

Designing collaborative strategic planning to engage your community and your library

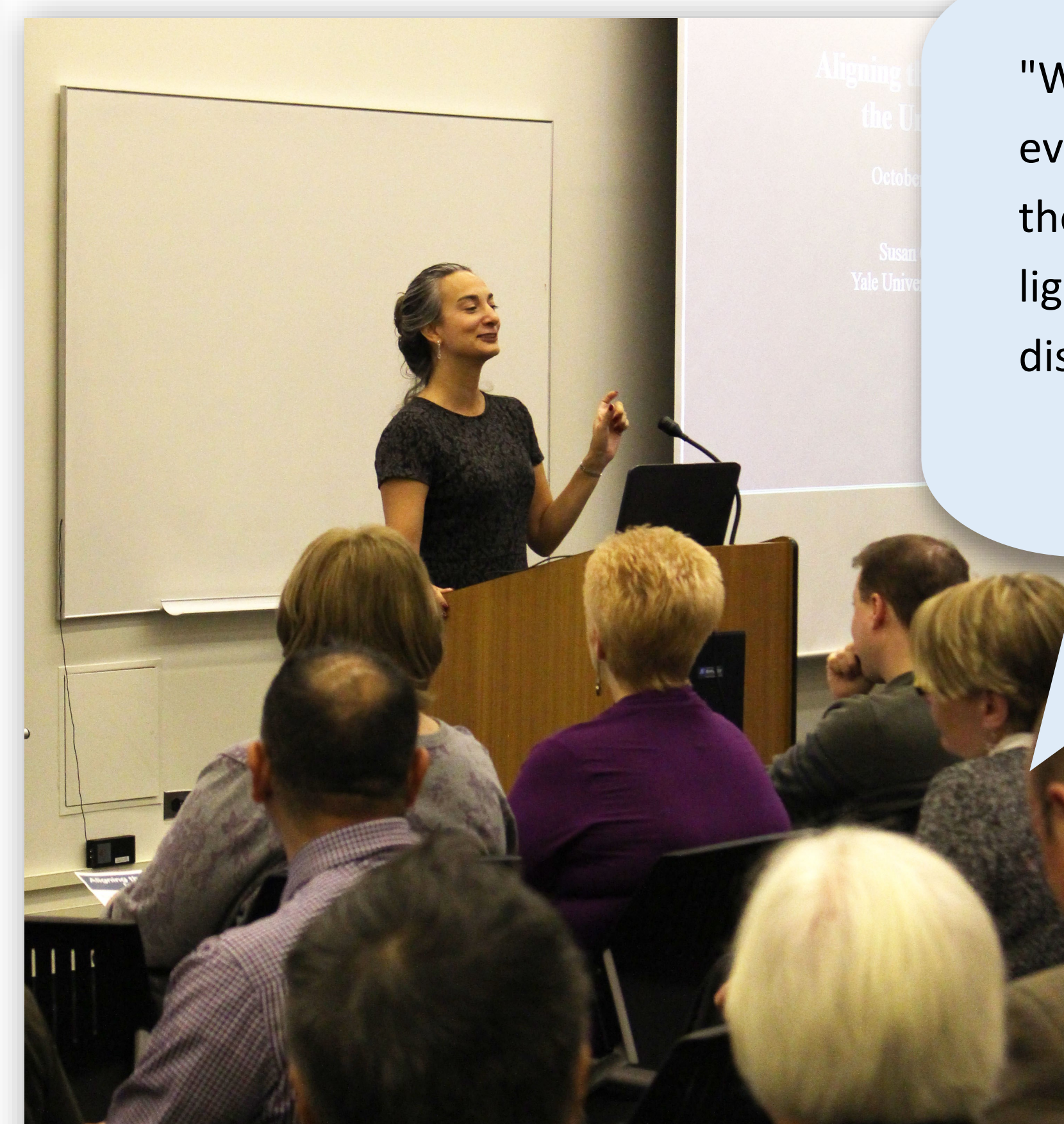
University Library System, University of Pittsburgh
abrenner@pitt.edu

Model these values:

- ◆ Change is welcome
(Iterations are expected)
- ◆ Remember to have fun

Try these techniques:

- ◆ Environmental scanning
- ◆ Project model — reconsidered / chartered each cycle, opportunities to be responsive to current issues, modify the structure, etc.
- ◆ Engagement with outside groups — from the university; outside research groups; outside speaker of prominence
- ◆ Fresh perspectives

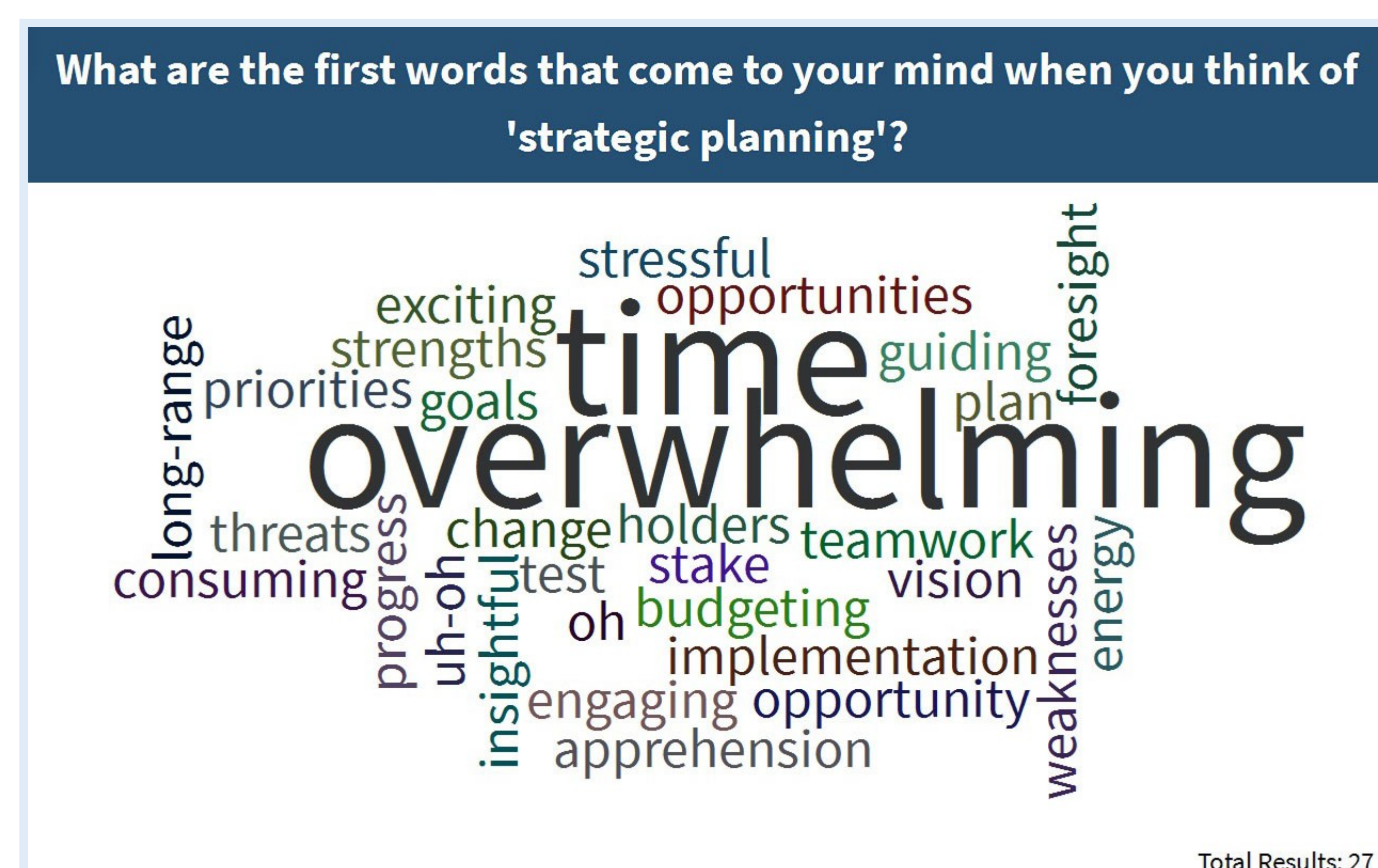


Susan Gibbons, Yale University Librarian, speaking at all-staff planning event

- ◆ Multiple all staff events to gather new ideas and input, discuss proposed options, present plan

- ◆ Discussion forums
- ◆ Poster sessions

Prepare for these challenges:



- ◆ Time commitment
- ◆ Expectations of participants
- ◆ Exposes organizational fault lines / tension between staff and administration
- ◆ Challenge to communicate all the ideas, activities, outcomes
- ◆ Maintain: transformative at first, but ongoing is difficult
- ◆ Senior administration commitment

"Over the last four years...I have witnessed the dramatic change in how yearly goals are formulated and executed within the ULS. It has been a great experience to be a part of this transformation and play a small role in creating what we now call 'strategic options.' ... I have been provided with a broad perspective of activities within the ULS as well as the individuals who work so hard to make them happen."

- ◆ Shared ownership & understanding of the direction of your library
- ◆ Collaboration and Connections
- ◆ Internal transformation
- ◆ On-boarding effect for new staff
- ◆ Improved communication



ULS

University Library System

RESOURCES | TECHNOLOGY | EXPERTISE