



The Library Management Institute  
presents

## **The DIY Guide to Writing a Library Strategic Plan**

Monday May 23, 2016

**Description of the Workshop:** This half-day morning workshop will take you through the entire process of writing a comprehensive strategic plan. The workshop includes valuable handouts with guidelines and checklists for first gathering information from stakeholders and then transitioning to writing a complete strategic plan.

**Who Should Attend:** This conference is open to anyone directly involved in or having interest in library strategic management. Library administrators, program managers, training specialists, human resources managers, public relations/marketing directors, fundraisers, and financial managers will enjoy this workshop.

**Conference Location:**

Martin Luther King Jr. Memorial Library Central Library  
901 G St. NW  
Washington, D.C. 20001

**Cost: \$35.00 per person**

**The Library Management Institute**

The Library Management Institute offers workshops for the library community with a special focus on the issues in library management and leadership. Topics include marketing and outreach, library human resources management, organizational dynamics, budgeting and financial management, and user dynamics.

# **The Workshop**

***Monday May 23, 2016***

***9:30 am to 10:00 am***

**Registration & continental breakfast**

***10:00 am to 10:15 am***

**The Process**

We will explore the overall process of writing a strategic plan, introducing the essential steps.

***10:15 am to 11:00 am***

**Conducting Successful Focus Groups**

In an interactive discussion, we will go through all of the steps of putting together successful focus sessions to gather the information you need from all of your stakeholders. Included will be guidelines on how to elicit the most honest and valuable responses from your focus group participants.

***11:00 am to 11:15 am***

**Morning Break**

***11:15 am to 11:45 am***

**Compiling the Information**

We will discuss how to take the information from your focus group sessions and using the SWOT Analysis Approach, prioritize it and prepare to write the strategic plan.

***11:45 am to 12:30 pm***

**Writing the Strategic Plan**

Using a template, we will explore the step by step process of writing the strategic plan for the library.

***12:30 pm to 1:00 pm***

**Implementing the Strategic Plan**

This final session of the workshop will explore how to best introduce the plan to your staff and board or administration and how to gain acceptance of the plan by all stakeholders.

## MAIL REGISTRATION FORM

NAME \_\_\_\_\_

LIBRARY \_\_\_\_\_

TYPE OF LIBRARY:

PUBLIC

ACADEMIC

SPECIAL (type) \_\_\_\_\_

MAILING ADDRESS

\_\_\_\_\_  
\_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

**Cost: \$35.00**

**CANCELLATION POLICY:** You may cancel your registration up until 5pm on Wednesday May 18, 2016. If we receive your written notice of cancellation by that time and date, your registration fee will be fully refunded. If you cancel after that date, we reserve the right to retain a \$15.00 cancellation fee.

TOTAL ENCLOSED: \$ \_\_\_\_\_

Please make checks payable to: **Library Management Institute**

Send registration form and your check to: **Robert Kieserman**  
**P.O. Box 3123**  
**Cherry Hill, New Jersey 08034**