

**Winnefox Library System  
Strategic Planning Committee Minutes  
Friday 15 March 2012, 1:00 PM  
Berlin Public Library Meeting Room**

The meeting was called to order at 1:00 by Jim Miller

Members present were: Mark Arend, Kent Barnard, Karen Boehning, Jon Mark Bolthouse, Chris Carroll, Jeff Gilderson-Duwe, Andrea Klapper, Vicki Lenz, Jerry Letcher, Jim Miller, Julie Stobbe, Cindy Wallace. Linda DeNell was absent. Also present: Tom Widener

There were no public comments.

Mark reviewed the Strategic Planning process for the committee. The goal is to have a plan ready to present to the Winnefox board at their July meeting.

The committee reviewed the current (2011 – 2013) plan. Jeff stated that our role not to put system in public eye—to promote itself. We support libraries and help them promote themselves. The plan is strategic, in that it doesn't have any "*Continue to...*" items. Jim agreed, the system's emphasis should be on supporting libraries.

Is there anything in the current plan that should be included in the new plan?

Andrea: #1d: *Winnefox will help libraries publicize their resources and services*

Jim: #2: *Winnefox will help staff of member libraries increase their technology knowledge and skills.*

Kent asked about #2b: technical training at LAC meetings. This is something we didn't do much of in 2012 but are looking at for 2013.

Jim mentioned #3: *Winnefox will strive to provide the maximum service for the lowest cost.*

Andrea and Chris commented that we have had to cut back a few things because of budget cuts.

Jim asked: if something is required or necessary because of financial conditions should it be part of strategic plan? Jeff: No—ongoing and continuing activities are not strategic. Jon Mark pointed out that if you decide to move resources from one area to put more emphasis on another, to make a strategic shift, it would be appropriate for a strategic plan.

Jeff: we need to bear in mind the difference between the goal—the broad statement of a desirable state of affairs—and the objectives—the specific methods to get there. Goals may state things we're doing already but objectives will be different.

Andrea: how can Winnefox help library staff to cope with new technology that people bring in?

Chris: technology changing so fast that it's hard to keep up.

Jerry: we have to be flexible

Jon Mark: Could we facilitate a skunkworks project, having someone out there with a passion and interest in cutting edge technology playing with stuff to try to figure out what is coming next.

Wikipedia: A skunkworks project is one typically developed by a small and loosely structured group of people who research and develop a project primarily for the sake of radical innovation.

Jeff: Winnefox can be facilitator or coordinator but libraries have to put it into action. We have to translate vision into services to libraries. This takes time money and staff. Chris: part of this is our (the library's) responsibility.

Andrea: can Winnefox do something to create or develop a workshop that libraries can present to users, a "workshop in a box"? Jeff: Some of this might be on BadgerLearn <http://badgerlearn.dpi.wi.gov/>

Chris: Winnefox could compile a list of people who would be willing to present workshops, sort of a speaker's bureau.

Someone asked about #5: *Winnefox will explore and support methods of measuring library services other than circulation.* How can this be incorporated in county funding? Mark: we are counting additional items, such as ebooks, Pharos use, and wireless. But the directors in each county have to decide how to use them and when to approach the county. Counties could also suggest librarians do this.

Karen discussed the 2009 – 2013 Technology Plan. This is required by state and needs to be revised. It makes sense for some aspects of the technology plan to be discussed in this committee because there will be overlap between 2 plans. She suggests that the new plan not have specific goals but state criteria for setting objectives and activities and how they will be set.

Jeff: have this committee develop the strategic plan and have staff extract technology-related items from the plan to develop the technology plan.

Mark distributed a document (posted at <http://extranet.winnefox.org/strategic-planning> giving information on the Governor's 2013 – 2015 budget proposal and listing possible cost increases.

Jon Mark noted our accounting services agreement with Southwest Library System and said we should investigate other sources of revenue; possibly selling services to other systems or non-Winnefox libraries. (One idea: Espresso book machine <http://www.ondemandbooks.com/> publishing books on demand for libraries and users.) Jeff mentioned that Mid Wisconsin System is looking into options for delivery.

Vicki: It's critical tell legislators and the public how important Winnefox is to libraries.

Legislative support: How to promote the system to public while putting local libraries in the spotlight?

The committee started discussing items to be considered for the new plan.

Jerry: thread seems to be funding—flat funding or reduced. Should we consider idea in handout (posted on strategic planning page) of opening merger or cooperation discussions with other systems.

Jeff discussed a February meeting at which the future of systems was discussed (information posted at <http://www.srlaaw.org/2013Process/process.asp>). Jeff, Mark, and Chris attended this meeting. Part of the preparation for this meeting were a pair of webinars with librarians from Illinois and Massachusetts discussing system reorganizations there. In both states system funding was cut drastically or eliminated; when asked if there were warning signs that this was coming the answer given was lack of legislative support and reduced or flat state funding. This parallels what we are seeing in Wisconsin. Jeff also mentioned that system funding comes solely from the Universal Service Fund, which is a tax on phone service, and that this may not be a stable source of revenues in the long-term.

Jim: is this appropriate goal for strategic planning? Consensus: yes.

Tom: If mergers are discussed the Neenah board would be interested in OWLS.

Jerry: we should compare how each system provides services. Jeff: this would be part of the process. Chris: goal doesn't have to be merger but could lead to improved service or cooperation.

The committee decided to hold regular meetings the 2<sup>nd</sup> Thursday of the month at 10:00 AM at the Berlin Public Library. The next meeting will be 11 April. Mark reminded the committee to send him requests for agenda items or information.

The meeting adjourned at 2:53.

Respectfully submitted, Mark Arend