



# AUBURN PUBLIC LIBRARY

## STRATEGIC PLANNING PROJECT PROCESS FOR 2025-2026

### STEP 1 - DEVELOP PROJECT PLAN

~March - April~

#### PLANNING ACTIVITIES

1. Establish Project Goals
2. Create Timeline of Activities
3. Identify What We Want to Learn
4. Identify Key Stakeholders

#### STRATEGIC PLAN FOR FISCAL YEARS 2026-2030

Plan Term = 5 Years

#### PROJECT PLAN GOALS

Inclusivity  
Objectivity  
Transparency

### STEP 2 - ASSESS CURRENT STATUS AND ID COMMUNITY NEEDS

~May - September~

#### ENGAGEMENT & ASSESSMENT ACTIVITIES

1. **3 FOCUS GROUPS** (13)
  - Focus Group #1 - Adults (5)
  - Focus Group #2 - Adults (5)
  - Focus Group #3 - Teens (3)

**NOTE:** The # of participants or respondents are in parentheses.
2. **2 SOAR EXERCISES** (~15)
  - Boards: Friends of APL and Trustees (8)
  - Library Staff (conducted by MLS)
3. **3 STRATEGIC PLANNING ADVISORY COMMITTEE (SPAC) FEEDBACK ACTIVITIES** (11)
4. **SURVEYS** (394)
  - Community Survey (381)
  - **Mini-Surveys:** Boards (Friends of APL and Trustees), SPAC, and Staff (13)

### STEP 3 - SYNTHESIZE & SUMMARIZE ALL DATA

~July - September~

#### GENERATE REPORTS

1. Analyze Feedback Collected
2. Identify, Summarize, and Prioritize Key Themes, Ideas, Trends, and Open Issues/Questions
3. Compile Community and Library Hard Data/Stats (Community and Library Profiles)

#### STRATEGIC PLAN COMPONENTS

1. Mission Statement
2. Vision Statement (optional)
3. Values Statements (optional)
4. Assessment of User Needs
5. Multi-Year Strategic Goals
6. Supporting Objectives (optional)
7. Planning Methodology Description
8. Governing Board Approval (Trustees)
9. Complementary Document: Annual Action Plan (independent task - due 12/1)

### STEP 7 - SUBMIT STRATEGIC PLAN TO MBLC

~January 2026~

### STEP 6 - APPROVE STRATEGIC PLAN (INTERNAL)

~January 2026~

Board of Trustees Vote

### STEP 5 - DRAFT STRATEGIC PLAN

~November - December~

### STEP 4 - DEVELOP KEY PLAN COMPONENTS

~August - December~

1. Mission Statement and/or
2. Vision Statement (optional)
3. Values Statements (optional)
4. Goals
5. Objectives (optional)

#### WHAT IS A SOAR EXERCISE?

A **SOAR** exercise is used to analyze current and future conditions that affect the Library and its ability to provide services it deems necessary. It identifies key Library **S**trengths, **O**pportunities, **A**spirations, and **R**esults (performance/progress metrics).