**H2 – Homework Assignment#2 – Business Planning**

**[TEMPLATE STARTS BELOW]**

**Durham College — MGMT 1224 (Section#)**  
**Assignment Title:** H2 – Business Planning Worksheet  
**Due Date:** 2025/05/27  
**Student Name:** Nischal Shrestha Kasula  
**Partner Name (if applicable):** [Insert Partner Name(s)]

**📌 Step 1 – Mission Statement**

**Write a mission statement** for your fictional library that reflects:

* The **library’s purpose or function**
* **Who** it serves
* **How** it fulfills its purpose

✍️ **Your Mission Statement:**

The **Southwestern Ontario Rural Public Library** fosters **lifelong learning, cultural enrichment, and equal access to information** for all community members. Through inclusive programs, technology-driven resources, and partnerships, we empower individuals to discover, engage, and grow.

**📌 Step 2 – Situational Analysis (SWOT)**

Use the **Quizlet card sort-activity** and community/library profiles to list:

**Internal Strengths** (3):

1. Friendly and Well-Trained staffs.
2. Strong Community Engagement
3. Diverse Collections (including digital ones)

**Internal Weaknesses** (3):

1. Limited Fundings
2. Gaps in technology training for staffs.
3. Inconsistent program advertisements.

**External Opportunities** (3):

1. Potential partnerships with local schools and businesses
2. Expanding virtual services to rural residents.
3. Granting opportunities for digital literacy

**External Threats** (3):

1. Ebooks
2. Declining physical visits due to changing reader habits
3. Competition form digital content providers

**📌 Step 3 – Strategic Direction & Goals**

**🔹 A. Stakeholder Engagement**

**List methods** to gather input from library users and non-users:  
(e.g., surveys, community focus groups)

✍️ **Stakeholder Input Methods:**

Community Surveys (online/offline)

Social media polls and meetings

Focusing groups with residents and businesses

**🔹 B. Strategic Direction**

**Based on stakeholder feedback**, draft one strategic direction.  
*(See pages 18–22 of the Thunder Bay Strategic Plan for inspiration.)*

✍️ **Strategic Direction:**

Enhancing digital accessibility

**🔹 C. Three Supporting Goals**

List 3 goals that will help the library achieve the strategic direction.

1. Improve public awareness of library e-services through targeted marketing.
2. Train staff and volunteers to support digital literacy initiatives.
3. Upgrading digital infrastructure for seamless user experience.

**📌 Step 4 – SMART Operational Goal**

Choose one of your goals and create a SMART goal (Specific, Measurable, Achievable, Relevant, Time-bound):

**S – Specific:**

Expand digital literacy programs for seniors and underserved groups.

**M – Measurable:**

Conducting at least four digital literacy programs/workshops per quarter, reaching 80 participants annually.

**A – Achievable:**

Leveraging government grants and partnerships with local tech organizations.

**R – Relevant:**

Addresses the community’s need for technology education and accessibility.

**T – Timebound:**

Fully implement by Q3 2026, with quarterly progress assessments.

✍️ **Final SMART Goal Statement:**

By Q3 2026, the library will host four digital literacy workshops per quarter, ensuring at least 80 participants annually gain essential technology skills to navigate online resources.

**📌 Step 5 – Reflection**

**In 2–3 sentences**, explain how understanding mission statements, strategic planning, and operational goals will help you in a future career:

Understanding mission statements, strategic planning, and operational goals helps create structured, impactful initiatives that align with an organization’s vision. These skills are vital for future leadership roles, ensuring effective decision making, resource allocation and long-term sustainability.