November 16th, 2022, 5:30-7:30 p.m.
Eden Prairie Library, Meeting Room

Library Board Agenda

1. Call to order

2. Attendance of Library Board Members

3. Approval of Agenda*

4. Consent*
   A. Approval of Minutes of September 21, 2022
   B. Donations

5. Public comment

6. President’s report
   A. Announcements
   B. Appointment of Art Selection Committee
   C. Library Board Gathering

7. Interim Director’s report, Dan Rogan
   A. Library, Community, and County Updates

8. Library Staff Dialogue

9. Break (30 min)

10. FHCL Annual Presentation

11. Committee Reports
   A. Executive Committee
   B. FHCL
   C. Budget Committee
   D. Policy Committee
      A. Patron Data Privacy Policy

12. Unfinished Business

13. New Business

14. Adjourn*

*Denotes board action item.

Library Board
Adja Kaba, President | Jane Brissett, Vice President | Lynn Stetler, Secretary | Tim Dolan | Erin Vrieze Daniels | Briana Eicheldinger | Gordy Aune, Jr. | Michael Hogan | Amal Karim | Keegan Xavi

Interim Library Director
Dan Rogan
Hennepin County Library Board Meeting

Meeting Minutes
The Hennepin County Library Board met on Wednesday, September 21, 2022, Walker Library, Meeting Room.

Attendees
Present: Adja Kaba, Lynn Stetler, Erin Vrieze Daniels, Gordy Aune, Jr., Briana Eicheldinger, Jane Brissett, Tim Dolan, Mike Hogan, Amal Karim, and Keegan Xavi

Hennepin County Staff: Dan Rogan, J.R. Genett, Patti Hetrick, Amy McNally, Josh Yetman, Ali Turner, Jeannette Lewis, Kelli Koob and Kristi Pearson

Call to Order
President Adja Kaba called the Hennepin County Library Board meeting of September 21, 2022, to order at 5:30 p.m. and welcomed all in attendance.

Attendance of Library Board Members
Library Board clerk Jeannette Lewis took role call and the board met quorum with 10 members present.

Approval of Agenda
Motion: Erin Vrieze Daniels
Seconded: Jane Brissett
Motion passed.

Approval of Consent Items
Approval of the meeting minutes of June 22, 2022, and Acceptance of Donations.
Motion: Erin Vrieze Daniels
Seconded: Amal Karim
Motion passed.

Public Comment
No Public comment was made.

President’s Report
President Adja Kaba highlighted some HCL events and Banned Books Week event happening September 18-24, 2022.
President Kaba presented commendations to former board members Jonathan Gaw, LaBelle Nambangi and Samuel Neisen. All board members were in favor of the commendation resolution for all (3) former members. LaBelle Nambangi was present at the meeting to receive the commendation.

Interim Director’s Report
Interim Director Dan Rogan spoke to the Library Board on Library, Community, and County Updates. Rogan shared an update on the Youth Advisory Committee.

Library Staff Dialogue
Brad Lockhart from TerraLuna shared an update on the Strategic Plan and some feedback received from the library board and library staff.

Review Hennepin County Library Budget
Patti Hetrick, Library CFO reviewed the 2023 library Budget with board. The board voted to approve the 2023 Library Budget. Motion: Erin Vrieze Daniels. Seconded: Gordy Aune, Jr. Motion passed.

Bylaws Discussion
President Adja Kaba announced that the Executive Committee will continue to consist of 3 executive committee members being President, Vice President, and Secretary. Other member(s) will not be appointed at this time.

Committee Reports
The next Executive Committee meeting is October 19, 2022, at Northeast Library.

The Friends of Hennepin County Library (FHCL) ex officio Jane Brissett gave an update on the FHCL events happening.

The Budget and Long-term Planning Committee had no updates.

The Policy committee presented the Fee Policy for discussion. The board voted to approve the Fee policy. Motion: Jane Brissett. Seconded: Gordy Aune, Jr. Motion passed.

The Policy Committee chair presented the Communication Policy for discussion. The board voted to approve the Communication Policy. Motion: Gordy Aune, Jr. Seconded: Erin Vrieze Daniels. Motion passed.

The Policy Committee chair presented policy history standardization for discussion. The board voted to approve policy history standardization. Motion: Jane Brissett. Seconded: Erin Vrieze Daniels. Motion passed

Unfinished Business
No unfinished business.
New Business
No new business.

Adjourn
There being no further business, Erin Vrieze Daniels made a motion to adjourn the meeting at 7:42 p.m.;
seconded by Amal Karim. Motion passed. The next meeting of the Hennepin County Library Board will
be held at 5:30 p.m., Wednesday, November 16, 2022, at the Eden Prairie Library, Meeting Room.

____________________________________________
Lynn Stetler, Secretary
Hennepin County Library funding recently received from the
Friends of the Hennepin County Library

Friends of the Hennepin County Library
  Current Support = $600,000
Current Total = $600,000

Friends of the Hennepin County Library 2022 Support Summary
  Current Support = $600,000
  Prior Support = $1,600,000
  Total 2022 Support = $2,200,000

Prepared by Linda Merritt
Friends of the Hennepin County Library
November 9, 2022
Hennepin County Library Priorities & Goals

What is a strategic plan? How is HCL developing this strategic plan?

While there are lots of different ways to develop and structure a strategic plan, ultimately they are all about setting collective direction for an organization by establishing a set of goals to accomplish and strategies for how to accomplish them. The goals cannot be accomplished by one person, one department, or one location alone, they require collective effort.

HCL’s planning process has engaged a wide range of invested parties including residents (both users and non-users of the library), HCL Board Members, County Commissioners, partners like the Friends of the HCL, and staff. The purpose of engaging all of these different people has been to hear a variety of perspectives, build relationships, and to develop a plan that is responsive to the needs of Hennepin County residents and library patrons and that is informed by the knowledge and expertise of Library Staff.

What components will be in this strategic plan for HCL?

This strategic plan will likely have four primary components:

- **Priorities:** These are the headlines of the plan. They are the opportunities HCL would like to seize or the problems it wants to address. They represent change and what HCL will work towards and dedicate resources to.
- **Goals:** These are what HCL will seek to accomplish. While they may be aspirational, they are also intended to be achievable.
- **Strategies:** These will be the primary ways HCL seeks to accomplish its goals.
- **Indicators:** These will be how HCL will know if it is making progress towards accomplishing its goals. They will be measurable and observable.

What makes this plan a little different from some previous HCL plans is that it is focused on establishing priorities and goals to focus HCL’s work towards and does not read like a comprehensive list of services and programs or a set of promises.

What is this document for?

This document includes the current draft (as of October 24, 2022) of the Priorities and Goals developed by the Strategic Planning Committee and Senior Team. While they may evolve a little between now and when the plan is finalized towards the end of 2022, they represent the emerging direction and are likely close to what will be in the final plan. As the remainder of the Strategic Plan takes shape, engage with these Priorities and Goals as if they set the direction and areas of focus for the future of the Library. This version of the priorities and goals will be shared with all staff so they can meet with their Work Units to discuss the implications for the future of their individual and collective work and how they might contribute to advancing these. They will also be shared with some Hennepin County residents, the HCL Board, and other invested parties to get their feedback and ideas before the plan is finalized. The ideas and feedback that comes back from staff, residents, and other invested parties will help to inform the development of the final two components not listed here - Strategies and Indicators.
<table>
<thead>
<tr>
<th>Priority</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Creating Inviting, Inclusive, Accessible,</td>
<td>HCL spaces, including both physical and virtual, will be inviting,</td>
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<tr>
<td>and Safe Public Spaces</td>
<td>inclusive, accessible, and safe for all Hennepin County residents</td>
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<td>and visitors for learning, gathering, browsing, working, community</td>
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<td>building, and fun.</td>
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<td>Supporting Individuals and Their Basic Human</td>
<td>HCL will be a source of information and connection to resources and</td>
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<td>Needs Through Connections To Services and</td>
<td>services provided by government and community-based organizations to</td>
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<td>Resources</td>
<td>meet the basic human needs of residents.</td>
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<td>Championing the Aspirations of Residents</td>
<td>HCL will positively impact the educational, literacy, and enrichment</td>
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<td>with Learning, Literacy, and Enrichment</td>
<td>aspirations of Hennepin County residents by designing and providing</td>
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<td>services that are responsive to resident interests and needs.</td>
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<td>Offering Free Access to Essential Technology</td>
<td>HCL will help bridge the digital divide by offering opportunities to</td>
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<td>and Connectivity</td>
<td>use technology, online resources, and internet access that is essential</td>
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<td>in our increasingly digital world as a pathway to employment,</td>
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<td>education, communication, and entertainment.</td>
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<td>Promoting Free Access to a Broad Spectrum of</td>
<td>HCL will be a trustworthy and steadfast source of free and confidential</td>
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<td>Ideas</td>
<td>access to a broad spectrum of knowledge, ideas, opinions, and</td>
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<td>creative expression represented in its collections so</td>
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<td>Hennepin County residents are able to be engaged, informed, enriched,</td>
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<td>and so they see themselves, their identities, and their culture</td>
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<td></td>
<td>represented.</td>
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<tr>
<td>Delivering a Positive and Equitable</td>
<td>HCL will deliver a positive and equitable experience to every patron</td>
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<tr>
<td>Experience to Every Patron</td>
<td>by providing helpful and accessible/affirming service so that</td>
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<td>Hennepin County residents know that the Library exists to serve them.</td>
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**Hennepin County Library Priorities & Goals**
VISION
Together, FHCL and HCL envision a library that ensures every person has the opportunity and resources to read, graduate, engage, work and learn.

MISSION
As Hennepin County Library’s fundraising partner, FHCL builds awareness, appreciation and support for our world-class library.

KEY DRIVERS

STORYTELLING
Expanding storytelling capacity and role as content curators to highlight the value libraries bring to individuals and the entire community.

CONVENING & CONNECTING
Reaching out beyond traditional boundaries to engage with various audiences, connecting them to the library’s story and each other.

INNOVATING
Leveraging private support to fund innovation and unconventional approaches to service, lifting the library to its utmost potential.

EXCELLENCE IN PHILANTHROPY
Aspiring to become THE donor experience organization.

A DIVERSE AND INCLUSIVE CULTURE OF PHILANTHROPY
Bringing forth a culture of inclusivity, diversity, equity and accessibility across all levels of the organization.

INFRASTRUCTURE INVESTMENTS
Leveraging current growth mindset and recent investment returns to accelerate future library support.

MARKET POTENTIAL
Significantly growing membership and annual giving to the library, commensurate with the library’s scale and reputation.
KEY GOALS

1. Increase awareness and grow appreciation for Hennepin County Library

Storytelling
Expand storytelling to meaningfully express the depth and breadth of the library’s mission, work and value.

The Friend Journey
Establish a deep, personal understanding of a Friend’s “journey” that follows the relational evolution between the donor and FHCL.

Audience, Branding and Messaging Alignment
Anchor all communications in strategic audience segmentation findings.

Marketing Channel Expansion
Strengthen and develop marketing channels to enhance “follow-ship” from a broader range of audiences.

Presence in 41 Libraries and Beyond
Expand on-the-ground presence to reach into all libraries and fully support local Friends chapters in their roles as library champions.

2. Increase financial resources to Hennepin County Library

The Donor Journey
Gain a comprehensive understanding of a donor’s “journey” to build deep, engaging relationships that unlock the philanthropist in all.

Best Practices in Fundraising
Utilize best practices across the for-profit and nonprofit sectors to craft data-driven strategies that maximize return on investment.

Revenue Growth Across Streams
Grow contributions across giving levels, commensurate with the library’s scale and reputation.

Meaningful Stewardship
Create personal communications to celebrate individual milestones and highlight the donor’s profound impact on the community.

Contagious, Distinctive Philanthropy
When people say... you have to give to this place because the experience is so wonderful.

3. Bring forth a culture of inclusion, diversity, equity and accessibility across all levels of the organization

Striving for Inclusivity
Include voices from populations served by the library to reflect the diversity of stakeholders, tapping into new energies and ideas.

Diverse Perspectives
Include a full range of perspectives and experiences in organizational decision-making.

Building Equity
Support library resources and initiatives aimed at combating structural racism; continually push ourselves to be better allies to one another; celebrate our library as a convening organization for all of us to gather.

Accessibility for All
Enhance cultural competency of board and staff to break down barriers for engaging with the library and Friends.

4. Invest in FHCL infrastructure

Local Friends
Bring forth one Friends funding model to financially support ALL 41 libraries and support local Friends chapters in their role as library champions.

Investing in Areas with Strong Rate of Return
Maximize net revenue by investing in long-term strategies that result in the greatest increase in net assets.

Thinking Broadly
Think outside traditional boundaries to grow library support to its greatest potential.

Staff Professional Development
Invest in training and development, empowering staff to learn, grow and propel FHCL forward.

Board Composition
Closely align board candidate recruitment with the key goals of the FHCL strategic plan.
President
Julie Allinson, Entrepreneur, Eyebobs Founder, Philanthropist

Vice President
Rosa Marroquin, Physician, Adjunct Faculty Dept of Family Medicine, University of MN

Treasurer
Rudy Hernandez, Vice President, Retail Strategy and Optimization, Best Buy

Secretary
Mohammed Lawal, Chief Executive Officer & Principal Architect, LSE Architects

Board Emeritus
Kai Sakstrup, Chief Strategy Officer & Executive Vice President, U.S. Bank, Ex Officio

Jane Brissett, Member, Hennepin County Library Board, Ex officio
Julia Dayton Klein, District Court Judge, Minnesota’s Fourth Judicial District
Jonathan Gaw, Market Research and Strategy Advisor
John Gibbs, Senior Vice President, State Government & Regulatory Affairs Comcast Corporation
Charles Grossman, Educator, Breck School
Charlie Knuth, Former President, Friends of the Plymouth Library
Nawal Noor, Founder & CEO, Noor Companies
Kyle Parsons, Director, Alumni Affairs and Giving, Breck School
Kristi Pearson, Executive Director & CEO, Friends of the Hennepin County Library, Ex officio
Daniel Rogan, Assistant County Administrator (Interim Library Director), Hennepin County, Ex officio
Adam Breininger, Chief Operating Officer
Gale Cannon, Development Associate
Miriama Douglass, Marketing & Communications Director
Phil Edwards, Donor Relations Officer
Lizzie Esposito, Marketing & Communications Associate
Rob Goudy, Events Director
Katie Lawson Ishida, Operations Manager
Carol Manthey, Development Manager
Linda Merritt, Finance Director
Semira Mesfin, Development Associate
Kristi Pearson, Executive Director & CEO
Patron Data Privacy Policy

Hennepin County Library Board Policy

Purpose

The purpose of this policy is to communicate Hennepin County Library's (the Library) role and responsibility to safeguard patron data and to describe the obligations and constraints under which the Library operates.

Principles

- We value and advocate for patron privacy and confidentiality.
- We value intellectual freedom and a patron's right to open inquiry without having the subject of one's interest examined or scrutinized by others.
- We recognize that networked and digitized environments create new and ongoing challenges to safeguard patron data.
- We expect the Library to employ responsible and transparent data practices, stay abreast of developments in the field, and leverage its role as a national leader of library service to maintain patron data privacy standards in this rapidly evolving world.

Definition and Scope

For the purpose of this policy, patron data is defined as information that identifies a library patron or information that can be connected to a patron. It is a form of government data and is subject to federal law, Minnesota state statutes, and Hennepin County data governance policies and procedures.

Patron data includes, but is not limited to, information associated with borrowing library materials and requesting information, using the library's computers and wireless service, reserving library meeting rooms, and accessing downloadables and other resources via third party vendors.

Public Data

In the state of Minnesota, all government data including patron data is public unless it has been classified otherwise by statute or federal law.

Private Patron Data

The following patron data collected and maintained by Hennepin County Library (or those working under contract for the library) is private and may not be disclosed for other than library purposes.

1. Data that links a patron's name with materials requested or borrowed
2. Data that links a patron's name with a specific subject about which the patron has requested
3. All data (other than the name of the applicant) provided as a part of a library card application.
Circumstances when private data may be released:

1. Patrons may access the data that is about themselves.
2. A library may release reserved materials to a family member or other person who resides with a library patron and who is picking up the material on behalf of the patron. A patron may request that reserved materials be released only to the patron.
3. Private data maybe disclosed to a parent or guardian of a minor or vulnerable adult. In the case of a minor, the library shall, upon request by the minor, withhold data from parents or guardians if the library determines that withholding the data would be in the best interest of the minor. Minnesota Administrative Rules 1205.0500 outlines the access procedures for a parent or guardian.
4. The Library may release private data pursuant to a court order.
5. The Library may be compelled to disclose private data pursuant to the USA PATRIOT Act.

(See also Minnesota Statutes 13.02, 13.05, 13.40 and USA PATRIOT Act section 215)

Collecting and Retaining Patron Data

The Library collects and retains patron data which is:

- Necessary for the provision and management of library services
- Needed to provide opt in library services that are desired by library patrons
- Required by federal law.

The Library informs patrons of the necessity, purpose, and intended use of requested data. It maintains data retention schedules, and conducts regular data privacy audits.

Networked and Digitized Library Environment

The library provides access to the Internet via its wireless network and by making its computers and other devices available to patrons. The Library does not monitor what patrons do while using the library’s computers or other devices. It does not scrutinize sites patrons visit, documents they produce, transactions they make, or emails they create or view.

Patron library card numbers, and the location and time of patron logins are collected to manage the queues for using library computers. For wireless connections, the date and time of a wireless connection and the MAC address of the device that is connected through the wireless network is retained. The USA PATRIOT Act requires that this data be retained for a reasonable period of time. It is currently retained for two months.

The library’s collection is also a part of the networked, digitized library environment. Patrons increasingly borrow library materials by accessing and downloading them via third party vendors. While vendors who are under contract with the Library are subject to the same federal and state data privacy laws as the Library, their compliance is subject to the ethics and integrity of those organizations. The Library actively works with third party vendors to support patron data privacy.

Handling and Disclosing Patron Data
Library staff and volunteers handle patron data in accordance with library administrative policy. Patron data that is public may be requested under the Minnesota Data Practices Act. The Library follows county procedures and responds to written data requests in a timely way.

Patron data that is private will not be disclosed except under the circumstances detailed under the "private patron data" section (above). The process for responding to requests for private patron data is detailed in library administrative policy.

The Library does not give, share, sell, or transfer patron data for commercial purposes.

Roles and Responsibilities

The Hennepin County Board of Commissioners appoints a Data Governance Officer who is responsible for developing, articulating, implementing, and managing the county’s vision for organizational data management and data compliance practices in accordance with federal laws and state statutes. Each county department appoints a data steward who works with the Data Governance Officer and is accountable for the quality and use of the department’s data.

The Library implements the Library Board policy and establishes library administrative practices and procedures that are aligned with county-wide policies.

Library staff and volunteers follow the Code of Ethics of the American Library Association and "protect each library user's right to privacy and confidentiality with respect to information sought or received, resources consulted, borrowed, acquired, or transmitted."

Library staff take annual data security training and play an active role educating and informing patrons about patron data privacy concerns especially as it relates to the digital environment.

Library patrons have the responsibility to safeguard their personal privacy, report lost library cards, manage their library account privacy settings, familiarize themselves with the privacy policies of the third party vendors they access, and be aware that the Library cannot protect the privacy of data that is transmitted to third parties via the Internet.

Associated Policies and Laws

This policy is subject to all federal, state, and local laws and policies including but not limited to:

- Hennepin County. Data Practices Policy
- Hennepin County. Data Practices Requests
- Hennepin County. Privacy and Security Policy
- Hennepin County Library Administrative Policy. Handling and Disclosing Patron Data
- Hennepin County Library Board. Library Bill of Rights
- Minnesota. Government Data Practices Act
- United States. Children’s Online Privacy Protection Act
- United States. Electronic Communications Privacy Act
- United States. USA PATRIOT Act
Process

This policy is reviewed by the Library Director (or designee) and the Library's legal counsel every four years, or more frequently as needed. Recommendations are forwarded to a Library Board committee. The committee reviews and revises as necessary, endorses and advances to the full Library Board for approval.

Policy History

Next Review Date: 2026
Last Reviewed/Revised Date: 2018
Previous Policy Dated: 11/30/2011.
Upcoming Events Calendar – UPDATED 10/25/22

Friends of HCL proudly presents our nation’s most thought-provoking voices in our two events series. **Pen Pals** continues its 26th season in person at Hopkins Center for the Arts, with a virtual option should patrons be unable to attend in person. **FREE Talk of the Stacks** events remain virtual until further notice.

**Pen Pals with Annette Gordon-Reed**
*Ticketed Event – In-person + Virtual*
Thursday, Dec. 1, 2022 @ 7:30 p.m.
Friday, Dec. 2, 2022 @ 11:00 a.m.

**Talk of the Stacks with Stacy Schiff**
*FREE Virtual Event*
Thursday, Dec. 8, 2022 @ 7:30 p.m.

**Pen Pals with John Irving**
*Ticketed Event – In-person + Virtual*
Thursday, Mar. 23, 2023 @ 7:30 p.m.
Friday, Mar. 24, 2023 @ 11:00 a.m.

**Pen Pals with Kristin Hannah**
*Ticketed Event – In-person + Virtual*
Thursday, May 4, 2023 @ 7:30 p.m.
Friday, May 5, 2023 @ 11:00 a.m.

Individual tickets to Pen Pals events are now on sale at [www.supporthclib.org/pen-pals](http://www.supporthclib.org/pen-pals)
Free registration for Talk of the Stacks events at [www.supporthclib.org/talk-stacks](http://www.supporthclib.org/talk-stacks)