BML Planning Meeting
Thursday, March 10, 2016  1:21 PM

Meeting Date: 3/10/2016  4:30 PM
Location: Local History Room

Invitation Message
Brooks Memorial Library
Strategic Planning Committee
Agenda for March 10, 2015, 4:30 p.m. Local History Room
Jane Southworth, Chair

1.   Call to Order
2.   Review Agenda
3.   Minutes of 2/25/16 – obtain volunteer note-taker for this meeting
4.   Review and prepare for SOAR analysis with Amy Howlett on 2/22/16
5.   Continue discussion of process for developing five year plan
6.   Next meeting
7.   Adjourn

Participants
Jane Southworth (Meeting Organizer)
Starr Latronica (BML Director)
Pam Becker
Lindsay Bellville
Connie Bresnahan
Howard Burrows (Note Taker)
Jennifer Lann
Elizabeth Tannenbaum
Susan Troy
Jeanne Walsh

Notes

Call to order: 4:30 p.m.
Public Comment: No public comment
Review of minutes: Minutes of February 25, 2016 approved

Review of planning process to date: summarized by Jane.
Timeline:
First: SOAR analysis with staff and board with facilitator:
   library closed for the morning. March 22
2nd: Engaged Community Members meeting with facilitator and breakout groups. 2nd week of April
   (tentative).
3rd & 4th: target audience meetings and online survey (May)

We still need to go Peter Elwell and Patrick to learn the needs of the town.
Read the Town Plan first to have a foundation.

Review and prepare for SOAR analysis with Amy Howlett on 2/22/16
Amy's Notes from previous SOAR planning session
Will need tweaking, but gives general idea
We have combined staff with Board and the Friends Board for the first retreat
We would like to have two tours earlier in program
  1) Real tour of actual building itself
  2) Brief walk-through of online and virtual site

Connie: Who prepares current website?
Jeanne: It is showing age, need it to be mobile-friendly
Lindsay: Paige and myself do Children's; current tools clunky; maintenance also clunky

Continue discussion of process for developing five year plan

Jane's prepared cards showing Plan Process

a. Staff and Board (March 22)
   5-10 Likes
   5-10 changes
   5-10 Introduce new

b. Community Conversation (3 times with Engaged Representatives)
   5-10 Likes
   5-10 changes
   5-10 Introduce new

c. Outreach (not-yet-heard-from like housing authority)
   5-10 Likes
   5-10 changes
   5-10 Introduce new

d. Computer Survey

e. Suggestion Box

f. Other avenues to access potential users’ input (tabling, sticky note tree, 1st wed, strolling Heifers…)

Propose Draft Plan--Target October
Discussions to Final Approval (at Board Meeting in November)

Starr: Hopes to gain a more common vision by engaging entire community
Jeanne: Do we want to use the full SOAR approach during the outreach?
Starr: No- but partially
Jane: wants to hear professionals talk amongst themselves
Starr: where do people just want more, in contrast to big changes?

Howard: Not sure that these triples (likes-changes-innovations) are enough. Shouldn't we use Staff and Board Retreat to outline "What are our core purposes and core values—what’s important,
and what can we be? We need move beyond, “What do you need? What do we do okay?” to showing them what can be from examples from other libraries. Then ask if they like those models/ideas. Things like forming a regional center, including communities like even Hinsdale. We need establish: What are the pillars of items that we really want to promote?

Sue: Wouldn't that be a job for the Asset committee, like discussing how to use the Read Bequest?

Jenn: No, this plan is only to help guide later decisions including the Read Bequest or other fundraising.

Jane: You suggest we can discuss outreach even to other states; we are a town division; what will the Selectboard say? How could we be changing the other communities enough?

Starr: We can use affinity within the community to group suggestions for similar programs/services.

Lindsay. We still have the same number of staff.

Starr: Yes! We must consider what is impact to staff? We are currently at capacity with staffing. To add more services we’ll need to add staff. Look at priorities from there.

Lindsay: And, are we married to 5 pillars? 3 maybe?

Jenn: But it needs to be flexible. Be sure this grows.

Lindsay: In the past, plans were formed, and then tasks were assigned without input from the actual department. “CR--You get to do 6 of the ten tasks.”

Connie: Pillars are just meant to be priorities.

Jane: Yes, or five Service Priorities as in last plan And each had action steps Generally a number of action goals

Jeanne: I think a term like “pillars” is used when talking about big, basic principles of the library in the community, whereas “priorities” refers more to the practical work plan. However, they might be two terms for the same thing. I love having a long-range plan. It helps us remember and communicate about our priorities. For example, I could explain to people who had questions about the withdrawal of genealogy materials that the community did not identify that service as a priority. I And these are Pillars rooted in the user community! Not a work plan--

I have a concern, though, about all this SOARing-forward. Be sure not to short-change our core-grounding

Be sure the final plan is comprehensive

Jane: The town has a budget--but then we do have some funds and it might be okay to create
paradoxical tension between what we have and what we could offer if we had more.

Howard: The focus of the Mid-Winter American Library Association meeting last January was: Libraries Transform.
   It is no longer enough to plan to satisfy community needs as a service: there is just too much change! We need to think of our staff as the catalyst, the switch-board operator connecting people with needs to people who can satisfy those needs.

Jeanne: Yeah… But we also need to just un-jam the copy machine

Jane: Sometimes just a bit of warmth for a guy down on his luck and needs a place to sit.

Starr: this should be a fluid document

Susan: Maybe we need yearly review.

Starr: Current Plan supports "Lifelong learning", but priorities then grow out of community. Sometimes that means more pre-school help, and sometimes job re-training. This document should help us get to know the community better.

Starr: We can say to potential funders: Here is what community wants.

Susann: They may want a 7-day-a-week library.

Howard: But should we expect the community to know? I do technology full-time and I can't keep up with all the massive revolutions. We need to present a list of possibilities from ALA United, IMLS, SXSW, etc. And we need to focus on more than current users, and to focus by segment: business, scholarship, government, faith, arts, technology

Jane: Our residents also know new things.

Elizabeth: Last time we did use "what-the-community wanted" to get new stuff

Starr: Think of the library as the "place-of-shared-resources".

Jane: We can vary the metaphor, like "the-little-maker-space"

Starr: Some libraries have "human-contact-and-knowledge-places."

Jenn: what happens after the glow wears off? Can we review all this later? When?

Starr: Likes all this; she just did an affinity grouping to see synonyms and jargon across the various patron segments.

Howard: Coders use the Continuous Integration metaphor, build-your-ship-at-sea, like the Wikipedia. Just start building and let the forces of change correct the problems.

Connie: Loves the idea of "Inspired infusion" get groups to think outside the Box

Starr: Jeanne had an idea to obtain a subscription to the online Foundation Directory. This is a shared resource that a large number of our patrons (and ourselves) could use.
Elizabeth: Offers the surveys from the last planning using the Brattleboro Area Middle School and its plan.

**Next meeting:**
- Mar. 22, 9AM to noon at BML conference room. (Notes and summary to follow ASAP)
- Mar. 29, 8:30-9:30. One-hour recap. (For anyone who can make it.)
- Mar. 31, 4:30PM Next Planning Meeting at BML History Room

**Adjourned** at 5:57 p.m.