

**DRML STRATEGIC PLAN DEVELOPMENT WORK GROUP
MINUTES**

May 31, 2022

Attending: Holly Hall, Carolyn Greene, Barbara Yerrick, Abbey Pasquence, Bill McMains

Work plan: Carolyn had updated the work plan for revision 4. Step 1, Assemble work group, and Step 2, Start planning process/define input and leads to collect information, stakeholder list sufficient to begin are completed. We worked on Step 3, Develop tools/finalize questions and begin to assign leads and give procedures. Step 4, collect information will begin after this meeting and run until July 11.

Stakeholder questions: Barbara suggested we use the questions developed for the staff since they covered the basic information that we wished to collect from the key stakeholder groups as well. The group agreed and added a tenth question, "If you don't use the library regularly, please tell us why not?" Barbara will draft an introductory paragraph explaining the request for answering the questions and encouraging people to not take into consideration the special procedures needed for safety during the COVID epidemic, and assume the library returning to functioning as it did pre-COVID when making their comments about the future aspirations for the library.

Progress on stakeholder identification: Holly had agreed to send the list of current and past members of the Board of Trustees. Frequent library users cannot be identified publicly in respect of confidentiality, but can be contacted by Holly who can know their identity. Holly will identify and contact donors over \$200.00. She will also identify volunteers and identify who would like to meet with Carolyn. Carolyn developed a list of town leaders for each town and a list of town committees.

Additions to Must Contact list of (key) stakeholders: No new key stakeholders were identified at this time.

Outreach methods: Volunteers to be the primary outreach individuals were:

- Current and past Board members – Holly
- The library staff – Barbara
- Frequent library users – Holly
- Donors over \$200.00 – Holly
- Volunteers - Carol
- Town leaders and committees – Underhill, Barbara. Jericho, Bill. Bill will reach out to Board members to help with these contacts as well.
- Pre-schools – Abbey
- Jeri-Hill Senior Center – Holly
- Master Gardeners – Barbara

There are several methods to outreach to these groups to collect their input to the questions. It was decided that each primary contact be free to pick the method most suited to the group, and to not be restricted to any particular approach. If there is not a robust response to one approach the primary contact is free to try others to increase the responses. Some suggested approaches might include:

- Individual contact in-person, by phone or email.
- Group contact in-person, phone or email.
- Surveys
- Fill out the question form for the person to reflect a conversation if they prefer.

If we don't get a robust response to our first efforts we will consider increasing responses by sending four individual coupons for a Palmer's ice cream cone to each respondent. Bill will work with Holly to set this up.

Abbey will set up the Wufoo system. After the system is up we will enter all responses into it for storage and reporting.

We also considered Ellen Arrowsmith, board member, to set up a QR code that directly links to the questions and the Wufoo system. While we decided to wait until the system is working smoothly before reaching out to the general community, a few ideas were discussed. Adding the questions to the library website, farmer's market, book sale, Front Porch Forum and on all pamphlets, letters, etc.

Next meeting: June 20 at 1:00 pm at DRML

Agenda:

- Review progress and make mid-course corrections
- Plans for general outreach
- Any sense of the community emerging?
- Next steps