
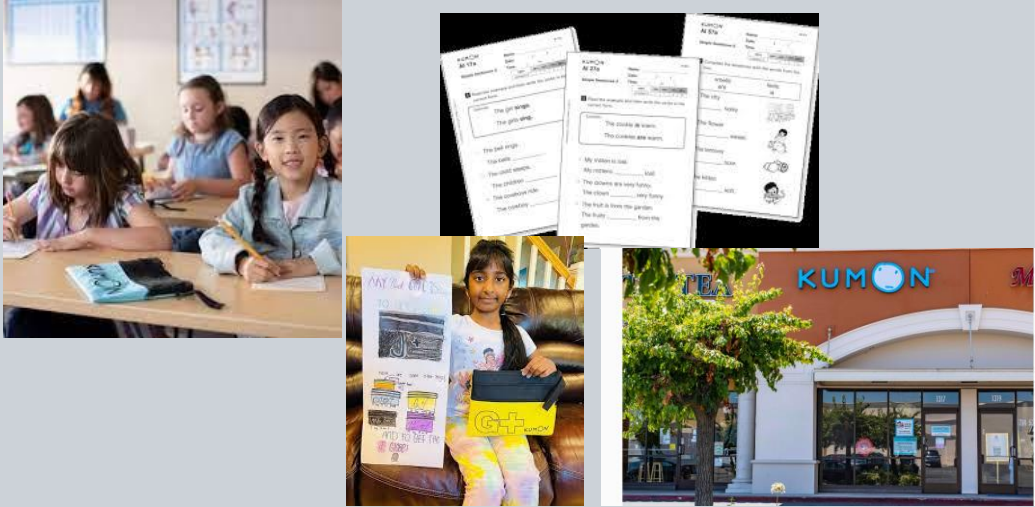


Library Strategic Plan

Wendy McCall
Library Board
June 26 meeting



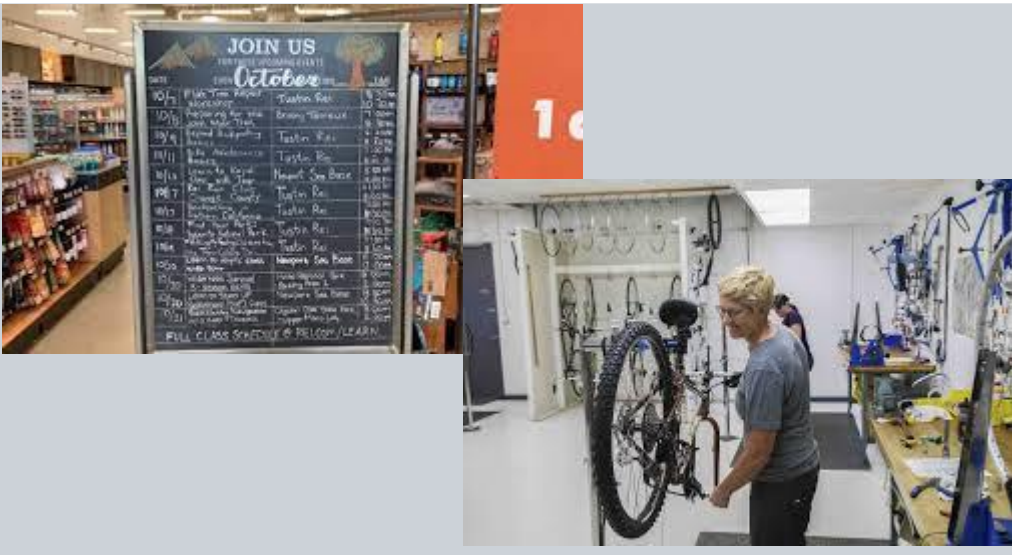

Thinking Broadly: Library Strategic Plan

Business	Apple's Genius Bar	Kumon Tutoring
<p>Images</p>		
<p>Relevance</p>	<ul style="list-style-type: none"> • Meeting place for technology and people • Strong demand in the community • Builds connection with the brand • Focus on an experience and not a product 	<ul style="list-style-type: none"> • Solves a problem: gap between personalized learning needs and traditional curriculum • Programmatic workbooks and programs scaled to franchisees around the world • Might offer insights into school-age child engagement
<p>Insights</p>	<ul style="list-style-type: none"> • “We want to be more like a town square, where the best of Apple comes together and everyone is welcome.” • Focus on what the community needs and offer multiple forms of engagement – experts, classes, product recommendations, learning 	<ul style="list-style-type: none"> • Kumon aims to foster <u>sound, capable</u> individuals who are able to <u>independently</u> carve out a path • Focus on teaching kids self-learning – which is also *key to libraries* • Facilitate with worksheets and a self-study plan

Thinking Broadly: Library Strategic Plan

Business	Manny's SF: Community Engagement	Escape Room
<p>Images</p>		
<p>Relevance</p>	<ul style="list-style-type: none"> • Encourage civic engagement for all ages • Strong connection between education and civic engagement • Strong demand with younger citizens to learn how to get involved and connect on social issues 	<ul style="list-style-type: none"> • Fun and challenge-based activity • Interesting to many generations – opportunity to bring people together in new ways to solve task • Opportunity to collaborate/partner with local businesses • Opportunity to host a special event
<p>Insights</p>	<ul style="list-style-type: none"> • Events should be powered by people – not companies • We're centrally located, we offer an affordable space, we never turn anyone away for lack of funding and we were a market fit. 	<ul style="list-style-type: none"> • Might work well as a summer activity or seasonal • Could partner with an escape room – explore using some of their “prior work” • Other possibilities: scavenger hunt or Geocaching with a civic or community-based theme

Thinking Broadly: Library Strategic Plan

Business	REI Experiences	Gaming Café (Board Games or PC)
<p>Images</p>		
<p>Relevance</p>	<ul style="list-style-type: none"> • Adult engagement • Sustainability and ecosystem protection themes • Creating ways for adults to be lifetime learners • Connection between education/learning and the environment • Curated experiences - our instructors live for the enchantment of discovery 	<ul style="list-style-type: none"> • Appeals to all ages • Could be a combination of board/card games and PC-based computer games (leveraging lab) • Engagement: safe space for teens and adults • Could build challenges or engagement “rewards system” into frequent library visits • Feeder to Girls Who Code or other programs
<p>Insights</p>	<ul style="list-style-type: none"> • Older adults want to travel and life fulfillment • Challenges: choosing location, logistics, gear, need to ask an expert, skills, resources • When we all work toward sustainability, philanthropy and advocacy, big things get done 	<ul style="list-style-type: none"> • Grow café business, referred services (printing, research, coding) • Might require oversight and staffing support; wear and tear on games and PCs • Might require space re-configuration

Research Links

Informative articles:

1. Apple Customer Experience and the "Town Square" experience: <https://futurestores.wbresearch.com/blog/apple-store-town-square-customer-experience>
2. Kumon Education Method: <https://www.kumon.com/about-kumon/kumon-method>
3. We are REI: <https://www.rei.com/blog/social/we-are-rei-outdoor-gear-classes-experiences>
4. Boost Your Escape Room Customer Strategy: <https://www.tryreason.com/blog/10-tricks-to-boost-your-escape-room-user-acquition-strategy/>
5. Interview with Manny - Manny's mission and 2020 Stats: <https://sfbaytimes.com/close-personal-manny-yekutiel-mannys/>

Strategic Plans or business examples:

- Kumon: <https://www.joorney.com/news/franchise-business-plan-kumon/>
- REI Co-Op 2022 Results (not very focused on the Outdoor Classes but does have a Sustainability section): <https://www.rei.com/newsroom/article/rei-releases-2022-impact-report-financials-distributes-323-million-back-to-community>
- Generic Gaming Cafe business plan: <https://senet.cloud/en/blog/gaming-lounge-business-plan-2023>
- Swedish Gaming Cafe plan (good plan, not a US example): <https://www.studocu.com/row/document/north-south-university/english-composition/gaming-cafe-business-plan/11034310>

