



STRATEGIC PLAN

2022-2025

Ventura County Library
Foundation
Board of Directors

September 13, 2022





MISSION

The Ventura County Library Foundation will enhance access to quality library services, materials, and programming for children and adults across the county by securing funding and other resources from private and public donors.

VISION

Our vision is to create a community where all people are engaged, literate, and empowered to participate in society. We will accomplish this vision by partnering with the Ventura County Library System and other public and private entities.

Ventura County Library Foundation (VCLF) "Growing Minds Countywide"

BOARD OF DIRECTORS

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LIBRARY DIRECTOR

Nancy Schram





Library branches

- Albert H. Soliz Library, El Rio
- Avenue Library, Ventura
- E.P. Foster Library, Ventura
- Fillmore Library, Fillmore
- Hill Road Library, Ventura
- Meiners Oaks Library, Meiners Oaks
- Mobile Library
- Oak Park Library, Oak Park
- Oak View Library, Oak View
- Ojai Library, Ojai
- Piru Library, Piru
- Ray D. Prueter Library, Port Hueneme
- Saticoy Library, Saticoy

THE VENTURA
COUNTY LIBRARY
FOUNDATION
SUPPORTS THE
VENTURA COUNTY
LIBRARY THROUGH
THE FOLLOWING
LIBRARY
LOCATIONS AND
WITH SERVICES
COUNTYWIDE



Accomplishments

Ventura County Mobile Library –
Secured funding to launch a new Mobile Library in 2018 to visit underserved and vulnerable communities throughout the county.



Impact Snapshot:
In just six months,
from July through
December 2019,
over 15,000
people visited the
Mobile Library,
and 746 new
library cards were
issued.

“

“The mobile library is such a great opportunity for our Nyeland families who do not have access to even the closest library.”

-- Monique Garcia, Boys and Girls Club OP Nyeland Unit Director

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We were excited to announce our inaugural home tour held in April 2022 was sold out. The strength and resilience of Ventura was apparent during a tour of some of the beautifully rebuilt homes.

The Thomas Fire of 2017 caused devastation, but not defeat. This event was a unique opportunity to tour six newly rebuilt homes in the Ondulando, Clearpoint, and Skyline areas of Ventura and provided a delightful afternoon, showcasing the resilience, creativity, and beauty of the Ventura hillside residences.



VENTURA COUNTY LIBRARY FOUNDATION
RISING FROM THE **ASHES**



IMPACT SNAPSHOT:
OVER \$30,000 WAS RAISED
FOR THE VENTURA COUNTY
LIBRARIES AT THIS INAUGURAL
HOME TOUR EVENT



Goals, Objectives, and Actions

2022-2025

GOAL #1

LEVERAGE GRANT OPPORTUNITIES

OBJECTIVE

Increase grant revenues to VCLF annually by at least \$10,000.

ACTIONS FOR SUCCESS

- Identify at least one viable grant writing resource for VCLF. – Year 1
- Obtain current analytics to support grant applications. – Year 1
- Establish a minimum of one partnership to leverage grant opportunities annually. – Year 1, 2, 3
- Maintain budget line item of a minimum of \$5,000 for grant matching on an ongoing basis. – Year 1, 2, 3
- Develop an operational VCLF Budget on an annual basis. – Year 1, 2, 3
- Strive to submit a minimum of one grant application per year for VCLF. – Year 1, 2, 3

General responsibility:

- Finance Committee makes recommendations to the Board of Directors.
- Board of Directors makes final decisions by standard voting process per bylaws.

GOAL #2

SUPPORT LIBRARY PROGRAMS

OBJECTIVE

Promote and advocate for resources in support of library services and programs.

ACTIONS FOR SUCCESS

- Maintain consistent advocacy for VCLS, especially with elected officials by participating in the annual Day in the District, writing letters of support on behalf of VCLS programs and services, and attending a minimum of one Ventura County Board of Supervisors meeting per year to advocate on behalf of VCLS. – Year 1, 2, 3
- Work closely with the Library Director and staff to identify specific VCLS services and programs support needs and re-evaluate those needs annually as part of the Budget process – Year 1, 2, 3
- Collaborate more with the various Friends of the Library groups by appointing a representative/s to attend Friends' meetings at least once per year. – Year 1
- Nurture a strong working relationship with VCLS by appointing a representative to serve on the One County, One Book Committee. – Year 1

General responsibility:

- Individual Board Members may make a recommendation to the Board of Directors.
- Board of Directors makes final decisions by standard voting process per bylaws.

GOAL #3

Develop Publicity, Marketing and Outreach

OBJECTIVE

Make VCLF a known and respectable name in the community.

ACTIONS FOR SUCCESS

- a) Identify and appoint a Correspondence Secretary and establish a written list of responsibilities. – Year 2
- b) Acknowledge all stakeholders, i.e., annual recognition event, personal thank you letters on a consistent basis and within one month of donation/participation. – Year 1, 2, 3
- c) Maintain consistent messaging and to produce printed and online publicity in all media and marketing materials, including press releases, social media and website. – Year 2
- d) Cultivate, maintain and leverage partnerships with organizations in strategic alignment with VCLF to maximize marketing, publicity and outreach opportunities. – Year 1, 2, 3

General responsibility:

- Publicity and Marketing Committee makes recommendations to the Board of Directors.
- Board of Directors makes final decisions by standard voting process per bylaws.

GOAL #4

Fundraise

OBJECTIVE

Increase fundraising revenues by a minimum of \$10,000 annually to support special projects and sustained contributions for library initiatives.

ACTIONS FOR SUCCESS

- a) Establish and promote a minimum of two signature fundraising events per year. – Year 1, 2, 3
- b) Establish written fundraising annual goals. – Year 1, 2, 3
- c) Work to formalize a charitable giving campaign to encourage bequests and legacy giving. – Year 2
- d) Establish a Foundation Endowment. – Year 2
- e) Maintain and grow a strong donor database each year and consistently communicate with donors a minimum of 6 times per year. – Year 1, 2, 3

General responsibility:

- Fundraising Committee makes recommendations to the Board of Directors.
- Board of Directors makes final decisions by standard voting process per bylaws.

GOAL #5

Invest in Board Development and Operations

OBJECTIVE

Strive to increase racial, gender and other types of diversity and talent when filling VCLF board positions.

ACTIONS FOR SUCCESS

- a) Proactively identify and support needed technology to streamline VCLF operations and create efficiencies on an ongoing basis. – Year 1, 2, 3
- b) Proactively identify diverse talents and skills required to carry out VCLF activities and objectives when recruiting new Board Members. – Year 1, 2, 3
- c) Consistently identify places to recruit diverse talent and establish a minimum of two recruitment activities per year, including corporate leaders and students. – Year 1, 2, 3
- D) Explore, research and share best practices for Board Development and provide regular updates at Board of Directors meetings. – Year 1, 2, 3
- E) Establish a Board Development and Operations Committee. – Year 1

General responsibility:

- Board Development and Operations Committee Members may make a recommendation to the Board of Directors.
- Board of Directors makes final decisions by standard voting process per bylaws.

WE APPRECIATE AND THANK OUR MANY GENEROUS DONORS

For a complete list, please visit us online at
www.vclibraryfoundation.org



Ventura County Library Foundation
P.O. Box 7531
Ventura, CA 93006
805-677-7165
info@vclibraryfoundation.org
Federal Tax Id# 46-2770894
501(c)(3)