WSPL Board Minutes

Location: Webb Shadle Public Library Board Room

Date: October 11th, 2022

Time: 7:000 pm

Attendees: Jennifer Latch, Eric Hoffman, Julie Cowden, Tammy Clark, JoEllen Glick, Maryann Mori

* Call to order: 5:17 pm
* Trustee Training with Maryann Mori Strategic Planning Session: “**Four parts of a Strategic Plan”**
	1. Identify community trends/Analyze data
		+ Maryann gathered hard demographic data on the Pleasantville area from the State Data Center. Examples:
			- Pleasantville population: 1700
			- Median Age: 33
			- Ethnicity: 93% Caucasian, 7% Other
			- Median Household Income: $60K
			- Median House: $152K
			- Unemployment: 2.3%
			- Average Commute: 26 minutes
			- Educational Attainment: Not high school graduate: 5%, High School graduate 35%, some college/Associate’s degree 35% Bachelor’s Degree 21%, Graduate degree or higher 4%
			- Population over age 16 in work force: 73%
		+ City plan/Placemaker recommendations were outdated and not relevant to library planning
		+ Data Analysis: Takeaways & Ideas
			- Specify age groups for events – target ages
				* Slater Book Club: Age 9-12. Complete book and go on field trip.
				* Local History: Seniors “Remembering Pleasantville,” “What it was like as a teen in 19\_\_?”
			- Partner with local nonprofits/schools
				* No high school library: highlight books on site, allow book return at school drop off
				* School counselor: library “Brainfuse” offers college placement exam practice tests [Brainfuse offers : \*Homework Tutors, \*Writing Lab (constructive feedback), \*Skill Surfer (practice ACT/SAT, etc. tests), Flashcard Creator]
				* Local colleges: financial aid info event
				* Elementary: Read to Pre-K at school
			- Fitness Interest
				* Iowa Healthiest State Initiative
				* Story Walk – grant (Foundation Directory)
			- Food “Desert”
				* “Food Rescue” program – expired/throw away food (Mary Murphy – Perry library)
			- Facilities
				* Young Adult section

More shelving

Not next to little kid section

Make it pop (string lights, rug)

* + - * + Historical Preservation

Dedicated site for pictures on Iowa Historical Digital Collection(State Library website)

IowaHeritage.org (loan scanner, teach and guide how to organize)

* 1. Choose logical library Service Responses (*italics designate board’s chosen options with examples following)*
		+ *Civic Engagement*
			- *Coffee & Conversations (with city council)*
			- *Culture Night*
			- *Soup & Sounds*
			- *Music Solos (PreComp students)*
			- *Wine Evening with Linda McCann “Prohibition”*
			- *Friendsgiving*
			- *Service/Volunteer Opportunity Fair*
			- *Storytelling Series (offer pack to take and interview)*
			- *Local History Events*
			- *Gaming events (learn cribbage, Scrabble tournament)*
			- *Penpals/Grandfriends (pair students with seniors)*
			- *Burgers and Beats*
		+ Digital Learning
		+ *Critical Literacies*
			- *Digital Literacy (Tech Help, Apps, Social Media, Parental Controls)*
			- *Financial Literacy (FAFSA, Debt, Wills)*
			- *Work Applications (How to apply for a job with no recent work experience)*
		+ Economic Success
		+ *Education/Lifelong Learning*
			- *Genealogy*
			- *Peace Tree (Army Corp of Engineers)*
			- *Knitting*
			- *Cooking Class series (Foraging “Food-to-Fork,” Instapot, Pies, Basics)*
			- *Card Making*
			- *Adult Learning Kits (Ukulele, Hiking)*
		+ Spaces/Places
		+ Staff Development
	2. Written Plan – Meet Standard 17 – Answer: “Who are we?”
		+ Contain Mission Statement
			- Should be simple. Sentence, not paragraph
			- Suggestion: “to promote community and intellectual diversity”
	+ Utilize community data/meet community needs “met with state library consultant, reviewed demographics, looked at city plan”
	+ Outline goals (what public receives, e.g. “Members of the community will grow in their relationships with each other”), and objectives (what we’ll do, e.g. “The library will host events to introduce community members to one another).
		- “Responsive” = Proactive not Reactive
	+ No more than 5 years into future
	+ Review and update annually (Maryann suggests quarterly)
	1. Reallocate resources and implement plan
* See attached “strategic plan template” submitted by Maryann Mori
* Each board member in attendance earned 2¾ hours of trustee training at this meeting.
* Adjourn: 8:30 pm. Motion Hoffman. 2nd Clark. Passed.

**Our next meeting will be:**

**Tuesday, November 8th @ 7:00 pm**

Trustee Training hours logged in 2022/2023:

Julie: 5.25 hrs

Craig: .5 hrs

Eric: 4.25 hrs

Jennifer: 5.75 hrs

Tammy: 5.25 hrs

City council meeting Duty

(3rd Tuesday of the month at 5:30pm)

* + ~~July: Stephens~~
	+ ~~August: JoEllen~~
	+ ~~September: Cowden, JoEllen to give quarterly report.~~
	+ ~~October: Clark~~
	+ November: Clark
	+ December: Latch
	+ January: Cowden
	+ February: Hoffman
	+ March: Latch
	+ April: Hoffman
	+ May:
	+ June: