



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

MINUTES

ATTENDEES

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

Additional attendees: Kari May (Library Director), Josh Letsinger (Community Engagement Manager), Joan Vigil (Assistant Director-Public Services), and Yoli Diaz (Executive Assistant)

President Kiefer called the meeting to order at 3:33p.m. Roll call was taken. The Land Acknowledgement was read.

DISCUSSION ITEMS (Inform/Discuss)

Strategic Planning

The board work session, led by Community Engagement Manager Josh Letsinger and Library Director Kari May, focused on the timeline and process for developing the 2026–2030 strategic plan.

Letsinger outlined the current phase of the process, noting that community listening sessions are underway through December and January. Letsinger and May shared that two out of five planned community sessions have taken place, with Ashland having 25 attendees, and Eagle point having nine. Director Keating expressed concern about low visibility of the sessions, concerns about low attendance and community awareness of the sessions, and asked about marketing efforts. Letsinger acknowledged the challenge but emphasized balancing outreach with available resources such as social media, Valpak, and local media; Director Tarantsey noted that there was front-page coverage in the *Rogue Valley Times* about the Community Sessions. She suggested focusing on synthesizing high-quality feedback of these sessions rather than recreating previous large-scale surveys. Letsinger explained that outreach is occurring through multiple channels.

Data gathered from late 2024 through early 2026 will be aggregated, along with an assessment of the current Strategic Plan's effectiveness. This phase includes forming preliminary strategic focus areas, updating organizational metrics, and establishing performance measures informed by both community input and staff data. The team noted that broad community research conducted two years ago during the facilities master planning process, which reached over 200 residents remains valid, so a new large-scale community survey is not planned. Instead, targeted surveys and listening sessions will provide updated insights.

The Board discussed the need for a plan that balances adaptability with clear priorities. They emphasized maintaining strong core services, collections, programs, and staff support while being realistic about new initiatives given limited resources. They also highlighted concerns about community perceptions of safety and comfort in the library, agreeing these issues should be accounted for in the plan. Revisiting the mission and vision statements may also be appropriate. Director Tarantsey proposed the Board draft a vision for the next five years to go alongside the Strategic Plan.

In the spring, the library plans to hold a "Champions Session" with key staff and community partners to refine strategic themes, align priorities with community needs, and shape detailed goals and objectives. A full draft of the strategic plan is expected by late spring or early summer, after which it will be shared for feedback. Staff will also conduct an internal employee survey to gather additional insight.

Overall, the board expressed confidence in the process and alignment around creating a strategic plan that is thoughtful, data-informed, and flexible enough to guide the library through the next five years.

ADJOURN

President Kiefer adjourned the meeting at 4:56 p.m.

/s/ Yoli Diaz
Recording Secretary