

WILBRAHAM FRIENDS OF THE LIBRARY, INC
STRATEGIC PLAN FY2009-2011

MISSION STATEMENT

The Wilbraham Friends of the Library, Inc. is dedicated to 1) supporting the Wilbraham Public Library as a prominent resource for promoting community interactions, 2) fostering the library's mission to educate, entertain, and enlighten its patrons, and, 3) providing programs that satisfy the needs and interests of its members.

VISION STATEMENT

The Wilbraham Friends of the Library, Inc. is a non-profit organization that, in partnership with the Wilbraham Public Library, seeks to make the library a vibrant center for the education, cultural enrichment, and entertainment of all Wilbraham residents. Friends' programs seek to inform the community about library services, engage the community in the diverse programs and services offered by the Library, and provide programs that reflect the interests of its members and the Wilbraham community.

From FY2009-2011 the Wilbraham Friends of the Library will:

- Expand awareness and appreciation of and support for library services among Wilbraham residents, institutions, and businesses.
- Develop a strong core of Friends volunteers to manage and conduct Friends' activities and support library endeavors related to the WFL Mission.
- Strive to be a flexible and dynamic organization to meet the changing needs of the library and the community.
- Explore ways to collaborate and cooperate with the Wilbraham Public Library Memorial-Endowment Fund, Inc. and LIFT, Inc. to strengthen library support efforts.
- Provide adequate financial support for library educational, cultural, informational, and entertainment programs for Wilbraham residents of all ages.
- Offer adequate financial support to provide a rich and diverse library collection of non-print media (CDs, DVDs, others) for Wilbraham residents of all ages.
- Strengthen cohesiveness within the community through providing opportunities for Wilbraham residents to engage in library activities and to interact with each other.

GOALS AND OBJECTIVES FY2009-FY2011

MEMBERSHIP

Goal:

A greater number of Wilbraham residents will join the Wilbraham Friends of the Library to enrich their lives through participation in Friends' activities and by expanding connections with other residents who value library services.

Objective 1:

From FY2009-FY2011 the Friends will increase membership by ten percent (10%) annually from the present base of approximately 350 members.

Objective 2:

From FY2009-FY2011 the Friends will increase volunteer participation in Friends sponsored activities by two percent (2%) annually.

Objective 3:

By December 31, 2008 the Friends will conduct a comprehensive survey of its members to determine their attitudes and program interests relating to the Friends and their opinions about the priorities for the Friends' support of the Library.

ORGANIZATION STRUCTURE

Goal:

The Wilbraham Friends of the Library will strengthen its organizational structure to ensure the continued vitality of the organization and its ability to support the Library.

Objective 1:

By December 31, 2008 the Friends will elect a President for the organization.

Action Plan:

- The Board of Directors will review the President's position description for possible revision.

Objective 2:

By December 31, 2008 the Friends will review the organization's committee structure and charges and revise committees for greater efficiency and effectiveness.

Objective 3:

By June 30, 2009 the Friends will revise the organization Bylaws to reflect changes in the organization's structure and operating procedures.

Objective 4: By June 30, 2010 the Friends will convene with the Wilbraham Library Memorial-Endowment Fund, Inc. and LIFT, Inc. to explore and consider a plan for reorganizing as a unified organization for Library support.

FINANCES AND FUNDRAISING

Goal:

The Wilbraham Friends of the Library will develop a plan to determine their financial and fundraising objectives to ensure their ability to support library services.

Objective:

By December 31, 2008 the Friends will develop a three-year plan for financing library initiatives based on the current Library Strategic Plan goals and objectives.

Action Plan:

- The Fundraising and Finance Committee will:
 - Develop a financial statement format for monthly reporting to the Board of Directors and the Library.
 - Project finances for FY2009-FY2011 to determine the Friends ability to support library services as determined by the Library Strategic Plan.
 - Investigate and consider a variety of potential revenue streams to stabilize and possibly increase Friends income and reserves.
 - Develop a plan for the appropriate spending of Friends' reserves.
 - Present its plan to the Board of Directors for discussion and adoption.

PROGRAMS AND COLLECTIONS

Goal:

All Wilbraham residents will have the opportunity to use and enjoy the library programs and collections supported by the Friends to increase their use of the Library and enhance and enrich their daily lives.

Objective:

By March 31, 2009 the Friends and library staff will review current programs and events sponsored by the Friends to determine their effectiveness.

Action Plan:

- The Friends Program Committees and library staff will:
 - Conduct a survey of members and program attendees to determine their satisfaction with current library programs and interests in future programs.
 - Develop an array of program ideas based on the survey.
 - Develop a program budget for FY2010.

Objective:

By March 31, 2009 the Friends and library staff will review media purchases to determine priorities for Friends' financial support.

Action Plan:

- The Friends and library staff will:
 - Review current media (CDs, DVDs, others) collections and budget allocations.
 - Consider priorities for media purchases.
 - Develop a budget for media purchases for FY2010.