Strategic Plan
2022 to 2025
EXECUTIVE SUMMARY

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

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.

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.

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.