

**Brooks Memorial Library
Strategic Planning Committee Meeting Minutes
Thursday, December 3, 2015**

Present: Jane Southworth(committee chair), Pam Becker, Jennifer Lann, Howard Burrows, Sue Troy, Elizabeth Tannenbaum, Jerry Carbone and Jeanne Walsh

Meeting Called to order at 4:35pm

The agenda was reviewed. No changes.

No public members present.

The minutes from 11/5/15 meeting approved unanimously.

Continued Discussion of Planning Process:

The meeting began with a discussion about the survey questions to be used. Committee members had been asked to think about 10 questions they would like to have included. Some questions that were raised:

Will we have more than one survey?

Should one survey ask in depth questions – or is this the function of a “focus group”?

Surveys that compare what is important and what is not liked can be helpful.

Should we seek out random people in a public are like a grocery store because you may find many of the participants are from outside our service area?

Jeanne shared information from a VLA session about expressing data. Jennifer shared a model used at Champlain College where data is organized on 4 quadrants of a grid – “Important” items – doing well or not doing well and “Not important” items – doing well or not doing well. Ferguson Library in Stamford, CT and the Boston Public Library used similar models. Champlain College also used a circle graph to overlap and compare the “usefulness” of different services their library they offers.

Jane shared some questions she had developed which required a written response. The committee thought “check the box” with area to add comment might be more successful for a survey tool and that a focus group would be a better venue for questions that require longer/ more involved comments.

Jerry commented that we can compare the data if we use the same questionnaire that was used for the last strategic plan. We could add a few new questions. A question from the Ferguson Survey was shared: "How interested would you be in the following future services?"

Howard spoke of libraries as "technology centers". He had identified 10 categories to probe in the survey. Would we want to expand our role as a cultural center and perhaps acquire and record current cultural material, ect? The consensus was that this kind of investigation may be better suited for a discussion group or forum.

The Ferguson Library survey was more than 30 questions. Most were check the box answers.

We would offer paper and electronic surveys. We might offer incentive prizes to BUHS students who participate.

Next steps: We will wait until the new library director has started before meeting again. At that time we will begin to set concrete target dates for the plan development. Jane will email Starr to find a good date.

Meeting adjourned 5:45PM.

Respectfully submitted,

Sue Troy