



THOMAS  
MEMORIAL  
LIBRARY

## Advisory Committee Strategic Planning Retreat

# Agenda

Thursday, March 24, 2022,  
6:30pm - 8:30pm, on Zoom

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### To Join

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/81851394414?pwd=VUhzSEpYVDEyK3hmQThHM1FORGZkQT09>

Passcode: 880569

Or One tap mobile :

US: +13017158592,,81851394414# or +13126266799,,81851394414#

Or Telephone:

Dial (for higher quality, dial a number based on your current location): US: +1 301 715 8592 or  
+1 312 626 6799 or +1 929 436 2866 or +1 253 215 8782 or +1 346 248 7799 or +1 669 900  
6833

Webinar ID: 818 5139 4414

International numbers available: <https://us02web.zoom.us/j/kc2IBDYFnh>

### About the Retreat

We call it a retreat because it's a chance for us to get away from our regular business to think long term and big picture. Even though on Zoom, the meeting will feel different from our regular business.

We envision this meeting as the first step in a strategic planning process with professional facilitator Craig Freshley. We suspect that next steps will include the gathering of community input, a staff retreat, and additional Advisory Committee Meetings.

### Objectives of this retreat are as follows:

- A. To understand the library's context, strengths, opportunities, and aspirations, and how we expect to measure results (SOAR model).
- B. To begin a discussion about the role of librarians as advocates.
- C. To define the strategic planning scope of work, including how to gather public input.

## About Our Strategic Plan

We are figuring to develop a Strategic Plan for the library that serves the following purposes:

- **Provides Guidance for all other Decisions**
  - Mission, vision, values, goals
  - Our role in the community is super clear to everyone
- **Provides Clear Messaging to the Public**
  - The value and role of public libraries
  - How the Library serves the community
- **Provides Support for the Staff**
  - There is a plan for staff recruitment and development.
  - Staffing needs are forecasted and planned for in advance so the staff is not stretched thin.
  - The Town provides resources to support the Strategic Plan.
  - The Advisory Committee understands and honors its role in relation to the staff.
- **Serves as a Model**
  - We want to be an example for other libraries across Maine and the country
  - And also a model for other institutions of all types with similar values
- **Is Ongoing**
  - Imagines ways to create ongoing relationships, opportunities, and collaboration between the staff, the Committee, and the community; envisions this as a cycle, a series of conversations, a toolset, etc.
  - Specifically instills the habits of communication, collaboration, and empowering to experiment in response to community needs
  - Creates identifiable values and tools for strategic decision making

We are not imagining the plan to be long or detailed or elaborate, but an authentic statement of how we intend to serve the community.

## Agenda

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| 6:30 | <b>Opening</b> <ul style="list-style-type: none"><li>● Advisory Committee Chair Jason O'Brien will call the workshop to order and open the retreat with some welcoming remarks.</li><li>● Facilitator Craig Freshley will explain the agenda.</li><li>● We will do some quick introductions.</li></ul>                 |
| 6:40 | <b>A Look at Ourselves and our Opportunities</b> <ul style="list-style-type: none"><li>● Library Director Rachel Davis and Assistant Director Megan Smith will present a review of recent organizational changes, and summarize staff perspectives on the library's current role in the community. They will</li></ul> |

discuss other town departments, boards, committees, and organizations in the community in order to provide context for the library's role.

- We will then brainstorm and identify strengths, opportunities, and aspirations, and how we expect to see results.

7:30

### **What to Advocate For**

- We will discuss the [David Lankes video](#), **The Mission of Libraries: Expect More Than Books**, which should be watched prior to the retreat.
- Given Lankes' characterization of librarians' skillset, what should we advocate for in our community:
  - What is important to the community?
  - What tools can we provide?
  - What opportunities can we create?
  - What conversations can we have as a community?

7:50

### **How to Make Our Plan**

- We will discuss a Scope of Work along the following lines:
  - First Committee Meeting
  - Public Input
    - Online survey?
    - Public meetings?
    - Other methods?
  - Staff Input
    - A meeting focused on values and strategies
  - Committee Meetings
- We will focus on how to gather public input and make some decisions about how to proceed.

8:15

### **Next Steps**

- We will make sure everyone is clear on lead responsibilities for what will happen next and by when.
- We might do some scheduling.

8:25

### **Closing Comments**

- This is a chance for each member of the Committee to say a last word, perhaps a reflection from the retreat or perhaps a hope going forward.

8:30

### **Adjourn**