



Strategic Plan

2022 to 2025



BOULDER
LIBRARY
FOUNDATION

EXECUTIVE SUMMARY

VISION

The Boulder Library Foundation's vision is a community of lifetime learning and participation – with the library as its wellspring.

MISSION

The Boulder Library Foundation increases funding for services that help the people of Boulder develop and grow by raising money, increasing awareness, advocating for the library, and encouraging community involvement.

VALUES

Libraries and Lifelong Learning
Enable the ability to interpret, understand, and use information.

Community
Engage the community as stakeholders for the library system.

Equity, Diversity, and Inclusion
Support people in realizing their full potential.

ROLE

Boulder Library Foundation impacts the public through service to the Boulder Public Library. It is a guiding principle of the Foundation to be aligned with and guided by the Library's Master Plan.

Our role is to fundraise, build awareness, promote, and advocate for the library. These activities support the library's crucial work in literacy, workforce development, arts and culture, and building community. It is not our role to micro-manage including, but not limited to, being involved with decision-making on library policy, operations, collections, programs, or hiring or managing staff.

Our role requires that we are well-informed, thoughtful about how we communicate, activated in the community, share insights from the community with the library, co-create with community members, and supplement the library's resources. In this way we may influence, but not determine, library decisions.

CORE COMPETENCIES

Building Community

Raising Resources

Communicating

Being Responsive and Relevant

EXECUTIVE SUMMARY



STRATEGIC ORIENTATION

Boulder Library Foundation is pursuing its potential in a more powerful way. The foundational ideas informing our actions from 2022 to 2025 include:



Growth

We are moving beyond maintenance to reach more significant impact.



Relationships and Partnerships

Transformational relationships are our single most valuable currency.



Equity, Diversity, and Inclusion

It is mission critical to integrate an EDI lens into every aspect of our strategy, culture, practices, structures, leadership, decisions, and programs.



Sustainability

We will ensure our contributions to the Boulder Public Library continue well into the future.

This strategic orientation will guide our actions and decisions regardless of the economy and the outcome of the library district vote.



STRATEGIC GOALS

Boulder Library Foundation will prioritize and resource these goals from 2022 to 2025:

- 1 Fundraising and Friendraising**
Grow raised dollars and connections to ensure stable support to the library that enables meeting the community's needs through current and new services.
- 2 Awareness and Advocacy**
More constituents and public officials see the library as an essential service worthy of funding and join the library community.
- 3 Communications**
Invest in expanded communications to strengthen the partnership between the library and the Foundation, improve donor relations, tell the Foundation and library story, and listen to the community.
- 4 Strong Organization**
The Foundation is a sustainable organization that continues to grow, lives out its values, demonstrates excellence, and plays a role in supporting the library's mission.