Attended by:
Blue Ribbon Committee Members: Carol Doty, Pat Ashley, Shelley Austin, Lilia Caballero, Dr. Mary Curtis Gramley, Carole Levi, Carrie Prechtel, Amy Richard, Dr. Richard Schaefer, Maureen Swift, Guy Tauer, Tammy Westergard, Michelle Zundel, George Peltch
Regrets: Rick Smith, Natalie Smith, Michael Cavallaro
Facilitator: Margot Helphand
Staff: Susan Bloom, Marian Barker, Dana Braccia, Laura Burnette

I. Meeting Agenda
   • Introductions and Overview
   • Recap of 2/1 key themes
   • Revise Mission and Values
   • Draft Goals and Vision
   • Next Steps

II. Recap of Key Themes
Margot recapped the work accomplished at the 2/1/16 meeting. She recapped the key themes identified in the community engagement process describing priorities for library services. The key themes divided into three categories reflecting the district’s tag line – Learn, Connect, Grow.

LEARN:
   • Libraries take a leading role to ensure digital needs of patrons are met - access to technology and digital literacy
   • Libraries take a leading role in supporting literacy; supporting children’s readiness for school
   • Libraries support love of learning, lifelong learning, personal growth

CONNECT:
   • Libraries work in partnerships with others to achieve community goals
   • Libraries are hubs of communities and a focal points of civic life and resource centers

GROW (THRIVE):
   • Libraries support workforce development and economic prosperity
   • Basic workforce skills
   • All areas of literacy
COMMENTS:
- The Committee discussed the word “grow” and suggested that the word “thrive” might be more effective. Grow implies getting bigger while thrive may be more inclusive and positive. There was talk of adding “thrive” to the tagline: learn, connect, grow (and) thrive or replacing grow with thrive.

III. Revised Mission
The committee reviewed the draft mission statement drafted on 2/1/16 as well as the criteria for an excellent mission statement.

A. Draft statement - **Connect people of all ages to knowledge, ideas and each other**

B. Comments
- It is important to emphasize the need to be welcoming and accessible to people of all cultures.
- The concept of welcoming of all cultures should be included in our core values.
- The mission statement must be presented in English and Spanish.
- The mission statement is best if it is inclusive.

C. Mission
The committee reached consensus on recommending the following mission statement to the Board.

*The mission of the Jackson County Library District is to connect ALL people to knowledge, ideas and each other.*

IV. Revised Values
The committee reviewed the criteria and definition of core values and refined the ideas from the 2/16 meeting.

A. What are Core Values and Criteria
Core values are the organization’s enduring, essential tenets
- You would want the JCLD to continue to stand for this core value in 100 years?
- You would want the JCLD to stand for this even if it became a disadvantage?
- Typically not more than 6 values with descriptions

B. Revised Values and Key Descriptions
- **Welcoming** – library is for everyone, respect, all cultures, honor diversity …
- **Accountability** – integrity, credible, straight forward, transparent, ROI, honesty, to patrons, community, staff
- **Accessibility** – “look beyond the obvious” removing barriers, intellectual freedom, outreach
- **Innovation** – fun, creative, leverage assets of the community, build on success
- **Collaboration** – Community – place of the people, unifying thread, partnerships
V. Key Themes for Goals

I. Learn

The JCLD is a catalyst for the advancement of Jackson County’s learning priorities.

- Libraries prepare every child for kindergarten
- Library services to underserved skyrocket; patronage mirrors population (ages, cultures, SES, language)
- Library prepares you for lifetime of employment – essential workforce skills
- Libraries promote lifelong learning from birth through adulthood
- Library services fully integrated with all schools in JC
- JCLD grows a learning community from babies to seniors
- JC Library services unify education strategy county-wide
- Our libraries meet you where you are to get you where you need/want to be

I. Connect

Our libraries are active centers of engaged communities

- Libraries create thriving spaces where the community connects and accesses library resources, libraries are where it’s happening
- Libraries are a catalyst for community engagement
- Our libraries are open based on the needs of patrons
- We have a Library app
- Libraries are a 24/7, one-stop information resources
- The library card opens the door to resources and information

II. Grow/Thrive

The JCLD advances economic growth in JC.

- Key partnerships and grants spur literacy, graduation rates and new businesses
- The JCLD encourages new business and business growth
- JCLD provides a diversity of classes and training to foster diverse economic growth
- The JCLD promotes equity
- Libraries support individual growth – improve yourself – personal journey

VI. Vision

The committee brainstormed ideas for a vision statement. These include:

- The library is the key to unlocking the past, the present and your future
- Build a confident, empowered, engaged community
- A thriving library serving as a catalyst connecting all members of our communities with opportunities to learn and collaborate
- A transformed community with equality of opportunity
VII. Next Steps
- Solicit Board input to draft mission and goals
- Staff to refine values and goals and develop objectives for the Blue Ribbon Committee review
- Blue Ribbon Committee finalizes recommendation of mission and values
- Blue Ribbon Committee reviews goals and objectives and refines

VIII. Next Meeting: Monday March 14th; 12:00 noon – 2:00 pm

Medford Library Adams Community Meeting Room from noon until 2:00 p.m. Lunch will be served.