

**NILES PUBLIC LIBRARY DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
JUNE 21, 2010**

Meeting began at 1:05pm

In attendance:

Linda Weiss
Barbara Nakanishi
Linda Ryan
Sue Wilsey
Jim McNutt
Barb Kruser
Susan Lempke
Valerie Clark
Kathy Pricone
Dave Dabrowski
Don Burkhart
Sue Brice

Dan Wiseman of Wiseman Consulting and Training introduced himself and all meeting participants introduced themselves.

Dan has a background in Organizational Development. He previously held the position of senior Organization Effectiveness Consultant at United Airlines. Since 2000 he has teamed up with his wife Sharon, who is currently the Director of Development and Organization Development at the Gail Borden Library District and has been a Librarian for 35 years. Dan serves as Chairman of the Best Practices Committee for the ILA. Both Wisemans are faculty members at Dominican University.

Dan introduced the Strategic Direction process as one that should give everyone in the organization and community the feeling of being involved and having a voice. The process needs to be engaging and energetic.

The end result will be a 3-5 year plan with goals and objectives that will be quantifiable. We will have a dynamic public relations and marketing tool that will communicate the outcome of the strategic direction setting process. This instills a sense of confidence in community.

Getting started, Dan asked the group what they felt were the most important issues to be addressed.

The following responses were:

- Remodel entrance to building.
- Remodel break room next to entrance.
- Remodel desk at building entrance.
- Incorporate automated book return system.
- Need private study rooms.
- Self check-out.
- Conduct a space study of the facility.
- Determine how to best serve the increasing diverse populations of the community.
- Parking concerns.
- Increasing card holders (we currently are just below 50%, most libraries strive to reach 60% or more).
- How to keep the Library website current and accessible.
- Incorporate roving Library services (as opposed to the current service desk system).
- Better serving the needs of job seekers.
- Maintaining quality, current computer services.
- Create a more laptop friendly environment.
- Solve the staff training dilemma, particularly in light of the demise of NSLS offerings and especially for all of the new emerging technologies.
- Examine hours Library is open to meet institution standards.

The first step in the process is data collection (includes new Census information, focus groups and observation studies).

The advantage of an objective outside presence to conduct focus groups is to gather more accurate feedback that could be skewed if conducted by NPLD staff. Respondents could be hesitant to be completely honest if working directly with Library staff.

Focus groups should include:

- Community leaders
- Non-library users
- English as a second language groups
- Senior groups
- Parents
- Teens
- Staff

Another option is an open town hall type session.

Once the data is reviewed and evaluated, the next step is priority setting.

Step three is the creation of goals and measurement tools.

Step four is determining how to best use the budget to meet the established priorities.

Final step is communicating the results to the community

To begin the process, a small steering committee will need to meet to determine the logistics, timetable and more.

Once Dan left, the group discussed the possibility of hiring Wiseman Consulting. All were in favor of presenting this option to the Board. The Board members present also agreed to propose that we budget \$10,000 to for the Strategic Planning project, including the Wiseman fee, and other costs like printing and respondent incentives.

Linda Ryan agreed to present this report to the Board at the next meeting on July 21, 2010.

Meeting adjourned at 2:54 pm.