



NEWAYGO AREA DISTRICT LIBRARY

Reaching The World Through Information

Strategic Planning Meetings of the NADL Staff

June 12, 2018 8:45 am / June 14, 2018 3:15 pm

1. CALL TO ORDER.

The June 12, 2018 meeting was called to order at 8:45 a.m. by Director Tinkham.

Roll Call: Linda Rickert, Ivy DeWitt, Carly Abbott, Sarah Welch.

The June 14, 2018 meeting was called to order at 3:15 p.m. by Director Tinkham.

Roll Call: Linda Rickert, Ivy DeWitt, Carly Abbott. Sarah Welch attended the circulation desk while listening in and providing feedback.

2. NEW BUSINESS: Strategic Planning

- Review community needs; Library/Community SWOT; Discuss and prioritize library services responses.

Staff and Director Tinkham reviewed the Community Needs list derived from public surveys and Library SWOT analysis. The preliminary library services priorities identified by three trustees on June 6 were introduced to staff for discussion:

- 1st Basic Literacy
- 2nd Cultural Awareness
- 3rd Business and Career Information
- 4th Current Topics and Titles
- 5th Information Literacy

After a full description of the thirteen service priorities, staff were reminded that the service priorities they identified should align with items on community needs list. Staff selected five preliminary choices which they determined appropriate. Listed in order of priority with staff ideas were:

1st Commons: We need to work on the building: reorganization; enhancements; outdoor reading areas; coffee shop; bookstore, hours open, organize and create displays, artwork and update with color accents. *This fits with our mission and vision statements to be convenient and the safe gathering place for our community. It is top priority because this is what the other four service directions need to be able to build upon.*

2nd Current Topics and Titles: We need to develop the physical and electronic collection; we need to work on outreach to shut-ins. We should improve our reader advisory, reading lists, displays, offer author talks, etc. *This need comes directly from survey comments.*

3rd Lifelong Learning: We need to offer original programming for all ages: Educational and exploration programs; family activities; literacy opportunities; community events; arts and crafts; DIY. *This also comes directly from the vision/mission statements and addresses the public needs for increasing educational and exploration opportunities; strengthening community relationships and family activities; and introducing cultural diversity.*

4th Community Information Referral Resource: We need to offer general information both on the website and at library (by staff and displays) related to services available from community agencies and organizations businesses including non-profits, governments, businesses, and health and human resources. The library could also offer programs where outside non-profits speak and address community needs. *Staff had trouble labeling this library service, however they know the need exists because they answer questions in these categories daily and recognize that the library should develop brochures, displays and web resources to direct the public in their search for information and help within the community. Staff also knows that this response could take significant time to manage.*

5th Business and Career Information: We need to offer technical how-to classes; job-related classes like resume building, interviewing skill, and web design; mentoring/adulting classes; add amenities like color copier, charging station, etc. *Staff recognizes the need to develop goals under this service response because the community need exists, but they also feel somewhat intimidated by it. However that should not stop the library from working in ways to meet the community need.*

3. ADJOURNMENT.

The June 12 meeting was closed at 9:50 a.m. The June 14 meeting was closed at 4:00 p.m.



Director



Library Assistant