

**WOODLAND PUBLIC LIBRARY
BOARD OF TRUSTEES SPECIAL MEETING
Minutes, July 12, 2008**

Present: Bud Goding, Kay Hodges, Tom Pavao, Alain Traig, Jorel Difuntorum

Staff: Sandra Briggs, Sue Bigelow

The meeting was called to order by Bud Goding at 9:05 AM.

As no visitors were present to welcome or provide public comment, President Bud Goding asked Sandy Briggs to conduct the strategic planning workshop according to the agenda.

Following review of goals and key definitions, a warm-up activity identified the key elements of “mission”—Who? What? Why? How? (see Attachment A), Board and staff reviewed existing and related strategic planning documents for City of Woodland (1990’s and current draft), Woodland Library (1996 vision, 1995 mission, and 2002 service goals), and Woodland Literacy Service as well as American Library Association (ALA) and Public Library Association (PLA) document impacting library planning.

Conclusions based upon preliminary performance indicators were reviewed for FY 2007-2008:

- The collection is in excellent shape! Circulation continued to increase at with a final total of 334,037. June circulation at 31,877 broke the “glass ceiling” on existing charts. In addition, Woodland Public Library (WPL) consistently filled the highest number of holds within the Millennium partner libraries with a total of 74,696 for the year. As a result of Transaction Based Reimbursement (TBR), the loans filled generated approximately \$138,000 for the library. There are currently 96,542 holdings (including print and audiovisual).
- Children’s programming has been a major highlight of the past year. A total of 2,893 children attended 159 story times and book clubs; 870 children received formal tours through 33 tours, and 4,128 children were present for class visits to schools. Summer reading participation for 2007 was equal to 426. In addition, 2,409 children attended one or more of the 16 special children’s programs, including holiday parties, puppet shows, poetry workshops, magic shows, and museum exhibitions.
- The literacy program continues to grow as it focuses on Woodland and some of the most at risk populations. In addition to 65 tutors working with 93 adult learners, 30 inmates at Monroe Detention and Juvenile Hall are engaged in tutoring. Fifteen student/tutor pairs are involved with *No Barriers*, a program for developmentally disabled adults, and the *Strength Through Education Program (STEP)* has just been started at the Wayfarer Center.

An informal evaluation of the *2002 Needs Assessment and Service Plan* was reviewed including identified accomplishments for the four target populations (children 0-12), teens, Hispanic families, and seniors in each of the four service strategies—basic literacy, current topics and titles, general information, and information literacy. In addition, a resource allocation evaluation for the four target populations was proposed and accepted with clarification—space (SF), budget (materials), collection, staff, programming, circulation and web site presence.

Current demographics for Woodland were reviewed as well as an overview of the following library trends—emphasis on local community need, community-building role, library as “place” or destination point, library as community’s living room, re-examination of reference, emphasis

on convenience and self-service, implementation of retail model, 24/7 service delivery through web site, zoning for noise and target populations, demonstration of Return on Investment (ROI), and focus on automation and outsourcing.

Preliminary results from the first 78 community respondents regarding library priorities were reported as follows:

1. number of hours open to public
2. new books and print material
3. public access computers/Internet
4. staff available at service desks
5. new audio-visual (CDs, DVDs)
6. regular story time to introduce children to reading
7. new and emerging formats (downloadables, play-aways, e-books, etc.)
8. teaching adult non-readers to read
9. special programming (author visits, book clubs, performances)
10. providing meeting room space

A tour of the library facilities and spaces was followed by lunch.

The final activity of the day was a brainstorm of Strengths, Weaknesses, Opportunities and Threats (SWOT) for Woodland Public Library (see Attachment B).

At the next board meeting on August 4, 2008, the Board will take the next step in the strategic plan—confirm aspects to retain/identify aspects for change with existing mission, vision, service directions and population targets. In addition, the Board agreed that each member would return with his/her most immediate priority for action. The Board requested a literacy performance report from Sue Bigelow and the following reports from Sandy Briggs (percentage of collection expenditures by target population, circulation by material type (adult, YA and J), and report of percentage of circulation staff-assisted versus self-service.

The meeting was adjourned at 3:04 by President Bud Goding.

Prepared by Sandy Briggs

MISSION WARM-UP ACTIVITY: WOODLAND PUBLIC LIBRARY 7/12/08

Mission: The promise made to customers and funders that identifies who will be served, (in what manner), what they will receive and for what purpose.

WHO?	RECEIVES WHAT?	HOW? IN WHAT MANNER	WHY? FOR WHAT PURPOSE?
<ul style="list-style-type: none"> • The Public • The Population of Woodland • The People of Woodland • Children (2) • Youth • Teens/Young Adults (4) • Primary Adult Readers • Elderly • Illiterate 	<ul style="list-style-type: none"> • Variety of Material (Spanish & English) • Bilingual Materials • Provision of Print, Image, & Sound Media • Materials • Computer-based Activities • Computer Access for Those Who Lack the Means on Their Own • Guidance, Mentoring, Inspiration • Access to Educational Resources • Wide Range of General Resource & Knowledge • A Room of Their Own • Material & Programs for Teens • Children's Events • Community-building • Love of Reading 	<ul style="list-style-type: none"> • Focused • Creatively • Personally • Respectfully • Teaching • Varied • Current • Directed • With Commitment & Energy • Regularly • Focus on Making Resources Accessible 	<ul style="list-style-type: none"> • Exposed to Variety of Views • Improve Work Skills • Reduce Crime • Improve Quality of Life • Build Stronger Community • Build Strong, Cohesive Community • Community Integration & Interaction • Community Participation • Increase Community Base of Knowledge & Ideas • Educated—Informed—Better Citizens—Better World • Better Able to Meet Challenges of Today's World • Better Educated & Mature Citizens • More Educated • Educated

LIBRARY SWOT: WOODLAND PUBLIC

<p style="text-align: center;">STRENGTHS (INTERNAL)</p> <ul style="list-style-type: none"> • Collection (lots of books) • Staff Expertise (extraordinary staff; children’s services) • Building (historical) • Literacy • Friends of the Library • Large Potential Undeveloped Space • Relationship with Community/Community Support • Positive Relationship with City Staff and Council • In-demand Product—Information • Scheduled Expansion • Stable Board • Committed Director 	<p style="text-align: center;">WEAKNESSES (INTERNAL)</p> <ul style="list-style-type: none"> • Diminishing (lack of) Space • Process Inefficiencies • High Maintenance Building • YA—neither fish nor fowl—Where do they fit? • Coordination with Programs (within and outside) • Accounting (business of running literacy) • Approaching Staff Retirements • Bilingual Collections
<p style="text-align: center;">OPPORTUNITIES (EXTERNAL)</p> <ul style="list-style-type: none"> • Closure (lack of) Independent Bookstore • Growth of the City • Difficult Economic Times (Higher Use of Libraries) • More Demands than Supply • Tie-ins to Provide Library Services to Educational Institutions • Measure E • New Technologies and Products • Planned Renovations to City Buildings and Opera House 	<p style="text-align: center;">THREATS (EXTERNAL)</p> <ul style="list-style-type: none"> • Diminishing Funding (both State and remaining PLF) • Diminishing Interest and Use of Print • Growth in City=Lack of Accessibility • Competition for Funding Tied to Political Climates • Inadequate Funding=Decreased Staff • 25% Drop-Out Rate and Number of Non-readers