

**Lincoln Public Library Board
POLICY MANUAL**

SECTION: BOARD GOVERNANCE AND ADMINISTRATION

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TOPIC: Strategic Planning

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DATE: June 2001

REVISED: April 2006, October 2009

1. Benefits of Strategic Planning

Strategic Planning ensures that:

- i. Lincoln Public Library Board and staff in conjunction with their community understand what the Library is trying to achieve;
- ii. Board is accountable to Council in setting priorities for the expenditure of funds allocated for Library services;
- iii. Continuity of service, regardless of changes in personnel, be it among Council members, Board or staff, is maintained;
- iv. Community needs are assessed regularly and the Library Board and staff respond to those needs without unnecessary duplication of services available elsewhere in the community;
- v. Lincoln Public Library can respond to changing needs and trends in the community;
- vi. Key decision-makers can make a long term commitment to Library services in the Town of Lincoln.

2. Public Consultation

To maintain awareness of community needs and expectations, the public will be consulted on a regular basis in conjunction with the ongoing strategic planning process. Community consultation methods may include any or all of the following: telephone survey, community questionnaire, community leader interviews, focus group interviews, and public forums.

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3. The Strategic Planning Process

The Lincoln Public Library Board's Strategic Plan will be developed in consultation with Board, staff and the general public on a 4 -year cycle or whatever life cycle is deemed appropriate.

The Plan will contain the Board's *Vision, Mission Statement and Priorities. Strategic Directions, Objectives, Actions and Timelines* will be formulated in consideration of demographic and political trends, provincial and national library community priorities, and Ministry guidelines.

Each year, the CEO will formulate objectives and actions based on the Strategic Plan. Achievement of these objectives will be monitored and evaluated by the *CEO Performance Evaluation Committee*.

In addition, the Board will formulate its annual objectives to reflect the ongoing monitoring, achievement and renewal of the Plan.

In the final year of each planning cycle, the Board and the CEO will initiate the development of new priorities, strategic directions, and actions. This will form the basis for a renewed plan to be approved by the Board prior to the end of the life cycle of the previous plan.

4. Promotion of the Strategic Plan

The Library's Strategic Plan is a powerful tool for advocacy. The Board shall seek all opportunities to communicate the process and relevant content of its Strategic Plan. These opportunities include presentations to Council, service groups, schools, and other community organizations. The Strategic Plan will be posted on the Library's website for full community access.