

**WARRENVILLE PUBLIC LIBRARY DISTRICT
MINUTES OF THE BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE
DECEMBER 19, 2018**

1. Call to Order – Trustee Picha called the meeting to order at 6:12 p.m.
2. Roll Call

ATTENDING: Trustees DuRocher, Lezon, Picha, Richardson, Ruzicka, Stull, and Warren

ALSO ATTENDING Ms. Sarah Keister Armstrong

STAFF ATTENDING: Library Director Sandy Whitmer, Assistant to the Director Jackie Davis, Head of Technical Services Lou Carlile, Head of Member Services Patty Dybala, Marketing and Communications Specialist Kathy Gaydos, Head of Public Services Leila Heath

PUBLIC ATTENDING: Gail Smith and Nicole Wagner, Warrenville residents

3. Public Comments - none
4. Presentation of Community Needs Assessment Report - Sarah Keister Armstrong & Associates, LLC

DEMOGRAPHICS

Ms. Armstrong stated she likes to touch upon the demographic information detailing trends in the population of Warrenville as well as comparison data for DuPage County and the State of Illinois.

- The population has been stable and the mean age has increased slightly with more diversity in the residents.
- Approximately 22% of the community speak a language other than English at home, with 15% speaking English very well and 6% speaking English less than very well.
- When looking at library services for homes that do not have someone who speaks English very well, they are usually isolated from services they need and may have difficulty with the schools.

COMMUNITY SURVEY

- Response to the survey was excellent with 913 surveys received, not including the Teen Survey. The majority were paper surveys.
- The overall responses were positive but discussion will focus on the negatives to know where improvements can be made.
- The main reason people do not visit more often is they do not have the time. For others it does not occur to them to come here or we do not have the materials they want.

- Ms. Armstrong suggested the Library try to communicate the Library's value so they will visit.
- One item mentioned numerous times was the organization of the DVDs.
- Responses indicated more members are accessing eBooks, eAudiobooks or eMagazines. Some focus group participants stated when they tried to access the materials they were unhappy with the results, just not interested in them, or they prefer the physical materials. Some members did not know what features were available on the ematerials such as making the text larger.
- The majority of responses said they would like to receive library news by either email or enewsletter. Facebook and Twitter rated much lower. Ms. Armstrong suggested using multiple channels to get the information out and to use channels appropriate to the age groups you are trying to reach.
- 85% of participants have a library card and many had cards at other libraries.
- Many respondents have high-speed internet at home. Cable televisions and streaming devices ranked equal.
- Respondents were 73% female; 26% male.
- The majority of respondents were in the 36-50 year old age range. There was a good response from the 25-35 year olds, an age group that is sometimes underrepresented in surveys.

TEEN SURVEY

- The questions were different for the teens and most comments were positive.
- Teens indicated they very much value the physical collection available to them and the majority visit to borrow materials, socialize, play games and study or work with others.
- They had very favorable comments about the physical space.
- Teens feel safe and welcome at the Library.
- Director Whitmer stated a teen was also part of the resident focus group.

FOCUS GROUPS

- Residents
 - The people who attended were generally members who use the Library on a regular basis but there were still things they did not know about the Library.
 - Ms. Armstrong reminded staff when moving forward to remember even if a member is here all the time; they may be missing something the Library has to offer.
 - Would like more programs.
 - They do not think the community knows what the Library offers.
 - Would like better vending options in the vending café.
 - The tablets in the Children's Department are located in a bad spot. Parents struggle with the kids wanting to access them immediately and not enter into the Discovery Room.

- Community Leaders
 - The theme of the day seemed to be for the Library to increase outreach to the underserved members of the community.
 - They discussed how different community organizations interact with each other and communicate with the public.
 - They would like to have a central location in the community for "a hub of information" and are interested in collaborating with the Library to help get the word out to the community.
 - One participant said the best method of communicating events is by word of mouth.
 - Possibly have Warrenville Youth and Family Services (WYFS) staff spend a few hours a week at the Library to engage the Spanish community as the residents already know these leaders and trust them.
 - A WYFS member said a member used the Library to apply for unemployment benefits and there are many families that could benefit from this service. Many are immigrants from Central America and Mexico.
 - Trustee Ruzicka stated the Library previously had a joint program with WYFS called "Quest". She asked if more outreach should be done to these groups. Ms. Armstrong feels it would be better to have a WYFS staff member at the Library as they have an established trust with the Spanish families. Once they gain trust in an organization they tend to spread word among their friends and families.
 - Director Whitmer stated she would like to encourage other organizations to use the Library spaces to hold programs. She also stated the Library is working with the Wheaton Warrenville Early Childhood Collaborative to make sure every child is ready for kindergarten. Many of these families value education and want a better life for their child than they have.
 - No negative comments were received about the new spaces.
 - Trustee Stull asked if any business leaders attended. Ms. Armstrong replied no. A Chamber of Commerce staff person cancelled.
 - An alderwoman talked about some of the resource she uses and others were surprised to learn what resources the Library does offer.
 - Trustee DuRocher asked if any representatives from the schools attended. Director Whitmer stated there were not and this was a big disappointment to her. The principals of the schools were invited and Ms. Armstrong followed up with them multiple times via email. None of the contacts responded. Director Whitmer stated the Youth Services Department does some programming at the schools.
 - Trustee Ruzicka asked Ms. Armstrong if she called and spoke to the school principals. She replied she did not.

- Staff
 - Staff identified several strengths of the library:
 - The Library has the materials members want
 - Strong community involvement in Warrenville
 - Staff is friendly and engaging
 - Staff works well as a team

- Staff noted areas that could be improved including:
 - Having craft programs for adults
 - Reorganizing the DVD collection
 - More Spanish speaking programs
 - Staff should vocalize the amenities we do offer

5. Discussion of Community Needs Assessment Report and Next Steps in the Strategic Planning Process

- Trustee Warren asked if a Spanish survey was available. Ms. Armstrong stated there was but only received 12-13 responses.
- Director Whitmer stated a renter thought they could not get a library card due to renting, not owning.
- Trustee Ruzicka stated there are currently several bilingual (Spanish-speaking) librarians on staff; however, they may not always be on desk when these families come in.
- Trustee DuRocher stated we need to increase Library visibility to Latino families and may have to think outside the box to crack through. The community needs a better understanding about the Library, what we do and that the Library is no longer a quiet place.
- Trustee DuRocher feels the Board should think outside the box for the strategic plan.
- Trustee Picha stated to start thinking about blowing our own horn and talk aggressively about the things we have and do. We should reach out to the Warrentown organizations to brainstorm and work together.
- Trustee Lezon stated she did not find any big surprises in the survey. She thinks the Library should reach out to the Spanish community and advertise the Library and programs in places they frequent. Director Whitmer added Spanish collections could be located at the apartment complexes and homeowner association clubhouses.
- Trustee Ruzicka asked about presenting library programs at the schools. Ms. Heath stated the Youth Services Department presented STEM programs at the elementary schools this year. If children could not attend, the program at the school there was one at the Library.
- Trustee Lezon stated eBooks are always coming up in discussions, but feels they are hard on the eyes and if you are trying to read to fall asleep the light keeps you awake. She feels there are many people who still want the physical book.
- Trustee Lezon feels one thing we need to do is get the word out on what we do have and offer, especially to the people we are not currently using the Library.
- Trustee Stull asked Ms. Armstrong if there were any other underserved groups than the Spanish speaking. Ms. Armstrong replied it was largely the Latino and Spanish speaking. Trustee Picha stated we should also target the low-income families.
- Ms. Armstrong suggested the Library provide access to residents to obtain a GED or apply to colleges - consider offering educational opportunities.

- Trustee DuRocher stated staff needs to know what the underserved people want and how to greet them once they are in the Library.
- Director Whitmer stated there are many educational resources Library staff does not even know about.
- Trustee DuRocher feels the goal should still be to make the Library a hub of information. Someone should be able to come to the Library and find out what each agency in the area does. She feels the Library is still a great place for that.
- Trustee Warren would like to put Library program information at churches, laundromats, grocery stores, etc.
- Trustee DuRocher stated the Board must have a mandate – to serve the population of the community.
- Ms. Armstrong suggested the Board include the community leaders in the Library's strategic plan, which may make them active participants.
- Ms. Armstrong encouraged the Board to think about what they want the outcome to be and then work on how to get there. For example, why do you want Spanish speaking families to use the Library and how are you going to get there.

6. Items for Information/Discussion

The consensus of the Board is to commence the January 16, 2019 Board Meeting at 6:30 p.m. with Ms. Armstrong in attendance to continue this discussion.

Ms. Armstrong will send out a brief survey to the Trustees and Management Team to submit their ideas before the January board meeting.

Trustee Picha thanked Ms. Armstrong for all her hard work.

7. Adjournment

MOTION: Trustee Warren moved to adjourn the meeting at 7:31 p.m. Trustee Lezon seconded.

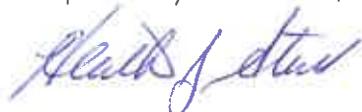
Voice vote:

Ayes – all

Nays – none

Motion carried

Respectfully submitted,



Heather Stull, Secretary
Board of Trustees
Warrenville Public Library District