. **Mission Statement**
3. **Goals**
4. **Objectives**

STEP 5 - DEVELOP IMPLEMENTATION PLAN
June

1. **Tactics/Annual Action Plan**
2. **Performance Metrics**

STEP 6 - DRAFT STRATEGIC PLAN
July - August

STEP 7 - APPROVE STRATEGIC PLAN (INTERNAL)
September

Board of Trustees Review

STEP 8 - SUBMIT STRATEGIC PLAN TO MBLC
October 1, 2022