Trustees: Planning and Evaluation; Resources for Success

A Webinar sponsored by the New York State Division of Library Development and the Library Trustees Association of New York State

November 18, 2015

Presented by: Jerry Nichols, Director, Palmer Institute for Public Library Organization and Management; Palmer School of Library and Information Science Long Island University; LIU Post.
Welcome

Carol Ann Desch,
Coordinator of Statewide Library Services and Director of the Division of Library Development

During her tenure at the State Library, Carol Desch has provided leadership and vision for statewide programs, policies and services designed to improve library services for 19 million New Yorkers through a comprehensive network of 73 library systems and over 7000 public, school, academic and special libraries.
Today’s Topics

• Your Responsibility as a Trustee

• The Planning Process:
  ➢ Why/ What /How?

• Additional Resources

“The best way to predict your future is to create it” - Peter F. Drucker
Your Responsibilities as a Trustee

• To act in good faith;
• Be loyal to the institution;
• Fulfill the mission;
• Comply with the law;
• Provide Fiscal Oversight;
• Advocate for the Library;
• Hire the CEO.

NYS Board of Regents, Statement on the Governance Role of a Trustee or Board Member: www.regents.nysed.gov/about/statement_governance.html
The Planning Process
"Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity."
Charles Mingus
Why Planning & Evaluation?

• To Provide a framework for growth & success
  • Community involvement
  • Library Services
  • Technology
  • Personnel
  • Sustainability
  • Capital improvements
  • Budgeting

• To comply with CR §90.2.
• To identify “points of failure” and “points of value”.
• To address important issues before they become urgent problems.
The Basic Steps

• Develop a Board Vision
• Assess the State of the Library
• Get Input from your Community
• Analyze what you’ve Learned
• Prioritize and make a Plan
• Evaluate Regularly

- Planning and Evaluation [Mid-Hudson Library System] [http://midhudson.org/topics/trustees/#Planning](http://midhudson.org/topics/trustees/#Planning)
Definitions

• Mission- Why does the Library exist?
• Vision- What does your future look like?
• Values- What are your core principles?
• Long Range Planning- Looking toward the future.
• Strategic Planning- What do we do NOW?
• Goals- Broad statements of Intent.
• Objectives- Specific, measurable outcomes.
• Activities/Action Steps- Actions needed to reach an objective.
• Metrics- Measurements of activity.
Developing a Board Vision

• Defining your **Mission**
  • Why do you do what you do??

• Expressing your **Vision**
  • What does your future look like?

• Articulating your **Values**
  • What are your Core beliefs?

➢ [http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action)
Assessing the Library

• Accepting Responsibility for Tomorrow
  • The challenges of sustainability
• Taking a fresh look; inside & out
  • SWOT
• Asking the right questions
  • External/Internal
• Getting meaningful answers
  • Outcomes Assessments
Let’s talk about Metrics...

FACT:
“The type of data libraries collect no longer effectively reflects or communicates their value.”

• What and How do we Evaluate?
• What are the Outcomes of our efforts?
• Numbers vs. Stories.....

Outcomes:
“The changes, benefits, learning or other effects that happen as a result of your library’s efforts- how you improve your community.”

- Project Outcome [Public Library Association] ProjectOutcome.org
Together We’ll Get it Done!
Community Involvement

It all starts with Questions...

• Surveys
• Focus Groups
• Community Leaders
• The Board is the Community too!

“The effectiveness of a non-profit organization can only be measured from the outside” - Peter F. Drucker

- Project Outcome [Public Library Association] ProjectOutcome.org
Analyze & Prioritize
The Plan... (KISS)

- Executive Summary
- Mission/Vision/Values
- Goals
- Priorities
- Objectives
- Activities
- Evaluation Commitment

- Potsdam Public Library: http://potsdamlibrary.org/Policies/longrange.shtm
And then do it again!
Planning Resources

• Libraries Transforming Communities [American Library Association]
  http://www.ala.org/transforminglibraries/libraries-transforming-communities

• New Planning for Results A Streamlined Approach by Sandra Nelson [ALA Editions]

• Outcome-Based Evaluation [New York State Library]
  http://www.nysl.nysed.gov/libdev/obe/bestprac/examples.htm


• Project Outcome [Public Library Association] ProjectOutcome.org
Trustee Information Resources

• New York State Library Division of Library Development: www.nysl.nysed.gov/libdev

• Library Trustees Association of New York State (LTA): www.librarytrustees.org

• New York Libraries Trustees Online: www.nylto.org  [login available from your regional library system]

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