

HINSDALE PUBLIC LIBRARY

SPECIAL MEETING: Strategic Planning Committee Minutes

Hinsdale Public Library

March 3, 2022, 3 p.m.

Hinsdale Public Library, Board Room

Present: Julie Liesse (onsite), John Bloomfield (remote), Denise Wong (remote)

Also Present: Executive Director Karen Kleckner Keefe (onsite); Sarah Hamfeldt (remote); Julia Prince, (remote.)

The meeting was called to order at 3:00 p.m.

Sarah Hamfeldt from Ivy Group reviewed the revised timeline for the planning process.

Between 3/7 and the end of March, the Library will provide information to the Ivy Group for the Environmental Scan. Items will include previous library budgets, annual reports, and strategic plans. The Library will also collect and send plans and reports from other village agencies and organizations, as available.

The Ivy Group will interview Board members by April 10. Sample questions will be sent in advance.

By 3/28, the Library and the Ivy Group will have agreed on libraries for peer benchmarking. The Ivy Group may use 2019 data to compare libraries—based both on availability and as a baseline for “normal” activity pre-COVID.

Onsite planning sessions will take place between 4/20 and 4/27. The Ivy Group will spend 4-6 hours with the Board and perhaps the Library’s Management team in one session and 2-3 hours with staff in a separate session. The Ivy Group will also tour the Library during their visit. John Bloomfield suggested that some reading could be sent in advance to help everyone approach the sessions “on the same page.”

The Ivy Group will help the Library identify stakeholders for Executive Interviews and help develop a discussion guide. Board and staff will conduct interviews at the end of April/beginning of May.

A community survey will be distributed between 5/16 and 7/10. The survey will be hosted online. The Library may choose to print and distribute copies through other channels, as well. The committee asked The Ivy Group to prioritize getting the survey out as soon as possible to reach the many community members who may be traveling this summer.

The Ivy Group will work on market segmentation between 6/20 and 7/31.

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The Ivy Group will schedule meetings before the launch of each segment and share PDFs and data tables of completed work throughout the process.

The Ivy Group will be onsite again between August 1 and 7 for Implementation Workshops. At the workshops, the Board and selected stakeholders will work on areas of focus, test the Library's current mission against those areas, participate in a visioning exercise, and evaluate areas of focus again with a forward-thinking lens.

Plan Design will take place between 9/10 and 10/2. The Ivy Group will make their final presentation at the beginning of October.

Responding to questions from the committee, the Ivy Group reported that they do not recommend incentives for online survey; and that an overall response rate of 5-10% is considered high; and of completed responses, typically about 11% are non-users. The Ivy Group will get back to us about required age restrictions for survey participation.

The meeting was adjourned at 4 p.m.

Approved: November 10, 2022