

Great Neck Library
Long Range Planning Committee
Monday, April 30, 2018, 7:30pm
Main Library

Board Members:

Robert Schaufeld, (RS)
Barry Smith (absent) (BS)
Joel Marcus, Chair (JM)
Weihua Yan (WY)
Josie Pizer (JP)
Rebecca Miller (RM)

Library Professionals:

Tracy Geiser (TG)
Donna Litke (DL)
Adam Hinz (absent with notice) (AH)
Steven Kashkin (SK)
Denise Corcoran (DC)

Member of the Public:

Charles Chiu

Call to Order

JM called the regular meeting of the Great Neck Library's Long Range Planning Committee to order at 7:30pm at the Main Library on April 30th.

Approval of Minutes

JM asked all to review the minutes. One change was noted—page 2, line 2--change the word prevalent to important.

Action Items

Tracy Geiser

1. *Canvas the main floor and secure possible locations or additional shelving.* TG noted that shelving is being added. Shelves have been ordered for under the mezzanine. DC is working on adding more.
2. *At the next staff meeting pose 3 options for mission statement to the staff for input.* TG shared that this item was put on hold in anticipation of the new director.

All Committee Members

1. *Prepare suggested goals for the next meeting.* JM opened the conversation. Boulder and Syosset have good mission statements. The committee needs to look at what the Library has. DC shared a hand out with 50 mission statements from top nonprofits. The Library's statement is long. The statement needs to have value. RS referred to the Syosset statement, which has a one line mission statement, followed by goals. The Library can keep the existing goals and add a broad mission statement.

RM noted in writing the mission statement, the focus needs to be on what the Library is trying to do.

DL cautioned that goals can change. The mission statement is to be broad and directed the committee to the statement from New York Public: *To inspire lifelong learning, advance knowledge, and strengthen our communities.*

JP directed the committee to the handout titled Section 500 and look at the last page.

Statements 2 and 4 are noteworthy.

RM cautioned to avoid the phrase preserving yesterday. The outlook has changed to looking at the future.

WY added that the mission statement needs to be broad—short and concise. The statement is not to be too specific, even in the goals. The committee should look to borrow one of the statements and move forward.

RM cautioned that the wording is important. The mission has to respond to why the Library is here.

RS suggested working with the Boulder statement and tack on New York Public's. The 2 are a good start to work with and edit as needed.

JP noted that mission statement is encompassing and the goal statement should cover 5 years.

RM noted the statement is to be really short—support and inspire all in the community.

JM questioned if the committee can make the statement or if it needs to go to policy.

DC suggested the committee come up with a preliminary statement to cover what is most important.

Charles Chiu noted that the words *engage* and *connect with the community* are important.

JP suggested: *Engage and connect with this diverse community for lifelong learning.*

RM suggested: *Inspire lifelong learning, joy, and personal and community resilience.*

RS suggested: *Enhance the lives of Great Neck residents. Contribute to the development and resilience of engaged community. Inspire lifelong learning and knowledge.*

After lengthy discussion, JM noted that he will work with DC to create a final statement.

RM cautioned that more individuals need to be involved in the process.

DC asked all to think about what is important and send in 10 words or less that are important in the process. The staff will be asked to participate as well. Once the words are gathered, DC will work with JM to incorporate the words into the mission statement.

RM suggested words that have outcome, with the example of thrive.

DC shared that great ideas have been shared and will grow. The words need to be submitted by Friday. A thank you was extended in advance.

Survey

JM directed the committee to the print out of the survey for review. The goals and objectives from 2011 were used to write the survey. Twenty one librarians responded. Not many felt that the goals were achieved, but did comment that the Library was on the way. JM asked all to come up with goals.

WY commented that polling the staff is only a partial picture. Short and long term goals need to include the BoT, the administration, and the community.

DC added that it is important to set goals that can be measured. Goals are not based on emotions or feelings.

RS suggested starting with the existing goals and see what is still valid. The objective is to look out over the next 5 years. The existing goals may be relevant and continuously achievable. The long range plan is to be perpetual.

WY agreed that goals must be measurable. For increased service to patrons, the Library can look at increased traffic and increased check outs. These items are measurable.

JM asked the committee to look at the existing categories—Physical Space, Service to Patrons, Technology, and Library Promotion and Outreach. The categories need to be flushed out better.

JP suggested that when writing a goal; start with objective, then strategy and measurement. The measurement will be helpful.

RS suggested changing goal 1 to Better Utilize Space. The goal can include using the outside space.

RS explained to the committee that the purpose for the plan is to satisfy requirements. The plan includes items that the Library does anyway. The intent is always to do better. The committee needs to articulate what is done to satisfy the requirements.

RM agreed. The main thrust is to create consistent goals. Measures need to be included—increase number of library cards, increase attendance, increase use, and create attendance at programs. More can be added. The Library should create a goal to celebrate books--create a book rich environment. The BoT needs to yield to the administration to make the goals happen.

DC agreed. The statement needs to be worked on. Staff needs to be able to follow and accomplish the set goals.

JM added that specific items are to be formulated to accomplish within the 5 years, making the goals specific.

WY suggested the committee formulate what the Library should be in in 5 years and what it should aspire to be. Look at the gap and make the goals accordingly.

After lengthy discussion, DC commented that the staff goals should be dependent on the mission and vision statements. The mission statement is important—all look to it to make decisions. If the mission statement says diverse, the departments need to live it.

RM asked for the goals to include increased connection with the community, increased use by the community, maximize use of the physical space, and increase services to the patrons.

RS noted there is a lot the Library can use as objectives to measure--clicks on the website, number attending programs, number using Wi-Fi, and more.

RM suggested extending the Wi-Fi out into the community in specific areas.

JP looked at envisioning by branch—where each could be in 5 years. The branches would not be looked at as storage. A lot has changed. The Library can look for separate goals for each branch.

SK suggested bringing the branches up to par with Main in regards to programs and technology. The Library will look to build trust and measure the achievement with surveys.

RM agreed that surveys are important. It is critical to know the community better and respond to the diversity.

JM looked to summarize what the committee needs to do. RM noted that all are to submit 10 words to DC. JM noted that RM is working on rewriting the goals. RM agreed to share what has already been done. WY added that all can contribute.

DC asked the members to send potential mission statements in and she will reach out to staff for input.

JM asked all to write 2-3 goals for the next meeting. RM asked that all write new goals and not refer to the existing document. The example of engaging more patrons with programs was made. JP asked that in writing the goals think about goal, strategy, and measure. JM noted that measure is not required.

JM asked all to forward mission statements and goals to Holly to prepare for the next meeting. DC shared that once gathered, she will reach out to staff and the community.

RM shared that there is outstanding support from the community. The budget for the library gets approved.

Meeting adjourned at 8:45pm.

Submitted by Jamie Eckartz

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All Committee Members

1. Come up with up to 10 words relating to the mission statement and submit to Holly by Friday.
2. Send to Holly potential mission statements and goals for review at next meeting.

Denise Corcoran

1. Once words are collected, work with JM to formulate a mission statement to be reviewed by the committee.

Rebecca Miller

1. Share with committee work already done on rewriting the existing goals.