**Strategic Planning in a Deeply Weird World: The Flexible Roadmap Field Guide Approach - Learner Guide**

<https://www.webjunction.org/events/webjunction/strategic-planning-in-a-deeply-weird-world.html>

**Event Description**: It's a big task to define the library’s future over the next three or five years, and strategic planning is becoming less and less effective in a rapidly changing world. The Salt Lake City Public Library (SLCPL) has created a new approach that is flexible, staff-driven, and human-centered. SCLPL's Strategic Roadmap is not a 100-page plan in a binder-on-a-shelf; it’s an experiential learning tool that invites all staff to participate in the co-creation of meaningful outcomes and experiences for the community. The Roadmap focuses less on planning and more on building capacity of staff to adopt a human-centered service design mindset and skillset. SLCPL staff are adopting a new perspective, continually experimenting with and adapting spaces, collections, services, programs, and their own roles, to responsively address community needs and aspirations in an ever-changing landscape.

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Assessing the Deeply Weird World** |
| Perhaps your library has approached strategic planning in a more traditional way, defining the library’s future over the next three to five years; but this approach is becoming less and less effective in a rapidly changing world. To begin, reflect on or discuss the article shared in the webinar, “[Forward to the Age of Scale](https://medium.com/%40mpedson/forward-to-the-age-of-scale-3638dfd17f4a),” by Michael Edson, and consider the **pace of change** you’ve seen in the past 10 years and the ways in which its impacted your library and your community. What are some of the changes you predict for the next 10 or even years?  |
| **On Core Values and Mission** |
| For the first step in SCLPL's [Strategic Roadmap](https://www.dropbox.com/s/haqujeqndbm8o3h/SLCPL%20Strategic%20Roadmap%20Document.pdf?dl=0) process, they identified their **core values** and recommitted to their **mission**, which continues as their North Star, guiding through uncharted waters. Has your library established core values and a mission? What are they? Do they stand the test of time, regardless of the rapid pace of change? Who understands what the library’s core values and mission are now? The staff, the board, the patrons? How can your library increase visibility and understanding of how the vision and mission are core to the library’s work? |
| **Core Concepts and Strategic Areas of Focus** |
| Review the details about SCLPL's Core Concepts and Strategic Areas of Focus in the [Strategic Roadmap](https://www.dropbox.com/s/haqujeqndbm8o3h/SLCPL%20Strategic%20Roadmap%20Document.pdf?dl=0) (beginning on p. 16) and reflect on/discuss parallels or differences with your library’s. If your library hasn’t focused on this, which ones resonate with you and your community?**Core Concepts**1. Learning
2. Community
3. Social Connection

**Strategic Areas of Focus**1. Arts & Creativity
2. Civic Engagement
3. Critical Literacies
4. Economic Success
5. Healthy Together
6. Inclusion & Belonging
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| **Outcomes and Experiences** |
| SLCPL is learning to continually ask, “What outcomes and experiences are we wanting to create and for whom?” What can your library do to better understand the aspirations and needs of your patrons and your community? What outcomes is your library currently trying to create, and how/when were these outcomes created or validated?The “outcome” is the observable difference we are making for someone, the “experience” is the emotional quality of that outcome as perceived by our patrons. What commitment does your library make to creating high quality experiences? What can you do to help ensure that your staff have a deep understanding and commitment to creating positive experiences, as well as meaningful outcomes, for your patrons? |
| **On Service Design** |
| SLCPL embraced **service design** learning as part of their Strategic Roadmap. How does your library approach staff learning, or what is your library’s staff learning model? Review the service design learning facets below and check those that you believe are in place, and circle those you’d like to commit to developing further as a team.Our Service Design learning:* is collaborative
* is based on understanding customer needs
* is focused on maximizing customer experiences
* utilizes specific tools and processes
* fosters the improvement of existing services and the innovation of new ones
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| **Action Plan (include next steps, who, when, etc.)** |
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