

# The Executive Overview

## How to Use the High Energy Planning<sup>SM</sup> Research Book

The Research is divided into 5 sections:

- ▶ The Library's Momentum – History and Trajectory (in Tab 2)
- ▶ JCPL Customers by Segments and Communities (in Tab 3)
- ▶ National Library Services Trends (in Tab 4)
- ▶ Public Mandates and Priorities (in Tab 5)
- ▶ Johnson County Stakeholders (in Tab 6)

Tabs 3-5 have a number of trends. Each trend is one page long and has two parts: 1) the trend data with analysis and 2) the implications for the JCPL strategic plan. Tab 6 will be completed in the next phase of the planning process with findings reported in April, 2013.

This book is intended to prepare you and all participants for the planning process. When everyone comes to the table with a shared picture of the current environment, the process is productive. The book will be used for ready reference during planning events.

To use this Environmental Scan, the following approach is recommended:

1. Read the History and Trajectory and highlight with green anything that is new to you.
2. Read Tabs 3, 4 and 5 with a set of high-lighters:
  - green** to mark good news and possibilities you like
  - pink** to mark information that offers a concern or warning
  - yellow** to mark points of curiosity that you want to check out further.

Reading with the colors lets you know how you are responding to information.

3. Begin by going through the Table of Contents very carefully. Highlight with **green** only three topics in Tabs 3, 4, and 5. Follow your natural interests. Read these 9 first and use your highlighters as you read.

4. If you wish to read more, highlight those on the Table of Contents with **yellow** to indicate that you may not, at first glance, know what to expect to see.

5. If you have time, go back to the Table of Contents and read more.