



**REGULAR MEETING OF
THE VINEYARD LIBRARY BOARD,
Tuesday October 17, 2023, 6:00 p.m.**

PUBLIC NOTICE is hereby given that the Vineyard Library Board will hold a regularly scheduled meeting at City Hall, 125 South Main Street, Vineyard, Utah, on Tuesday October 17, 2023 at 6:00 PM.

- 1. CALL TO ORDER**
- 2. EXPRESSION OF APPRECIATION TO CITY STAFF**
Chairwoman Julie
- 3. BUSINESS ITEMS**
None currently
- 4. WORK SESSION**
Strategic Positioning—Randy and Julie Gray
- 5. LIBRARY REPORT**
Library Aide Valerie Popadich will report to the Board on the Library's activities.
- 6. ADJOURNMENT**

In compliance with the Americans with Disabilities Act, individuals needing special accommodations during this public meeting should notify Pamela Spencer, at least 24 hours prior to the meeting by calling (385)338-5183 or email at pams@vineyardutah.org.

AGENDA NOTICING COMPLETED ON: October 16, 2023

NOTICED BY: /s/ Pamela Spencer
PAMELA SPENCER, RECORDER

STRATEGIC POSITIONING TRAINING

10/1/2023

INTRODUCTORY REMARKS

- Beginning with the end in mind, provide a brief overview of strategic positioning.
- Begin with a definition of market base planning which is the function through which the library will offer reading services that are satisfying to the customer.
- Distinguish between strategic positioning and strategic planning—all strategic planning begins with marketing and the interface of service, library, and customers.
- Marketings incorporates needs assessment that is customer oriented; an internal analysis of strengths, needs, opportunities, and threats; and an external analysis of other libraries.
- The focus on marketing emphasizes customer satisfaction and distinctive identity.
- A customer-driven organization must have firsthand knowledge of customers. This begins with surveys and communication.
- There will be a brief overview of what constitutes communication, and these introductory remarks should not precede (7-8) minutes.

STRATEGIC POSITIONING

- Randy will open with emphasis on the format of our plan, highlighting both the rationale and the trend. These principles are important, and the rationale and trends should be included for the five broad based areas which we have identified—having a board member responsible for each of these major areas.
- Randy will facilitate the identification of specified measurable objectives for each of the five categories:
 - **CERTIFICATION:** Julie Gray will assist in preparing documents and data necessary for the yearly certification application. As of August 2023, Vineyard is in its second of three years of compiling data needed for our initial certification.
 - **COLLECTION/WITHDRAWAL:** MaryAnne Geddes--The collection liaison will be assisting with adding titles of books and other circulating materials to our collection. They will advise what materials will meet the needs of the library patrons. They will also help week the collection of older books.
 - **FUNDRAISING/FRIENDS/FINANCES** Christine Jeffs the fundraising liaison will assist with fundraising efforts, including

grant writing, book sales, soliciting donations and other activities. They will also help establish the 5013C board, Friends of the Vineyard Library.

- **COMMUNICATION/ADVOCACY:** Julie Tanner the Communications/Advocacy liaison will assist in promoting the Library through the community of Vineyard and to various stakeholders, such as the City Council. They will also assist with public relations and communication efforts.
- **PROGRAMS:** Pilar Steele The Programs liaison will assist with preparing, recommending, implementing, and evaluating programming for library patrons.
- **PHYSICAL FACILITIES:** Abby Bunn The Facilities liaison will assist in making the most of available space to house the library's growing collection, including modifying shelving. They will advise library staff about making the library's current space inviting and efficient.
- **AT-LARGE:** Marlon Lindsey the At-large liaison will assist other board members and library staff with special projects as needed.
- Based upon my discussion with Randy, I would recommend that the balance of this training focuses on the objectives. I would also recommend that I email each board member and ask them to come to this meeting with the identification of as many objectives as possible. Randy's perspective in conducting this type of training that there is much more clarity and specificity if board members come to this meeting with information that can be shared publicly. Often, if training occurs openly some devoted individuals may simply acknowledge what has already been said.
- I would suggest we give the board members two weeks to identify additional objectives following this meeting. I (Julie) will then format and record these objectives for distribution to the board.

ACCOUNTABILITY

We should center our quarterly board meetings on the basis of progress in each of the five major areas.

This discussion should focus on the status of pre-arranged outcomes that have been established by our team.

Randy has conducted outcome management training as frequently as strategic positioning and will conclude our meeting with a brief discussion of outcomes.

He will emphasize the premise that accountability is the key to our discussion of progress. With this in mind, Randy will emphasize "stretch goals"

(goals/outcomes that may be more challenging to achieve)—with the perspective that if we portray perfection and total achievement, we have lost our competitive edge. This means we have compromised customer satisfaction and distinctive identity.