

**St. Charles City-County Library District
Board of Trustees Quarterly Work Session Minutes
13 October 2015**

The St. Charles City-County Library District Board of Trustees met for a Quarterly Work Session at 6:00 p.m. on Tuesday, 13 October 2015, at the General Administration Offices located at 77 Boone Hills Drive in St. Peters, Missouri.

Board Members present:

- Drew Bryson
- Justin Collier
- Georganne MacNab
- Mary Reese
- Gail Zumwalt

Board members absent:

- Myra Crook
- Lisa DeClue
- Joann Leykam
- Sandy Polley

Library Staff present:

- Jim Brown, Director
- Margaret Conroy, Assistant Director
- Julie Wolfe, CFO

President Mary Reese called the meeting to order at 6:00 p.m.

The Work Session agenda included a review of the OrangeBoy Clusters to provide the Trustees with information on the District's current strategic planning activities.

Four documents were distributed to the Trustees:

- OrangeBoy Cluster Review
- Stakeholder Survey Summary
- Brand Promise, Goals and Recommendations for our Customer Experience
- Pew Research Center Report, [Libraries at the Crossroads](#)

Jim Brown summarized the Cluster Review document which was prepared by the District's consultant OrangeBoy in 2014. The District contracted with OrangeBoy to assist with development of a new strategic plan by identifying our customer's behavior and understanding their needs. OrangeBoy conducted a data analysis of the District's cardholders which resulted in twelve cardholder "clusters", each having specific library usage patterns. This data, along with information gathered in a survey of the Library's community stakeholders, was used in the creation of the District's Brand Promise, System Goals and recommendations for our customer experience. The goals and customer experience recommendations are being used as the basis for the District's next strategic plan.

Using OrangeBoy's Savannah analytics software, the District has discovered several trends among its cardholders - the acceleration of inactive cardholders (those who had a card but have not used it within the last full year) and occasional users (those who have not used the library in the last three months) are likely to become inactive. The District plans to use online surveys and targeted email marketing to draw our occasional users back into active status. The District also has a market share (the number of households with at least one active card) in St. Charles County of 43%, a bit higher than the average among other libraries.

The group discussed other possibilities for re-engaging former cardholders and continuing to attract new customers.

The meeting was adjourned at 7:00 pm.

Respectfully submitted,

Robin L. Lunatto
Recording Secretary

Approved:

Secretary Board of Trustees Date