

**Madison Library
Strategic Planning Process
Tasks and Steps**

Task 1. Establish the Planning Process (Trustees and Working Group: December – January)

- Step 1.1 Designate a Preliminary Working Group (PWG) to lay groundwork for the strategic planning process (Mary Cronin and John Filson).
- Step 1.2 Define planning responsibilities.
- PWG: support the planning process, develop planning schedule, propose planning budget, draft terms of reference, etc.
- Trustees: oversee the planning process e. g.: appoint Strategic Planning Committee (SPC), approve budget and terms of reference for the SPC, approve strategic plan, oversee communication of plan.
- SPC: Conduct community outreach and write plan
- Step 1.3 Prepare planning schedule and budget for trustee’s approval.
- Step 1.4 Begin to assemble relevant planning documents including existing community plans.
- Step 1.5 Establish web link to strategic planning activities and materials.

Task 2. Start the Planning Process (Trustees and PWG February – April)

- Step 2.1 Develop and approve Terms of Reference (guidance), schedule, and budget for SPC.
- Step 2.2 Prepare a list of community interests and individual expertise and experience needed on the SPC. Focus in particular on recruiting people who serve as information hubs for local community: examples are school board member, PTO member, Teacher/Principal at MES, Board member of a local service organization (Starting Point, Tin Mountain, GMCG, UNH Cooperative Extension, Gibson Center, etc.), business organization member/board member (chamber, Economic Council, or Rotary), Town Board/Committee member (particularly Planning Board), local business owner (Purity Spring, Madison Lumber Mill, SL Home Center, Maclean Precision), Board or faculty member from one of the local private schools that have Madison students, local homeschool group organizer, and

administrators/faculty of Kennett middle/high school. Discuss potential SPC members with Trustees.

- Step 2.3 Invite prospective SPC members.
- Step 2.4 Prepare and distribute relevant planning documents to SPC members.
- Step 2.5 Initial meeting of SPC. Present orientation for SPC: Terms of reference, timeline, budget, planning documentation, etc.

Task 3. Planning for Community Engagement (SPC: April)

- Step 3.1 SPC discuss elements of community engagement to identify expectations and priorities for library services. Establish timeline for community engagement elements. Establish means of documenting results of community engagement efforts.
- Step 3.2 Plan community questionnaire distribution, collection, and response analysis.
- Step 3.3 Plan engagement of specific community interests e. g. schools, selectmen, various town committees, etc.
- Step 3.4 Plan public listening session(s) for further community involvement.

Step 4. Begin development of Strategic Plan (SPC: April – May)

- Step 4.1 SPC discuss general content and structure of the Strategic Plan e.g. : vision, mission, goals, objectives etc.
- Step 4.2 Develop a draft table of contents for the Strategic Plan.
- Step 4.3 Tentative assignment of writing responsibilities.

Step 5. Accomplish community engagement activities in Task 3 (SPC: May – July)

- Step 5.1 Conduct broad community survey (questionnaire) and analyze results.
- Step 5.2 Engage specific interest groups. Document results.
- Step 5.3 Conduct community listening sessions. Document results.

- Step 5.4 Assemble results of community engagement activities into integrated statements of community expectations for library services and future directions.

Step 6. Write Strategic Plan (SPC: August)

- Step 6.1 Complete first draft of full plan.
- Step 6.2 Submit draft plan to trustees for discussion and (?) post on website for comment.
- Step 6.3 Revise plan and submit final draft to trustees for approval.

Step 7. Publish Strategic Plan and communicate contents. (Trustees: September +)

- Step 7.1 Publish Strategic Plan and post on library website.
- Step 7.2 Publicize plan within the community.
- Step 7.3 Conduct critique and document planning process for future reference.

End