

IX. NEW BUSINESS

C. 2016 Public Library Directors Summit – Information Item

The Commission convened its first-ever Public Library Directors Summit on January 27 and 28. All directors were invited, and 38 attended. The purpose of the Summit was to provide a venue for public library directors where they can network, share and learn from each other. Our desired outcomes were:

- A list of resources for community engagement,
 - A list of challenges and opportunities for Idaho public libraries,
 - Understanding of a leadership approach to successful change, and
 - Understanding of the draft Strategic Focus Areas.
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CHALLENGES FACING PUBLIC LIBRARY DIRECTORS

We asked the Directors to think about the challenges/issues facing public library directors (excluding time and money), then in small groups identify 3 major issues to report out to the full group. They were then asked to add any major issue that was missing. When all were posted on the wall, the group arranged the challenges/issues in the following categories.

WORKFORCE

- Staffing - allocation; engaging; balance personal use of social media; training and professional development; orientation; scheduling; maximizing, recruiting, professional development; fostering creativity; staff education and competency development; retention
- Short staffed; Revolving Staff part time
- Volunteers: Availability, proper use, getting good ones, recruiting
- Motivation: Keeping staff aware of and inspired by vision and going in same direction
- Personnel management
- Aging staff
- As a profession we don't promote ourselves well
- Being open ourselves to changes, new practices, approaches
- Need for industry standards one stop shop LSCA \$
- Communicating paradigm shift to staff

PHYSICAL SITE

- Space - effectively use, rundown facility, maximizing, lack of, planning
- Space issues - storage, meeting, programs

TECHNOLOGY

- Staying ahead of technology - Staff - emerging technology
- Lack of tech support / cyber security
- Lack of training - technology
- Broadband: access, speed, cost (getting what you pay for), compensation, connectivity, Wi-Fi - inadequate
- Accepting credit cards
- Cataloging inefficiencies cost staff time
- Lack of access to databases

CHALLENGING PATRONS

- Homeless and mentally-ill patrons
- Hygiene
- Transitory patrons
- Becoming “daycare” center - latch-key kids
- Problem patrons (violent tendencies)
- Keeping patrons safe in spite of themselves
- Safety issues / training
- Language barriers

EMERGING PATRON POPULATIONS

- Engaging 20-45 year olds; teens, YAS and adults in programing
- Staff that relates to teens
- Partnering with school district
- Services to refuges - connecting with them, come from cultures in which they haven’t experienced libraries
- Services to new immigrant groups, eg., Latinos and long-term residents with limited English-speaking abilities
- Getting Hispanic community involved (underserved)

COMMUNITY CONNECTEDNESS

- Competition with other services
- Keeping up with changing and expanding demographics
- Letting programs die - discontinuing when it’s done
- Prioritizing programs and resources
- Fostering a culture of risk
- Hours we are open - hours don’t always serve community
- Ineffective “friend of library
- Misinformation and disinformation
- Getting stakeholders to respond
- How to communicate with everyone in the community - lack of local communication channels - so much “communication” going on online that we don’t get heard

- Better serving people who live in outlying areas, required to pay for services
- Bridge the widening gap between haves and have nots
- Nonresident fee can be barrier; % of residents with library cards
- Meeting the educational needs of patrons
- Engaging community leaders
- Apathy of community
- Meeting the many needs of the children in our communities
- Sustained interaction with community

VIBRANT ENGAGED BOARD

- Governing Bodies/Board perceptions, interference, micromanagement
- Boards (education, relationships, involvement, support, respect mentality)
- Training for board - local accessibility
- Board and City Council support, roles, priorities
- Aging board
- Having a board that is engaged in work that helps the library, knows the library, advocates for the library, participates in workshops and programs that are about libraries, services, etc., board members who are clear about roles, focused on library and know their boundaries
- Dealing with people who value the status quo.
- Increasingly politicized tax payers
- Library viewed as a necessity
- How many policies are too many?

MARKETING

- Library image - lack of expertise to market
- Getting out there to sell ourselves - developing our audience, making the case for the value of our work, knowing how to market ourselves; having the tools to do it, opportunity for collective action
- Marketing to non-library users
- Community knowing where library is or that it exists
- Information campaign for voters/policy makers - marketing support, like Don't Fail campaign

IMAGE

- Planning
- Change management
- Educating the community - challenge our stereotype
- Public perceptions of libraries communicating relevance - community education
- Perceptions
 - That everything is online and everyone is an expert
 - That libraries are only for children

- What libraries do from POV of local officials and agencies
- Lack of community feedback and involvement
- Unreasonable expectations
- More requirements imposed by different agencies

STRATEGIC PARTNERSHIPS

- More burden on library in “partnerships”
- Forming, cultivating and maintaining partnerships
- Inequality in community support in libraries within the district
- Trying to be all things to all people.
- Inability to raise money
- Customer driven acquisition
- Working with schools
- Developing relationships with foundations
- Getting to grants / writing them

DRAFT STRATEGIC PRIORITIES (renamed from Draft Strategic Focus Areas)

In two separate sessions, we asked the directors to discuss the draft in small groups and add or subtract concepts, then identify actions they can take at the local level to advance each priority. Each table reported the priorities they most connected with and actions they can take now.

MOST APPEALING	ACTION NOW
I. College & Career Ready aligned w/ Albertson Fnd, etc. Community Engagement Consumer Health & Wellness Workforce Development	Workshops in Conjunction with DoL Work with local jail Strengthen Partnerships National Digital Infrastructure Prep students for spring testing Look for new partners
II. Broadband Consumer health & wellness Economic Development - employment Education and learning Public Library Funding	Broadband Education & Learning: early literacy, community led programs for all ages.
III. Broadband Early Literacy Lifelong Learning Partnering with school district Public Library Funding	Partnering with school district Lifelong learning Early Literacy

IV. Early Literacy Economic Development Workforce Development and Employment	
V. Broadband Community engagement Early literacy and children’s services Economic and workforce development - ROI studies	Economic and workforce development Community Engagement College and Career Ready Children’s Services
VI. Community engagement and sustainability to support the economic development proposals. Economic Development Partnerships	Show library as a marketing tool for the community to attract and stimulate growth Discussion about equality and partnerships between school libraries and public libraries
VII. Broadband - Increase capacity Community Engagement Early Childhood Literacy Economic Development	Implement programs (already planned) Promote the role libraries play with E.C.L. Community Health and Wellness Build partnerships with schools/tribe/community Strategic Planning Share privacy concerns

SUMMIT EVALUATION OVERVIEW

On a 1 to 5 scale with 1 being “strongly disagree” and 5 being “strongly agree,” evaluations showed very positive results. Many commented on the high quality of presenters and facilitators, and urged us to convene the group more often.

- Skills and Knowledge level
 Before the summit: 34% rated 4 (27%) or 5 (7%)
 After the summit: 88% rated 4 (35%) or 5 (53%)
- Likely to apply what I learned: 97% rated 4 (22%) or 5 (75%)
- Knowledge will improve my ability to provide services: 97% rated 4 (19%) or 5 (78%)