

## **Strategic Plan Steering Committee**

---

### **Minutes of December 9, 2019 Meeting Meeting Room 128, Stryker Center**

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

William & Mary Director of Training & Development Babs Bengtson.

**Call to Order:** Ms. Miller-Moore called the meeting to order at 1:03 p.m.

**Public Comment:** None

**Review of Previous Meeting:** Ms. Miller-Moore discussed the previous Strategic Planning Committee meeting, reviewing the words contributed by the entire Board of Trustees at their December 4, 2019 meeting.

The committee discussed the need for library advocacy and the importance of a solid strategic plan to reference.

Ms. Binsfeld reviewed the history of the mission statement from the 2016 Strategic Plan.

**Strategic Priorities Exercise:** Ms. Miller-Moore introduced Babs Bengtson, Director of Training and Development for the College of William & Mary.

The committee participated in a postcard exercise to familiarize the group with each other.

The committee broke into three groups to complete an exercise in brainstorming for the three strategic priorities of the library; strengthening community connections and partnerships, communicating and raising awareness, and rethinking library spaces.

The exercise produced the following ideas for each priority:

Strengthening Community Connections and Partnerships – Library passport for kids (with stickers), library card registration drives, book bike, pop-up events, quarterly guide, pdf of Beyond the Shelves, and communication with people without library cards.

Communicating and Raising Awareness – Homeschoolers, military, homework help (Frink), hospitals, jail, bread day, ESL students and families, juvenile center, Williams & Mary tutors, WISC, laundromat, outlet mall, farmers market, and homeless shelters.

Rethinking Library Spaces – Existing buildings, continue update to JCCL, self-checkout/holds, playground, creative use of furniture, reconfigure WL in interim, shift food norms, rethink staff only areas at WL to create more user spaces, new building at Scotland Street, and portable programs and services.

The committee scheduled the next meeting for February 5, 2020, at 1:00 p.m. in the Stryker Center.

**Adjournment:** The Strategic Plan Steering Committee adjourned at 2:45 p.m.

Approved as of 1/22/2020

Respectfully submitted,

  
Sarah M. App

Approved by   
Natalie Miller-Moore, Chair