

**REGULAR MEETING OF THE BOARD OF TRUSTEES
OF THE
DOWNERS GROVE PUBLIC LIBRARY**

June 27, 2012

MINUTES

1. ROLL CALL

President DiCola called the meeting to order in the Library Meeting Room at 7:30 p.m. Trustees present: Eblen, Greene, Humphreys, Read, and DiCola; absent: Loftus.

Also present: Library Director Ashton, Circulation Manager Melanie Mertz, Literature and Audiovisual Manager Sue O'Brien, Friends of the Library President Joanne Hansen.

2. WELCOME TO VISITORS

President DiCola welcomed the visitors and expressed her appreciation for their interest in the work of the Board.

3. APPROVAL OF MINUTES

Trustees reviewed the minutes of the regular meeting of June 13, 2012. It was moved by Humphreys and seconded by Read **THAT THE MINUTES OF THE REGULAR MEETING OF JUNE 13, 2012 BE APPROVED.** Ayes: Eblen, Greene, Humphreys, DiCola. Abstentions: none. Nays: none. Motion carried.

4. PAYMENT OF INVOICES

The Board reviewed the list of invoices submitted for payment. It was moved by Read and seconded by Greene **TO APPROVE PAYMENT OF OPERATING INVOICES FOR JUNE 27, 2012 TOTALING \$21,376.49 AND CREDIT MEMOS TOTALING \$89.47.** Ayes: Eblen, Greene, Humphreys, Read, DiCola. Abstentions: none. Nays: none. Motion carried.

5. OPPORTUNITY FOR PUBLIC COMMENT ON AGENDA ITEMS

None.

6. OPPORTUNITY FOR PUBLIC COMMENT ON OTHER LIBRARY BUSINESS

None.

7. UNFINISHED BUSINESS

- a. Discussion and Approval of Strategic Plan

The Board discussed the proposed Strategic Plan and Strategic Plan Calendar Sequence. Various Board members proposed corrections and changes, which are incorporated into the documents as appended to these Minutes. It was moved by Humphreys and seconded by Eblen **TO APPROVE THE STRATEGIC PLAN FOR 2012-2014 AND STRATEGIC PLAN**

CALENDAR SEQUENCE. Ayes: Eblen, Greene, Humphreys, Read, DiCola. Abstentions: none. Nays: none. Motion carried.

b. Discussion and Approval of Vision Statement

The Board discussed the proposed Vision Statement and Mission Statement as frameworks for the Strategic Plan. The documents are attached to these Minutes. It was moved by Humphreys and seconded by Eblen **TO APPROVE THE VISION STATEMENT AND MISSION STATEMENT AS PROPOSED.** Ayes: Eblen, Greene, Humphreys, Read, DiCola. Abstentions: none. Nays: none. Motion carried.

8. NEW BUSINESS

a. Review of RFID Tagging Project and associated expenditures

Circulation Manager Melanie Mertz presented a summary of the work done to date on the RFID Tagging Project (report attached). She emphasized that the project will be carried out entirely within existing personnel resources, including work-study students from Midwestern University who provide valuable assistance to library operations. She reported that Board members will be invited to observe and participate as time allows. Board members commended the thorough planning and expressed support for the project as it goes forward.

9. REPORT OF THE DIRECTOR

Ashton reviewed the documents distributed to the Board.

- a. Recent media coverage
- b. Legal fees, 2012-2013
- c. Design for Change

Ashton also reminded the Board of upcoming meeting calendar events:

July 11 Michael Cassa, President, Downers Grove Economic Development Corporation, will give a presentation at the Board meeting

July 25 Meeting canceled

August 8 Preliminary discussion of 2013 Budget

August 22 Approval of 2013 Budget

September 12 Begin Annual Performance Evaluation for Director

10. BOARD MEMBER COMMENTS AND REQUESTS FOR INFORMATION

None.

11. ADJOURNMENT

The regular meeting was adjourned at 8:55p.m.

DOWNERS GROVE PUBLIC LIBRARY

STRATEGIC PLAN JUNE 27, 2012

Time Frame: July 2012-December 2014.

ONGOING STRATEGIES (Work DGPL is now doing and should continue)

Strategy I. Maintain a strong focus on books and reading and associated services.

Goal A. An ample, well-developed, actively-used library collection.

Objective 1. Increase overall purchasing in multiple formats, including e-books, by 5%, beginning with 2014 operating budget.

Objective 2. Promote collection use with expanded display and merchandising of materials by June 30, 2013.

Objective 3. Promote collection use by continuing removal of unneeded materials so that overall collection size remains stable, ongoing.

Objective 4. Enhance staff capacity as readers' advisors and reference librarians by cross-training and enhanced technology tools, beginning October 2012.

Objective 5. Participate in regional efforts to improve library participation in e-books publishing and distribution marketplace, ongoing.

Strategy II. Support early/emergent literacy.

Goal B. Pre-school and elementary children with enhanced reading and learning skills.

Objective 6. Install bin shelving for picture books to improve visibility and accessibility by December 31, 2013.

Objective 7. Create activity areas with specific early literacy materials by March 31, 2013.

Objective 8. Incorporate early literacy emphasis into programs convenient for parents and children by May 31, 2013.

Strategy III. Actively investigate community needs and develop and promote relevant service responses.

Goal C. Effective customer and community feedback mechanisms.

Objective 9. Complete currently planned e-books customer survey and adjust e-books strategy based on findings by October 31, 2012.

Objective 10. Create a Digital Librarian position and include regular on-line surveys in its duties by August 31, 2012.

Objective 11. Introduce expanded public technology training program by September 30, 2012.

Objective 12. Build evaluation opportunities into services, ongoing.

Objective 13. Establish a regular program of listening to the community by December 31, 2012.

STRATEGIC INITIATIVES (Work DGPL should develop and emphasize)

Strategy IV. Embrace technological and marketplace change.

Goal D. Current technology for public and staff.

Objective 14. Acquire and install RFID-based self-service checkout system by March 31, 2013.

Objective 15. Acquire and install Automated Materials Handling system by December 31, 2013.

Objective 16. Migrate staff and public computers to Windows 7 operating system by September 30, 2012.

Objective 17. Migrate e-mail and other applications from physical servers to cloud-based Google Apps system by February 28, 2013.

Objective 18. Develop and implement a plan to improve children's access to the Internet and other technology resources by August 31, 2013.

Objective 19. Rebuild the library's web site and enhance on-line presence by June 30, 2013.

Strategy V. Make the Library building, its contents, and its activities an attractive destination.

Goal E. A library building whose arrangement, condition, and appearance attract public use and support library services.

Objective 20. Engage appropriate professional design assistance by December 31, 2012.

Objective 21. Complete design work to accommodate the following elements by June 30, 2013:

- a. Single consolidated Adult Services department on the second floor.
- b. Media lab.
- c. Computer help desk.
- d. Expanded and enhanced teen space.
- e. Additional spaces for small group use.
- f. Improved display of library materials throughout the building.
- g. Self-checkout.
- h. Automated materials handling equipment.
- i. Comfortable seating and gathering spaces.
- j. Attractive entrance and building navigation.
- k. Energy efficiency and conservation-oriented improvements.
- l. Other improvements that emerge from planning.

Objective 22. Complete implementation of design changes by March 31, 2014.

Strategy VI. Establish a significant presence outside the walls, working with schools, businesses, local government, community groups, churches, youth-serving and senior-serving organizations, and others.

Goal F. An organization that participates effectively in the life of the community.

Objective 23. Establish 10 mutually useful community partnerships by December 31, 2013.

Strategy VII. Increase overall organizational effectiveness.

Goal G. Internal structures, systems, and processes that serve organizational and community needs.

Objective 24. Install revised management structure by October 31, 2012.

Objective 25. Initiate comprehensive review of policies and systems by March 31, 2013.

Objective 26. Complete comprehensive review by December 31, 2014.

Objective 27. Establish and sustain continuous improvement, ongoing.

**DOWNERS GROVE PUBLIC LIBRARY
STRATEGIC PLAN CALENDAR SEQUENCE
JUNE 27, 2012**

NOTES:

1. The numbers at the left margin refer to Objectives in Strategic Plan Next Draft June 20, 2012, not to specific days of the month. For better understanding of the context of each activity mentioned in this Calendar Sequence, the reader must refer to the Strategic Plan Next Draft June 20, 2012.
2. The dates as enumerated in this document refer to end-of-the-month targets, not to any other specific day of the month.
3. The activities in this Calendar Sequence refer to the beginnings and completions of projects. No intermediate steps or benchmarks are set forth.
4. Ideas for improvements in the organization and communication of this information are welcome.

JULY 2012

3 Weeding ongoing

5 E-book strategic effort ongoing

9 Survey available

10 Job description and in-house announcement

11 Currently in progress, planning and publicity to be completed

12 Begin planning customer survey program

14 Complete purchase of tags and begin tagging

16 Begin Windows 7 migration

24 Appoint Assistant Directors and begin hiring process for additional positions

27 Establish new Adult/Teen Services department and concentrate on reinvention and continuous improvement

AUGUST 2012

- 10 Job description, posting, interviews, hire
- 14 Begin research on self-check systems procurement
- 15 Begin research on AMH equipment procurement
- 20 Begin RFP process for architect selection

SEPTEMBER 2012

- 8 Begin planning, design, staff training
- 11 Introduce program design and promotion plan
- 16 Complete Windows 7 migration
- 17 Begin Google Apps migration

OCTOBER 2012

- 4 Begin cross-training and tools deployment
- 9 Publish survey results
- 18 Begin study and planning
- 24 Complete all hires involved in reorganization

DECEMBER 2012

- 13 Identify community listening opportunities and assign Director, Staff, Board
- 20 Hire and contract with architect

JANUARY 2013

- 19 Begin web site redesign
- 21 Begin building design work
- 23 Identify and begin work with 2 community partners

FEBRUARY 2013

- 7 Purchase needed materials and equipment

17 Complete Google Apps migration

MARCH 2013

14 Install self-check machines

19 Enhance social media use

25 Plan comprehensive policy review

MAY 2013

1 Start 2014 budget preparation

2 As part of design, plan collection display and merchandising

8 Incorporate early literacy emphasis

JUNE 2013

19 Complete web site reconstruction

21 Complete building design and project plan

JULY 2013

22 Begin building project

AUGUST 2013

18 Introduce improved internet access and related technology and service changes for children

DECEMBER 2013

6 Install bin shelving

15 Install Automated Materials Handling equipment in conjunction with building project

23 Create partnership Number 10

MARCH 2014

22 Complete building project

DECEMBER 2014

26 Complete comprehensive review

27 Begin work on next Strategic Plan

DOWNERS GROVE PUBLIC LIBRARY

DRAFT MISSION AND VISION STATEMENTS

JUNE 27, 2012

WHAT IS A MISSION STATEMENT?

A Mission Statement is a public announcement of an organization's fundamental purpose. It tells why the organization exists.

A Draft Mission Statement for Board consideration:

The Mission of the Downers Grove Public Library is to serve the people of Downers Grove in the realms of information, education, inspiration, and entertainment. By providing ready access to books and other materials, public programs, and information technology, all supported by staff expertise, the Library freely extends to all the opportunity to learn, grow, and thrive.

WHAT IS A VISION STATEMENT?

A Vision Statement is a description, for use within an organization, of the organization's intended destination. It tells where the organization wants to be and how it wants to look.

A Draft Vision Statement for Board consideration:

In 2015, the Downers Grove Public Library will be an excellent suburban library, attracting high levels of use and enjoying a well-earned reputation for the range and vitality of its service to the community.

Advance RFID Tagging in support of full-scale RFID implementation for DGPL

November, 2011 – committee began exploration of RFID systems for DGPL

- 6 RFID library visits, online and library journal research, acquisition of vendor information and contacts

May, 2012 – DGPL sent out Request for Quotations to five RFID vendors for RFID tags and conversion stations

- Since RFID tags are now ISO standard (generic), choice of vendor for entire RFID system remains open-ended.
- Vendors were 3M, Techlogic, Bibliotheca, Libramation, and Envisionware.
- Quantities for tags were based on statistics of current collection, with weeding process considered.
- Request for quotations for conversion stations included leasing and/or purchasing.
- To get our entire collection tagged in 3-5 months, 3 stations will be leased and 1 station to keep in tech services will be purchased.

June, 2012 – Committee reviewed the four vendor responses, and developed criteria for choice of vendor

- Ease of use of conversion stations for staff
- Scope of training by vendor for tagging process
- Cost
- Service/warranties on tags and stations
- Delivery time

After careful consideration, and using the above criteria, committee chose 3M.

- Good ergonomic design and mobility of carts, automatic tag dispenser system
- Will deliver, unpack, and train on-site (1-2 hours), and pack up leased conversion stations when tagging complete.
- Leased and purchased stations are less expensive
- Replacement of malfunctioning leased carts, 12 month warranty on purchased station, response time is within 8 hrs.
- Replacement of malfunctioning tags; tags are guaranteed for life of item to which they are originally affixed.

Tagging process: Start date: by August 1, 2012

300,000 items in collection

300 items, on average, can be tagged per hour

1,000 hours of work is needed to tag the entire collection

We plan to use our Midwestern University work study volunteer students. If 6 students average 3 hours a day working in 3 two person teams, that would cover 45 hours a week (5 day week).

In addition, we ask that every DGPL staff member spend one hour a week of their shift tagging. On the conservative side, that would give another 50 hours of tagging per week.

At this total of 95 hours a week, we could be done in 3 months. At a minimum of 50 hours a week dedicated to tagging by anyone, we would be done in 5 months.

Midwestern students would have a structured, weekly schedule. We will have an Outlook Calendar devoted to library staff sign-up, so available tagging times are easily seen. Areas of tagging and logistics will be set up.

Goal date: January 31, 2013 – all tagging complete

This would make all items ready for installation of RFID self-checkout stations in March, 2013 (strategic plan).