

Community Advisory Committee
Meeting Minutes
August 28, 2013

I. Review

Facilitator Ben Fauske gave a brief review of the agenda for the August Community Advisory Committee (CAC) meeting.

APL 150 Project Agenda:

Library Presentation (August 28, 2013)

- a. Strategic Plan Review
- b. Measurements
- c. Communications Plan

Strategic Pillars

Colleen Rortvedt, Director, Appleton Public Library, reviews the feedback about the strategic pillars from the Appleton Public Library Board of Trustees, Appleton Public Library Staff, and Alderpersons.

- There were a lot of suggestions for the heading "Fun and Entertainment"
- There were questions about the current pillar order
- There was a question about what we mean when we say "community"
- We need to make sure we are attracting non-users
- When we talk about the plan, we need to make it clear that it is about services, not the physical building

II. Discussion – The vision statement

Ben Fauske, Facilitator, Appleton Public Library Strategic Planning Process, reviews the strategic planning document.

How do we feel about the vision statement – APL & you – transforming community potential? Do we want a vision statement that is a complete sentence?

The committee agrees that it should be in a sentence form and that it would resonate more with the community.

Exercise One: Work in partners to come up with a sentence for a full vision statement and explain your sentence when you present it to the group.

1. The Appleton Public Library is a space where the community's potential is transformed into reality.

- The wording allows it to be inclusive
 - We didn't think "a space" made it sound important, so we said "the space"
2. Transforming potential for you and our community.
 - For people to be able to remember the statement it needed to be condensed
 - We were trying to get at the heart of the message
 - The "space" doesn't matter
 3. The Appleton Public Library is the place where our possibilities become realities.
 - We didn't necessarily think "space" needed to be mentioned – but wanted the wording to still make the place feel special
 4. Transforming potential into reality.
 - We were concerned with the word "space"
 - We thought keeping it short was the best way to go

Exercise Two: Let's talk about all of the statements you presented. What do you think about the statements?

- The current mission statement is very strong - "Transforming potential into reality" is a good statement to go along with it
- Reality can be a harsh word for some people
- We need to throw the word "space" in there – a physical space is very important
- We need to think 30 years out
- We need that human interaction element
- What about the word "realizing"
- "Translate" could be a replacement for "transforming"
- Suggestion: "Transforming potential with you and our community"
- Suggestion: "Potential transformed into reality"
- Like the idea of the library as an open door to really cool stuff – suggestion: "Create open doors where potential is transformed into reality"

After combining all of the suggestions the final vision statement became "Where potential is transformed into reality." The group likes the statement and thinks it flows well with the current mission statement.

The final vision statement is: "Where potential is transformed into reality".

III. Discussion – The strategic planning document

Director Rortvedt explains the strategic planning document the CAC gave her in the last session and the amendments she has since made to the document. Director Rortvedt breaks the discussion up into the six pillars she and her team worked on and asks for feedback from the Community Advisory Committee.

1. **Collaborative Environment**

Director Rortvedt explains that this pillar combines several things from the list the CAC had given her at the end of July. This pillar addresses the quality of space as well as the community component.

2. **Hub of Learning and Literacy**

This pillar is the core essence of the library. When putting the pillars in order of rank, this should be the first pillar and could serve as the visual hub or focal point.

Suggestions and thoughts from the CAC:

- Not sure about the word "hub"
- Like the word "hub"
- Is "hub" important?
- Suggestion: "Channel of Learning and Literacy"
- Is it hard to measure without the word "hub"?
- What about technology in this pillar?
- APL as a bridge to technology as a bullet point under this pillar

3. **The Future: Children and Teens**

This pillar is based on how our departments are set up and specific developmental stages of these ages.

Suggestions and thoughts from the CAC:

- Concern with the words "The Future"
- This is where we want to put our focus
- Do we need a specific section for adults?
- All of the other pillars speak to adults – need a special emphasis on these age groups
- Need to mention programming for diverse groups, specialized services and programs
- Should there be a seventh pillar – "Specialized Services and Programs" – it was agreed that there should be a seventh pillar and the CAC asked Director Rortvedt to develop that with her team.

4. **A Place for Creation and Innovation**

This is the pillar that deals with the flexible space of the library.

Suggestions and thoughts from the CAC:

- Do we need "A Place For"?

5. **Engaged and Sustainable Organization**

This pillar is the staff, volunteer and overall organization component of the plan.

Suggestions and thoughts from the CAC:

- Not sure about the word “Engaged”

6. **Fun and Entertainment**

This is the tricky pillar when it comes to wording. The wording of this pillar is a potential problem.

Suggestions and thoughts from the CAC:

- Diversion and Recreation
- Enlightenment and Fulfillment
- When I hear recreation I think of being outside
- Could Fun and Entertainment be placed under “Specialized services and programs?”
- Enjoyment and Entertainment

Exercise Three: Break into groups and brainstorm three words we could use to better explain “Fun and Entertainment”.

- Diversion (2)
- Leisure (2)
- Enjoyment (2)
- Relaxation
- Recreation
- Thrills and Chills
- Fun and Games
- Leisure and Entertainment
- Enjoyable Experiences
- Recreation and Leisure

IV. Review – Measurements

How will our success of this plan be measured? Success will be measured by:

- Information produced
- Our staff serving patron needs
- Allowing for mobile services
- Reaching all different types of people
- Working together

V. Review – Communications Plan

Facilitator Fauske reviews what the final presentation will look like as well as a review of how we will communicate our new strategic plan:

- First the plan is presented to the APL Board of Trustees, Common Council and Staff. The greater community is then brought in to the plan
- We will be talking to small groups of people, as well as service groups
- To get the ball rolling, Director Rortvedt asks everyone in the CAC to find an organization that they are a part of where she can speak about the plan and process.

VI. Closing

Director Rortvedt and Facilitator Fauske thank everyone for their hard work and dedication to this process.