



**Washington County Library Strategic Planning Process  
Stakeholder Committee Meeting #3  
June 23, 2015 from 2:30-4:00 p.m.  
Wildwood Branch Library  
763 Stillwater Road, Mahtomedi, MN**

**AGENDA**

- 2:30-2:45 p.m.**      **I. Progress Update (Attachments A, B, C) – County Administration**
- Review of activities completed
  - Review of updated timeline
- 2:45-3:15 p.m.**      **II. Community Forums and Commissioner Interviews - Library Strategies**
- Outcomes and insights (Attachment D)
- 3:15-4:00 p.m.**      **III. Planning for Fall Rapid Results Planning Retreats – Library Strategies (Attachment E)**
- Overview of purpose, process and people
  - Retreat representation and invitations

**Library Background and Overview Materials:**

Current Strategic Framework: [www.co.washington.mn.us/index.aspx?NID=867](http://www.co.washington.mn.us/index.aspx?NID=867)

Annual Performance Reports: [www.co.washington.mn.us/index.aspx?NID=2066](http://www.co.washington.mn.us/index.aspx?NID=2066)

Facilities Plan: [www.co.washington.mn.us/DocumentCenter/View/708](http://www.co.washington.mn.us/DocumentCenter/View/708)

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June 23, 2015 from 2:30-4:00 p.m.  
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**MINUTES**

**Present:** Judy Bull, Katherine Cram, Curt Geissler, Renee McGivern, Jean Oswald, Shayla Denaway, Jill Tammen, Tom Triplett

**Staff and Guests:** Kevin Corbid (WC Deputy Administrator), Nate Deprey (Lake Elmo Librarian), June Mathiowetz (WC Administration Staff), Keith Ryskoski (WC Library Director), Karen Rose (Library Strategies), Joyce Schneider (WC Library Deputy Director), Stu Wilson

**Absent:** Jo Bailey, Lynne Bertalmio, Polly Bloom, Dennis Johnson, John Keilholz, Ryan Laager, Bill Sullivan, Brian Zeller, Dean Zuleger

1. **Welcome and Introductions.** Curt Geissler, Chair, promptly opened the meeting at 2:30 p.m.
2. **Progress Update.** June Mathiowetz reviewed activities completed so far as part of the library strategic planning process, the updated timeline and the tentative schedule of upcoming meetings with the group. The completed activities summarized included the following:
  - **First Stakeholder Meeting:** On December 17th, 2014 the Library Stakeholders Committee met for the first time to review and help shape a Request for Proposals (RFP) to hire a consultant and discuss the strategic planning process and timeline. On December 29, 2014 the RFP was released and posted for one month. A review team of county staff, library staff and the Library Stakeholders Committee interviewed three candidates and selected Library Strategies Consulting Group.
  - **Second Stakeholder Meeting:** The Stakeholders Committee met February 25, 2015 at the Oakdale Library. The group was provided with a library system overview, engaged in a conversation about the current system and environment, and discussed next steps.
  - **Third Stakeholder Meeting:** On June 5th the survey was mailed to 1,500 households by Rainbow Research. A return of at least 550 surveys is sought by July or August to provide statistically valid data to inform our process.
  - **Survey Development:** Prior to the June 5th meeting, the Stakeholders Committee and other stakeholders helped design a community survey by providing feedback via email.
  - **Commissioner Interviews:** Library Strategies met individually with county commissioners in May to share details of the upcoming process and better understand their perspectives, visions and concerns related to libraries in Washington County.
  - **Two Community Forums:** Two community forums were held to provide early process insights and qualitative data to inform and guide next steps and conversations of the strategic planning process. One was held on May 27th at the Cottage Grove Service Center and the other June 4th at the Washington County Government Center.
  - **Library Staff/Consultant Meetings:** Also during the month of June, Library Strategies convened two groups of Library staff to gather and listen to their visions, ideas, concerns and observations to help assess the state of the current system.

June referenced the Project Scheduling agenda attachment to note the major meetings between now and the end of the project include three more stakeholder meetings, four workshops with the County Board, two fall Rapid Results Retreats and a final public capstone event.

***The fall retreat details are as follows:***

***Rapid Results Retreat #1 – Saturday, September 26th from 9 a.m.-4 p.m.***

*Washington County Library - R.H. Stafford Branch  
Library Administrative Office, Lower Level  
8595 Central Park Place  
Woodbury, MN 55125*

***Rapid Results Retreat #2 - Saturday, October 10<sup>th</sup> from 9 a.m.-4 p.m.***

*Forest Lake City Hall, Community Room  
1408 Lake Street South  
Forest Lake, MN 55025*

The Stakeholder Committee members and Library Board will be invited to these events and will be asked to attend only one of the retreats to help keep the size of the events manageable.

**3. Community Forums and Commissioner Interviews.** Library Strategies provided an update on the Community Forums and indicated they had also met individually with county commissioners about the process. The following observations and feedback from the Community Forums were noted by Stu Wilson:

- A significant number of attendees expressed a desire to maintain traditional library services, and to have their libraries serve as community gathering locations. There are different segments of the county that want different things out of their libraries.
- There were strong voices for the library serving as a center point of communities.
- A mixed response was received on technological needs.
- The Community Forums were attended by “library lovers”, people who are passionate about libraries. There were no detractors in attendance.
- There were strong voices and representation from the southern and central part of the county as well as from Marine on St. Croix.
- What didn’t emerge from either Forum was that there’s a particular underserved group in the County like teens or seniors that Library Strategies sometimes hears more distinctly in other communities.
- What also came out of the Forums were some project-type tweaks to the system that can be undertaken as a part of continuous improvement efforts of the Library.

Renee McGivern also reminded the group there was interest at the forums in understanding how community education interfaces with the County’s Library system and questions about a potentially expanded or improved relationship between the two systems. It was noted a difference between community education and the libraries is that the County Library’s classes are free.

Jean Oswald noted the County Library feels distinctly separate from schools and suggested perhaps better alignment of technological resources and services, especially of those that schools can’t afford, is needed.

Tom Triplett noted “Beyond tweaks, there is a need for a very strategic discussion. If we had no library system, what would we build? Then we need to contrast that with what we have and how we can adjust to make something better. We need to have that conversation at some point.” Jean Oswald seconded Tom’s comments, noting it an important point.

Karen Rose noted the Community Forums weren’t designed to be strategic, but rather focused on obtaining early signals and gathering information.

- 4. Planning for Fall Rapid Results Retreats.** Karen Rose briefed the group on what the retreats will look like and explained they will be all-day events run on two fall Saturdays from 9-4 p.m. and the magic of the day is who is in the room. She handed out a draft invitation letter for the event. She noted that we will need to come up with about 200 names to assure we can get a turnout of at least 40 people. It was also noted that it will be important that everyone in the room is participatory, not observatory. Library Strategies will manage the conversation to assure all voices have a chance to be heard. The remainder of the meeting was spent brainstorming individuals and different categories or organizations that are important to be represented. Staff will continue to work on developing contacts and following up with people. The Rapid Results Subcommittee will meet for a second time on July 7<sup>th</sup> to assist in further discussing and refining the invitee list.
- 5.** The meeting was adjourned promptly at 4 p.m.

**ATTACHMENT A**  
**2014-15 Library Strategic Planning Process**  
**Communications Plan and Press Coverage**

**COMMUNICATIONS COMPLETED:**

- Notified Stakeholders Committee
- Notified Library Board
- Notified Library Partners
- Notified Library Staff
- Sent out County press release
- Posted forums on County's library strategic planning website
- Posted article directed to all County employees on County's internal website Washnet
- Posted announcement repeatedly on social media - Facebook, Twitter and Google
- Posted flyers on County Library website opening page; set up function so that when someone searched for a book, a pop-up screen with the forum details came up
- All Library branches posted and had event flyers available; staff had instructions to print more if they ran out
- Valley Access/Cable Commission – placed on bulletin boards that go up when programs are not showing; potentially reached 7,000-8,000 cable subscribers in Stillwater, Stillwater Township, Bayport, Baytown Township, Oak Park Heights, Lakeland, Lakeland Shores, W. Lakeland, Lake St. Croix Beach, Afton, St. Mary's Point; they also posted flyer
- South Washington County Telecommunications – placed on bulletin board between programming on channel 18 covering Woodbury, Cottage Grove, St. Paul Park, Newport, Grey Cloud Island Township and being mentioned on news show called "Weekly Wire" on 5-22-15
- Ramsey Washington Cable Commission – placed on bulletin board on channel 15
- Posted flyers at WC Government Center
- Posted flyer at Stillwater Rivermarket Co-op
- Cm Karla Bigham, Tony Jurgens and Marie Skinner from Library Board attended Cottage Grove City Council Meeting to announce forums
- Library staff contacted 40 school people in their school class visits and summer reading programs network with the press release and flyers
- Notified School Administrators/Superintendents and City Administrators
- Notified County Workforce Centers and Housing and Redevelopment Authority
- Notified County department heads and County diversity committee

**STAKEHOLDERS AND LIBRARY BOARD HELPED WITH THESE:**

- Schools
- Churches
- Nonprofits
- Other ways to reach diverse populations in the county

**PRESS COVERAGE:**

- Lillie News ran article on 5-13-15 <http://eastsidereviewnews.com/articles/2015/05/13/county-host-community-forums-library-system>
- Oakdale Lake Elmo Review ran article on 5-13-15: <http://oakdalelakeelmoreview.com/articles/2015/05/13/county-host-community-forums-library-system>
- Star Tribune ran article by Kevin Giles on 5-16-15: <http://www.startribune.com/briefs-washington-county-seeks-public-comment-on-library-plans/303981361/>
- The Lowdown had a short clip
- South Washington County Bulletin had Briefly clips on 5-20-15 and 5-27-15 and an article by Emily Buss on 6-3-15
- The Gazette Local Life Section's "Get Out of the House" calendar had a clip on 5-27-15
- The Woodbury Bulletin had article by Emily Buss on 6-3-15
- Stillwater Gazette/Stillwater Valley Life ran article on 5-28-15
- Country Messenger ran article 6-3-15
- South Washington County Bulletin had a Letter to the Editor by Marie Skinner and Tony Jurgens 5-27-15 <http://www.swcbulletin.com/opinion/letters/3754495-letter-editor-share-your-ideas-library-future>
- South Washington County Bulletin ran Briefly clip on 5-27 and Briefly clip by Emily Buss on 5-20-15
- Forest Lake Times ran article by Jonathon Young 6-4-15

**ATTACHMENT B  
2014-2015 Library Strategic Planning Process Timeline**

<b>PRE-PLANNING PHASE (Gathering Information, Defining Process)</b>	
<b>June 2014-January 2015</b>	Conduct key stakeholder interviews
	Establish Stakeholder Committee
	Draft process, structure, roles and goals
	Draft potential timeline
	Draft Request For Proposal (RFP) for consultant services
	Identify, gather and create data and maps needed to inform process
	Prepare potential presentations for initial meetings
	Kick-off first Stakeholder Committee meeting: discuss process, structure, roles, timeline, RFP
	Finalize RFP, post and interview candidates and hire consultant
	<b>DISCOVERY PHASE (Understanding Current Environment, Needs and Signals of Future Environment)</b>
<b>February-July 2015</b>	Convene second Stakeholder Committee meeting to provide overview/discuss current environment
	Develop and conduct survey
	Discuss and analyze data about current environment
	Plan early project communications and community engagement
	Host two community forums to gather feedback on current and future needs and environment
	Engage library staff in understanding current environment, needs and signals of future environment
	Complete an analysis of current environment
	Convene third Stakeholder Committee meeting to review information gathered to date, discuss emerging needs, priorities and signals of future environment, and plan fall retreats
	Convene Stakeholder sub-committee to plan fall retreats
<b>PLANNING PHASE (Discussing priorities based on identified needs and signals of future environment)</b>	
<b>August-October 2015</b>	Review and discuss analysis of current environment
	Review and discuss results of survey
	Search for and articulate gaps or missed opportunities
	Convene Stakeholder subcommittee for further fall retreat planning
	Convene Stakeholder Committee and County Board as needed
	Revisit current and/or develop new mission, vision, values, goals, strategies
	Plan and host two fall Rapid Results planning retreats
	Continue discussion of priorities and directions
	Draft initial strategic planning report
<b>FINALIZATION PHASE (Developing Documents to Guide Future Work and Next Steps)</b>	
<b>October-December 2015</b>	Review and edit draft report as needed
	Convene Stakeholder Committee, subcommittee or working groups as needed
	Public comment period
	Establish implementation and reporting structure and process
	Finalize final report
	Host final community capstone event to publicly report on strategic plan results and direction