

**PVLD Strategic Plan
Board of Trustees Objectives, Goals, Strategies, and Measures
May 14, 2009**

Objectives	Goals	Strategies	09/10 Measures
<p>1. Develop and implement a comprehensive marketing and public relations program in coordination with the Friends/staff/volunteers .</p>	<p>>75% of community members surveyed identify PVLD as the primary community center for lifelong learning and personal enrichment by the end of 2011/2012.</p>	<p>A. Authorize Board Community Relations Committee to serve as primary liaison with staff and PFL on development of plan</p> <p>B. Provide leadership to ensure involvement of and coordination with the Peninsula Friends of the Library</p> <p>C. Ensure necessary expenditures (e.g. consulting, staff, etc.) are included in approved budgets</p> <p>D. Develop and implement plan</p>	<p>A.1. Board/staff/PFL joint planning process and meeting schedule established by 6/10/09</p> <p>B.1. Same as A.1.</p> <p>C.1. Anticipated 09/10 expenditures incorporated into 3rd reading budget and approved no later than 6/30/09 C.2. Anticipated 10/11 expenditures incorporated into 09/10 mid-year forecast in February 2010</p> <p>D.1. Plan approved by full Board by 9/30/09 D.2. Quantitative measures for 10/11 and beyond developed by 4/30/10</p>

**PVLD Strategic Plan
Board of Trustees Objectives, Goals, Strategies, and Measures
May 14, 2009**

<p>2. Lead the development of a mutually-agreed fundraising program with the Peninsula Friends of the Library.</p>	<p>Produce external fundraising revenue of: 09/10 – TBD 10/11 – TBD 11/12 – TBD</p> <p>Create endowment balance of: 09/10 – TBD 10/11 – TBD 11/12 -TBD</p>	<p>A. Authorize Board Fundraising Committee to serve as primary liaison with staff and PFL on development of plan</p> <p>B. Work with staff to develop “Friends Funding Request” and short-term fundraising strategies for 09/10 based on Strategic Plan and budget projections</p> <p>C. Work with PFL to develop long-term fundraising plan to support expansion of library services, programs, facilities, technology and endowment.</p> <p>D. Ensure necessary expenditures (e.g. consulting, staff, etc.) are included in approved budgets</p> <p>E. Develop and approve naming rights policies including target “ask” amounts</p>	<p>A.1. Board/staff/PFL joint planning process underway no later than 6/10/09</p> <p>B.1. Friends Funding Request for 09/10 approved by Board of Trustees and submitted to PFL no later than 5/31/09 B.2. Mutually agreed 09/10 fundraising strategies and targets approved by PVLD and PFL Boards no later than 7/31/09</p> <p>C.1. Joint Fundraising Plan including annual goals for 10/11 – 11/12 approved by both PVLD and PFL Boards no later than 12/31/09</p> <p>D.1. Anticipated 09/10 expenditures incorporated into 3rd reading budget and approved no later than 6/30/09 D.2. Anticipated 10/11 expenditures incorporated into 09/10 mid-year forecast in February 2010</p> <p>E.1. Naming Rights policies and target “ask” amounts approved by Board of Trustees no later than 9/30/09</p>
--	--	---	---

**PVLD Strategic Plan
Board of Trustees Objectives, Goals, Strategies, and Measures
May 14, 2009**

<p>3. Determine PVLD's short- and long-term facilities and technology expansion needs.</p>	<p>3-year Facilities and Technology Improvement Plan approved by PVLD Board by 3/31/10</p>	<p>A. Work with staff to identify and authorize implementation of needed capital expansion projects for 09/10</p> <p>B. Authorize a survey of community needs and priorities for library services</p> <p>C. Work with staff to incorporate community needs and priorities into 3-year Facilities and Technology Improvement Plan</p>	<p>A.1. 09/10 capital expansion projects identified and approved by 7/31/09</p> <p>B.1. Community needs assessment/input process completed by 12/31/09</p> <p>C.1. 3-year Facilities and Technology Improvement Plan approved by Board no later than 3/31/10</p>
--	--	--	--

**PVLD Strategic Plan
Board of Trustees Objectives, Goals, Strategies, and Measures
May 14, 2009**

<p>4. Develop succession strategies for the Board of Trustees</p> <p>5. Develop succession strategies for the District Director</p>	<p>Succession strategies developed no later than 6/30/10</p>	<p>A. Hold a workshop meeting for community members interested in becoming candidates for Board of Library Trustees</p> <p>B. Direct the District Director to identify high potential PVLD employees and direct the Director to create training and development plans for those employees.</p> <p>C. Direct the District Director to identify and maintain a list of potential external candidates for the District Director position.</p>	<p>A.1. Board workshop conducted no later than 7/31/09</p> <p>B. 1. Lists and plans filed in the confidential Human Resources files no later than 11/01/09</p> <p>C. 1. Same as above</p>
---	--	--	---