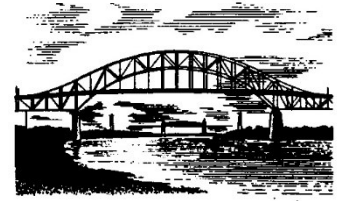


Town of Bourne Town Administration



www.townofbourne.com



24 Perry Ave, Bourne, MA 02532

Memo

To: Jonathan Bourne Public Library Board of Trustees
Irja Finn, Library Director

From: Liz Hartsgrove, Assistant Town Administrator

RE: **Library Strategic Plan – Survey & Workshop Results**

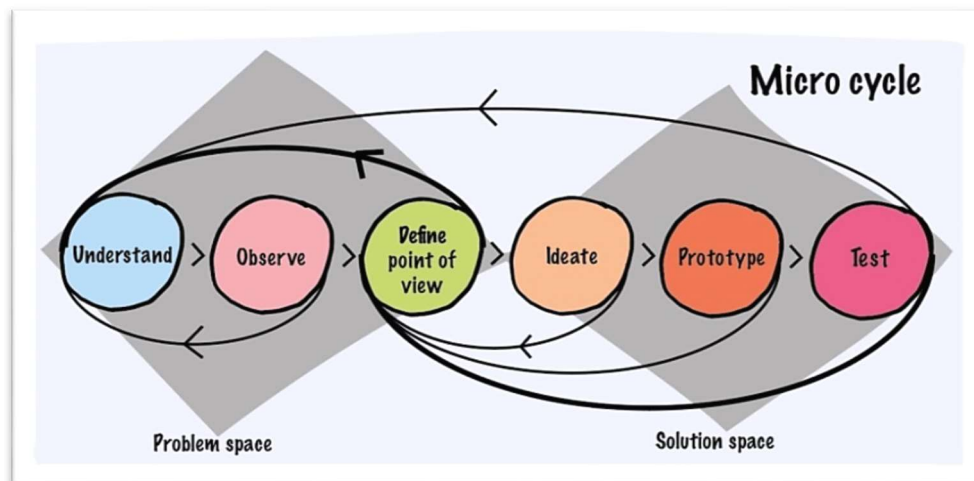
Date: August 23, 2023

Cc: Bourne Select Board
Marlene McCollem, Town Administrator

The Library Trustees prioritized a robust team effort encouraging public participation/engagement as the leading contributor towards success of the 2024-2028 Library Strategic Plan; and, followed a human-centered **design-thinking** approach by offering a survey and think-tank style workshops centered on the three main areas established from the SWOT analysis: Explore, Experience and Enjoy.

Within the understanding and observing micro-cycles of the design-thinking “Problem Space”, the Trustees created contextual questions addressing the 5W+H (Who, What, When, Where, Why + How):

- Who *specifically* are the customers;
- What services are they using or not able to use;
- When are they being used or not used;
- Where are they being used or not used, and
- Why are they using or not able to use the services
- How are the services adding value or not.



The Trustees promoted and shared the survey and workshop input opportunities by strategically timed social media postings, public meeting announcements, media releases and articles in the local newspaper, flyer

distributions, interview on BourneTV and an effective boots on the ground/grassroots effort of passing out advertising bookmarks.

This concerted effort resulted in receiving:

- 264 survey responses generated from online and hardcopy submissions, and
- approx. 40 participants attending 2-in-person and 1-virtual think-tank style workshops.

Attached is a summary of the responses along with a complete PDF of all survey and workshop responses.

Next Step: Shifting to the Solution Space by Identifying Goals

Within all of input lays reoccurring themes and priorities voiced by the community which will assist the Trustees with identifying goals to 1) solve the problem, 2) reach its objective and 3) fulfill its purpose.

Purpose	<i>“The Library Board of Trustees and staff are interested in generating public opinion as to what should happen next in terms of library services and facilities so that we may better serve our vibrant and diverse community and realize the library’s full potential to have a positive impact in the lives of residents of all ages, backgrounds, needs and abilities.”</i>
Objective	<i>“The success of the library creating a positive impact will be achieved when decisions about its future are aligned with the needs of all people it serves.”</i>
Problem	<i>“What services will the community need for the next 5+ years, and where should they be offered?”</i>

Centered on the 3 core areas of focus: Explore, Experience and Enjoy; the following tasks are being recommended for the Trustees to follow/complete in the final process of drafting the 24-28 Strategic plan:

Task A) Identify 5-7 bulleted STRENGTHS within each area of focus, such as: <ul style="list-style-type: none">○ “As a great place to EXPLORE, the Jonathan Bourne Public Library offers...”○ “As a great place to EXPERIENCE, the Jonathan Bourne Public Library offers...”○ “As a great place to ENJOY, the Jonathan Bourne Public Library offers...”
Task B) A vision statement for each area of focus that summarizes what success looks like when services are reached beyond – exceeding expectations when services are delivered through processes, people and places.
Task C) From that utopian vision and continuing to concentrate on each area of focus, the Trustees should highlight 5-7 core WEAKNESSES which are directly associated with hindering the vision. These weaknesses in turn become the guiding goals for the next 5 years; if corrected, elevate the program closer to achieving the vision.