

TENTATIVE AGENDA  
FOR STRATEGIC PLANNING WORK SESSION OF THE  
EAST BATON ROUGE PARISH LIBRARY BOARD OF CONTROL  
**MAIN LIBRARY AT GOODWOOD  
THIRD FLOOR BOARD ROOM  
7711 GOODWOOD BOULEVARD  
BATON ROUGE, LA 70806  
MAY 3, 2014  
9:00 A.M. - 2:00 P.M.**

I. ROLL CALL

II. NEW BUSINESS

A. STRATEGIC PLANNING WORK SESSION – MR. SPENCER WATTS

III. COMMENTS BY THE LIBRARY BOARD OF CONTROL

**ALL MEETINGS ARE OPEN TO THE PUBLIC**

**IN ACCORDANCE WITH THE BOARD'S PUBLIC COMMENT POLICY, ALL ITEMS ON WHICH ACTION IS TO BE TAKEN ARE OPEN FOR PUBLIC COMMENT, AND COMMENTS AND QUESTIONS MAY BE RECEIVED ON OTHER TOPICS REPORTED AT SUCH TIME AS THE OPPORTUNITY IS ANNOUNCED BY THE PRESIDENT OF THE BOARD OR THE PERSON CONDUCTING THE MEETING.**

Minutes of the Strategic Planning Work Session of the  
East Baton Rouge Parish Library Board of Control

May 3, 2014

The Strategic Planning Work Session of the East Baton Rouge Parish Library Board of Control was held in the Board Room of the Main Library at Goodwood at 7711 Goodwood Boulevard on Saturday, May 3, 2014. Ms. Tanya Freeman, President of the Board, called the meeting to order at 9:18 a.m. Members of the Board present were Mr. Stanford O. Bardwell, Jr., Logan Leger, Mr. Travis Woodard. Absent from the meeting were Board members, Mr. Jason Jacob and Ms. Kizzy Payton. Also in attendance were Mr. Spencer Watts, Library Director, Ms. Patricia Husband, Assistant Library Director of Branch Services, Ms. Mary Stein, Assistant Library Director of Administration, Ms. Liz Zozulin, Executive Assistant to the Library Director; Ms. Sonya Gordon, Library Public Relations Coordinator; and Ms. Maxine Crump, President and CEO of Dialogue on Race Louisiana. There were no members of the community present.

Ms. Zozulin took the roll call.

**I. Introductory Remarks - Mr. Spencer Watts**

Mr. Watts said that the draft copy of the strategic plan which the Board will review today is a culmination of comments from the Board at the August 10, 2014 planning session, staff input, and comments from patrons. Once the final document is completed the Board will receive a copy. Mr. Watts added that this document is a living one that is revised as needed yearly or bi-yearly.

The objectives of today's session are to review the proposed mission statement which contains new and updated language with a more customer and outcome centered focus; to look at the goal areas and decide if they are adequate; and to consider if Goal #4 which is Facilities and Operations should be split, incorporating Operations into Goal #5.

Mr. Watts mentioned to the Board that the staff is not looking for an emphasis on syntax or grammar, but rather on changes or modifications of goals or objectives. He added that he hopes to do this review at a quick pace so that they can complete the objectives in a timely manner. At the end of the session Ms. Freeman will talk about her vision for the Board and the Library.

In conclusion Mr. Watts said he has asked Ms. Maxine Crump, President and CEO of Dialogue on Race Louisiana, to facilitate the session to ensure that the objectives of the session are being covered.

**II. Opening of Planning Session – Ms. Maxine Crump**

Ms. Crump thanked Mr. Watts and the Board for asking her to moderate today's session. She complimented the Board on the wonderful new Main Library in the beautiful park setting. She also congratulated those in attendance on the 75<sup>th</sup> Anniversary of the East Baton Rouge Parish

Library. She noted that the Library has come a long way since its establishment. Ms. Crump said there have been many milestones in its history such as in 1997 with the introduction of computers and the electronic catalogue. She added that more than any other institution, the Library has something for everyone at all levels. In conclusion she said she is honored to assist the Board to review the strategic plan and the Library's 75 years of existence.

### **III. Reflection Exercise**

Ms. Crump asked the Board members to reflect on what is the new meaning of the East Baton Rouge Library, and what the Library is today. She then asked the Board to share their ideas. Mr. Woodard said the Library is a service organization which is a big shift from a depository. He added that we help patrons to fulfill their needs and dreams. Mr. Bardwell said the Library is a depository of information. In its best form it provides for the needs of the community. Mr. Leger said he agreed with Mr. Woodard. He added that the Library is a democratizing agent because it levels the access to information for everyone. He noted it provides tools and technology and is less a deposit location. Ms. Freeman felt the Library is a resource center which partners with other groups and organizations to distribute the resources.

Ms. Crump pointed out how different the Library of today is as compared to the one 75 years ago. Ms. Freeman noted that the Library meets the needs of the people through its services and assistance to patrons wishing to obtain knowledge. Mr. Watts added that it's a place for collaboration in spaces such as the study rooms. Mr. Woodard added that the Library is a place for collaboration, and creation. Mr. Watts noted that the Library has the place and the tools for patrons to express themselves. Ms. Freeman also said the Library is a space which can respond to changing needs. Ms. Crump then directed the Board to the next item on the schedule.

### **IV. Mission Statement – Review of Proposed Statement**

The Board then reviewed the current mission statement and the proposed one listed below:

#### **Current:**

The mission of the East Baton Rouge Parish Library is to serve all residents of the parish as an educational, informational, recreational, and cultural center through a wide variety of resources, services, and programs.

#### **Proposed:**

East Baton Rouge Parish Library is a community service agency that connects our citizens with the information, resources, materials, technology, and experiences which make a positive difference in their lives.

The Board agreed that the mission of the Library does not change, but how that mission is accomplished does change. Ms. Freeman said she did not like the phrase "service agency", but

prefers “service organization”. Mr. Bardwell agreed with Ms. Freeman. Mr. Watts explained that “a community service agency” is a term that the City uses to describe a Department of the City. He replied that “organization is a good word because the Library is a service organization that offers what the public needs. It is a productive third place to work. Mr. Woodard wanted to substitute the words “in order to” in place of “which”. Mr. Leger said he liked the addition of the word “technology in the proposed statement.

The Board then agreed that the new mission statement for the East Baton Rouge Parish Library should be as follows:

East Baton Rouge Parish Library is a community service organization that connects our citizens with the information, resources, materials, technology, and experiences in order to make a positive difference in their lives.

Mr. Bardwell asked Mr. Watts what part of the Strategic Plan the Library submits to the State. Mr. Watts replied the 31 page document they are reviewing today. Mr. Bardwell asked how long the current plan is to which Mr. Watts answered 5-6 pages. Mr. Bardwell asked about the document titled *Mission, Goals/Objectives and Performance Indicators*. Mr. Watts said the City-Parish Government requires this information as part of the budget process.

Ms. Freeman then discussed the *Vision* statement below:

### **VISION**

The East Baton Rouge Parish Library system is an essential partner in the success of the community as a center of learning, knowledge, communication, culture, and enjoyment for all residents.

The Library will:

- Offer programs and services that meet the needs of our diverse neighborhoods
- Provide suitable, welcoming spaces
- Build strong, responsive collections in multiple formats
- Support relevant, needed technology
- Employ well-trained, friendly, and flexible staff

Ms. Freeman said she felt the vision should be more concrete and not so “touchy feely”. Ms. Crump replied that the vision should be “touchy feely.

Mr. Bardwell and Ms. Freeman wanted to discuss the *Guiding Principles*. Mr. Bardwell asked where the guiding principles came from. Mr. Watts replied from discussions in Board meetings. Ms. Freeman said they do not talk about collaborations with other organizations at the Board meetings. Mr. Bardwell asked with whom the Library is collaborating to which Mr. Watts replied

the Mayor's Office, SCORE, and AARP among many others. Mr. Leger said he liked the collaboration principle. Ms. Stein reminded the Board that at previous strategic planning sessions at BREC and at the Eden Park Branch Library guiding principles were discussed. From those discussions these were formulated. Ms. Crump then said if there were no further comments on the guiding principles, they would proceed to the review of the strategic goals.

## **V. Review of Primary Goals – General Scope and Theme of Major Goal Areas**

The following is a list of the proposed strategic goals with the revision the Board created:

### **1. Customer Experience - Proposed**

Build upon current practices to create a customer experience that is positive, responsive, and consistent, regardless of the customer's needs, location, or method of access; continually seek to improve processes and procedures that support public service; and create the types of experiences that foster customer engagement with the services and resources offered.

### **1. Customer Experience - Revised**

Create a customer experience that is positive, responsive, and consistent, regardless of the customer's needs, location, or method of access; continually seek to improve processes and procedures that support public service; and create the types of experiences that foster customer engagement with the services and resources offered.

### **2. Technology & Access - Proposed**

Support the evolution of current library technology to answer changing needs, respond to technological advances, and accommodate growing customer usage.

### **2. Technology & Access - Revised**

Provide access and support to the evolution of current and evolving technology to answer changing needs, respond to technological advances, and accommodate growing customer usage.

### **3. Program & Collection Development - Proposed**

Build upon current programs and collections to address the changing needs and interests of the communities served.

### **3. Program & Collection Development - Revised**

Provide programs and collections to address the changing needs and interests of the communities served.

**4. Facilities & Operations - Proposed**

Refresh, repurpose, and renew library facilities to create welcoming supportive, and stimulating spaces that fulfill the changing needs, preferences, and safety of patrons; provide new facilities and different types of service delivery sites to meet the changing needs of the Parish; maintain strong, sound financial planning and budgetary processes and responsible, prudent fiscal practices which yield good returns on the public's investment in the library system.

**4 Facilities - Revised**

Provide new facilities and different types of service delivery sites to meet the changing needs of the Parish; create welcoming supportive, and stimulating spaces that fulfill the changing needs, preferences, and safety of patrons by refreshing, repurposing, and renewing library facilities.

**5. Employee Experience - Proposed**

Create an experience that engages employees with continuing development, open communication, and opportunities to thrive in the changing library environment, all within the context of a customer-centered culture.

**5. Organizational Development - Revised**

Provide efficient and effective work processes. Maintain sound financial planning and prudent fiscal practices in order to be good stewards of tax payers' money. Foster employee engagement with continuing development, open communication, and opportunities to thrive in the changing library environment, within the context of a customer-centered culture.

**6. Marketing & Outreach - Proposed**

Implement improved methods to communicate and promote the services and programs so that customers and partners take advantage of all that the Library has to offer; particular emphasis is placed on reaching new and underserved segments of the population.

**6. Marketing & Outreach -Revised**

Communicate and promote services and programs so that customers and partners take advantage of all the Library offers with emphasis placed on reaching new and underserved segments of the population through a variety of methods and channels.

## **VI. Goal Areas – Actions, Outcomes, Specific Objectives**

Ms. Crump then directed the Board to the Goal Areas of the proposed Strategic Plan to review each sub-goal under the primary goal. The Board offered revisions to some of the sub-goals, action items, outcomes and mid-range objectives.

Ms. Crump made some final remarks. She said she enjoyed working with the Library Board. She appreciated their engagement in the process and their openness to expressing their thoughts and concerns. Ms. Freeman said she was glad that Ms. Crump was the facilitator because she assisted the Board to complete its work in a timely manner.

## **VII. Looking to the Future – Board President, Ms. Tanya Freeman**

Ms. Freeman said she has spoken to Ms. Gordon regarding using social media for communicating the Library's mission and for ways to touch base with the Library's patrons. Ms. Freeman also stated that the Library needs to be more involved with the public schools, private schools, charter schools and home schoolers. She noted that we need to improve how we communicate our message of who we are and what we do. Ms. Freeman added that we should optimize our efforts by working with other organizations such as the Metropolitan Airport.

She concluded her comments by saying that the Board will participate in a visioning retreat later this year. Mr. Woodard suggested announcing the dates of these meetings as soon as possible so that the board members can place them on their calendars. The Board was reminded that the special budget workshop would be held on Saturday, June 7<sup>th</sup> at 9:00 a.m.

There were no additional comments by the Board.

There being no further discussion, the meeting adjourned at 1:12 p.m. on a motion by Mr. Woodard, seconded by Mr. Leger.

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Tanya Freeman, President

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Spencer Watts, Library Director