

Ames Public Library Policy
Section: History, Authority and Mission
Subject: Strategic Planning

Board:
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Policy

The Ames Public Library Board of Trustees is committed to the process of strategic planning. The Board adopts and operates within a long-range plan in order to advance the mission of the Library. A strategic plan is developed every three years.

Definition

Strategic planning is a management tool which helps an organization focus its energy and resources to ensure that members of the organization are working toward the same goals, to assess and adjust the organization's direction in response to a changing environment and the needs of the community.

The Library's long-range plan is a timetable with a list of specific, attainable, and usually measurable goals and objectives. The strategic plan identifies innovative and creative activities to keep the library prepared to meet the challenges of the foreseeable future. Such challenges may be driven by growth of the city, changing demographics, new and emerging technologies, economic factors, and service philosophies.

The Mission and Vision of the Library: At the time of strategic planning, the mission statement shall be reviewed. The Mission Statement is defined as the fundamental purpose and values of the library.

The Vision Statement is a more immediate statement of what the library intends to be within the life of the strategic plan.

Goals and Objectives

The goals and objectives are developed by the staff and trustees to reflect direct community input and/or surveying conducted on an on-going basis. The result will be assessed by using the SMART standards of a strategic planning process (Specific, Measurable, Achievable, Relevant, and Time-bound).