

#STRATEGICRE-PLANNING

The Problem:

The Santa Monica Public Library created a Strategic Plan in 2015, identifying four focus areas, Vibrant Learning Center, Wellbeing Cultivator, Dynamic Third Place, and Community & Cultural Connector. Unfortunately, a year into the plan changes in administration distracted the attention away from the plan. Now in 2018, the plan is being revitalized. Here's how:



1 Communicate with Sponsor to address key outcomes

- Revitalize the plan
- Reintroduce plan to staff
- Add fun to the process!

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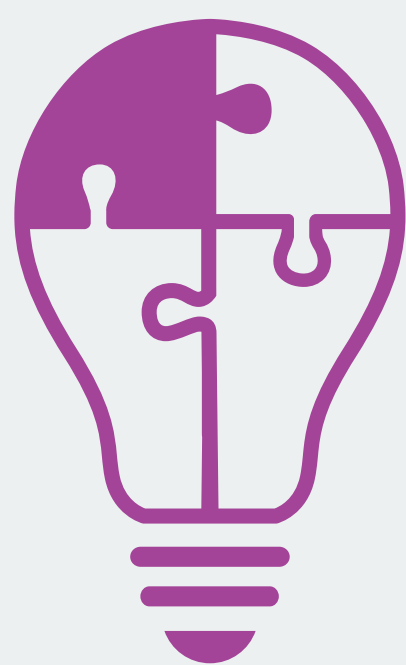
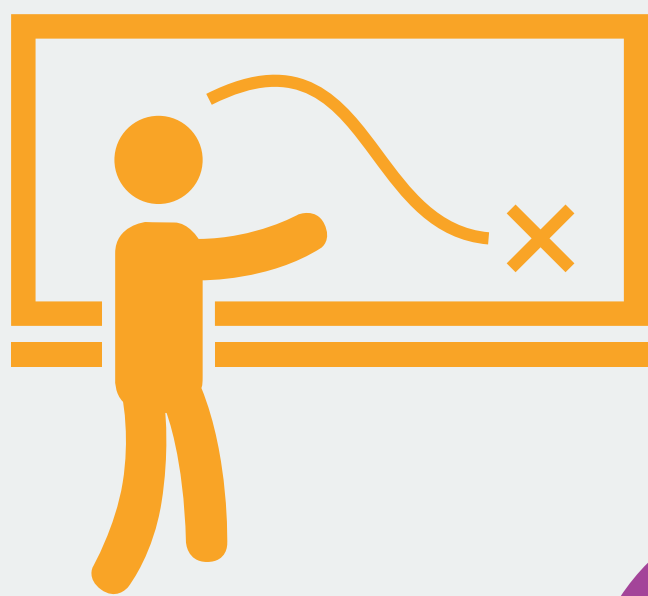


3 Create an Internal Communication Plan to inform staff of the revitalization process, activities and events

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2 Reassess and update the current Strategic Plan to ensure the Library's current programming and events are reflected

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4 Approval by Sponsor was needed to ensure that both plan aligned with the Library's mission and vision



5 Implement the Internal Communication Plan

- Attend the All Staff and Supervisors meetings to share the efforts behind the revitalization of the plan
- Fun activities were designed for staff to understand and process the Strategic Plan without it feeling like a chore, such as the Interactive Vision Board activity

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6 Update the website to showcase the Plan's current goals and create new content surrounding the Library's programs

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Impact:

- The Santa Monica Public Library is actively using the Strategic Plan as a tool to create a conversation of future goals they wish to accomplish
- The content on the website is being updated regularly to keep the information current
- Staff is becoming involved in the process

Next Steps:

- Generate a maintenance plan outlining effective ways to update the plan to ensure it is updated every few years and not neglected
- Create an External Communication Plan to share with the community how the Library is meeting their needs
- To further reintegrate the Plan, Supervisors will be advised to integrate the four focus areas into staff performance evaluations