

***Strategic Plan 2016-17***

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| ***Strategic Imperatives*** | ***Create Strategic Advantage*** | ***Strategic Goals*** | ***Strategic Results*** |
| Membership | Ensure financial viability and community involvement | •Revise membership levels  •Enhance membership value  •Marketing  •Book Sale |  |
| •Distribution | Manage costs and allocate funds in accordance with Friends’ Vision and Mission statements | •Expand programming  •Address budgeting process  •Reevaluate project  expenditures |  |
| Outreach | Explore innovative ways to reach new audiences | •Engage with community  partners  •Inclusive programming | •Cocoa Packs |
| Technology | Leverage use of technology to make tasks more efficient, flexible and in real time | •Program software  •Friends website  •Hardware upgrades  •Branding | • Transitioned from Volgistics to Wild Apricots.  •New Friends Logo |
| Organization | Deliver an effective organization strategy/structure to provide a relevant and stable volunteer base | •Board succession plan  •Recruitment  •Board Manual  •Committee structure |  |

***VISION***

To ensure our community has a vibrant place to engage in lifelong curiosity,

creativity and learning.

***MISSION***

Through volunteers, outreach and funding, we partner with the Hershey Public Library and Derry Township to enrich our community and foster discovery.