

2016-2019 Strategic Plan Executive Summary

THE SANTA CLARA CITY
**LIBRARY FOUNDATION
AND FRIENDS**



Summary

The Board of Directors of the Santa Clara City Library Foundation & Friends is passionate about the Santa Clara City Library and the community it serves. We undertook a year-long process to re-examine the mission and vision of the organization as well as create a three year strategic plan. We began by defining the organization's values and worked from there to update its mission statement and create a new vision statement. Securely rooted in our mission, we established priorities and goals for 2016-2019. We hope that you are as inspired as we are by our vision for the community.



Vision - Enriching Lives
Through Lifelong Learning



Mission - The Santa Clara City Library Foundation & Friends strengthens the Library as a pillar of our diverse and thriving community through philanthropic funding and active partnership.

Priorities

Listed in the order of priority



1. Fundraising & Funds Management

Fundraising includes individual giving and corporate/business gifts and grants, book selling operations, special events, planned giving, and fundraising campaigns. Utilization of funds will be advised and directed by established guidelines and investments managed to optimize returns and safety in accordance with Foundation investment policy.



2. Organizational Effectiveness

Foundation and Board will be sustainable in terms of maintaining sufficient financial resources and through effective utilization of staff, volunteer and Board resources. Foundation will remain current with latest technologies and maintain an effective succession planning process.



3. Stakeholder Awareness & Engagement

Stakeholders include donors, community members, Library staff, volunteers, Library trustees, and City of Santa Clara staff. Engagement will include communication of accomplishments to all stakeholders and recognition of stakeholder contributions (particularly those of our volunteers) to Foundation's success.



Priorities-Continued



4. Foundation-Library Partnership

Library and Foundation will work together in agreeing upon, clearly articulating, and successfully achieving mutual goals and objectives.



5. Board Excellence and Engagement

Strive for a diverse Board in terms of attributes as well as functional skills and knowledge. Promote active engagement of all board members in achieving Foundation goals.

Goals



1 Grow total revenues through current and new sources of funding

- Diversify and balance revenue streams.
- Grow donations/gifts from businesses and corporations.
- Optimize book selling revenues.

2 Provide a rewarding volunteer experience

- Understand and utilize volunteer skill sets.
- Optimize communications between foundation board and volunteers.

3 Develop and implement an effective ongoing organizational plan

- Achieve organizational sustainability in terms of funding and staffing.
- Incorporate and sustain an effective strategic plan.
- Identify and implement options for more effective collaboration and knowledge sharing.

4 Recruit and retain a high quality, well balanced, and committed board

- Build and maintain a board comprised of members with a balance of skills, attributes and community standing who possess a strong commitment to achieving foundation goals.

5 Cultivate deep engagement and strong alignment with library leadership

- Collaborate and communicate effectively to achieve mutually beneficial goals.