Team Divergent
Sheriann Volpe,
Linda Bowman,
Layne AingeII

LI805XR – April 2014
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To Our Stakeholders

STRATEGIC HIGHLIGHTS

Seeking to improve the Young Adult (YA) department of the West Wyandotte Branch ("the Branch") of the Kansas City Kansas Public Library (KCKPL), located at 1737 N. 82nd Street (82nd and Parallel), Kansas City, KS, 66112, and YA services to patrons, this plan proposes two initiatives:

Outreach

➢ Outreach initiatives traveling to current and potential patrons;
➢ Initiate visits to area schools and service facilities;
➢ Create community partnerships with local entities, such as the YMCA.

Education

➢ Develop training program for current and future staff members in Young Adult collection, young adult preferences, and young adult thinking regarding the library and its services;
➢ Introduce “Book Wooing” strategies by creating resources such as book lists, book talks, displays, signage, programming and Libguides for patrons and staff;
➢ Increase online presence.
Overview

Teen services at the Branch have existed for approximately ten years. These services started as a response to students coming from the Arrowhead Middle School located a thousand feet from the Branch’s front door. Initially, the Branch had programming for those students which expanded to collection development and additional programming reaching students outside of our core school district. Outreach and specialized programs are now included.

The Branch has one dedicated staff member (“YA Associate”) for the YA department, who has a service area covering 4,000 young adult patrons. A strategic plan (“the Plan”) is necessary for a framework that will meet and manage the changing needs in teen services.

The Branch is experiencing growth in YA services without an increase in staff hours or personnel. By prioritizing goals and actions, the Branch can ensure this plan will be completed. With additional training of current Branch staff focusing on specific areas of service, how services affect our patrons can be evaluated with the subsequent knowledge used for future improvements.

This Plan’s scope is 3 years, and re-evaluated on a regular basis to ensure the YA population is served effectively.
Organization

The KCKPL system serves the greater Kansas City, Kansas area serving a diverse group of patrons. According to the 2010 U.S. Census, the city has a population of 145,786. Approximately 27.8% of the population identifies as Hispanic/Latino and 25.2% speak a language other than English at home. Additionally, median household income is $37,768 and 24.5% of the population lives below the poverty level. Those under the age of eighteen account for 28.4% of the population (United States Census Bureau, 2013).

KCKPL’s library district is unusual as it is owned and governed by the Kansas City, Kansas Unified School District (USD#500) and is subject to the district’s financial and human resource policies and governed by the Board of Education. KCKPL has five branches and one director, an assistant director, four branch managers, and various managers per branch.

YA services is different in every branch and is dependent on staffing and financial resources. The Branch has a dedicated teen area with a fiction collection and comfortable seating. There is one dedicated staff member who utilizes other staff’s expertise for programming only.
KCKPL Mission, Vision, and Values

Governed by the USD #500 Board of Education, KCKPL’s mission is: “Connecting members of our dynamic community with information, tools, resources, and welcoming spaces to enrich their lives” (Kansas City Kansas Public Library, 2013). The Branch offers media resources, programming, and free computer access to patrons. There are collections, programming, and outreach targeted to youth, ages 11-18 in an effort to improve their lives, reading habits, and help them become lifelong learners.

KCKPL’s stakeholders are the general public, library administration, and the Board of Education. All goals and values align with and serve the KCKPL strategic plan as envisioned by administration and approved by the Board of Education.

KCKPL’s guiding values in serving its patrons include:

- excellence in public service;
- innovation in service delivery;
- intellectual freedom;
- teamwork and community partnership;
- embracing diversity;
- integrity and responsibility; and
- patron privacy.

These values closely reflect KCKPL strategic plan values and should not place any undue restraint on the Branch YA strategic plan. In fact, they are challenges to find creative solutions to the goals the YA department has set.
KCKPL YA Department Mission, Vision, and Values

MISSION

To connect the youth in our community with information, resources, technology, and activities to positively impact their lives, now and in the future.

VISION

To lead the way in youth empowerment, support, technology, and a commitment to learning.

VALUES

- Promote excellence in public service
- Innovation in service delivery to youth
- Embrace diversity while maintaining integrity and responsibility to its patrons.
Key Areas of Concern

- Socioeconomic
- Promotion of literacy
- Lack of technological education among patrons
- Local population of non-English speakers
Team

LAYNE AINGELL
YOUNG ADULT ADVOCATE
PARENT VOLUNTEER

LINDA BOWMAN
YOUNG ADULT ASSOCIATE

SHERIANN VOLPE
YOUNG ADULT ADVOCATE
FACILITATOR

SUNNY CHURCH
YOUTH SUPERVISOR

LAURA LOVELESS
WEST WYANDOTTE
BRANCH MANAGER

PLANNING FACTORS

VESTED INTEREST

Linda Bowman – direction of Young Adult Department.

Sunny Church – direction of Young Adult Department coordinating staff availability with demands (excluding major goals) to shape service availability.

Laura Loveless – direction of all branch services ensuring all planning follows KCKPL strategic plan.
KANSAS CITY, KS

Kansas City is the third-largest city in the state of Kansas and the county seat of Wyandotte County. It is part of a consolidated city-county government known as the "Unified Government". According to the 2010 United States Census, the city population was 145,786 with 53,925 households, and 35,112 families living in the city. The population is 52.2% White, 26.8% African American, 0.8% Native American, 2.7% Asian, 0.1% Pacific Islander, 13.6% from other races, and 3.8% from two or more races. Hispanic or Latino of any race were 27.8% of the population. Non-Hispanic Whites were 40.2% of the population.

Of the 53,925 households, 37% had children under the age of 18 living with them. The average household size was 2.68 and the average family size was 3.32. The median age was 32.5 years with 28.4% under the age of 18, 9.7% between 18 and 24, 27.7% between 25 to 44, 23.7% between 45 to 64, and 10.5% were 65 years or older. The city has 49.4% male and 50.6% female residents (United States Census Bureau, 2013).

KCK EMPLOYERS

According to the Unified Government of Wyandotte County/Kansas City, KS Comprehensive Annual Financial Report (2012), the largest employers in the city are University of Kansas Hospital, General Motors, and Kansas City, Kansas Public Schools USD #500.

KCK LIBRARIES

Kansas City, Kansas is also home to a library system, with 5 branch libraries spread throughout Wyandotte County. These include the Main Library, South Branch Library, Turner Community Library, West Wyandotte Branch, and the Mr. & Mrs. F.L. Schlagle Library.
Organizational Performance

The Branch’s current YA department focuses on age-appropriate fiction books, a current and substantial collection based on patron requests. Because the Branch is governed by Unified School District #500, the collection must align with the needs of the school district.
### SWOT Analysis

<table>
<thead>
<tr>
<th>INTERNAL</th>
<th>POSITIVE STRENGTHS</th>
<th>NEGATIVE WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Governed by the Board of Education of USD #500</td>
<td>Lack of other staff and patrons’ knowledge of YA collection</td>
</tr>
<tr>
<td></td>
<td>Staff is attuned to community’s needs and focused on improving services with knowledgeable YA staff</td>
<td>Lack of economic resources</td>
</tr>
<tr>
<td></td>
<td>Mission, vision, and values of library system and YA department</td>
<td>Physical constraints of Young Adult collection:</td>
</tr>
<tr>
<td></td>
<td>Supportive management to teen collection, programs, and outreach</td>
<td>➢ 240 square feet allowed in facility for YA collection</td>
</tr>
<tr>
<td></td>
<td>Library’s proximity to schools</td>
<td>➢ Collection is outgrowing its space and should be weeded</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXTERNAL</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Staff traveling to potential patrons to build new relationships as onsite visits create word-of-mouth promotion of library’s resources</td>
<td>Socioeconomic factors:</td>
</tr>
<tr>
<td></td>
<td>Creating programs directly aimed at teens provides YA patrons with ownership in how they view the library and provide “safe place” for teens</td>
<td>➢ 24.5% of service area’s population lives below the poverty level</td>
</tr>
<tr>
<td></td>
<td>Outreach programs connect library with community</td>
<td>➢ 25.2% of service area’s population speak a language other than English at home</td>
</tr>
<tr>
<td></td>
<td>Expand and promote online presence</td>
<td>Patrons’ lack of awareness of library’s services aimed at Young Adults</td>
</tr>
<tr>
<td></td>
<td>Prospect for attracting teens in greater numbers and a wider age range</td>
<td>Lack of technological education among patrons</td>
</tr>
<tr>
<td></td>
<td>Improve engagement of schools</td>
<td>Transportation of patrons to the library</td>
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<tr>
<td></td>
<td></td>
<td>Potential lack of interest among older teens</td>
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<td></td>
<td></td>
<td>Competition from other organizations, such as parks and recreation, YMCA, and after school activities</td>
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<td></td>
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<td>Potential resistance among staff and Board of Education</td>
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</tbody>
</table>
GAP Analysis

After evaluating the Branch’s current YA department and services, there is more the Branch can do to improve and enhance YA services for the community.

**Booktalks** are teen-centered programming consisting of providing enough of the plot to interest listeners but not summarizing the entire book.

Advertising can be implemented with templates provided by the Branch’s public relations staff. Using the Branch’s current circulation tracking system will provide necessary statistics for analysis and comparison by recording:

- the number of actual books talked about;
- number of actual books checked out;
- number of holds generated;
- number of students hearing Booktalks; and
- number of students in possession of library card hearing Booktalks.

By monitoring the checkout data per collection, requests can be filled for “purchase to please“ titles. This also takes into consideration teens’ wants and validates their value to the Branch.

There are currently no targets set for usage or participation. These could be implemented as above (see Booktalks).
PrOIRITIES

Strategic Profile

Although young adults are often stereotyped as preferring technology over a traditional library, their current usage of libraries reflects a combination of traditional and technological services. They still retain a need for brick-and-mortar libraries. Teens view the library as a place to study, borrow print books, access the internet, and as a safe space to socialize with peers. They value the assistance of librarians, access to databases, and programming directed toward their interests.

The mission statement of the Branch is to provide young adults with resources to see the value of the library. This strategic plan hopes to accomplish this by reaching out to teens outside the walls of the library, establishing focused training for staff and patrons, and developing programming that will attract teens into the library. By introducing teens to what libraries have to offer at a young age, we can ensure they will remain lifelong patrons.
Future Vision

The Branch’s future vision for the YA department is to strengthen and grow its presence in the community. The objective of the Branch staff is to provide every teen with a book they will willingly finish. This goal of service to the community reflects the department’s commitment to young adults.

It is also important for teens to view the Branch as a welcoming, safe environment. Providing them with a separate, attractive space will allow for that.
Strategic Initiatives

**Initiative 1: Outreach**

Outreach to the community creating awareness resources of the Branch’s YA department

**Rationale:** Nearly a fourth of the service area’s population are non-English speakers and live below the poverty level. Many do not have physical access or transportation to the Branch. Non-English speakers are limited by language barriers and unaware of the Branch’s YA resources.

By traveling to offsite locations, such as area schools and service facilities, the Branch staff can connect with potential patrons. Use of school announcements and SchoolLoop for library promotion and programming notification could be implemented in partnership with the school district.

**Collaboration** with community services, such as the YMCA, would provide exposure for current non-patrons. Building these partnerships benefit both parties creating service exchanges. The Branch could reciprocate assistance given by an outside entity by supporting and promoting their programming adding value to community relations.

**Key** services the Branch could focus on at offsite locations are:

- YA collection scope;
- Availability of internet and remote services;
- Volunteer opportunities for service area young adults; and
- Instruction in library databases and finding aids.

**Other** offsite methods are social media applications (FaceBook, Twitter, Pinterest). Creating a social media presence reaches young adults not currently being served (Jones, Gorman, & Suellentrop, 2004).
Initiative 2: Education

Educate Staff and Patrons about Library's YA Resources

Rationale: By creating a training program for current and future staff members, a framework will be in place educating staff in the YA collection content, young adult preferences and young adult thinking regarding the library and its services.

The introduction of “Book Wooing” strategies, such as creating book lists, Booktalks, displays, signage, programming and LibGuides for patrons and staff, will offer staff and patrons readily available information on current young adult reading trends. This will be helpful when regular department staff is unavailable.

Although young adults are heavy technology users, most use a combination of traditional and technological library services. The Branch can capitalize on behavior by increasing its online presence through social media apps.
# Action Plan

<table>
<thead>
<tr>
<th>Plan Budget</th>
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<tbody>
<tr>
<td>Young Adult Associate Salary</td>
<td>$28,500</td>
</tr>
<tr>
<td>Program Supplies</td>
<td>$800 (400 craft, 100 science, 300 food supplies)</td>
</tr>
<tr>
<td>Outreach Supplies</td>
<td>$100</td>
</tr>
<tr>
<td>Display Supplies</td>
<td>$100</td>
</tr>
<tr>
<td>Training Supplies</td>
<td>$100 (Staff training provided during biannual staff inservice days already in branch budgets.)</td>
</tr>
<tr>
<td>Collection Development</td>
<td>$6500</td>
</tr>
<tr>
<td>Mileage</td>
<td>$300</td>
</tr>
<tr>
<td>Total</td>
<td>$36,400</td>
</tr>
</tbody>
</table>

Initiative 1: Outreach to the community creating awareness resources of the Branch’s YA department

**Action Steps:**

- Develop a short PowerPoint or poster presentation given at service area schools and community areas explaining to potential patrons available YA services and resources. The cost of presentation would be minimal and personnel presentation time could be built into existing staff schedules. Q & A sessions afterwards used to ascertain teen needs and wants.
- Establish an online presence with area schools using school announcements and SchoolLoop notification for library promotions and programming.
- Reach out to local entities such as the YMCA and community centers to form mutually beneficial partnerships, and collaborative programming.
- Use of social media for programming and department updates.

**Measurable Outcome:**

- Increase in patron visits.
- Feedback from current and potential patrons.
- Improved communication and relationships between the Branch and area schools.
- Improved relationships with community entities.
Initiative 2: Educate Staff and Patrons about Library’s YA Resources

Part 1: Staff Training Action Steps:

- Develop a training program focused on unique differences between adult customer service and young adult customer service.
- Provide staff outside the YA department with up to date trends in teen reading preferences and programming.

Measurable Outcome:

Providing staff outside the YA department with specialized information will enable them to serve patrons when the assigned YA staff is unavailable. This will prevent gaps in customer service.

Part 2: Teen Patron Training Action Steps:

- Provide teen instruction on catalog and database usage utilizing personal instruction, group presentations or proprietary tutorials.
- Promote opportunities for teen volunteers for the Branch.
- Initiate programming culled from teen input. Teen volunteers are used as program facilitators.

Measurable outcomes:

- Teen will take advantage of on- and off-site library resources when they understand how to use them.
- Volunteerism will offer exposure to library resources and its place in the community. It also contributes to social awareness demonstrating useful role in the community.
- Programming influenced by teens’ input confirms their ideas are valued by the Branch promoting self-esteem and leadership skills.

Part 3: “Book Wooing” Action Steps:

- Keep staff and patrons updated on current teen reading trends by creating book lists, Booktalks, displays, signage, programming and LibGuides.
- Create on-site displays to introduce teens to new book titles.
- Branch-wide signage to promote new books and events.

Measurable Outcomes:

- Keeping staff and patrons informed of current trends shows the YA department values teens and wants to create life-long patrons.
- On-site promotion improves circulation.
Synergies

In order for the above initiatives to work, it is vital there is cooperation between the YA staff and the Branch staff. Because of the service area’s socioeconomic factors, it is important for the Branch as a whole to stay connected with the community’s particular circumstances. It is crucial that any initiatives reflect feedback and data collected from its service area so needs of the patrons, who may feel underserved, are being met.

Conflicts

Finances and staffing are a concern in any library. The strategies presented require few actions that will need a lot of financial assistance, but rely heavily on staff time. The Branch currently employs only one full-time librarian dedicated to the YA department. Staff members outside of the department may be hesitant or uncomfortable assisting teen patrons. By initiating cross-training programs, we hope to resolve that issue. It will also allow the YA librarian more time to pursue new programming, promotion, and public relations ideas as well as outreach efforts.

Monitoring and Revision

Progress will be monitored over a three-year period by tracking circulation statistics, attendance at events, and number of followers on social media. This should done on a quarterly basis depending on staff availability. Feedback from other staff members will be taken into consideration. Collected data will be analyzed for any necessary revisions. If goals are not being met, re-evaluation will be required. An overall review at the end of a three year time period will determine the plan’s status.
Contingencies

**Resistance from the Staff**
The staff outside of the Young Adult department may be resistant or reluctant to initiate this plan because they may feel their time and resources are already stretched thin. By providing efficient and thorough training and resources, this will change attitudes and show outside staff the benefits of outreach to area teens.

**Resistance from the Community**
Because of socioeconomic and cultural concerns, the targeted population may be isolated from the resources and services of the YA department. In creating outreach programs that travel to potential users, we hope to ease that concern. By including input directly from area teens, we can demonstrate that the Branch has a genuine interest in their needs.

**Budgetary Concerns**
The plan is mindful that monetary resources are limited. Low-cost outreach solutions include methods such as PowerPoint and poster presentations. The majority of financial resources will come from personnel hours needed for training. Low-cost methods for training such as internal tutorials and written materials will accommodate these concerns.
Conclusion

The Branch services have existed for over a decade which started as a response to students coming from the nearby school and expanded to collection development and additional programming reaching students outside of the core school district. The Branch is experiencing growth in YA services without an increase in staff hours or personnel. The Plan is necessary for a framework that will meet and manage the changing needs in teen services.

The Branch’s current YA department focuses on age-appropriate fiction books, a current and substantial collection based on patron requests but because the Branch is governed by Unified School District #500, the collection must align with the needs of the school district. The Plan proposes two initiatives - outreach and education – which will improve YA services.

Key people necessary to carry out this plan are in place and ready to implement once approved. An action plan and budget are proposed. Issues with resistance to the Plan are noted and contingencies are developed. This Plan is efficient, economical, and a step forward for the Branch. Implementation of this Plan will increase the Branch’s visibility in the community and improve YA services giving young adults more enriching experiences in a safe environment.
References


Kansas City Kansas Public Library. (2013). *About KCKPL.* Retrieved from http://kckl.ent.sirs.net/client/home/?rm=ABOUT+KCKPL0|||1|||0|||true


STRATEGIC PLAN

Retrospective

Team Divergent

- Sheriann Volpe
- Linda Bowman
- Layne Aingell

LI805XR April 2014
Team Narrative

Team Divergent was a cohesive and well-performing group from the onset of this assignment. By rotating leadership and focusing on our individual strengths, our team created an appropriate and realistic strategic plan.

Forming

- Discussed assignment
- Chose an organization
- Decided on rotating leadership roles, etc.
- Developed team name
- Determined when to hold meetings on Adobe Connect

Storming

- Developed work process plan and goals
- Developed mission, vision, and values
- Determined majority rules decision process taking into account other viewpoints

Norming

- Divided tasks among group members
- Communicated via email, Canvas, and Adobe Connect
- Set deadlines and review process

Performing

- Daily interaction indicated all group members committed to plan by working efficiently
- Use of individual strengths helped in finished quality plan

Team Divergent agreed at our first meeting to select an organization one of the team members had a real-life connection to in order to utilize this plan in real life. Even though some of the members knew nothing about this particular organization, the team rallied to the task.

Primarily, our team communicated through email and Canvas which worked best for our busy schedules. We determined to answer all email within 24 hours and to keep in touch daily to stay on track. We needed one additional meeting to pull all the pieces together which was conducted on Adobe Connect.

This assignment was daunting and our team was proactive in setting parameters and goals for completion. Our flexibility and willingness to contribute made it possible to develop a workable strategic plan.
Team Divergent

Team Progress Update

Team Divergent is preparing a strategic plan for the Kansas City Kansas Public Library, West Wyandotte Branch, Young Adult department. The major goals and objectives we are covering in our strategic plan are

- Outreach including
  - creating partnerships with schools for Booktalks, database demonstration, and offsite programming;
  - collaborating with community organizations (i.e. YMCA, etc.) for an exchange of services; and
  - using school announcements and SchoolLoop notification for library promotion.

- Staff training including
  - understanding teen brain development;
  - learning the differences between teen customer services and adult/child customer service; and
  - supplying booklists, book recommendations, and website referrals.

- Teen training including
  - using the catalog;
  - using databases; and
  - learning about volunteer opportunities for teens in the library.

- Creating an online presence/social media strategy by
  - promoting new books/booklists in a digital environment;
  - promoting teen programming at the library; and
  - creating teen collaboration for desired services.

- Book wooing by
  - pulling teens into new books with displays;
  - broadening teen reading comfort zones with booklists;
  - signage promoting new books, series, and event appropriate books; and
  - book programming.

The values for the department are

- excellence in public service;
- innovation in service delivery;
- intellectual freedom;
- teamwork and community partnership;
- embracing diversity;
- integrity and responsibility; and
- patron privacy.
Team Progress Update (continued)

Team Contract

Team Members

Team Divergent is comprised of Layne Aingell, Linda Bowman, and Sheriann Volpe.

Team Name

Our team name is from the most popular young adult book currently. Since our strategic plan is for the young adult department, the team name needs to relate to our users.

Team Member Roles

Each team member will assume responsibility for each of the team roles which are:

- Project leader – Sets agenda, leads meeting, and sees that goals are met;
- Secretary – Takes meeting minutes, distributes meeting minutes to team; and
- Manager – Sees that tasks are accomplished, sends reminders for pending tasks.

Feb. 14 - March 1

- Leader – Linda Bowman
- Secretary – Layne Aingell
- Manager – Sheri Volpe

March 2 – March 16

- Leader – Layne Aingell
- Secretary – Sheri Volpe
- Manager – Linda Bowman

March 17 – April 12

- Leader – Sheriann Volpe
- Secretary – Linda Bowman
- Manager – Layne Aingell

Linda provides library data as she works there, Layne will assist with editing, and Sheri will do visuals for plan and presentation. All will be responsible for writing.
Team Progress Update (continued)

**Team Norms**

<table>
<thead>
<tr>
<th>Team Norms</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>Meeting Times/Format</td>
<td>Check email daily and respond within 24 hours. Meetings are on an as needed basis; Adobe Connect is used for meetings and duration will vary.</td>
</tr>
<tr>
<td>Attendance</td>
<td>Mandatory attendance for meetings. If absent, team member must respond to provided meeting minutes within 24 hours of receiving minutes.</td>
</tr>
<tr>
<td>Assignments</td>
<td>Peer reviewed with additions, deletions, and edits agreed on by majority of group.</td>
</tr>
<tr>
<td>Participation</td>
<td>All team members actively participate in discussions on Canvas. All team members responsible for their part of the project. Decisions made by majority vote.</td>
</tr>
<tr>
<td>Communication</td>
<td>Emails responded to within 24 hours. Chat session and meetings on as needed basis. Post communications on Canvas group page. Email through Emporia Google Mail accounts, with new topic in each subject line; no more than three days between emails. Skype or phone calls as needed. Adobe Connect space for meetings. At least one face to face meeting before class presentation. Majority rules for decisions, but different points of view will be taken into account.</td>
</tr>
<tr>
<td>Conversational Etiquette</td>
<td>Constructive and responsible discussions to items and opinions. Be aware of each other’s strengths and work towards those.</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Enforcement of these terms through agreement to this document and mutual team commitment.</td>
</tr>
</tbody>
</table>

**Team Pledge**

By submitting this document, all of us are agreeing that we will follow the norms stipulated herein.

- Layne Aingell
- Linda Bowman
- Sheriann Volpe
MEETING MINUTES
Team Divergent Meeting
Face to Face
February 15, 2014, 2:15 – 3:15 pm

Members Present: Layne Aingell, Linda Bowman, Sheri Volpe

Discussion Topics
- Selection of project facilitator: Rotate, Linda will begin
- Volunteer for taking the minutes: Rotate, Layne will begin
- Team Goals: Focus on each other’s strengths, not weaknesses; meet necessary deadlines
- Team name: Team Divergent
- Team Members’ Strengths*:

<table>
<thead>
<tr>
<th>Linda</th>
<th>Sheri</th>
<th>Layne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Input</td>
<td>Achiever</td>
<td>Analytic</td>
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<tr>
<td>Strategic</td>
<td>Learner</td>
<td>Restorative</td>
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<td>Empathy</td>
<td>Responsibility</td>
<td>Intellecction</td>
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<tr>
<td>Intellectual</td>
<td>Context</td>
<td>Input</td>
</tr>
<tr>
<td>Connectedness</td>
<td>Individualization</td>
<td>Strategic</td>
</tr>
</tbody>
</table>

*Red indicates similar strengths

- Team Member Roles:
  - Linda: Gather data from library
  - Sheri: Visuals i.e. artwork, layout
  - Layne: Editing
  - All: Writing

- Team Norms:
  - Post communications on Canvas group page
  - Email through Emporia Google Mail accounts, with new topic in each subject line; no more than three days between emails
  - Skype or phone calls as needed
  - Adobe Connect space for meetings
  - At least one face to face meeting before class presentation
  - Majority rules for decisions, but different points of view will be taken into account

- Strategic Plan: Create a strategic plan for Kansas City, Kansas Public Library, West Wyandotte Branch’s Young Adult department.

- Major Objectives:
  - Outreach
    - Initiate visits to area schools and service facilities
    - Create community partnerships with local entities such as the YMCA
  - Staff Education
    - Develop training program for current and future staff members that will educate them in Young Adult collection, young adult preferences, and young adult thinking regarding library and its services
    - Create resources, such as book lists and Libguides for patrons and staff

- Mission Statement: Connecting our community’s youth with information, resources, technology, and activities to positively impact their lives, now and in the future.
MEETING MINUTES
Team Divergent Meeting
Face to Face
February 15, 2014, 2:15 – 3:15 pm
(continued)

Action Items
- Vision
- Goals
- Objectives
- SWOT and GAP Analysis

Agenda for Next Meeting
- Discuss plan priorities
- Divide writing assignments
- Set deadlines

Next Meeting to be held - to be determined by completion of action items

Minutes submitted by Layne Aingell
MEETING MINUTES
Team Divergent Meeting
Adobe Connect
March 24, 2014, 7:30 – 8:30 pm

Members Present: Layne Aingell, Linda Bowman, Sheriann Volpe

Discussion Topics

- Overview of who is completing what part of strategic plan
  - **Organizational Profile**
    - Organization - Linda
    - Guiding Values - Team
    - Mission - Team
  - **Planning**
    - Team - Sheri
    - Planning Factors - Sheri
  - **Reality**
    - Environment - Sheri
    - SWOT Analysis – Team, Sheri
    - Organization Performance
    - Gap Analysis
  - **Priorities**
    - Strategic Profile - Layne
    - Future Vision - Layne
    - Strategic Initiatives - Layne
    - Action Plan - Layne
    - Performance Management
    - Contingencies

- Are there any parts of the plan not assigned to someone
  - Organization Performance, Gap Analysis, Performance Management, and Contingencies
  - Organization Performance - Linda
  - Gap Analysis - Sheri
  - Performance Management - Linda
  - Contingencies - Linda

- Presentation planning
  - Decided to meet for walkthrough
  - Possibly email instructor to see if team time next class weekend

Agenda for Next Meeting

- Presentation final walkthrough

Next Meeting to be held – April 11, 2014

Minutes submitted by Sheri Volpe