

Brooks Memorial Library
Strategic Planning Committee Meeting
March 31, 2016

Present: Jane Southworth, Starr Latronica, Pam Becker, Lindsay Bellville, Connie Bresnahan, Elizabeth Tannenbaum, Jenn Lann, Howard Burrows, Susan Troy, and Jeanne Walsh.

-The meeting was called to order at 4:30PM.

-Elizabeth Tannenbaum moved to approve the minutes from the March 10th meeting with a unanimous vote of approval.

-Review and discuss outcomes of SOAR analysis with Amy Howlett.

Starr presented the resulting overarching themes that were identified during the follow up exercise on March 29th. They were to strengthen capacity-in house and in the community, educate community re: collection and services, provide welcoming physical and virtual spaces, expand borders, expand concept of programs/cultural content enhancement and keep current and anticipate. See attachment for details. Starr also provided a summary of all the topics identified in the SOAR analysis exercises. Those who attended felt it was a very beneficial activity. Participants felt it was very helpful to have staff participation and input.

Jane will write up her impressions of the exercise and share with the committee.

Starr discussed next steps. We need to finalize the list community members and constituent groups to invite to our small group sessions. We will ask for their input on aspirations and community direction for the Strategic Plan. Starr has a meeting scheduled next week with Peter Elwell to elicit his input. Pam mentioned that we should develop an online survey tool that is related to the questions we ask during the community meetings so the information collected is related. It is important to identify areas of growth that are needed and areas that are strengths that we would want to make sure we continue. We would like to collect data that can be shown and compared graphically. Discussion ensued about how to structure the meetings and connect the surveys.

The committee agreed that it might be useful to start with an open ended question rather than beginning with the themes already identified in the SOAR analysis. The committee agreed on the following as a structure for the meetings:

- 1) Start with a brief description of ideas from last plan and resulting changes, Include information about the endowment/Read gift – (Starr)
- 2) Briefly overview some highlights of what libraries are becoming now. Libraries are becoming more integrated in communities so we want to know what your ideas and aspirations.

- 3) Break into small groups with a staff person and/or trustee in each group. Ask small groups to gather ideas. Ideally groups of 8. Questions should be open ended. There will be a few areas that we will ask the small groups after their initial ideas such as thoughts about increasing programs/services for young adults.
- 4) Report out to the large group and wrap up.

Initially the committee thought we could have 4 meetings- 2 in the library and 2 out of the library. After discussion it was decided that there would be 2 larger community meetings, one during the day and one in the evening. The meeting will be scheduled for 1 ½ hours. A snack/dessert and drink will be offered at each. All identified community members will be invited to both meetings and can choose which (or both) to attend. After the 2 larger community meetings, follow up “lightening rounds” (a 30 minute session) with targeted groups who were not present at the larger meetings. People who decline will be sent an email note with a survey. Jane and Starr will write a draft invitation letter and share with the committee. Some thought a large post card may be more eye catching. A final decision about the invitation/letter format was not determined. Meeting will start then break to get food and finish meeting. There was a discussion about taping the meetings for BTV. The consensus was not to have the meetings broadcast. Outreach funds from the endowment can be used for expenses related to the meetings.

Community meeting dates were scheduled:

Thursday, May 19th – 7:00-8:30PM on the main floor of the library

Monday, May 23rd. 12:00-1:30pm possibly upstairs room of library or River Garden.

The committee discussed possibly having a booth at the Strolling of the Heifers and farmers market. We could also do one day “polling” with a written survey. We should identify coverage areas. The written survey does not need to be directly related to the community groups but should be connected.

Next Strategic Planning Committee meeting: Thursday the 21st at 4:30. Finalized invitation letter, list and meeting program.

Meeting was adjourned at 6:00PM

Respectfully Submitted,

Susan Troy, Trustee

ATTACHMENT

Strengthen capacity—in-house and in the community

Support—service, roles, morale

Embrace change

Welcoming, friendly helpful staff

Volunteers

Utilize new systems & look for efficiencies to save staff time allowing staff to pursue NEW opportunities

Mix of youth and longevity on staff

Re-evaluate staff job description

Professional development

Young adults and teens

Career path development

Technology training

Encourage high-level applicants

Increase staff salaries and #s (double

Educate community re: collection & services

Be the hearty of the community, as relevant to everyone as possible

Community loves us and wants to be here

Community sees library as important resource for info & entertainment. Library adds value to their lives

Our collection + ILL

Accessibility/outreach

Appeal to all ages

Increased PR/awareness

Teens

20's-30's

Delivery systems expand

Growth of use by YS (& other groups)

New customers

More use of all services & increased visits

Expanded concept of programs/cultural content enhancement

Collection reflects diversity of community

Increased circulation

Going above and beyond-extra time and effort

Overhear good comments

Servicers are unique/specific to this area (ref., ILL, programming)

Welcoming spaces: physical/virtual

Welcoming atmosphere to everyone, including non-residents

Space where people can meet/feel safe

Community's physical and virtual living room

Adapting physical & virtual spaces to evolving customer needs

Parking

Clear directions—physical & virtual

Expanding borders

Social connection

Patron participation for service/website development

Outreach—relevant to as many people as possible—new programming person

Outreach beyond building

Presence @ community events

Outreach to un-tapped groups

Programs

Increased program

Community awareness, outside perspective, encourage/develop open thinking, invite innovation, inspire confidence, communicating to public, keep current and anticipate

Staff education in technology

Professional development for staff, Friends, Trustees

Keep up with trends, tech + professional dev.

New ways of doing old things

Imaginative/creative thinking

Moving forward/remaining relevant