



The Friends of the Republic Library

FIVE-YEAR STRATEGIC PLAN

2023 - 2028

*This plan can be viewed on the FORL Website at: <https://www.republiclibraryfriends.org/>
Comments can be emailed to the Board at: RepublicLibraryFriends@gmail.com or dropped off at the Library*

INTRODUCTION

LIFELONG LEARNING

The Friends of the Republic Library (FORL), established in 1952, is a 100% volunteer organization and is empowered to conduct fundraising events, such as book sales, to provide financial support to the library programs. It is a 501 (c) (3) organization, thus all donations to FORL are tax-deductible to the extent the law allows.

The Friends of the Republic Library work highlights the fact that our library is the cornerstone of the community, providing opportunities for all to engage in the joy of life-long learning and connect with the thoughts and ideas of others from ages past to the present.

The Friends of the Republic Library understand just how important a well-funded library is and convey this through our book sales, membership drives, our website, social media outlets and news articles. We work to ensure that our library is able to provide a wide variety of services to all ages, including supporting access to print and electronic materials, assistance in research, readers' advisory, children's services, and so much more.

TEAM PROCESS

Our strategic planning process began in 2022 when we developed a survey that we distributed county wide, online, and in our library. We held meetings with community leaders, partners, and stakeholders. A strategic planning team was formed to review the community data we had gathered, research trends in public library service, and began developing a framework for our plan. Our FORL Board used this information to draft new mission and vision statements, develop our public awareness campaign, and set and prioritize our strategic goals for the next five years.

Strategic Planning Team

✧ Marna Friend,
President

✧ Patrice Beckwith,
Vice President

✧ Arwen Woolley,
Treasurer

✧ Cynthia Bonneau-
Green, Secretary

✧ Katherine Meade

✧ Emily Burt

✧ Gailene Hooper

✧ Christina Beckwith

✧ Cathy Jo Gregory

✧ Loni Simone

✧ Cherie Gorton

✧ Julia Hershberger

✧ Mary Ciais

Our Key Stakeholders

- ✦ NCW Libraries Public Library & Staff
- ✦ Individual Donors
- ✦ City of Republic Leadership
- ✦ Private Foundations
- ✦ Corporate and Business Community
- ✦ Ferry County Leadership

Our Mission

The Mission of the Friends of the Republic Library is to enhance the Republic Library (Library) so that it may best fulfill its literary, educational, technological, and cultural purposes while building and connecting the communities of Ferry County.

Our Vision

The Vision of the Friends of the Republic Library is a thriving and sustainable learning system accessible to all.

Our Values

The Values held by the Friends of the Republic Library are:

- ✦ Respect for the diversity of our library communities.
- ✦ Curiosity in the world around us and ensuring our Library promotes exploration.
- ✦ Empowerment of our members and library supporters.
- ✦ Resourcefulness and creativity for designing new approaches and solutions for issues facing our library
- ✦ Community by building the social fabric interconnecting various groups and communities.
- ✦ Ethics and integrity by adhering to the highest standards of operations and accountability.

STRATEGIC PLANNING

The two strategic directions, with objectives and goals that we have adopted, is an ambitious plan that will keep us motivated and focused over the next five years. We will be strengthening our core services, building community partnerships, and aligning our resources to provide a library and community center that meets the needs identified by our community members.

STRATEGIC DIRECTIONS

- ✦ **Supporting Programming/Community Engagement**
- ✦ **Capital Improvement Project**

LONG RANGE GOALS

Long Range goals will help shape the future priorities of our Library and help our membership define what makes us special. The strategic planning meeting participants identified long-range goals that would enhance our Library. On the following pages you will find [Long Range Goal Statements](#), an [Overview](#) of what the goal means, [Five-Year Strategies](#) for achieving the goals, [Measures](#) for assessing when we are making progress toward these goals, and [Benchmarks](#) for when we will re-evaluate our progress.

1. Supporting Programming/Community Engagement

LONG RANGE GOAL STATEMENT

FORL is at the heart of our community, building connections, creating opportunities to learn from each other, and understanding one another. We strive to engage our community through education, outreach and partnerships that advance our mission, vision, and principles.

OVERVIEW

The FORL understand how important a well-funded library is and work to ensure that our library is able to provide a wide variety of services to all ages, including access to print and electronic materials, assistance in research, readers’ advisory, children’s services, and so much more. As the county with the smallest population in the State of Washington, FORL has the benefit of knowing most of our membership. This allows us the opportunity to more easily communicate with and support each other. Maintaining an engaged and educated membership is essential to the success of our FORL board.

Opportunities for sharing our mission, vision and principles include:

- Active participation in social media such as Facebook, our website, and sidewalk reader board.
- Bulk emailing of member specials and newsletters.
- Preparing for sponsoring and participating in community events such as the Ferry County Fair, and the Chamber of Commerce Winterfest and Prospectors’ Days.
- Implement a FORL electronic newsletter or place monthly articles in the monthly Ferry County *View* and *Extra*.
- Promote FORL events such as our annual membership meeting, book sale fundraisers, and special events.
- Consistently use our logo for brochures, membership cards, merchandise and promotional items, and sponsored events.
- Grow the overall number of FORL memberships over our 2022 membership by 12% by 2023 and 20% total by 2024. Increase the total dollar amount of gifts received by 15% by 2023 and 25% by 2024.

FIVE-YEAR STRATEGIES

- Develop a communication plan that consistently shares our mission, vision and principles, including consistent messaging through staff, membership brochures and flyers, our website, social media, membership emails, membership newsletters, educational programs, and community sponsorships.
- Attract FORL membership through the support of our community.
- Raise money that enables our library to move from good to great by providing the resources for additional programming, equipment, support for children’s reading, and special events throughout the year.
- Equity, Diversity and Inclusion: Be intentional in our commitment to serving everyone in our community equitably.

MEASURES

- Annual FORL Meeting/ Open house (Nov)
- Participate in community events
- Meet with City Council leaders
- Meet with County Commissioners
- Meet with Key Community Partners

BENCHMARKS

- Hold Book Sale fund raiser
- Presence annually at Prospectors’ Day (June) and Winterfest (January)
- Booth at County Fair, annually (Sept)
- Development of Logo/promotional materials
- Cultivate community partnerships

RESULT: Work with the NCW staff to provide vibrant and inclusive programming for all age groups. To keep up with the maintenance of our building, proving a clean, safe, and appropriate space for staff and patrons of all ages. Connect neighbors to reduce social isolation and polarization.

2. Capital Improvement Project

LONG RANGE GOAL STATEMENT

Provide our community with a larger library and adjoining community center, and enter into a mutually beneficial partnership with the City of Republic, NCW Libraries, and other key partners.

OVERVIEW

To provide space and more functionality in the library for the whole community, now and into the future. To provide a community space that can be used effectively for library programming, city council engagements, public access, and educational programming.

FIVE-YEAR STRATEGIES

- Continue the feasibility study that helps us see the possible ways to leverage our existing space into a more inclusive, welcoming, and more flexible new library space for all our patrons.
- Grant write to all pertinent sources.

MEASURES

- Apply for funding; private foundation grants, WA State Capital Budget, Federal Budget requests, WA Dept of Commerce grant and others as identified.
- Manage the Capital Improvement Project
- Track finances

BENCHMARKS

- Receive funding
- Develop and disseminate Requests for Proposals
- Hire project manager
- Receive Funding
- Complete an Archaeological investigation
- Complete an Engineered study
- Retain professional services
- Audit finances

RESULT:

Our membership will become more knowledgeable about the goal and plan for a new and vibrant library and community center. Partnering with City of Republic will provide the City of Republic a more welcoming and accessible location for residents to participate in the democratic process. Secured funds to plan, design, engineer and construct a new Library building.

IN A TYPICAL YEAR Patron Usage (pre-Covid)

Count through the door: 36,414
 Circulation: 68,015
 Programs: 157

Program Participants: 2,379
 Computer log-ins: 9,000 +
 Wi-Fi logins: 16,482

Information Sources: NCW Libraries

Adopted at the regular meeting FORL 10/18/2023