



THE CARE PLAN
A CULTURE OF CARE

MADISON PUBLIC LIBRARY

2023 STRATEGIC PLANNING PROPOSAL

PROJECT SUMMARY

Madison Public Library desires to develop a 3 year strategic plan that meets the needs of their staff and community. This dynamic team has a number of strengths and have fostered an environment where new ideas are welcome and community engagement is valued. The organization is helmed by Greg Mickells with support of Kristin Wick and Tana Elias.

The library is in an advantageous position to launch the strategic planning process. There is clear support of the leadership team and staff, and the library is opening a new branch and has a number of very successful programs to build from. Community needs have vastly changed since the onset of the COVID19 pandemic and there's many lessons learned to incorporate into the years ahead. Taking the opportunity to renew the mission and direction of desired impact over the next few years will help with hiring and cultivating the staff and curating programs and services for the wider community.

Some of the key goals include:

- New vision and key focus areas for strategic plan developed by June 2023
- Clarify core mission, values, and programming
- Identify areas for opportunity and growth
- Support role clarity and team accountability
- Plan finalized by September 2023

The library has already been identified as a leader in the city of Madison system for innovation and culture building. We would be honored to partner with you as your strategic planning consultant to continue that trajectory.

The Care Plan fosters cultures of care using a trauma informed framework. We provide a host of services including workshops, retreats, and executive coaching that are both meaningful and practical. Thank you for this opportunity to support your future!

DELIVERABLES

Strategic Plan Development & Delivery (Estimated 70 hours)

The Care Plan will work with the team to collaboratively develop a 3 year strategic plan for Madison Public Library that builds upon their foundational values while pursuing future opportunities. Below please see some of the steps that will be involved in establishing a new vision, mission, and strategic priorities for the years ahead.

- **April - Preparation** (10 hours)
 - Meet with leadership team or strategic planning committee to launch and determine the scope the plan needs to have
 - Define clear roles, responsibilities and timelines
 - Review organizational chart, past strategic plans, staff and client surveys, etc.
 - Review any aligned or ongoing initiatives such as DEIB work, internal training programs, frameworks, etc.
 - Review grant narratives and annual financial reports

- **May - Focus on Staff** (20 hours)
 - Conduct SWOT analysis by department and synthesize the information
 - Conduct any requested or key staff interviews
 - Review current programs and departments for mission alignment/creep and efficiency

- **June - Focus on Leadership** (20 hours)
 - Leadership Team SWOT Analysis session
 - Leadership Team 1 day in person retreat
 - Develop mission & vision
 - Establish values & goals
 - Review lessons learned over the last few years + share highlights or places of resilience
 - Develop strategic options or priorities
 - Develop new org structure options
 - Identify KPI's
 - Identify key actions and tasks to support the plan
 - Library Board Meeting with TCP to review process so far and get input
 - First draft developed following the retreat. Can be preliminarily shared with City of Madison per reporting need.

- **July/August - Focus on Community** (10-15 hours)
 - Community Survey
 - Host virtual or in person focus group sessions to gather ideas and insights

- Review data of who is visiting and utilizing the library
 - Resource mapping (people, products, money, in kind donations, community partners, etc)
 - Final edits of the plan
 - Confirm point people for different elements of the plan
- **September - Share The Plan** (5 hours)
 - Share the plan with staff during staff day retreat
 - Share with the community during a social media live, in person town hall or gathering, flyers in the libraries, etc.
 - Share with funders, and any other community stakeholders
 - Present to the library board
 - **Beyond September - Accountability** (5 hours)
 - Coaching and follow up support for a few months after the plan to ensure implementation and understanding

INVOICING + PRICING

Rates calculated at \$500/hour **for a total flat rate of \$35,000** for above services to be delivered within 1 year from contract signed date. This quote includes communication, meetings, emails and associated coordination. It also includes 1-2 facilitators who will share supporting the team.

We thank you for your trust and very much look forward to working with your team!

Warmly,

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