



**1. CALL TO ORDER/ROLL CALL**

The Jackson County Library District (JCLD) Special Board Meeting was opened by President Monica Weyhe on Thursday, April 28, 2016, at 10:38 a.m. in the Adams Meeting Room at the Medford Branch Library, 205 S. Central Avenue, Medford, Oregon. Roll call was taken and those present were:

Present:

Monica Weyhe, President  
Maureen Swift, Vice President  
Carol Doty, Director  
Jill Turner, Director  
Susan Kiefer, Director

Also Present:

Lisa Marston, Executive Administrator, JCLD  
Tammy Westergard, Library Director, Jackson County Library Services (JCLS)  
Susan Bloom, Access Services Coordinator, JCLS  
Amy Blossom, Ashland Branch Manager, JCLS  
Marian Barker, Youth Services Manager, JCLS  
Nancy Peterson, Outreach Coordinator, JCLS  
Donovan Edwards, Office Specialist, JCLD

**2. INTRODUCTIONS & PROCLAMATIONS**

President Monica Weyhe introduced Margot Helphand, JCLD's Consultant, Edwin Budge (Budget Committee Member), George Prokop (Budget Committee Member), Pat Ashley (Budget Committee Member), Cathy Shaw (Budget Committee Member), Shelley Austin, Jackson County Library Foundation (JCLF) Executive Director, Dana Braccia, LS&S Vice President, Paul Colangelo, LS&S President, and Chris Ourand, LS&S Marketing Director.

**3. ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE**

President Weyhe announced that this portion of the agenda would not be addressed as this was a Special Board Meeting specifically called for the adoption of the Strategic Plan 2016-2021.

**4. NEW BUSINESS**

**4.1 Adoption of Jackson County Library Services Strategic Plan 2016–2021**

President Weyhe turned the floor over to Margot Helphand who JCLD consulted with specifically for the Strategic Plan. Ms. Helphand began by describing the process as a “labor of love” beginning over eight months ago when the Board originally decided that a strategic plan was necessary. One thousand people engaged in the process of creating this plan that was designed to reflect the communities and the libraries intent to grow with the communities. After an anecdotal

story to describe what she felt that JCLD has done to support the libraries in Jackson County, Ms. Helphand turned the floor over to Library Director Tammy Westergard.

Library Director Westergard took over and immediately seconded Ms. Helphand's comments about all the assistance that was provided and how exciting it was that so many people were interested in helping out with the process.

Library Director Westergard began the actual brief with a short video shot at the Medford Library with the main character being a current student enrolled at RCC, this student frequently utilizes the library for studying and research and is an example of one of the purposes of the library. The video displayed how crucial the libraries are in the educational development not of just the students but with the surrounding community as well.

After the video Library Director Westergard explained that the new mission for JCLD came from the work done during strategic planning process which is to "Connect everyone to information, ideas and each other". This also gave a new vision going forward and Ms. Westergard explained that vision through the goals that had been selected. The first goal is listed under "Learn" and is described as: Jackson County Library Services advance Jackson County's education priorities. The objective of this goal is to provide information and tools needed for the academic success of students in public, private, homeschools, trade schools and higher education. The second goal is to "Connect" described as Jackson County Libraries are open, thriving spaces where people link to the universe of possibilities that enrich their lives. The objective of this goal is to customize hours, spaces, services and collections to meet community needs. The third and final goal is "Grow", which is a promise for Jackson County Library Services contribute to the economic vitality of our communities. The objective is to educate for digital literacy and marketable workplace skills to improve prospects for employment.

Ms. Westergard also provided power point slides to show real life moments within the Medford Library where staff are able to connect with patrons and patrons are able to connect to information, technology and culture.

After Ms. Westergard completed her briefing to the Board, Ms. Helphand took back over and asked the Board if any member had any comments or changes that might need to be made. Ms. Helphand stated that there are few typos which would be corrected prior to official publication.

At this time President Weyhe asked the Board members to speak if they chose to in regards to the strategic plan:

Director Doty began and described her experience as exciting and educational.

Director Susan Kiefer said that she thought it was marvelous how much input was received throughout the county including the smaller communities. A wide variety of demographics contributed to this plan.

President Weyhe said that it was really impressive to accomplish so much, and pointed out the Blue Ribbon Committee's support.

Vice President Maureen Swift said it was a journey of learning, going around to the communities and listening to the leaders and other community members who voiced many of the same concerns and needs that the JCLD staff and Board members also thought, and there were so many other things that came up to include library uses and programs needed. She was also very

impressed with the staff members. The time that they put into this project including a lot of personal time, was very extensive and she cannot begin to show how much those efforts are appreciated.

Director Jill Turner said she was really excited to begin doing the new things that had been brought up and to continue to do the good work that has been ongoing.

Budget Committee member Edwin Budge asked President Weyhe if it would be appropriate for a member of the Budget Committee to speak in support of the strategic plan. President Weyhe thoughtfully approved committee member comments because of their involvement with the process as a committee of the board. He stated that in September 2015 the Oregon Library Needs Assessment was published (48 page report) discussing the needs of the 131 library jurisdictions in the state and he said that it is amazing to him that the coincidental coming together of ideas that have been brought up through the strategic plan mirror those within the needs assessment. In addition those needs were also noted within approximately 9,000 library districts throughout the nation. He believes that this proposal is mainstream and found nothing out of line within the plan and he commended the Board and everyone who participated.

Budget Committee member Cathy Shaw pointed out that for so many years it seems that the libraries have been used as a “pawn” for other departments to get additional funding. This step forward it feels like libraries are not only on secure ground but the libraries have taken this opportunity to be forward thinking and she cannot help but think that this plan that has been created is a “genesis” of how libraries will conduct business in the future.

**MOTION:** Director Carol Doty moved to approve the JCLS Strategic Plan 2016-2021. Vice President Maureen Swift seconded the motion. The motion was passed unanimously by voice vote. This was followed by a celebratory applause shared by everyone in the room.

Ms. Helphand and Ms. Westergard decided that a goal by goal debriefing of the Strategic Plan would be the most appropriate. Ms. Helphand explained that typically all objectives within the goals portion of the plan are all important however on a year to year basis each objective needs to be placed in a priority status of 1 being the most important, 2 being a status quo and 3 being needed but maybe not as much as the previous year.

In referring to the Strategic Plan packet’s Areas of Strategic Focus (page 6) the first goal listed is “Learn”. From this goal it was decided by the staff that points 1(d) and 3(d) should be the primary focus and the remaining points will continue to be handled in the same consistent manner as the previous year. Further clarification was needed and Library Director Westergard explained that even though an item that was listed was not a high priority, progress would continue and that an item can always be elevated in priority status going into the following year.

Continuing with Areas of Strategic Focus on page 7 the “Connect” goal was discussed and the main focus under this goal will be 2(a), 2(c) and 3(a). Ms. Helphand pointed out how important and helpful it is to have all the priorities listed as the Board will be able to continually discuss and monitor the progress of each one individually and going forward will be able to adjust priorities as needed. There was quite a bit of discussion in regards to the budget and the changes that need to occur within the budget. It was explained by Access Services Director Susan Bloom that this plan was tailored in a way that would allow time for the Budget Committee to meet and discuss the modifications if need be but the main portion of changes would be in the following fiscal year. If something major needs to be changed it could be changed within the Contingency section of the budget.

The last goal listed in Areas of Strategic Focus was “Grow” (page 8), the items that were decided as needing the highest priorities being 2(a) and 2(c). There was more discussion in regards to the budget and it was pointed out that while a lot of projects and programs have been assigned within year one of the Strategic Plan the majority of budget decisions would be in 2017-2018.

In closing, Ms. Helphand said that in her experiences the most important thing to do is after a plan has been made is to go back every six months to one year and look to see if the organization has strayed from the original plan and ensure priorities and goals are still being followed. She also advised the Board to look back on the current contract to ensure that this strategic plan can still continue to be utilized in combination with the contract. It may be required that the Board go back and possibly modify the current contract.

Budget Committee member Edwin Budge after hearing this pointed out that Library Director Westergard is an LS&S employee and if she is the one that basically created this Strategic Plan, then LS&S should already be on board with this. It was pointed out by several members of the Board that while Ms. Westergard is an employee of LS&S, the Strategic Plan is the Board’s for the library district and does not belong to LS&S. The Board contracts with LS&S to provide certain library services and contracts with other entities too such as RVCOG and Hunter Communications.

Vice President Swift pointed out that even though it wasn’t discussed, the Values that are highlighted within the Strategic Plan are extremely important and she is very proud of those Values that were decided upon by the Board. Particularly important to the Board, she said, is the value of “Integrity.” President Weyhe agreed, noting that there was much discussion about the “Integrity” value. She then thanked everyone who was involved and stated that those individuals will continue to be praised for their work.

**5. ADJOURN**

President Weyhe adjourned the Special Session at 12:01 p.m.

/s/ Donovan Edwards  
Recording Secretary

*Approved – May 12, 2016*