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Prof. Stites

Strategic Plan Evaluation Reflection

The Palm Beach County Library System has a strong strategic and long-range plan that is well organized and straight forward. It opens with lists of those involved, including the members of the county library system and the strategic planning team. After the people is the table of contents, an introduction, and information about the library. This provides structure and a clear lay-out of the document.

The vision statement is “Opening minds to a world of unlimited possibilities.” This statement is inspiring as it seeks to open peoples’ minds and expand their knowledge. It is also challenging as it states there are unlimited possibilities, and that it is difficult to comprehend the magnitude of something being unlimited. The mission statement has three goals within it. They are to “connect communities, inspire thought, and enrich lives. This clearly delivers on their purpose and contains all three of the components of a successful mission statement as stated in Moran’s *Library and Information Center Management*. The customer is the community of Palm Beach, they want to connect; the service is to inspire thought, and the how is through bringing enrichment to the peoples’ lives.

The strategic plan then takes each part of the mission statement and lists the goals and actions that fulfill each part of the mission. These goals are specific and targeted to patrons. The objectives are measurable with specific numbers and details. One of the examples is under Connect Communities, and it says, “Offer a minimum of 15** hours of Bookmobile public service per week to communities located at least 3 miles away from a branch and/or communities where private and public transportation is limited.” This gives exact measurable time that needs to be achieved and how that serves the particular goal.

Overall, the Palm Beach County Library has an excellent strategic plan that contains all the appropriate elements. It lists the people involved, the table of contents, an introduction, information about the library, the vision statement, the mission statement, the goals and actions, and then ends with the appendices. This shows intentional planning and the organization creates a successful flow that contains the appropriate information.

References

Moran, B. B., & Morner, C. J. (2018). *Library and information center management*. Libraries Unlimited, An Imprint Of Abc-Clio, Llc.

Palm Beach County Library System <http://www.pbclibrary.org/sites/all/documents/other/LRP.pdf>