

Zion-Benton Public Library Strategic Planning Task Force

Place: Zion-Benton Public Library, Youth Study Room, 2400 Gabriel Ave., Zion, IL 60099

6:30 p.m. Tuesday, December 15, 2015

Present: Wendy Driver (Chair), Amy Onan and Carol Dolin

Absent: Jacqueline Holmes.

Mrs. Dolin presented a packet of information with the following components:

- Definitions of Long Range Plan and Strategic Plan
- Excerpts from *Overcoming Our Habits and Learning to Measure Impact*, an *Information Today* article by Moe Hosseini-Ara and Rebecca Jones which discusses ways to structure strategic planning to maximize our value to our stakeholders
- A summary of other community groups and organizations and their initiatives and responsibilities
- A Performance Measurement Survey from the Public Library Association Performance Measurement project: *Project Outcome: Measuring the True Impact of Public Libraries*, which outlines seven possible service responses on which to focus to have a maximum impact on our community.
- The library's mission statement
- The library's 2008-2011 Long Range Plan

The task force discussed the results of the community surveys and feedback from the focus groups as well as the Aspirations, Challenges, and Conditions that need to change from the staff meetings. They also discussed some themes that have come out of planning at Zion, Winthrop Harbor, Beach Park, and the Coalition for Healthy Communities. The focus on improving safety, housing, and the economic conditions of the three communities is a common theme to which the library can contribute. As the discussion evolved, Mrs. Driver and Mrs. Onan concluded that the library has already identified and begun to address some of the community aspirations and challenges. However, expanding hours to be open on Fridays and/or Sundays remains a top priority, both from a service perspective and to contribute to general safety in the neighborhood and community. Strategic planning has evolved since the library's last plan was designed, so the next plan should have more concrete measures of impact to offer clearer structure for where funding is devoted. Demonstrated needs in the community are applied life skills (both general and technology/digital) for teens and adults, early childhood literacy, and community partnerships/engagement. Summer reading has been identified as an important initiative by the schools and the Coalition's Literacy Task force and an important opportunity to partner with other community organizations to address these identified issues.

Mrs. Driver and Mrs. Onan selected Civic/Community Engagement, Early Childhood Literacy, Education and Lifelong Learning, and Summer Reading from the list of possible Service Responses. Mrs. Dolin agreed with the choices and will have the staff prioritize these by January 12, 2016, when the task force will meet again to prepare for the presentation to the full board. Mrs. Dolin will also offer staff the opportunity to identify other possible initiatives which may be more important to this community. Current topics and titles could fit within one of the other service responses, or perhaps the increase in movie rentals speaks more to entertainment and recreation, which is not really listed or offered as a potential service that might be valued by the community.

The meeting adjourned at 9:00 pm.

Approved: January 26, 2016

Signed:

Attest:

Recording Secretary: Carol Dolin