



**LIBRARY BOARD OF TRUSTEES MEETING—EDUCATION SEGMENT
WEDNESDAY, June 17, 2026**

**REPORT: A Pathway to the Strategic Plan: Partnerships, Advocacy, & Marketing Campaigns--
*Proving WCLS is a Relevant and Essential Service for the Public Good***

- 1. Strategic Gap Analysis:** takes us from *Where We Are* to *Where We Want to Be*
 - a. Assess the Need
 - b. Determine Priorities and Expected Outcomes
 - c. Create Implementation Plan
 - d. **Educate** Partners, Government Officials, County Partners, Community-Based Organizations, Schools (especially Administration), Community Leaders, and Community Members for Collective Impact, Joint Support, and Strategic Partnerships for Success
 - i. Prove: ***Relevant and Essential Service***
 - ii. Marketing Campaign establishes **WCLS as place where learning begins**
 1. WCLS is **“Your Partner in _____”**
 2. Libraries have Significant Value in Community
 - e. Increase Participation and Support: A Place at the Table, Claiming the Driver’s Seat
 - f. Increase Strategic Budget for Strategic Funding: Find Out What We Really Can Do!—A Natural Path to Success
- 2. Educate: Public Librarianship**
 - a. Educated Staff
 - b. Opportunities for Discovery
 - c. Opportunities to Leap Barriers
 - d. Real-Life Applications and Cost-Savings—Outcomes-Based Services = Impact!
 - e. Awards bring Recognition
- 3. Educate: A Third Place**
 - a. Social Engagement, Collaboration and Experimentation
 - b. Market as The Place to BE
- 4. Educate: Finances**
 - a. How Adequate Library Funding determines Strategy and defines Community Success
 - b. How Strong Partnerships and Joint Funding Enables Collective Community Success
- 5. Educate: Resources & Partnerships**
 - a. Learning Resources: What does library hold? How can resources bring you success?
 - b. What do your Organizations Need? (Start with an Offer to Potential Partners)---Our Ask comes Last--*after* our support of community success