

**Carter Memorial Library**  
**Library Board Workshop: Expansion**  
Monday October 22, 2018

**Meeting began at 4:30 PM in the Alder Room at the Carter Memorial Library.**

**Attendance:** Director Julie Stobbe, Lisa Sharkey, Barbara Hodgen, Marge Franzke, Stacey Wright, Tom Ellis, Heidi Wahlgren, Erin Calvin. Absent: Jim Braasch, Nicole Bahn.

**Agenda:**

- I. Public Relations Coordinator Position
  - a. Timeline for posting job announcement
  - b. Recruiting plan
  - c. Interviews
  - d. Start Date
  - e. Specific job goals
    - a. Position Description, Omro
    - b. Position Description, Example

Director Julie Stobbe addressed the members in attendance and proposed that she take on the responsibilities of the public relations (PR) coordinator, the new position that has been discussed in the past. Stobbe gave the proposal considerable thought stating that she knows the community and the people that might help us reach our goal and she already has a rapport with them. Money could be saved and the part time staff could work extra hours to cover Stobbe when she is off site. President Lisa Sharkey stated that a separate PR person could engage people to see who can help the library grow, and that should be done before an architect and/or a partnership is pursued. Sharkey also handed out a sample of a newsletter and membership form that Boulder Junction library uses. Each person attending the meeting was given a chance to voice their opinion on Stobbe's proposal and that there was a consensus that we have to move forward with our expansion plans. After considerable and well thought out discussion, Marge Franzke motioned and Lisa Sharkey seconded that the meeting continue using the established agenda, that being establishing specific plans for the hiring of a PR person.

**1. Public Relations Coordinator Position:**

- a. The posting timeline was established as November 20 – December 20, 2018 with the interviewing of candidates taking place during the week of January 14, 2019.
- b. Recruiting for this position will include, but not limited to, interaction with UW-Oshkosh, Fox Valley Technical College, Ripon College, Marian College, Kettle Moraine, Lawrence College, St. Norbert College, The Omro Herald, the Oshkosh Northwestern, LinkedIn, Indeed, and through various websites. Barbara Hodgen will inquire at UW-Oshkosh and Kettle Moraine College as to how to go about posting a position.
- c. An interview committee was established which contains Barbara Hodgen, Erin Calvin, Director Stobbe and possibly Dana Racine, the PR coordinator for the city of Omro. Questions to be asked during the interview might be found on google and based on the actual job description and perhaps acquired from the Oshkosh public library. It was thought that the interview team could set up a google document where interview questions could be shared. Director Stobbe will contact Dana Racine and ask her to help with the interviews during the week of January 14, 2019.
- d. The start date for this position will be Monday, January 21, 2019.
- e. Erin Calvin recommended that the PR person be asked to start with three goals that would be based on the job description while working with Director Stobbe on those goals that would prioritize expansion and movement forward.
  - a. Using the "Position Description, Omro" PR Coordinator – Project Position document that was put together earlier, the three goals were determined to be:
    - 1) Activate membership and engage a different section of the population, looking for people to donate a financial gift or a gift of their time and talents. An annual newsletter should be put together and sent to the members. It was agreed that the PR person has to work with the existing Friends of the Library group as a partnership.
    - 2) Marketing the library should involve postings in a variety of media. Some of the marketing is already being done by Winnefox, Stobbe will check to see if the library can independently post items using Facebook, websites, and other media.
    - 3) The PR person needs to be visible and be involved in the community functions as well as the library open house, literacy night, and other outreaches that Director Stobbe currently is involved in, they would work as a team.

The PR Coordinator – Project Position document was looked at one more time with suggested changes:  
**In the Summary section:** The Public Relations Coordinator, *under the direction of the library director*, will develop and lead the implementation of a cohesive marketing strategy for the Carter Memorial Library. The PR Coordinator will increase the Library’s visibility and broaden awareness of what the library offers to the community. The PR Coordinator will work with the Carter Memorial Library *Friends* Group to develop and implement fundraising strategies and seek out grant and donation opportunities *that would include expansion fundraising*.  
**In the Job-Specific Accountability section:** fifth bullet down, delete the word “Oversees” and replace with *Provides* Library communications across multiple venues and formats.  
Seventh bullet down, delete the word “Manages” and the comma. *Prioritizes and assists with the creation and distribution of promotional content in a variety of formats*.  
**In the Knowledge, Skills and Abilities section:** third bullet down, delete the word “computer” and replace with technological. *Above-average technological skills*.

The “Position Description – Example” was not discussed at this time, due to the lateness of the meeting.

Director Stobbe will make the changes on the PR position document, for approval at the November 12<sup>th</sup> meeting.

The agenda for the next expansion meeting should include the review of the updated job description, look at the three goals, discuss interview questions, and review the list of places where the job position will be posted.

The next meeting for expansion is Monday, November 12, 2018 at 4:30 PM.  
The next regular board meeting is Monday, November 19, 2018 at 4:30 PM.

Meeting ended at 6:20 PM

Respectfully submitted  
Marge Franzke, secretary