

## **BML Strategic Planning Minutes, November 30, 2022**

Convened at 4:49 in the Community Meeting Room

Present: Beth Johnson, Howard Burrows, Kate O'Connor, Ann Varilly, Leo Schiff, Jeanne Walsh

- Agenda changes: none
- Public comments: none
- Minutes of Nov. 15: approved as submitted

### **CONTINUING BUSINESS**

#### **Planning Progress**

- Review and discuss Starr's third revised draft of goals and objectives
- Decide next steps

In the wide-ranging discussion, we noted several purposes for the plan:

- Identify our service themes and objectives
- Communicate key ideas to the public to inspire their interest
- Enable library staff to develop relevant work plans
- Provide structure while encouraging flexibility
- Incorporate a process of continuous evaluation to help us remain relevant and helpful to our community

With those in mind, we made decisions for the next draft:

- We'll remove the labels *Goals* and *Objectives* in the written plan and will instead use fonts and layout to show the hierarchy of ideas.
- However, when we want to refer to those things, we'll use the term *Themes* for what we're currently calling *Goals*. We'll keep the word *Objectives* for the next level of specificity.

- We'll also avoid numbering, which will help the reader understand that all the items within a group have equal importance.
- In a neat thought exercise, we assigned single words to our five Themes: Services, Spaces, Collaborations, Marketing, Evaluation.
- We noted that the words *Activity* and *Task* have been used interchangeably. We'll use *Activity* going forward (friendlier).
- *Activity* is the nitty-gritty level where Staff—and in some cases, the Board—plan and carry out work within the five Themes.
- We'll have a couple versions of the Strategic Plan:

- **Summary version**, with the five service themes and the objectives below them. *Main audience: the public*
- **Detailed version**, which will also include Activities. *Main audiences: staff, Board, members of the public who like detail*

We expect *Activities* to change more rapidly, while the *Themes* and *Objectives* remain more stable.

- With that structure, Staff and Board can update their Activities going forward, and it can further our continuous process of evaluation.
- We will eventually decide on the ultimate format of the two versions of the plan: online, in print, or both.
- Jeanne will consult with Starr and check with Sally Nix for suggestions on language in Goal three, objective 3

The Strategic Planning Committee will not meet in December, but Jeanne will create a new draft based on these decisions, and we'll present it to the whole Board on December 13.

**Place holder: Do we want to revise mission & / or vision?**

We didn't have time to address this question and will take it up at a later meeting.

**Next meeting:** Tuesday, January 3, 2023, 4:45-6:00

Adjourned at 6:00