



JACKSON COUNTY LIBRARY DISTRICT (JCLD)
BOARD OF DIRECTORS WORK SESSION
Medford Branch Library
Board Room
205 S Central Ave, Medford, OR
October 1, 2025, 3:30 p.m.

MINUTES

ATTENDEES

Present at the meeting were: Board Members Susan Kiefer (President), Marta Tarantsey, Marissa Shepherd, and Kevin Keating (arrived 3:40). Patty Jensen (Absent)

Additional attendees: Kelda Vath (Assistant Director of Support Services), Regina Mannino (Data & Analytics Coordinator), Yoli Diaz (Executive Assistant), Joan Vigil (Assistant Director of Public Services), Josh Letsinger (Community Engagement Manager), Brynn Fogerty (HR Manager)

CALL TO ORDER/ROLL CALL

President Kiefer called the meeting to order at 3:34p.m. Roll call was taken. The Land Acknowledgement was read.

DISCUSSION ITEMS (Inform/Discuss)

Data Analysis

The meeting began with a review of library data sources, led by Kelda Vath, Assistant Director of Support Services, and Regina Mannino, Data & Analytics Coordinator. Mannino and Vath introduced a variety of data sources, starting from broad national datasets and narrowing down to local library-level metrics. Tools such as PLA Benchmark, the Data Hive from the Urban Libraries Council (ULC), Public Library Statistics from the State Library of Oregon, and Power BI dashboards in Savannah were highlighted. These resources allow the team to track key performance indicators (KPIs), compare data with peer institutions, and identify trends in areas such as cardholder retention, circulation, programming, and community engagement.

A significant focus was placed on how these tools are helping inform strategic planning, both for the final evaluation of the current strategic plan and for shaping the next one. Participants discussed the importance of selecting meaningful metrics, ensuring staff have access to and understand the data, and using benchmarks from similar libraries to guide decision-making. There was a strong emphasis on internal data literacy, transparency, and ensuring the library stays aligned with community needs and national best practices. Vath will be sharing a few of the freely available data links with Board members so they can explore the tools and reports on their own.

State Statistical Annual Review

The current draft of State Statistical Report data, which was reviewed in a previous Data and Metrics Committee meeting, was shared with attendees who asked questions as the different sections of the report were reviewed.

It was noted that the State Report is part of a broader system of library data collection that flows from local libraries to the Oregon State Library, then to the Institute of Museum and Library Services (IMLS) and may eventually be included in national survey data like those from the Public Library Association (PLA) and how the state data is used for benchmarking, funding justification, and peer comparison. Regina was thanked for her work in compiling and presenting this data, which will be included in the October 15, 2025, Board Packet.

ADJOURN

President Kiefer adjourned the meeting at 5:03 p.m.

/s/ Yoli Diaz
Recording Secretary