KEENE PUBLIC LIBRARY
LONG RANGE STRATEGIC PLANNING COMMITTEE
Monday March 8, 2021
Video Conference

Present: Jen Alexander, Chair
          Chuck Redfern, member
          Yves Gakunde, member
          Charles Prigge, member

Staff: Marti Fiske, Library Director

Chair Alexander called the meeting to order at 5 PM
Chair Alexander read aloud the Zoom platform meeting rules and Roll Call was taken with all members present.

Minutes of the February 8th, 2021 were discussed and approved.

Relating to the "Staff in Service" S.W.O.T. session, each committee member shared observations of their respective group's ideas, thoughts and comments.

The chair reminded each member that the next S.W.O.T. session would be performed with the entire group of the Library Board of Trustees at the next scheduled meeting of March 16, 2021. Jen noted the board would be divided into two groups with Jen and Yves facilitating their own group. Minutes are to be taken by staff.

Next, on Google Docs, Jen shared a composite analysis of the staff performed S.W.O.T., which members reviewed in detail. From the list of each component, Jen added comments by each member, which were place at the top of each list in blue lettering (see attached).

Jen stated to the members that the subcommittee will need to plan to meet for four, one- hour meetings during the month of April. For the remainder of March, a S.W.O.T. analysis will be performed by Jen with the City Manager and department heads. This meeting is scheduled for March 16th at 1:30 PM.

The next committee meeting has been set for March 29th at 5PM. Jen expects that a "Final Report" of this program will be written by April or May of this year.

Submitted by,
Chuck Redfern

STRENGTHS

Staff: Flexible and adaptable to change(s), diverse skills, caring, knowledgeable, team

Building & Facility: location, nice/pleasant, numerous, variety (classrooms, performance space, etc.)

Leadership: Marti, Trustees, Library Department Heads

Community Support: Trustees, Patrons, City, Friends; Engaged Community

Plentiful and varied resources: collection & programming

WEAKNESSES

Communication - Internal (between shifts, institutional knowledge, training)

Communication - External (catalog, website, newsletters, lack of personalized services)

Staffing - shortages, reliance on part time and volunteers (loss of institutional knowledge), lack of/time allotted to training

Building Issues - (leak, U shape, parking (lack of), no comfortable outdoor space)

Barriers to Access - parking (fees and fines), library cards, fines (overdues)

External Forces: lack of internet at home impacts computer usage at KPL

Collections: Limited video streaming services, size of digital collections

OPPORTUNITIES

Technology - leverage (Zoom, digital collections, streaming, communications with public)

Building - Atrium (art exhibits)

Community Outreach and Partnership - programming, partnerships for serving patrons need, Connection/Partnership to/with other Libraries,

Staff Education & Community Building - expand staff involvement/cross training

THREATS

Pandemic

Patron Challenges: behavior, drugs, social services catch-all, masks!, poverty

Short & Long Term Budget/Funding: weak tax base/lack of civic growth, competition between city departments, economic downturns

Being seen as obsolete due to competition (online services, other programming opportunities, Amazon), changing patterns of library usage

Staffing: turnover and burnout