



SAN DIEGO PUBLIC LIBRARY
FOUNDATION[™]

Help minds grow.



San Diego Public Library Foundation

Strategic Plan Overview 2015-2018

Mission, Core Values & Vision

MISSION

The Library Foundation strengthens communities by supporting excellence in the San Diego Public Library system through philanthropy, advocacy and outreach.

CORE VALUES

The San Diego Public Library Foundation believes in:

ACCESS:

Maximizing opportunities for all to access information, literacy, learning and technology.

EDUCATION:

Promoting lifelong learning, personal discovery and opportunities for all.

ACCOUNTABILITY:

Being responsible stewards of the public trust and the resources that are provided to us.

LITERACY:

Literacy is essential: it empowers people to thrive.

COMMUNITY:

Engaging in relationship building with the community as participants, advocates and partners in philanthropy.

INNOVATION:

Libraries are evolving, growing entities. We are leaders in creative, collaborative thinking and action.



VISION

We will create a community where all people are engaged, literate and empowered to fully participate in society. We accomplish this vision by partnering with the San Diego Public Library to develop the world's best library system.

2015-2018

Strategic Initiatives

FINANCIAL SUSTAINABILITY

Develop strong and secure financial stability to ensure the long-term success of the Foundation and its mission.

STAKEHOLDER RELATIONS

Value all relationships of the Library Foundation through ongoing outreach, involvement, education, collaboration and advocacy.

INSTITUTIONAL DEVELOPMENT

Ensure board and staff leadership demonstrates necessary skills and competencies to guarantee the Foundation's long-term sustainability.



2015-2018 Funding Priorities

TOP PRIORITIES

Invest in New Readers.

Create Vibrant Cultural and Civic Centers.

Ensure Academic and Career Success.

Develop the Virtual Library.





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Mission & Core Values

Vision

2015 – 2018 Strategic Initiatives

Goals & Metrics

Board Governance & Committee
Role

Implementation Plan &
Calendar

Department Work
Plan

Individual Staff
Goals

Successful stakeholder
experience & relationship

2015-2018 Strategic Overview

FINANCIAL SUSTAINABILITY

Develop strong and secure financial stability to ensure the long-term success of the Foundation and its mission.

Goal IA: Advancement

Implement a comprehensive fundraising program to support excellence throughout the entire San Diego Public Library System.

Desired Outcomes:

Increased revenue and measurements so initiatives can be fully funded and systems can be refined to peak effectiveness with staff and volunteers aligned and fully engaged in supporting revenue goals.

Goal 1B: Operational Accountability

Financial and accounting information are essential to Board engagement.

Desired Outcomes:

Board, Executive Leadership and Staff will be up to date and knowledgeable about the financial state of the Foundation.

Goal 1C: City Support and Budget Stability

The City will increase support of Library Services.

Desired Outcomes:

The City understands that increasing private philanthropy requires increasing the City's Budgetary support to the Library System.

2015-2018

Strategic Overview

STAKEHOLDER RELATIONS

Value all relationships of the Library Foundation through ongoing outreach, involvement, education, collaboration and advocacy.

Goal 2A: Foundation's Donors

Create strong relationships with donors and prospects through engagement and stewardship ensuring successful upgrade, renewal and acquisition rates.

Desired Outcomes:

Increases in donor upgrades and retention, acquisition of new donors, greater donor engagement and involvement will lead to increased giving.

Goal 2B: Library

Create close and effective working relationships with library staff through engagement and stewardship.

Desired Outcomes:

Library staff serve as passionate ambassadors to enhance the library's culture of philanthropy, resulting in increased employee engagement.

Goal 2C: Elected Officials and Library Commission

Create strong relationships with elected officials and Library Commission through engagement and stewardship, ensuring a close and effective working partnership.

Desired Outcomes:

Elected officials and library commissioners serve as strong ambassadors, resulting in robust City support for the Library budget.

2015-2018

Strategic Overview

STAKEHOLDER RELATIONS (*continued*)

Goal 2D: Friends

Strengthen the on-going partnership between the Friends of the Library and the Foundation through engagement and stewardship.

Desired Outcomes:

Friends serve as passionate ambassadors and advocates to enhance the library's culture of philanthropy resulting in increased mutual support.

Goal 2E: Stakeholder Communication

Provide ongoing effective marketing to promote awareness, support and advocacy for the Library system.

Desired Outcomes:

Annual increases in awareness of key messages of four funding priorities that generates increased engagement and participation that leads to gains in giving, advocacy and volunteerism.

2015-2018

Strategic Overview

INSTITUTIONAL DEVELOPMENT

Ensure board and staff leadership demonstrates necessary skills and competencies to guarantee the Foundation's long term sustainability.

Goal 3A: Leadership Development

Build and/or obtain the leadership skills and competencies to ensure the Foundation is led by innovative and committed board and staff to safeguard long-term sustainability.

Desired Outcomes:

The Library and the Foundation are the best in institutional development with strong volunteer and staff leadership aligned and working at peak effectiveness.

Board members, CEO and COO are committed and provide ongoing input and ideas to enhance the organization's long-term growth.

The Executive Staff Leadership team has excellent communication skills and works well together.