

**CALIFA Board of Directors
Strategic Planning Retreat**



San Diego Public Library
Central Library
330 Park Blvd. San Diego CA
5th Floor, Room 508

AGENDA

Friday January 17, 2020
9:30 am-4:00 pm PST

I. Welcome and Introductions (20 mins)

- Misty Jones and Sara Jones
- Review of the day
- Setting the tone
- Your expectations
- Warm up exercise: Answer one of the following questions:
 - What is your vision for Califa?
 - If you could make one thing happen for Califa what would it be?
 - In your opinion, where is Califa now and where would you like it to be?

II. A Review of the Key Findings from Board/Stakeholder Interviews (30 mins) (Power point presentation)

- What do you value?
- What are the challenges?
- What are the opportunities?
- What's the future vision for Califa?

III. Threats to the Organization (30 mins)

- What's driving change that may impact Califa?
- Who is your competition?
- How do you mitigate threats?

IV. In-depth Discussion on Opportunities (60 mins)

- What are our core services to libraries?
- What are ideal services?
- Future plans for Info People?
- How do we best serve CSL and other state libraries?
- What are best new opportunities?
- Prioritization exercise to identify top opportunity strategies
- Identify champions for various opportunities (green dot)

Lunch (12:30 1:00 pm)

V. A Look at the Future (60 mins)

- What is an ideal model for the future of Califa?
- How do we arrive at our future vision?
 - Who are potential partners?
 - Strategies and approach?
 - Resources and capacity?
 - How do we tell our story?
 - How do we scale nationally?

VI. Developing Strategic Priorities (1.5 hrs.)

- Identify key categories (from opportunities exercise)

Break (approximately at 2:30)

- Identify 3 -5 short term strategies
- Identify 3 -5 long term strategies

VII. Summary and Next Steps (30 mins)

- Refinement and focus
- Who does what and when?
- Wrap up

VIII. Agenda Building, Scheduling the next meeting (5 mins)

Unleashing the Impact of Libraries. Buy. Learn. Collaborate. With Califa.