

Strategic Planning Committee Minutes --DRAFT

March 24, 2022

Present: Yves Gakunde, Kathleen Kennedy-Burke, Jennifer Alexander (Trustees)
Susan Bloom, Marti Fiske (Staff)

Strategic Planning at Staff Training Day: April 11, 9:30 – 10:45 (Trustees arrive at 9 a.m.)

Trustee Committee members will lead break-out sessions. Staff will be randomly broken into three groups to encourage mixing of departments. Each group will focus on one of the strategic plan goals (see attached) and their respective objectives. Easels will be set up and a volunteer scribe will be requested.

- What does the Library do well on this objective?
- How can we implement positive changes on this objective?
- What are the barriers to implementing this objective?

All staff will come back together for a report out, about 10:15.

Barriers recognized to date:

Marti Fiske shared barriers to the plan recognized to date.

- Difficulty in finding diverse adult fiction that has wide appeal in certain genres.
- EDI Collection Surveys allow a “snap shot” at that time: now, after some time purchasing and check-ups later. Surveying a collection our size requires analytical software that is costly. One option reviewed so far costs \$4,500 for one year.
- We now have time for staff meetings but it can still a challenge to get staff to the meetings. 60% of staff are part-time so they may hold other jobs or not be scheduled to work on the day of a meeting. Even full-time staff may be schedules for an evening shift and not available for a morning meeting.

Trustee Survey:

Jen Alexander will email a survey to all Trustees asking for their community connections.

- Organizations that they volunteer at
- Clubs they are members of
- Current and former place of work
- Domestic partners' community connections

Strategic Plan Goals

GOAL 1

Marketing/Communication: Internal and External

The library will prioritize effective communication internally and externally, relaying timely, useful, and appealing information.

Objective 1: (Internal Communication) Increase cross training and information sharing between shifts, departments/service areas, etc. to increase effectiveness in assisting the public and easing staff workloads.

Objective 2: (External Communication) Increase marketing, outreach, and strive to be responsive in all communications to and from the public using a variety of methods and platforms.

- Improve public understanding of the library mission, budget and related processes.
- Increase resource awareness for the public.
- Respond to public questions and comments on public platforms including social media.
- Have a library presence at community and civic events.

Objective 3: Establish, increase, and strengthen partnerships and collaborations to better promote the library's mission, services, and better serve the public.

GOAL 2

Optimizing Our Assets

Library staff and board will be empowered to create informed analysis of internal and external processes and procedures. Streamlining and updating departmental and organizational processes to reflect present day library services will positively improve patron experiences.

Objective 1: Leverage new and existing technology to provide services and communications with the public.

Objective 2: Optimize use of the expanded building and outdoor spaces for programs and public access.

Objective 3: Enhance staff training to facilitate full utilization of the building and equipment by improving methods, procedures, protocols, communication, and education in order to positively impact services to the public and increase potential revenue.

Objective 4: Prioritize hiring and retainment of staff at full capacity, and advocate for full time positions for professional staff.

GOAL 3

Increase and Ensure Inclusivity For All

Keene Public Library will ensure that services and information is accessible and inclusive for all.

Objective 1: Increase access to all library materials, facilities, programming, and technology, regardless of ability, race, ethnicity, color, socioeconomic status, education level, sexual orientation, gender, religion, citizenship status, and any other factor that may be a barrier to library users.

- Optimize physical assets and update policies for better management of spaces and resources.
- Reevaluate procedural access issues such as: costs/fines associated with overdue fees.
- Improve access to popular items.

Objective 2: Support the recommendations made by the Racial Justice Committee and make Keene Public Library's services more diverse and equitable by cultivating cultural awareness of people of all backgrounds.

- Expand library collection and services to become more diverse and inclusive.
- Engage people of all backgrounds in library services.
- Celebrate diversity by hosting and partnering with local organizations to provide events and programs that promote diversity and inclusion.
- Cultivate and support a culture of diversity and inclusion that will enhance the collaboration and connectedness of people from diverse culture and backgrounds in our community.

Objective 3: Develop partnerships with and provide space for local service agencies and other organizations to make available additional resources and programming for the community.

- Network with businesses and other organizations in the local area to promote local initiatives.
- Collaborate with social service agencies to assist with providing resources to vulnerable populations such as people experiencing homelessness, drug misuse, etc.