

Building a Cathedral

On the street I meet 3 bricklayers.

I ask them, "What are you doing?"

The first says, "I am laying bricks."

The second says, "I am building a wall."

The third says, "I am building a cathedral."



“You cannot create what you want by moving away from what you don’t want.”

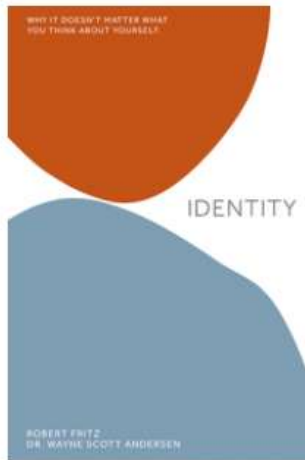
Robert Fritz

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Print Editions

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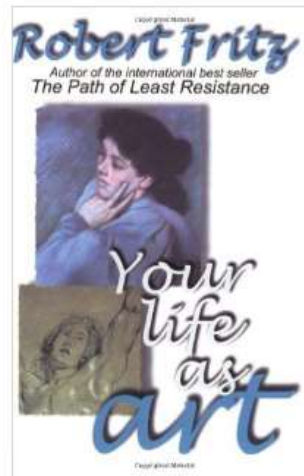
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\$19.95

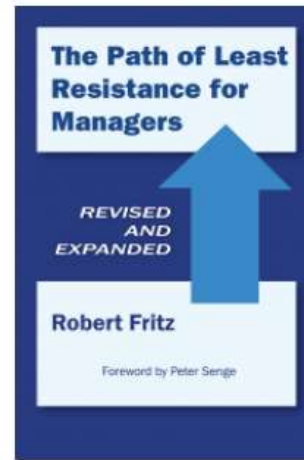
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Your Life as Art

\$18.95

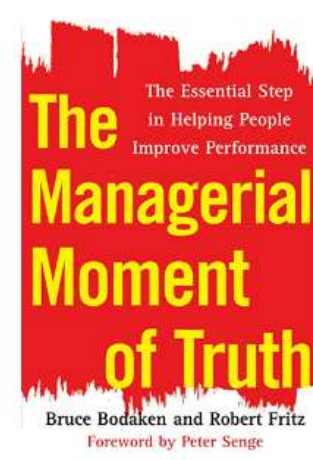
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The Path of Least Resistance for Managers

\$23.00

Buy product



The Managerial Moment of Truth

\$14.99

Buy product

What is a structure?



Oscillating structure
pulls us in
competing directions.

Advancing structure
moves us forward and
creates momentum.

The structure of problem solving

High intensity of the problem.



Leads to action taken to solve it.



Leads to less intensity of the problem.



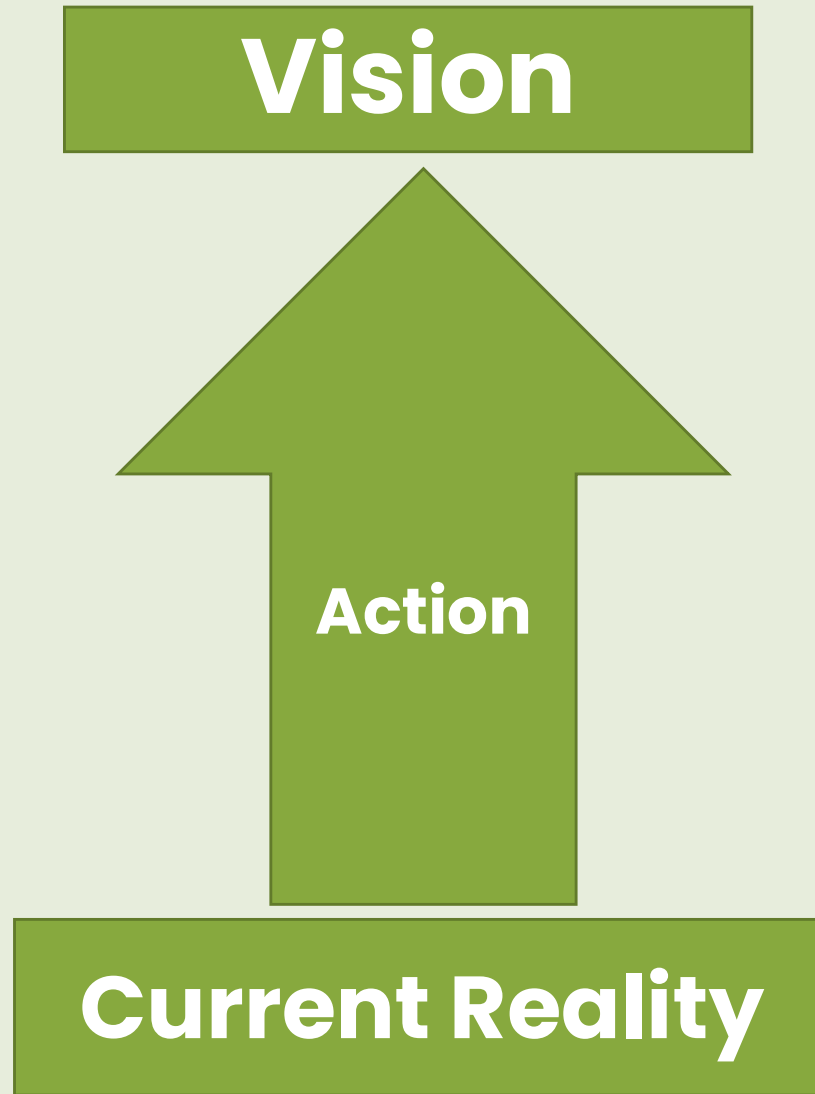
Leads to less action.



Leads to the problem's reintensifying if unsolved.

**“Do marketing
better.”**

Structural Tension



What is your vision?

Focus on what you
want to create.

Marketing and Communication Committee

Vision:

The community is informed about the resources at the library and how they can be utilized to improve their lives.

Library staff have well designed publicity materials to communicate to the public about the library resources available.

The library is well known and regarded in the community and people know what resources, services, and programs are available.

What is the current reality in relationship to the vision?

Statements, not
judgement.

Marketing and Communication Committee

Current Reality:

The community is not aware of all the resources at the library and how they can be utilized to improve their lives.

Publicity materials are not widely available, well-designed, or branded to communicate to the public about the library resources available.

The library is not necessarily top of mind in the community and people do not know what resources, services, and programs are available.

**What are the steps to
get from the
current reality to your
vision?**

Focus on the big steps.

Marketing and Communication Committee

Actions:

Create branded materials to inform the public about library resources.

Keep our current audience engaged and informed.

Engage non-library users with the resources at the library to enhance and improve their lives.

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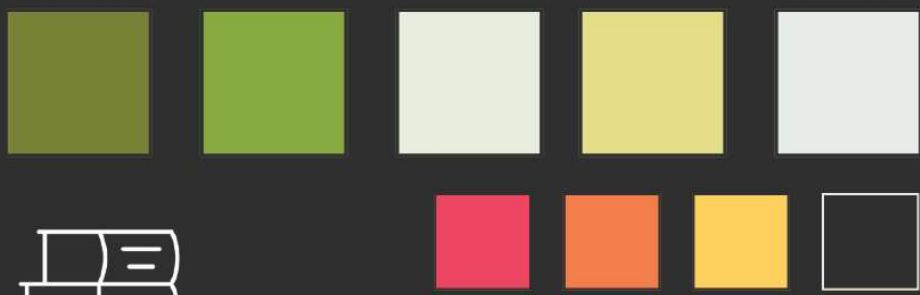
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MCMINNVILLE PUBLIC LIBRARY

Book Discussion Group

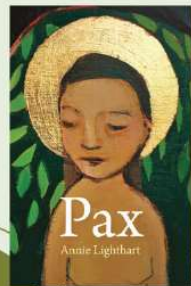

ONLINE: July 12th | 7PM | Email diane.mcmillen@mcminnvilleoregon.gov for the Zoom link

IN-PERSON: July 13th | 2PM
Senior Center 2250 NE McDaniel Ln

POETRY NIGHT

Thursday, June 2, 6:00pm
at the Library Carnegie Room

With featured poet



LE ROS



Why buy when you can borrow?

Library of Things

City of McMinnville
LIBRARY



Library of Things


Consistent Look

Programs of the Week

March 6th - 12th, 2022

<p>Tuesday, Mar. 8 Friends of the Library Book Donation 12:30pm</p>	<p>Tuesday, Mar. 8 Gardening for Mental Health (Online) 5:30pm</p>
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DÍA DE NIÑOS



City of McMinnville

City of McMinnville

Marketing and Communication Committee Actions:

Keep our current audience
engaged and informed.



Reaching an average
of ~800 users
Focused on community



Marketing and Communication Committee Actions:

Engage non-library users with the resources at the library to enhance and improve their lives.

So Much More Than Books!

Did you know your library offers an array of resources outside of printed books?

City of McMinnville PUBLIC LIBRARY
 maclibrary.org | (503) 435-5562

So much more...

eBooks and Audiobooks
 Download an eBook for your tablet, phone, Kindle or download or listen to a book while you're on the go.

Stream Movies
 We have a huge selection of movies including new releases. Stream from the comfort of your couch. Don't make the popcorn!

Puzzles and Games
 We have fun for every age! For vacations or lazy Sundays. Start your own game night!

Library of Things
 Baking a cake? Want some games for your party? Sewing a Halloween costume? We have the tools to make it happen! Knitting, crocheting, tools and more!

Home Delivery
 We'll bring the library to you. Literally! Deliveries made once a week.

Storytimes
 Bring your little ones in for engaging storytimes and discovery. Fun for children and their grown-ups!

Teen Programs
 We get teens! We have programs especially designed for our fun-loving youth!

Hop Online
 We've got Free Wi-Fi! Come work, play, read, learn, discover... or take a hotspot to get out internet access for free.

1 on 1 Tech Help
 The technical and digital age can be tough to navigate! Book an appointment with a librarian today!

(1) Vision

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(3) Action Steps

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(2) Current Reality

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McMinnville Public Library Strategic Plan 2022-2023

Level 1

Vision:

- The community knows of the library as a positive, dynamic, safe space for learning and entertainment.
- They are aware of the unique offerings and friendly staff.
- We provide a safe, comfortable, welcoming space for all community members, who recognize it as such.
- Our role to bolster life-long learning is reflected in our materials and programs we offer.
- Upward use trends demonstrate our relevance and intrinsic value.
- Staff is supported and able to focus on core services of the library through the building of a strong foundation of organization, process, financial support, and safety.

Actions

1. [Build capacity and efficiency](#)
2. [Engage with success](#)
3. [Create a safe and welcoming space](#)

Current reality:

- Historically positive reputation.
- Feedback from some public is that they do not feel safe at the library.
- There is lack of awareness bby community and patrons of the resources the library has to offer and the friendliness and professionalism of the library staff.
- The building is only place in McMinnville for houseless community members who want place-based services during the day.
- There is a lack of space for lending collections, seating for the public, and staff work areas
- Downward trend in overall circulation since 2011.
- Staff operates at or near capacity.
- Although staff is trained to deal with behavioral health incidents, attending to them diverts staff from their

**What distinguishes leaders
from laggards and
greatness from mediocrity
is the ability to uniquely
imagine what could be.”**

Robert Fritz

Presenters

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Kimbire Hanson-Rodriguez, Children's Team Supervisor,
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Samantha Geary, Children's Librarian,
Samantha.geary@mcminnvilleoregon.gov

Funding

Ford Family Foundation Technical Needs grant

Friends of the McMinnville Public Library

Consultant

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Books by Robert Fritz

The Path of Least Resistance

The Managerial Moment of Truth The Managerial Moment of Truth

Your Life as Art

The Path of Least Resistance for Managers

Visioning Work

