



Strategic Planning Consulting

WRLS provides strategic planning consulting to help member libraries skillfully navigate into the future. This consulting is done in cooperation with the member library staff and a Planning Committee appointed by the library board.

“Good fortune is what happens when opportunity meets with planning.” — Thomas Edison, inventor

Planning Committee: A Planning Committee of 6-8 members is required to share the intense work load required to complete an effective planning process. This committee should be appointed by the board and should include the library director, several board members, and other staff and community members to form a working group.

The Planning Committee will:

- Develop a plan to plan
- Review all documents and tools

WRLS will:

- Attend most planning meetings
- Provide information and feedback to the Planning Committee

Community Survey: If it's determined that a community survey will be part of the information needed to develop a plan, *WRLS will* assist by:

- Provide sample survey questions
- Develop customized survey questions
- Plan survey dissemination
- Analyze results of the survey

The Planning Committee will also:

- Distribute the survey
- Tabulate survey results

Focus Groups: WRLS can facilitate Focus Groups, serving as an unbiased outside organization, but with library knowledge and experience for context.

- Develop focus group questions
- Facilitate focus groups
- Take detailed notes & reports
- Identify themes
- Focus groups are structured to help the library “turn outward” and consider the community as a whole and then how the library might address community needs. This part of the planning process is heavily influenced by Harwood and *Libraries Transforming Communities* process.

Data Compilation: WRLS will also gather data and other information that could be helpful to the committee as they develop a plan. This data could include the following:

- Circulation and library usage
- Budget comparisons
- *Wisconsin Public Library Standards*
- Demographics
- Other needs or issues identified by WRLS or library staff
- WRLS library assessment

Plan Development: WRLS encourages the Planning Committee to undertake the prioritization of action items as well determining, and writing, the plan document. WRLS will:

- Help identify key issues and develop ways to address them
- Provide feedback on planning documents