

Crandon Public Library Strategic Planning Synopsis

Date: December 15, 2015 Strategic Planning Session

Participants: Crandon Library Board of Directors and Librarian

Facilitator: Steve Nelson, UW Extension

SWOT Analysis results:

Strengths:

- Community outreach and programs offered
- Building
- Director
- Willingness to collaborate with other organizations
- Facility
- Community partners
- Youth programming
- Supportive board members
- Public support
- Staff
- Building
- Location
- Commitment to community
- Broad array of programming
- Promotes literacy in the community
- Facility
- Provides information to community
- Expands communities world
- Programming for youth through the elderly
- Strong partnerships with community organizations
- All are welcome
- Resource for community members (computer, internet, job seeking, forms, assist programs)
- Attractive building
- Good location
- Spacious
- Good material selection
- Building/curb appeal

Strengths Continued:

- Hours – being available to the community
- Staff – very dedicated
- IT section – for a rural community I feel we have a good IT section
- Programming – lots of things for the young kids
- Michelle – she is passionate about the library and the community
- Story time and kids outreach

Weaknesses:

- Financials/Budget
- Community Support
- Lack of volunteers
- More fundraising
- Collection size for the larger population
- No room to expand
- Staff turnover has not allowed us to move plans forward
- Not enough broad community support (awareness of programs)
- More education about services and offerings
- Board and staff turnover
- Limited expansion and room for growth
- Upgrades needed to the facilities
- Funding
- Maintenance/upkeep of building (could be cleaner)
- Space
- We need more people (employees)

Challenges:

- Funding/Financing/Adjusting to the economic climate *****
- Friends of the Library membership
- Community not aware of what the library has to offer
- Building upkeep
- Electronic books
- Political challenges/Political support is not there
- Staffing (need more staff support)
- Use staff to the highest ability to increase available programs
- Negativity
- Communication

Opportunities:

- Library banquet fundraiser
- Grow Friends of Library Membership
- Programming great, but could offer different options
- Build on the strengths
- Community awareness regarding services and programs
- Partnership with school strengthened
- Teen involvement (teen advisory council?)
- Forest County Library
- Summer reading programs for all ages
- Fundraising
- Historical
- Dedicated director and staff to try new things for all age groups
- Dedication to on-line resources and sharing
- Partnering with historical society and local history room
- Increase visibility within the community
- Grow community partnerships
- Raise awareness and support in the community
- Work with other organizations to increase awareness and possible funding (Forest County Library Board, City of Crandon, Forest County Board)
- Promote the need for more volunteers
- We have the opportunity to gain more community support
- The idea of a library and its sharing of resources is a popular topic in mainstream America
- Community, school and business owners need help that we can provide
- In a lower economic county we have the opportunity to make a difference

Action ideas for setting short and long term strategic goals can be developed around the opportunities presented, keeping in mind the challenges and weaknesses but working from the library, staff and board strengths.