



2021/2022 Public Library Strategic Planning Cohort

Contact: Melissa McLimans – melissa@wils.org or 608-515-8953

When?

- November 2021 through July 2020

Who?

- Public libraries with a municipal population of around 5,000 or less.

What?

- This cohort uses a model of education, training and expert coaching and support with the result being a strategic plan for the library along with the learning opportunity for participants.
- WiLS plans to include the public library systems to support any member libraries participating in the cohort. In the past, partnering systems provided support and resources to help with the planning process, provided CE contact hours for participating directors, and some systems provided funding to assist with the cost.
- The cost is \$1,875 per library. Participants will be responsible for mileage expenses for any in-person workshops. For an additional \$750, WiLS can administer a community survey for any participating library.
- At this time, participation requires a single travel day.

Library participation information

- A participating library will form a team of 4-5 people, with the director as the project leader for the team.
- Directors will receive professional development with the following learning outcomes:
 - Strategic plan development
 - Data gathering and assessment
 - Community engagement
 - Facilitation
 - Project management

General timeline and process (anticipated)

- November: Team meet and greets with WiLS and cohort orientation webinar
- November – December: Recorded data training followed by a virtual meeting to share ideas about data gathering, answer questions, and determine data
- December – March: Libraries (and WiLS) work on data and information gathering
- March: Virtual meeting to discuss data themes
- April/May: In-person (or virtual) meeting in Madison to begin writing the plans and develop a writing schedule
- May – July: Plan writing
- July: Capstone webinar