

2010 - 2013 Strategic Plan

The Library Foundation of Hennepin County is pleased to present this overview of our three-year strategic plan for 2010-2013. The Foundation's Board of Directors approved this plan - including new mission, vision and values statements - on May 25, 2010. The plan will guide the overall course of the Foundation, with annual reviews and updates supplementing the comprehensive three year direction. If you have comments or questions regarding the plan, please contact Stu Wilson, Executive Director of the Library Foundation, at 952-847-8105 or swilson@hclib.org.

OUR MISSION

The Library Foundation of Hennepin County enriches the resources and enhances the potential of the Hennepin County Library.

OUR VISION

We will be the foremost library support organization in the nation, advancing the Hennepin County Library as a premier library system.

OUR VALUES

The Library Foundation values:

- Innovative and effective approaches to fulfilling its mission and vision
- Inclusiveness and integrity in all of its activities
- Prudent long-term stewardship of its resources

OUR ACTIVITIES

The Library Foundation fulfills its mission by:

- Providing private support for Library collections and services
- Increasing awareness of Library services and resources through compelling communications and cultural programming
- Advocating for strong public support of the Library
- Funding new and innovative Library programs

OUR GOALS

GOAL 1 - INCREASE FINANCIAL SUPPORT FOR HCL

- Deepen and broaden relationships with donors to increase private support by:
 - Increasing membership and other individual donations
 - Expanding corporate and foundation support
 - Revamping the planned giving program to garner new designated planned gifts annually
 - Increasing the Foundation's current earned income sources (Pen Pals and bookstores)
 - Exploring establishing a new major fundraising event
 - Researching the feasibility and focus of a major gifts campaign
- Develop an effective annual advocacy program, working primarily at the County and State level, to enhance public funding for the Library

GOAL 2 - RAISE COMMUNITY AWARENESS OF THE LIBRARY FOUNDATION

- Establish an identity, brand and subsequent promotional strategy to promote understanding of the Foundation's work to increase membership and financial support
- Expand promotional and public relations activities to advance membership and individual giving by:
 - Utilizing new technologies and social media
 - Increasing community and organizational partnerships
- Create a stronger presence for the Foundation in Library facilities and communications in order to encourage greater Library user donations and connections to the Foundation
- Spread Foundation-coordinated programming to more locations to increase giving, raise awareness of the Foundation, and introduce new audiences to the Library

GOAL 3 - DEVELOP A COLLABORATIVE RELATIONSHIP WITH LOCAL FRIENDS ORGANIZATIONS

- Effectively coordinate and partner with Friends groups to advance the Friends' and the Foundation's contributions to the Library
- Provide assistance to enhance the capabilities of Friends organizations
- Foster appreciation of and support of local libraries as well as the entire Library system by:
 - Offering joint programs, activities and membership with Friends groups
 - Promoting and publicizing the work of the Friends

GOAL 4 - BUILD ORGANIZATIONAL CAPABILITIES TO ACHIEVE OUR VISION

- Assure staff and resources are aligned to achieve organizational goals
- Maximize effectiveness of the Board to increase fundraising and awareness of the Foundation by:
 - Strengthening and diversifying board membership
 - Leveraging talents, knowledge and experience of board members
 - Providing board development opportunities
- Develop effective evaluation measures for Foundation activities
- Strengthen communication and coordination between the Library and Foundation at all levels