Appendix C: Tips for writing your action plan

Step One

► Conduct a SWOT analysis based on the information collected through the Needs Assessment.

   ► **Strengths** – list positive characteristics of your community
   ► **Weaknesses** – list negative characteristics of your community
   ► **Opportunities** – list opportunities for programming and services based on both the negative and positive characteristics of the community
   ► **Threats** – list what obstacles could prevent you from accomplishing your project.

Strengths/Good Things!	Weaknesses/ Challenges
Opportunities/ Things that could really excite me!	Threats/I don't want this to happen!

Step Two

► How can we turn the weaknesses into strengths?
► How can we turn threats into opportunities?

Step Three

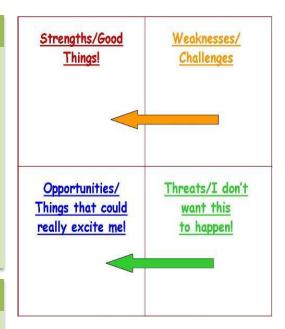► Identify which areas are of greatest priority to your group.

Step Four

► How are you going to address the priority areas identified?
► Set achievable, measurable goals.
► A goal is a general statement of what your library intends to accomplish; a general direction in which to proceed. Goals are general but achievable statements of intent. Consider setting **SMART** goals.

Step Five

► Write down the actions your library can take to accomplish its goals. Consider: budget, collections, services, programs, facilities, future goals, going outside the library walls, partnership opportunities, open hours, new ideas and ways of being.

► Write out your Action Plan and start working on it!

Step Six

► Evaluate and report on the library's success in achieving its goals.

SMART goals are:

► **S**pecific
the desired outcome or result is clearly defined

► **M**easurable
accomplishment can be charted and/or observed

► **A**ttainable
achievable, goal is challenging but realistic

► **R**elevant
results-oriented, in line with institutional goals and library vision

► **T**ime-related
deadlines are set for accomplishment