

2025-2027 Strategic Plan

SJPLF has significantly evolved over recent years, diversifying revenue, expanding community impact through workforce development, and strengthening its reputation. The 2025-2027 Strategic Plan focuses on sustainability, accountability, and clear board responsibilities.



San José Public Library
Foundation

PRIORITY AREA 1 | Stability & Sustainability



Outcome

Achieve long-term stability by ensuring the overall operational health of the Foundation - ensuring steady growth without overextension, decreasing reliance on annual fundraising cycles, and adopting a formal succession plan.

Key Responsibilities

- ✓ Oversee a fundraising strategy that supports Library activities, Foundation operational costs, and long-term organizational sustainability.
- ✓ Support the Foundation's ability to secure appropriate resources (e.g., workspace, technology) to sustain growth.

Actions & Measurable Deliverables

- Revenue Targets
- Funding Priorities
- Diversified Revenues
- Endowment Growth
- Succession Planning
- Unrestricted Fund

PRIORITY AREA 2 | Accountability & Transparency



Outcome

The Board and Staff have a clear shared understanding of funding priorities for Library programs and initiatives—knowing what they are raising money for, how much is needed, and the expected outcomes.

Key Responsibilities

- ✓ Ensure effective management and alignment of Foundation resources, Board priorities, and Library funding requests.
- ✓ Approve and monitor an annual operating plan directly tied to Board priorities and funding goals.

Actions & Measurable Deliverables

- Annual Funding Review
- Evaluation Process
- Strategic Check-Ins

PRIORITY AREA 3 | Impact & Engagement



Outcome

Attain "gold standard" status in impact, reputation, engagement, and financial success—positioning the Foundation as a recognized leader in coalition-building and influence.

Key Responsibilities

- ✓ Strengthen Board impact by recruiting members representative of San José with a variety of skills, including advocacy and fundraising.
- ✓ Foster Board effectiveness through clear participation and engagement expectations.
- ✓ Ensure the Foundation's external presence reflects leadership in community influence and strategic partnerships.

Actions & Measurable Deliverables

- Engagement Plan
- Board Recruitment
- Board Education
- Board Survey

sjplf.org/StrategicPlan2025