



STRATEGIC PLAN 2018-2021
Adopted 11/20/2017



MISSION

Promote, fund and support the long-term vitality of the Anchorage Public Library.

VISION

We aim to achieve long-term, sustainable support for the Anchorage Public Library with model donor stewardship through the following means:

- Engagement with the community to foster respect and passion for the Library.
- Communication of clear giving guidelines for current and potential donors to lead them to the Library causes they care about.
- High level management of our assets that leads to a steady stream of funding to our endowment, a high number of planned gifts, and ultimately a sustainable giving donor experience.

VALUES

- Stewardship
- Sustainability
- Communication
- Diversity

PURPOSE

- Advocate for the Anchorage Public Library.
- Provide a funding stream for library programs and initiatives.
- Cultivate and maintain relationships with donors.
- Communicate role of ALF and distinguish it from roles of FOL, LAB, and APL.
- Assure diversity of ALF board.

AUDIENCE

- Current donors.
- General public: those who don't use the library regularly but are philosophically in support of it and are potential donors.
- People who use the library.
- Community leaders/funding decision-makers.

FOCUS AREAS

FUND DEVELOPMENT

- Cultivation
- Stewardship
- Solicitation

FINANCE

- Annual budget and oversight
- Long-term financial planning and policies

COMMUNICATIONS

- Advocacy/Education
- Big picture PR & marketing—for ALF and APL

INFRASTRUCTURE/SUSTAINABILITY

- Human capacity-board & staff
- Processes
- Long-term planning
- Board development
- Liaison to the Library

GOALS

The Anchorage Library Foundations works in support of the Anchorage Public Library. As such, Foundation goals are informed by the library's specific needs and must be regularly reviewed to maintain alignment with the goals of the library. The Foundation's near-term goals are established each year by the committees (see work plan in next section for details) and ratified by the board.

ANCHORAGE LIBRARY FOUNDATION - 1 YEAR GOALS (2018)

- Work with the Library (esp. new Community Relations Coordinator) to launch a major Library marketing/re-branding/outreach initiative that redefines how our community views the Library and develop a platform for upcoming capital campaigns for Downtown, Muldoon and Loussac libraries.
- Continue participation in the Downtown library planning committee.
- Assist Library with community outreach for 2019 Muldoon Library relocation.
- Build community support and donor relations for a future Loussac Phase 2 renovation.
- Grow and strengthen the ALF board of directors.

ANCHORAGE LIBRARY FOUNDATION- 5 YEAR GOALS (2018-2022)

The Foundation's long-term goal is to develop and maintain the capacity and systems to promote, fund and support the Anchorage Public Library's goals for the years 2018-2022. These goals are documented in the library's 2016 Long-Range plan and are included here for reference.

ANCHORAGE PUBLIC LIBRARY - 5 YEAR GOALS (2018-2021)

- Launch a new citywide library rebranding initiative in 2018.
- Relocate the Muldoon Library by 2019.
- Launch pilot projects for alternative delivery i.e. pick-up at a school or cafe, 2019-21.
- Investigate new revenue streams, i.e. library district or tax credits, 2019.
- Open a Downtown Library by 2020.
- Reenvision the Alaska Wing at Loussac Library to improve usage and take advantage of community partnership opportunities.
- Launch Loussac Phase 2 renovation when political/economic climate is suitable ~2021.
- Open a South Anchorage Library by 2021.
- Complete 10 year upgrades to Girdwood (2019), Chugiak-Eagle River (2020) and Mountain View (2021) Libraries.