

FRANKFORT PUBLIC LIBRARY DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
FRANKFORT PUBLIC LIBRARY
March 22, 2023
12PM

I. Call to Order

The meeting was called to order at 12:01PM.

II. Roll Call

Present:, Trustee Knutson, Trustee Look, Amanda Kowalcze, Melissa Rice, Rebecca Cerf, and Nicole Suarez. Trustee Skibinski joined the meeting at 12:06PM. Jill Ganeshen joined the meeting at 1:05PM.

Absent: None

Also Present: None

Citizens Advisory Committee: Jaclyn Freitag, Katherine Veach

III. Introduction of Visitors

None

IV. Minutes for Approval

Minutes from the Strategic Planning Committee Meeting on February 8, 2023 were reviewed and approved the Committee members.

V. Old Business

None

VI. New Business

A. Strategic Objectives

1. The Committee reviewed the responses to the Strategic Objectives Survey. Based on the feedback in that survey, the Committee elected to consolidate or eliminate some objectives that were too similar. The Committee decided to continue to refine two objectives at the next meeting, one of which had to do with the Library's environmental goals, and the other which was focused on staff development. Including those two goals, the Committee has finalized two Strategic Objectives for the priorities of Space, Experience, and Communication, and three objectives for Access.
2. It was felt that the objective concerning environmentalism was too confusing without context, so some refining is necessary. It was suggested that "campus" was potentially confusing, so the suggestion was to replace this word with "indoor and outdoor library space." There was also a suggestion to bring a recognizable term such

as “sustainable,” into the objective. The Committee is going to look for similar objectives from other libraries for inspiration on how to communicate this objective. Through discussion, the committee agreed that the concept behind the objective was very strong, it was just challenging to communicate.

3. The objective concerning staff engagement was also felt to be unclear as it is currently written. The Committee would like to communicate the importance of professional development, staff collaboration, and a positive working environment for staff. This objective falls under Experience, as it is both the experience of staff and has a significant impact on the experience of Library users. The Committee is going to look for inspiration for this objective in other strategic plans and discuss at the next meeting.

B. Strategic Priority Icons

1. The Committee reviewed the icons created by Head of Graphics Jen to symbolize each Strategic Priority. The Committee felt that the concept behind all of the symbols (building for Space, word bubbles for Communication, open door for Access, and stars around a mind for Experience) were strong, but that the open door didn’t read strongly as a door. We will reach back out to Jen to refine that icon to be clearer.

C. Next Steps

1. Director Kowalcze is going to reach out to Jen P. to refine the Strategic Objective icons. She will also ask Jen P. to create a draft version of a one or two sheet handout that incorporates the mission, vision, strategic priorities, and strategic objectives. Trustee Look suggested that the sheet also contains a statement as to the scope or purpose of a strategic plan. The Committee will review this draft at the next meeting. Also at the next meeting, the Committee will refine the two incomplete objectives. Trustee Skibinski suggested that at the next meeting, the Committee also work on defining how each objective would be measured for accountability in implementation. We will also assess if the Library needs a tag line in addition to our mission and vision statements.

VII. Public Comment

None.

VIII. Adjournment

Meeting adjourned at 1:25PM.

Recorded By:
Amanda Kowalcze
Library Director