

**BOARD OF TRUSTEES
CRANBURY PUBLIC LIBRARY**

RETREAT MINUTES

Saturday, January 28, 2012 – 9:30 am

Cranbury Township Senior Center, Town Hall, Cranbury, NJ

1. CALL TO ORDER AND ANNOUNCEMENT OF COMPLIANCE WITH OPEN PUBLIC MEETINGS ACT AT 9:30am

Pursuant to Section 5 of the Open Public Meeting Act, adequate notice of this meeting has been provided by the Library Director as follows: January 18, 2012, a notice for this meeting was sent to the Cranbury Press, Home News Tribune, and Township Clerk and posted in the Public Library.

2. INTRODUCTION OF BOARD OF TRUSTEES

Kirstie Venanzi, President

Hal Rourke, Vice President

Charlene Vivian-Granville, Secretary

David Fletcher, Treasurer

Andre Mento, Trustee

Ashish Awashti, Trustee

MariCris McDowell, Trustee

Michael Ferrante, Chief School Administrator's Representative

Jane Holland, Mayor's Representative

Also present:

Marilynn Mullen, Director

Jan Nash Murphy, Youth and Outreach Services Librarian

Also present at lunch:

Patty Thommson, Foundation President

Frank Marlowe, Foundation Board Member

Pat Demers, Foundation Board Member

Mel Lehr, Foundation Board Member

James Fahey, Friends' Board Member

3. WELCOME BY KIRSTIE VENANZI

4. REVIEWS of 2011

A. Progress Against Operational Goals 2011: Marilynn Mullen

1. Marilynn Mullen shared the progress of the CPL staff against the goals set for 2011.

B. Board's Review of 2012 Goals

1. Kirstie Venanzi reviewed with the Board the Board's Goals for 2011.

5. OPERATIONAL GOALS FOR 2012 Marilynn Mullen

A. Marilynn Mullen shared her goals for the CPL staff for 2011.

6. BOARD GOALS FOR 2012

- A. The Board reviewed the Board of Trustee's 2011 goals and revised as needed.
- B. Many goals from 2011 listed were reassigned to an Annual Responsibilities document.
- C. Goals are smart, specific, measurable with timely outcomes.

7. STRATEGIC PLAN REVIEW

- A. The Board of Trustees revised the Vision Statement to the Cranbury Public Library Strategic Plan.

B. New Vision Statement:

The Cranbury Public Library envisions itself as the heart of the town. The library will be both a community center and an information gateway for the delivery of an expanded range of resources and services. The library will serve as the community living room for citizens of all ages in an inviting and flexible space.

Motion: Jane Holland Second: David Fletcher

Motion Approved

8. CRANBURY PUBLIC LIBRARY TRUSTEE MANUAL OVERVIEW

- A. Library Trustee Manual updates were distributed.
- B. An overview will be presented at the next Board of Trustee meeting.

9. PUBLIC RELATIONS / BRAINSTORMING SESSION

- A. Kirstie started the session with clarifying the difference between Advocacy, Public Relations, and Advertising. Some libraries use these terms interchangeably. Advocacy can be defined as lobbying for the bigger causes of public libraries, and legal reform. James Fahey, Friends' President, clarifies, "Advocacy refers to generalized support for (or opposition to) a policy (such as saying "Support the environment!") while lobbying refers to supporting (or opposing) specific legislation (such as saying "Vote Yes on the Kyoto Accord!)." As he understands it, libraries can advocate for policies, but they cannot lobby for legislation. The same applies to 501.c.3 organizations. Public Relations is the ongoing act of keeping communications open, and letting our residents know what we are doing for them. Advertising is specific targeted blasts of information for programs. Public relations is a key role for Trustees as well as Foundation and Friends members. Our problem is that Cranbury Public library is "best kept secret" in town.
- B. Some Observations:
 - 1. Focus on benefits rather than problems; For example: our circulation figures. Close to 70,000 visits were made to our library in 2011, an average of 17 visits per resident. Obviously we are an important town resource.
 - 2. Make message simple.
 - 3. Identify strategies

- A. James Fahey mentioned three facets to Public Relations.
 - 1. Brand Awareness: Do members of the Cranbury community think of the library when they need a resource and do they know what resources the library offers?
 - 2. Brand Affinity: The extent to which members of the Cranbury community feel like the library reflects their needs and interests and the extent to which they believe that going to the library and attending library events is part of their lifestyle.
 - 3. Brand Loyalty/Action Incentive: Promotional efforts designed to get members of the Cranbury community to act relative to some library resource or event, such as register for a seminar or check out a Kindle for a test run.
- B. All three groups need to focus on Brand Affinity, an emotional connection to the library by each group. In creating this brand affinity, people will get a sense of what the library is, how it is useful, they will think of giving to the Foundation.
- C. Target Audiences / Market Segments / Organizations
 - 1. Stay-at-Home Parents
 - 2. Telecommuters
 - 3. Parents of School-Age Children
 - 4. Parents of Young Children
 - 5. Parents of Older Children
 - 6. Older Children
 - 7. Teens
 - 8. Seniors
 - 9. Grandparents
 - 10. DINKs (Double Income, No Kids)
 - 11. Business Community
 - 12. Business Association
 - 13. PTO
 - 14. Women's Club
 - 15. Boards, Township Committee
 - 16. Lions
 - 17. CHPS
 - 18. Arts Council
 - 19. Churches
 - 20. Four Seasons, Riviera
 - 21. Professionals

We then summarized that some segments could be combined and some on the list were the means of communication rather than the segment of the population.

- C. Segments and Access Points with Strategies
 - 1. General Strategies – Importance of communicating with community stressed for many reasons, advocacy, general PR, advertising. Makes the Foundation's job of asking for money easier.
 - a. Food – can be a draw for some segments
 - b. Targeted Newsletters – different segments will be interested in different

- aspects; consider adding a small banner at the bottom asking for support (general and or monetary)
- c. Community Calendar- work with township or have a library-based calendar
 - d. Word-of-Mouth – continued by staff, and all board members encouraged to participate as well.
 - e. Events – Drug Free Fair, Cranbury Day, Back to School Night
 - f. Friends mailing was deemed very important to our PR strategy
 - g. Banner across Main Street works well
1. Seniors/Grandparents - [Four Seasons Newsletter](#), [Flyers for specific events](#), [Friend's Mailing](#), [Newspaper](#), [Church Groups](#), [Cranbury Day](#)
 - a. Women's Club
 - b. Four Seasons, Riviera
 2. Parents/Young & Older - [PTO email](#) (*Jane Holland will look into possibility*), [Church Groups](#), [Newsletter](#), [Newspapers](#), [Back-to-School Night](#), [Drug-Free Fair](#), [Cranbury Day](#)
 - a. PTO
 - b. Women's Club
 3. Teens - [High School Newsletter](#), [Twitter](#), [Facebook](#), [Cranbury Day](#), [IM](#)
 4. Business Community - [Cranbury Day](#)
 - a. Business Association
 5. DINKs (Double Income, No Kids) - [Cranbury Day](#), [email](#), [blogs](#), [mailings](#)
 6. Children - [Cranbury Day](#), [displays](#)
 7. Professionals - [Cranbury Day](#), [email](#), [blogs](#)
- D. Some big ideas were discussed, but no conclusion was made. Further consideration is needed:
1. Communication with the community is important. How can the Board help?
 2. Friends' offer of the mailing is greatly appreciated. When can we start?
 3. The library needs to be more visible: Cranbury Day as a co-sponsor (?), making sure that we ask for signups for our newsletters.
 4. Central Community Bulletin Board – the community needs this, township having a hard time supplying.
 5. Book groups are an elusive segment.
 6. Fewer programs, but blockbusters?
 7. Need Goals and Timeline

The topic warrants more time. Kirstie asked for the matter to be referred the Library Board's Public Relations Committee for further study. We will ask for volunteers for each segment and will work on our communication with each group.

10. ADJOURNMENT AT 2:30pm

All reports and correspondence referred to in these minutes are attached to the original minutes filed in the office of the Executive Director.

Respectfully submitted,

Charlene Vivian-Granville