ARROWHEAD LIBRARY SYSTEM

Board Meeting

Via:

GoToMeeting

https://global.gotomeeting.com/join/710683725

or to join by phone, dial:

+1 (872) 240-3311 Access Code: 710-683-725

January 12, 2022 6:00 pm

- 1. Call to Order
- 2. Approval of Agenda
- 3. Approval of Minutes
- 4. Approval of Expenditures
- 5. Citizen Participation, Communication and Announcements
- 6. Unfinished Business
 - a. Shared System SHARE Update
 - b. 2021/22 Budget
 - c. Public Library System Redesign Project
 - d. Librarians' Report Sarah Strunz
 - e. ALS Covid-19 Update
 - f. Merger exploration update
- 7. New Business
 - a. ARPA Update
 - b. 10th Annual Wild Wisconsin Winter Web Conference January 26-27
 - c. 2022 Meeting Dates
- 8. Communications
- 9. Adjourn

The undersigned, as the designee of the presiding officer of the above governmental body, certify that I emailed a copy of this document to the Rock County Courthouse, Administration office for posting on the Rock County website@www.co.rock.wi.us on 1/6/2022.

ARROWHEAD LIBRARY SYSTEM BOARD MEETING Remote via GoToMeeting December 8, 2021

ALS Board President Adam Dinnes called the meeting to order at 6:00 p.m. Present were Bill Wilson, Annette Smith, Sherry Blakeley, Stephanie Aegerter, Sarah Strunz, Nick Dimassis and Steven Platteter.

The Agenda was moved approved by Bill Wilson. Sherry Blakeley seconded, and the motion carried unanimously.

The October 2021 minutes, with correction, were moved approved by Stephanie Aegerter. Sherry Blakeley seconded, and the motion carried unanimously.

Expenditures were approved on a motion by Bill Wilson with Annette Smith seconding. The motion carried unanimously.

Citizen participation, communication, or announcements:

Unfinished Business

- a. Shared System –SHARE Update:
- **b. 2021/22 Budget:** Platteter discussed how the 2021 Budget was winding down.
- c. Public Library System Redesign Project:
- d. Librarians' Report:
- e. ALS Covid-19: Platteter reported an upswing in cases in Rock County
- **f. Merger exploration update:** Platteter mentioned that the 1st meeting of the Joint Merger Exploration Committee was meeting December 15th at the Milton Public Library.

New Business

- **a. DPI approval of ALS 2022 System Plan and 1**st **State Aid payment:** Platteter reported that ALS received its first 2022 State Aid payment of \$405,643. DPI is still awaiting the 2020 Rock County Audit
- **b. ARPA Update:** Platteter reported that ALS/LLS did not receive any of the competitive DPI awards.

Communications:

Stephanie Aegerter moved to adjourn. Adam Dinnes seconded, and the motion carried unanimously. The meeting ended at 6:18 p.m.

Respectfully submitted, Steven Platteter, Acting Secretary

NOT OFFICIAL UNTIL APPROVED BY COMMITTEE

COMMITTEE APPROVAL REPORT

Account Number	Account Name	Inv Date	Vendor Name		Inv/Enc Amt
51-5000-0000-62119	Other Services	11/30/2021	KOENE COURIER SERVI	KOENE COURIER SERVICE LLC	
	Budget 237,515.00	YTD Exp 173,301.36	YTD Enc 0.00	Pending 5,330.00	Closing Balance 58,883.64
51-5000-0000-63101	Postage	12/13/2021	MILTON PUBLIC LIBRARY	(12.90
	Budget 1,000.00	YTD Exp 168.67	YTD Enc 0.00	Pending 12.90	Closing Balance 818.43
51-5000-0000-63108	Public Inf	11/10/2021	AMAZON.COM		85.98
	Budget 5,000.00	YTD Exp 1,347.81	YTD Enc 0.00	Pending 85.98	Closing Balance 3,566.21
51-5000-0000-64200	Training	11/16/2021	MILTON PUBLIC LIBRARY		800.00
	Budget 4,000.00	YTD Exp 2,248.47	YTD Enc 0.00	Pending 800.00	Closing Balance 951.53
51-5000-0000-64303	Ext Materials	12/02/2021	INGRAM LIBRARY SERVICES		3,644.52
	Budget 4,000.00	YTD Exp 163.20	YTD Enc 0.00	Pending 3,644.52	Closing Balance 192.28
51-5000-0000-64904	Sundry Expense	12/13/2021 12/03/2021	ARROWHEAD LIBRARY P AMAZON.COM	ETTY CASH	76.66 200.86
	Budget 1,000.00	YTD Exp 83.86	YTD Enc 0.00	Pending 277.52	Closing Balance 638.62
	Arr	owhead Library S	system PROG TOTAL	10,150.92	

I have examined the preceding bills and encumbrances in the total amount of \$10,150.92

Claims covering the items are proper and have been previously funded. These items are to be treated as follows:

Date:	Dept Head	
	Committee Chair	

A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.

B. Bills under \$10,000 to be paid.

C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

COMMITTEE APPROVAL REPORT

12/28/2021

Inv Date

Vendor Name

Inv/Enc Amt

REPORT COMPLETE!

For Job Numbers: 2269216

COMMITTEE APPROVAL REPORT

12/28/2021

Account Number	Account Name	e Inv Date	Vendor Name		Inv/Enc Amt
51-5000-0000-62119	Other Services	01/01/2022	MIDWEST TAPE LLC		111,557.19
	Budget 269,076.00	YTD Exp 0.00	YTD Enc 0.00	Pending 111,557.19	Closing Balance 157,518.81
51-5000-0000-65321	Building Lease	01/01/2022	CITY OF MILTON		1,166.67
	Budget 14,000.00	YTD Exp 0.00	YTD Enc 0.00	Pending 1,166.67	Closing Balance 12,833.33
		Arrowhead Library System PROG TOTAL		112,723.86	

I have examined the preceding bills and encumbrances in the total amount of \$112,723.86

Claims covering the items are proper and have been previously funded. These items are to be treated as follows: A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.

Date:	Dept Head _	
	Committee Chair	

B. Bills under \$10,000 to be paid.

C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

Rock County

COMMITTEE APPROVAL REPORT

12/28/2021

Account Number

Account Name

Inv Date

Vendor Name

Inv/Enc Amt

REPORT COMPLETE!

For Job Numbers: 2269335

Fiscal Year: 2021

As of: 12/31/2021

Budget: RV

Org Key 5150000000

Title

Arrowhead Library System

Object	Description	Budget	Actual	Encumbrance	Balance
REVEN	JE				
42200	State Aid	467,820.00	467,820.00	0.00	0.00
44120	Miscellaneous Fees	3,052.00	2,841.34	0.00	(210.66)
45504	Intergov-Other Libraries	260,892.00	260,891.65	0.00	(0.35)
46000	Contributions	2,000.00	2,000.00	0.00	0.00
46400	Fund Balance	60,000.00	0.00	0.00	(60,000.00)
То	tal Revenue	793,764.00	733,552.99	0.00	(\$60,211.01)
EXPENS	SE .				
61100	Regular Wages	183,982.00	172,399.92	0.00	11,582.08
61300	Per Diems	1,800.00	1,250.00	0.00	550.00
61400	FICA	14,075.00	12,895.52	0.00	1,179.48
61510	Retirement	12,051.00	9,937.26	0.00	2,113.74
61610	Health Insurance Premium	47,752.00	47,752.00	0.00	(0.00)
61620	Dental Insurance	1,373.00	1,556.16	0.00	(183.16)
61630	Life Insurance	180.00	131.76	0.00	48.24
62119	Other Contracted Services	237,515.00	178,631.36	0.00	58,883.64
62130	Audit Fees	2,000.00	0.00	0.00	2,000.00
62210	Telephone	2,000.00	1,193.05	0.00	806.95
62410	Repair & Maintenance-Vehicles	10,000.00	8,815.32	0.00	1,184.68
62420	Machinery/Equip R & M	100.00	0.00	0.00	100.00
63100	Office Supplies & Misc Expense	1,500.00	1,388.07	0.00	111.93
63101	Postage	1,000.00	181.57	0.00	818.43
63104	Printing & Duplicating	5,000.00	3,517.41	0.00	1,482.59
63108	Public Information	5,000.00	1,433.79	0.00	3,566.21
63200	Publications/Subscriptions/Due	1,200.00	891.69	0.00	308.31
63300	Travel	3,000.00	241.53	0.00	2,758.47
64200	Training Expense	4,000.00	3,048.47	0.00	951.53
64201	Convention Expense	4,000.00	3,062.43	0.00	937.57
64214	ILS Costs	191,735.00	188,727.11	0.00	3,007.89
64303	Extension Materials	4,000.00	3,807.72	0.00	192.28
64306	Resource Libraries	40,000.00	40,000.00	0.00	0.00
64307	Participating Libraries	1,162,844.00	1,162,844.49	0.00	(0.49)
64309	Intersystem Agreement	83,040.00	83,039.59	0.00	0.41
64904	Sundry Expense	1,000.00	361.38	0.00	638.62
64918	Marketing & Promotion	300.00	0.00	0.00	300.00
65101	Insurance on Buildings	6,000.00	5,877.00	0.00	123.00
65321	Building Lease	14,000.00	14,000.04	0.00	(0.04)
67199	Miscellaneous Equipment	1,000.00	49.99	0.00	950.01
Tot	tal Expense	2,041,447.00	1,947,034.63	0.00	94,412.37
Co	unty Share (Revenue - Expense)	(1,247,683.00)	(1,213,481.64)	0.00	(34,201.36)
Gra	and Total Revenue	793,764.00	733,552.99	0.00	(60,211.01)

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User ID: SCHULTZA - Anita Schultz

Report ID: GLIQ_BA1000_RC - BA1000_RC: Budget to Actual Figu

Current Date: 01/03/2022

Current Time: 13:51:55

Fiscal Year: 2021

As of: 12/31/2021

Budget: RV

Org Key 5150000000

Title

5150000000 Arrowhead Library System

Object Description	Budget	Actual	Encumbrance	Balance
Grand Total Expense	2,041,447.00	1,947,034.63	0.00	94,412.37
Grand Totals County Share	(1,247,683.00)	(1,213,481.64)	0.00	(34,201.36)

Page: 2

User ID: SCHULTZA - Anita Schultz

Report ID: GLIQ_BA1000_RC - BA1000_RC: Budget to Actual Figu

Current Date: 01/03/2022 **Current Time:** 13:51:55

Fiscal Year: 2022

As of: 01/03/2022

Budget: RV

Org Key 5150000000 Title

00000 Arrowhead Library System

Object	Description	Budget	Actual	Encumbrance	Balance
REVENU	JE		,		
42200	State Aid	540,857.00	0.00	0.00	(540,857.00)
44120	Miscellaneous Fees	3,438.00	0.00	0.00	(3,438.00)
45504	Intergov-Other Libraries	284,448.00	0.00	0.00	(284,448.00)
46000	Contributions	2,000.00	0.00	0.00	(2,000.00)
46400	Fund Balance	40,000.00	0.00	0.00	(40,000.00)
То	tal Revenue	870,743.00	0.00	0.00	(\$870,743.00)
EXPENS	SE .				
61100	Regular Wages	189,492.00	0.00	0.00	189,492.00
61300	Per Diems	1,800.00	0.00	0.00	1,800.00
61400	FICA	14,496.00	0.00	0.00	14,496.00
61510	Retirement	10,514.00	0.00	0.00	10,514.00
61610	Health Insurance Premium	47,560.00	0.00	0.00	47,560.00
61620	Dental Insurance	1,334.00	166.40	0.00	1,167.60
61630	Life Insurance	180.00	11.83	0.00	168.17
62119	Other Contracted Services	269,076.00	111,557.19	0.00	157,518.81
62130	Audit Fees	2,000.00	0.00	0.00	2,000.00
62210	Telephone	2,000.00	0.00	0.00	2,000.00
62410	Repair & Maintenance-Vehicles	10,000.00	0.00	0.00	10,000.00
62420 63100	Machinery/Equip R & M	100.00	0.00	0.00	100.00
63101	Office Supplies & Misc Expense	1,500.00	0.00	0.00	1,500.00
63104	Postage	1,000.00	0.00	0.00	1,000.00
63108	Printing & Duplicating Public Information	6,000.00	0.00	0.00	6,000.00
63200	Publications/Subscriptions/Due	5,000.00 1,300.00	0.00 0.00	0.00 0.00	5,000.00 1,300.00
63300	Travel	3,000.00	0.00	0.00	3,000.00
64200	Training Expense	4,000.00	0.00	0.00	4,000.00
64201	Convention Expense	4,000.00	0.00	0.00	4,000.00
64214	ILS Costs	197,891.00	0.00	0.00	197,891.00
64303	Extension Materials	4,000.00	0.00	0.00	4,000.00
64306	Resource Libraries	40,000.00	0.00	0.00	40,000.00
64307	Participating Libraries	1,238,125.00	0.00	0.00	1,238,125.00
64309	Intersystem Agreement	81,828.00	0.00	0.00	81,828.00
64904	Sundry Expense	1,000.00	0.00	0.00	1,000.00
64918	Marketing & Promotion	300.00	0.00	0.00	300.00
65101	Insurance on Buildings	6,000.00	0.00	0.00	6,000.00
65321	Building Lease	14,000.00	1,166.67	0.00	12,833.33
67199	Miscellaneous Equipment	35,000.00	0.00	0.00	35,000.00
Tot	tal Expense	2,192,496.00	112,902.09	0.00	2,079,593.91
Co	unty Share (Revenue - Expense)	(1,321,753.00)	(112,902.09)	0.00	(1,208,850.91)
Gra	and Total Revenue	870,743.00	0.00	0.00	(870,743.00)

User ID: SCHULTZA - Anita Schultz

Report ID: GLIQ_BA1000_RC - BA1000_RC: Budget to Actual Figu

Page: 1

Current Date: 01/03/2022 Current Time: 13:54:13

Fiscal Year: 2022

As of: 01/03/2022

Budget: RV

Org Key 5150000000

Title

5150000000 Arrowhead Library System

Object Description	Budget	Actual	Encumbrance	Balance
Grand Total Expense	2,192,496.00	112,902.09	0.00	2,079,593.91
Grand Totals County Share	(1,321,753.00)	(112,902.09)	0.00	(1,208,850.91)

User ID: SCHULTZA - Anita Schultz

Report ID: GLIQ_BA1000_RC - BA1000_RC: Budget to Actual Figu

Current Date: 01/03/2022 **Current Time:** 13:54:13



https://www.wildwiscwinterweb.com/

Wednesday, January 26

The conference has 7 sessions each day (listed in Central Standard Time). This day has an opening session, followed by 3 sessions in the Management and Wellbeing tracks. You must register for each session individually.

9 a.m.

Radically Imagining the Role of Public Libraries (Opening Session)

Presently we are at a precarious point in history. Perhaps we've always been in one but this one feels particularly piercing. If this is our reality, one filled with global grief, fear & uncertainty, what kind of future is possible for us? Where are we actually trying to go, and have we spent enough time imagining it?

It takes a lot of creativity to imagine a world that doesn't exist while living within the realities of a world filled with a tremendous amount of suffering and oppression. In 2020, DPL EDI Manager Ozy Aloziem and Colorado Poet Laureate Bobby LeFebre conceived of a radical imagination game as a part of Proyecto Sobremesa, a project that gathers and engages Black, Indigenous, and People of Color (BIPOC) artists and cultural workers in intimate dinners to discuss and plan a liberated future. They recognized a need for radical imagination, accountability, and collaboration in creating the communities and organizations we desire. The purpose of the game is to collectively practice radical imagination so that new innovative ideas and solutions can come to light. It's important to practice this muscle of radical imagination so that we can imagine and then create the institutions we're all deserving of but that don't yet currently exist.

Join this opening session to learn more about radical imagination and how it can play a role in our libraries and communities.

Participants Will:

- Define what radical imagination is in theory and praxis
- Engage participants in practicing radical imagination
- Learn tangible steps to move in the direction of sustainable change

Ozy Aloziem; Equity, Diversity & Inclusion Manager, Denver Public Library

10:30 a.m.

Managerial Leadership: Leading from the Middle (Management)

Before libraries can successfully combat the many external challenges they face, they need to be strong internally. The long-term success of libraries has to start from within. This webinar will focus on three critical areas where managers can fortify themselves, their staff, and their organizations' culture. The current revolution in libraries requires leaders with the confidence to lead from any position to create an environment in which employees are encouraged to support each other and establish healthy organizations.

Participants Will:

- Destroy leadership myths that are pervasive within the library profession
- Examine how library directors can encourage emergent leaders to take on surfacing leadership deficits
- Address the need for healthy leaders to create healthy organizations

Felton Thomas, Director, Cleveland Public Library

10:30 a.m.

Why Psychological Safety Matters More Now Than Ever (Wellbeing)

Psychological safety is the ability to reveal one's true self and opinions without fear that doing so will lead to negative repercussions in terms of reputation, career or status. While high levels of psychological safety in the workplace are linked to better outcomes, increased innovation, and deeper work satisfaction, many organizations are finding it increasingly difficult to create a sense that it is safe to speak up or take risks. In this interactive session, we will address current forces working against psychological safety in the workplace to include tone policing, vocabulary shaming, political differences, and remote work.

Participants Will:

- Acquire the concept of psychological safety
- Discuss why psychological safety is important in the workplace
- Address vocabulary, political differences and remote work

Paula Singer and Allison Vaillancourt, The Segal Group

12 - 12:30 p.m. Stretch Break

Take some time for yourself on this lunch break. Stretching can help decrease your stiffness, increase your range of motion, and improve your posture. Make sure you register ahead of time so you receive the link to sign in. All you need is a chair and yourself. Get ready to relax!

1 p.m.

Tools in Disaster Response for Libraries Adapted from Emergency Management (Management)

Helping a community return to normalcy as quickly as possible after a disaster requires planning and adaptability to the crisis at hand. This presentation will introduce you to disaster response and recovery tools adopted from Emergency Management that are designed to help libraries rebound from disasters quickly, and restore library services more rapidly than ever.

Participants Will:

- Ascertain the concept of situational awareness.
- Create disaster tools and templates that should be completed before a disaster
- Learn how to develop The Incident Action Plan

Michele Stricker, Deputy State Librarian, New Jersey State Library

1 p.m.

Coping with Compassion Fatigue (Wellbeing)

Libraries are increasingly adding social services to their workload, but many library workers do not have the training or support that is expected for social workers or mental health experts. Most professionals agree that compassion fatigue is a combination of secondary trauma and burnout, and is commonly seen among first responders who are exposed to traumatic events. Though it is rewarding to help the most vulnerable people in the community, empathetic people are also at risk for taking on the emotional burdens and stressors of others. Playing a caring role can come with a price. If you ever feel worn out at work, overwhelmed, or preoccupied with someone you're trying to help, this webinar will help you assess your own personal level of compassion fatigue and learn self-care methods to help you cope.

Participants Will:

- Learn about compassion fatigue
- Develop methods of self-care in times of stress
- Find the balance of being compassionate to the public and to one's self

Amy Franco, Adult Department Director, Glen Ellyn Public Library

2:30 p.m.

Welcome Aboard: Planning for New Employee Success (Management)

You hired a new employee but now have the daunting task of training. Before panic sets in, let's talk about setting up onboarding practices! Onboarding is how you thoughtfully integrate your new employee into your library. In this session, we will explore tools and tips for best supporting the success of your new hires while making the process efficient and effective. We will review onboarding toolkits and checklists as well as the various phases of onboarding. The goal is to create a successful and manageable training program for you and your new employee!

Participants Will:

- Learn the concept of onboarding
- Review toolkits and checklists in the onboarding process
- Create a manageable onboarding training program

<u>Emily Rogers</u>, Deputy Director, Brown County Library **2:30 p.m.**

Honoring Resilience

Tap into your strength by being reminded of how powerful you are when you combine your purpose with passion. This webinar will focus on the importance of storytelling as a tool to remember, put ourselves back together, and transform through our resiliency. As we begin a new year, let's participate in some reflective writing activities that help us learn how to continue honoring our resilience through empathy, compassion, respect, reciprocity, and love.

Participants Will:

- Discover how to transform themselves through resiliency
- Create writing passages to help cope with compassion and respect

Tanaya Winder, Director of Upward Bound, University of Colorado

Thursday, January 27

The conference has 7 sessions each day (listed in Central Standard Time). This day has 3 sessions in the Marketing and Small Libraries tracks, following with a Closing Session to end the conference. You must register for each session individually.

9 a.m.

Get Back in Here! Promotional Ideas to Draw People Back in the Library (Marketing)

The number one question facing many libraries right now is: how long will it take us to rebuild use of our physical space and collections lost in the pandemic? One promotional message is not going to grab the attention of all your community members. In this session, you'll learn to focus your energies on core audiences, including readers. Get actionable strategies for creating specific, targeted messages to re-energize those patrons. You'll leave with a plan to use your core brand (books!) to draw people back to the library and get them to use other services.

Participants Will:

- Get actionable strategies for creating targeted messages
- Leave with a plan to use the library's core brand
- Re-shift its focus on library readers

Angela Hursh, Senior Engagement Consultant, NoveList

9 a.m.

Food in the Library: Reading & Feeding the Community (Small & Mighty)

Many libraries used to have policies against having food in the library. Not at Julie's library. Join Julie Elmore, Director of the Oakland City - Columbia Township Public Library, as she shares how her library is using food in the library in new and unique ways. Drive through food pickups, growing a vertical garden, programming around food, and partnering with their local food bank for the Commodity Supplemental Food Program for seniors are just a few of the ways that this library is helping to combat food insecurity in their community. Julie will share tips about creating partnerships with community organizations and finding the grants to help make these food programs a success.

Participants Will:

- Learn how to use food in the library in new ways
- Master how to create partnerships with local food banks
- Discover grants on developing food programs

Julie Elmore, Director, Oakland City - Columbia Township Public Library

10:30 a.m.

Out-of-the-Box Marketing Tactics (Marketing)

It's time to think outside the box!

Learn new ways to promote programs, services, and more using social media and other tools. This presentation will focus on new and different ways we can use the tools in front of us to promote our libraries.

Participants Will:

- Learn an overview of library marketing
- Create practical tools to promote library programs

Sasha Vasilic, Public Relations and Marketing Supervisor, Niles-Maine District Library

10:30 a.m.

Capturing Your Community (Small & Mighty)

Every community is special and has an interesting history, fascinating people, and an ongoing story. Every small library has a unique opportunity, and perhaps the responsibility, to capture and preserve that community. Hear over fifty ways that this one library has taken local subjects to increase resources and create imaginative programming for patrons of all ages. Joan's out-of-the-box thinking will take you beyond the gathering of oral histories into maps, mysteries, musicals, and more. This is the niche your library is equipped and destined to fill.

Participants Will:

- Create unique ideas to preserve the history in your community
- Learn out-of-the-box ways to engage your community
- Discover imaginative programming for patrons of all ages

Joan Weaver, Director, Kinsley Library

12 - 12:30 p.m. Canva Demo and Q & A

Join us for a quick Canva demo, and have questions answered. Submit your questions by Tuesday, January 25.

1 p.m.

PR Is More Than a Press Release (Marketing)

Want to know one of my biggest pet peeves about marketing? When the terms "PR" and "marketing" get confused, mixed up, and our practice and expectations get out of whack. Let's fix that today! This webinar will talk about the basics of PR (including building good media relations), its place in the marketing cycle, what PR can (and maybe can't) do for libraries, best practices for the way media works today, basic elements for your PR toolkit, and how setting clear expectations for PR can lead to greater success.

Participants will:

- Decipher the difference between PR activities and promotion activities
- Identify elements of the PR and a media kit your library should have
- Set clear expectations for PR efforts and identify one SMART goal for a library PR campaign

Jennifer Burke, President, IntelliCraft Research, LLC

1 p.m.

Respectful Human Resources for Rural Librarians (Small & Mighty)

Rural library directors and management face many of the same employer challenges as larger libraries – as well as a few unique ones. However, they also have the added challenges of fewer HR professionals and resources to help as well as living and doing their day-to-day business in the same community as the people and patrons they manage.

This session will address the basics that librarians need to know to keep themselves and their governing bodies out of legal hot water, best practices to manage a small part-time and volunteer staff for professional library services, and available resources to help you and your team thrive.

Participants Will:

- Develop best practices to manage a small part-time and volunteer staff
- Discover resources to help library teams thrive
- Learn day-to-day business practices

Lisa Shaw, Rural and Small Libraries/Workforce Development Specialist, Maine State Library

2:30 p.m.

How A Remarkable Customer Experience Can Be Your Best Sales and Marketing Strategy (Closing Session)

Let's face it: Competition is tougher than ever these days. How can we stand out in a crowded marketplace that is constantly evolving?

Your library CAN compete on customer experience. When you create a remarkable experience for your customers, they become your best marketers and salespeople. The result is more customers who stay longer and recommend your company to others.

You'll walk away from this closing session inspired to go back to work the next day with actionable steps to create a deeper connection with your customers. And Dan Gingiss doesn't just talk about experience, he creates one for the audience, too!

Participants Will:

- Identify the types of experiences people share most often and why
- Apply an easy, 5-step framework for creating remarkable, shareable experiences
- See how customer engagement generates increased loyalty
- Leverage examples from many other companies across industries that have been successful with these simple, practical, and inexpensive ideas

Dan Gingiss, Chief Experience Officer, The Experience Maker, LLC

ARROWHEAD LIBRARY SYSTEM 2022 Board Meeting Dates & Dates Vouchers are due at Courthouse

Vouchers Due @ Courthouse by Noon	Location	Board Meeting Date
Tuesday, December 28	ALS or Remote	Wednesday, January 12
Tuesday, January 25	ALS or Remote	Wednesday, February 9
Tuesday, February 22	ALS or Remote	Wednesday, March 9
Tuesday, March 29	BPL or Remote	Wednesday, April 13
Tuesday, April 26	CPL or Remote	Wednesday, May 11
Tuesday, May 24	EPL or Remote	Wednesday, June 8
Tuesday, June 28	EFPL or Remote	Wednesday, July 13
Tuesday, July 26	HPL or Remote	Wednesday, August 10
Tuesday, August 30	MPL or Remote	Wednesday, September 14
Tuesday, September 27	OPL or Remote	Wednesday, October 12
Tuesday, October 25	ALS or Remote	Wednesday, November 9
Tuesday, November 29	ALS or Remote	Wednesday, December 14

ALS Librarians Meetings 2022 9:30 a.m.

Meeting Date	Location	Chair
Wednesday, January 19	ALS or Remote	Sarah Strunz
Wednesday, February 16	ALS or Remote	Ashlee Kunkel
Wednesday, March 16	ALS or Remote	Kirsten Almo
Wednesday, April 20	BPL or Remote	Nick Dimassis
Wednesday, May 18	CPL or Remote	Joseph Langer
Wednesday, June 15	EPL or Remote	Kirsten Almo
Wednesday, July 20	EFPL or Remote	Megan Kloeckner
Wednesday, August 17	HPL or Remote	Bryan McCormick
Wednesday, September 21	MPL or Remote	Ashlee Kunkel
Wednesday, October 19	OPL or Remote	Sarah Strunz
Wednesday, November 16	ALS or Remote	Joseph Langer
Wednesday, December 21	ALS or Remote	Bryan McCormick