

**Franklin Public Library Strategic Planning Committee**  
**Brainstorming Session Notes**  
**July 15, 2010**

Present: Dave Adam, Barbara Roark, Shirley Koehler, Judy Roberts, Penny Woodcock, Jim Shiflet, Susan Utley Weis.

Excused: None

Visitors: None

Move by Susan Utley Weis to accept the minutes of the May 26, 2010 meeting. Jim Shiflet seconded. Minutes accepted.

We began with a follow up of the Financial section discussion from the last meeting. Dave provided revised Pro Forma numbers showing various financial scenarios, with favorable and unfavorable assumptions. We discussed the benefits of adding program registration software to our current meeting room reservation software. (Side note: after this Strategic Planning meeting, the FPL Foundation voted to purchase this software for a one-year trial period.) Also discussed further was the benefit of pursuing Estate/Planned Giving. Would the library want to allocate money for a Development employee to pursue these monies? Some funding would be needed for legal assistance in setting up a Development program. Additional ideas discussed further included room rental fees, resident vs non-resident fees, and a “program card” that patrons could swipe. This could conceivably allow us to determine who uses which programs so we can better develop appropriate programs and possibly even solicit attendees for support of programs they value. However, it is unclear how this could be done while maintaining patron privacy. A final idea discussed was the possibility of leasing out room space (for example the Fadrow room) to a private entity, perhaps for a 2-year lease with a library option to use the space at designated times.

We also followed up on the Operations section discussion from the last meeting. Discussion surrounded whether we should have a technology committee report to the Library Board on which types of technology to invest in on an on-going basis. We reviewed the library program evaluations provided by Barbara. 90% of participants find out about programs through the library flyers and city newsletter. As we attempt to expand our marketing methods, we must be careful about soliciting patrons/participants from other libraries’ territory.

We then moved on to a discussion of Marketing.

How do we get new library patrons? How do we market to people that aren’t already using the library? Who do we want to target?

We have two broad groups to market to – current users and non-users. All library staff, board members, Friends and Foundation members need to be marketing agents on behalf of the library.

Some of our marketing goals include 1) increasing circulation so we can generate additional reciprocal borrowing dollars, 2) increasing program attendance so we strengthen the emotional attachment users have with the library, and 3) developing business partnerships in order to obtain additional revenue.

71% of Franklin residents have a library card (vs. the national average of 61%), and 45-50% are library users. 70% of library users are female.

Do we want to draw more men into the library or would we get more benefit for our efforts by trying to expand the female base?

Some ideas discussed to target women further included increasing the amount of materials that appeal to women, continuing and expanding on summer reading programs, and offering a reader advisory service (e.g. a book sommolier) to provide personal reading recommendations. We could do the same type of things to appeal to teens.

Current marketing/outreach methods include: 2 pages in the city newsletter, the Friends newsletter, word of mouth, in-library signage, and the Internet (Facebook, etc). Additional ideas discussed included texting, Twitter, the helping hands section of the newspaper, and soliciting teens required to do community service. Business partnerships could be developed by being active in the South Suburban Chamber of Commerce. It was noted that with any business partnerships we must be careful that we don't promote outside vendors or allow so much vendor advertising that we dilute the focus on the library and/or annoy patrons.

We discussed areas of success, such as the children's programs and interfacing with the public and private schools. We need to look at how we can replicate these successes in other areas too.

Judy reported that she has been physically distributing program flyers to several retirement apartments in Franklin and to other suburban libraries but will now be emailing them.

Our next meeting is scheduled for August 11<sup>th</sup> at 6:30 pm.

Shirley motioned to adjourn the meeting at 8:30 pm and Jim Shiflet seconded. Motion carried.