

Strategic Plan 2026-2029

Growing Minds Countywide



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Goals, Objectives, and Actions

Goal 1 - Leverage Grant Opportunities

Objective - Increase grant revenues from \$10K to \$30K

Actions for Success:

1. Increase grant funding to \$30K
2. Obtain current analytics to support grant applications.
3. Establish a minimum of one partnership to leverage grant opportunities annually.
4. Maintain budget line item of minimum of \$5K for grant matching on an ongoing basis.
5. Develop an operational budget on an annual basis.
6. Strive to submit a minimum of one grant application per year.

General Responsibility:

- Finance Committee makes recommendations to 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:

1. 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.
2. Collaborate with the various Friends of the Library groups by holding an annual meeting.
3. Work closely with the Library Director and staff to identify specific VCLS services and programs support needs and reevaluate those needs annually as part of the budget process.
4. Nurture a strong working relationship with VCLS by appointing a representative to serve on the One County, One Book Committee.

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.

Mission Statement

Our purpose

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



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 & Girls Club OP Nyeland Unit Director

Goal 3 - Sustain Publicity, Marketing, and Outreach

Objective - Make VCLF a known and respected name in the community. Increase awareness of VCLS programming.

Actions for Success:

1. Update website and other social media outlets.
2. Acknowledge all stakeholders; i.e., annual recognition event, personal thank you letters on a consistent basis within one month of donation/participation.
3. Maintain consistent messaging and to produce printed and online publicity in all media and marketing materials, including press releases, social media and website.
4. Cultivate, maintain, and leverage partnerships with organizations in strategic alignment with VCLF to maximize marketing, publicity, and outreach opportunities.

General Responsibility:

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



VCLF secured funding and support for the Ventura County Mobile Library to visit underserved and vulnerable communities throughout the county.

In FY 24-25, over 20,360 people of all ages visited the Mobile Library.





Goal 4 - Fundraise

Objective - Increase fundraising revenues by a minimum of \$30K annually to support special projects and sustained contributions for library initiatives.

Actions for Success:

1. Establish and promote a minimum of two signature fundraising events per year.
2. Establish written fundraising annual goals.
3. Work to formalize a charitable giving campaign to encourage bequests and legacy giving.
4. Establish a Foundation Endowment.
5. Maintain and grow a strong donor database each year and consistently communicate with donors a minimum of 6 times per year.
6. Update Website to provide information and mechanism for donations and legacy giving.

General Responsibility:

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

Vision Statement

Our direction

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





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:

1. Proactively identify and support needed technology to streamline VCLF operations and create efficiencies on an ongoing basis including fiscal software and CMS platform.
2. Proactively identify diverse talents and skills required to carry out VCLF activities and objectives when recruiting new Board Members.
3. Consistently identify places to recruit diverse talent and establish a minimum of two recruitment activities per year, including corporate leaders and students.
4. Explore, research and share best practices for Board Development and provide regular updates at Board of Directors meetings.
5. Establish a Multigenerational Advisory Affinity Team meeting.

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.

During Summer 2025, through the Lunch at the Library program we were able to serve almost 1,500 meals at three library branches. There were also almost 1,100 participants in STEAM activities at the library that took place right after lunch service.



Inspiring programs are worth supporting

Minds grow when they are engaged and impassioned. From literacy and technology, to the arts and culture, your donation provides the foundation that creates success.

Our slogan Growing Minds Countywide is a reminder that your gift to the Ventura County Library Foundation creates a better future:

- For curious children learning about life;
- For ambitious young minds that will someday change the world;
- For adults who need career tools;
- For seniors who appreciate the convenience of an easily accessed library system; and
- For a Ventura County that truly benefits from a more engaged and informed citizenry.

Your Ventura County Library Foundation supports a nimble and flexible library system that supports equal access to literacy and technology, spanning our city centers and rural communities throughout Ventura County.

The Foundation was founded in 2012 by the Ventura County Board of Supervisors and concerned community leaders. We are a 501(c)(3) non-profit organization.

Please join us as we launch our efforts in Growing Minds Countywide, by making available the world of literature, technology, literacy, arts and education through the integration of services available from your Ventura County Library System.



Contact Us:

info@vclibraryfoundation.org
(805) 677-7165

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