

PARK FOREST PUBLIC LIBRARY  
BOARD OF TRUSTEES MEETING

October 13, 2018

The strategic planning meeting of the Park Forest Public Library Board of Trustees opened at 11:10 am.

**ROLL CALL**

Those present were:

Park Forest Public Library Board Members: Sevena Merchant, Linda Marron, Felicia Rangel, and Beverly Helm

Absent were: Sandra Flowers, Keith Supler, and Joseph Woods

Park Forest Public Library Staff: George Manno, Jennifer Oosterbaan, Millie Robles, Renee Wick-Brink, Katherine Goosby, and Mary VanSwol

**STRATEGIC PLANNING**

President Merchant stated that the purpose of the meeting was to address any changes to the goals and objectives before approval. She also wants to include something in the plan to review the goals for relevance.

Goal 1: To cultivate a plan to develop and engage the young population.

The Board discussed the importance of reaching kids and talked about what age group to target. They want to change the word young to youth. The new wording will change to:  
To cultivate a plan to develop youth engagement.

**Objectives:**

For the objectives, the Library will strive to increase participation by 25%.

- 1) Offer a library card incentive program for teens with monthly prize drawings of Amazon gift cards for both teens and parents.

The Board discussed having monthly prizes for all age groups.

New objective 1: Offer a library card incentive program with monthly prize drawings, resulting in a 25% increase in library card holders in six months.

- 2) Update job descriptions and work schedules to support outreach to teens in our community.

President Merchant suggested a date of October 31 for completion. The job descriptions were updated and approved at the last meeting.

- 3) Increase kindergarten readiness in language and literacy through participation in the <https://1000booksbeforekindergarten.org>

The Board discussed reevaluating this objective in six months to see how much participation the Library has.

Goal 2: To provide relevant training to enhance job readiness skills of the community.

**Objectives:**

- 1) Redesign the Library's website and create a mobile friendly user experience for the increasing number of people interested in connecting to relevant services and resources through the library's online presence.

President Merchant offered the idea of offering more links on the website for job boards. The staff will add a list of suggested job board websites.

The Board discussed creating a new objective about providing programs like resume workshops. Staff discussed the importance of digital literacy in job hunting. The Library could provide monthly classes in email, resume creation, and job searching. Other programs offered by reputable organizations like AARP and the state of Illinois are also ongoing. The Library has had success with advertising in the water bill, but some people who live in group buildings do not see the water bill. The Library could take flyers to senior homes. The Library also emails a newsletter.

Trustee Helm asked if the phrase "employment literacy" could be included.

- 2) Offer online language courses and resources to help patron, students, and employees learn languages on the go.

The Library already has Mango, an online language-learning resource. The Library will review how much usage Mango has after six months.

- 3) Invite instructors from the Department of Adult Education and Literacy at Prairie State College to offer monthly workshops in the Lab on career preparation and technology skills for individuals transitioning to college, career training, or employment.

Library Director Osuch has a list of people who can come out to the Library for free. Trustee Helm also talked about reaching out to Governors State University. The Library will pursue that connection in the future. The effectiveness will be evaluated May 1, 2019. Participants will take a survey. The Library will look for at least 50% of participants rating the programs effective.

Trustee Helm suggested reaching out to the senior high school counselors to present options to young people. The Library will look for at least 50% of participants rating the programs effective.

Goal 3: To continue to diversify the slate of programming offered to the patrons.

This goal is ongoing. The Library will want from participants. President Merchant asked about creating a very brief survey card for program participants. President Merchant suggested that the Library should aim for 80% of participants liking the program. The Library could also ask what other programs participants would like and about the timing of programs.

The new website has an online suggestion box and “suggest a title” form.

**Objectives:**

- 1) Increase the library’s programming to include the underserved population of the library.

President Merchant suggested targeting males for future programming. She talked about having sports programs. Another suggestion was having more music programs and having male presenters. President Merchant asked about having the survey list the participant’s gender. The Board suggested colorful postcard-sized surveys.

- 2) Bring in experts in various disciplines for a monthly series to address eldercare, special needs childcare, and mental health care.

Take Charge of Your Health is doing a six-week program at the Library now. They have other programs. Twenty participants have signed up for a three-hour class. The class is for seniors. The Library will post a picture on the website after the class is finished.

They discussed ways of getting contact information for program participants so that they can be reached again.

President Merchant talked about surveying community groups and not-for-profits for program ideas. They discussed reaching out to local churches.

- 3) Bring in experts from various backgrounds for a monthly series to address multicultural topics.

The Board discussed the Potpourri of Lectures. Many people cannot attend the lectures at 10:30 am on Thursdays. Trustee Marron suggested programs in the afternoon, 1:00-4:00 pm. The Library works with a committee to run Potpourri of Lectures.

The Library will work on a separate lecture series.

President Merchant asked whether there was a suggestion box in the Library. The Board asked for two suggestion boxes, one at the front desk and one by the computers. This will be another objective.

Goal 4: To evolve and improve the Park Forest Library facility to meet the needs of the community.

President Merchant asked to add the phrase, “based on feedback from the community, staff, and Board of Trustees.”

**Objective:**

- 1) Present the Library Board with cost proposals and rationale for building improvements that create spaces that are flexible, multifunctional, and infused with technology in all areas of the library.

The Board discussed the curbside pickup service that the Library just started. The hold pick-up service is a positive move. The Board asked that the staff keep track of how many people use this service.

Goal 5: To inspire a culture which nurtures staff growth and enriched capacity toward maximizing organizational effectiveness.

Suggested goal change – To inspire a culture, which nurtures staff and trustee development and enriched capacity toward maximizing organizational effectiveness.

This goal would be ongoing.

**Objectives:**

- 1) Facilitate a “Bring a Trustee to Work for the Day” program to allow trustees to work alongside staff in all public service areas.

Staff suggested that this is an opportunity for trustees to meet the public, like a Meet the Trustee Day.

- 2) Offer an employee wellness program where participants can earn points for walking (measured by a pedometer), logging in activities, and participating in on-line health assessments.

The program the Village uses is Virgin Pulse. Prizes are offered for meeting activity goals. Participation will be evaluated after six months.

- 3) Send a rotation of 2 staff members per year to expert led out of state conferences of new continuing education opportunities to equip staff with an ongoing source of ideas and successful innovation.

President Merchant suggested a wording change.

New objective wording: Send a rotation of staff members to expert led conferences of new continuing education opportunities to equip staff with an ongoing source of ideas and successful innovation.

President Merchant asked for feedback for those who could not participate. The staff who have gone to conferences should share what they learned with the rest of the staff.

President Merchant asked the staff to develop an effective assessment tool to evaluate these goals by June 2019.

The staff will update the Board every three months on the progress of the plan.

Trustee Helm suggested a sixth goal:

Facilitate all categories of literacy: text, media, digital, financial, cultural, employment.

The Board discussed how this goal could be incorporated in the rest of the plan.

### **ADJOURNMENT**

The meeting adjourned at 12:45 pm.