

2020-2023 STRATEGIC PLAN EXECUTIVE SUMMARY



THE SANTA CLARA CITY
**LIBRARY FOUNDATION
AND FRIENDS**

Summary

The Santa Clara City Library Foundation and Friends (SCCLFF) is a non-profit organization that is dedicated to supplementing public funding to expand and enhance the Santa Clara City Library's programs and services. The passionate members of SCCLFF Board use a rigorous process to periodically update our strategic plan to maximize the support and impact to the library and the community it serves. With our core values, vision and mission as the focal point, we have established priorities and goals for 2020-2023. We hope that you are as inspired as we are by our vision for the community and join us in making it happen!



***Mission** - The Santa Clara City Library Foundation & Friends strengthens the Library as a pillar of our diverse and thriving community through philanthropic funding and active partnership.*



***Vision** - Enriching Lives Through Lifelong Learning*



Priorities



1. Fundraising & Fund Management



2. Organizational Excellence



3. Partners, Stakeholders, and City Leadership Engagement



4. Community Awareness of the Foundation



5. Board Excellence & Engagement



Goals

1

Manage and grow revenues through current revenue streams, new funding sources, and policy changes

2

Provide a rewarding volunteer experience

3

Develop and implement effective organizational plans

4

Cultivate deeper engagement and strong alignment with Partners and City's Leaders, Staff, and Council

5

Enhance marketing and communications to grow awareness, impact, engagement, and revenue

6

Utilize technology for Data Insights to improve decision making, increase operational efficiency, and measure our impact

7

Recruit and retain a high quality, well-balanced, and committed Board members

