

Clearview Library District Strategic Plan Advisory Group Meeting Notes, July 17, 2019

At this second meeting of the Strategic Plan Advisory Group, the team accomplished four main goals: an overview of the feedback to date, a review of the previous work done, the creation of draft Priorities, and the creation of initial Goals, Projects, Strategies and Objectives. Those conversations were captured and are presented here.

The role of the Advisory Group in the strategic planning process is to take all the incoming feedback from the online survey, post card survey, sticky notes, white board, social media, and personal interviews and distill that into what they determine to be most important for the next three years. After community review and feedback, they will then make a final recommendation to the Library Board, and a strategic plan will be created and adopted based on that information.

Process and Timeline

The entire strategic plan process will take approximately four months, with community engagement happening in June and July; Advisory Group meetings in June, July and August, and a community meeting in July to create a document. There are two community meetings planned – one to focus on the Priorities and one to comment on the draft plan. The Library Board will consider adoption of the plan in September at their monthly meeting.

The attached timeline and deliverables document will be updated for each Advisory Group meeting. Since most of June and all of July is focused on feedback, the upcoming key dates in the next few weeks include:

- July 29th Community Meeting
- August 2nd first draft of the Strategic Plan due
- August 7th Advisory Group meeting (the third one out of four)

All documents can be found on the District Strategic Plan web page
<https://www.clearviewlibrary.org/strategic-plan-4110>

The result of our process is a strategic plan that answers three main questions:

Where are we now?

Where do we want to be?

How are we going to get there?

At the June meeting of the Advisory Group, the team present answered the first question: Where are we Now? The community has also been answering that question (as well as the second and third question) through the engagement process.

Ongoing feedback has been collected from

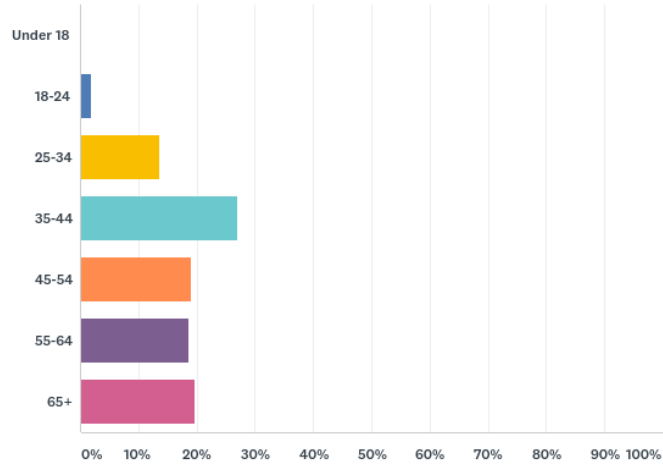
- Over 400 online surveys
- 20 in person interviews
- Facebook and Instagram comments
- Sticky note comments
- PopUp White Board comments
- Postcard survey comments

The feedback process will last through August 1st in order to outreach to the Severance area with a “back to school” event at the high school. At that time all the survey data will be collated, themes will be categorized, and the survey data published on the website in a report.

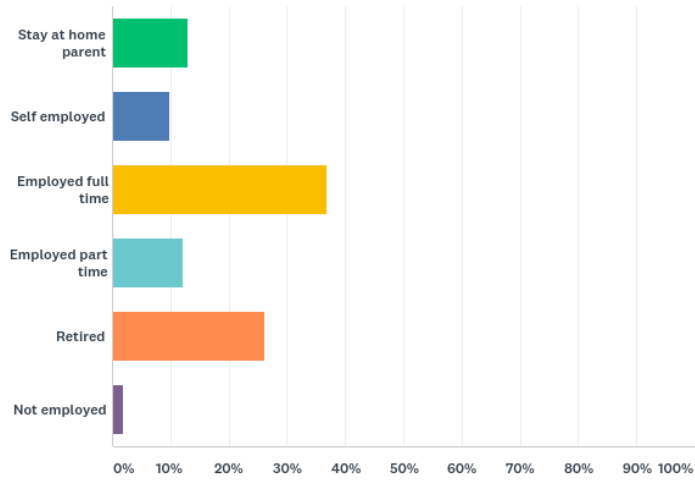
Review of the Feedback Collected to Date

The Advisory Group was emailed the data collected to date, and a Power Point (attached) was shown showing common themes. The online survey also collected general demographic data to see if the information came from a broad range of sources.

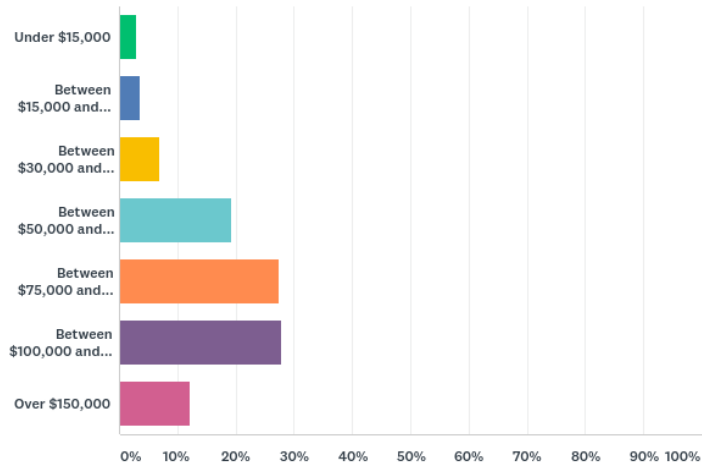
Q10 What is your age range?



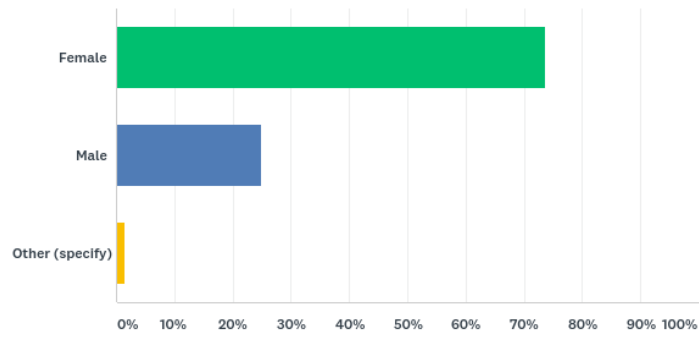
Q12 Please tell us about your employment:



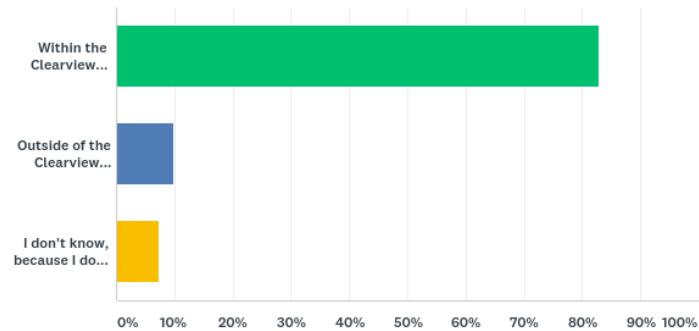
Q14 What is the income range for your whole household?



Q11 What is your gender?



Q13 Where do you live?



Priorities

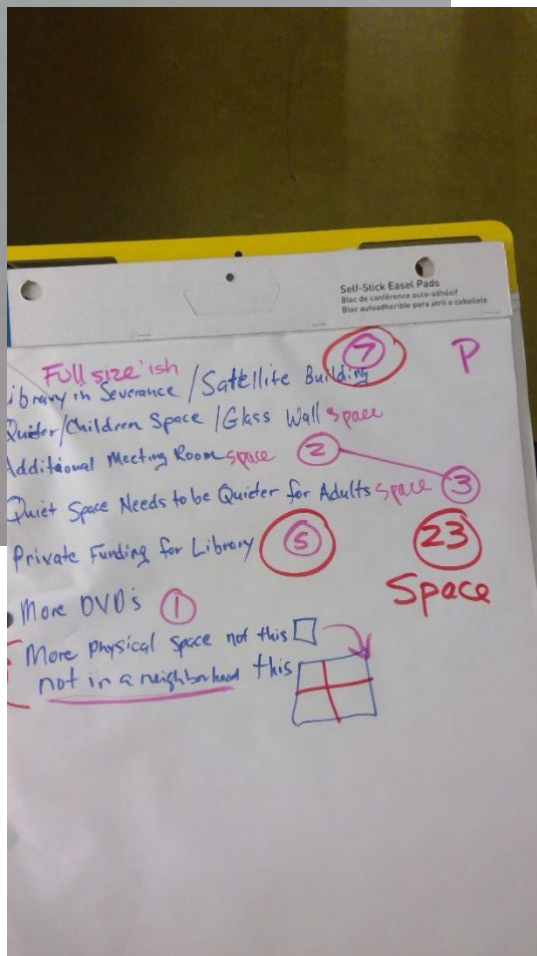
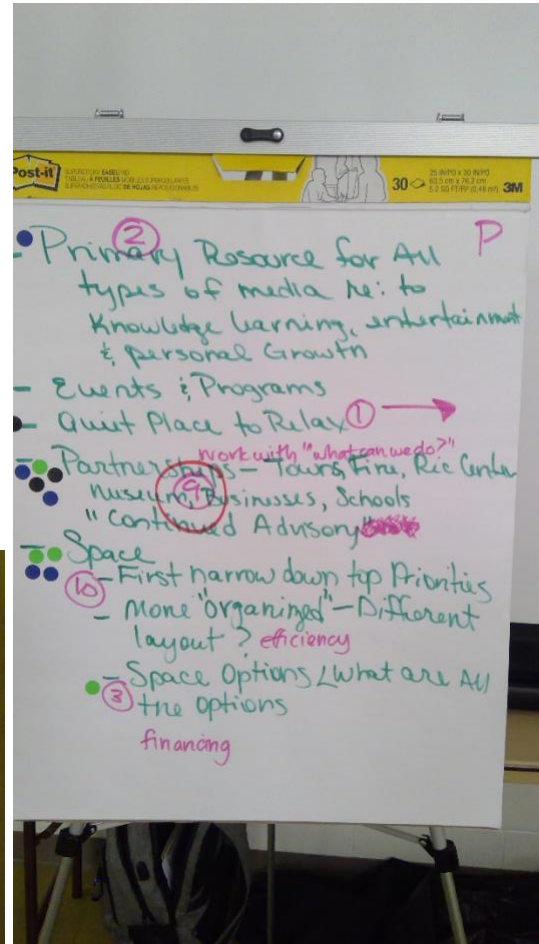
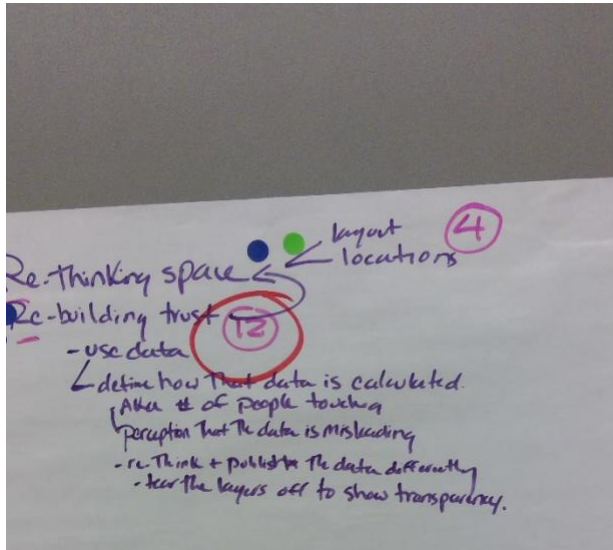
Based on the first Advisory Group meeting, the information presented as part of the feedback process, and the group discussions, the team then discussed Priorities for Clearview Library District. The process used was to break into three random teams. Each team answered the same question:

“What would you say are the most critical, the most important areas that the Clearview Library District must focus on for the next three years to be successful?”

Below is the Long List of Possible Priorities which were created (in no order):

- ✓ Primary resources for all types of media re: to knowledge learning, entertainment and personal growth
- ✓ Events and programs
- ✓ Quiet place to relax
- ✓ Partnerships – Towns, Fire, Rec Center, Museum, businesses, schools. Work with “what can we do” “continued advisory role”
- ✓ Space
 - First, narrow down top priorities
 - More organized – different layout, efficiencies
 - Space options: what are all the options
 - Financing
- ✓ Rethinking space
 - Layout
 - Locations
- ✓ Rebuilding trust
 - Use data
 - Define how that data is calculated aka # of people touched
 - Perception that data is misleading
 - Rethink and publish the data differently
 - Tear the layers off to show transparency
- ✓ Library in Severance/satellite building “Full size-ish”
- ✓ Quieter children’s space/glass wall
- ✓ Additional meeting rooms
- ✓ Quiet spaces need to be quieter for adults
- ✓ Private funding for the library

- ✓ More DVD's
- ✓ More physical space. Not necessarily one big space, but maybe multiple smaller spaces
- ✓ Space not in a neighborhood (easier to find, easier to see, more centrally located)



The team then voted to reach their top agreed upon Priorities for the library. The process used was a weighted dot voting system, with corresponding points (which can be seen on the photos above). There were similarities across all three Priority groups, so those themes (such as space) were grouped together for points. These are in priority order:

1. **Space:** This priority includes an assessment of the existing type and quality of space as well as an assessment of the use of the current space. Partnering for the shared use of other spaces in the community was also included in this conversation. Specific issues such as creating a space for children to use that did not impact the quiet spaces in the library, satellite locations, new space that is either one large building or several smaller buildings, and the location of that space are also part of this issue.
2. **Rebuilding Trust:** This priority focused (during this meeting) on the collection, communication and use of data from the library.
3. **Partnerships:** This priority focused on outreach and relationship building with current and potential partners to see how the library could best support those services (and in turn, how those partners might best support the library services). An example used was that if the Rec Center was offering a paid yoga class, perhaps the library could sponsor one free class to introduce people to yoga, then refer them to the Rec Center.
4. **Library Location in Severance:** This priority was about the physical location of library services (as opposed to a bookmobile or outreach classes) in Severance.
5. **Private Funding:** This priority was related to finding funding sources for some programs or capital projects that would be from corporate or other private sponsorships and donations.

Goals, Projects, Strategies (GPS) and Objectives

After the Priorities were determined, the team then brainstormed potential Goals, Projects, Strategies and Objectives.

- satellite locations - research
- ## Space
- idea of second building
 - programming resources
 - identify times/places in library that are underutilized
 - re-evaluate/rearrange current space
 - re-evaluate materials/program based on usage grow/eliminate/reduce
 - identify all programs
 - research diff options to building venting current bldgs to repurpose or pop ups

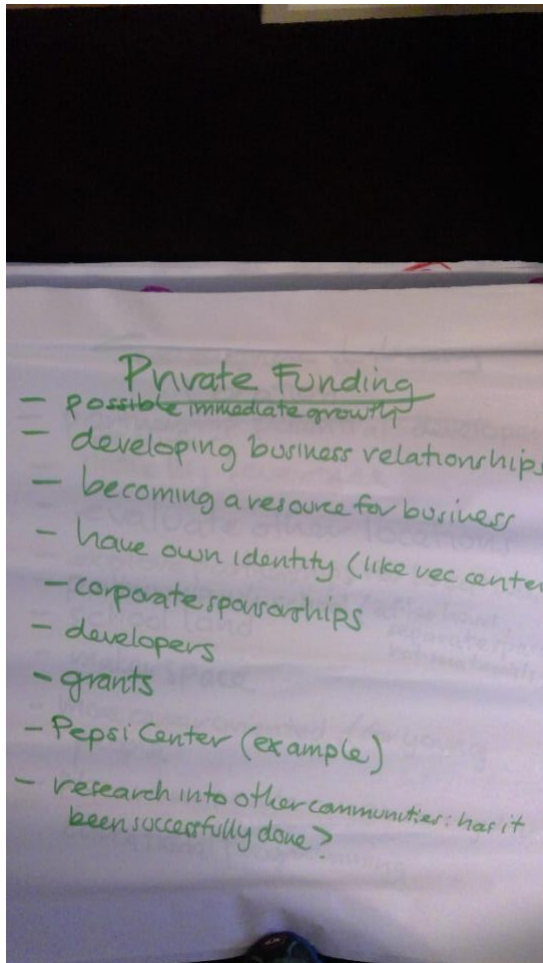
- satellite locations - research
- ## Trust
- go to partnerships
 - show how well current \$ (mil) is being spent, what is provided
 - communicate in a way "we heard you" this is what we are doing now
 - make data easier to find on website (financial)
 - bring torpedo on board
 - educating on the idea of the new bldg/taxes/etc.

Partnerships

- ask partners what they want
- id redundant / complementary services / what can be shared
- business library services exploration
- how can we be a resource
- determine goals of relationships
- continue w/ the school district, capitalize on that
- continue w/ Severance bookmobile and other services

Severance Library Location

- ~~partnership potential: developers, rec center~~
- initially Severance
- evaluate other locations
- explore partnerships for locations
- partnership w/ school (after hours, separate space, not materials)
- school land
- makerspace
- more career oriented (for young people)
- place where people can go for regular educational programming



Next Steps

The immediate next steps are to bring this information to the Community Meeting on July 29th at the Windsor-Severance Fire District at 5:30. More information (and RSVP) for the meeting can be found on the Facebook page: <https://www.facebook.com/clearviewlibrary>

Attachments: Power Point from the Advisory Group Meeting