



INSTRUCTOR BIOGRAPHIES

- Moving Boldly Ahead: Management for Today and Tomorrow**
- More Business Acumen**
- Making Better Administrators**
- Managing By Application**

Strategic Planning – Sunday, June 26, 4:00 – 5:30 pm, MCC 348

Linda S. Dobb is the Interim Associate Provost & University Librarian at the California State University, East Bay. She has been a past President of LAMA, served on the ALA-APA Sirsi-Dynix Better Salaries Award Committee, and is the co-founder of the Ohio Library Support Staff Institute. Linda lives in Hayward, California, and because of various budgetary fluctuations has been updating her strategic plans on a fairly frequent basis!

Tips

- Be prepared to meet with staff, patrons, and the larger community to get their input on what you do, how you should do it, and what they expect you to do in the future
- After consultation, state the mission of your organization in 3-5 sentences
- Know the template for most Strategic Plans: Mission, Vision, Goals, Strategies, Milestones!
- Review the literature describing the most current way to assess your services--things have changed!
- Balance internally focused goals (operational/service issues) against the broader vision. There are short-term and long term goals, you should be able to connect them!
- Try to stick with the plan and update staff, users and the broader community on your successes
- Strategic Planning should not just be an exercise, it should help guide how you spend time, money and energy for the next 1-3 years.

This program will demystify the steps that need to be taken prior to developing a strategic plan; provide a methodology toward involving staff and other constituents in the planning process; and give attendees a template for starting to write their own strategic plan. By the end of the session, attendees should feel comfortable initiating the process that will create a strategic direction for their libraries for the next 3-5 years. The goal: Manage smarter.
