



LIBRARY ADVISORY BOARD AGENDA

THE GREAT HALL

MONDAY, MARCH 14, 2022

6:00 PM

1. Call to Order
2. Swearing in of Board Members
3. Approval of the Minutes of the February 14, 2022 meeting
4. Requests to Be Heard

Citizen comment period (3 minutes per person maximum – sign up in advance). With remote, electronic meeting format in place, call or email the Library Directory prior to 5:45 p.m. the day of the meeting—comments will be relayed to the Library Advisory Board at the meeting. djames@ci.faribault.mn.us / (507) 384-0526
5. Director's Report
6. Teen Advisory Board Report
7. SELCO Report
 - Jayne Spooner - SELCO Board Member update
 - Micki O'Flynn - SELCO Foundation Investment Options
8. Approval Minnesota Public Library Annual Report 2021
9. Bequest Discussion
10. Strategic Planning Process
11. Other
12. Next Meeting Date: April 11, 2022, 6:00 p.m., T.B.A
13. Adjournment



**Minutes of the Monday, February 14, 2022 Meeting
Library Advisory Board**

Buckham Library Great Hall

PRESENT: Jayne Spooner (Vice-Chair), Keri Simon, Melissa Kuhl, Gordon Liu, Delane James (Library Director), Linda Hanson (Library Technician)

CALL TO ORDER: Jayne called the meeting to order at 6:00 p.m.

APPROVAL OF THE MINUTES: A motion was made by Keri to approve the minutes of the January 10, 2022 meeting and a second by Melissa. All in favor. The motion carried.

REQUESTS TO BE HEARD: No requests to be heard.

DIRECTOR'S REPORT: Library Director, Delane James reported on the following:

- Rochester Public Library received a grant from the American Rescue Plan Act funds for Chromebooks with built-in Wi-Fi to be checked out long term to those with no or little internet access. RPL is opening this program up to other patrons of SELCO libraries. Delane has signed a participating libraries agreement and our patrons will be able to check out Chromebooks in the coming weeks.
- Summer program performances will take place at Central Park this summer from the end of June to the end of July. Performances will take place on Friday mornings.
- Staff are researching Book Bikes with e-assist to be used as a type of book mobile. The cost ranges from \$5,000-10,000. Gordon suggested checking with the United Way about a grant for this program. Other suggestions using some of the Sandra Thomas funds and contacting the Faribault Foundation.
- Rice County Public Health has supplied the library and other City departments with N99 masks for Faribault residents. Anyone may come and pickup a couple of masks per person in their household.
- Library Legislative Day is February 28th. SELCO is hosting a meeting with Senator Jasinski at 1:30 p.m. via Zoom.
- The Minnesota Department of Health and the State Library Services reached out to identify public libraries interested in being vaccination and rapid COVID test distribution sites.
- The Fine Free Video is now on the website and our Facebook page. Response to the video has been positive. The library boosted the video on Facebook for 1 week with good results.
- Since going fine free, Delane is working with the Finance Department on how to handle writing off lost and damaged fees going forward.
- Delane is working on the State and City Annual Reports.
- Interviews for the open Receptionist position are underway.
- Delane talked to the Friends of the Library and they are interested in being involved in the Crandall bequest discussions.
- There are several building maintenance projects slated for 2022. This year the library's roof will be replaced. The library will be cleaned and sealed and the stairs by the old main entrance will be repaired.

- Delane received the marketing audit and will be sharing the executive summary for the next Board meeting and the entire report during the creation of the new strategic plan.
- SELCO received American Rescue Plan Act funds to conduct a needs assessment for the entire SELCO region. In addition to an assessment for the overall region, each library and each community will also be assessed. There will be 2 focus groups specific to our library and we are currently looking for about 20 people to participate in those groups.

TEEN ADVISORY BOARD REPORT: Nevaeh was not present to present.

SELCO REPORT: Jayne reported that there is an upcoming meeting and Delane handed out the quarterly financial report.

BEQUEST DISCUSSION: Delane asked the Board Members to state what their top 3 ideas would be for investing and using the bequest. The Board will use this information as a starting point for future discussions. Delane also suggested having the Board take a field trip of the Shattuck makerspace.

STRATEGIC PLANNING PROCESS: Delane suggested that the stakeholders' retreat for the creation of the new strategic plan take place after the SELCO needs assessment has been completed. She also suggested using those results along with the market audit result as information to help guide the stakeholders' discussion. The Board would like to know the timeframe of the SELCO assessment. The Board also would like for Krista Ross to facilitate the creation of the strategic plan again. Delane will check on both those items.

OTHER: None

NEXT MEETING DATE: Monday, March 14, 2022, at 6:00 p.m. in person in the Great Hall.

ADJOURNMENT: At 6:58 p.m. meeting adjourned.

Respectfully submitted,
Linda Hanson, Library Technician

2021 Minnesota Public Library Annual Report

This report reflects information for January 1 through December 31, 2021, unless otherwise specified. Financial data is reported for the fiscal year that ended December 31, 2021.

Please note that this document reflects the online submission data elements for both library administrative entities (headquarters) and library outlets (branches). There are some fields that request information at the administrative-entity level only and some that request only outlet information. Information entered at the outlet level 'rolls up' into a total for the administrative entity. In the case of a single-library location, the library is both the administrative entity and the library outlet, and data is reported within both.

CONTACT INFORMATION

G01) Library Name
G02) Regional System/Sequence Number
G03) Regional Public Library System
G04) Street Address
G05) Location is a change from previous year
G06) City
G07) ZIP Code
G08) Mailing Address
G09) City
G10) ZIP Code
G11) County
G12) Phone
G13) Library Web Address
G14) Director's Name
G15) Director's Phone
G16) Director's Extension
G17) Director's E-mail Address

Report Filer

G18) Name of Person Who Prepared the Public Library Report
G19) Phone
G20) E-mail

IMLS Administrative Entity Codes

G21) Interlibrary Relationship Code
G22) Legal Basis Code
G23) Administrative Structure Code
G24) IMLS Public Library Definition
G25) Geographic Code
G26) Did the legal service area boundary change?

COVID-19 RESPONSE

Facilities During Pandemic

Data Element	Current Year	Previous Year
V01) In 2021, were any of the library's outlets physically closed to the public for any period of time due to the pandemic?		
V02) In 2021, did the library add or increase the number of mobile hotspots for circulation?		
V03) In 2021, did the library add or increase distribution of mobile hotspots?		
V05) In 2021, did the library provide Wi-Fi Internet access to users outside the building at one or more outlets?		
V06) In 2021, did the library increase access to Wi-Fi Internet outside the building at one or more outlets?		

Services During Pandemic

Data Element	Current Year	Previous Year
V07) In 2021, did library staff continue to provide services to the public when the building was physically closed to the public due to the pandemic?		
V08) In 2021, did the library provide reference service via the Internet or telephone when the building was physically closed to the public?		
V09) In 2021, did the library provide 'outside' service for circulation of physical materials at one or more outlets?		
V14) In 2021, did the library allow users to complete remote registration for library cards?		

Staffing During Pandemic

Data Element	Current Year	Previous Year
V15) Did any library staff work for other government agencies or nonprofit organizations instead of, or in addition to, their normal duties during the pandemic?		
V16) Did any library staff work remotely in 2021 due to the pandemic?		
V17) Were library staff placed on paid or administrative leave in 2021 due to the pandemic?		
V18) Did any library staff work a reduced number of hours in 2021, whether by choice or by necessity, due to the pandemic?		
V19) Were any library staff furloughed in 2021 due to the pandemic?		
V20) Were any library staff laid off in 2021 due to the pandemic?		
V21) Did any library staff quit or choose early retirement in 2021 due to the pandemic?		
V22) Was a hiring freeze instituted at any time in 2021 due to the pandemic?		
V23) Were any vacant library positions eliminated from the 2021 budget due to the pandemic?		

Comments

V24) Comments on COVID Response

VISITS, REFERENCE, USERS

Data Element	Current Year	Previous Year
P01) Population of the Legal Service Area		
P02) Registered Users – Residents		
P03) Registered Users – Reciprocal		
P04) Total Registered Users		
P05) Year in Which Registered User Records Were Last Purged		
P06) Visits		
P60) Visits Reporting Method		
P07) Reference Transactions		
P61) Reference Transactions Reporting Method		
P59) Contactless Visits		
P08) Public Internet Computer Sessions		
P09) Public Internet Computer – Usage Type		
P62) Public Computer Sessions Reporting Method		[new in 2021]
P10) Wireless Sessions		
P63) Wireless Sessions Reporting Method		[new in 2021]
P32) Website Visits		

CIRCULATION

Physical and Downloadable Circulation

Data Element	Current Year	Previous Year
P13) Children's Circulation		
P14) Adult Circulation		
P15) Physical Circulation (No Age Designation)		
P16) Total Physical Circulation		
P69) Physical Circulation – Not Print or Audiovisual		[new in 2021]
P17) Downloadable E-books and E-serials Circulation		
P18) Downloadable Audio and Video Circulation		
P19) Total Downloadable Circulation		
P20) Total Circulation		

Collection Use Including Electronic Collections

Data Element	Current Year	Previous Year
P29) Number of Information Retrievals from Electronic Collections		
P30) Electronic Content Use		
P31) Total Collection Use		

Interlibrary Loan

Data Element	Current Year	Previous Year
P11) ILL Provided to Other Libraries		
P12) ILL Received from Other Libraries		

PROGRAMS, RECORDINGS, ACTIVITIES

In-Person Programs

Data Element	Current Year	Previous Year
P82) In-Person Programs for Ages 0-5		[new in 2021]
P83) In-Person Programs for Ages 6-11		[new in 2021]
P84) In-Person Programs for Young Adults		
P85) In-Person Programs for Adults		
P86) In-Person Programs for All Ages		[new in 2021]
P75) Total Onsite In-Person Programs		[new in 2021]
P81) Total Offsite In-Person Programs		[new in 2021]

Live Virtual Programs

Data Element	Current Year	Previous Year
P87) Live Virtual Programs Intended for Ages 0-5		[new in 2021]
P88) Live Virtual Programs Intended for Ages 6-11		[new in 2021]
P34) Live Virtual Programs Intended for Young Adults		
P35) Live Virtual Programs Intended for Adults		
P89) Live Virtual Programs Intended for All Ages		[new in 2021]
P36) Total Live Virtual Programs		

Programs (In-Person and Live Virtual)

Data Element	Current Year	Previous Year
P90) Total Programs for Ages 0-5		
P91) Total Programs for Ages 6-11		
P52) Total Programs for Young Adults		
P53) Total Programs for Adults		
P92) Total Programs for All Ages		
P54) Total Programs		

In-Person Program Attendance

Data Element	Current Year	Previous Year
P105) Attendees at In-Person Programs for Ages 0-5		[new in 2021]
P106) Attendees at In-Person Programs for Ages 6-11		[new in 2021]
P107) Attendees at In-Person Programs for Young Adults		
P108) Attendees at In-Person Programs for Adults		
P109) Attendees at In-Person Programs for All Ages		[new in 2021]
P98) Total Onsite Attendance		[new in 2021]
P104) Total Offsite Attendance		[new in 2021]

Live Virtual Attendance

Data Element	Current Year	Previous Year
P110) Live Virtual Views of Programs for Ages 0-5		[new in 2021]
P111) Live Virtual Views of Programs for Ages 6-11		[new in 2021]
P38) Live Virtual Views of Programs for Young Adults		
P39) Live Virtual Views of Programs for Adults		
P112) Live Virtual Views of Programs for All Ages		[new in 2021]
P40) Total Attendance at Live Virtual Programs		

Program Attendance (In-Person and Live Virtual)

Data Element	Current Year	Previous Year
P113) Total Attendance at Programs for Ages 0-5		[new in 2021]
P114) Total Attendance at Programs for Ages 6-11		[new in 2021]
P56) Total Attendance at Programs for Young Adults		
P57) Total Attendance at Programs for Adults		
P115) Total Attendance at Programs for All Ages		[new in 2021]
P58) Total Program Attendance		

Recordings of Program Content

Data Element	Current Year	Previous Year
P116) Recorded Programs for Ages 0-5		[new in 2021]
P117) Recorded Programs for Ages 6-11		[new in 2021]
P42) Recorded Programs for Young Adults		
P43) Recorded Programs for Adults		
P118) Recorded Programs for All Ages		[new in 2021]
P44) Total Recorded Programs		

Views of Recordings of Program Content

Data Element	Current Year	Previous Year
P119) On-Demand Views of Recorded Programs for Ages 0-5		[new in 2021]
P120) On-Demand Views of Recorded Programs for Ages 6-11		[new in 2021]
P121) On-Demand Views of Recorded Programs for Ages 12-18		[new in 2021]
P122) On-Demand Views of Recorded Programs for Adults		[new in 2021]
P123) On-Demand Views of Recorded Programs for All Ages		[new in 2021]
P124) Total On-Demand Views of Recorded Programs		[new in 2021]

Self-Directed Activities

Data Element	Current Year	Previous Year
P49) Self-Directed Activities Total		
P50) Participation in Self-Directed Activities		

SUMMER LEARNING PROGRAM

Type(s) of summer learning programs
Intended age-groups for the program
U02) Preschoolers, birth to 5 years old
U03) Children, 6 to 11 years old
U04) Young adults, 12 to 18 years old

HOURS OF PUBLIC SERVICE

Data Element	Current Year	Previous Year
H08) Weekly Hours of Regular Service		
H16) Weekly Hours of Limited Service		
H18) Weekly Hours of Curbside Service		
H12) Annual Public Service Hours		

FACILITIES

Data Element	Current Year	Previous Year
F01) Central Libraries		
F02) Branch Libraries		
F03) Bookmobiles		
F04) Supplementary Services		
F12) Staff Internet Computers		
F13) Public Internet Stationary Computers		
F14) Public Internet Mobile Devices for Onsite Use		
F15) Total Public Internet Computers/Devices		
F22) Outlets with Wi-Fi Available to Public		
F23) Outlets with a Meeting Room		
F24) Non-Library Sponsored Events		

STAFF INFORMATION

Staff Full Time Equivalent

Data Element	Current Year	Previous Year
S01) Total ALA/MLS Librarian FTE		
S02) Total Other Librarian FTE		
S03) Total Librarian FTE		
S04) Total Other Staff FTE		
S05) Total Paid Employee FTE		

Selected Salary Schedule

Position	Low Salary	High Salary
S06) Regional Director		
S07) Library Director		
S08) Assistant Director		
S09) Branch Manager		
S10) Central Library Manager		
S11) Department Head		
S12) Other Librarian		
S13) Technology Support		
S14) Library Support Staff		
S15) Administrative Support Staff		
S16) Pages		

Union

S17) Do Any Library Staff Belong to a Union?		
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COLLECTIONS

Physical Materials

Data Element	Current Year	Previous Year
C01) Print Materials (Books and Periodicals)		
C02) Audio Materials, Physical		
C03) Video Materials, Physical		
C04) Multi-format Materials		
C05) Other Physical Materials		
C06) Total Physical Materials		
C07) Print Serial Subscriptions		

Electronic Materials

Data Element	Current Year	Previous Year
C08) Electronic Serial Subscriptions, Licensed Locally, Downloadable		
C09) Electronic Serial Subscriptions, Licensed Regionally, Downloadable		
C10) Total Electronic Serial Subscriptions		
C11) Electronic Books Licensed Locally		
C12) Electronic Books Licensed Regionally		

C13) Electronic Books Licensed Statewide		
C14) Total Electronic Books		
C15) Audio Downloadable Units, Licensed Locally		
C16) Audio Downloadable Units, Licensed Regionally		
C17) Total Audio Downloadable Units		
C18) Video Downloadable Units, Licensed Locally		
C19) Video Downloadable Units, Licensed Regionally		
C20) Total Video Downloadable Units		
C21) Electronic Collections Licensed Locally		
C22) Electronic Collections Licensed Regionally		
C24) Total Licensed Electronic Collections Local/Regional/Other		
C25) Electronic Collections Licensed Statewide		
C26) Total Licensed Electronic Collections		

POLICIES/PLANS

Data Element	Current Year	Previous Year
D01) Strategic Plan		
D02) Disaster Plan		
D03) Policy Manual		
D04) Records Retention Schedule		
D05) Building Accessibility Plan		
D06) Technology Plan		
D07) Internet Acceptable Use Policy		

COMMUNITY ENGAGEMENT

Outreach Services

Data Element	Current Year	Previous Year
Adult Basic Education		
Adult Literacy Organization		
Early Childhood Organization		
Correctional Facility		
Cultural Communities		
Service to Homebound		
School (K12)		
Senior-Centered Organization		
Workforce Development		
Youth Development Organization		
Arts Organization		
Disability Organization		
Homeschool Organization		
Veterans Organization		
Social Services Organizations		
Other		

Community Partnerships

Data Element	Current Year	Previous Year
O12) Does this library partner with one or more community organizations/groups in order to address a community need?		
O13a) Communicative:	O13b) Cooperative:	O13c) Collaborative:
O14) If Yes, does this library measure the impact on the community due to the partnership's efforts?		

Volunteers

Data Element	Current Year	Previous Year
O15) Does this library have a volunteer program for individuals or groups to complete tasks willingly and without pay?		
O20) Total Number of Volunteers		
O21) Total Number of Volunteer Hours		

BOARD, FOUNDATION, FRIENDS

I01) Does this library have a governing board?
I02) Are this library's trustees elected or appointed officials?
I03) Is this library's board of trustees the governing authority or advisory?
I04) Does this library have a foundation?
I05) Foundation name
I06) Does this library have a Friends group?
I07) Friends group name

FINANCIAL DATA

Operating Revenue

Data Element	Current Year	Previous Year
LOCAL GOVERNMENT		
City		
R01) City Direct		
R02) City Indirect		
R03) City Operating Revenue Total		
County		
R04) County Direct		
R05) County Indirect		
R06) County Total		
Other Local Government		
R07) Other Local Government Direct		
R08) Other Local Government Indirect		
R09) Other Local Government Operating Revenue Total		
R10) Total Local Government Operating Revenue		

STATE		
R11) Arts & Cultural Heritage Fund		
R12) Regional Library Basic System Support		
R13) Regional Library Telecommunications Aid		
R14) Other State		
R15) Total State Government Operating Revenue		
FEDERAL		
R67) Did your library receive CARES or ARPA funding in 2021?		
R68) Federal Operating Revenue-Coronavirus Aid, Relief, and Economic Security (CARES) Act		
R69) Federal Operating Revenue-American Rescue Plan Act (ARPA)		[new in 2021]
R16) Federal Library Services and Technology Act		
R17) Federal Direct		
R18) Federal Indirect		
R19) Total Federal Operating Revenue		
OTHER		
Regional System		
R20) Regional System Direct		
R21) Regional System Indirect		
R22) Regional System Operating Revenue Total		
Multicounty, Multitype		
R23) Multicounty, Multitype Direct		
R24) Multicounty, Multitype Indirect		
R25) Multicounty, Multitype Operating Revenue Total		
R26) Other Operating Direct		
R27) Other Operating Indirect		
R28) Other Operating Total		
R29) Total Regional and Other Operating Revenue		
R30) Total Operating Revenue		

Operating Expenditures

Data Element	Current Year	Previous Year
Personnel Expenditures		
E01) Salaries & Wages		
E02) Employee Benefits		
E03) Total Personnel Costs		
Collection Expenditures		
E04) Print Materials		
E05) Electronic Materials Electronic Books (E-books)		
E06) Electronic Collections		
E07) Other Electronic Materials		
E08) Electronic Materials Expenditures Total		
E09) Other Materials - Audio & Video Physical Materials		
E10) Other Materials - Other Physical Materials		
E11) Other Materials Expenditures Total		
E16) Physical Materials Expenditures Total		

E12) Total Collection Expenditures		
Other Operating Expenditures		
E13) Other Operating Expenditures		
E14) Total Operating Expenditures		
E15) Expenditures Equal To or Less than Income?		

Capital Revenue

Data Element	Current Year	Previous Year
LOCAL		
City		
R31) City Direct		
R32) City Indirect		
R33) City Capital Revenue Total		
County		
R34) County Direct		
R35) County Indirect		
R36) County Capital Revenue Total		
Other Local Government		
R37) Other Local Government Direct		
R38) Other Local Government Indirect		
R39) Other Local Government Capital Revenue Total		
R40) Total Local Government Capital Revenue		
STATE		
R41) Library Construction Grant		
R42) Other State		
R43) Total State Government Capital Revenue		
FEDERAL		
R44) Federal Government LSTA		
R45) Other Federal Direct		
R46) Other Federal Indirect		
R47) Total Federal Government Capital Revenue		
OTHER		
Regional System		
R48) Regional System Direct		
R49) Regional System Indirect		
R50) Regional System Capital Revenue Total		
Multicounty, Multitype		
R54) Other Capital Direct		
R55) Other Capital Indirect		
R56) Other Capital Revenue Total		
R57) Total Regional System and Other Capital Revenue		
R58) Total Capital Revenue		

Capital Expenditures

EC01) Total Capital Expenditures		
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In-Kind

Data Element	Current Year	Previous Year
In-Kind Operating Contributions		
R59) In-Kind Operating Contributions City		
R60) In-Kind Operating Contributions County		
R61) In-Kind Operating Contributions All Other		
R62) Total In-Kind Operating Contributions		
In-Kind Contributions by Expenditure Area		
EKA01) Personnel		
EKA02) Collection		
EKA03) All Other Operating Expenditures		
EKA04) Total In-Kind Operating Contributions		
In-Kind Capital Contributions		
R63) In-Kind Capital Contributions City		
R64) In-Kind Capital Contributions County		
R65) In-Kind Capital Contributions All Other		
R67) Total In-Kind Capital Contributions		

DRAFT

ANNOTATIONS

DRAFT



Minnesota's public library annual report is made possible, in part, by funding from the Minnesota Department of Education through a Library Services and Technology Act (LSTA) grant from the Institute of Museum and Library Services.

2021 Minnesota Public Library Annual Report

This report reflects information for January 1 through December 31, 2021, unless otherwise specified. Financial data is reported for the fiscal year that ended December 31, 2021.

Please note that this section reflects the data elements for one library outlet (branch). Information entered at the outlet level 'rolls up' into a total for the administrative entity (headquarters). In the case of a single-library location, the library is both the administrative entity and the library outlet, and data is reported within both.

CONTACT INFORMATION

G01m) Library Name
G02m) Regional System/Sequence Number
G03m) Regional Public Library System
G05m) Location is a change from previous year
G04m) Street Address
G06m) City
G07m) ZIP Code
G12m) Phone
G08m) Mailing Address
G09m) City
G10m) ZIP Code
G11m) County

VISITS, REFERENCE, USERS

Data Element	Current Year	Previous Year
P01m) Population of the Legal Service Area		
P02m) Registered Users – Residents		
P03m) Registered Users – Reciprocal		
P04m) Total Registered Users		
P06m) Visits		
P07m) Reference Transactions		
P59m) Contactless Visits		
P08m) Public Internet Computer Sessions		
P09m) Public Internet Computer Sessions – Usage Type		
P10m) Wireless Sessions		

Physical Circulation

Data Element	Current Year	Previous Year
P13m) Children's Circulation		
P14m) Adult Circulation		
P15m) Physical Circulation (No Age Designation)		
P16m) Total Physical Circulation		

Onsite In-Person Programs

Data Element	Current Year	Previous Year
P70m) Onsite In-Person Programs Intended for Ages 0-5		[new in 2021]
P71m) Onsite In-Person Programs Intended for Ages 6-11		[new in 2021]
P72m) Onsite In-Person Programs Intended for Young Adults		[new in 2021]
P73m) Onsite In-Person Programs Intended for Adults		[new in 2021]
P74m) Onsite In-Person Programs Intended for All Ages		[new in 2021]
P75m) Total Onsite Programs		[new in 2021]

Offsite In-Person Programs

Data Element	Current Year	Previous Year
P76m) Offsite In-Person Programs Intended for Ages 0-5		[new in 2021]
P77m) Offsite In-Person Programs Intended for Ages 6-11		[new in 2021]
P78m) Offsite In-Person Programs Intended for Young Adults		[new in 2021]
P79m) Offsite In-Person Programs Intended for Adults		[new in 2021]
P80m) Offsite In-Person Programs Intended for All Ages		[new in 2021]
P81m) Total Offsite Programs		[new in 2021]

Onsite In-Person Program Attendance

Data Element	Current Year	Previous Year
P93m) Attendees at Onsite In-Person Programs for Ages 0-5		[new in 2021]
P94m) Attendees at Onsite In-Person Programs for Ages 6-11		[new in 2021]
P95m) Attendees at Onsite In-Person Programs for Young Adults		[new in 2021]
P96m) Attendees at Onsite In-Person Programs for Adults		[new in 2021]
P97m) Attendees at Onsite In-Person Programs for All Ages		[new in 2021]
P98m) Total Onsite In-Person Attendance		[new in 2021]

Offsite In-Person Program Attendance

Data Element	Current Year	Previous Year
P99m) Attendees at Offsite In-Person Programs for Ages 0-5		[new in 2021]
P100m) Attendees at Offsite In-Person Programs for Ages 6-11		[new in 2021]
P101m) Attendees at Offsite In-Person Programs for Young Adults		[new in 2021]
P102m) Attendees at Offsite In-Person Programs for Adults		[new in 2021]
P103m) Attendees at Offsite In-Person Programs for All Ages		[new in 2021]
P104m) Total In-Person Offsite Attendance		[new in 2021]

Self-Directed Activities

Data Element	Current Year	Previous Year
P49m) Self-Directed Activities		
P50m) Participation in Self-Directed Activities		

FULL-TIME EQUIVALENT STAFF

Data Element	Current Year	Previous Year
S01m) ALA/MLS Librarian FTE		
S02m) Other Librarian FTE		
S03m) Total Librarian FTE		
S04m) Other Staff FTE		
S05m) Total Paid Employee FTE		

VOLUNTEERS

Data Element	Current Year	Previous Year
O16m) Number of Teen Volunteers		
O17m) Number of Adult Volunteers		
O18m) Number of Teen Volunteer Hours		
O19m) Number of Adult Volunteer Hours		
O20m) Total Number of Volunteers		
O21m) Total Number of Volunteer Hours		

PUBLIC SERVICE HOURS**Number of Weeks Open to the Public**

Data Element	Current Year	Previous Year
H13m) Weeks Closed Due to COVID-19		
H15m) Weeks of Regular Service		
H14m) Weeks of Limited Service		
H11m) Weeks Library was Open		

Weekly Hours Open to the Public

Data Element	Current Year	Previous Year
H08m) Weekly Hours of Regular Service		
H16m) Weekly Hours of Limited Service		

Annual Hours Open to the Public

Data Element	Current Year	Previous Year
H12m) Annual Public Service Hours		

Curbside Service

Data Element	Current Year	Previous Year
H17m) Weeks of Curbside Service		
H18m) Weekly Hours of Curbside Service		

LIBRARY COLLECTION

Data Element	Current Year	Previous Year
C01m) Print Materials (Books and Periodicals)		
C02m) Audio Materials, Physical		
C03m) Video Materials, Physical		
C04m) Multi-format Materials		
C05m) Other Physical Materials		
C06m) Total Physical Materials		
C07m) Print Serial Subscriptions		

FACILITIES

Outlet Types

Data Element	Current Year	Previous Year
F05m) Outlet Type Code		
F06m) Number of Bookmobiles		

Buildings

Data Element	Current Year	Previous Year
F07m) Facility Type		
F08m) Square Feet		
F09m) Year Built		
F10m) Latest Year Remodeled		
F11m) Previous Year(s) Remodeled		

Computers

Data Element	Current Year	Previous Year
F12m) Staff Internet Computers		
F13m) Public Internet Stationary Computers		
F14m) Public Internet Mobile Devices for On-Site Use		
F15m) Public Internet Computers/Devices		

Internet Connections

Data Element	Current Year	Previous Year
F16m) Fiber Optic to Library Building		
F17m) Category 6 Wiring within Library?		
F19m) Typical Internet Download Speed for Public Computers		
F21m) Typical Internet Upload Speed for Public Computers		
F22m) Number of Outlets with Wi-Fi Available to Public		

Meeting Rooms

Data Element	Current Year	Previous Year
F23m) Meeting Room Available for Public Use		
F24m) Non-Library Sponsored Events		

LIBRARY FRIENDS

I06/I06m) Does This Library Have a Friends Group?
I07/I07m) Friends Group Name

ANNOTATIONS

DRAFT



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2021 Marketing Audit Report



ST. CATHERINE
UNIVERSITY

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Master of Library and Information Science Candidate

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Executive Summary

This marketing audit is a “snapshot” of Buckham Memorial Library’s current situation. Primary data for this audit was collected through surveys of Faribault residents and library staff November 8-24, 2021. Secondary data collection was acquired via the library’s administrative publications such as the 2019-2022 Strategic Plan and Implementation Plan, and the City of Faribault’s Journey to 2040 documents, Library Advisory Board minutes, the 2020 Census, social media, interviews with the Library Director, and several other resources.

Environments

Survey respondents were primarily white and weekly library visitors. The largest age groups were those 65 and older and ages 35-50, suggesting most frequent users are retirees and families. Respondents were overwhelmingly positive about the library. However, Faribault’s changing demographics are notable; the 2020 Census shows that 41% of Faribault residents under the age of 18 and 24% of persons aged 18-64 identify as persons of color.

While the library does not have a marketing budget, the Director sets aside general funds to boost Facebook posts, otherwise marketing is low to no-cost. The library utilizes on site promotion, press releases to media, and social media, primarily Facebook, and the Buckham Bulletin, a large format recreational community newspaper published 4x per year where the library has two full pages. A majority of patrons 51+ refer to the Buckham Bulletin to learn about the library, while patrons ages 35-50 look to Facebook.

Buckham’s importance is evident in the City of Faribault’s *Journey to 2040 Comprehensive Plan Update* (2020) which names Downtown Faribault as central to its future, and in *Journey to 2040 Downtown Masterplan* (2019), where it is noted as one of three “cultural and community institutions.”

At the time of this report, the Coronavirus (COVID-19) pandemic had been in the U. S. for just under two years. The City of Faribault reinstated a mask mandate, regardless of vaccination status in City facilities beginning December 6, 2021. Compliance is not enforced. The pandemic is consistently noted throughout both patron and staff survey open-ended questions.

SWOT

Strengths: The staff are noted repeatedly as a strength of the library, and general feelings about the library are extremely positive. The work done via the 2019-2022 Strategic Plan thus far gives a strong impression of how committed the library is to achieve its goals.

Weaknesses: Concern was expressed about low pay, lack of benefits and paid vacation, one to one staff development, and hours. Although the building is seen by the city, patrons, and staff as a strength, its lack of meeting space and maintenance issues were noted weaknesses.

Opportunities: Survey respondents were happy with current program offerings and enthusiastic about future programming, particularly in relation to adult programming for enrichment (book clubs, author visits, arts programming, etc.). The library has many fruitful collaborations, but the surveys expressed that there are gaps in outreach.

Threats: The library's finances, including recent bequests and the financial inequities of community members were of concern. Ongoing attempts at censorship were also noted threat. City policy in relation to COVID have fluctuated and/or have not been enforced. Staff safety was noted as a concern.

Recommendations

While parts of the following recommendations may fall more under strategic planning, they will ultimately impact the marketing the library engages to reach.

1. Test library's mission statement as it approaches its next Strategic Plan, exploring the potential to refine the mission based on stakeholder input and to maximize the positive.
2. Write the Strategic Plan goals as patron outcomes instead of library outcomes.
3. Continue to build on the library's standing as an iconic city institution and community good will by creating new ways to reach and engage underserved community segments.
4. Develop a plan for social media usage. Give each platform a specific focus that is complementary to other media platforms.

Introduction

This marketing audit was conducted on behalf of the Buckham Memorial Library located in the city of Faribault, Rice County, MN. Buckham Memorial Library is a federated library within the SELCO regional library system. Buckham is situated in the historic downtown district of the city of Faribault, itself a historic and architectural landmark, and is highly valued community organization and department of the City of Faribault.

This marketing audit is a “snapshot” of Buckham’s current situation in the community, its current and future patrons as the focal point. Primary data for this audit was collected through surveys of Faribault residents and library staff November 8-24, 2021. The survey contained 15 multiple choice and three open-ended questions. It was available in digital and paper formats, and promoted on the library’s website and Facebook pages, at meetings, and through word of mouth resulting in 83 survey responses (71 digital, 12 paper). The staff survey was available digitally and on paper and included four open-ended questions to gather SWOT input resulting in 16 responses (11 digital, 5 paper). Confidentiality was made explicit in both survey introductions. Secondary data collection was acquired via the library’s administrative publications such as the 2019-2022 Strategic Plan and Implementation Plan, and the City of Faribault’s Journey to 2040 documents, Library Advisory Board minutes, the 2020 Census, social media, interviews with the Library Director, and several other resources found at the end of this report.

Analyses reported are findings that influenced its recommendations. Other analysis and data not included in this report can be found for future use in this report’s Appendix, a separate document.

Thank you, Library Director Delane James, for allowing and supporting this audit with resources and time. Thank you to the staff and patrons of Buckham Memorial Library, the Library Advisory Board, the Friends of Buckham Memorial Library, and the City of Faribault for directly and indirectly contributing to it.

And thank you to Anthony Molaro, PhD (St. Catherine University) for introducing the marketing audit and serving as my advisor for this project.

Buckham Memorial Library Mission and Goals

Mission

The mission statement in the Buckham's 2021 Annual report states, "Buckham Memorial Library strives to educate, inform, enrich, and empower every person in our community by creating and promoting easy access to a vast array of ideas and information, and by supporting an informed citizenry, lifelong learning, and love of reading." This mission aligns with city values and plans. The library also has a tagline "Educate, Enrich, Empower!" Although its definition has changed, Faribault's "diversity" is named by the city as a longtime attribute. The library's attention to supporting "every person in the community" supports this. It would be worth looking at the mission from the perspective of what the library does, as opposed to what it strives, or tries, to do.

The library should use consistent messaging across media types and platforms. For example, the mission statement in the 2021 Annual Report states "...to educate, inform, enrich, and empower..." while on Facebook, Twitter, and Instagram "inform" is not included. Note: the mission statement is not currently present on the library's website.

2019-2022 Goals

Goals state the library:

1. Actively engages the community to improve and strengthen library services. (Community Outreach Focus).
2. Is an attractive and welcoming space for the community. (Building and Grounds Focus).
3. Programs reflect and respond to community needs. (Programming Focus).
4. Resources meet diverse community needs and interests. (Resources Focus).
5. Staff have the knowledge and skills to meet community needs. (Staffing Focus).
6. Community is aware of and actively provides input on library services. (Communication Focus).

The library's goals and associated objectives support the library's mission and align well with the core principles in Faribault's Journey to 2040. To date, many tasks in the focus areas of outreach, building and grounds, and resources have been addressed. A particular success and large step to reducing barriers (Outreach) will be the elimination of library fines beginning January 1, 2022. The addition of a large patio space (Building and Grounds) will provide many

opportunities for expanding programming and collaboration. The library had been addressing diversity in the collection for some time, and during the pandemic added hot spots and expanded e-resources (OverDrive, Hoopla) expanding the library's resources and accessibility. (Resources).

There are impediments to the library reaching its goals. The first is the COVID-19 pandemic. Some Outreach and Programming Focus tasks addressed prior to the pandemic have lost momentum and will require a recovery period. Additionally, the city has a less assertive approach to pandemic safety than library leadership, there are patrons who do not like and resist mask mandates, and still others who will not go to the library when there are no mask mandates or because there are individuals in the library who do not mask. Although these issues are not specific to Buckham, they impact the library's mission. Another challenge to the Staffing Focus is the development of a library staff that reflects and provides service to a diverse community. While the current staff are largely welcoming, pursuing the goal of growing a diverse staff will require the current staff to become more diverse in their thinking. Some diversity training has been conducted but lost momentum during this time of disruption and has been moved on to 2022 in the Implementation Plan, as have other staffing focus tasks.

Environments

Community

Faribault takes pride in its history and small-town character with a strong sense of community. There is a tension between this and its desire to embrace its diversity after two decades of immigration from Mexico, Central America, and East African countries. The population leans politically conservative. There are 1,452 veterans in the City of Faribault. The Minnesota Academies for the Deaf and the Blind, various public and private schools, and a community college make up a diverse educational landscape. Faribault is host to large U.S. and international companies and a high number of small businesses. The largest employers are in food manufacturing, education, government, general manufacturing, and health care. There are about 5,500 Faribault residents who work in the city with an additional 7,100 non-residents who commute to the city. The average travel time to work for Faribault residents is 20.2 minutes.

The population can be broken into approximate thirds – one group under 18, the second ages 25-44, and the third ages 45 and older. 41% of residents under the age of 18 identify as persons of color, in addition to 24% of persons aged 18-64. English proficiency rates are mid to variably low amongst different racial groups. Most residents have a high school education, and 27.7% have some form of higher education. Recent assessments of children show 55% of children tested were at or below the 30th percentile for Kindergarten Readiness, and 46% showed 8th grade math proficiency, the numbers significantly lower for Black students.

The median household income of Faribault residents is \$50,702, the median income per family is \$66,525, and for nonfamily households \$30,757. An estimated 13.9% of Faribault residents live below the poverty level. These residents are primarily BIPOC and female. Additionally, the number of households with children under the age of 18 receiving food stamps/SNAP is 52%.

Patron perceptions of the library are overwhelmingly favorable. 91.6% of surveyed patrons find the library very or extremely important to them. Most users go to the library to check out books, followed by those who attend programs. Program attendees are largely families at children's programming. Most patrons go to the library weekly, the largest age groups being those 65 and older and ages 35-50. The responses also suggest the most frequent users are retirees and families. As the library has solid children's programming and a well-organized collection, this information shows that the services provided are reaching their many of intended households. Although there was a good survey response across age groups 23+, 95.2% of the respondents

identified as “white.” Individuals who identified as persons of color (Asian, Bi-Racial, LatinX) varied in terms of frequency of use, household, and employment status. The importance of diversity in a library’s collection and resources, a diverse library staff, collaboration, cultural education, in addition to outreach into communities of color is reinforced by the data. There are concerns by some community members regarding disposal of weeded resources. This was brought to the Library Advisory Board in August 2021. In response the Library Director gathered data from other libraries on their disposal practices and is actively addressing the Collection Development Policy and utilizing Better World Books, in addition to the “free cart” practice already in use. Another collection concern brought the Library Advisory Board by the same group in October 2021 was regarding the inclusion of classic children’s books, calling for “eloquent” books that “teach values and truth.” This is an example of a tension found in the Faribault between diverging definitions of community and diversity.

Internal Environment Analysis

Buckham Memorial Library lives in a historical building in historic downtown Faribault. The building itself has been renovated and audited for accessibility in the main library areas. It employs 21 staff members, five full-time and 16 part-time (8.54 FTE), including the Library Director (MLS), two Librarians (both MLS; Public Services Librarian and Children’s Librarian), two full-time Library Technicians. Part-time staff include two additional Library Technicians, five Library Receptionists, four circulation aides, one Processor/Mender, and four Pages. The Library Technicians and Receptionists are unionized (Local 70). Four of the 21 staff members are male and two are persons of color. The Director (who reports to the City Administrator) and two Librarians (who report to the Library Director) have supervisor duties. Every position is public facing, some more than others. Monthly all staff meetings provide professional development, updates, and planning. Additional communication is provided via email or in person depending on the information priority. Although communication is a priority and seen as so by most staff, there were discrepancies in the survey that will be addressed in the SWOT analysis. Most survey responses were enthusiastically positive.

Buckham is a department of and receives primary funding from the City of Faribault. The library is also supported by the Friends of Buckham Memorial Library. Buckham is a member of and receives support from SELCO (Southeastern Libraries Cooperating), and, by that relationship, SELS (Southeast Library System). It receives additional funding from Rice County. Buckham also had the support of volunteers prior to the pandemic, both adults and youth, who provide

outreach and event support. In 2021, the library received two substantial bequests from former patrons, one of over \$2.7 million dollars. These monies were noted as both opportunity and threat in the SWOT analysis.

The library does not have a marketing budget. The Director sets aside general funds to boost Facebook posts, otherwise marketing is low to no-cost. The library utilizes on site promotion of upcoming events and current initiatives, press releases to media, and social media, primarily Facebook, and the Buckham Bulletin, a large format recreational community newspaper published 4x per year where the library has two full pages. The survey of patrons showed a large majority of patrons 51+ refer to the Buckham Bulletin to learn about the library, while patrons ages 35-50 look to Facebook a possible reflection of the virtual programming done for children and youth on the platform during the pandemic.

External Environment Analysis

The City of Faribault is located approximately 45 miles south of the Twin Cities metro area in rural Rice County which is in the southeast section of Minnesota. It is the county seat with a population of 24,453 residents. The city, situated along with the Cannon and Straight Rivers, has maintained a historic identity while striving to embrace and integrate a growing diverse community both in the city and rural neighboring townships. Located in historic downtown district, Buckham's importance is evident in the City of Faribault's Journey to 2040 Comprehensive Plan Update (2020) which names Downtown Faribault as central to its future, and in Journey to 2040 Downtown Masterplan (2019), where it is noted as one of three "cultural and community institutions." More than noted, it is integrated into the plans as an essential component to the success of the plan.

The library relies on its relationship with the city, and with SELCO who provides its server and catalog and some marketing support, and Minitex who provides its databases through eLibrary MN. It is also dependent on partnerships and successfully provides outreach via these relationships. Buckham has mostly indirect competition, and some of this has been addressed through collaboration to the benefit of all partners and those served.

The COVID-19 pandemic has impacted everyone including the library. At the time of this report, the Coronavirus (COVID-19) pandemic had been in the U. S. for just under two years, the Omicron variant of the disease had been classified (November 2021) and the first case in

Minnesota identified (December 2021). Rice County, MN (population 66,972) has had 11,384 confirmed cases (with the addition of 575 probable cases) and 147 confirmed deaths from the disease. The Minnesota Department of Health reports 62.2% of Rice County residents had at least one vaccine dose, and 58.4% had completed the vaccine series. The City of Faribault reinstated a mask mandate, regardless of vaccination status, in City facilities beginning December 6, 2021. Compliance is not enforced. The pandemic is consistently noted throughout both patron and staff survey open-ended questions.

SWOT Analysis

Strengths

- Key subjects: staff, the library's diverse resources, the skills of the staff, the physical space/building (historic), the library being "welcoming to all," and programming.
- Strategic Focus Areas: Resources, Staffing, Building and Grounds, Community Outreach, Programming.
- Comments: The staff are noted repeatedly as a strength of the library, and general feelings about the library are extremely positive. The work done via the 2019-2022 Strategic Plan thus far gives a strong impression of how well the library works to achieve its goals.

Weaknesses

- Key subjects: staff (development, communication, weekend staffing hours, employee relations), the building (space constraints/limitations, age, maintenance), diversity (in staff, note of religious monuments), programs/services (outreach and presence outside the library).
- Strategic Focus Areas: Staffing, Building and Grounds, Community Outreach, Programming.
- Not addressed in current Strategic Plan: Library's presence outside of the building (not in relation to partnerships)
- Comments: Most of the tasks associated with the Staffing Focus Area have been forwarded to 2022 due to the pandemic. While there were very positive comments regarding the "leadership" of the library, there was also interest expressed in having 1:1 meeting with managers to set goals and chart progress. Additional concern was expressed about low pay, lack of benefits and paid vacation, as well as coverage on weekends. Fortunately, these noted issues should be addressed with the remaining tasks. The building is seen by the city, patrons, and staff as a strength, and with an old building comes the weaknesses of an old building. Some of the space issues are being addressed in the Strategic Report. Building maintenance (cleaning) is not, however.

Opportunities

- Key subjects: programs and services (adult and intergenerational programming, outdoor/new patio, being the “go to” place for underserved, outreach to elderly, informational), diversity (staff, outreach, culture), the building (infrastructure, security), staff (cross-training for back-ups, team building), bequests, and marketing.
- Strategic Focus Areas: Programming, Staffing, Community Outreach, Building and Grounds.
- Not addressed in current Strategic Plan: Adult enrichment programs, identifying underserved, security, marketing.
- Comments: Patron and staff survey respondents were both very happy with current program offerings and enthusiastic about the possibilities of additional programming, particularly in relation to adult programming for enrichment (book clubs, author visits, arts programming, etc.). The library has many fruitful collaborations, but the surveys expressed that there are gaps in outreach.

Threats

- Key subjects: financial (library, community inequity), censorship, conveying of relevance (technology), COVID, lack of understanding of library purpose, theft (safety), and the city (lack of growth, older downtown).
- Strategic Focus Areas: Community Outreach, Programming
- Not addressed in current Strategic Plan: Financial plan, collection development, marketing, safety, city planning.
- Comments: Both the library’s finances, including how the recent bequests might negatively impact tax revenue, and the financial inequities of community members were of concern. There have been issues of attempted censorship addressed by policy. City policy in relation to COVID have fluctuated and/or have not been enforced. Faribault, however, is not the only community with this issue. Neither is parts of a community not understanding the purpose of the public library. Not the first crime committed in the library, a recent break-in has brought safety to the forefront. This has likely been addressed or will be addressed. The city’s Journey to 2040 actively engages concerns regarding city growth and an aging downtown with Buckham an important component. In general, Buckham has a history of reframing threats as opportunities. This is reflected in the surveys, public statements at Library Advisory Board Meetings, and in the form of bequests.

Recommendations

The following recommendations are based on the previous analysis with a mind to the “4 P’s” – marketing’s product, price, placement, promotion – with the addition of patron. While there are many opportunities the library could successfully undertake, the following represent where Buckham Memorial Library is right now, particularly given the impact of the pandemic and the challenges and opportunities that arise when an organization must respond to the unexpected.

5. Test library’s mission statement as it approaches its next Strategic Plan. Does the mission reflect the library’s opportunities, competence of the organization, and the commitment of the staff? There is potential to refine the mission based on stakeholder input and to maximize the positive attributes of the library.
6. Write the Strategic Plan goals as patron outcomes instead of library outcomes. This will put the patron as the focus in the development of tasks, and more specifically, programs and services. This will be increasingly important as the library moves toward a more diverse staff and works to engage underserved community members. Understanding the library’s intended patron outcomes can serve to attract new staff, community partners, volunteers, and patrons. This will also determine professional development and expectations of staff.
7. Continue to build on the library’s standing as an iconic city institution and community good will by creating new ways to reach and engage underserved community segments. Explore ways to connect even when we cannot connect in person.
8. Develop a plan for social media usage. Give each platform a specific focus that is complementary to other media platforms. Engage or close the library’s Twitter (no posts since 2017).