

Community Advisory Committee
Meeting Minutes
July 31, 2013

I. Review

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

APL 150 Project Agenda:

Library Services (July 31, 2013)

- a. Core Competency Review
- b. Vision Discussion
- c. Services Review
- d. Prioritization

II. Discussion – Homework Review: Staff Experts Presentations

Exercise One: What were the thoughts on the Staff Experts presentation?

- The “Discovery Layers” section was very interesting – really captures the library.
- The “One Machine” section was mind-blowing, very abstract and very intriguing.
- The “New Search Platforms” section was very interesting. The role of the library was made very clear through that section.
- Able to see that it’s important to move toward being very flexible.

III. Review – Community Conversations Initiative

Colleen Rortvedt, Director, Appleton Public Library, reviews the common themes and the share priorities found in the Community Conversations Initiative.

Overall there were a total of 20 Community Conversations with over 140 participants, including 12 alderpersons and numerous community leaders. The first set of Community Conversations (April 2012) was set up as a town-hall meeting, where any one was invited to come and share their hopes and dreams about the future of Appleton. The second and third set of Community Conversations (October 2012, April 2013) was set up as focus groups where we were looking to converse with specific groups of people including: parents, teens, library “insiders”, diverse populations, dads, entrepreneurs, millennials, artists, “candids” – those who spoke freely, and the business community.

Through this initiative, we were able to pick out the common themes and shared priorities for the future of Appleton from of all the groups. Those themes and priorities included:

Appleton Now:

- Appleton is a “Goldilocks” community – not too big, yet not too small
- There are a variety of experiences available to all
- A safe place to live and work
- A concern to maintain the healthcare and school system we have in place
- A progressive, yet conservative community

Appleton Future:

- Appleton needs to retain economic vitality while embracing change
- Continue with the current sense of community
- Sustainability – both economically and environmentally is important
- Maintain an effective government

Directives for APL:

- Be a community anchor and leader
- A hub for learning
- A facilitator for community
- Be flexible and adaptable
- Retain tradition while developing innovation

Similar results were found from the focus groups, but the focus groups tended to focus on specific issues including:

Diverse Populations:

- Safety
- Family-oriented community
- Generosity of the community

Millennials:

- The walkability of the city
- Seeing downtown as a place to live, not just visit
- Embracing the 21st century library
- Concern over the sprawl at the edge of town

Parents:

- Learning happens everywhere
- Creating welcoming spaces
- Services for children and families
- Continuing to serve those with limited resources
- Importance of central access

What did we learn from the Community Conversations initiative? We were able to pick out common threads and really come to an understanding of what the community’s shared priorities were for the future of Appleton.

IV. Discussion – Core Competency of the Library & Strategic Pillars

Exercise Two: How do we feel about “Transforming human potential” as the library’s core competency?

- The staff at APL feel like the wording is pretentious
- Like the idea of a community-based theme
- Like the tone of the word “expanding”
- “Transforming human potential” is too global
- Like the idea behind the competency, but we may need to dial down the tone
- Like “transforming” because it’s an action word you can visualize
- “Transforming” creates a wow-factor
- “Transforming our community’s potential together” seems less arrogant
- Like the idea of adding a personal tone to it – “APL and you: transforming community potential”

Exercise Three: What are the strategies APL needs to fulfill to make the vision, APL and you: transforming community potential, a reality?

- Provide guided access to technology
- Community educational outreach
- Strategic relationships
- Outstanding youth services – programs, music, video games, new readers
- Job placement services
- Creative/Maker spaces
- Flexible meeting room space
- Inviting to community to use
- A place for collaborative problem solving/sharing information
- Life-long learning
- Family programming – engage families
- Diversity, diverse people/languages/programs
- Remote access – webinars, services from home

- Communicate the success of the library
- Safe and welcoming environment
- Increase collaboration
- Increase numbers served
- Speak to individuals – skills, knowledge
- Increase social capital
- Aesthetically pleasing
- Public art
- Performance space
- After hours meeting space

Director Rortvedt also brainstormed strategies APL would need to fulfill to make the vision a reality. Her strategies were very similar to the CAC group, they include:

- Informed citizens
- Business/nonprofit support
- Diversity
- Internet connection
- Early literacy (birth-5)
- Family and local history
- Creation and sharing content
- Ready reference
- Connection and referral to community resources
- Adult literacy
- Teen literacy
- Family literacy
- Health literacy
- Life-long learning
- Career development

- Fun and recreation
- Support for schools/homework help
- Information fluency – finding, evaluating, using
- Safe welcoming space to gather
- Services for new immigrants
- Organizational sustainability –

Financial – development plan (FRIENDS involved)

Advocacy – community with community about 21st century libraries/listen to community about needs

Marketing

- Children and Teens – the future

Exercise Four: What are the common themes of the strategies?

- Literacy
- Access to Technology
- Environment
- Community Collaboration
- Creation/Maker Space
- Life-long Learning
- Life Skills
- Diversity
- Fun and entertainment
- Youth Services

Exercise Five: Are there any of the common themes we can combine?

- Learning: Literacy, life skills, life-long learning
- Community Collaboration
- Technology
- Environment: Diversity, environment

- Fun and entertainment
- Talent: Friends, Staff, Volunteers
- Youth Services

V. Closing

Ben reviewed the final strategic pillars APL needs to fulfill to make the vision, APL and you: transforming community potential" a reality. Those strategic pillars, as brainstormed by the CAC, are:

- Learning
- Community Collaboration
- Technology
- Environment
- Fun and entertainment
- Talent
- Youth Services

Homework: Director Rortvedt was asked to review and add on to the seven strategic pillars that the CAC worked on. During the next CAC meeting the library will present a refined version of the seven strategic pillars.