



Whitingham Free Public Library
P.O. Box 500
Jacksonville, VT 05342

Strategic Planning Meeting
October 17, 2018 6 pm

Call to order 6:01 PM

In attendance : Maryann Cheveralls, M.A. Johnson, Tyler Colford, Susan Shepard, Catherine Bell

Public Comment: N/A

Money for ping pong table is signed
Brief reminder of Halloween Party Oct. 31, 5 -7 PMset up help 4PM....M.A. to do cookie decorating...Movie for older children 7-9.

Library Survey: Review of sample surveys , decide on Medium survey with a few changes. Programs would include movies and remove question on bookmoblile. Also will remove questions 5 and 7 from section 2 (back of survey). Possibly add a section for comments and questions to target areas of interest, and ask for emails for those who wish to know results of survey. Survey will be available on survey monkey and also print copies at library and at voting.

Plan should be ready for Jan 2019

SWOT analysis to be completed and discussed at follow-up meeting. tentatively scheduled for Nov. 15, at 5:00 PM. A sample form from 2009-2014 was reviewed.

We will also review and possibly revise mission statement, review programs including updating movies with the goal of improving attendance.

Look for movie suggestions and movies that would focus on a middle school age audience. Improving the sound system also a must.

We will also improve communication with the public through expanded e-mail list, and mail chimp. We will seek ways to assess satisfaction of present services and information to help improve them.

Updating the Director's evaluation form will be discussed.

Maryann moves to adjourn, M.A. seconds, meeting adjourns at 7:27 PM.

Respectfully submitted,
Catherine Bell

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Board of trustees Strategic Planning Meeting at
Whitingham Free Public Library
Wednesday October 17, 2018 6 PM

- Call to Order
- Public Comments
- Approve Sept. 2018 Minutes
 - Library Survey
 - S.W.O.T. Analysis

Executive Session as necessary