

Clearview Library District
Strategic Plan
Community Meeting Report
July 29, 2019

#### **Process and Timeline**

The entire strategic plan process will take approximately six months, with community engagement happening in June and July; Advisory Group meetings from June - October, and two community meetings to give feedback and help create a document. The Library Board will consider adoption of the plan in November at their monthly meeting.

All documents and updates can be found on the District Strategic Plan web page <a href="https://www.clearviewlibrary.org/strategic-plan-4110">https://www.clearviewlibrary.org/strategic-plan-4110</a> as well as on the Facebook Page for the library.

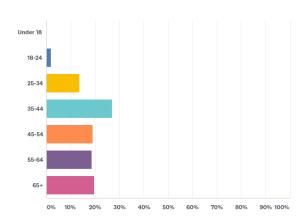
This was the first of the two community meetings (the second one will be held to comment on the draft plan). Nineteen people attended the meeting, which was facilitated by Sheryl Trent of SBrand Consulting. The intent of the meeting was to review the process of creating a strategic plan, talk briefly about the community feedback, and give some guidance of the future of the library.

#### **Review of the Feedback Collected to Date**

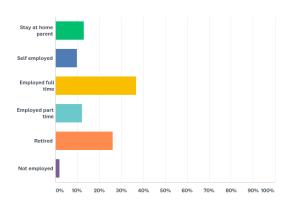
The Power Point (attached) was shown to the community showing common themes from all of the feedback. The online survey also collected general demographic data to see if the information came from a broad range of sources.

The full results of the feedback will be collated into a report and placed on the web page for review. The results will be discussed at the upcoming community meeting as well for more in depth comment and feedback.

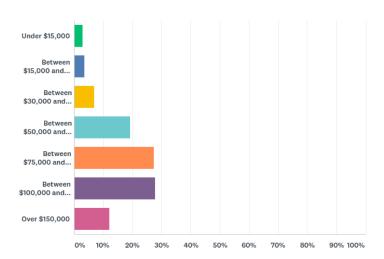
Q10 What is your age range?

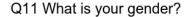


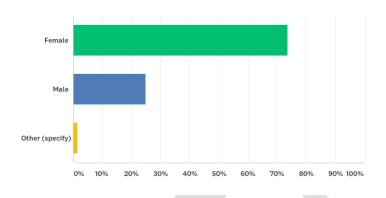
Q12 Please tell us about your employment:



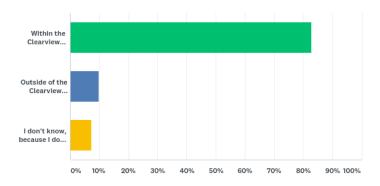
Q14 What is the income range for your whole household?







Q13 Where do you live?



#### **Initial DRAFT Priorities**

The Advisory Group had worked on some initial DRAFT Priorities for the library to focus on over the next three years. These were presented to the community for their thoughts and inp ut:

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. The mission and purpose of

- the library is wrapped up into this priority, as space must be focused on fulfilling the mission.
- 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.

Concerns were expressed by some of the people at the meeting that the word "trust" was miscommunicated, and that Strengthening Trust might be a better approach for a Priority. There was a conversation that the correct category might even be Communications. The opinion was offered that too much weight had been placed on the interview results for the creation of the Priorities.

Some improvements were also made to the Private Funding Priority to make it clearer in context and intent. The intent: in the short term, private funding should be investigated to provide both space and funding for programs and services.

Under the Space Priority, additional comments were recommended to reflect that rearranging the space was also a part of that focus.

#### **Questions from the Community**

Several questions were asked:

What is the "lane" for the library? What is the defined scope of the library?

What is the overlap within the community for services? What were the issues with the bond? How were the interviewees chosen? Is the Advisory Group volunteer?

#### **A Vision for the Future**

At the end of the meeting, each member took a pen and listed all their thoughts about the library of the future by answering two questions.

Describe how the library of the future will feel:



Describe what you will see in the library of the future:



#### **Next Steps**

The immediate next steps are to incorporate this information and feedback into the draft language for the Strategic Plan and continue discussions. Based on the high level of community engagement and the wide range of feedback and suggestions, the process may need to take longer to allow more review and consideration.

Attachments: Power Point from the first Community Meeting



## **Community Meeting**

Monday, July 29, 2019





## Work for Tonight

Review	Review the Process of Strategic Planning
Update on	Update on Information and Feedback
Add to	Add to the Draft Priorities and Goals
Create	Create a Vision for the Future of the District



## CONSENSUS

"I CAN LIVE WITH IT AND I CAN SUPPORT IT."



## Written Strategic Plan

## Implementation Matrix

## Deliverable





## Ground Rules



#### Introductions













## **About Sheryl**



























## Process and Definitions



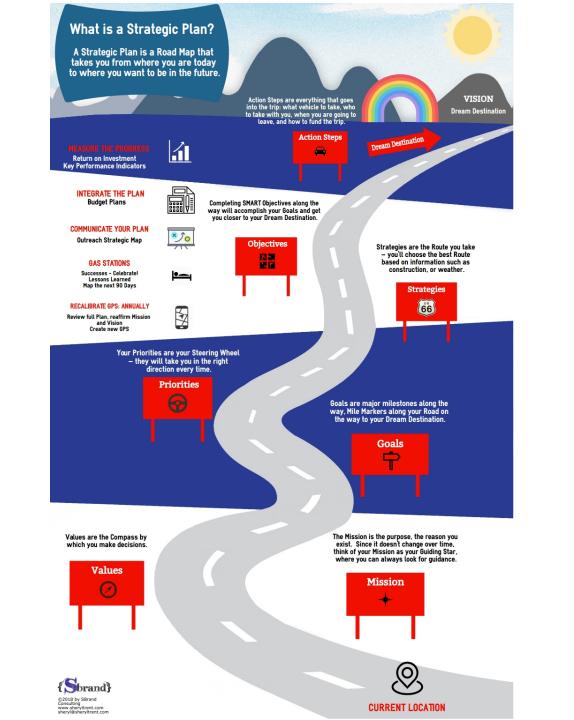
Where are we now?

Where do we want to be?

How are we going to get there?

3 questions to answer







## Engagement Strategies

Sticky notes

Pop Up White Boards

Postcard Survey

Online Survey

Interviews

Facebook/Instagram

Website

Advisory Group

Community Meeting















ADVISORY GROUP

## Formal Engagement Strategies



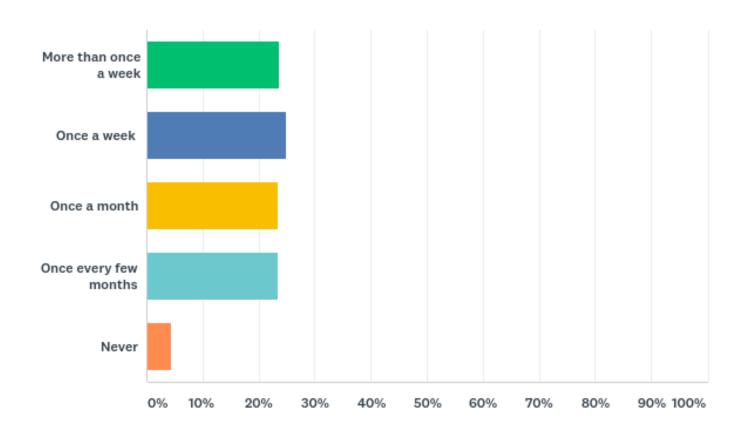




## Fun Engagement

## Inputs and Interviews

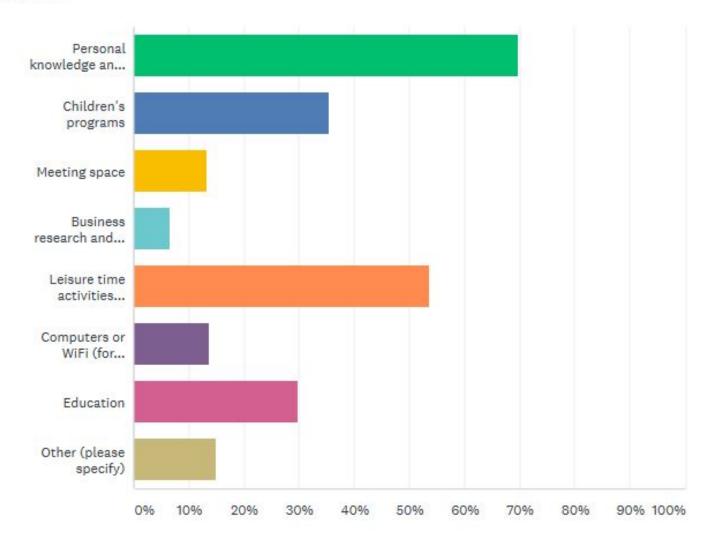
## Q1 How often do you use the Clearview Library District resources? (programs, meetings, books, research, and so on)





#### What role does the Clearview Library District play in your life?

Answered: 416 Skipped: 9







What is a "theme" for our purposes?



A theme is a recurring comment or idea that has very similar characteristics. For example

Children's programming Story Hour Kid's programming



Could all be combined as a common theme



Additionally, it needs to have a preponderance of comments. For example, out of 600 pieces of information, half or more is a preponderance. Out of 20 pieces of information, 12 or more is a preponderance.

### Overall Themes



Strong appreciation for library services as a whole, consider the library a valuable resource



Specific focused appreciation

for children's programming and services

For the diversity and multi generational approach of classes

Great staff!



Suggestions for improvement:

Partner with other entities to provide leveraged services

Increase transparency through data driven information



Requests for:

#### More space

- For physical books
- For quiet space (soundproofing!!)
- For meeting rooms
- Physical location in Severance
- More online resources

## Themes as of right now



## Themes as of right now

#### Concerns

- About property purchase and location
- About one library instead of satellite locations
- Understanding and communicating the best use of resources
- Competition and partnering

#### New Programs or Services

- Live music
- More teen programming



## **Implementation** and **Action**

# DRAFT Priorities 2020 2023

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.

# DRAFT Priorities 2020 2023

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## DRAFT Priorities 2020 - 2023

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# DRAFT Priorities 2020 2023

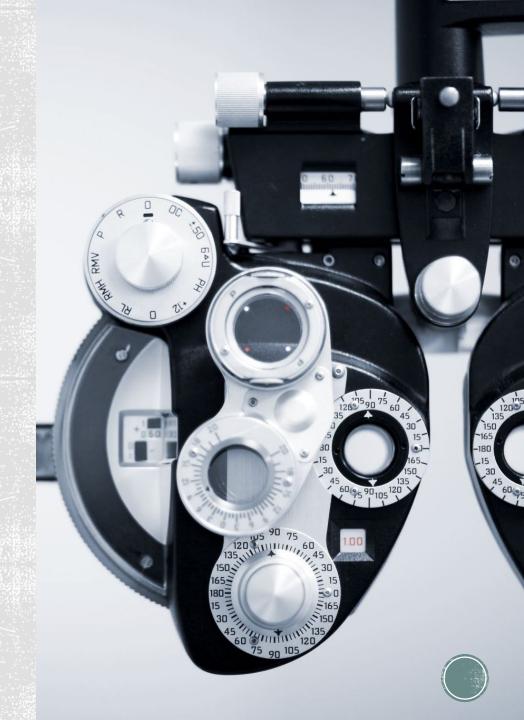
 Private Funding: This priority was related to finding funding sources for some programs or capital projects that would be from corporate or other private sponsorships and donations.



## Goals 2020 - 2023



## Create a Vision



## Are we on the right track?



Specific Step

By When (specific time)

Who (lead person and team members)

Any resources needed? (Budget, consultants)

## Action Steps



### Resources







**Partnerships** 



## Calendar





## Next Steps