

## **Strategic Plan Steering Committee**

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### **Minutes of April 23, 2018 Meeting Meeting Room 128, Stryker Center**

**Attending were:** WRL Board of Trustees Chair Natalie Miller-Moore; WRL Board of Trustees members: Jim Axtell, Barry Marten, and Nicole Trifone; Friends of WRL Foundation President Sam Sadler; Friends of WRL Foundation members Louis Weeks and Michael Westfall; Library Director Betsy Fowler; library staff members Sarah App, Carrie Binsfeld, Janet Crowther, Eletha Davis, Alicia Phinney, Melissa Simpson, Sandy Towers, and Barry Trott.

**Call to Order:** Ms. Miller-Moore called the meeting to order at 3:30 p.m.

**Public Comment:** None

**Introduction of Members:** Ms. Miller-Moore introduced herself and asked each member of the committee to give a short introduction including name, affiliation with the library, and their current reading selections.

**Review of Mission:** Ms. Miller-Moore announced she will chair the Strategic Planning Committee which will have the completed plan to the Board of Trustees by December of 2018.

**Changes from last strategic plan:** Ms. Miller-Moore asked to begin with a review of the strategic planning process from the previous two plans. Various members of the committee shared their knowledge of the previous strategic planning processes:

- A large difference between the 2012 strategic planning process and 2016 was the assistance of an outside consultant. The 2016 plan also included a financial framework plan that had not been included in earlier WRL plans, and was unique to library planning.
- The feedback into the 2016-18 plan, referred to as the Situation Assessment, included input from the community, key community stakeholders, the library board of trustees, and library staff. Data and trends conducted by a subcommittee of the steering committee also influenced the development of the 2016-18 plan.
- The term "margin of excellence" was clearly defined in the 2016-2018 plan.
- Staff was impressed by the amount of staff inclusion in the 2016-2018 planning process.
- A communication plan was developed based on the 2012-2015 plan as well as the strategic directions: provide excellent service, provide excellent collections, provide excellent outreach services, provide excellent programs, provide excellent facilities, and provide for excellence in daily operations.
- Library outreach services were redefined in the 2012-2015 plan.
- An annual planning and budgeting process calendar was included in the 2016-2018 financial framework portion of the plan that set-out the timing for different aspects of funding for the library.
- Berk Consulting, the consultant used to develop the 2016-2018 plan helped the steering committee with the planning process and gave an outside perspective on various issues.
- After the 2012-2015 plan was completed the division director reports were tasked to present updates on plan implementation initiatives The 2016-2018 Plan had an updated mission statement made in shorter and more concise than previous plans.

Approved as of 05/23/18

**For consideration moving forward:** The committee discussed which topics and process needs that might be visited in this strategic plan update:

- The library's strategic priorities and core functions should be kept broad to enable the library to meet changing trends in the library profession and in the community.
- A consultant should be used to assist with aspects of the process.
- Planning for funding from the FWRLF should be included.
- A CIP schedule for funding would be helpful when speaking with potential donors.
- Keeping the current core values will help library staff implement directions and board policies.
- Re-thinking library spaces continues to be a high priority.
- A plan is needed for inclusion in city/county planning.
- A staffing needs assessment may help to implement the new plan.
- A broad conversation with community could help inform programming/library uses in the future.
- Technology needs to support library programming should be addressed.
- Community resources and partnerships should continue to be a strategic priority to address future library needs.

**Services Needed:** Ms. Miller-Moore stated an outside consultant will be needed but on a smaller scale than the 2016-2018 planning process. The committee reviewed other possible needs for the upcoming planning process:

- Community focus groups.
- A consultant and a facilitator needed for different duties.
- Smaller scope than 2016-2018 plan, a refresh of the current plan.
- A staff and community survey should be completed.
- Identify the differences in funding localities and needs to serve each.
- Identify possible partnerships within the community.

**Next Steps:** The committee identified the next steps for the process:

- The WRL staff should complete another update of the current strategic plan.
- Any members who do not have all Strategic Plan 2016-2018 documents and updates should contact Ms. Miller-Moore.
- Members should send any suggestions or recommendations for consultants and facilitators to Ms. Miller-Moore.
- All sub-committee suggestions should be sent to Ms. Miller-Moore.
- Ms. Miller-Moore will send a doodle poll to all steering committee members to set up a date for the next meeting, possibly in early June. Members agreed that the Stryker Center is the best location for further meetings.

**Adjournment:** The Strategic Plan Steering Committee adjourned at 4:44 p.m.

Respectfully submitted,

  
Sarah App

Approved by



Natalie Miller-Moore, Chair