

Strategic Plan Steering Committee

Minutes of November 7, 2019 Meeting Meeting Room 128, Stryker Center

Attending were: WRL Board of Trustees Chair Natalie Miller-Moore; WRL Board of Trustees member: Sally Andrews; Friends of WRL Foundation President Sam Sadler; Library Director Betsy Fowler; library staff members Sarah App, Carrie Binsfeld, and Sandy Towers;

Absent were: WRL Board of Trustees member: Jean Stettler.

Call to Order: Ms. Miller-Moore called the meeting to order at 9:04 a.m.

Ms. Miller-Moore discussed the past strategic planning process.

Public Comment: None

Recap of LEAD Team Strategic Planning Sessions: Ms. Fowler reviewed the two strategic planning sessions the library's LEAD team participated in, which were facilitated by Babs Bengtson, Director of Training and Development at the College of William and Mary. The LEAD team discussed:

- The qualities of an effective mission statement and ideas to replace the current mission statement.
- The qualities of an effective vision statement and ideas to replace the current vision statement.
- The three current strategic priorities and the ways in which the library is currently representing each of the priorities.

The Strategic Planning Committee discussed the need for the mission and vision statements to be replaced with more exciting, descriptive, and memorable versions. Ms. Miller-Moore suggested having a separate workshop for the vision and mission statements.

Library Advocacy: Ms. Fowler discussed the level of community engagement that was achieved during the ELGL contest. Mr. Sadler discussed the need for the library to continue to engage the City of Williamsburg (COW) and James City County (JCC) in discussions regarding the library's needs. Ms. Miller-Moore announced that an Advocacy Committee will be appointed at the December 4, 2019 Board of Trustees (BOT) meeting. The Advocacy Committee will work to make detailed plans for library advocacy. Ms. Fowler discussed the need for the members of the BOT and the Friends of Williamsburg Regional Foundation (FWRLF) to advocate for the library during the JCC Comprehensive Planning process. Mr. Sadler discussed the need for a strong strategic plan and talking points for advocating within the community.

Strategic Planning Process: Ms. Miller-Moore discussed the need for personalized input for the strategic plan. Ms. Fowler discussed the need to include the community already in support of the library. Mr. Sadler discussed the need for diversity when polling the community. Ms. Fowler discussed the importance of community-driven programming and ways in which the library can find out what smaller groups within the community need. Ms. Towers discussed the need to show the community what a twenty-first-century library looks like. Ms. Binsfeld discussed the importance of the James City County Library renovation. Ms. Fowler suggested using the Outreach Division to go out into the community to garner input. Mr. Sadler suggested using the William and Mary School of Education's information on the

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homeless community. Ms. Fowler announced the library appointed an Inclusivity Committee which could be used to organize community input. Ms. Fowler discussed the possibility of Babs Bengtson training staff to gather community input, using local groups, and giving staff the opportunity to cross divisional lines. Ms. Miller-Moore discussed the importance of structuring questions to listen to the community feedback without giving an immediate solution. The committee discussed the timeframe and other logistical issues for compiling community input. The staff Inclusivity Committee will begin organization for community feedback and input from the BOT and FWRLF will begin the revamp of the mission and vision statements.

The committee scheduled the next meeting for December 9, 2019, at 1:00 p.m. in the Stryker Center.

Adjournment: The Strategic Plan Steering Committee adjourned at 11:00 a.m.

Respectfully submitted,



Sarah M. App

Approved by



Natalie Miller-Moore, Chair