

WPLC Strategic Planning Process

Starting in June 2024, the WPLC engaged in a strategic plan process to understand existing strengths and new directions for the consortium in the coming years. A subgroup of the Board formed a planning team to oversee the process, with facilitation by consultants from WILS (Wisconsin Library Services).

This strategic planning process centered the WPLC membership and engaged numerous stakeholders in the following steps.

Development of a Mission and Vision

Members of the WPLC Board were invited to complete a questionnaire to inform the development of a mission and vision statement that reflects the values and purpose of the WPLC.

Review of Existing Information

The WPLC completed data gathering that was examined during the planning process, including a SOAR exercise and the results of a visioning session. The results of these activities provided key themes.

Focus Groups

Three focus groups were held during the planning process, two focused on members and partners and one with WPLC project managers. In total, there were 26 attendees. Attendees came from library systems and member libraries, directors and staff, with wide regional representation. Additionally, there were attendees from key partners such as DPI and Recollection Wisconsin.

Member Survey

A survey was designed to solicit information on understanding of the WPLC, satisfaction with its services, and priorities for the future. 278 public library and system directors and staff members participated in the survey, with public library directors and staff making up ~90% of respondents.

After data collection was completed, members of the planning team reviewed a data webinar along with the data sets. Using this information, each member of the team completed a theming worksheet, which was then used by the team and WILS to develop the strategic plan's goals and objectives in a framework development meeting. Throughout the planning process, project or activity ideas were captured and the planning team completed preliminary prioritization to help with implementation. The activities were culled from the theming worksheets, focus group notes, and SOAR and visioning session outputs from 2023.

WPLC Strategic Plan | Next Steps

Board Review of the WPLC Strategic Plan 2025-2028

All WPLC Board members will receive a copy of the finalized Strategic Plan at least three weeks before their February 2025 meeting. This is the version of the Strategic Plan recommended for approval by the WPLC Strategic Planning Committee.

Notes:

- The Board approved the new Mission and Vision at their October 21, 2024 meeting.
- The activities, also known as projects, are examples of things the WPLC Board might consider doing to activate and assess progress on the goals and objectives. The WPLC Strategic Planning Committee identified bolded items in the *WPLC Strategic Plan Framework with activities* document as potential priority activities for Year 1 (2025-2026).

Board Approval of the WPLC Strategic Plan 2025-2028

At their February 2025 Board meeting, the WPLC Strategic Planning Committee will briefly share a recap of the strategic planning process and answer any questions Board members have about the process, the strategic goals, and objectives. The Board will have the opportunity to approve the strategic goals and objectives as part of the meeting agenda.

Board Input on Strategic Plan Activities (Year 1)

Pending approval of the strategic goals and objectives, the Board will spend time in the February meeting discussing the potential activities or projects that the WPLC might take on in Year 1 of the Strategic Plan (2025-2026) to operationalize the goals and objectives. The following questions will be discussed:

Questions:

- Do you agree that the bolded activities or projects within each goal area are priority activities, action items, or projects for the WPLC to take on in Year 1?
- If not the bolded activities/projects, do you want to suggest prioritizing a different activity/project for Year 1? This could be an activity/project from the existing list or a new suggestion.

Strategic Plan Committee Finalizes Plan Activation and Assessment (Year 1)

The WPLC Strategic Planning Committee will meet with WPLC Project Managers to finalize the plan's activation and assessment, utilizing input from the Board to prioritize activities and projects for Year 1. Following that meeting, responsibility for overseeing ongoing plan activation and assessment will move to the Board and committees or workgroups as appropriate.