

Community Advisory Committee
Meeting Minutes
June 26, 2013

I. Review

Facilitator Ben Fauske gave a brief review of the first Community Advisory Committee session. In the last meeting, the committee spent a majority of the time discussing the core competency of the library. Why does the library exist? Why is it unique?

APL 150 Project Agenda: Ben reviews the agenda for the June CAC meeting. The agenda includes:

Library Strategy (June 26, 2013)

- a. Competency Review
- b. Competency Rank
- c. Vision
- d. Strengths, Weaknesses, Opportunities and Threats
- e. Brainstorm Future Services

Library Futures Videos: Colleen Rortvedt, Director of APL, plays two important clips from the Library Futures guest speakers who presented at the library in March and April. The CAC was asked to watch both videos before coming to this session.

The first clip, from urban planner Tony Nelessen, touches on the importance of the up-and-coming Millennial Generation. The second clip, from futurist Garry Golden, focuses on the shift of thinking about libraries in the traditional sense to what libraries are becoming – outputs vs. outcomes.

II. Discussion – Competency Review

Exercise One: What interesting things did you find out from watching the videos? What conclusions did you come to?

- It is important to talk about future generations. It is also important to talk about how we communicate.
- Able to better picture how things are going to affect you in the near future. There are people who care about the future, people who look to the future – people from every generation.
- Library as a space is important. Also being a part of the millennial generation feels like a daunting task sometimes.
- Every generation seems to be grasping on to the transformation of cities. Millennials look for things to mesh together within the cities – looking for bigger cities that have all the amenities close by.

- The importance of community and connectiveness. It made me think of Minneapolis – the design lends itself to a sense of community. The library should be a center of all of that - the library being a sense of connection.
- The role of what libraries could become. How a library can be a key resource for that – pick and choose what fits your community.

Exercise Two: What was challenging about your assignment of coming up with a core competency of the library?

- You want to it be all things to all people. It was hard to nail down with one sentence.
- After meeting and thinking about everything, and watching the videos, I had come up with new ideas.

Exercise Three: Why is it important to find the core competency?

- It is what we are and what we do.
- It will help us focus on what to talk about next.
- It will help us identify what we are now so we can identify where we want to go.
- There may be confusion in the community if we don't have a solid competency.
- People have so many choices, if we're not aware of what we do best and communicate that, people won't think of us.
- If we don't have a solid message we lose hope of public/private funding. We're already working against public funding and there is a slim chance of moving forward if we can't convey a solid message.
- If you can't drive your ideas back to a mission statement, your organization's ideas get blurred.
- The community's doing so many different things. The City, Library and ADI are all trying to envision what the future is.

Review of core competency: Ben reviews what core competency means. The skills that sets your organization apart, makes you unique and the building blocks for the future. Examples of organizations that understand their core competency: Nike, Apple, Disney.

Exercise Four: Share your competency statement with a partner and why it matters to you. We will then share each competency with the group. Summaries of the core competencies by the Community Advisory Committee are:

- The Appleton Public Library provides a wealth of information, accessible to all, with staff willing to help if needed.

- A place for free and accessible information.
- Accessible knowledge, learning and information that inspires growth and change.
- Highly trained staff guiding you through the information maze, cultural experiences, literary experiences, putting together relevant programs. Appleton Public Library provides guided access free of charge and is a door of opportunity.
- Appleton Public Library improves the quality of life for all members of the community by delivering free access to programs and information.
- Appleton Public Library guides people to what they are looking for.
- Appleton Public Library is the community's primary resource.
- Appleton Public Library provides an environment of limitless knowledge and information.
- Appleton Public Library is a community gathering place and learning center.

Exercise Five: What would happen if Appleton Public Library no longer existed?

- The teenagers rely on APL because the school libraries aren't always available. It's a safe place to get away. It's my home away from home. Lose a very valuable resource.
- It might turn to private libraries. We'd be missing a place for people to be guided. People would be disconnected.
- It would affect the people who are life-long learners – a huge loss for those people.

Exercise Six: Who's the competition of the library?

- The Internet, tablets, computers
- Barnes and Noble
- Private businesses for programming
- Look at competitors as a quality of life (other communities), if you have a poor library system, people of different classes might not go there

III. Discussion – Competency Rank

Exercise 1: Pull out the important ideas from your original core competency sentence. Highlighted library core competency words from the CAC's sentences:

- Equal access
- Free
- Community gathering place
- Unlimited access

- Trained staff
- Willing to help
- Space beyond the physical building - virtual space
- Socially relevant programs
- Trustworthy
- Supports diversity
- Safety
- Learning
- Environment for thinking
- Tolerance and acceptance
- Unlimited quality information
- Community resource
- Inspiring growth and change
- Innovative technology
- Cultural experiences
- Literary experiences
- Meeting space
- Social space - 3rd space
- Safe place
- Refuge
- Non-judgmental
- Vibrant
- Building/being competent
- Belongs to the people

Exercise 2: What do you think is the future core competency of the library?

- Free
- Relevancy
- Connecting people with quality information
- Personal experience
- Environment for thinking
- Creative environment
- Connectedness
- Unbiased guided learning
- Virtual learning environments
- Space for thinking
- Innovation
- Knowledge
- Customer service
- Instruction
- Programs
- Aspiration
- Infinite possibility
- Empowerment
- Enlightenment

- Self-enrichment
- Resourcing endless opportunities
- Resourcing human potential
- Community collaboration
- Flexibility
- Expertise – knowledge and experience
- Expert guidance

Exercise 3: In groups, list the top three competencies of the library from the lists – for the future competency of the library.

- Responsive
- Resourceful
- Relevant
- Reliable
- Engaging physical and virtual space
- Equal Access
- Transforming human potential (enter good, leave better)
- Expert flexible knowledge
- Cultural, technological, literary, informational experiences
- Community connection

Exercise 4: Place a sticker by what you think is the library's top competency of the future.

- Transforming human potential (enter good, leave better) – **25 votes**
- Engaging physical and virtual space – **11 votes**
- Expert flexible knowledge – **11 votes**
- Cultural, technological, literary, informational experiences – **5 votes**
- Equal Access – **3 votes**
- Community connection – **3 votes**
- Relevant – **3 votes**
- Responsive – **2 votes**
- Resourceful – **2 votes**
- Reliable – **2 votes**

IV. Vision

Exercise 6: What is your vision for the future of Appleton Public Library? What would make the library better than it already is?

- Flexible meeting space that allows for large gathering areas and small meetings
- Co-working space with business center
- Green space (2)
- Interactive children's area
- Access to information with different forms of technology
- Brain space
- Innovative and creative space (2)
- Coffee shop (2)

- Safe, welcoming and inclusive
- Needs to be beautiful, green, and aesthetically pleasing
- No parking lot out front
- Having relationships with diverse community leaders – strategic relationships
- People should be able to see themselves in the library – ex. Spanish signs, transgender bathrooms
- Moveable walls/Flexible Space
- Digital lab
- A community auditorium/ stage space
- Important to stay on top of technology trends
- Social worker on staff/in house
- Professionals creating work
- Guided information – prescriptive services
- Providing a means for interaction
- Engaging experiences-virtual
- Connect to children’s museum (other businesses/nonprofits)
- Collaborate with other libraries – “branch” libraries

Exercise Seven: What are the strengths, weaknesses, opportunities and threats dealing with the future core competency of the library?

Strengths:

- Community partnerships
- Efficient business operations
- Staff members
- Meeting spaces
- Location
- Legacy of being a public library
- Familiarity
- People expect a public library
- Free access
- Virtual presence
- Different forms of media

Weaknesses:

- Parking
- Building’s inflexibility
- Unattractive building
- Institutional looking
- Can’t tell it’s a library
- No green space
- Negative perceptions
- Cannot keep money for fines
- Not enough meeting space
- Staff needs more diversity
- More staff

- Academic materials not as strong as media materials
- Hours
- Public meeting space not open after hours
- Needs more active space for kids

Opportunities:

- More public art
- Growing diversity of Appleton
- Public and private school system partnerships
- New space
- Improve on technology
- Alternative transportation options
- Grocery delivery service
- Partnership with private sector/business community
- More arts and music
- Engaging people virtually

Threats:

- Lack of funding
- Safety
- Social behaviors
- Search-engines
- General ignorance
- Cost of technology
- Cost of licensing
- People who think libraries aren't needed
- People resistant to change
- Political influence

V. Closing

Ben reviewed the public survey SWOT responses with the CAC. It was noted that there were a lot of similarities between the public surveys and the CAC SWOT brainstorming session.

Homework: The CAC was asked to watch the recently uploaded Staff Experts Presentation online before the July CAC meeting.