

North Castle Public Library

Library Board of Trustee Minutes – July 10, 2017

Sean Ryan called meeting to order at 7:35PM

In attendance:

Trustees: David Charney, Jerry March, Scott Stopnik, Jennifer Paulson Lee and Sean Ryan.

Library: Megan Dean, Edie Martimucci

Key Votes/Review

- **Approval of the Minutes** for the June 12, 2017 NCPL Board of Trustees meeting (attached). David made motion to approve. Jerry seconded. All were in favor.
- **Approval of NCPL 2017 Warrant 6** – Total expenses included in Warrant 6 are \$33,492.01 of which the Friends are paying \$9,904.43. Thank you Friends for your continuing support!!! Scott Stopnik has reviewed all invoices in this warrant and supports its approval. Thank you, Scott!!! Thanks also to Abbas Sura and Kieya Glaze for their financial support of our library!!! Jerry made motion to approve. Jennifer seconded. All were in favor.
- **Review of NCPL 2017 Revenue and Expense Report** - this month's NCPL Revenue & Expense Report was reviewed by the Trustees.
- **Review of our performance metrics** - our monthly performance metrics package was reviewed. Our top three growth areas were patron visits (up 37.73%), adult programming attendance (up 23.12%) and digital circulation (up 15.96%). Thank you to Virginia Garcia for all her work on performance metrics!!!
- **Approval to reject the three bids received for the YA Room Renovation and to request permission of the Town Board to rebid.** We will reconvene on this before requesting any further action from the Town. Thank you to Steve Gallo for all his hard work on this project!!! David made motion to reject the bids and to request permission to rebid. Scott seconded. All were in favor.
- **Approval to hire:** Jerry made motion to approve hiring James B. Leftwich as an hourly librarian effective July 15, 2017 at \$23/hour. David seconded. All were in favor.
- **Approval to hire:** David made the motion to approve hiring Say Sanchez as a page effective July 31, 2017 at \$11/hour. Scott seconded. All were in favor.
- **Approval to submit a NYS Library Construction Grant Application for NCPL - Armonk.** Jennifer made the motion to submit a 2017-2020 NYS Library Construction Grant Application for NCPL's Armonk branch that includes re-design and construction of a new children's sunroom space to be used for children's programming, construction of a new young adult space in the basement backroom area and renovation of the Magazine Room into a dedicated adult programming space and gallery. The total construction cost of these projects is estimated to be \$215,000. David seconded. All were in favor. Thank you to Edie for her continued leadership in leveraging the NYS Library Construction Grant Program to improve NCPL and to Steve Gallo for his work on our grant projects!!!

- **Brainstorming Session** - We reviewed and discussed NCPL progress on our last two and a half years (2015-2017) of brainstorming session ideas (attached) and the adjustments we need to make to our strategy and plans to accelerate further change. We also reviewed actions our leadership team and staff have taken to date on these ideas. The following further ideas were identified:
 1. Find more advocates of the Library. Create a survey to ask for what customers are looking for – ideas. Develop presentations for advocates.
 2. Ask for new partners.
 3. Ask about new interesting programming.
 4. Get a table at Chamber of Commerce with info about the library.
 5. Can we find new opportunities that are out there, similar to our use of kits or TotalBoox?
 6. Can we utilize WLS more? Use WLS staff members who can be actual programming options that don't cost money.
 7. We need to market and advertise better!
 8. Create a sign with the logo – possibly re-naming the NWP facility as: The North Castle Public Library and Community Center.
 9. Create a program whereby younger members of the community can assist the elderly in potentially tech help, etc. "MiniMentors" with the benefit to get more teens using the library. We could offer community service hours, etc.
 10. Community Gardening – landscaping at the NWP Branch.
 11. Offer conference room space for business/community discussion opportunities.

The meeting was adjourned at 9:05PM. Our next meeting will be at 7:30pm on September 11, 2017.

Respectfully submitted by,

Jennifer Paulson Lee
Secretary

NCPL Brainstorming Sessions 2015 – 2017 (Progress to date in bold)

2015

January 2015 – North White Plains

- We need to find an effective way to collect community input.
- We need to improve the appearance of the facility. For example, utilize outdoor improvements such as walkways, lamp posts and potentially an improved playground. Collaboration with the NWP Beautification Committee was recommended. We should also evaluate connection with the Kensico Plaza. **Deck Complete, playground upgrade started, building power washing scheduled and installation of sod around the deck scheduled.**
- We should consider hiring an architect once we have defined our requirements. **Lothrop on board.**
- We should add space for both a larger collection and programming. Space should be added in a way that allows flexible use. **Plan for space will double. Lothrop in design phase.**
- Our evaluation and planning should be done collaboratively with the Recreation department. Matt Trainor has expressed an interest in this type collaborative work. **Recreation and town management are involved.**
- Barbara offered to address this opportunity in one of her upcoming NWP town hall meetings. **Barbara has spoken at multiple TB and NWP meetings.**

February 2015 – NCPL Goals for 2015

- Improve North White Plains branch – increase available space, materials and programming. Package improvements in our 2015-2017 NYS Library Construction Grant Application. Collaborate with recreation department and town. **Two NYS Library Construction Grants have been submitted for NWP – one has been awarded, one under evaluation (decision 3Q2017).**
- Integrate library into citizen's lives more - improve marketing, link with chamber of commerce and businesses, have non-users become users, tie programming to people's lives. **Open house planned.**
- Attract new/non-users of the library to NCPL. **NCPL growth rates on all performance metrics have been strong.**
- Increase circulation. **NCPL among WLS leaders in circulation growth.**
- Increase programming. **NCPL among WLS leaders in programming attendance growth.**
- Increase teen involvement and create a teen advisory council.
- Create library sponsored off-site activities (Calder Center, Wampus Brook Park, “glass house”, The Bristol, etc.).
- Improve marketing/email efficiency/2-way dialog (i.e. inbound input as well), create targeted lists (i.e. NWP-specific), improve use of Constant Contact, add people to our distribution list. **Marketing Plan created. Jerry working staff on professional development in marketing.**
- Better use of and plans for Whipoorwill Hall – i.e. concerts, battle of the bands, programming, expansion from theater base. **HBC and Spotlight now call Whipoorwill Hall home.**
- Increase staff training in areas like customer service. Align skill sets to NCPL strategy and plans.

March 2015 – Long Term Funding for NCPL Infrastructure Projects

Sean led a discussion/brainstorming session to identify alternatives for long term funding of NCPL infrastructure construction projects. The primary alternative discussed was establishment of a foundation focused on infrastructure improvements. Primary examples of these construction projects are expansion of space in the North White Plains facility and an additional structure in Armonk to add programming space. **Working with one specific donor. No action on foundation.**

This organization would be an independent non-profit organization. It was that we evaluate working with the Parks and Recreation department to determine whether this organization should be a joint recreation and library fundraising organization to address the infrastructure needs of both organizations. Sean will follow up with Matt Trainor and further define the requirements for this type organization.

April 2015 – Customer Service Skill Development

Edie and Megan led a brainstorming discussion on how we can raise the customer service skills of our entire organization. Edie and Megan will be implementing a number of the ideas as we go forward.

May 2015 – Realigning Organizational Responsibilities

Edie and Megan led a discussion on how we can realign organizational responsibilities to increase effectiveness and support customer service. Edie and Megan will continue work on this and will report back with specific proposals. **Organizational changes implemented – examples include leadership and support of programming.**

June 2015 – NCPL Performance Metric Improvement

Edie and Megan led a discussion performance metrics and NCPL's current levels of performance in circulation and programming attendance. Total programming attendance is running strong with 53% YTY growth and total circulation is up 2% on an YTY basis. Underneath these results are areas of strength (total programming attendance, NWP circulation/programming and digital circulation) and weakness (Armonk circulation and teen circulation/programming). Critical areas of future work that were discussed – staff development especially in the area of customer service, enhanced marketing as referenced in the work being assisted by Jerry and the need for better information that better defines changes in customer activity. **Good progress on all major performance metrics. Annual Report communicates results/progress to community.**

July 2015 – No Brainstorming Session

August 2015 – No Meeting

September 2015 – Magazine Room/ Elson Room Reorganization

- This project will provide an opportunity to showcase the Friends two major contributions to our library/community - programming and art. **Shift of books to Elson Room and magazines to the hallway is complete. Friends funded new bookcases in Elson Room. Further renovation of Magazine Room is under evaluation. New YA Room construction will include removal of stairway and creation of new closet in the Magazine Room.**
- There was significant interest in using this renovation to enable an art gallery. **Temporary collection of historical photos currently installed.**
- It was suggested that the gallery could have a rotating gallery.
- Inclusion of local students was suggested.
- Marilyn believes that the Friends would be excited to be involved in this project but did

express some concerns about how much of a people investment the Friends could make in areas like managing a rotating art collection. Marilyn also noted that if the Friends were involved in the art gallery they would need it to be at the same quality standards as the Armonk Outdoor Art Show.

- Environmental issues in the Magazine Room were discussed and will need to be addressed in the room is disrupted. **Will be at least partially resolved in 3Q2017.**
- A question was raised about the possibility of expanding the size of the Magazine Room. **No plan.**
- Additional input from the Trustees and the Friends was agreed to be directed to Edie.

October 2015 – How can we Expand Circulation Growth

- Continue budget increases for materials. **Increased spending on materials has been implemented – NCPL ranks second in WLS materials spending per capita. Strong NCPL circulation has resulted.**
- Leverage marketing tools like Constant Contact. Jerry agreed to monitor current email blasts for the next week or two and make recommendations on how our marketing communications can be improved. **Jerry has been meeting with Directors and Virginia Garcia to grow marketing skills – professional development.**
- Leverage our new digital app (3M) that Edie has added to our digital collection. 3M is more user- friendly than *Overdrive*. Communicate addition of 3M. **3M and TotalBoox have been implemented and are growing rapidly.**
- Increased use of circulation information to better target our marketing. **New systems are increasing availability of this information.**
- *Rosetta Stone* will be available on a trial basis soon! Focused marketing of *Rosetta Stone*. **WLS has introduced Mango which has replaced Rosetta Stone.**
- Evaluate 3D printing to support STEM or STEAM programming. **Two 3D printers are installed, workshops have been implemented. Youth Services has implemented multiple STEAM programs in both branches. Robots introduced.**
- Increase marketing of Flipster (digital magazines). **Flipster implemented and WLS has introduced PressReader. Digitization of archived newspapers has been expanded.**
- Increase our book clubs/find volunteers to lead as appropriate (MH).
- Focus on 1 or 2 topic areas – candidates – STEM and arts (DC).
- Library open “24 hours” – use drop box for after hour pickup (DC).
- Lend musical instruments, art kits, tools, Legos, Arduino kits, Snap Circuit kits, etc. (DC). **Youth Services have added kits to their collection.**
- Create a Maker’s Space (DC).
- Use experts to curate our collections (DC). **Jacob Burns DVD collection. Local chefs selected cookbooks.**
- Increase partnerships – i.e. cooking classes with local restaurants linked to cookbooks, food bank (DC). **HBC and Spotlight.**
- Increase leverage of our programming to drive education/link to circulation. Implement mobile checkout to enable circulation in the programming space (DC).

November 2015 – How to Structure the NCPL Virtual Library and Expand Database Usage

- Restructure how we present our virtual library on our website and in our communications with our patrons. **Website has been updated.**
- Focus and organize our virtual library based on how our patrons use/will use our digital assets. Focus on areas of community interest – i.e. health (Grey House), travel (Global Road Warrior), literature (Artemis, Novelist, Salem Literature), news (Flipster and NY Times), etc.
- Evaluate partnerships with other organizations to enable new or expanded capabilities in our virtual library. For example, partner with a hospital to expand medical information available to patrons. This is an area where digital solutions can be kept way more current

than physical assets. **Links to Khan Academy and Lynda.com have been added to NCPL website.**

- Increase marketing of our virtual library and our databases leveraging tools like Constant Contact.
- Emphasize usage and cost/benefit value of databases/digital assets rather than the cost of each item. Usage is important whether it is measured by NYS or WLS or not. We need to meet the needs of our community. Add cost of each digital asset to our spreadsheet with our digital asset performance to enable better evaluation of each assets value.
- Investigate additional newspaper/magazine alternatives similar to the recent NY Times implementation. Examples should include Wall Street Journal, Barron's and Consumer Reports. **PressReader has been added by WLS.**
- Increased use of database information to better target our marketing.
- Introduce literature databases to our book clubs.
- Leverage of our programming to introduce and drive usage of our digital assets.

December 2015 – NCPL Long Term Strategy

- Set more aggressive goals to drive out of the box action – i.e. “Be one of the top three WLS libraries in circulation and/or programming attendance.” **NCPL goals for circulation and programming attendance now set each year and published in our long term strategy document.**
- Increase initiatives to understand our customer's needs and wants. Use multiple channels to learn from our community.
- Expand experimental efforts to learn new ways of supporting the community – i.e. trial of the month.
- Major enhancement of our library's marketing to showcase our significant recent progress and success and our future plans. Implement multiple channels of communications to complement existing communications vehicles.
- Dramatically increase focus on strategic initiative to enlist an army of library advocates within our community. Ensure advocates address all demographic groups. **Jerry working with staff on professional development in marketing. Use of information improved.**
- Accelerate our initiatives to expand and improve our North White Plains branch. Partner with town government and Parks and Recreation. **Deck added, expansion design in progress. Town, Recreation and NCPL working as a team.**
- Increase focus on customer service through emphasis on staff development and new approaches to customer service.
- Grow support of employee development. Distinguish staff members with areas of expertise – i.e. literacy, literature, creative arts, technology, business, etc. **Significant professional development with leadership team – PLDA and Chamber of Commerce participation, finance experience, certificate program, facility management, technology classes.**
- Restructure how we present our virtual library on our website and in our communications with our patrons. Consider a second page dedicated to the virtual library. **Website updated to highlight virtual library.**
- Explore structuring the virtual library as a “second library” open all day, every day. Emphasize unique capabilities and benefits of this library.
- Drive expansion of access – through virtual library and increased hours. **Hours of operation now 2nd of the 38 WLS libraries – up 33%.**
- Introduce and market curated collections – at least two new ones each year. Examples could include DVD's ala Mt Pleasant's Jacob Burns' collection, an academic collection, art linked to the Armonk Outdoor Art Show and creation of a gallery.

- Aggressive weeding to allow space for new collections. **Extensive weeding of adult collection done as a part of the consolidation into the Elson Room.**
- Restructure our use of space to increase usable public space to allow for more dedicated programming space, better display of our collections and more effective public work spaces. **Magazine Room now dedicated to programming. New YA room planned for construction in 3Q2017. Expansion of NWP under design.**
- Expand partnerships – schools, businesses. Leverage these partnership initiatives to introduce new circulation opportunities and expansion of our virtual library. Through these partnerships improve support of those organizations – i.e. our local business community. **Following school’s lead with STEAM.**

2016

January 2016 - How to Kick-off a Wave of Marketing of Our Library

- Use information to better understand customers.
- Increase initiatives to understand our customer’s needs and wants.
- Use multiple channels to learn from and to communicate with our community. **Multiple channels active – including website, Constant Contact/email blasts, press, social media, Annual Report.**
- Expand experimental efforts to learn new ways of supporting the community.
- Need major enhancement of our library’s marketing to highlight progress and future plans with objective of expanding library use.
- Work with WLS to ask them to help us accelerate our marketing – i.e. collection of data to better target customers, social media strategies and tools. **WLS evaluating expanded marketing of libraries.**
- Continue our work building our brand.
- Expand efforts with Constant Contact. Investigate ways to target people who do not normally respond. **Jerry guiding leadership and staff through expanded and more effective use of Constant Contact.**
- Better understand how other libraries do marketing.
- Expand our social media initiatives. Learn more about Armonk Mom’s and Windmill Next Door and expand our reach by “Liking” and connecting to other sites with relevant potential users/patrons. **Staff leader for social media assigned and active.**
- Develop a marketing plan that includes actions to better utilize email, social media and other tools and opportunities we have to communicate with our customers. **Marketing Plan developed and published.**
- Form an advisory group with which we can share our progress and plans. Advisory group members can express opinions on both what we have shared and other ideas they have. Include both users and non-users and make participating “non-threatening” (i.e. they do not need to come armed with their own plans). Meet a maximum of twice a year.
- Use all current programs to promote other initiatives and programs.
- Build and emphasize curated collections in our communication with customers.

We agreed we would work on a marketing plan to be completed by our March, 2016 Trustee meeting. **Complete.**

February 2016 – Curated Collections

- The current status of NCPL's initial set of curated collections – Jacob Burns DVD Collection, Oprah Winfrey Book Club Collection and Staff Picks Collection. **Continuing.**
- A new idea of a Cook Book Collection curated by local chefs. **Complete.**
- The work staff needs to do support the curated collection plan including weeding, re-cataloging, labeling, etc. **Significant weeding completed.**
- Have a curated collection that incorporates input from the Calder Center, the National Audubon Society, the New York Botanical Garden, Rockefeller State Park Preserve, etc.
- Have a curated collection that is built on input from local teachers including STEAM components.
- Consider working on a Westchester or broader basis to tap resources and ideas in developing curated collections (i.e. Stone Barns). **Relationship with Stone Barns established.**
- Have a student's curated collection.
- Have a Neil DeGrasse Tyson collection also possibly paired with our STEAM work.
- Find prominent places for the highest interest/volume collections.
- Use information to better understand patron interest in created collections.
- Evaluate similar implementations by other libraries (i.e. Princeton Public Library move of reference materials to digital).
- Improve signage. **New bookcases with end caps installed.**
- Increase marketing as we roll out collections.
- A solution is needed for parking or we will lose patrons regardless of how we improve our collection and its organization.
- Leverage our website and other digital tools to promote these collections.

March 2016 – Marketing Plan

- Use of signage (on library property and in adjacent town areas) should be increased dramatically – electronic and sandwich board options should be considered. **First NCPL banner hung on Whipoorwill Road East. Hardware ordered for NWP banners.**
- Everything should be advertised in both Armonk and North White Plains.
- We should always connect our logo to all activities in both branches. **Logo included in all NCPL promotional materials.**
- Implement a flag system (like at the beach) of communication on signage - flags to signal to the community something is going on at the library.
- Use the telephone poles between Kensico Dam and the NWP branch at Clove Road for vertical NCPL banners.
- Aggressively rollout new mobile app to increase communication with community - potentially community service hours for teen testers/advisors. Consider focus groups for the app.
- Aggressively rollout new Field Goods service at both branches of NCPL. People order online and pickup at NCPL (both branches will be options). **Field Goods implemented and available to all patrons.**
- Create an advisory group to meet 1-2 times per year to assess our library plans and to solicit community ideas – 25-50 people – library users and non-users.
- Use the Easter egg hunts to make announcements to participants.
- “Beanstack” is launching next month – will be able to share lists made by the user. **Complete.**
- Consider use of launch parties to introduce or re-introduce key services.
- Consider doing Open Houses a couple times a year, balloons, food, tables promoting library services, program samples, etc. **North White Plains Open House scheduled for June 17, 2017. Armonk Open House planned for the fall.**

April 2016 – NCPL Facility Restructuring

Projects identified by year:

2016

- *Kent Place entry replacement. **Complete.**
- *Armonk generator installation. **Complete.**
- *Door/ADA compliant ramp between the Michelman Room and the new programming space. **In design. Construction to begin 3Q2017.**
- *Elson Room renovation to support Magazine Room conversion to dedicated programming space. **Complete.**
- *New deck installation in North White Plains. **Complete.**

2017

- Magazine Room renovation to dedicated programming space. **Phase 1 Complete.**
- *LED lighting installation in Armonk Teen Room. **Complete.**
- Renovation of Armonk backroom to increase storage capability lost due to renovation.
- Phase 1 of North White Plains renovation to expand library space. **Lothrop contracted for design of new NWP space – May 2017.**
- *North White Plains electrical work to support a better patron technology solution.

2018

- Construction of a new teen space in the Armonk lower level. **Lothrop hired for new YA Room design – May 2017. Construction planned for 3Q 2017.**
- Replacement of the sunroom in the Armonk children's area.
- *Replacement of steam boiler that supports the Magazine Room, upstairs Teen Room and the break room. **Contractor selected. Replacement in 2Q2017.**
- *Phase 2 of North White Plains renovation to expand library space. **Lothrop contracted for design of new NWP space – May 2017.**

2019

- Renovation of the Armonk upstairs Teen Room into usable adult space.
- Phase 1 of Armonk roof replacement.
- Construction of a patio at the Kent Place entry.

2020

- Phase 2 of Armonk roof replacement.
- Elevator installation in Armonk.

* Projects already approved by Board of Trustees

May 2016 – Marketing Plan

Jerry reviewed our proposed new Marketing Plan. Thanks go to Edie, Megan and Jerry for all their work on this key strategic initiative!!! Keys parts of the discussion were on our library's value proposition, branding including the importance of our logo and new tag line "Everything You Need", the requirement to build channels of communication (surveys, an advisory group, etc.) to gather patron input, as well as, input from non-users of our library, and the use of digital and non-digital marketing. A motion to approve the new Marketing Plan (attached) was made by Jerry and seconded by Scott. All were in favor. **New Marketing Plan developed and published. Jerry leading professional development in marketing of directors and staff.**

June 2016 – Performance Assessment of Progress on Strategic Initiatives

The Board, our two directors and the president of the Friends ranked NCPL performance on the seven strategic initiatives and two strategic enablers in our Long Term Strategy. Ranking was done on a scale of 1-5 with 5 being the best. The average of the participants rankings were:

Initiatives:

- Grow our circulation - 3.89.
- Grow and diversify our library's programming - 4.22.
- Expand our "Virtual Library" and use of technology - 2.67.
- Extend our community outreach - 2.67.
- Build an "Army of Library Advocates" to better market our library - 2.11.
- Support our employees through robust staff development - 4.00.
- Use measurements to drive our library transformation - 3.44.

Enablers:

- Modernize our facilities and make them more flexible - 3.67.
- Ensure our library is financially strong - 4.67.

New ideas include:

- NCPL Delivers – a delivery service where a licensed employee of the NCPL will drop off and pick up books in order to offer personal service to those unable to come to the library and check out materials. This vehicle could be branded which in turn offers marketing of the library and its services to the immediate community.
- Establish "areas of expertise" – i.e. Art and Technology. Art and Technology are wonderful companions and are linked to our library and to the Friends/Armonk Outdoor Art Show.
- Improve the level of Art within the library/library programming to further support the Friends and the success of the Armonk Art Show.
- Provide space and programming around traveling exhibits.
- Transformation of the magazine room into a gallery. **Magazine Room cleared and temporary collection established.**
- Pop Up museums.
- Transforming the lobby into a café? Café - possibly managed by local businesses.
- Offer a Student Art show where patrons are able to buy art (excluding the months around the Armonk annual Art Show).
- Create an art studio for youth.
- Art nights.
- Display artist's work – consignment?
- Hold a Spelling Bee for the community and/or writing contest that is developed in conjunction with the regions schools.
- Other Contests – creative writing, musical talent, poetry, etc.
- Introduce Smartboards like in the schools.
- Establish "areas of expertise" – i.e. art, tech/STEAM – providing deeper levels of knowledge.
- Get any book in 48 hours.
- Drop-box at each branch to enable book pick-up after hours.
- Attract supporters even if they are not users of the library.
- Opt-in services that allow library to see more patron data and, in turn, deliver more services.
- Mobile app – WLS is delivering.
- Infrastructure art – playful outdoor kid's structure based on childhood story.
- Family literacy workshops.
- Memory jars.
- Innovation center.
- Technology lab/Technology nights.

- Expanded technology education - advanced internet search, backing up data, cloud computing, social media, web development, graphic design, etc.
- Open e-Book App and ConnectEd like services.
- Maker spaces.
- Organize groups and provide space for learners developing specific skills to meet and help one another – potential to grow into business start-ups.
- Website becomes a portal.
- Increased visual content on the website
- Increasing landscaping around both branches.
- Flowers throughout the library.

July 2016 – North White Plains Renovation

We discussed the presentation to the town board on the expansion of the NCPL North White Plains branch as a part of an overall presentation of the renovation of that facility. Presentation made. Town Board gave support of deck addition. **Follow up work led to Town Board approval of hiring Lothrop Associates to design expanded North White Plains facility that includes doubling of library space, a new community center room and bathrooms/showers to support a shelter. Contract with Lothrop signed in May 2017.**

August 2016 – No Meeting

September 2016 – Digital Circulation

In this discussion, the board discussed options to improve digital circulation. David recommended we address this opportunity with three focused initiatives – (1) Marketing, (2) Statistics and (3) Community. New initiatives will be spearheaded by Jerry to get our marketing plan into action. It was agreed that Jerry would lead marketing, David community and Sean statistics.

October 2016 – Why a Digital Community?

What is the point of digital material?

- First we acknowledge there are multiple constituencies here – patrons, library staff, publishers/information creators, partners, government
- Quick, convenient & fun
- Increases scope & variety
- Is available 24/7
- Is current (and has that perception as well) and can be kept current more easily
- Requires less space, which can in turn be repurposed
- Native for younger people and compatible with their mindsets/experiences/schooling
- Easier to share
- Can be less expensive
- More comfortable/private

What is the point of a digital community?

- Connection to people and new friends/like-minded individuals
- Leverage group knowledge
- Allows reaching out to like-minded people and exploring new areas of interest and mindsets
- Expands our possibilities, frontiers, and is consequently very inspirational
- It is expandable almost infinitely and you can reach farther than with physical materials in a lot of ways
- Can expand our mindset and our depth of knowledge

- The community can become its own resource/database
- The community can increase its speed of knowledge/learning

What are different digital community models?

- Wikipedia – curated knowledge
- Facebook – network of friends/community
- Amazon, Open Table & Yelp – examples of “review” communities
- Ebay – marketplace
- Twitter – 1-to-many broadcast
- “Town hall” go-to repository of information / curation / local information / relevant to a specific community
- Research databases
- Digital librarians
- Seeding expert communities – individuals, corporations, partners, government
- Find digital / meet physical (“meetups”)
- Self-promotion / self-publishing / self-branding
- Scale communities – self-enhancing/expanding with benefits
- With oversight and without oversight (oversight can be professional vs community members/volunteers)
- WLS-wide vs NCPL
- Models can come out of experimentation
- Models come with different incentives/motivation which should be considered/understood, in conjunction with marketing – why participate in or lead a digital community?
- Partners can include schools, businesses, government, other libraries, community members

What elements of digital communities do we want to measure?

- Depth/amount of clicks/engagement
- # of “Friends”/members
- Amount & depth of contribution
- Amount & depth of content
- Has it changed your life?
- Is the community sharing stories and discussing it?
- Customer satisfaction levels
- Level of “impact” on the community – needs to be flushed out but interesting
- The synergy between physical and digital

What are the next steps to take regarding digital communities?

- Focus on just a few community ideas to start – it is easy to lose focus/concentration
- Quality over quantity, including marketing efforts (message cannot be too wide/distracted/confusing)
- Look at our own collection and website and think about the communities that make the most sense as a natural extension
- Experiment with a few different models – seed ideas to start
- Experiment with different incentives
- Involve partners
- Measure community activity in a relevant/meaningful way
- Tie in to areas of excellence NCLP is looking to cultivate (STEAM, art, etc)
- Understand different constituencies (different branches, etc...)

- Think about leveraging WLS and/or joining forces with other WLS libraries
- Look at examples of best-in-class digital communities (mention of Illinois as an example)
- Be mindful of oversight and understand the different kinds and tradeoffs

November 2016 – How can WLS help a member library like NCPL improve?

- Maintain a collection of textbooks to provide broader access to textbooks. One digital variation is “TechBooks” which would be great to be available to our communities.
- Share best practices across member libraries – such as sharing templates for building children’s programs, saving time and effort. **Sharing of best practices included in draft WLS Strategy.**
- Provide advertising and marketing assistance. WLS could promote overall library awareness of changing library service. WLS could also highlight library programs and services across member libraries on their homepage, such as links and a master calendar of events per library. Create new ideas and ways to cross promote all Westchester libraries. **Included in draft WLS Strategy.**
- Share ideas on how best to use facilities – dedicated programming spaces, leverage of other partners (like NCPL’s partnership with Hudson Stage Company which offers high quality theater productions).
- Save Costs - WLS could share successful ideas where libraries have re-engineered their organizations from financial and future needs perspectives. **Included in draft WLS Strategy.**
- Leverage WLS’ strength in technology to take costs out of libraries across the board. Share ideas on how libraries are streamlining library processes. **Included in draft WLS Strategy.**
- Advertising and Marketing Assistance - WLS could promote library programs and services from across member libraries on their homepage, such as links and a master calendar of events per library. Create new ideas and ways to cross promote all Westchester libraries.
- Fundraise to support the creation of new solutions that can be implemented across member libraries.
- Fundraising methods – Educate trustees to enable required fundraising –for example, assistance in the creation of a Foundation so libraries themselves can be able to raise funds for infrastructure and building renovations.

December 2016 – NCPL Restructuring Projects for the 2017-2020 NYS Library Construction Grant

- Create larger open spaces that can be flexibly reconfigured. Magazine Room dedicated to adult programming. **North White Plains branch expansion to be designed for maximum flexibility.**
- Build spaces that can facilitate development and evolution of centers of competence/areas of expertise – i.e. art, STEAM, etc. **New YA Room in Armonk planned for 3Q 2017.**
- Develop innovation labs for youth, adults and families.
- When expanding/renovating the North White Plains branch – build the “library of the future” vs. expanding our existing operation into a larger space. Should incorporate other ideas identified in this discussion into the design.
- Add meeting rooms.
- Introduce a café.
- Renovate all bathrooms.
- Acquire a mobile unit that can support flexible programming in both Armonk and North White Plains.
- Create additional outdoor meeting/study spaces. **North White Plains deck added.**

- Introduce an art playground – flow to children’s area.

2017

January 2017 – Adult Collection

- Additional curated collections, potentially created with the help of partners. For example, a history collection curated by a history professor and/or a gardening collection curated by an expert in that field.
- Introduce curated electronic collections.
- Develop focus on “areas of expertise”. For example – art.
- Use of social media to spread word of good books. For example, use of Twitter to publicize who is reading what.
- Develop/promote existing electronic ways to share ideas/recommendations on books.
- Increase ease of use in the acquisition and use of library cards. For example, increase use of apps on phone to replace actual cards, or couple acquisition of library cards with DMV license acquisition.
- Build competitive book recommendation capabilities.
- Introduce online book clubs. Leverage to share ideas on good books.
- Introduce “shelf talkers”.
- Leverage programming to generate use of our collections as was done by the knitting club spreading the use of TotalBoox for knitting books with knitting patterns. This extended to baking cookbooks and then all cookbooks. **Significant growth in digital circulation has been driven by TotalBoox.**
- Offer coffee/food at book clubs.
- Gather and then use “best of breed” data on successful libraries in the circulation area.
- Do everything possible to make it easier to borrow from NCPL. For example – lessen pop-ups on self check-out, review and simplify rules for ease of use/patron flexibility.

February 2017 – Joint Meeting with Friends

No Brainstorming Session.

March 2017 – Leverage of WLS

The following three items are the major initiatives in the WLS strategy that is under development.

- Expand WLS competency as an incubator of library solutions/services.
- Build an environment with both WLS and member library participation that encourages sharing of best of breed solutions and processes across member libraries.
- Support professional development for both library staff and trustees.

April 2017 – North White Plains Open House

- The following dates for the event were offered - Saturday, June 17 and Sunday, June 11. **June 17 selected.**
- It was agreed that an afternoon event from 1PM til 4PM would be best. **1PM til 4PM scheduled.**

- Make the event a celebration of all that our library delivers today and what our library will be able to deliver with the proposed renovations. Include a wide range of family related activities. **All items planned.**
- Include opportunities for the community to provide input on how the town and the library can best support their needs from this location/facility going forward.
- Need support of volunteers – trustees, Friends, other town organizations, local businesses.
- Include all other town organizations who are/will be involved at this location to the extent they are willing to be involved. Examples include the Friends of the North Castle Public Library, Inc., the Recreation Department, other town organizations – police and fire, etc. Police and **Recreation invited.**
- Invite town leadership/management and local politicians who have helped us to date – i.e. Assemblyman Buchwald, Senator Latimer. **Buchwald and Latimer invited.**
- Include activities for all age groups.
- Types of activities that were discussed included: demonstrations of the technologies we already use and, where possible, future technologies (consider using Digital Arts Experience), musical program to highlight the types of activities that we do in our library programs, etc. **All scheduled.**
- Consider including local businesses to support event. **Jennifer has approached and is working with several businesses.**
- It was suggested that the facility be cleaned up as much as possible including power washing the exterior, seeding or landscaping the area outside the deck, paving the path that leads to the shed behind the building, etc. **Power washing of the building and sodding the area around the deck will be completed before the Open House.**