

*Griffin Free Public Library
Strategic Planning Meeting
January 17, 2019*

Present: Nancy Mayland, Chair; Joe Forest, Treasurer Liz Michaud, Secretary; Sharon Bluhm, Alternate; Brenda Beer, Alternate; Kathy Growney, Library Director; Hope Gardner, Library Assistant

Absent: Jeanni Worster, Alternate

Nancy Mayland started the meeting started at 6:33pm

Agenda: Discuss the Library Strategic Plan. The format for this meeting is a working, informal session.

Kathy started the discussion by reviewing the minutes from the October Meeting.

Reminder:

Our new mission statement:

“Providing Resources/Strengthening Community/Broadening horizons.”

Recap of the reasons why Henniker Tucker Library won library of the year.

These are the criteria:

1. Demonstrate expansion of services and technology
2. Enhanced service to previously under-served part of the community
3. Developed partnerships with other libraries and/or community organizations
4. Proven value to the community measured by relationships with and support from town officials and members of the community
5. Maintains membership in the NHLTA

Kathy is going to find out when the application for library of the year is due so we can nominate ourselves.

Kathy gave us a handout “Basic steps in planning for a new library building” for our review and future discussions. First step would be a feasibility study, which the town has scheduled to happen in 2020.

Discussion of existing strategic plan core values from Dec 2014. Nancy asked Kathy to put together a chronological graph once we identify steps that need to be taken.

What do we stand for?:

Adaptability

Community

Cooperation

Learning

Respect

Stewardship

Kathy handed out a “strategic plan working document”, things she put together from our past meetings. If we focus on three core values, it will be easier to market to the community.

The team liked: Inspiration and timeless value, we are relevant.

We need to work on our value to the community and that we’re relevant. Work on marketing what we can provide.

The vision of the library should define who do we want to become.

Kathy will work on expanding each of the three phrases in the new Mission Statement and expand on them. She will also try to tie them to the SWAT plan we’ve been working on.

- Where do we want to go in the future?
- We are getting rid of the old vision statement
- We want to grow to keep up with the evolving needs of the community.
- We want people to think of the library when they need something.

A concern was raised that we may receive some push back from the community, because as we expand and grow our budget will have to get bigger too.

A discussion was held about our circulation per person in our population compared to other towns. We circulate 3 items per person in Auburn (\$24pp), that is equivalent to Manchester (\$26) for 2017. Candia is \$33, Nashua IS \$36 and they have 6 per person, derry \$37, Hookset \$52, (dollars spent per person in the town for the library budget).

What is our vision?: flexibility / growing / we want people to think of the library when they need something. Reviewed what our vision discussion was at the last meeting.

Kathy suggested a new Vision Statement:

**Where Auburn Comes Together
To Discover, Create, Connect and Succeed!**

Where Auburn Comes together captures the sense of working together in the positive sense as well as the library being a vital part of physical community.

Kathy gave us another document for a start on describing or explaining each of the words. It’s a “jumping off point” for future discussions.

A discussion was held about doing an On-line survey of the community– “100 great idea” – Hope shared some research that she did on library surveys. We will also have the survey physically in the library for anyone who does not have access to the digital one.

Goals:

Discussed goal: We need to define the community goals. We can tie into the Board of Selectman goals for the community, but we need to reach out to the community too. Example: Reach out to businesses in Auburn and let them know their employees can get a library card here.

1. Exploration of the new building – idea for goals on the document.
2. Digital Presence: Being able to collect fundraising, or the amazon smile widget. Things we might need to add.
Foundation = Friends Group 501C3 - need this for matching funds. Friends should be able to take a credit card. Discussion of cell phone vs tablet in order to take a credit card purchases – need cellular connection.
3. People / Volunteers / local experts – other areas for improvement. Services that can be increased.
We need to look at our policy for volunteers, because we seem to be restricted with what we can allow them to do.
Kathy to review the staff job descriptions for possible update.

Action Item: Think of goals and bring them to the next strategy meeting.

Next Meeting Jan 31, 2019 6:30

Meeting adjourned at 8:43pm

Liz Michaud
Secretary