Overview of a Strategic Plan

1. Mission Statement

The Library Mission Statement briefly and clearly articulates the purpose- the reason- for the existence of your library. The Mission Statement, along with the Vision for the Future Statement, defines and guides the daily operational and strategic work of the library.

1. Guiding Core Values

The Guiding Core Values are linked to the organization’s character or integrity. Core values are a set of guiding principles that impact how everyone in the organization thinks and acts. The guiding Core Values are the soul of the organization and the cement that holds it together.

1. Vision for the Future

The Library Vision for the Future Statement clearly describes what the Library will look like in the future when it is operating at its best. Together with the Mission Statement and the Guiding Core Values, the Vision for the Future Statement provides the pathway and scenario to how the Library will evolve and achieve its Vision for the Future.

1. Strategic Priority Goals

Strategic Priority Goals are general statements that points direction to the future. Goals are general enough that they can’t be easily measured. Goals are directions that can be translated into tangible focused objectives.

1. Objectives and Action Plans
2. Objectives explain how each Strategic Priority Goal will be accomplished. Objectives are specific, measurable, and include an Action Plan
3. Action Plans spell-out the who, what, and when of the Objectives.