



## STRATEGIC PLAN – 2018-2020

ADOPTED: July 16, 2018

### INTRODUCTION

The Friends of the Prospect Public Library, Inc. (known as 'Friends') became a 501(c)(3) non-profit organization in January 2017. The core purpose of the Friends is to:

- Maintain an association of persons interested in libraries
- Focus public attention on the library
- Stimulate use of the library's resources, services and facilities
- Encourage donations, gifts, endowments, and bequests to the library
- Support the library in developing library services and programs for the community.

During its first year of incorporation, the Friends have strived to revitalize the organization through the revision of its governing documents that resulted in an updated Constitution and a newly developed Operations Manual. A significant modification in operation is the changing of the fiscal year to coincide with that of the Town and Library; July 1 through June 30. In addition, the responsibilities of the Executive Board have been updated and expanded, including producing an annual report to be distributed to Town officials, the Library Board of Directors, and others, as deemed appropriate.

A goal of the Friends organization has been to increase its membership. In 2017, a new category of membership, *Business Partner*, was introduced and favorably received within the community. Historically, meetings were held once a month on a Wednesday afternoon; now evening meetings have been scheduled to attract other members of the library community.

A major fundraiser for the Friends is the sale of books, DVDs, and CDs donated by the Library's wonderful patrons. In 2017, the Friends decided to hold one of the two sales during the 2017 Prospect Auto Show, which was the most successful yet, exceeding expectations and raising over \$1,100 to support the Library. The Friends paid-it-forward by donating some of the unsold books to charities. Other fundraising activities include, but are not limited to, the following:

- The selling of chances for a unique basket filled with goodies donated from local businesses and members during a holiday season
- Concerts featuring local talent, where the Friends work hard to secure enough sponsors to pay for the event in its entirety
- Maintaining a Book Nook in the foyer of the Library where books and media may be purchased at a greatly reduced price

Efforts to increase awareness of the Friends organization have been through participation in the Annual Pumpkin Festival and Parade, articles in local publications, and by gift wrapping purchases made during the Prospect Library's Barnes & Noble day.

All monies received, whether through membership dues, donations, or memorials, are used to support the Library. The Friends fund the Museum Passes program and the Children's Summer Program.

## **2018 – 2020 Strategic Plan**

### **MEMBERSHIP**

#### STRATEGIC PLAN:

Employ creative marketing techniques to increase membership by five percent (5%) over the next two years, while retaining the current membership.

#### OBJECTIVES:

- Letter/brochure to members of Prospect Business Association seeking individual members
- Develop retention methods including
- Holiday mailing to members
- Organize and present retention event during membership month inviting members to bring a guest
- Get small gift to give to volunteers to thank them for service when volunteering at event
- Create three articles for newspaper focusing on membership and retention, and create a 'blurb' that can be added to any news article developed
- Utilize social media to create interest for membership drive

## **ADMINISTRATION**

### STRATEGIC PLAN:

Continue to maintain and nurture the good relationship between the Library staff and Friends.

### OBJECTIVES:

- Review the Organizational Manual, at a minimum, on a semi-annual basis or more if necessary, to ensure it appropriately reflects the responsibilities of the Executive Board and the activities of the Friends' organization.
- Nominate candidates that meet the qualifications of the office, to serve the organization and to be a positive influence.

## **IRS AND STATE FILINGS**

### STRATEGIC PLAN:

The Friends will be compliant with all Federal and State mandates by submitting the necessary filings by their due date.

### OBJECTIVES:

- The treasurer will prepare and submit the IRS report online each January.
- The treasurer will prepare and submit the State of Connecticut annual report online each January.

## **CONSTITUTION AND OPERATIONS MANUAL**

### STRATEGIC PLAN:

The Friends will maintain and review the Constitution and Operations Manual

### OBJECTIVES:

- On a semi-annual schedule, these documents will be reviewed. The next review is scheduled for January 2020.
- The Secretary will keep notes referencing potential changes to these documents to be used during the review
- These documents will be accessible on the Friends web page

## **ANNUAL REPORT**

### STRATEGIC PLAN:

The annual report is written by the President and reviewed/edited by the Executive Board and other ancillary members, as appropriate, prior to distribution. It is used as a tool to formally describe the actions of the Friends organization within a calendar year.

### OBJECTIVES:

- The annual report will be posted on the Friends page of the Library's website.
- Present the annual report to the Library Board of Directors at one of their monthly meetings
- Contact the Mayor's office to request time on the Town Council's agenda to present the annual report.

**Commented [BB1]:** The date the annual report is posted should be stated in the yearly objectives.

## **ELECTIONS OF OFFICERS**

### STRATEGIC PLAN:

Annual election of officers is held in August, and the new slate commences their term at the monthly meeting held in September.

### OBJECTIVES:

- The President, or designee, solicits the membership for nominations for each office by the July meeting via press release, social media and word of mouth.
- The President, or designee, writes a cover letter to be included with the nomination form, the Constitution and Organizational Manual that describes duties of each position, as well as the due date for nominations to be received
- The President, or designee, schedules the 'mailing party' date and assigns tasks to members, as appropriate
- The President, or designee, creates the ballot from the nominations received
- The President, or designee, announces the results of voting

## **FINANCIAL AUDIT**

### STRATEGIC PLAN:

Conduct formal bi-yearly financial audits to ensure Federal and State regulations and requirements have been met. Results of said audit(s) shall be filed in a written report, reviewed and approved by the President, or designee, and potentially be used to initiate grant applications.

Conduct bi-yearly internal audits with a committee appointed by the President., with a presentation to the board and a written report following.

OBJECTIVES:

- An independent financial audit will be performed at the end of the second quarter for the fiscal year.
- The Treasurer will provide all documentation necessary to conduct audit and maintain a log of the documents provided, i.e. bank statements, membership lists, etc.
- Any discrepancies will be resolved within 20 days at the conclusion of the audit.
- A written report shall be provided to the President within 20 days after the final meetings. The report will be filed with the Treasurer and the Secretary

**PROFESSIONAL MEMBERSHIPS**

STRATEGIC PLAN:

The Friends will continue to maintain its membership in the Connecticut Friends of Libraries.

OBJECTIVES:

- The Friends will continue to pay the dues for the associations and participate in programs offered by the organization.

**ORGANIZATIONAL REPRESENTATIVE**

STRATEGIC PLAN:

The Friends will maintain the cordial relationship with the board and the Prospect Library Board of Directors.

OBJECTIVES:

- The Organizational Representative will act as a liaison between the Friends and the Library Board of Directors by attending the monthly meetings, share updates, as appropriate with the Friends' membership.
- The Organizational Representative will apprise the library events both by the board and by the Friends organization.

## **PROGRAMS FUNDED BY THE FRIENDS**

### STRATEGIC PLAN:

The **Museum Pass program** offers Library patrons an opportunity to visit Connecticut museums at a discounted rate.

### OBJECTIVES:

- This program is funded in its entirety by the Friends. The Friends will continue to provide funding for this program during the next two years.

### STRATEGIC PLAN:

The **Summer Children's program** is funded by the Friends. Historically, the Friends pay for the programs during July and August.

### OBJECTIVES:

- The Friends will continue to pay for the July and August programs and will raise funds to pay for the June programs as well.

### STRATEGIC PLAN:

The awards for the Summer Reading Program were funded by the Friends in 2018.

### OBJECTIVES:

- The Friends will continue to pay for the awards for the Summer Reading program over the next two years.

## **FUNDRAISING**

### STRATEGIC PLAN:

Financial support for the Library and its programs is accomplished through a variety of fundraising activities, which is a major driver of the Friends organization.

### OBJECTIVES:

Fundraisers sponsored by the Friends will have a prepared task list of activities, with associated timelines, and a designated chair/co-chair for each event.

### **BOOK SALES**

#### STRATEGIC PLAN:

Throughout the year the Friends receive donations of books, DVDs, and CDs to include in the Book Sale.

#### OBJECTIVES:

- Through the Mayor, locate and secure sufficient storage space to sort books and prepare for sale.
- Continue to enlist volunteers including Woodland High School football team to move books.
- Keep the successful timing of the show to expand the monies raised.
- Expand the August Book Sale to two (2) days the weekend of the Annual Car Show and Sock Hop on the Green
- Communicate the dates of the Book Sale(s) to students, especially prior to the end of the school year
- Offer teachers a special deal as an incentive to promote the book sale(s) and attend

### **CHANCE BASKETS**

#### STRATEGIC PLAN:

Members create a basket filled with goodies based on a theme and sell chances at the Library. The mainstay and most popular basket is the Thanksgiving basket.

#### OBJECTIVES:

- Determine other 'holiday' baskets to create and sell
- Market the baskets utilizing local publications, flyers placed in businesses, etc.
- Solicit local businesses for donations

### **BOOK NOOK**

#### STRATEGIC PLAN:

The *Book Nook* is maintained by the Friends and is a source of revenue used in supporting Library programs. It is the intent of the Friends to continue offering books for sale at the 'Nook'.

#### OBJECTIVES:

- Increase sales 10% annually by refreshing the selections of the Book Nook on a regular basis

- The Treasurer shall track monthly sales for the period of Jan 2018 through Dec 2020 and provide a status at the monthly Friends meeting
- Increase awareness of the Book Nook through local publications (i.e. Prospect Pages) and electronic communications (Constant Contact) on a quarterly basis
- Involve more members in maintaining the Book Nook as to have a rotating schedule to keep the Book Nook complete and current
- Introduce 'Blind Date With A Book' into the Book Nook after the August 2018 Book Sale
- Continue to work with the Mayor to find a permanent space for the Friends and relocate the Book Nook along with the book storage

### **CONCERTS & PRESENTATIONS**

#### STRATEGIC PLAN

The Friends will support the Prospect Library with concerts and presentations as asked, including the Kerry Boys.

#### OBJECTIVES:

- The Friends shall continue to support the Library with the Kerry Boys, and any other musical events.
- If there is an opportunity for a fundraising component such as selling refreshments, it will be conducted by the Friends.

### **COMMUNITY OUTREACH**

#### STRATEGIC PLAN:

Maintaining a presence in the community is paramount to fulfilling the mission of the Friends.

#### OBJECTIVES:

- Participating in the annual Pumpkin Festival and providing books to children; use this as an opportunity to market membership. Contact Ann in the Mayor's office to request a 'booth' each year
- Continuing to sponsor the Pretend Play Area with future purchases to be recommended from the director or assistant director of the library
- Interacting with schools – The Friends will reach out to PTOs with the assistance of the Assistant Director. In addition, the Friends will continue to distribute notices to the school, offering the teachers discounts at the book sales, collaborating with Woodland High School students and other student organizations



- Offering a minimum of two seminars at the Library directed towards the adult population.
- Continuing to accept donations from patrons and dedicating memorials, as requested