

WHEATON PUBLIC LIBRARY
STRATEGIC PLANNING COMMITTEE MEETING
MINUTES
JANUARY 23, 2012

- I. Call to Order and Roll Call: The January 23, 2012 meeting of the Strategic Planning Committee of the Library Board of Trustees was called to order at 7:03 p.m. by the Board President Mike Redlich. Members present at roll call were: Mrs. DeAre, Mrs. Meisels, Ms. Porter, Mr. Redlich, Mr. Solis and Mrs. Wonser. Absent: Ms. Grabowski and Mrs. Slater.
- II. Designate a Chair for the Meeting: In the absence of the Committee Chair, Barbara Grabowski, due to an injury suffered in a fall, Mrs. Wonser volunteered to serve as the Committee Chair. Committee members thanked her for assuming that role.
- III. Designate a Secretary for the Meeting: Mrs. Wonser asked Mrs. Meisels to take the minutes for the meeting.
- IV. Distribution of Material and Information: Committee members noted the stack of information that was at each place at the table, which included a number of Strategic Plans for various area libraries, along with some text material.
- V. WHAT OTHER LIBRARIES DO (DISCUSSION): Ms. Porter asked if a strategic plan was different from a long range plan. Mr. Solis indicated they were similar. He said he has served as a consultant for strategic planning processes for a number of years, and he gave the committee members background information and the fundamentals of the process. Mr. Solis recommended developing a 3-year strategic plan. The objectives are built around the goals. Basically there are three components:
 1. A Mission Statement
 2. Vision Statement (reflecting the end vision)
 3. The strategic plan comprised of the goals/objectives/tasks

Commenting on some of the plans of other area libraries, Mr. Solis said that the Downers Grove Public Library plan was for a 5-year period and was rather on the thin side. The Oak Lawn Public Library had 19 objectives that fed up to the goals. Criteria for the objectives are as follows: specific/measurable/actionable/realistic/time bound.

4. Mr. Solis recommended that we look at the mission statements of some of the area libraries and Top Ten libraries in our population grouping as we start the process.

Mrs. Wonser thought it was important to have everyone involved. Ms. Porter recommended a planning session for the entire Board.

Mr. Solis stated that there is a connection between what the Finance Committee does and strategic planning. Everything is covered by strategy. Finance is a component of strategy. The budget planning cycle should begin months ahead. Strategy shapes the goals and objectives. Strategy should be comprehensive, cohesive and multi-year. He recommended an article by Michael Porter, "What is Strategy?" that appeared in the Harvard Business Review. Strategy should be living/breathing. Everything is tied to strategy.

- VI. VARIOUS OPTIONS FOR WHEATON PUBLIC LIBRARY: Hiring a consultant? Mr. Solis did not think we would gain very much by doing so. He would be glad to guide the process for us. He said that we should study strategic plans done by other libraries. He was in favor of using material from other libraries with modifications.

Recommended Process: 1. The Mission Statement. For the next meeting committee members should study various mission statements from area libraries and from the Top Ten libraries in our population category. Each committee member should pick 3 mission statements that he/she likes the best and be able to discuss why they are the favorites. Think about your reasoning and be able to articulate it. He also recommended reading the article by Michael Porter for the next meeting.

Asked for an explanation for the Vision Statement, Mr. Solis said that the Vision Statement comes after the determination of the Mission Statement, which is ultra-concise. The Vision Statement is a series of phrases/sentences, building on and reflective of the mission statement. No. 3 in the process is the Strategy.

There should be an annual review of the Strategic Plan. A course correction caused by an outside event or internal event may be required.

Ms. Porter said she thought it would be helpful to have a flip chart. You can buy paper with a certain kind of adhesive to allow the paper to be affixed to the wall without causing damage. Mrs. Meisels will buy some.

VII. Planning for the Next Meeting: It was determined that the Committee should meet again on February 6th, followed by another meeting on February 13th.

VIII. ADJOURNMENT: Mr. Redlich moved that the meeting of the Strategic Planning Committee be adjourned and Ms. Porter seconded the motion.

Roll Call Vote:

Ayes: Mrs. DeAre
Mrs. Meisels
Ms. Porter
Mr. Redlich
Mr. Solis
Mrs. Wonser

Nays: None

Absent: Ms. Grabowski
Mrs. Slater

Motion Carried Unanimously at 8:15 p.m.

Respectfully submitted,

Sarah Meisels
Secretary Pro-Tem