

## **Carbondale Public Library Board of Trustees Five Year Planning Committee Meeting**

Tuesday, February 28, 2023  
3:00 p.m.

Carbondale Public Library  
405 West Main St.  
Carbondale, IL 62901

### **MINUTES**

#### **Call to order.**

3:03

#### **Roll call.**

**Committee members present:** Philip Brown, Committee Chair; Susan Tulis, Roland Person

**Committee members absent:** None.

**Staff present:** Diana Brawley Sussman, Director

**Visitors present:** Tiffany Baxter, SIU law student

#### **Introductions and audience to visitors.**

Introductions, audience and visitors. Visitors are asked to introduce themselves at this time and present any issues they wish to discuss. Visitors wishing to address specific agenda items will be granted two to five minutes at the discretion of the Committee Chair, not to exceed a total of twenty minutes. The Library Board may cut short any comments that are irrelevant, repetitious, or disruptive. (Id. at 1425-26).

#### **Strategic Plan**

1. Review the past plan and examples from other libraries; discuss the type of plan we need.  
Carbondale Public Library's Current Strategic Goals:

Goal One: Improve Facilities; Goal Two: Improve Resources (Collections and Services); Goal Three: Improve Staffing; Goal Four: Improve Outreach and Public Relations; Goal Five: Improve Financial Support

We need a higher level vision than in the past. It should be about the public and how we serve them, rather than about our day-to-day operations. For example, "Improve Staffing" and "Improve Financial Support" are more about us than about our services.

We're in better shape now than when the last plan was written. We need to get away from using the word "improve" as a goal. The word "optimize," or a variety of verbs would be more appropriate.

We have changed a lot. We have a social worker now, better custodial services, and a more networked library system.

We do like the one-page format for the public, but we do need some background to further guide us internally with more specificity. We don't need to include information about the library history and the plan making process in the report.

Building expansion needs to be a number one priority. We need to look for ways to creatively fund an expansion.

Looking at examples from Champaign, Urbana, and Effingham: Urbana and Champaign don't mention information or collection, which should be included; they focus more on community engagement; information accessibility. Reading is left out of Effingham's STEAM goal. Urbana's goals are present tense—not goals. This raises the question of who the strategic plan is written for. The one-page documents seem to be geared toward showing the public what we do, whereas, further documentation would be geared toward guiding the actions of the Board, Director, and staff.

2. Determine processes for gathering input from stakeholders. We want to do a survey. We'll let the survey guide us in identifying the goals. Most of the plan will be about incorporating the goals identified by the survey—keeping in mind some goals, such as the building. We will do the survey first and then see if we need a second tier of input in order to thresh out the details.

3. Discuss specific questions to pose in surveys, focus groups, or through other input methods. We could present to service organization and encourage their participation—if speaking engagements are available while the survey is open. We should have paper copies as well and key in the data.

Hours of operation questions are not necessary.

Ask: Would you support a major campaign for building expansion?

Separate programs from services on the survey. Include things we already do. Look it over to see if there is anything else we want to add.

Philip Brown likes the word interface in relationship to community collaboration.

The Director will draft a survey, then poll the committee members to find a good date for the next committee meeting to review the survey.

**Adjournment.**

4:05 p.m.

Respectfully submitted:

Roland Person, Secretary

Prepared by: Diana Brawley Sussman, Library Director