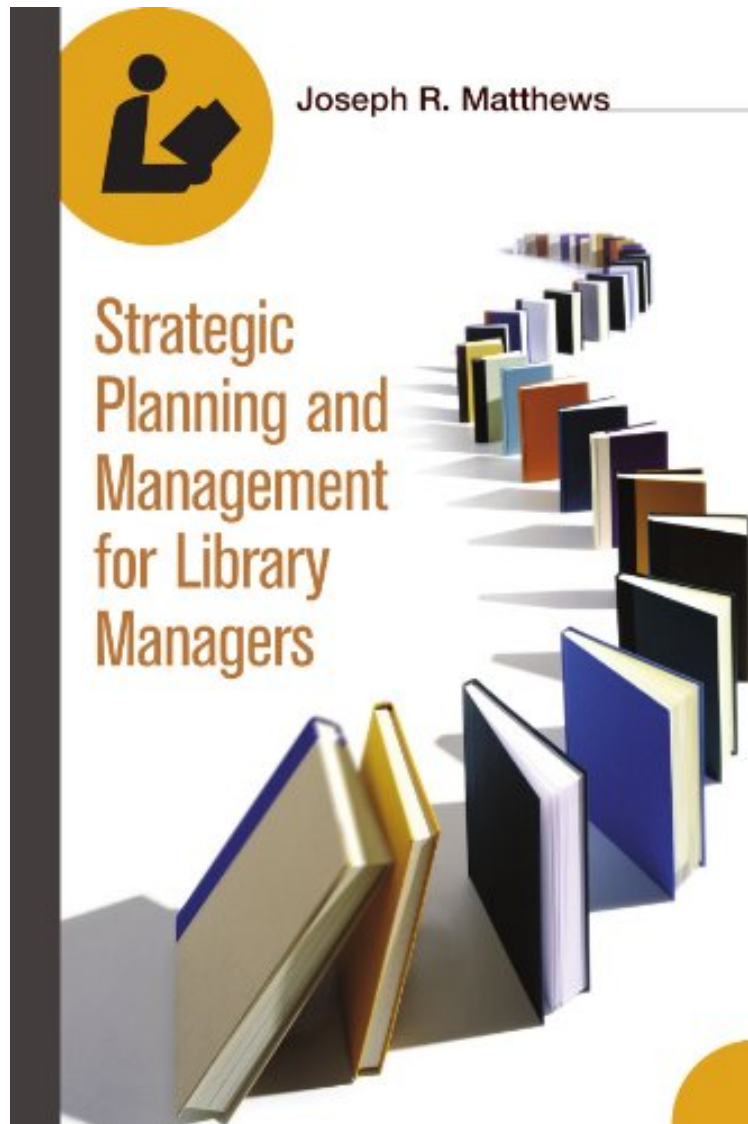


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Strategic Planning and Management for Library Managers

Joseph R. Matthews

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Libraries enter into strategic planning by a variety of routes, from dynamic technology and rising costs to budget cuts and pressure for change. In this book, Joe Matthews guides library managers towards a greater understanding of the role and attendant responsibilities of strategic planning. Academic, public, and special librarians alike will benefit from Matthews' cogent explanations, real-life examples, and time-tested recommendations. In the process, Matthews addresses such intrinsic questions as: Why is it important that I add strategic thinking to my managerial arsenal? How will strategic planning benefit my library, and is there more than one way to go about it? What is the best way of monitoring and updating our strategic plan for maximum effect? In each case, he debunks false impressions, attends to the goal of providing good service, and identifies at least one new way to communicate the library's strategic importance in the lives of its customers. Academic, public, and special librarians alike will benefit from Matthews' cogent explanations, real-life examples, and time-tested recommendations.

From Booklist Designed to explore, demystify, identify, and discuss strategic planning and management, this guide is divided into three major parts: "Strategies," "Strategic Planning," and "Monitoring and Updating Strategies." Part 1 defines a strategy, addresses the need for one, and presents 10 distinct schools of strategic thought. Part 2 differentiates between strategic planning and long-range planning, discusses the benefits of strategic planning, and identifies approaches to preparing and implementing such plans. Part 3 focuses on performance measures, ways to communicate the value of libraries to others, and the "culture of assessment," an environment where all library staff are routinely involved in the evaluation process. Information presented throughout the book is clear, practical, readily accessible, well documented, and amply supported by notes, tables, figures, diagrams, and quotes. Overall, this book is a fine introduction to the subject and a helpful resource for all librarians. Sean Kinder Copyright American Library Association. All rights reserved "Matthews' wise voice of experience shows readers what kinds of strategies are possible, how to create a strategic plan, and how to monitor it once it has been implemented. [T]his is an excellent resource that will provide great value for those who sincerely desire improvement and help in this area." - Reference User Services Quarterly "Management expert Joseph R. Matthews demystifies strategic planning in his new book, Strategic Planning and Management for Library Managers. He begins with a definition of strategies, then moves on to consider 10 schools of thought about strategy formulation, to discuss various types of strategies, and to explain the strategic planning process. Matthews also includes a section on useful tools for managing the library." - American Libraries "Strategic Planning and Management for Library Managers is a comprehensive overview of the art and science of strategic planning as well as a practical guide to the development and implementation of the plan itself. [a] good primer for individuals new to the process such as members of a library strategic planning team. Using it with such a group would provide a shared basic understanding of the background, purpose, and process of strategic planning." - Portal "Information presented throughout the book is clear, practical, readily accessible, well documented, and amply supported by notes, tables, figures, diagrams, and quotes. Overall, this book is a fine introduction to the subject and a helpful resource for all librarians." - Booklist/Professional Reading About the Author Joseph R. Matthews is an internationally renowned expert on library automation and information systems, and president of Matthews Associates in Carlsbad, CA. Titles currently in print include Library Information Systems (with Thomas R Kochtanek, 2002), The Bottom Line (2002), Measuring for Results (2003), and Technology Planning (2004), all with Libraries Unlimited.