

Mission Statement Committee meeting minutes 1/23/2019 @ 7 PM  
Maitland Public Library Conference Room

Members present: Dave Stanley, Bryan Stewart, Kay Yuell

Opened by clarifying the purpose of committee as Mission Statement only, leaving any update to the Vision Statement to be incorporated into the upcoming Strategic Plan process.

Brainstorming session:

- The Library is the social glue of our community.
- Beyond church, where do people meet in Maitland?
- It provides public access to the Internet, and the Information Age.
- It provides guidance for those who need help.
- It is Maitland's # 1 public resource.
- It is Maitland's only public space.
- The Library generates memories.
- It is an incubator for society, where ideas, networks and groups are born.
- Professional people move to towns with a library.
- Libraries help form a professional and educated population.
- Libraries make better people, who in turn make better towns.
- It provides access to cultural and intellectual capital; visiting artists, authors and experts.
- Libraries help people culturally assimilate into our community.

Discussed the following two frameworks for what a Mission Statement should include:

1. Key Markey: the target audience
2. Contribution: the product or service
3. Distinction: what makes the product unique or why the audience should buy it over another

And answer the following questions:

- What do we do?
- How do we do it?
- Whom do we do it for?
- What value are we bringing?

Reviewed various articles on other Library mission statements as a frame of reference.

The committee observed that the current statement on the website, while functional, does not translate into an "elevator speech" or paint a picture in the mind's eye for what the essence of the library is. The committee's desire is to craft a Mission Statement that is impactful, powerful and understood by all the Library's stakeholders. It should set the tone for the Library in a way that animates the imagination.

Set next committee meeting for Wednesday, February 6, 2019 at 7 PM at the Maitland Public Library.

Bryan Stewart