

FOL Strategic Plan for 2017-2019

Mission Statement	Goals for 2017-2019	Specific tasks:	2017 Supporting Programs/Services
<p>-To promote public use of the Bulverde/Spring Branch Library</p>	<p>Contribute to maintaining a welcoming and up to date facility</p> <p>Keep communications open with FOL, library patrons and public regarding events and Capital Campaign</p> <p>Encourage Membership in the FOL</p>	<p>Support the building expansion</p> <p>Conduct regular programs and book sales maintain butterfly garden as much as possible during construction</p> <p>Use e-blast, constant contact, newspapers and other media to announce special events, ongoing programs, and status of Capital Campaign</p> <p>Hold more member only events or give special discounts.</p> <p>Promote Lifetime memberships by giving tote bag or other library specific item</p>	<p>Support Capital Campaign Committee and Building Committee</p> <p>Veteran’s Day</p> <p>Holiday Tea</p> <p>Book Nook</p> <p>Butterfly Garden</p> <p>OBOC?</p> <p>Communications of events, fundraising efforts and newsletters</p> <p>Octoberfest</p> <p>Tote Bag to new lifetime members, badges for all lifetime members</p>

<p>-To develop appreciation of its value as a cultural and educational asset to the community</p>	<p>Support and sponsor cultural and educational programs and events</p>	<p>Sponsor/support ongoing educational and cultural programs</p> <p>Apply for grants to supplement library and FOL funding for special events</p> <p>Identify future opportunities to extend educational programs</p>	<p>Great Decisions (Mammon grant)</p> <p>Hungrytown/MSP Concert Series</p> <p>Book and Author</p> <p>Butterfly Garden</p> <p>Bus Trips</p> <p>Support Summer Reading</p>
<p>-To supplement library services and materials beyond the library's normal operating budget</p>	<p>Support library and outreach program</p> <ul style="list-style-type: none"> • Technology • Communications • Supporting underserved 	<p>Provide ongoing Trekker support</p> <p>Apply for grants and provide cash support as needed</p> <p>Fundraising</p>	<p>Trekker Operations support</p> <p>Summer Reading Grants/MSP grant</p> <p>Ongoing fundraising for general funds: Booknook, STAGE, special sales</p> <p>Specialized genealogy</p>
<p>-To encourage the extension and improvement of its services</p>	<p>Support Expansion and outreach efforts</p> <p>Encourage/appreciate staff</p>	<p>Capital Campaign – raise money to support identified focus areas:</p> <p>Priority 1: Kitchen and Butterfly Garden</p> <p>Priority 2: Children's Area and Elevator</p> <p>Apply for capital campaign grants</p> <p>Participate in Building Committee Meetings including selection of</p>	<p>Library Expansion/ Enhancement Project \$25 K with goal of additional \$25K:</p> <ul style="list-style-type: none"> • Book and Author • Silent Auctions • Big Give • Etc. <p>Participation in selection of Marmon Mok and design meetings</p>

		<p>contractors, designs and general feedback</p> <p>Support Outreach with grants and FOL funding</p> <p>Staff Appreciation and volunteering</p>	<p>Volunteer support as requested by library for concerts, capital campaign events, summer reading, etc.</p> <p>MSP & SA Foundation grants to support Outreach</p> <p>Fiesta Staff Appreciation Event</p>
<p>-Supplements the library's mission to provide an environment that inspires a life-long love of learning with programs and activities that make available educational and cultural opportunities not normally accessible to members of the community</p>	<p>Support library events and special programs</p> <p>Sponsor special events not normally available to our community</p> <p>Provide bus trip opportunities</p>	<p>Conduct programs/services as much as possible during construction</p> <p>Provide bus trip opportunities</p> <p>Support outreach programs</p> <p>Support learning at the library including incentives to participants</p>	<p>All our normal programs in 2017 (OBOC)</p> <p>Bus Trip to Painted Churches</p> <p>Vouchers to ESL classes for attendance</p> <p>Summer reading prizes (tote bags)</p> <p>Special performances – concert series</p>