

Staff-Led Strategic Planning

with Katy Mathews &
Ryan Spellman

A Roadmap to Success





Athens



Chillicothe



Annex



Eastern



Lancaster



Music & Dance



Southern



Zanesville

Ohio University Libraries

R1 University

Approximately 28,000 students

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67 Library Staff



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Special Thanks to Our Colleagues



Kelly Broughton
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Janelle Hubble
Janet Hulm
Miriam Intrator
Michele Jennings

Miriam Nelson
Michael Pistrui
Carrie Preston
Neil Romanosky
Sherri Saines
Hanna Schmillen
Seth Sisler
Tanner Smith
Nancy Story
Eileen Theodore-Shusta
Brandi Weaver
Carla Williams

...and many more!

Three-part Review on Key Considerations

Pre-Project Planning

The Staff-Led Approach
Understanding Strategic Plans
Coordinating the Work

Creating the Plan

Research and Data Analysis
Writing Your Strategic Plan

Implementing the Plan

Assessing Initiatives
Communication Throughout and Beyond



Staff-Led Approach

Collaborative

Empowers staff

Creates connection

Cost effective

Time investment

Staying objective



Anatomy of a Strategic Plan

Vision Statement

Values Statement

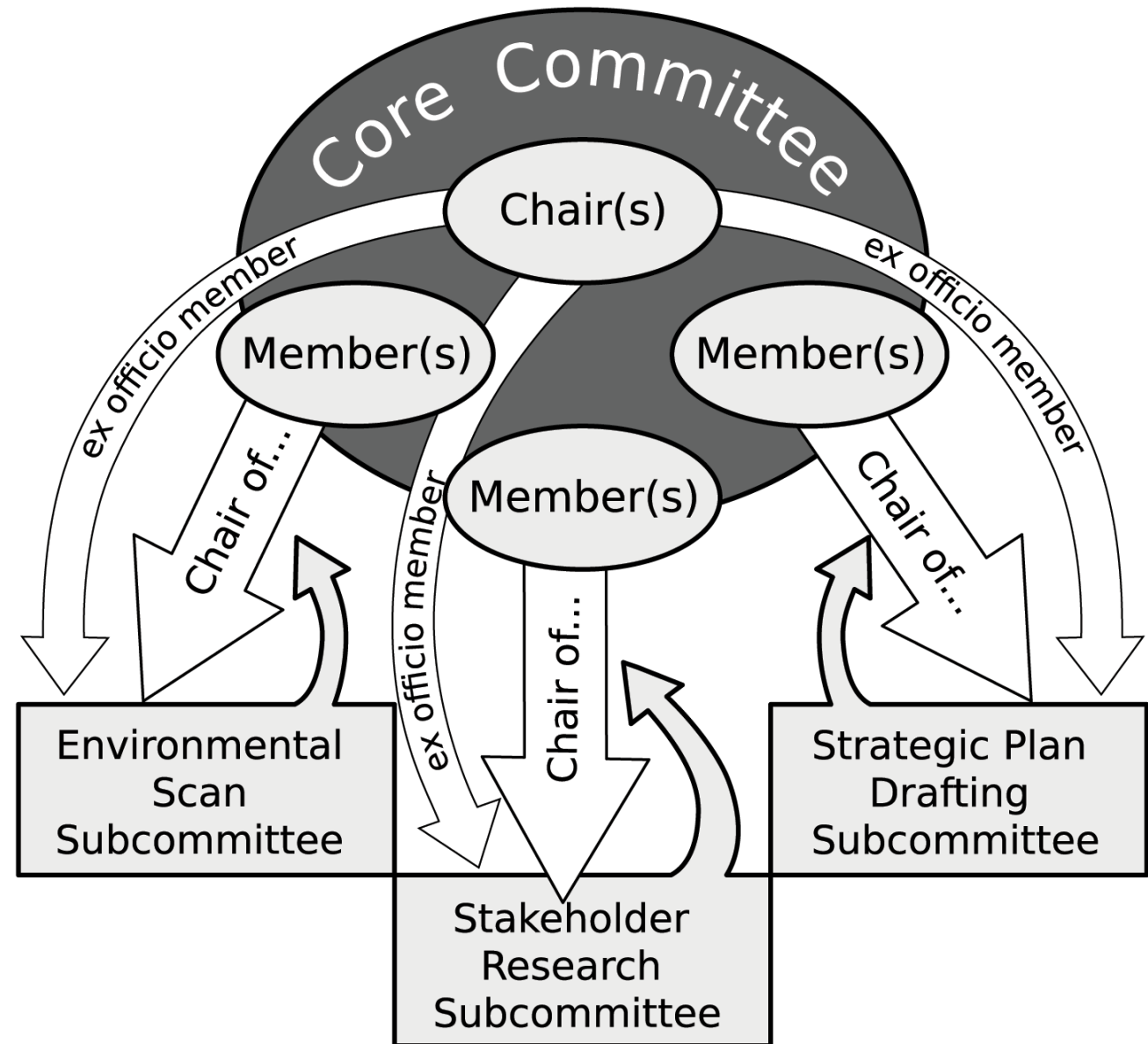
Mission Statement

Goals & Initiatives



Coordinating the Work

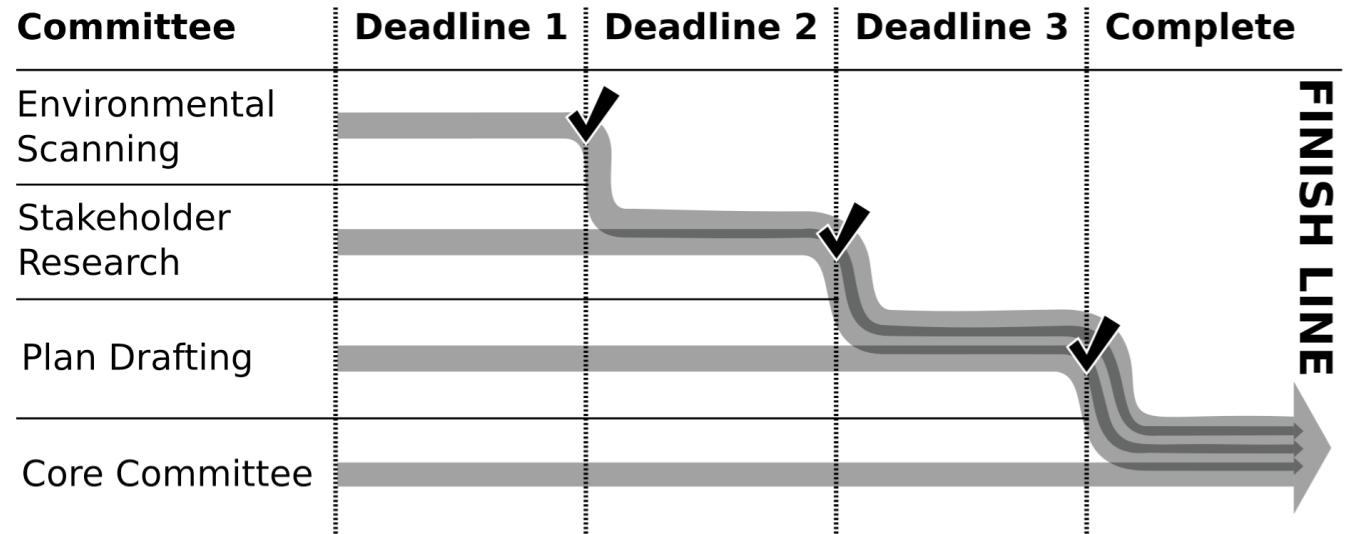
- Collaborative structures
- Environmental scanning
- Stakeholder research
- Writing the plan
- Assessing the plan
- Communication strategies



Note. Illustrations from *Creating a Staff-led Strategic Plan: A Practical Guide for Libraries* [Illustrations], by Katy Mathuews and Ryan Spellman, 2023, (<https://www.bloomsbury.com/us/creating-a-staffled-strategic-plan-9781440879111/>).

Coordinating the Work

Collaborative structures
Environmental scanning
Stakeholder research
Writing the plan
Assessing the plan
Communication strategies



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Research & Data Analysis

**Environmental
Scanning**

**Stakeholder
Research**



Writing the Plan

Group Data Synthesis

Unearthing Themes

Drafting as a Team



Communication Throughout & Beyond the Planning Process

Communicate about Communications

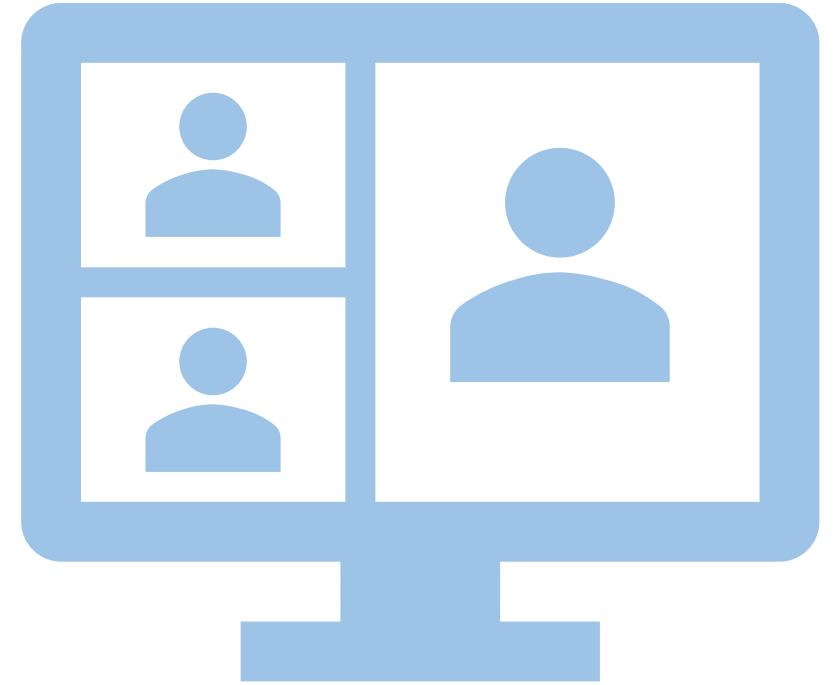
Be Strategic

Broaden Channels

Tailor Content for the Channel

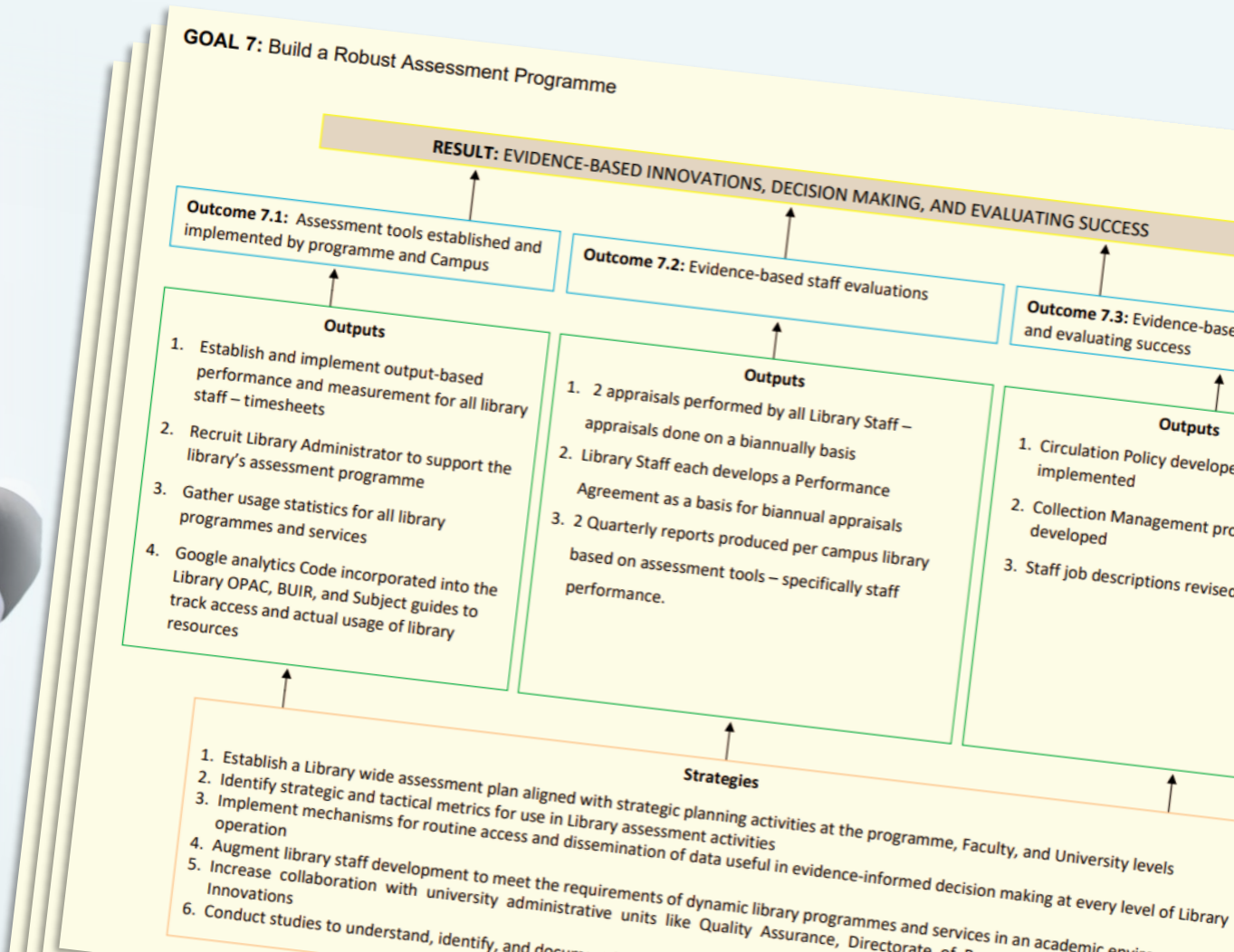
Never Skimp on Accessibility

Gratitude



Creating, Implementing, and Assessing Initiatives

The Importance of Assessment
Measurable Goals are Key



Conclusion

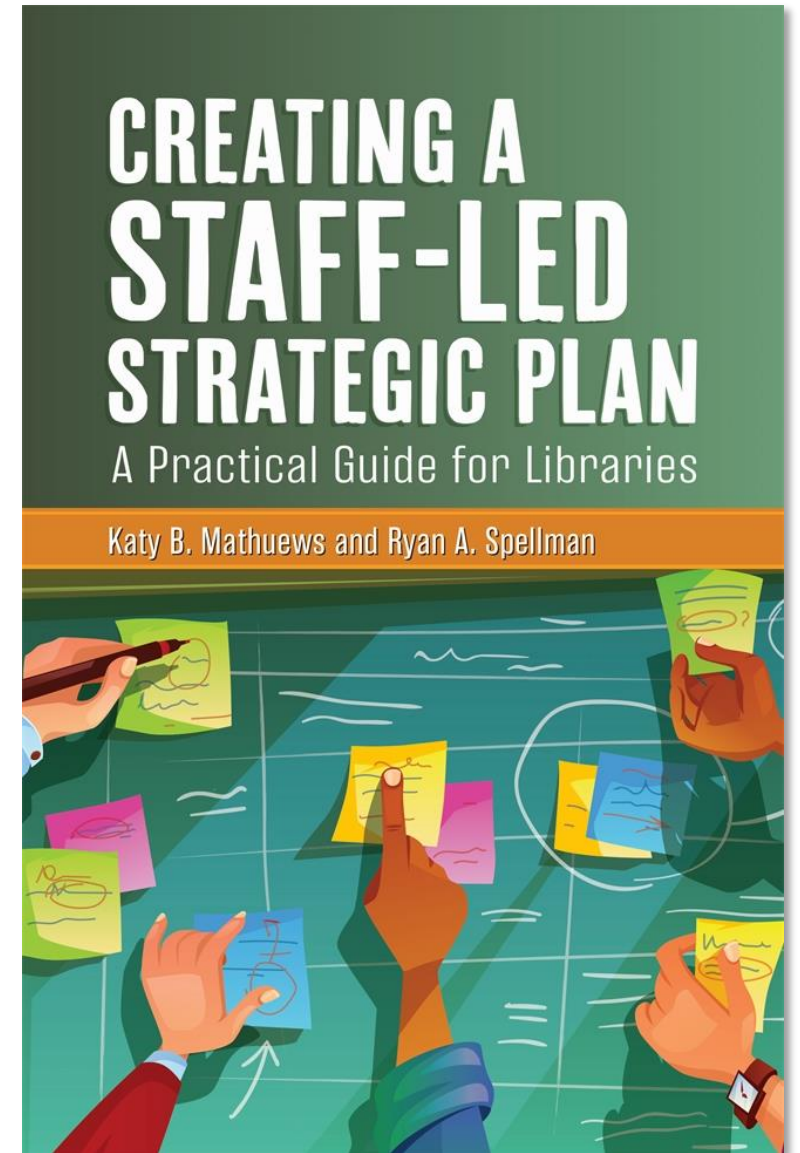
Thank you!

Want to continue the discussion?
Reach out to us!

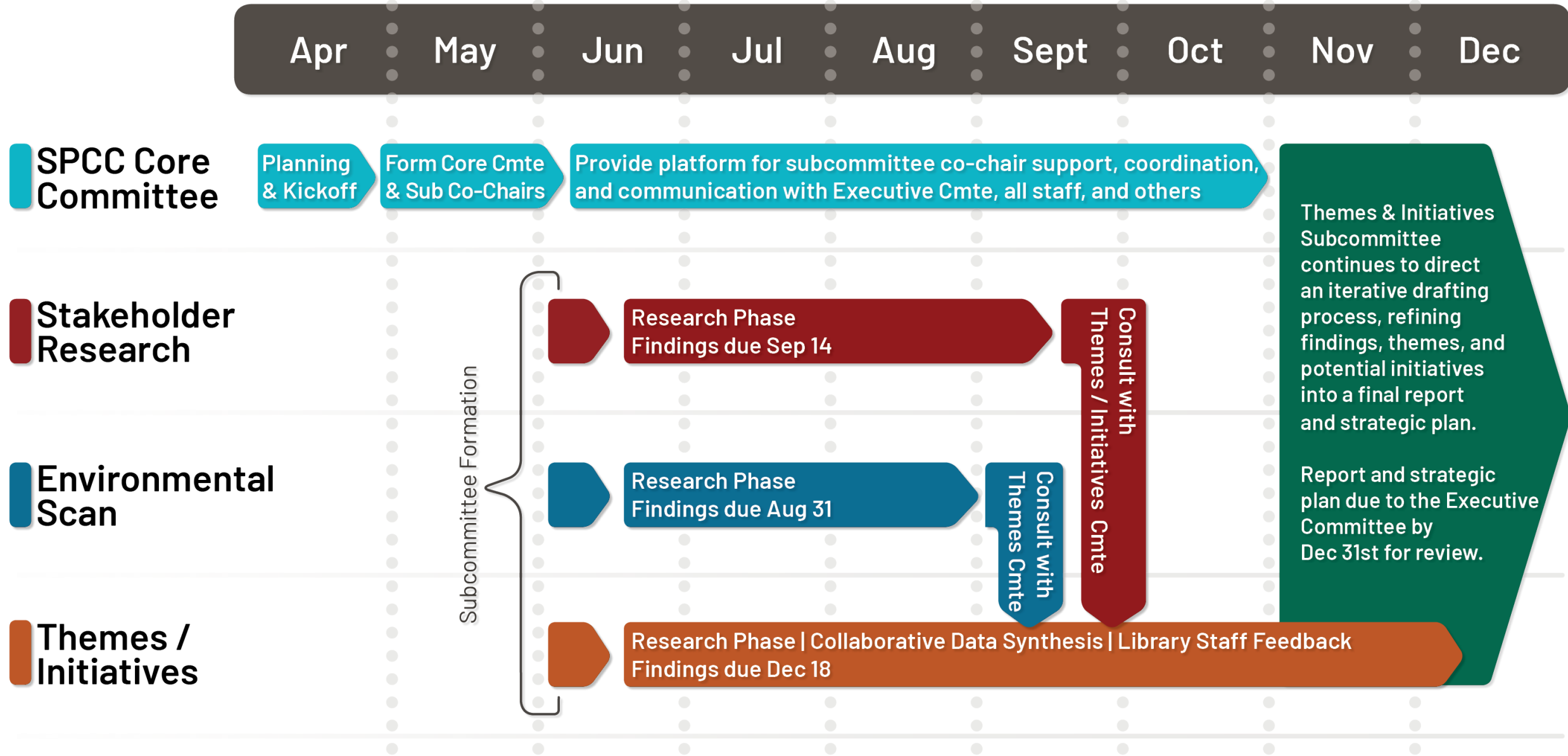
Katy Mathuews
mathuews@ohio.edu

Ryan Spellman
spellman@ohio.edu

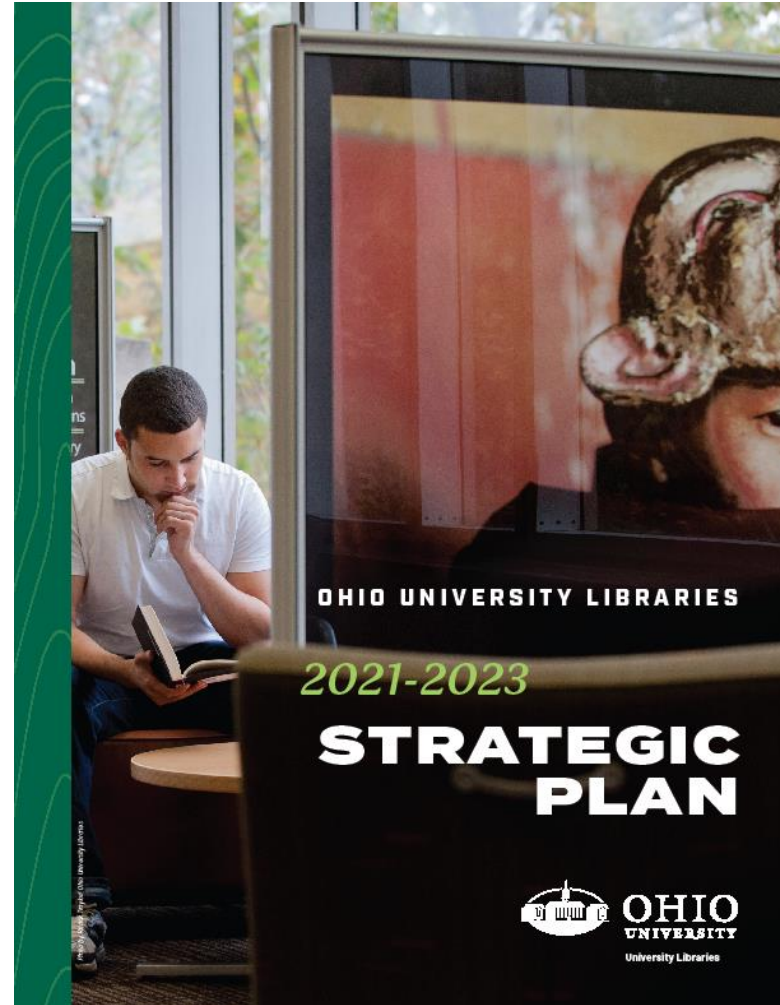
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Overview of the Process that Inspired Us



Ohio University Libraries Strategic Plan



<https://www.ohio.edu/library/about/strategic-plan>