

DRAFT

Hartland Library Strategic Planning Steering Committee Meeting  
December 5, 2014, 1:00pm, Hartland Library Community Room

Attending: Kristi Clemens, Fred Lee, Sarah Stewart Taylor, Theresa Gregory, Amy Wisehart,  
Laura Bergstresser

Initial Agenda:

1. Additions to the Agenda
2. Introductions
3. Review strategic planning process
4. Review current 5-year plan
5. Brainstorm potential focus group participants
6. Focus group tentative dates
7. Info packets
8. Next steps, next meeting

### **Additions to the Agenda**

Q: How many in a quorum? A: Four.

Q: Are we all voting members? A: Yes.

### **Introductions**

Members introduced themselves.

### **Review Strategic Planning Process**

Introduce framework - We are provided with the "Strategic Planning for Results (SP4R) Definitions and Timeline" document.

We are the 'steering committee,' the 'task force' = the focus group

It was suggested that we have two focus group sessions led by Amy Howlett. The evening was suggested, generally the sessions take up to four hours. We would want to have 20 to 25 people present. Preferably the same people at each session to ensure continuity. We want to get a good cross section of the community.

Questions raised: Could we also do four two-hour sessions, as four hours is a long chunk of an evening? Would Sunday afternoons be better? Would we get better participation during the afternoon as many people don't like driving at night? Is it possible to have child care?

We overviewed general timeline of strategic planning process.

Amy says she also wants to look at the library mission statement.

Q: Is the focus group open to the public? A: Yes.

Q: Should we have an open forum? A: there was discussion and the general thought was that we wanted a cross-section of townspeople, and not to end up with a lot of people potentially reflecting a single viewpoint. We don't want the focus group stacked.

Q: Could we have an online form or work it into an HCC breakfast?

When to have the first meeting?

### **Review Current Five-Year Plan**

Goal of this work: to create a new 5-year strategic plan. The last plan had specific goals.

Q: Can the strategic plan be changed after it is made? A: slight modifications. Also, perhaps a method for making changes can be added within the strategic plan.

How do we find new people in Hartland?

The focus group should inform the mission statement.

We should have separate mission and vision statements.

There have been changes in the world of library science and new technology. (A sideline discussion here on accessing online resources, and a suggestion that we should perhaps make youtube videos demonstrating how patrons can use ebooks and audiobooks because they are complicated to access).

Data for hits on the website are discussed.

We reviewed the library statistics - Overall, attendance is down but program use is up.

We looked at the budget.

### **Brainstorm Potential Focus Group Participants**

Q: Can we have a focus group with just kids and teens? Can we target teens since teens usually fall off the library radar after they head off to high school?

A: We will look into a separate date for a kid/teen focus group.

Q: Regarding finding patrons who are currently under-utilizing the library, how do we find who isn't coming to the library.

A: There was much discussion of this point. Some ideas: People who are post-childbearing and pre-senior, people in their 20s and 30s - they are reading but not utilizing the library. Would it be possible to have an online survey to find people we don't already know? Unclear. Should we ask the selectboard for suggestions. The Eventual Solution: We will use the town report to make a list of all the groups in Hartland and pick a person from each of the groups. This should be a good cross section of people who are interested in being active in town issues, but that might not already be the usual library users. Also, they can go back to their groups and ask if there is anything that the group members want to share.

Groups: Hill Hoppers, Historical Society, Aging In Hartland, Hartland Energy Committee, Food Shelf, X-mas Project, the Brick Church, the UU Church, the North Hartland Church, the

Nursery School, the Garden Club, Farm-to-School, Hartland Winter Trails, Hartland Community Connections, Hartland Community Arts, Hartland Elementary School, the Conservation Commission, Fire and Rescue, the Planning Commission, Business Owners at Three Corners.

Q: Will people from all these groups want to dedicate two four-hour stints of their lives to this?

A: Work on the craft of the ask. Also, consider shorter sessions.

### **Focus Group Tentative Dates**

We decided that Sunday afternoons sound good, as long as the first date is after the Super Bowl (Feb 1).

We set aside two Sunday afternoons and two weekday evenings, so that once we have participants we can see which works best. Either Feb 8th and March 22nd (Sundays) or Feb 11th and March 25th (Wednesdays) or Feb 12th and March 26th (Thursdays). All of these afternoons/evenings are currently open on the calendar.

### **Information Packets**

Q: What should go in the information packets we give the participants?

A: The last plan, recent annual report, general info about technology and the future of libraries, aspirational things from library journal about small libraries that do big things.

### **Next Steps, Next Meeting**

We picked January 16th for next meeting. Amy will contact most people. Laura will talk to Paul Sawyer at UU church, Sarah S.T. will talk to Harriette at Nursery School.