

# San Mateo Library System Strategic Planning Update

January 27, 2025



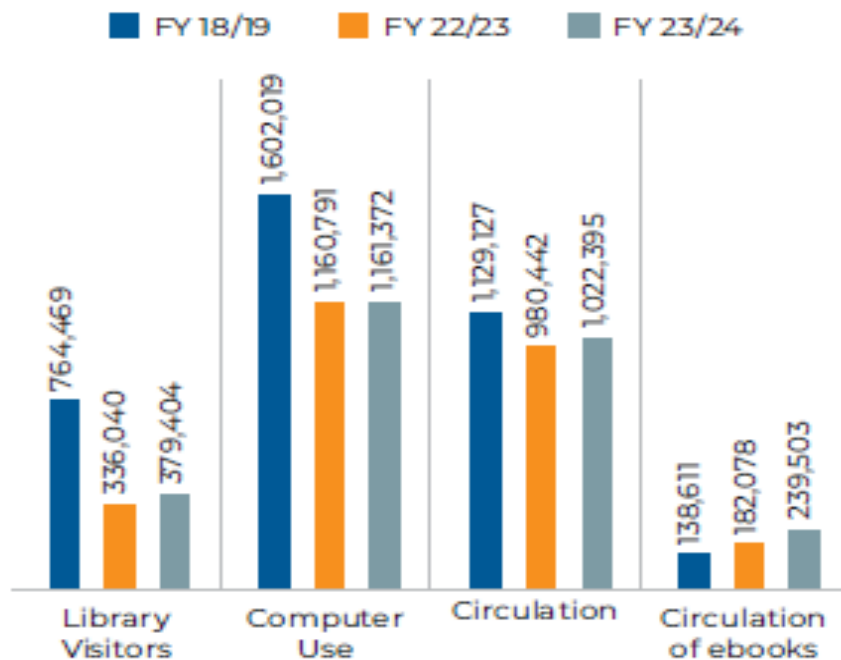
# Our Process & Rationale

We used traditional strategic planning methodology and tweaked it to fit our circumstances:

- Data Collection-
  - Statistics & Trends
  - A review of local and national Benchmarks
  - Surveys from the public
  - Feedback from internal and external stakeholders
- Assessment and Organization-
  - We took a hard look at the data and where we are today as a system to perform a SWOT analysis of our Strengths, Weaknesses, Opportunities & Threats from an internal perspective.
  - A PESTLE analysis helped us determine how external forces could impact our success from each of these perspectives: Political, Economic, Sociological, Technical, Legal, and Environmental.

## THE SAN MATEO PUBLIC LIBRARY TODAY

Over the past three years, we have seen upward trends and encouraging growth in library visits and the use of our services and programming. Post-pandemic challenges inspired us to make in-person programs and activities cool again.



### STATISTICAL HIGHLIGHTS

(from 2023-2024 Annual Report)

Library Card Holders: 81,266 **(+6%)**

Reference Questions Answered: 55,639 **(+11%)**

Program Attendance: 23,851 **(+5%)**

Items Circulated: 1,022,395 **(+4%)**

Internet & Database Sessions: 1,161,372 **(+.05%)**

Library Visits: 379,404 **(+13%)**

Website Visits: 220,054 **(+6%)**

# Established Strategic Pillars

Once the Strategic Planning Team had a grasp on our performance as a library system, and potential future needs and trends, they collaborated to create our strategic pillars.

**Mission-** We updated our mission statement to make our purpose clear

**Vision-** We set a vision that expresses our aspirations

**Guiding Principles-** Our guiding principles are a statement of the unchanging virtues embedded in our Library System no matter what changes internally or externally. (Like an identity that doesn't change).

# Established Strategic Pillars for Action

We set **Goals** for the targeted aims we want to achieve.

Our **Strategies** guide implementation teams on how we would like to achieve the Goals.

Our **Objectives** are the outcomes we want to realize.

## GOALS, STRATEGIES, AND OBJECTIVES

Goals and Strategies tell the story of what we want to achieve and how we plan to do it. We created goals categories based on our aspirations and the unique needs of our communities. Goals become reality through action plans, which we call strategies. Objectives give focus and meaning to action plans.

### Goal #1: To promote literacy for all ages and abilities

- |            |   |
|------------|---|
| Strategies | <ul style="list-style-type: none"> <li>Develop collections that support different learning abilities</li> <li>Increase visibility of programs and services</li> <li>Support community members in learning emerging technologies</li> </ul>  |
| Objectives | <ul style="list-style-type: none"> <li>Library patrons of all learning abilities have access to relevant collections</li> <li>An increasing number of new patrons visit the library</li> <li>Our communications and outreach tactics result in connection with the community</li> <li>Our library is recognized as a leader on the Peninsula in neurodivergent offerings</li> </ul> |

### Goal #2: To create beautiful and functional community spaces

- |            |  |
|------------|--|
| Strategies | <ul style="list-style-type: none"> <li>Invest in physical and digital infrastructure</li> <li>Invest in branch improvements</li> <li>Repurpose underutilized spaces</li> </ul>   |
| Objectives | <ul style="list-style-type: none"> <li>Public is optimistic about the relevance of Library evolving for community's needs</li> <li>Renewed support and engagement from Hillsdale and Marina communities</li> <li>Opportunities for new and renewed corporate partnerships</li> <li>Recognized as a center of art and culture in the City of San Mateo</li> </ul> |

### Goal #3: To Increase and secure stable funding

- |            |  |
|------------|--|
| Strategies | <ul style="list-style-type: none"> <li>Synergize with SMPLF's fundraising efforts</li> <li>Elevate our storytelling to inform and inspire greater community support</li> <li>Maximize grant opportunities</li> </ul>   |
| Objectives | <ul style="list-style-type: none"> <li>Secured adequate funding for facilities and programs</li> <li>Deepened partnership with the San Mateo Public Library Foundation, (SMPLF), that results in the expansion of impactful programs and events</li> <li>Revenue-generating measures are supported</li> <li>We collaborate better with SMPLF to acquire better, more stable funding for cultural programs</li> </ul> |



### Goal #4: To proactively engage community

- |            |  |
|------------|--|
| Strategies | <ul style="list-style-type: none"> <li>Partner with community groups to expand library reach</li> <li>Listen and respond to community needs</li> <li>Improve digital presence and strategy to reach new audiences</li> <li>Optimize San Mateo Celebrates/National Library Week as vehicle to engage with broader community</li> </ul>  |
| Objectives | <ul style="list-style-type: none"> <li>Our communities feel listened to because their feedback is clearly reflected in the services and programs we offer</li> <li>We achieve annual growth in card holders, newsletter subscribers, and social media followers</li> <li>New audiences find relevant services at the library</li> <li>The San Mateo Celebrates festival is a cornerstone cultural event and fundraising opportunity</li> </ul> |

# Cover Designs





# Creating a Future of Boundless Potential

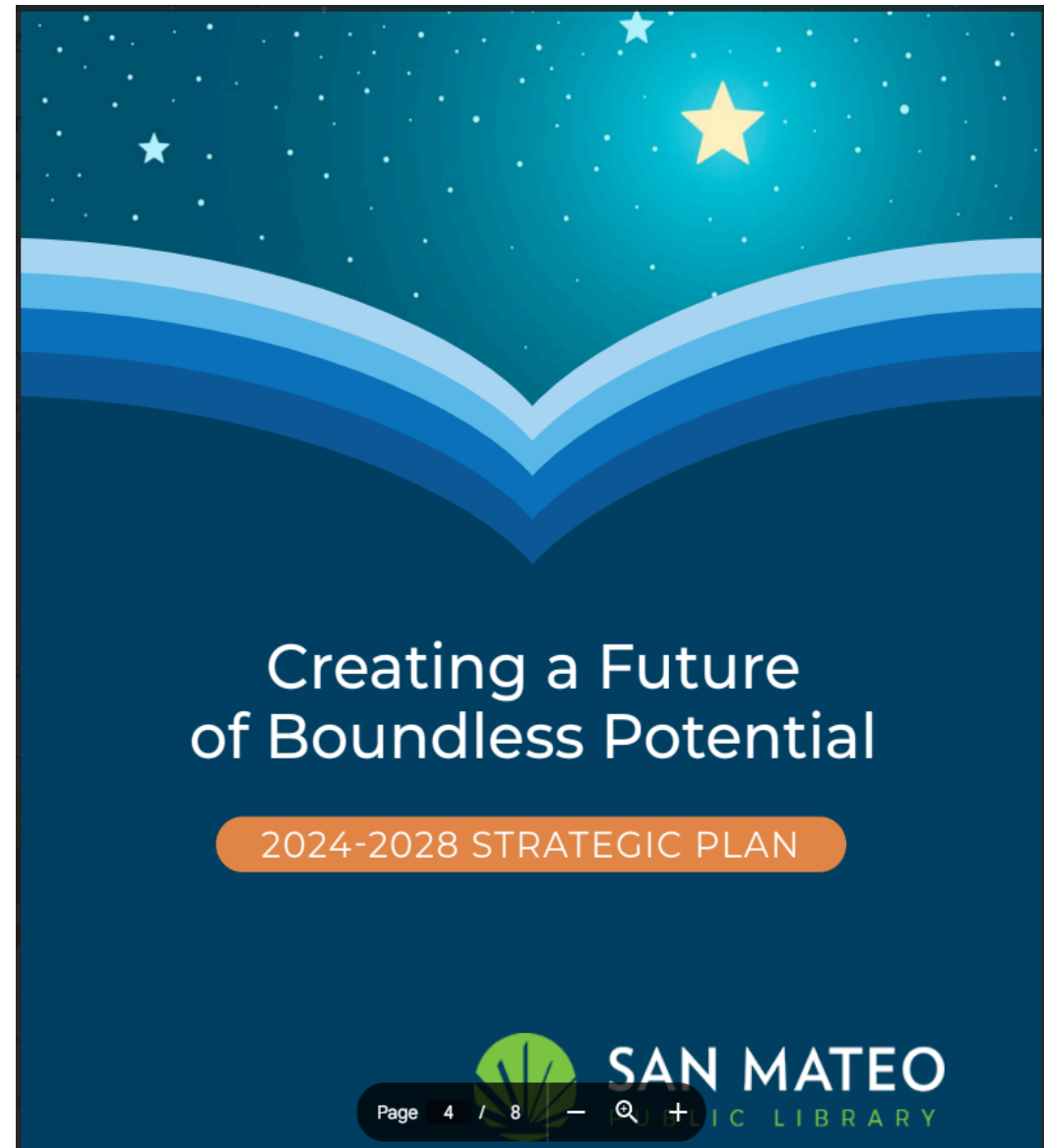
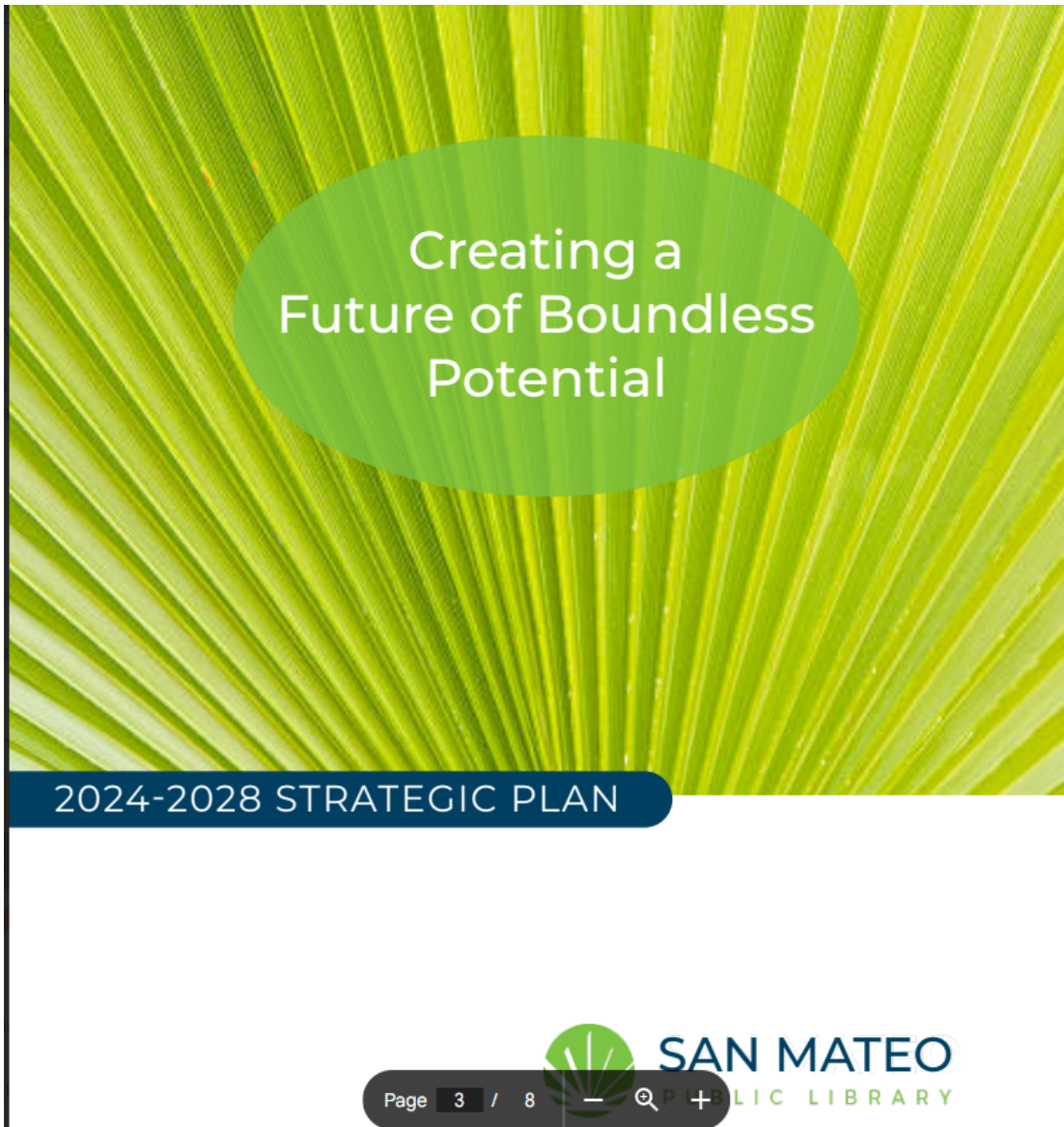
2024-2028 STRATEGIC PLAN



# Creating a Future of Boundless Potential

2024-2028 STRATEGIC PLAN





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# Strategic Plan Update

The final report is in the final phase of editing and will be made available on our website in a PDF format.

# Thank You!