



AGENDA

PLACENTIA LIBRARY DISTRICT
BOARD OF TRUSTEES

WORK SESSION

Monday, March 24, 2014






5:00 P.M.

Community Meeting Room

*The Vision of the Placentia Library District is to
inspire exploration, open minds and bring people together.*

The Purpose of the Placentia Library District is to provide services and materials to our ever changing and diverse community.

To accomplish this goal the Library will:

-  Provide a qualified staff to acquire, organize, and maintain a collection of print and non-print materials in an easily accessible facility and assist the public with its use.
-  Provide literacy outreach and services to the community.
-  Provide a special collection to document and preserve Placentia's History and Authors.
-  Present programs and provide technology access to everyone in order to promote reading and lifelong learning.
-  Promote the Library's vision through consistent messages to the public.

AGENDA DESCRIPTIONS: *The Agenda descriptions are intended to give members of the public notice and a general summary of items of business to be transacted or discussed. The Board may take any action which it deems to be appropriate on the Agenda and is not limited in any way by the notice of the recommended action.*

REPORTS AND DOCUMENTATION: *Reports and documentation relating to Agenda items are on file in the Administrative Office and the Reference Department of Placentia Library District, and are available for public inspection. A copy of the Agenda packet will be available for use during the Board Meetings. Any person having any question concerning any Agenda item may call the Library Director at 714-528-1925, Extension 203.*

PLEDGE OF ALLEGIANCE Library Board President

CALL TO ORDER

1. Call to Order Library Board President
2. Roll Call Administrative Assistant

3. Adoption of Agenda
This is the opportunity for Board members to delete items from the Agenda, to continue items, to re-order items, and to make additions pursuant to Government Code Section 54954.2(b).

Presentation: Library Director
Recommendation: Adopt by Motion

4. Oral Communications
At this time, in accordance with California Government Code Section 54954.3, members of the public may address the Library Board of Trustees on any matter within the jurisdiction of the Board.

In accordance with Library Board Policy adopted on April 13, 1992, presentations by the public are limited to 5 minutes per person.

In accordance with California Government Code Section 54954.3, members of the public are also permitted to address the Library Board of Trustees on specific Agenda Items before and at the time that an Item is being considered by the Board.

Action may not be taken on items not on the Agenda except in emergencies or as otherwise authorized by Government Code Section 54954.2(b).

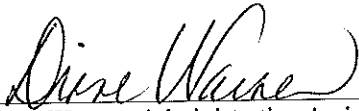
5. Meeting with Mr. Brent Ives, Strategic Consultant to discuss the District's Strategic Plan and Survey

ADJOURNMENT

6. Review of Action Items.
No action or discussion shall be taken on any item not appearing on the posted Agenda, unless authorized by law.
7. Adjourn

*****CERTIFICATION OF POSTING*****

I, Diane Warner, Administrative Assistant, of Placentia Library District, hereby certify that the Agenda for the March 24, 2014 Work Session of the Library Board of Trustees of the Placentia Library District was posted on March 19, 2014



Diane Warner, Administrative Assistant

MINUTES
PLACENTIA LIBRARY DISTRICT
WORK SESSION MEETING OF THE BOARD OF TRUSTEES
March 24, 2014

CALL TO ORDER President Shkoler called the Work Session Meeting of the Placentia Library District (PLD) Board of Trustees to order on March 24, 2014 at 5:10 P.M.

ROLL CALL Members Present: President Al Shkoler, Secretary Elizabeth Minter, Trustee JoAnne Martin, Trustee Richard DeVecchio, Trustee Gayle Carline.
Members Absent: None

Others Present: Library Staff: Library Director Jeanette Contreras, Administrative Assistant Diane Warner, Nadia Dallstream, Fernando Maldonado, Lori Worden. Brent Ives, BHI Management Consulting.

ADOPTION OF AGENDA It was moved by President Shkoler and seconded by Trustee DeVecchio to adopt the agenda as presented: (Item 3)

AYES: Shkoler, DeVecchio, Martin, Carline, Minter

NOES: None

ORAL COMMUNICATION None

DISCUSSION As a first step in the Board's Strategic Planning efforts, Library Director Contreras presented feedback from the recent public Patron Usage Survey, compiled from Feb 13 thru March 13, 2014. Brent Ives provided an informative presentation of patron survey data and feedback from staff, trustees, with four (4) work goals for this work shop: review process to-date, discuss survey inputs received, review current Mission Statement and begin to develop a Vision Statement for the PLD.

Overall feedback was very positive and group discussed various options for addressing any negative issues. A lively discussion was held about revising the PLD Mission Statement, with input from all present. The group came to a mutual *tentative* agreement for the following new Mission Statement:

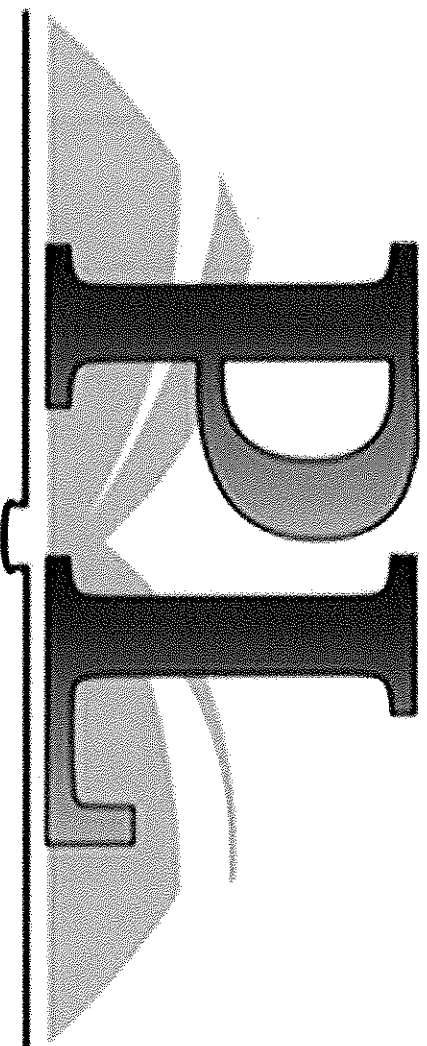
"Placentia Library District provides reading and lifelong learning
to Inspire, Open Minds and Bring our Community Together"

ADJOURNMENT The Work Session Meeting of the Board of Trustees of the Placentia Library District on March 24, 2014 adjourned at 8:12 P.M.

The next work session meeting will be held in April (date TBD), when a Strategic Planning Implementation Plan will be developed.

Al Shkoler
President
Library Board of Trustees

Gayle Carline
Secretary
Library Board of Trustees



Passport to Progress

Board Strategic Plan Workshop

Brent H. Ives, Principal

BHI Management Consulting

March 24, 2014



This Workshop

- Review process to-date
- Look at inputs received
- Review the current and possibly modify the MISSION statement
- Develop a VISION statement of the District

The Process thus far

- Met with each of you
- Met with supervisor staff
- Met with employees
- Conducted age/time log
- Conducted a survey

Input

Input was gathered from several sectors

- Each of you
- ***Public survey***
- Age/time logs
- Your staff

Input

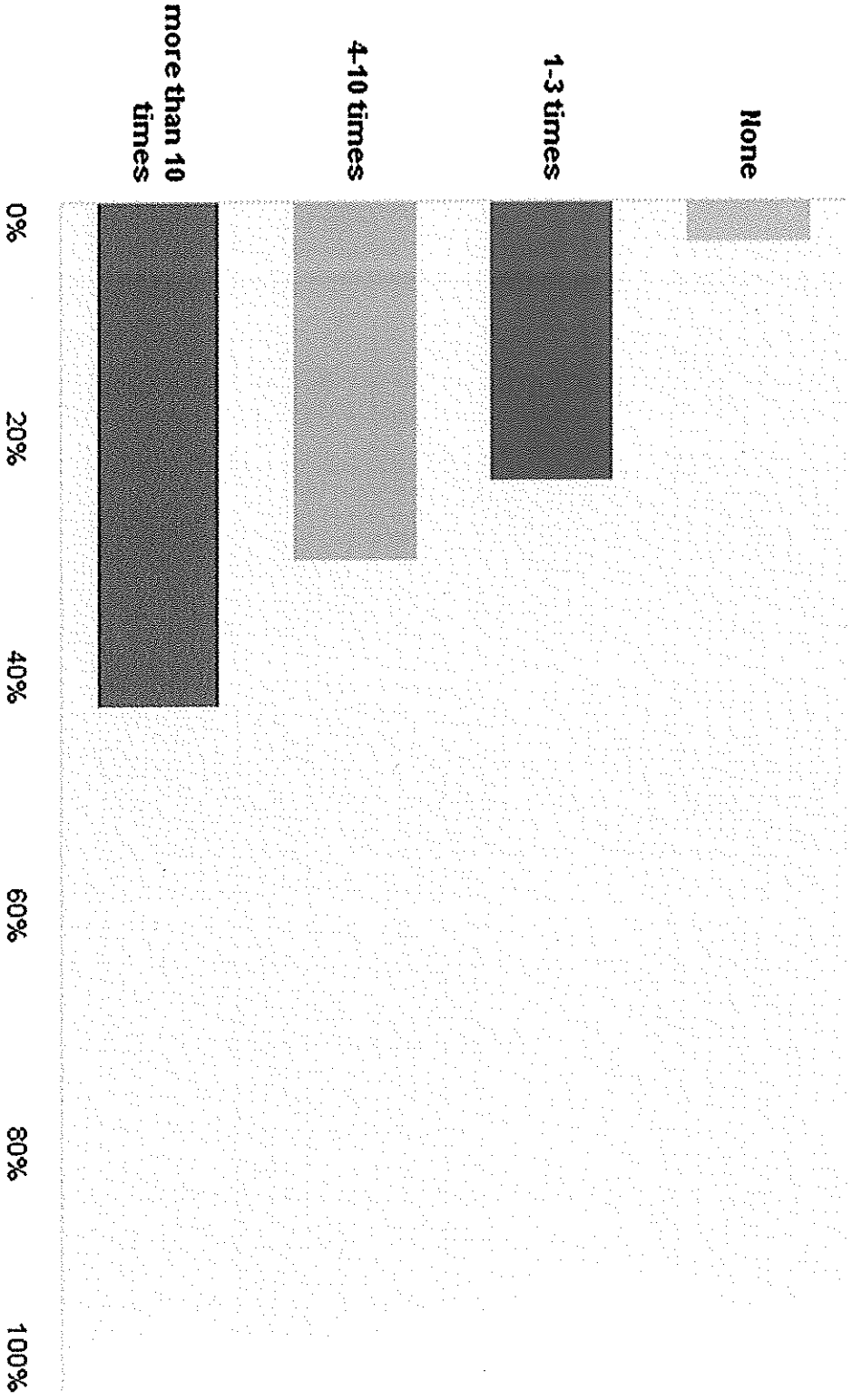
- The Survey
 - Survey distributed on-line and was made available at the desk and proactively to 14,436 email subscribers – over 25% open rate!
 - Also advertised on the website and at desk
 - Asked questions about library use, services, programs and more
 - Received many comments (227)
 - Received over 775 responses! (5.2%)
 - Though many need sectors were represented, the survey was to those we know

Input

- The Survey general question areas:
 - Who visits, how long, what days, how often, and how do they get here?
 - How do people find out about the library?
 - The Library's purpose
 - What is most important part of the library
 - What keep them coming back?
 - What may keep them from coming back?
 - What might motivate them to use PLD more often?

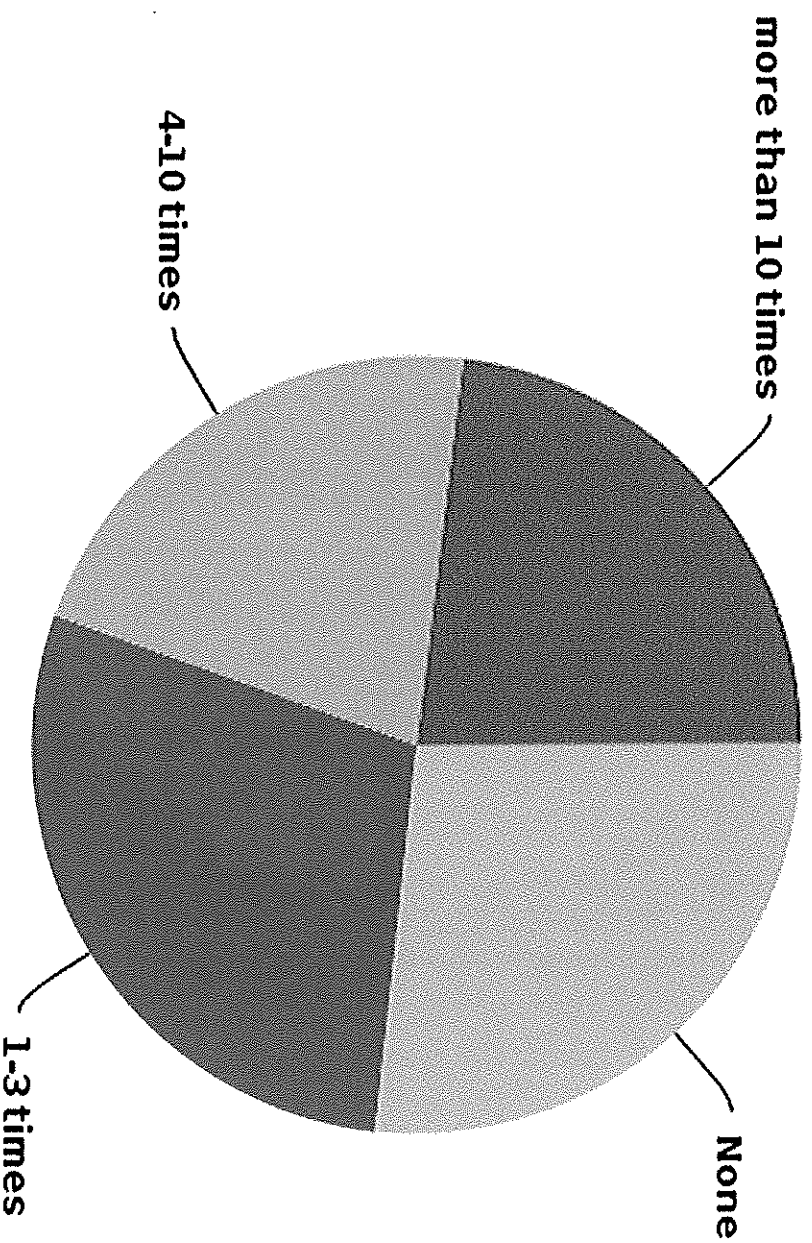
Q1 How often have you visited the Placentia Library in person over the past year, if at all?

Answered: 734 Skipped: 5



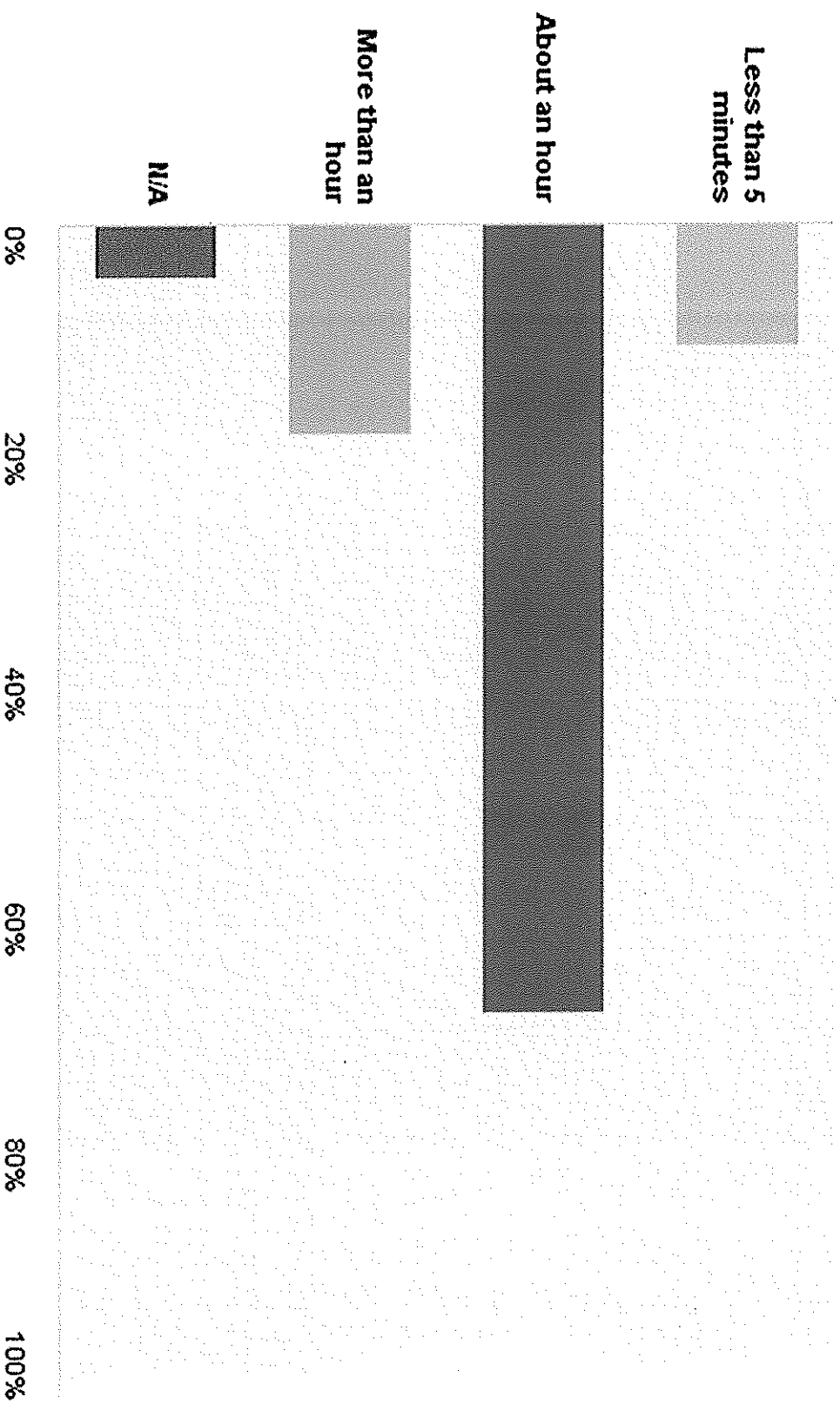
Q2 How often have you visited the Library through the internet over the past year, if at all?

Answered: 733 Skipped: 5



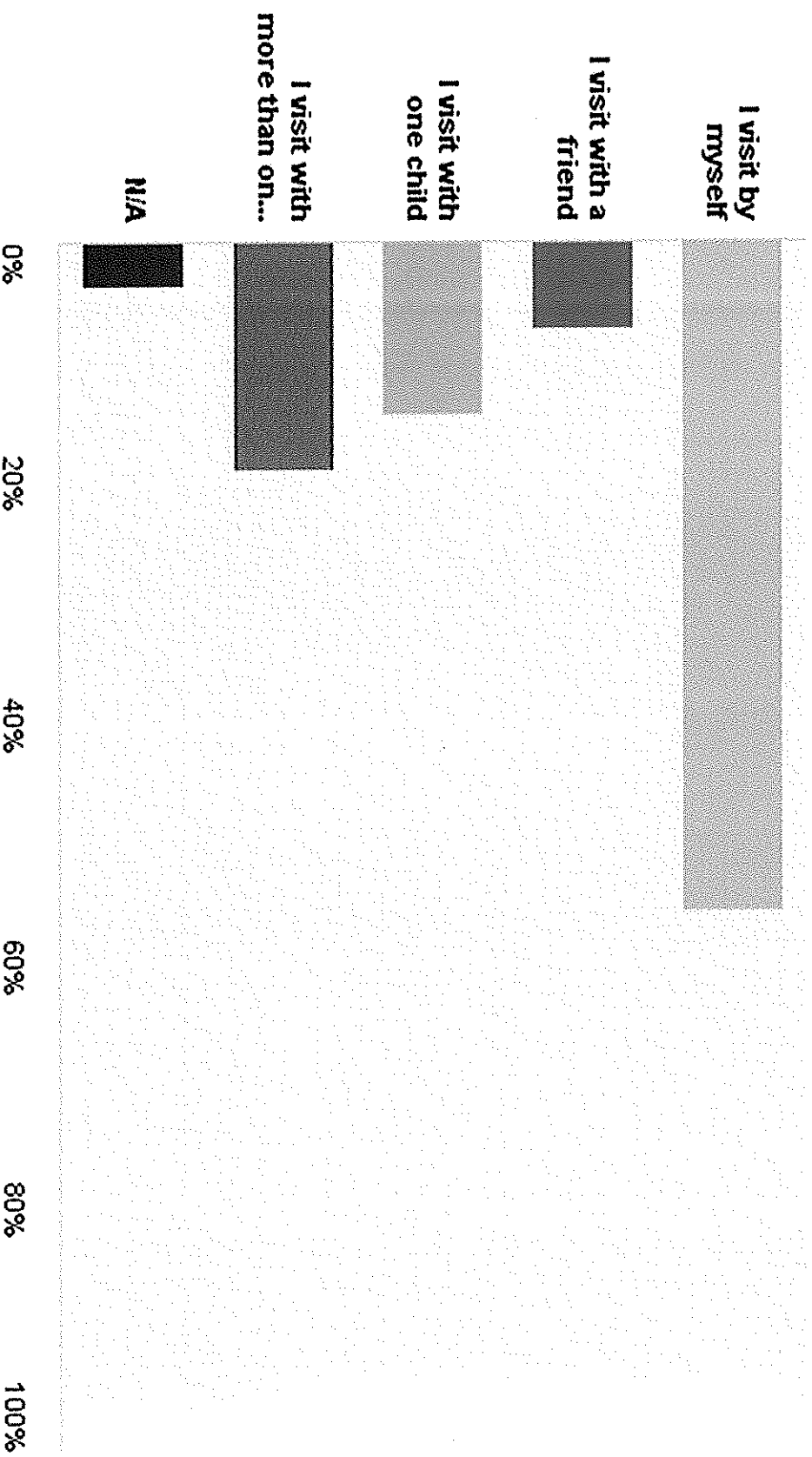
Q3 When you visit the Library, how long do you usually stay?

Answered: 733 Skipped: 5



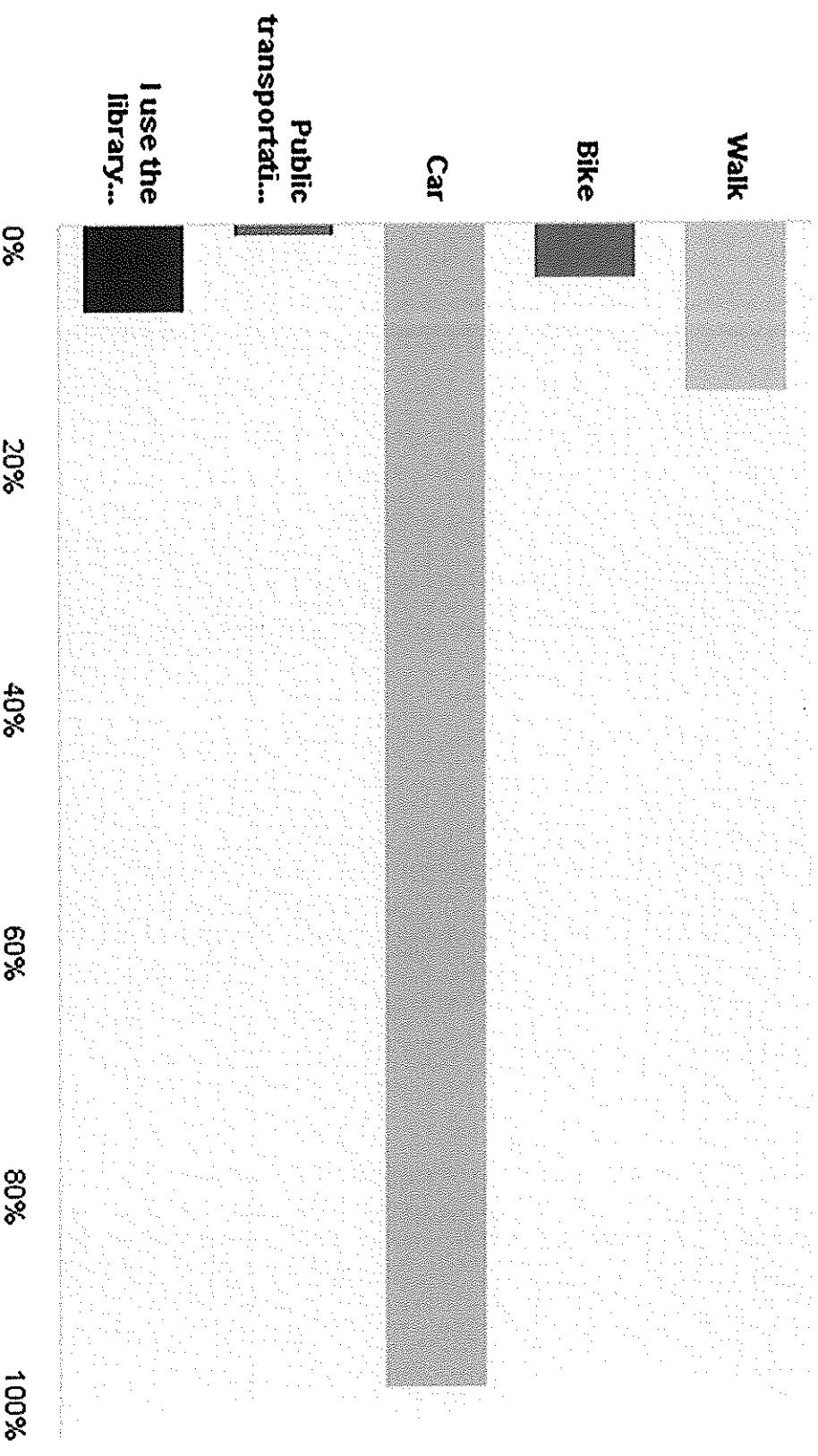
Q4 When you visit the Library, who usually visits with you?

Answered: 734 Skipped: 5



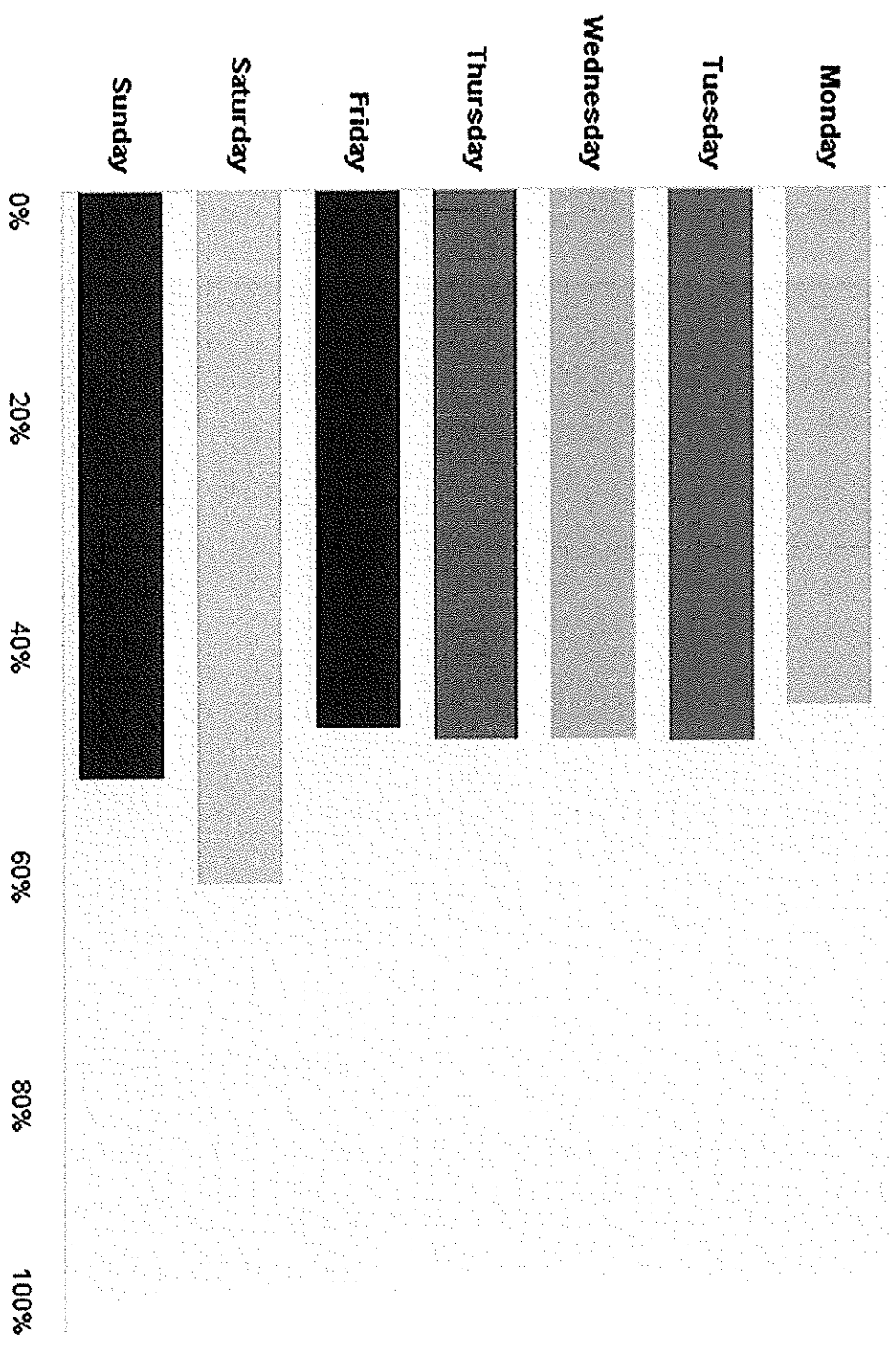
Q11 What transportation do you usually use to get to the library? (You may check more than one.)

Answered: 734 Skipped: 5



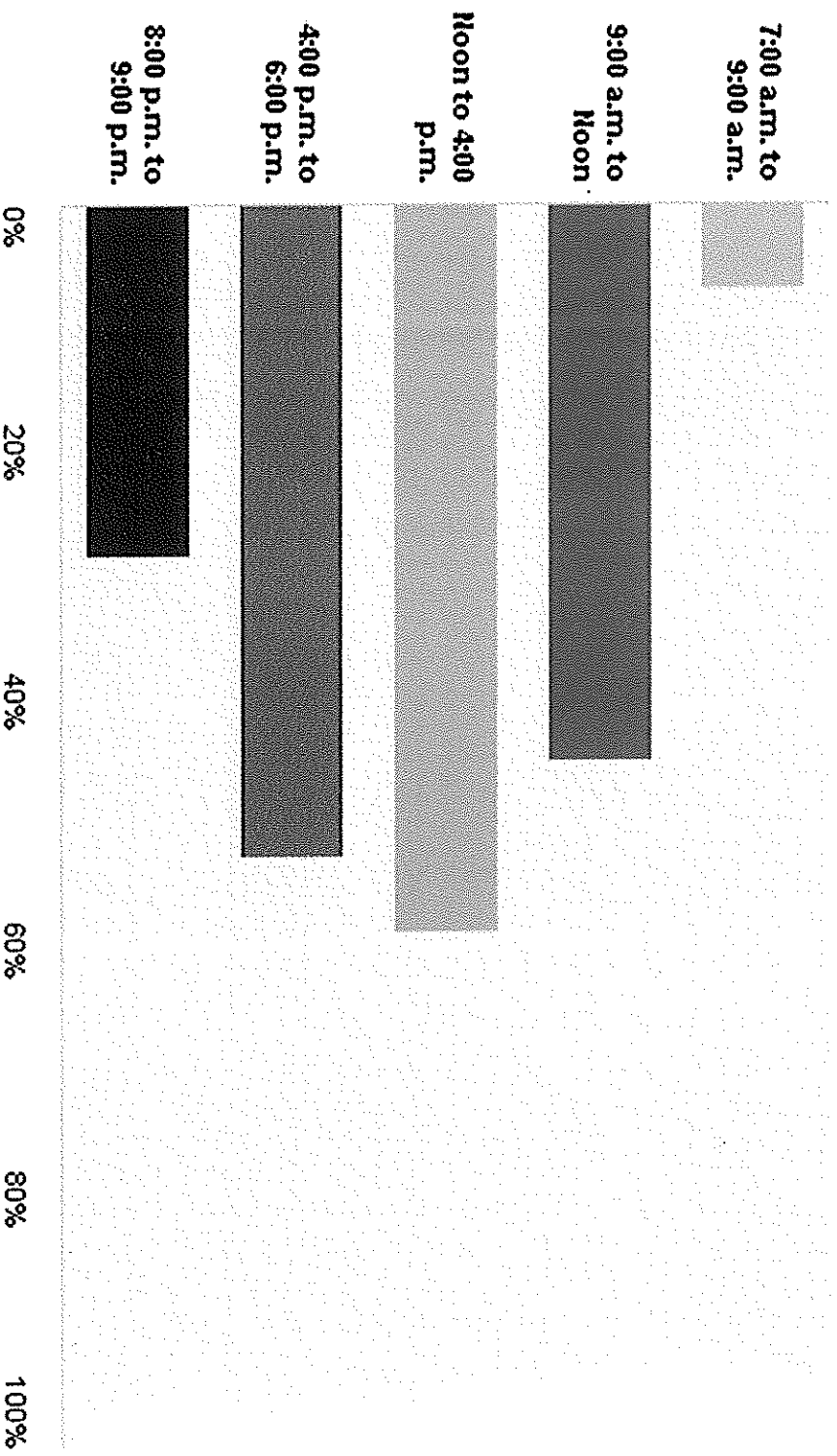
Q12 Check the days you visit or would be likely to visit the Library. (You may check more than one.)

Answered: 734 Skipped: 5



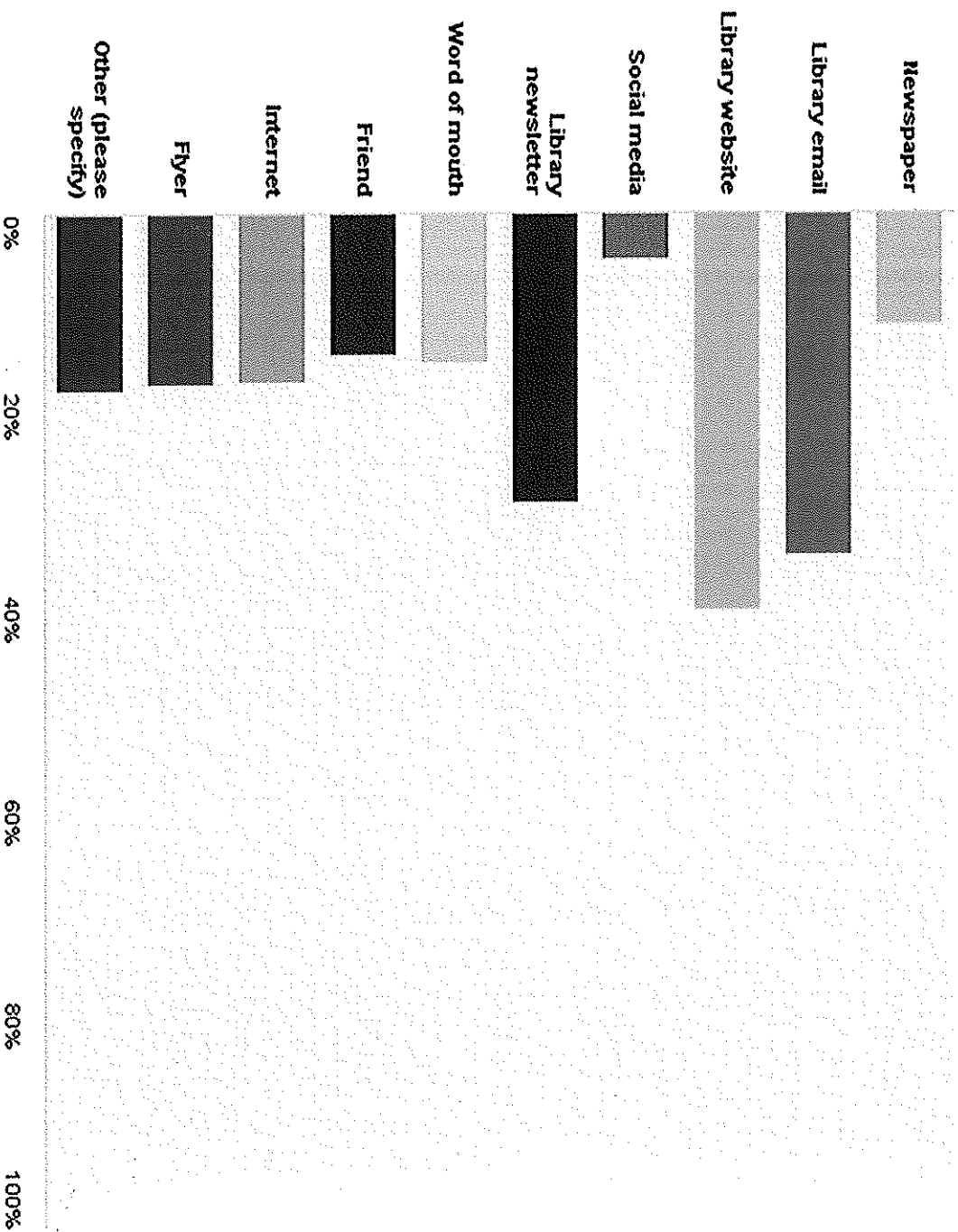
Q13 Check the times you most likely use or would use the Library. (You may check more than one.)

Answered: 734 Skipped: 5



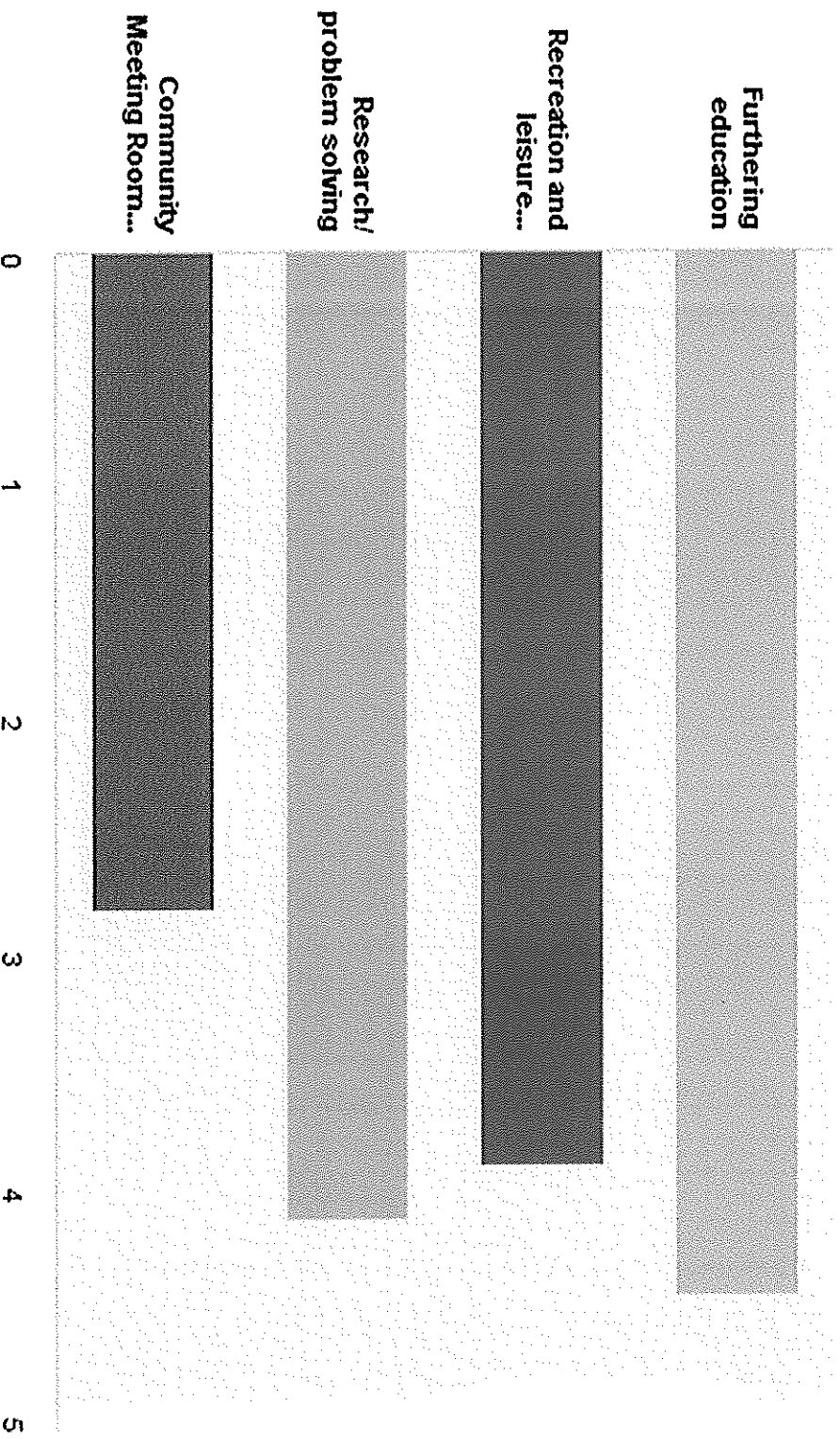
Q5 How do you find out about Placentia Library services and programs? (You may check more than one.)

Answered: 734 Skipped: 5



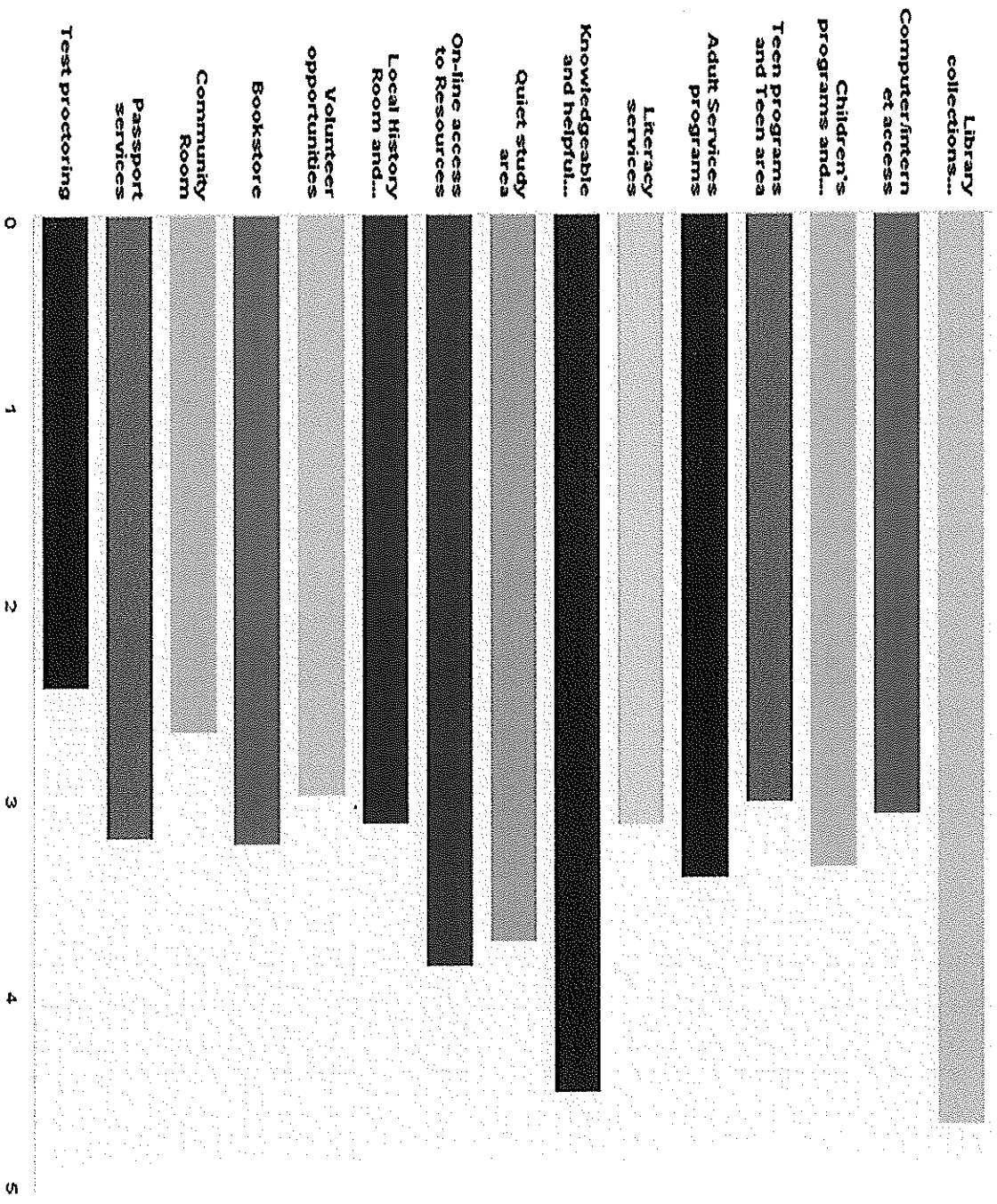
Q6 What do you consider the Library's main purpose? (You may select more than one.) Please rate the subjects 1 to 5 with 5 being the most important.

Answered: 734 Skipped: 5



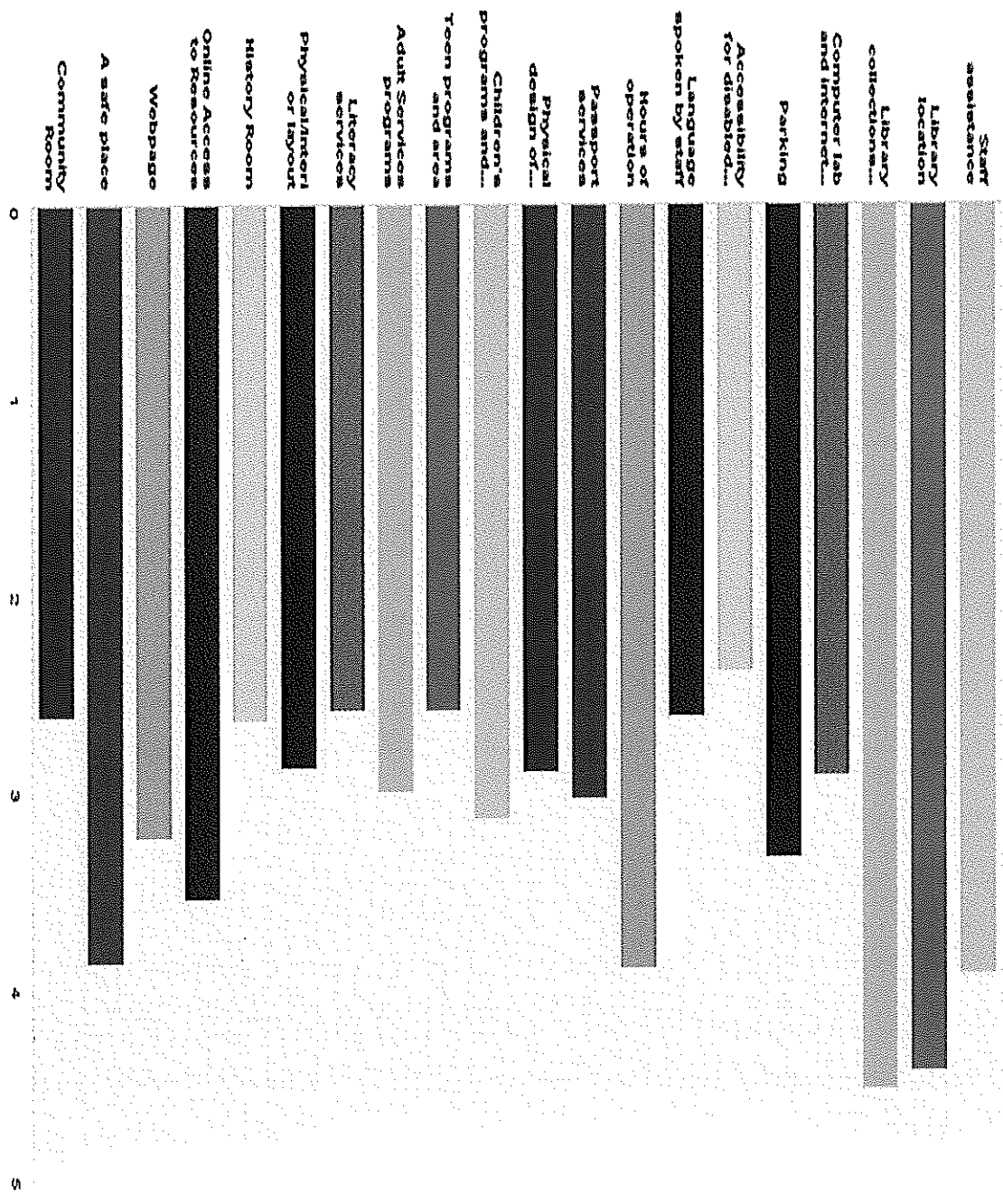
Q7 Which of the following aspects of the Library are important to you? Please rate the subjects 1 to 5 with 5 being the most important.

Answered: 734 Skipped: 5



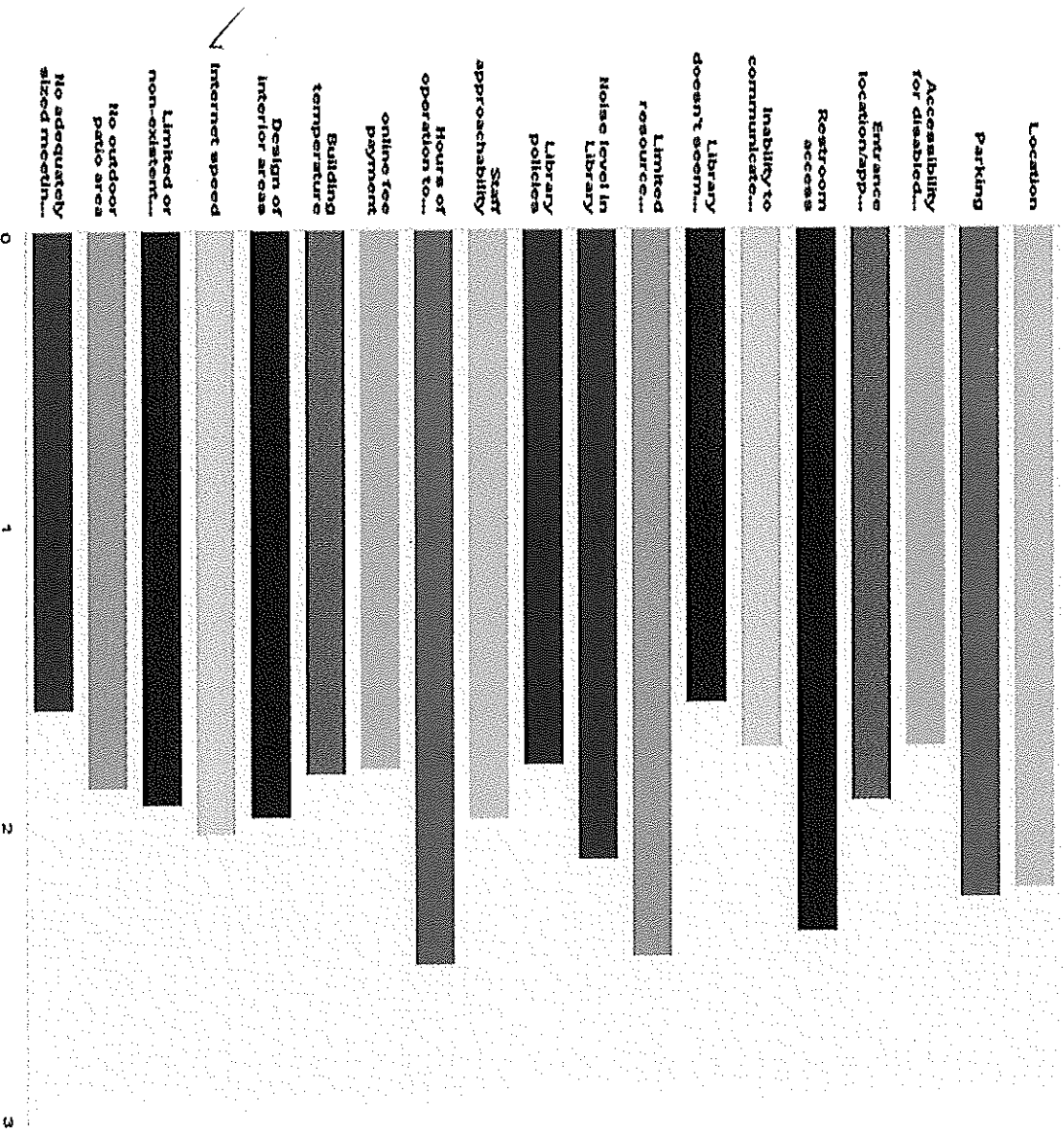
Q8 Which from the following list keeps you coming back to the Library? Mark only those that apply. Please rate the items 1-5 with 5 being that which keeps you coming back.

Answered: 734 Skipped: 5



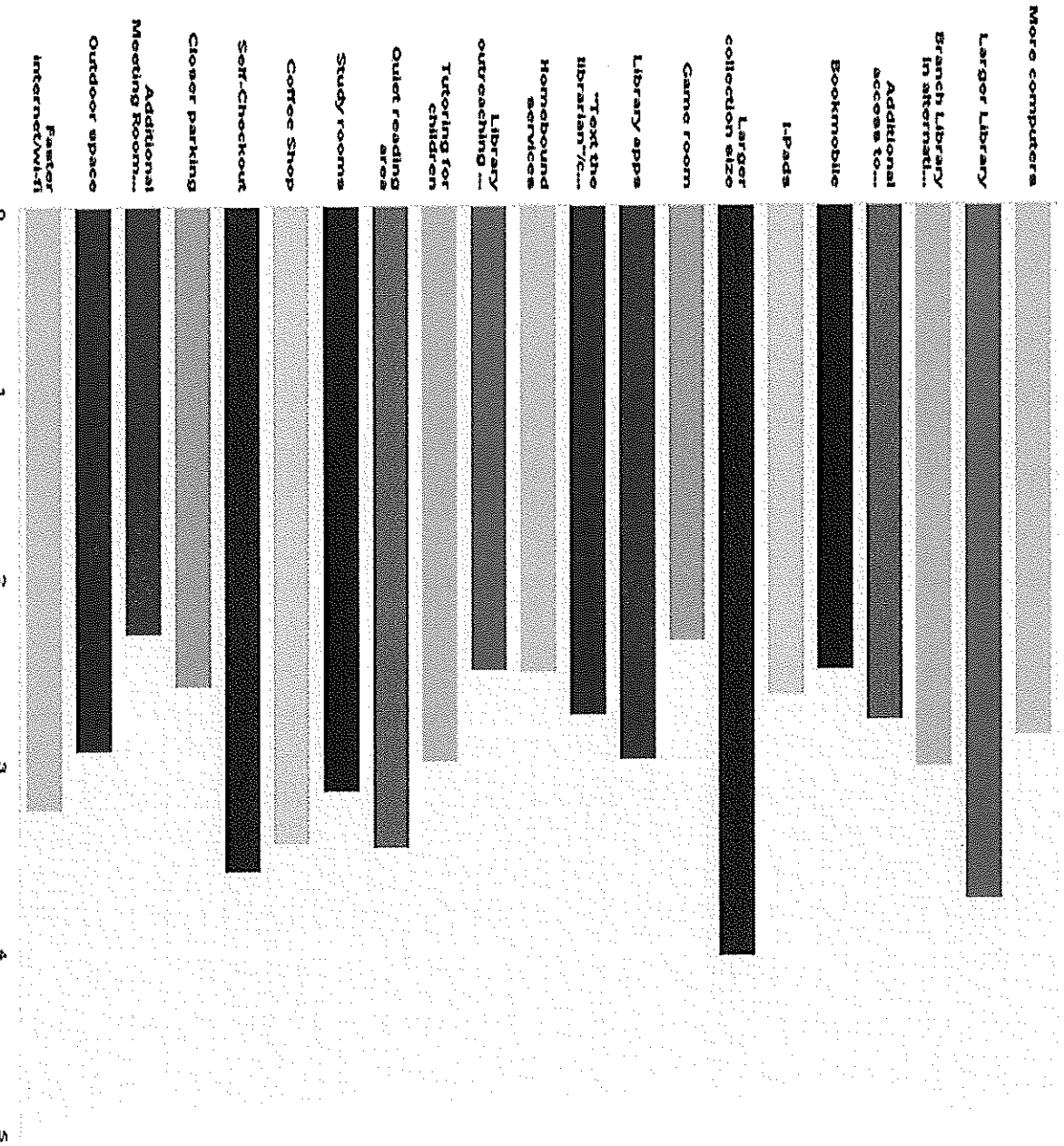
Q9 Which from the following list keeps you from coming back to the Library? Mark only those that apply. Please rate the items 1-5 with 5 being what deters you most.

Answered: 734 Skipped: 5



Q10 Which of the following might motivate you to use the Library more often? Please rate items 1 to 5 with 5 being most likely to motivate you.

Answered: 734 Skipped: 5



Survey Comment Input

- 227 comments to our open ended question asking for comments
- A majority of them complimented staff and the library
- Some critical of the library and survey
- Many insights into the future
- These are divided into 6 general areas:
 - Library Collections
 - Library facilities
 - Operations
 - Services
 - Programs
 - Electronic services

*which one we best
N: BOT Vision?*

Survey Comment Input

Collections

- Larger number of eBooks for children and youth
- More extensive collection of DVD's and books on tape
- These above have seen better days (quality/replacement?)
- Length of time for use of these
- Expansions of offerings for history, science fiction, and children's books.

Survey Comment Input

Library Services

- Most comments positive
- People love the service they get here, one of your best attributes!
- Longer hours was mentioned often
- Lack of quite and relaxing areas seem to effect one's time spent here.
- Very few comments on History room and Passport services

Survey Comment Input

Library Facilities

- Main issues... access and cleanliness
- ⊖ A new or separate restroom could relieve this area of negativity
- ⊕ Few like the key control system now, don't like having to go through that process for a messy restroom
- Perceived limited parking
- Lounge type quite area
- Distance from entrance and handicap access were mentioned *— for for*
- A larger or renovated library was mentioned in several comments
- A quieter library was also mentioned

Survey Comment Input

Library Programs

- Most liked the programs and services provided
- ⊖ No new programs were recommended but enhancement or continuation of those already offered were mentioned
- More computer classes and increased parenting classes were both recommended

Survey Comment Input

Library Operations

- Again, most comments positive with most comments surrounding expansion of hours
- Ⓟ Add service for patron requests for collection additions
 - Like 7 days/wk. operations
 - Fees not well vetted/posted/or obvious (*on website*)
 - Reserving and holding books could be better - *change process*
 - Need late forgiveness program (Amnesty program?)
 - Staff training for patron assistance
- Ⓟ Like bookstore, but keep it open more.

Survey Comment Input

Electronic Services

Ⓞ Respondents want tablets, computers, eBooks, classes, DVDs. “They want more of what you do!”

-More friendly webpage *in process*

-Expand collections *eBooks*

-A more streamlined system for book check-out

-More reliable and faster Wi-Fi, better computers and quiet area for personal use.

Input

Input was gathered from several sectors

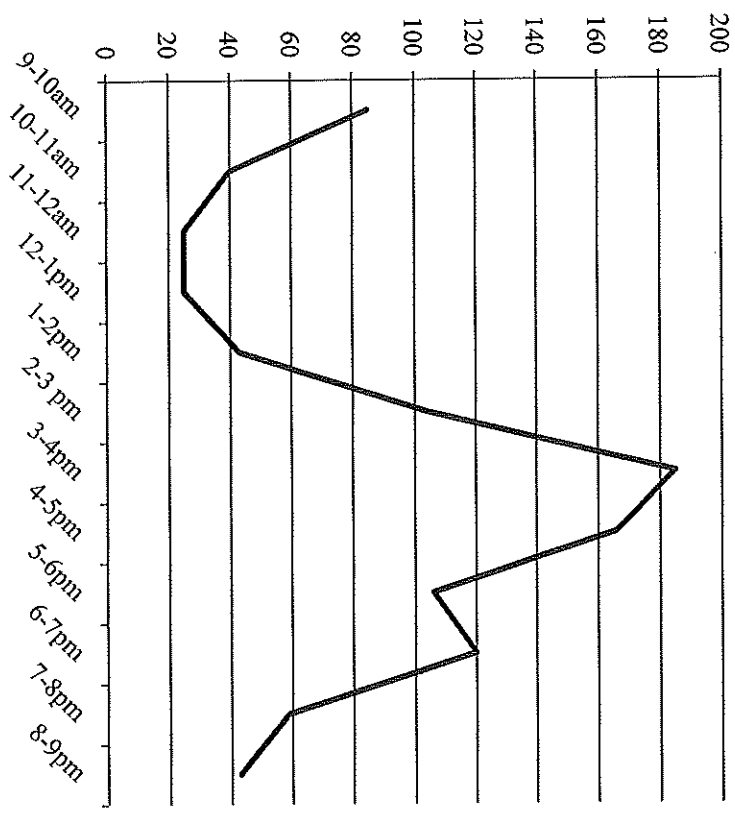
- Each of you
- Public survey
- *Age/time logs*
- Your staff

Input – Age/Time Log

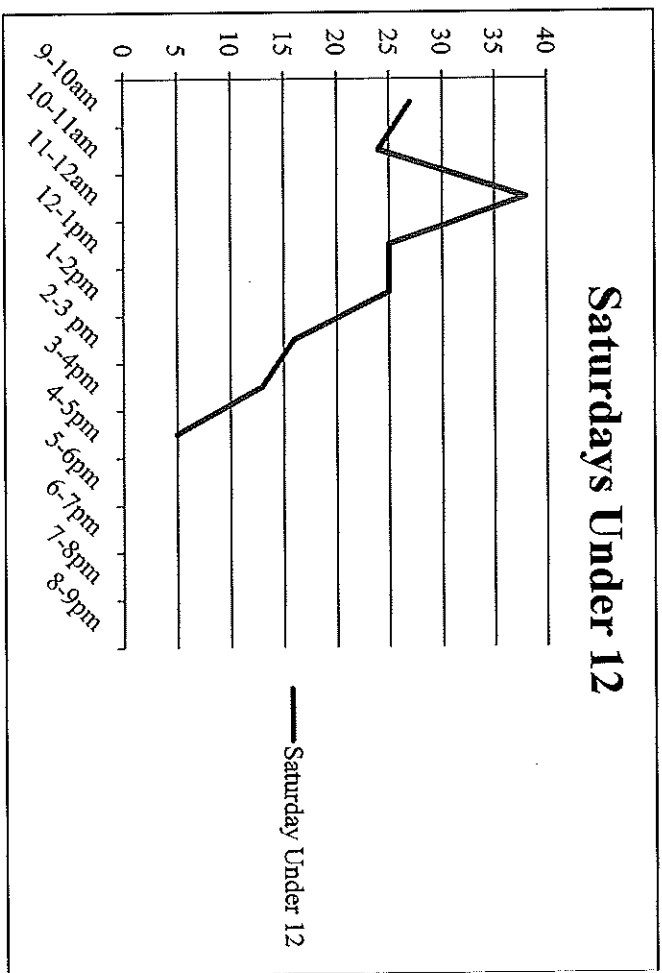
- Monitored at desk for one month (24 days)
- Asked attendant to provide perceived age of patrons when visiting
- Useful to know who is visiting when
- Most useful to staff

User Time Log, by Age

Weekdays Under 12



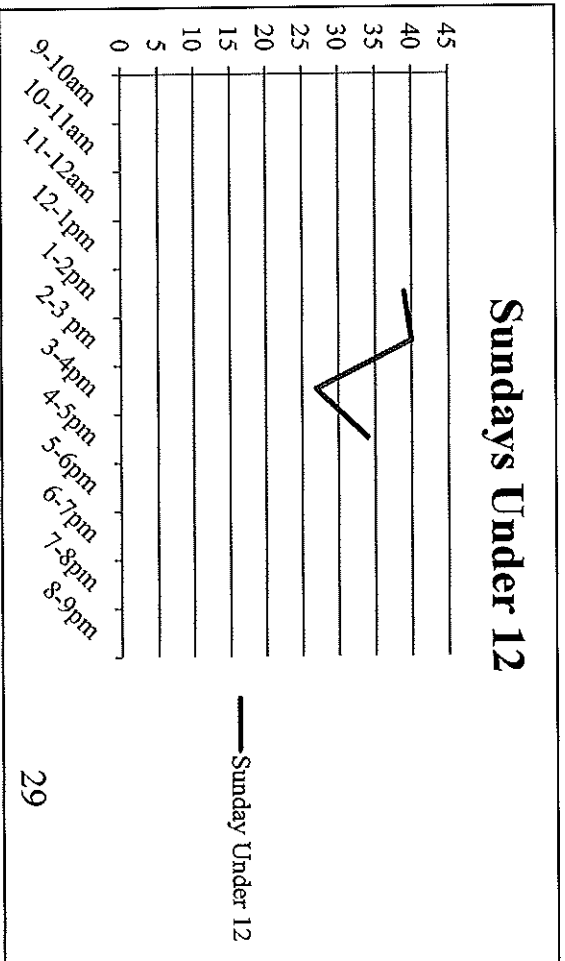
Saturdays Under 12



— Weekday Under 12

— Saturday Under 12

Sundays Under 12

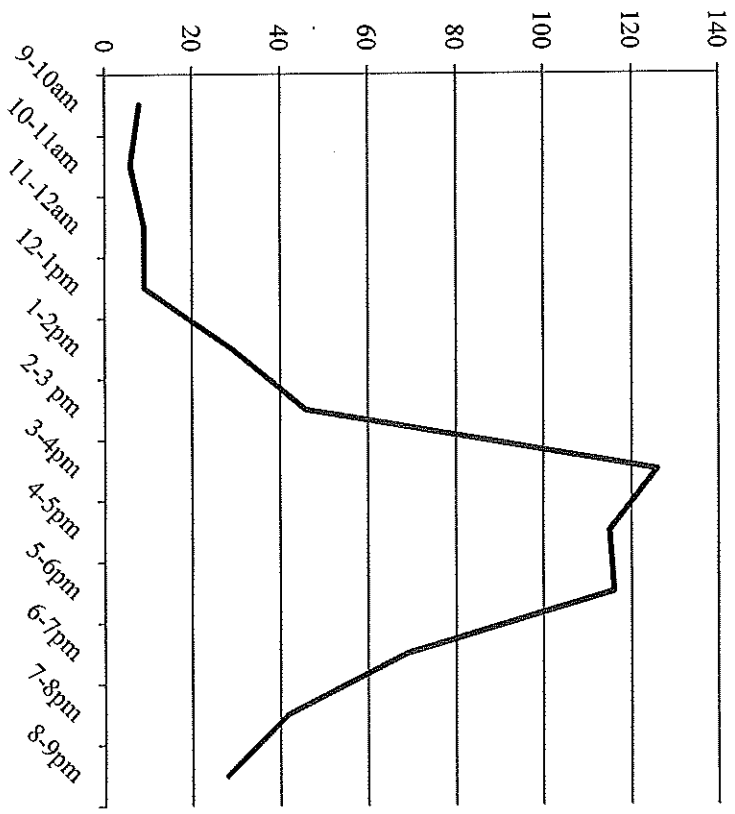


— Sunday Under 12



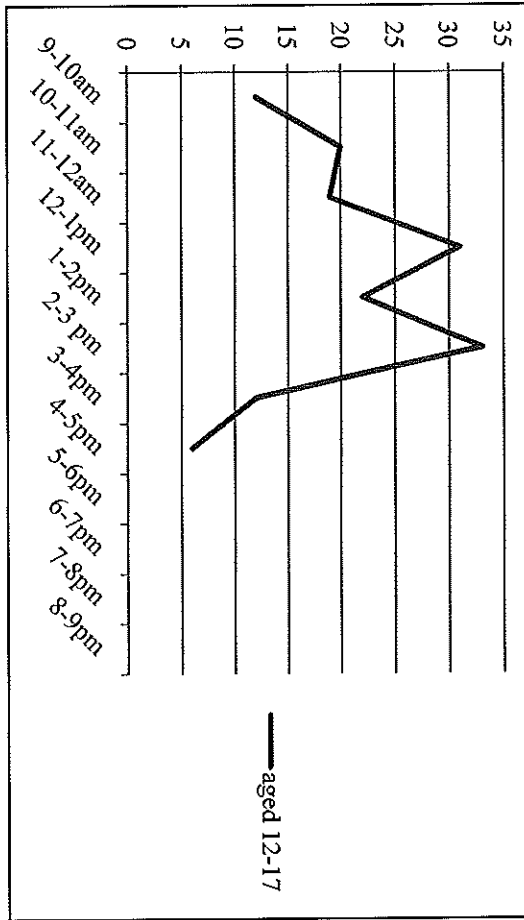
User Time Log, by Age

Weekdays ages 12-17



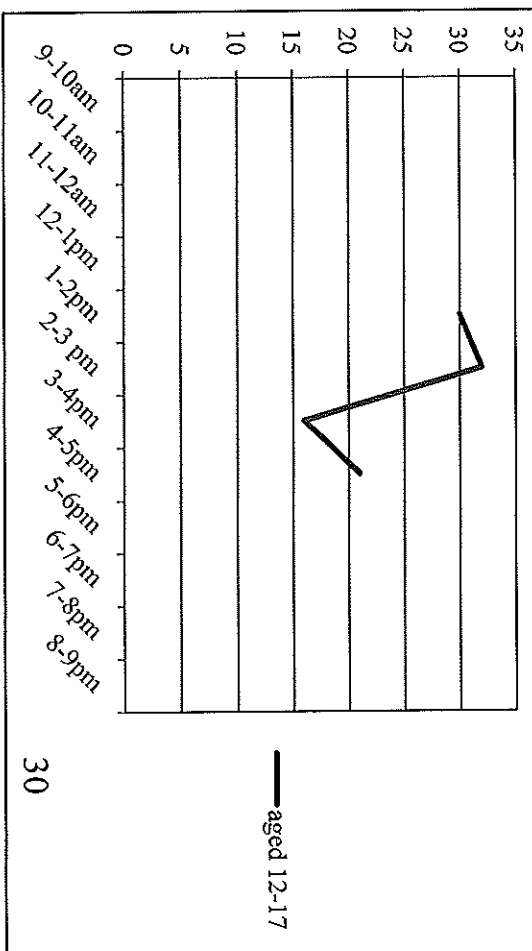
— aged 12-17

Saturdays ages 12-17



— aged 12-17

Sundays ages 12-17



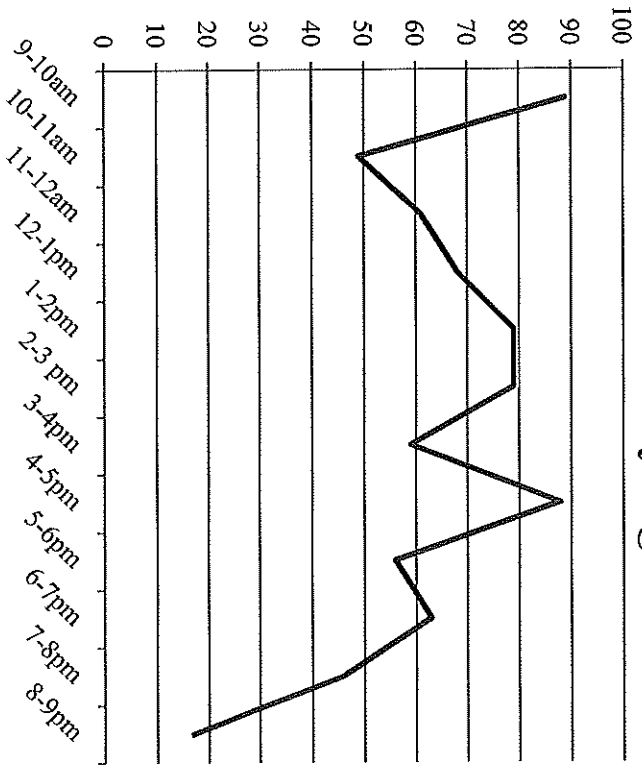
— aged 12-17

30

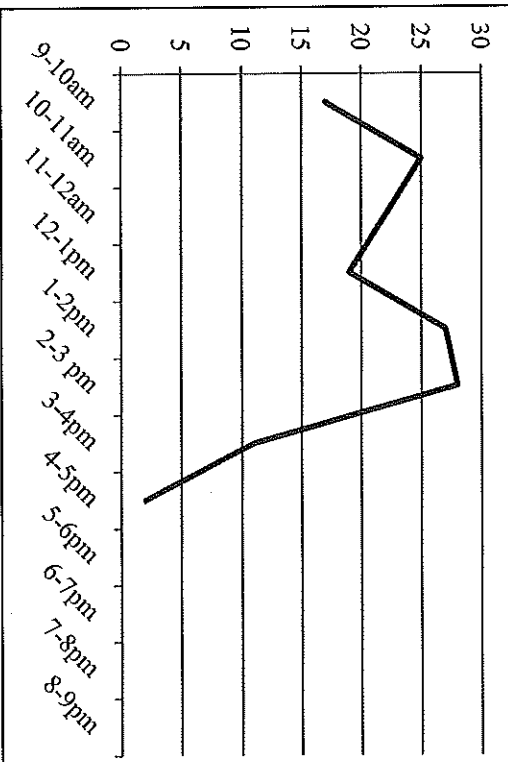


User Time Log, by Age

Weekdays ages 18-28

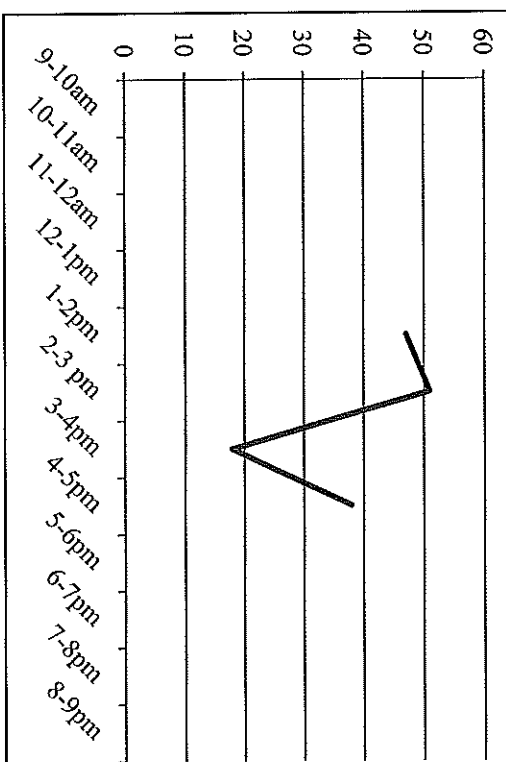


Saturdays ages 18-28



— aged 18-28

Sundays ages 18-28

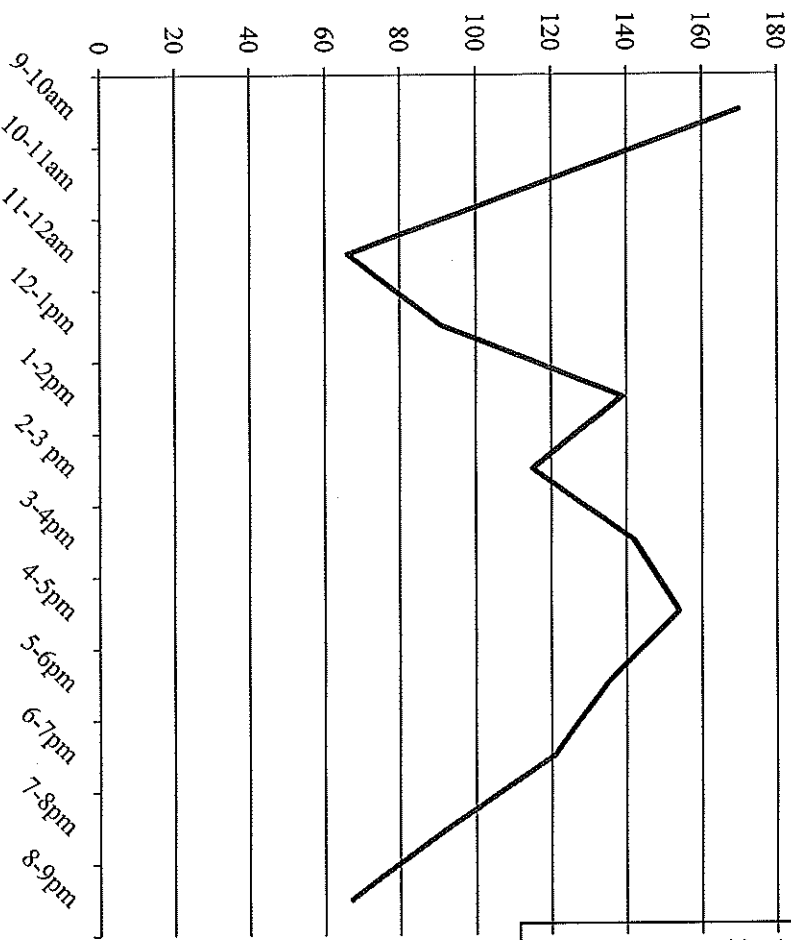


— aged 18-28

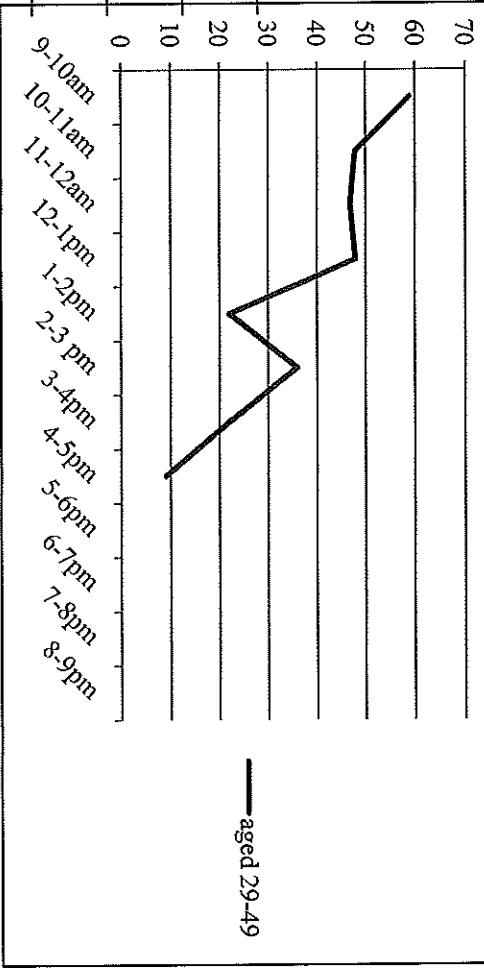


User Time Log, by Age

Weekdays ages 29-49



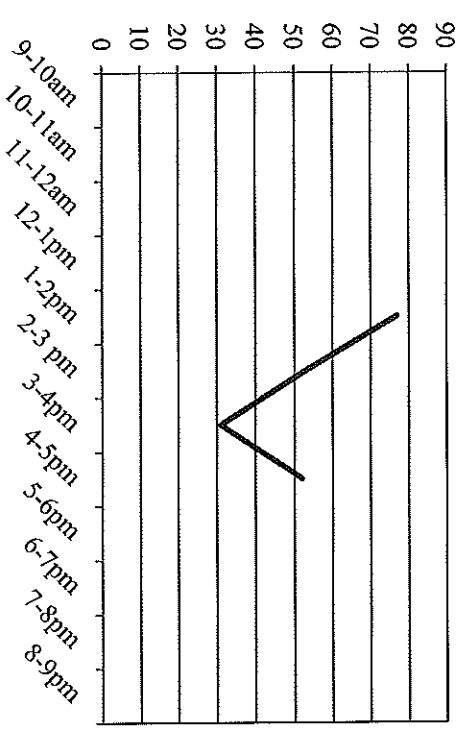
Saturdays ages 29-49



aged 29-49

aged 29-49

Sundays ages 29-49

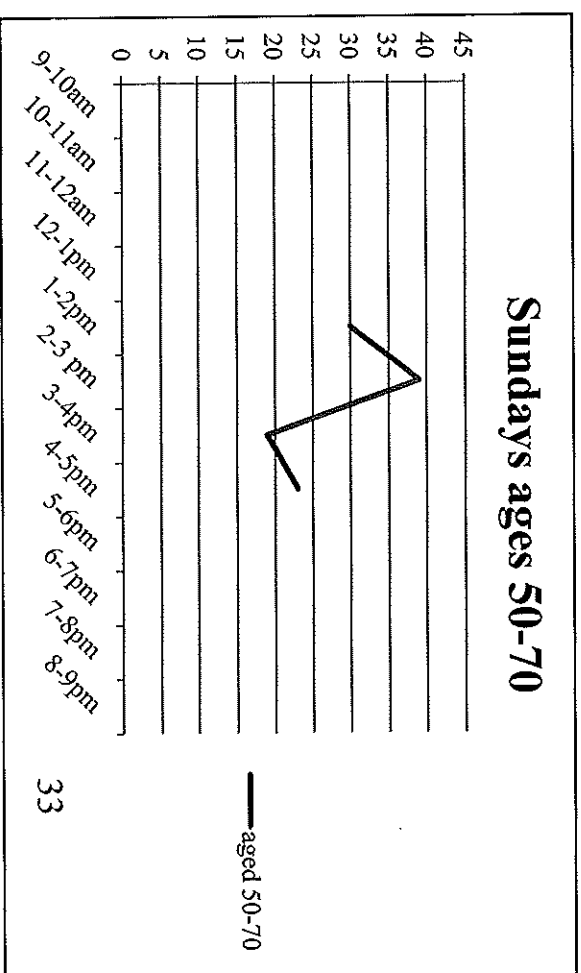
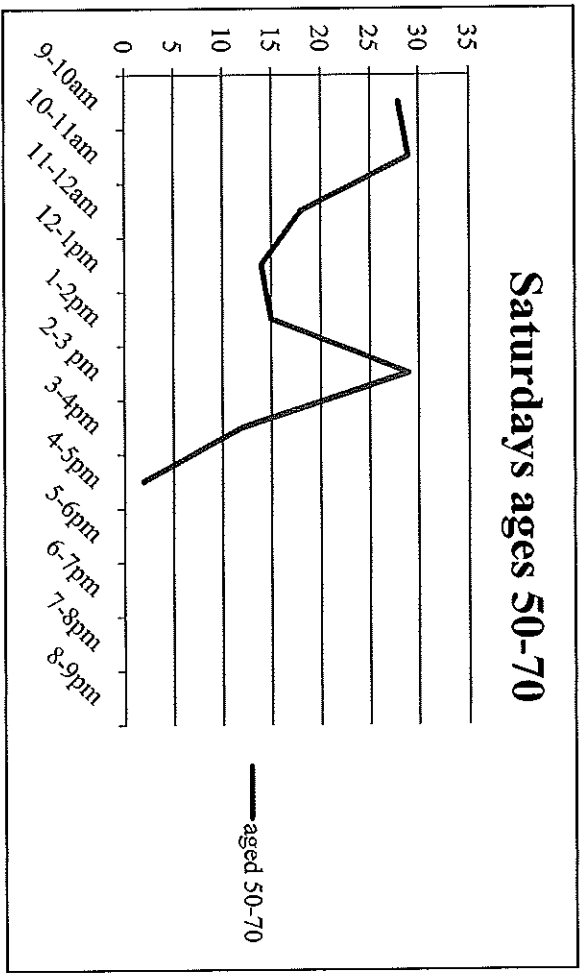
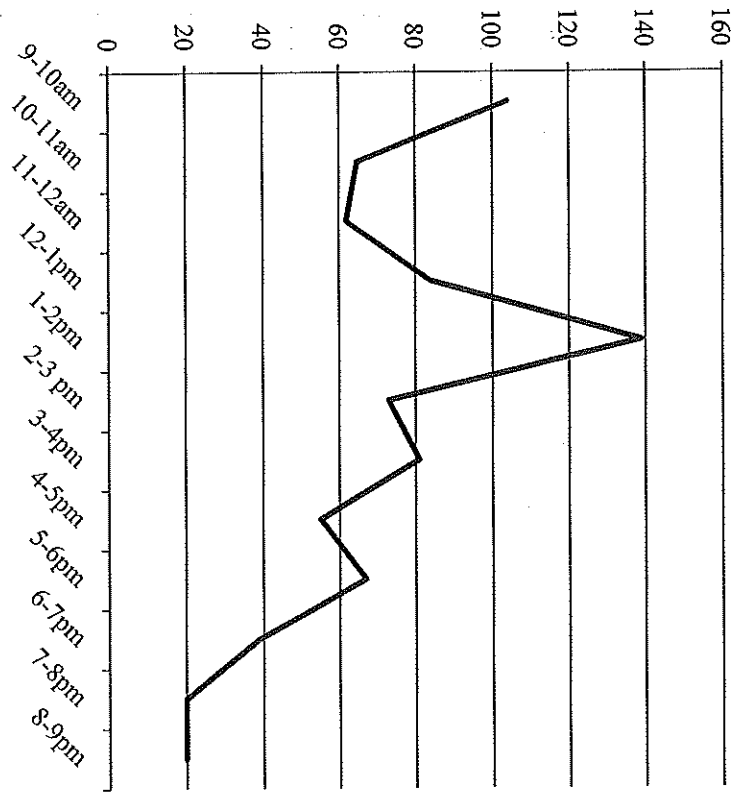


aged 29-49



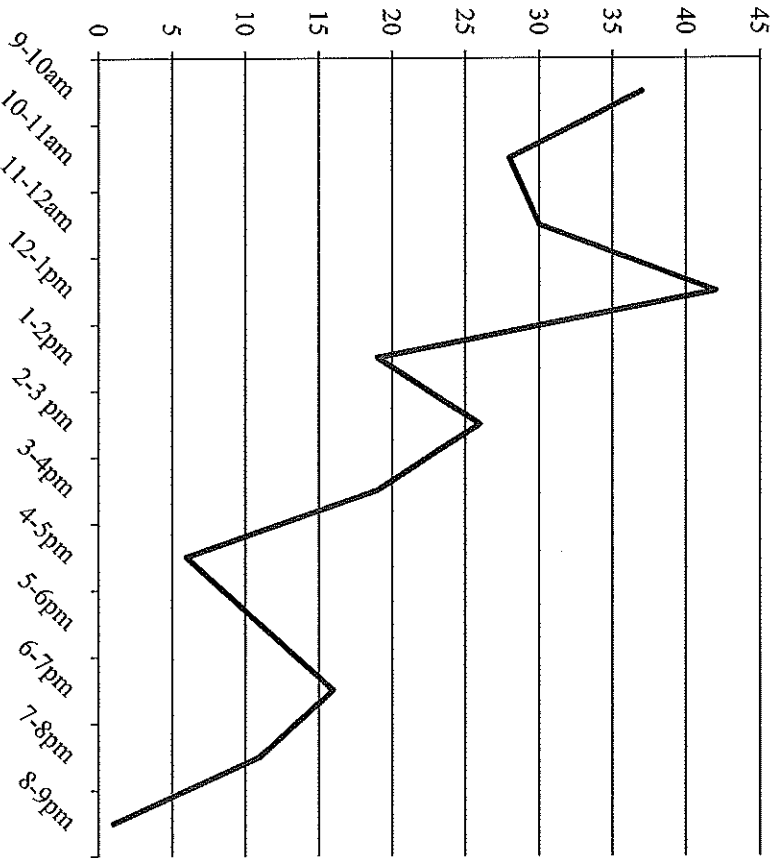
User Time Log, by Age

Weekdays ages 50-70

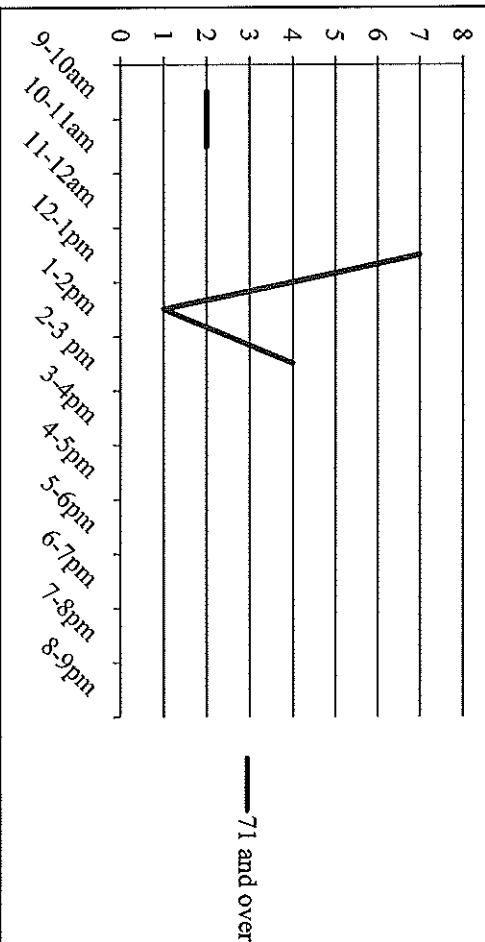


User Time Log, by Age

Weekdays Age 71 and over

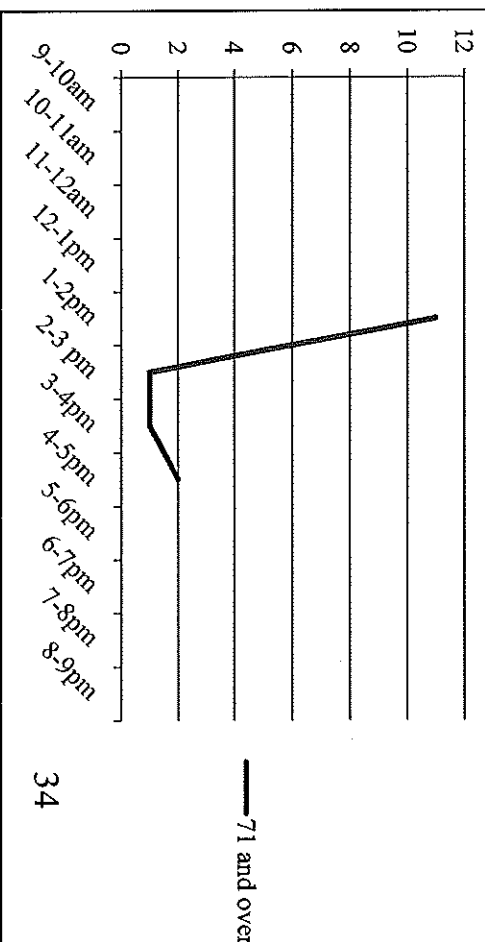


Saturdays Age 71 and over



— 71 and over

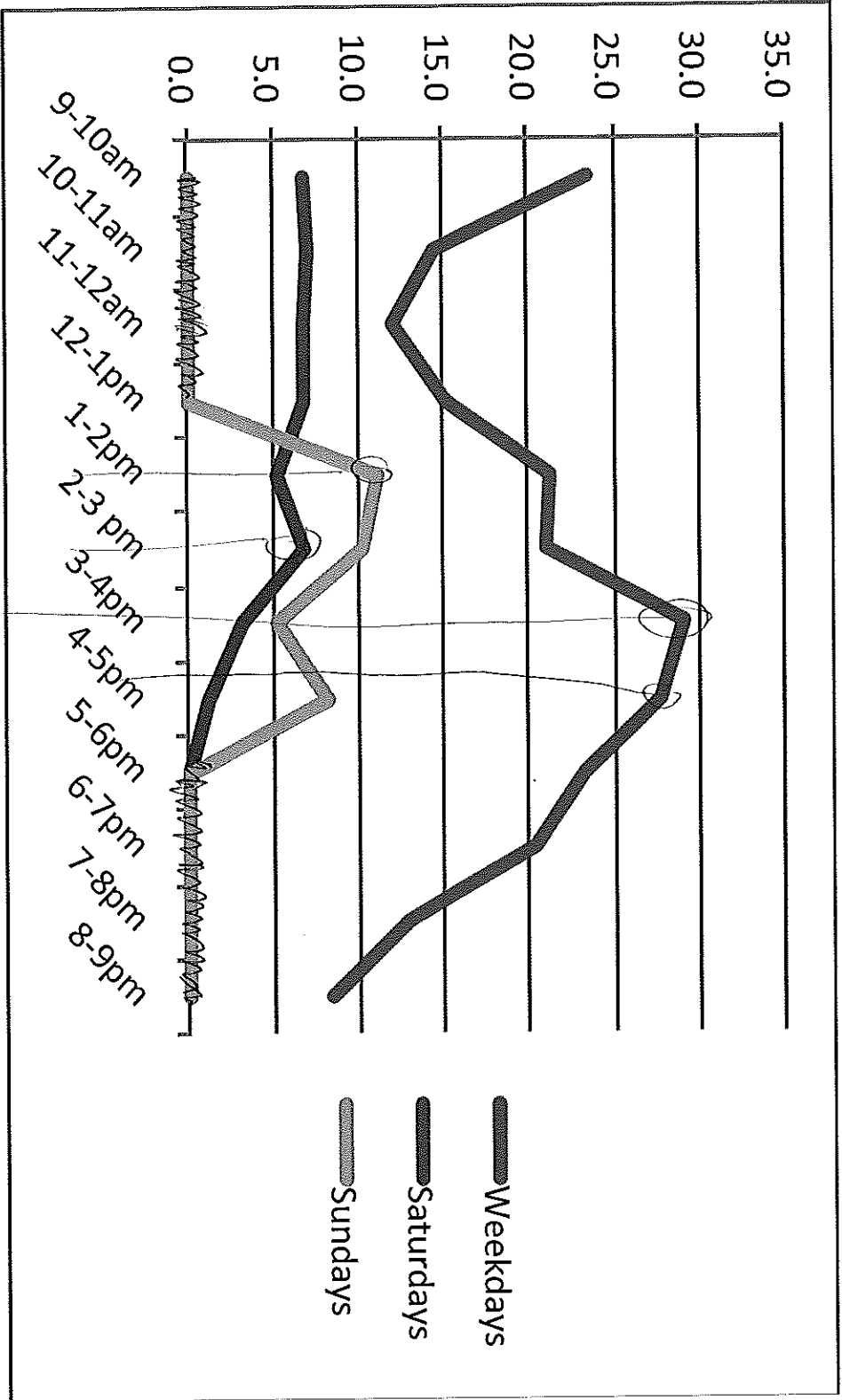
Sunday Age 71 and over



34

— 71 and over

User Time Log, by Age OVERALL USERS



Use of this Input

- This input is helpful
- This data is instructional
- This input is useful
- But, this input is **NOT DIRECTIVE** to you, the Board



BREAK

BREAK

Planning

- Review future oriented inputs (Board and employees)
- Review and potentially revise your Mission and Vision
- Leave tonight with your direction to put together an implementation plan

Input

Input was gathered from several sectors

- *Each of you/Staff*
- Public survey
- Age/time logs
- Your staff

Input Review SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

Strengths – Board/Staff

- **BOARD**
 - Our services to children
 - Staff**
 - Bi-lingual
 - Finances*
 - Our community focus and acceptance
 - Our diverse services
 - Our Director**
 - Good Board
- **LIBRARY STAFF**
 - Our staff
 - Community focus
 - Our literacy program
 - We are transparent
 - Relations with our patrons
 - Location

Weaknesses – Board/Staff

BOARD

- Not enough of the community knows about us
- More technology resources
- Build collections
- Clarity of funding alternatives
- Better communications with other "mutual benefit" groups and associations
- History room needs to be used more
- Better connections with schools
- Marketing/branding
- More meeting space

LIBRARY STAFF

- Space
- Marketing/Branding
- Library needs a full make-over
- Not visible enough in the community

Opportunities – Board/Staff

BOARD

- ☉ Raising the % of community usage
- ☉ Adult literacy
- Increased partnerships
- Board member under 50 years old
- A better/broader relations with community
- Know our demographic better
- Clear data on attendance of library events - *Done ✓*
- ☉ A community center*
- Separation of electrical meters/solar
- ☉ Technology for the “have not’s”

LIBRARY STAFF

- Many
- More room
- ☉ Branch/annex
- ☉ Delivery - *Homebound Service*
- ☉ Be know as, “the place to go/be” *(★)*
- Increased literacy in our service area
- More advanced technology to make a broader impact

Threats - Board

BOARD

- Do we become obsolete?
- Falling literacy rates
- Too much dependence on technology
- LAFCCO moving consolidation
- Potential lawsuits
- Being a special district
- None known

LIBRARY STAFF

- LAFCCO
- Continued perception of irrelevance
*(Continue to be relevant within community.)
How? "Good to Great"*

Linkages in Strategic Planning

MISSION STATEMENT →

VISION →

BOARD (WHAT)

Strategic Elements → 6

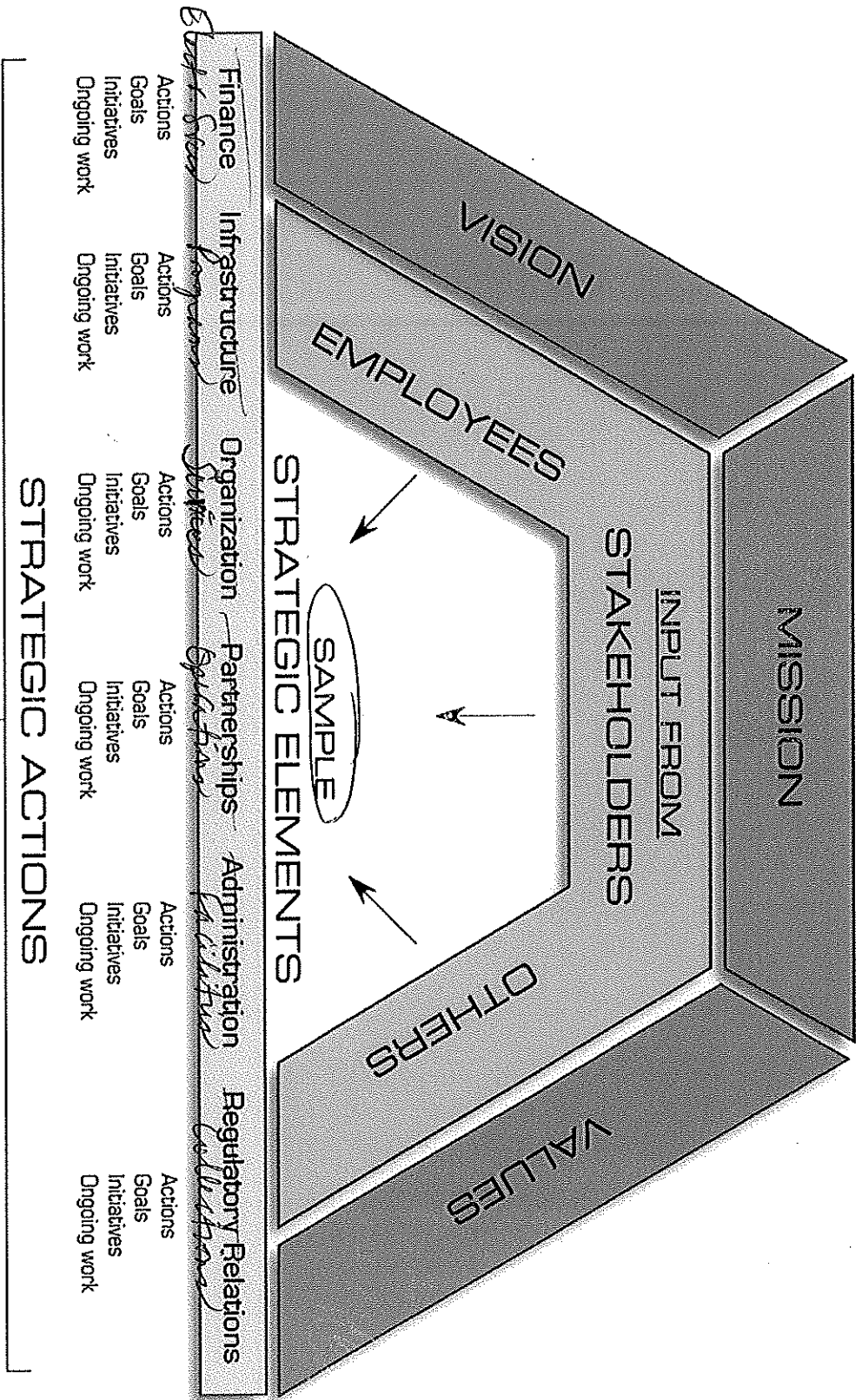
Strategic Implementation →

STAFF (HOW) **5-year Workplan...**



Linkages in Strategic Planning

- A Strategic Plan requires that you provide guidance in the areas of:
 - Mission
 - Vision
- We discussed this part in your interviews



FIVE YEARLY WORKPLANS

MISSION

MISSION: A STATEMENT AS TO WHY WE ARE HERE AS AN PUBLIC AGENCY??

- What justifies our existence?
- Why are we here?
- This is the drive engine! - it must be right! - it only rarely changes.
- ⊖ “Everything this District, or anyone attached to it, does or can be linked back to the Mission” - -The Core!!

MISSION

MISSION: APPROACH

- Make sure its right.
- It rarely changes, but can.
- It can easily be one or two sentences long.
- The Board must develop and formally adopt this statement.

Challenges -

- Adding too much so it that it begins to get into vision or strategies that change.
- The Mission does not often change, VISION can change depending on circumstances.

MISSION (current)

The Purpose of the Placentia Library District is to provide services and materials to our ever changing and diverse community.

To accomplish this goal the Library will:

- Provide a qualified staff to acquire, organize, and maintain a collection of print and non-print materials in an easily accessible facility and assist the public with its use.*
- Provide literacy outreach and services to the community.*
- Provide a special collection to document and preserve Placentia's History and Authors.*
- Present programs and provide technology access to everyone in order to promote reading and lifelong learning.*
- Promote the Library's vision through consistent messages to the public*

MISSION – Employees

Employees –

- Use only the first part as the true Mission
- The following parts are a list of goal drivers

-Employee proposed Mission...

As an integral part of our community we provide a range of services* *Naomack*
~~resources, programs, spaces and access~~ to inspire exploration, open minds
and bring people together.

MISSION – Input

Board –

*"PLD provides) reading and life long learning
to improve, grow minds and bring our Community together"*

- *It needs to reflect our true purpose with this process*
- *Its good and strong*
- *Only the first part is our Mission*
- *Let's get down to the heart of the mission*
- *I'm OK with it*

MISSION

AS STEWARDS OF THE PUBLIC TRUST, YOUR GROSSMONT HEALTHCARE DISTRICT WILL PRESERVE AND PROTECT THOSE RESOURCES ENTRUSTED TO ITS CARE.

To maintain and improve the physical and behavioral health of its constituents,

we will:

- Monitor the health care services provided under contract at Grossmont Hospital.
- Anticipate and recognize the unmet health care needs of the communities we serve and support suitable services to the greatest extent possible consistent with available resources.

MISSION – *Examples*

Anaheim Public Library promotes literacy, lifelong learning, and a love of reading through traditional print materials as well as virtual services. Anaheim Public Libraries are community gathering places that foster a more informed and connected community.

MISSION (current)

The Purpose of the Placentia Library District is to provide services and materials to our ever changing and diverse community.

To accomplish this goal the Library will:

- *Provide a qualified staff to acquire, organize, and maintain a collection of print and non-print materials in an easily accessible facility and assist the public with its use.*

- *Provide literacy outreach and services to the community.*

Provide a special collection to document and preserve Placentia's History and Authors.

- *Present programs and provide technology access to everyone in order to promote reading and lifelong learning.*

- *Promote the Library's vision through consistent messages to the public*

MISSION —10-13-12

Vision Statement

(Where we 'd like to be in the future)

- Describes the future;
 - Where are we going?, or
 - How we would like to describe ourselves in five years?, or
 - What we 'd like to say in a “State of the District” address in the year 2017?
 - Where do we want to go or what do we need to do that we are not doing currently?
- The Vision drives the Mission forward
- The Vision demands strategy and action!

Vision Statement

(Current)

The Vision of the Placentia Library

District is to inspire exploration, open minds and bring people together.

"Placentia Library District provides reading and lifelong learning to inspire, open minds and bring our community together"

VISION – *Input*

Employees—

- *Its not really a Vision that inspires action or direction*
- *We need to look forward with action*

VISION - Input

Board -

- Building upgrades
- More and better computers
- Keep staff intact
- We are changing with the times
- Agent for, not responding to, change
- Resources freely available with all equality
- Be the community center
- Stay abreast of change in library services
- Make this place newer, more interesting
- Somehow capture the younger crowd

5 years - 2019

10 years - 2025

15 years - 2030

Our Centennial Vision (2019)

- Library Renovation / Expansion
- Financially self-sufficient library
- Border Community Support / Active Mktg Plan that drives...
- Staff Support + growth opportunities
- Passion in Community

Vision Statement

(Current)

~~*The Vision of the Placentia Library*~~

~~*District is to inspire exploration, open minds and bring people together.*~~

VISION-- 10-13-12

In Five years the PLD Board would like to be able to say:

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What's next?

- Take the output of this workshop, make a draft plan for presentation back to you.
- “Tone-check” meeting with you (8-10 weeks)
- Potentially another round of revisions (3-4 weeks)
- Back for final check and approval