

## **HEGGAN LIBRARY FOCUS GROUP MINUTES – OCTOBER 19, 2013**

### **Strategic Planning** ***How Do We Get There***

On Saturday October 19, Heggan Library staff, Board members and community gathered to participate in Session 3 of strategic planning, *How Do We Get There*.

The work from Session 2, *Developing the Vision*, was organized around 6 goal areas that are identified in the left margin below. Workshop participants self-selected into 6 working groups of 3-4 persons each, the working groups mirroring the goal areas. Participants then carousel brainstormed the 6 goal areas. Six rotations of the 6 goals gave every person attending the workshop an opportunity to provide comment on all of the goals. Participants were asked to brainstorm in their groups what actions the Heggan Library might take to achieve success in each of the goal areas. Following the full 6 rotations many ideas emerged.

Following completion of the activity, each working group was charged to identify 1 action idea they believed would be most important to implement if resources were not an issue. Participants also were requested to identify several action ideas that would require little additional resources, financial or personnel. These were then presented by each working group to the full audience of participants.

All of the action ideas generated across the working groups are listed below divided as they reflect each of the 6 goal areas. An “\*” sign indicates it is the action idea chosen assuming unlimited resources. A “#” sign designates those action ideas that would have minimal impact on finances and human resources.

In attendance:

Dr. Charles Ivory, Pat Bruder, Laura Vasta, Barbara Julian, Jeanne Wachter, Kim Rinaldi, Barbara Wallace, Dace Sliben, Paula Smith, Nina Flemming, Heather Deitch, Dana Earley, Gary Breen, Sal Coppola, Kathi Brino

Facilities:

- Handicapped parking #
- Pave lot
- Automatic doors/handicapped accessible \*
- Signage out front with current happenings at library/changeable #
- Electronic sign
- Shelving to connect to/build on existing shelving (expand collection)
- More study rooms – soundproof
- Electronic signs
- Café with drive-thru
- Drive thru book pickup/drop off
- Books by mail/mailroom
- Co-working/meeting spaces
- Catering for events
- Auditorium for large events
- Back outdoor garden – picnic tables/life-sized chess board

- Garden club – expanded landscaping – volunteers from school
- Quiet hand dryers (Dyson)
- More artwork (local) – sell artwork/percentage goes to library
- Decorate teen area – jazz it up
- School art/displays
- Children's artwork/mobiles
- Carpets/flooring
- Sofa/bean bag chairs
- New member tour – how to use/what do you offer
- Movie night – for each age w/ book tie-in
- Larger building or reconfigure to allow for all these things

#### Technology:

- E-readers – lend; show people how to download the eBooks – fees \*
- Laptops available – fees
- iPads available – fees
- How are handling damages to loaned technology taken care of? Replacement? Leasing?
- Keep current on tech training #
- Educate staff and public #
- What problems are other libraries having with lending out computers?
- More computer classes – charge a small fee
- Contracts for technology support/licenses
- E-kiosks – downloading music, movies, and books – cost?
- Volunteers for teaching classes – legality?
- Database classes/consolidate duplicate databases – save money
- Better automation!!! Challenge = LOGIN constraints
- Reading recommendations via Sirsi at checkout
- LibraryLinkNJ discounts/grants/webinars/tech programs – get involved
- Lynda classes
- Learning Express software
- Book group can Skype their author for discussion
- Book club pals – read one book and discuss at other libraries – rotate or Skype
- Teach interviewing skills – film/videotape teens role-playing an interview
- Shared services and schools
- Using technology to communicate with public

#### Programs:

- Strong contact with schools/technology \*
- Shared grants
- Realign staffing to support additional programs/scheduling #
- Additional hours on high use days
- Survey businesses/non-profits
- Public fax
- Notary
- Supplies/stationary, etc.
- Hard copy of tax forms
- Fancy resume paper for sale

- Fees to pay for supplies?
- Programs that appeal to seniors
  - o Health
  - o Travel – day trips/friends bus trip (fundraiser)
  - o Finance – taxes/investments
  - o Speakers – authors, book clubs
  - o Offer more various computer classes
- Open registration to include people outside WT – if outside community, a fee?
- Films
- Music – all genres; performances
- Update older editions to newest edition of books
- Survey schools/community for interest in programs – what programs do they want?
- Bookmobile/shuttle bus from senior communities – coincide with a program
- Auditorium for large events – rent school/firehouse auditoriums; big authors
- Basic skills – sewing, home care
- Book club in the bag – can use and return
- Culture exchange – of customs (children); learn from one another
- Bring your grandma to the library
- Rotary exchange students speak about their country and culture (have books on display about their country and a map) #
- More programs for adults ages 40-60 (travel, college planning, mindfulness and meditation)
- Intergenerational program – WWII or Vietnam Vets – working with young people

#### Funding:

- Gift shop – related items – bookmarks, etc. (like Barnes and Noble sells) \*
- Snack machine – coffee – organic items #
- Green market in parking lot – 1 per month (1<sup>st</sup> Saturday of month) #
- Flea market – fee per table – sell food at flea market #
- Game day for teens – play against one another – entry fee
- Picnic/family BBQ
- Tailgate for library games
- Art auction/rare books
- Gala (black tie)/concerts
- Block party – invite local vendors
- Monthly gift basket auction – seasonal theme – on display
- Letter campaign to all Twp residents
  - o Donation gets you a free DVD rental or free coffee in cafe
  - o Free t-shirt or bumper sticker (advertisement of Heggan donation)
  - o \$10/\$15/\$20
- Restructure fines
- Endowments
- Grants
- Library boutique – t-shirts, bags, logo items
- Encourage memorial gifts – have a list available/depending on what you contribute:
  - o Name on table
  - o Name on back of chair
  - o Name on bookshelf

- Name on plaque
  - Bricks with name on
- Fees for lending technology
- Accept credit/debit cards – collect more fines
- Fees for non-resident people to attend programs
- Library wish list – present at outreach events
  - Thermometer funding project sign
- Sponsors for facilities/equipment - \$ from businesses
- Big ticket raffles – motorcycles/cars donated from local businesses
- Librarian's calendar/cookbook

#### Services/Staffing:

- Comfy area – café – more couches \*
- More self-checkouts
- Debit/credit cards/PayPal – ATM #
- Co-working spaces for businesses – rentals
- Hours – more – close later – Sundays
- Meeting spaces for businesses
- Fax machine #
- Auxiliary Post Office – PO boxes for businesses/sell stamps/money would go to post office
- Voting at library
- Tax services via AARP
- Training for staff – customer service
- More effective use of staff
- Scheduling staff
- Communication with staff – Intranet/SharePoint
- Heads-up minutes posted at staff bulletin board
- Smile more – staff at checkout – make people feel welcome – name badge readable
- Teen volunteer program – community service hours
- Senior volunteer program
- Notary service – publicize it #
- Tutoring service
- Pre-checkout online – have books ready for pickup
- Collaboration
- Public fax machine
- Notary services
- Hard copy tax forms
- Business/school supplies
- Cross-functional staffing/teamwork
- Larger display case area/case for community collections

#### Engaging Public:

- More authors speaking/signing books (all ages)
- Seminar on how to use Face Book for seniors – taught by teenagers
- Health Fair or Book Fair in library parking lot/Volunteer Fair
- Homework help for kids after school

- Tutoring/ESL classes
- Mango advertising/training
- Café in library so people “hang out” longer \*
- o Additional staff
  - o Food service
  - o Clean up from spills – vinyl floor
- Reading contest for kids during summer with prize at end – we do this/advertise current program; beg for prizes
- Tie-in to YA books when movie version is released
- Special events tied to movie release of books #
- Promote electronic communication of programs
- Partnerships with public entities – tables at local business events
- Attend community events – staff/volunteers talk up the library’s services
- Have/host community celebrations at the library or on grounds
- Encourage volunteers to host programs (retired teacher for homework help)
- Art shows – advertised
- Mailings to community events – e-newsletter
- Teen read-in – overnight; overtime pay?
- Tie our blog to Face Book
- Staff must contribute to Twitter/FB posts
- Outreach to businesses/schools
- Sign for touring the library for new people
- Introduce bus trips – to famous libraries and historical places – tie in to bestselling book #