



Strategic Plan Committee Minutes
Tuesday, November 15, 2011

Present: Johanna Delaney, Chair; Vicky Bush-Joseph, Trustee; Joe LaManna, Trustee; Karen Kleckner Keefe, Executive Director; Tiffany Verzani, Assistant Director; Michaela Haberkern
Absent: Connie Nelson, Trustee
Guest: Sandy Swanson, OrangeBoy via Web and phone

Call to Order at 1 p.m.

Preliminary Survey Results

Swanson reviewed the preliminary survey results with the Committee. The Committee was concerned that the similarity of responses in the "Important to the Community" category did not produce valuable information. Trustee LaManna suggested that staff be removed from the demographic information for the final report.

For the Committee members present, the biggest surprise was the large number of respondents who were not in favor of food or beverage vending in the Library.

Visioning Workshop Agenda

The Committee asked Swanson to reorganize the proposed agenda to start with an introduction that would include trends and examples from other libraries and industries. Chair Delaney asked that the presenters prioritize getting workshop attendees to think creatively and help them not get "bogged down in details." Trustee Bush-Joseph asked that demographic information be part of the introduction. OrangeBoy will provide a market analysis as part of the workshop.

The Committee asked that some of the information to be discussed be sent to the Board in advance in order to make the most productive use of their time together. Swanson and Executive Director Keefe will work together to provide relevant reports, articles, and other information (including last year's staff SWOT analysis.)

Swanson plans to introduce some of the concepts from Simon Sinek's book *Start with Why* at the Workshop in order to help the Board stay focused on the "higher level" ideas that will guide the Strategic Plan.

Other Business

Swanson provided more detail about the Innovation Sessions that will come out of the Visioning Workshop. The Visioning Workshop will identify three key areas that require more discussion and planning. Swanson will work with Executive Director Keefe on gathering the data on these issues and identifying staff, Board and community stakeholders who will be invited to these sessions. Innovation sessions will be facilitated on-site by OrangeBoy. Members of the Strategic Plan Committee will likely be involved in these sessions, as well.

Trustee LaManna shared his expectation that staff expertise be called on in the planning process.

The Committee discussed the technology in use at Hinsdale Central High School as an example of the skills and needs that the Library can look for ways to support and meet.

Adjourned at 3:30 p.m.

Approved: December 16, 2011