

# WiLS Strategic Plan for 2022-2027

## **Goal I - Strengthening and Building Community**

WiLS supports our members by creating engaging opportunities that strengthen collaborations and strategic partnerships that are viewed by our community as vital and essential.

Objective 1: Design creative and attractive experiences for our members to learn and work together and encourage libraries and cultural organizations to think more inclusively about their community partnership network.

Objective 2: Develop pathways for our members to build local partnerships by amplifying their work, centering communities, and nurturing strategic alliances and advocates.

Objective 3: Strategically build out the WiLS professional community in service of our membership.

## **Goal II - Fueling Innovation**

WiLS helps our members, our profession, and our own organization continuously seek out new ideas and ways of doing things more efficiently and cost-effectively.

Objective 1: Move ideas forward by investing in experimentation and leveraging our network and understanding of the greater landscape to identify viable service opportunities surfacing among common themes and emerging interests.

Objective 2: Continuously improve and enhance service offerings in our signature services.

Objective 3: Provide WiLS staff time and space to explore new ideas, learn new skills, and connect to new networks that can help improve our services.

## **Goal III - Supporting Organizational Health and Sustainability**

WiLS is invested in the long-term health and sustainability of our member community and our organization. WiLS designs services that strengthen staff and boards, build capacity, and ensure continuity of operations.

Objective 1: Provide services and offerings that build members' capacity and organizational health, particularly in areas of staff retention, culture, and skill-building.

Objective 2: Improve the diversity of our own staff and Board leadership.

Objective 3: Develop practices, procedures, and mindsets that encourage healthy, strategic growth for our organization and for our staff.

Objective 4: Cement WiLS as a cornerstone institution in the Wisconsin library and cultural organization ecosystem.