

BARTLETT PUBLIC LIBRARY DISTRICT

COMMITTEE OF THE WHOLE AGENDA

STRATEGIC PLANNING BOARD SESSION

MONDAY NOVEMBER 15, 2021 5:00 P.M.

Location: Meeting Room, Bartlett Public Library District

800 S. Bartlett Road, Bartlett, IL 630-837-2855

CALL TO ORDER:

Roll Call: Barry, Boyer, Bucaro, Deyne, Olsen, Sias.
Absent: Hopkins.

Staff: Karolyn Nance.

Public: Amanda Standerfer.

PLEDGE OF ALLEGIANCE:

TOWN HALL: None.

AGENDA: Strategic Planning Board Session

Ms. Standerfer introduced herself to the trustees. She works at Urbana Free Library in the role of director of community engagement; and she works with libraries all over the country on strategic planning.

The trustees introduced themselves to Amanda.

Amanda described the golden circle framework: The vision and mission of the library. What are you trying to achieve in the community?

How will you carry out that work?

Through the process at the meeting the group will review what you have, and update them, or come up with a new statement.

The next circle is "how" -- how are you going to organize your work to achieve that vision that you have for the

community?

Strategic Plan: Those are your strategic directions or strategic priorities and goals; those big areas of focus that you will be moving towards over the next three to

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five years. This includes the high level elements of the strategic plan that you as board members have a really important role in setting for the library based on the community input that will be received during the process.

The "what" circle is where staff thrive. They're here every day carrying out all of the things that they collaborate, achieve, that impact in the community. Staff work on implementation, the activities, the evaluation, and how will the library know if it's successful.

The timeline for the process: Several things have been accomplished so far in the first phase of the strategic planning, which is the learn phase. The team is listening to the community and learning about the community so that the rest of the process can be attached to that.

The community survey was launched, and 190 responses have been received to date. The survey will be open until the end of the day on Monday after Thanksgiving. The trustees were asked to encourage all of their networks within Bartlett to fill out the survey.

The focus groups and interviews that will be accomplished later in the learning phase, encouraging participation from people who aren't as heavy users of the library, those sessions will occur in early December before Christmastime.

Staff and the board will be involved in the initial learning phase, and Amanda has been meeting with groups

of staff. Amanda's team will look at demographics, other community strategic plans such as the school district and the park district. The information gathered will be put together into a learning report that will anchor the discussions for the next phase of the process, the dream phase.

The team will hold a series of retreat sessions, one with the board and multiple with various staff members. They will take the learning report and address the question: How do we use what the community is telling us to structure the future of the library?

Retreat sessions will be held in late January, when different elements of the strategic plan will begin to be built. The team will put together a plan outline and present the draft plan to the board.

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The team will hope to have a plan available for approval for the board a month after the retreat. Once the board has the plan, it will figure out how it is going to implement the plan.

Ms. Standerfer will work with staff on developing an activity plan that will guide their actions over the first year plus, and then an evaluation framework that will help them determine how they will measure success and then report back to the board. The handoff from the planning to implementation will hopefully be done by April; and a wrap-up of the process in the spring.

The survey is not a scientific survey. When Ms. Standerfer works with libraries, depending on the size of the library, the survey may receive anywhere between 200 responses to 2,000 responses. This survey will not result in a statistically significant study.

The first exercise Ms. Standerfer addressed was the

environmental scan, and the responses will be summarized in the learning report. The point of the environmental scan is to look at these six different areas and say: What's happening out there in our world, our country, our state, our community, that impacts the library? What are the most important things when we think about the future of the library?

1. So when you think about Political Factors in our world, our country, our community, what are things that come to mind when you think about the future of the library?

- The world is so divided.
- Funding can be politicized. (This falls under economic - you have to make sure the resources are there in order to achieve the strategy.)
- Freedom to choose your own literature
- To be open-minded and invite all. To be that welcoming place for the entire community.
- Economic pressures on individuals; taxes, inflation; online school and having to have different resources for children in your home, or a family member has been without a job because of the pandemic.
- People maybe do not understand the value of the library to them personally.
- Awareness of the library in general.
- Other economic factors; library expenditures.
- Public perception of return on investment.
- Discretionary funding, the funds that people might

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have.

- If people are using the library more because their economic conditions aren't great, what impact will that have on the staff workload and the collections? People come to the library expecting resources and connections to information to help them through those situations.

2. Social Factors:

- Book clubs.

- Tween community; keep them coming in because they might come back later when they are adults.
- Different cultures; a significant change in the last 15 years demographically.
- Who makes up our community; the community needs are evolving and changing. How do we make sure that we are being responsive and know about those things?
- Pandemic affects everything.
- The library is a gathering place.
- A lot of people who couldn't normally go to a program in the library under regular circumstances are now able to participate virtually.
- Community events, community awareness.
- How the pandemic has affected children, some of the social aspects of that overlap with what the library is trying to offer students.
- Study groups; tutoring. Students have experienced a disruption in their education, so study groups is a way that the library could help reconnect them to each other.
- The library is a safe place to go.
- Cooperation with other governmental entities.

3. Technology:

- The library is a go-to place for information.
- Availability of tools.
- Makerspace.
- Technology in the library.
- Life-long learning.
- Story time is low tech.
- Resource officers who are the safe people to talk to.
- Teens and gaming, the library has the equipment and the games, as well as the staff who can help the teens with accessing the technology.
- Social media and Zoom. Beyond the strategic plan, the library has to keep attuned to what is happening so that it can keep fine-tuning the process to get to the ultimate goals.
- The library supports students.
- Overdrive, the newspapers, a lot of those through the pandemic have been available for patron access.

4. Legal:

- Funding, the importance of being able to pass a budget; including employment.
- Policies; passing the strategic plan and how that affects the current policies. Updating or completely new policies.
- Laws regarding diversity, equity and inclusion.
- Challenging new books and challenging titles.
- Minimum wage.
- The library belongs to organizations like the ILA.
- Patron privacy.
- Copyrights.
- Lobby the elected officials serving the district with regard to library issues.

5. Library sector, trends in libraries:

- Library trainings and hearing what other libraries are doing.
- Better interface with affiliated organizations, i.e. Friends, the Library Foundation.
- Outreach and bookmobiles, going out into the community.
- Having more activities outside as a result of people being hesitant to come into the library.
- Little free libraries; pop-up libraries.
- Off-Site programming; story time.
- Go out into the community to the various senior communities and bring books to them.

6. Analysis of the library's story: A look at the library's strengths, opportunities, aspirations for the community, and results that the library will achieve. What is the library really good at?

- Involvement that we have with other civic organizations.
- Summer bands, summer concert series.
- The parking lot and its large number of parking spaces is an asset.
- A board that cares.
- The library will have a substantial increase in available funds with the expiration of the TIF.
- Telling our story is an opportunity.
- Taking advantage of the technology that is evolving.
- Increased penetration in our population of residents in the district.
- How do we get more people to come back in after the pandemic; how do we increase that engagement with people. Figure out how to stay more relevant with kids and teens,

especially with schooling going forward: be creative.
- Potential relationships with businesses and their employees.

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- How do you as an organization respond to the changing demographic? Collections and programs, services, and staff capacity. Equal access to everyone in the community.
- Encourage life-long learners from birth through adulthood to come into the library and therefore support libraries in general, and be advocates for the libraries.
- Reach out and welcome new residents.
- To position the library as the first place that people look to for programming or something to do.
- Fostering economic development in the community, offering appropriate programming and resources to support small businesses and start-ups.
- Enrich patron's quality of life.
- Encourage community members to serve as board members in the future, and future leaders in the community.
- The library can be of assistance in job searches or provide resources for people to retrain for a career change.
- District residents include the library in their travels around the community and impact the village economically.
- Families can bring their children into the library and engage in activities together. The families can socialize.
- People are empowered by having access to the library materials and programs.
- Recruitment and retention of employees.
- Engagement with members of the community, in-district and out-of-district people as the library engages in outreach throughout the community.
- Create a feeling of ownership of the library on behalf of the community members.
- The trustees and the library as a whole are fiscally responsible for the library.

Ms. Standerfer stated she will see the board again in late January 2022, and they will have a report available to go through.

TOWN HALL: None.

ADJOURNMENT: Trustee Boyer moved to adjourn the meeting; seconded by Trustee Bucaro. Motion carried by unanimous voice vote.