

Duchesne County Library Board Meeting May 16, 2017

Crossroads Sr. Center

Convened: 4:33 pm

Roll Call:

Present: Directory Daniel Mauchley, Vice-Chair Sherry Lott, Secretary Lisa Roberts, Janet Roberts, Kerrilyn Miles

Excused: Commissioner Greg Todd, Chair Bert Jenson, Yogi Nielsen

Approve May 2, 2017, Minutes:

Motion to approve: Kerrilyn Miles

Second: Janet Roberts

Approve Strategic Planning Minutes from May 10, 2017:

Motion to approve: Janet Roberts

Second: Kerrilyn Miles

Public comment:

- Daniel read a thank you letter from Lauren Schwanz (the coordinator with VITA Regional) and the volunteers for helping with tax season.

Library Statistics:

- Lisa – I'm surprised that the numbers are going down and not up.
 - o Daniel: The new policy may have changed the statistics since patrons don't need to have items back for 3 weeks now instead of 2 weeks.
- Lisa – Do similar things happen with the book check out going up as the Playaways numbers going up?
 - o Daniel: Sometimes. We get older books out and display them again and if they don't get checked out, it's time to move them out to get something new.
- Sherry – Even if the numbers feel low, the events are making a difference for those that attend.
 - o Daniel: Roosevelt has already had 1600 people attend events for the first quarter and is doing really well.

Recent happenings:

- Duchesne teen events – first one was last month and had 8 attend. They had a movie night as well and had 6 come. This month Sally told every teen about it and had 23 people come.
- The Roosevelt Star Wars party had 100 people at the Jr. High. It was held there because they expected to have more people.
- ULA conference – Sherry is going tomorrow with a couple staff members
- Summer reading sign ups open next week in Duchesne and started a week ago in Roosevelt and have had 100 people sign up. The Opening party is June 1 for both branches at the Duchesne library and at the Strata Building in Roosevelt. The theme is "Build a Better World."

2016 certification benchmarks:

Reviewed by Daniel:

- We have to meet or exceed 7 out of 12. If we don't make the numbers, we could lose grant money.
- exceeded the number of benchmarked visitors
- our avg. circulation was a little low

- computer use is fine
- passed the events offered benchmark, but the attendance benchmark went way up and we were a little low overall.
- Total required staff is good
- spent a bit more than normal (Our budget is larger than other systems our size), but have a great amount going to the collections
- The test benchmarks may be added next year. We would have made the benchmark for “circulation of physical materials” and we were a little low on electronic materials, but hope for it to be higher after having more eBooks this upcoming year.

Advocacy:

- possibly Daniel and 2 board members visit in the off season when they aren't in session
- Sherry – Do we need to go right before they go into session so they don't forget about us?
 - o Janet – What if we go more than once?
- Sherry – There could be a letter from the board. They get yelled at so much that a nice note is a good idea.
- Daniel- Is fall a good time?
 - o Sherry – Maybe then would be good to get the mindset and preparing for what is coming.
- Daniel: We don't have to be the squeaky wheel, maybe just the wheel that they know. Maybe we could put this on July's agenda to start making plans for visits in the fall.

Strategic Planning:

- De-brief and review the plan so we can have it well put together. We may not be able to have it well put together for next month.

Discussion:

- Lisa – I feel like there is some segregation between the branches and staff.
 - o Daniel - Roosevelt seems to be more progressive than Duchesne which is more traditional in the library sense. Sally is used as an extrovert and helping with events, etc. The Duchesne library staff isn't as excited about having events. Roosevelt staff each takes a role and knows everyone needs to help.
 - o Janet - I noticed that when we discussed doing things together as two different libraries, it's a challenge. Some are happy to work together and others aren't as willing yet.
 - o Sherry – The director changes and board changes make things different.
- Daniel - We need to kill the ignorance. Once the plan is in place we need to go forward with both branches. If your staff doesn't want to go forward, then they aren't your people anymore. Two years is plenty of time to understand and move forward.
 - o Sherry - “If the horse is dead, get off.” Don't worry about making everyone happy.
 - o Kerrilynn – We are going to be extinct if we don't change.
 - o Daniel - Both branches have to move forward, but it is hard to move people forward if we don't have a plan to do it.
- Kerrilyn – I felt like the outreach was the biggest block. The staff didn't want to go to other locations.
 - o Daniel - Going out has been added to their job description.
 - Janet – isn't the strategic plan part of the job description?
 - Daniel: It absolutely is.

Main areas for Strategic Planning:

- list of major focuses to present to stake holders and patrons:
 - culture
 - access to technology and how to use it

- community referral – having a list of websites they can refer to, to help find necessary items.
- history – possibly moving a couple Duchesne staff to the history center staff to help out. Daniel doesn't want them to feel like their baby is being stolen.
- formal learning support – Can we help homeschoolers more? What connection do we have with USU? Update the website.
- lifelong learning – necessary for those who choose not to add to their own education financially
- outreach – elementary schools, the tribe, Tabiona and Altamont, community referral
- commons area – the value of the library goes up when people can recreate.
 - o Kerrilyn – That is where we get stuck otherwise is by not having a place to meet.
- Daniel: what are the main focus areas? It needs to be something we can measure and is achievable. Maybe prioritize the focus areas as well.
 - o Janet: Community referral center. If we can't get people in the door, it won't work. Also, we could use outreach/awareness by using the utility bill news, flyers, and elementary literacy nights.
 - o Sherry: Regional history
 - o Kerrilyn – A lot of those are tied together – more come back to informational literacy and lifelong learning.
 - Daniel - Informational literacy is more of finding what is the best.
 - Kerrilyn - Having a list of websites that could be used to give to people to help out.
 - Kerrilyn – We need programs for lifelong learning.
 - Sherry – Things that are tied to resources and programs.
- Kerrilyn – Would the Duchesne staff take a lead from Stephen for the activities that can be held? He is incorporating the collection well and the numbers are so high.
 - o Daniel - It could work well and it's good to get out of the comfort zone.
 - o Janet - That is why I suggested having them work together on the outreach. What about switching staff members from branch to branch every so often to help teach the others their strength?
 - Daniel: We would have to pay travel time and mileage which can be a problem. We need to decide what the community needs and then we have to adjust. It's not about us – it's a public service. It's not about sitting back and waiting for them to come to us.
 - Kerrilyn – It's a community problem we have across the board. We are each our own communities.
 - Daniel - We had the same issue with the circulation policy. We can't have different rules for different branches.

Main ideas all with measureable areas:

- Community referral center
- Regional history center/cultural awareness
- Lifelong learning
- Outreach awareness

Mission statement/vision:

- Current topics
- Commons area
- Kerrilyn - Could we create a Survey Monkey and find out what the board members and staff thinks are the most important to them and have them rank them?

- Daniel – We could use it as an outreach as well to surrounding areas using the emails of those who have library cards.
- Kerrilyn - Use the 4 main ideas and have people rank them.
- Daniel – Maybe I could pass it around Roosevelt Business Alliance and see what they say and what else they would like to see.

-Outreach- Passport to Summer – should be sent to the schools for the students to use during the summer

Next meeting:

Tuesday, June 20 @ Duchesne library

Adjourned at 5:50 pm

Minutes approved 06/20/2017.