

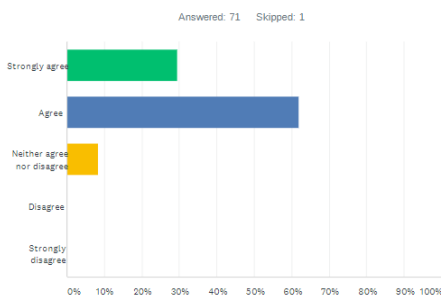
Final evaluation report for Importance of Strategic Planning webinars

The numbers

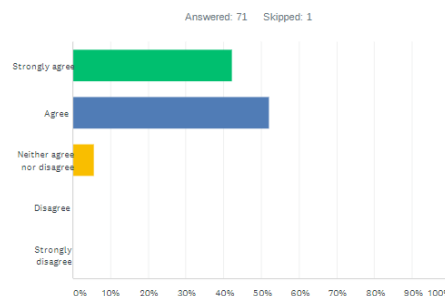
- 152 people attended at least one of the webinars.
- 71 people responded to the surveys for a response rate of 46.7%.
- 6 webinars were offered. 1 per state.
 - Note: Montana offered their webinar as part of the Montana Library Association conference. There was no registration for the session, so Library Strategies could not complete a pre-survey.

Charts showing results from questions about importance of planning and community engagement

Attending this webinar has increased my excitement about the potential of strategic planning for my library and community.



Attending this webinar has increased my understanding of the value of community engagement as an aspect of strategic planning.



Desired outcomes for these trainings

- Attendees recognize the importance of strategic planning
- Attendees recognize the importance of engaging community members in the process
- Attendees express a desire to go through the strategic planning process
- Attendees recognize how strategic planning can be a tool for providing better service for underserved community members

How did we do in achieving our outcomes?

- 91% of survey respondents indicated this increased their excitement about strategic planning which seems to indicate that attendees desire to go through the process and recognize the value of planning.
- 97% of survey respondents indicated that these webinars increased their understanding of the value of community engagement which seems to indicate they understand why it is important to include community members.

- Qualitative responses to the survey indicated that people recognized how strategic planning can be a tool for providing better service to the underserved. Comments like the following indicate a recognition of this
 - “I particularly liked the emphasis on the intense importance of engaging the whole community in developing a strategic plan.”
 - “I especially liked the importance of including NON-USERS of the library. And the fact that that was stressed during the webinar.”

What did we learn?

- How to involve community members in the process is seen as an obstacle for libraries
- Staff capacity is also a concern
- There was a desire in the follow-up comments to learn more about the step-by-step process of strategic planning.

What follow-up is needed?

- Analysis of responses to the question about possible obstacles and comments revealed the following
 - Facilitators need to help libraries identify how to invite and include community members in the process - especially non-users or the underserved
 - Libraries need a short step-by-step resource on how this planning model works along with brief talking points about why this is important
 - Libraries participating in the process may need help with staff capacity. While facilitators can help with a lot of the process, there will still be a need for staff input and time through the planning and implementation phases.

Chart showing responses to possible obstacles question from pre-survey

