

Strategic Planning

The PCL Board of Directors approved the 2025-2027 Strategic Plan at the January 2025 Board meeting.

STRATEGIC PLAN SUMMARY 2025-2027

Introduction

Placitas Community Library (PCL) has been a vital resource for our community since the 1960s. Over the years, it has grown from a small volunteer-led effort into a thriving library with expanded spaces, programs, and resources. Strategic planning ensures we continue to evolve and meet the community's needs.

The New Mexico State Library requires all member libraries to have a strategic plan. Our latest planning process began in early 2024, using the Finding Your North Star™ strategic framework. With the guidance of consultant Chris Montoya, the PCL Strategic Planning Subcommittee gathered insights from community members, volunteers, patrons, donors, community partners, and staff through surveys, interviews, and focus groups.

Key Community Priorities

Based on community input, three priority areas emerged:

- **Patron Services: Community Engagement and Enhanced Programs, Services, and Resources** – Expanding programs, improving accessibility, and strengthening personal connections.
- **Operational Leadership: Leadership, Staffing, Communications, Planning, and Infrastructure** – Enhancing communication, clarifying roles, and supporting staff and volunteers.
- **Market Sustainability: Funding, Donorship, and Marketing** – Diversifying funding sources and increasing community awareness of library services.

Strategic Goals

To address these priorities, we have identified five key goals:

Patron Services Goals	1. Be a Communication-based Information Hub	<ul style="list-style-type: none"> Strengthen PCL as a hub for reliable local, state, and national resources. Expand online and in-library information services to keep the community informed.
	2. Evaluate Patrons' Technology Needs for Prioritized Adoption	<ul style="list-style-type: none"> Assess community needs for technology resources and digital content. Ensure technology investments align with patron priorities.
Operational Leadership Goal	3. Streamline Operational Processes to Grow PCL's Mission Services	<ul style="list-style-type: none"> Improve communication and role clarity for staff and volunteers. Establish clear policies and training programs to enhance library services.
Market Sustainability Goals	4. Deepen the Value of our Reciprocal Partnerships with Donors and Community Partners	<ul style="list-style-type: none"> Foster deeper engagement with donors and community partners. Create systems for sustaining and growing financial support.
	5. Enhance Marketing Communications	<ul style="list-style-type: none"> Expand digital and print outreach to ensure community awareness of events, programs, and giving opportunities. Use targeted communication to engage diverse audiences.

Plan Implementation & Progress Tracking

This plan will guide decision-making at every level of the organization. Progress updates will be shared through Board meetings, newsletters, and the PCL website. The Board will regularly assess and adjust strategies based on community feedback and evolving needs.