

A “Who’s Who” of the Strategic Planning Group

BY NANCY HEWISON

PILLAR: Infrastructure

In August, the Planning and Operations Council (POC) in consultation with strategic planning consultant, Paul Meyer, determined the basic membership of the Strategic Planning Group (SPG) of the Libraries, Press, and Copyright Office. POC also advised the Libraries Administration on additional viewpoints for possible inclusion.

Under Paul’s guidance the SPG will identify the conditions that will affect our organization in the next five years (2011-1016) by defining assumptions about our future environment and critical uncertainties inherent in that future. SPG will review the accomplishment of our present strategic plan and develop strategic goals and objectives for the next five years.

A broad spectrum of perspectives is vitally important in forming a group with such responsibilities. The SPG membership meets this goal by drawing together POC members; the dean and other Dean’s Council members; representatives from the administrative/professional staff, the clerical/service staff, and the faculty; and individuals in positions with particular responsibilities. The resulting 37-member group includes nearly one-quarter of the approximately 160 employees of the Libraries, Press and Copyright Office.

Planning and Operations Council (all POC members)

Bracke, Paul
Brandt, Scott
Doan, Tomalee
Hewison, Nancy
Kantner, Pat
Killion, Vicki
McNeil, Beth
Oakley, Heather
Purvis, Lisa
Van Epps, Amy
Ward, Sue
Weiner, Sharon

Dean’s Council (DC members not already included as POC members)

Ferullo, Donna
Mullins, Jim
Schumaker, Judy
Watkinson, Charles

Libraries Administrative/Professional Staff Advisory Committee (two LAPSAC representatives)

Gill, Amanda
Winks, Amy

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ANNOUNCEMENTS

**Strategic Planning
Focus Group Meetings**
Monday, September 27, 2010
1:00 p.m. - 4 p.m.
HIKS B848
Or
Tuesday, September 28, 2010
8:30 a.m. - 11:30 a.m.
HIKS B848
Register with [Linda Foster](#)

***Purdue’s Bellwether of Diversity: The
Life and Legacy
of Dr. Cornell Bell***
Archives & Special Collections
September 23 - December 29, 2010
HSSE 4th floor

**Distinguished Lecture Series
featuring T.C. Boyle
Rescheduled**
March 29, 2011
Fowler Hall
Stewart Center

**The Golden Age: Indiana Literature
(1880-1920)**
September 17 - October 15, 2010
Hicks Undergraduate Library

**Celebrate 50 Years with
Purdue University Press**
Wednesday, September 29, 2010
9:30 a.m. - 11:30 a.m.
STEW370

Libraries Clerical/Service Staff Advisory Committee (all LCSSAC members and the C/S representative to Infrastructure Council)

Begley, Jill
Foster, Linda
Hunt, Becky
Patnaude, Laura
Sego, Mary
Sturgeon, Sharon
Wiesler, Dacia

Faculty representatives (all Faculty Affairs Committee members and an untenured faculty member)

Bracke, Marianne Stowell
Fritch, John
Herubel, JP
Kirkwood, Hal
Riehle, Catherine Fraser

Other representatives selected due to their responsibilities

Briones, Bryan	Data coordinator
Flora, Grant	Marketing liaison, Advancement
Heiss, Brad	Facilities coordinator
Hillgrove, Julie	Human resources administrator
Garritano, Jeremy	Co-division head, PSET division
Shaffer, Bryan	Production and marketing manager, Press
Wilkinson, Elizabeth	Interim head, Archives and Special Collections

Paul D. Meyer Returns to the Libraries for Strategic Planning Process

PILLAR: Infrastructure

Paul Meyer is no stranger to the Purdue Libraries. Paul successfully guided the Libraries through its 2006 - 20011 strategic planning process and is returning to campus to help us to develop our 2011 - 2016 plan.

See how Paul plans to help us understand the process and how important it is for each of us to participate in the focus group meetings and lend your support to colleagues as they attend several planning meetings over the next several months.



Q. What are some of the things that come to mind when you think about your past experiences with Purdue Libraries?

A. Last strategic planning process was five years ago –

- The emphasis on innovation and creativity
- The importance of connecting the libraries strategic plan to the university's areas of focus – learning, discovery and engagement
- Articulating the unique benefits of the libraries to three important stakeholder groups – undergraduate students, graduate students and faculty
- Assisting with creating a new brand identity for the libraries
- Watching two students communicate to each other in the Student Union through only their laptops
- Being introduced to Irish oat meal

Q. What types of organizations have you worked with?

A. I have worked with over 200 organizations in practically every career and industry you could

Fall LCSSAC Picnic

Thursday, September 30, 2010
5:30 p.m.
Happy Hollow Park, Shelter 1

Conflict Management Training

October 11 and 12
9:00 a.m. – 11:00 a.m.
HIKS B848
Register with [Linda Foster](#)

PAUL MEYER



PAUL MEYER
Tecker Consultants

Q. What do you enjoy most about your job and why?

A. The diversity of the subject matter and the opportunity to meet some

of the brightest and most talented individuals in a variety of different fields and occupations. I am a wonderful conversationalist at cocktail parties because on a daily basis I am privy to the environmental trends from professions as diverse as palliative medicine and wastewater management and have all this data stored in my head.

Q. How long have you been doing consulting?

A. I have been consulting for nine years.

Q. What is one unforgettable experience that has happened to you or your coworkers while working?

A. While traveling the globe collecting research for Kiwanis International I was having a discussion with petroleum geologists on their future international strategy when two astronauts stood up and passionately advocated for a galactic future strategy. I knew, then, that change was coming...

Q. What's your favorite book, Web site, movie, or database?

A. Star Wars Trilogy and the Rocky movies

Q. Coffee, tea, water or soft drink?

A. I am a diehard tea drinker and have never really tried coffee although I do like coffee ice cream.

Q. What do you like to do for fun?

A. Spend time with my kids especially riding roller coasters.

think of (test me and see if it's true!!) and many library-related organization. I had the privilege of a long engagement with Yale University Library through a recommendation provided by Jim.

Q. Why should we do a strategic plan?

A. Strategic planning assists entities in creating focus on specific areas and/or activities within a given time horizon in order to strategically build an organization to reach an articulated envisioned future. It is potentially more than just "process improvement."

Q. How can we justify doing a strategic plan when we are working within tight financial constraints?

A. When organizations are experiencing financial challenges is the most important time to do strategic planning because the plan can assist in creating greater clarity and focus on how to use finite resources. Strategic planning does not have to be about "adding more to the already filled plate," but assisting entities in using finite resources for activities that are strategic and responsive to changing environmental conditions.

Q. Why is it important for each staff member to participate in the process?

A. In order to gather as much insight as possible on environmental conditions and ideas for future positioning. Staff have the unique opportunity to influence the outcomes of the plan.

Sept 27 & 28 Strategic Planning Focus Groups – Do I need to do something to prepare?

BY NANCY HEWISON

PILLAR: Infrastructure

Maybe you've already signed up for one of these sessions that our consultant Paul Meyer will lead for the entire staff of the Libraries, Press, and Copyright Office (approximately 100 of us have done so already!) or perhaps you're still figuring out which session will be better for you time-wise. Either way, you may be wondering whether there's something you could be doing to get ready.

Before responding to that question, here's some background information. What we'll be doing together in the session is sometimes called an "environmental scan." If you were with the Libraries in 2005, you may remember doing this with Paul as we prepared our current strategic plan. We'll be talking about changes that we see occurring in the larger environment which affect the Libraries, Press and Copyright Office — changes in higher education, science and technology, U.S. demographics, library user preferences and other areas. We're all aware of some of these changes through our work, our life outside of work and what we know about what's going on in the world.

So I'll answer the question, "Do I need to do something to prepare for the focus group meeting?" by saying that no preparation is necessary or expected. Just bring a willingness to explore ideas and to share your thoughts in one of the small group discussions and/or when Paul is asking the whole group to consider something.

If, however, you'd like something to get your thoughts going on changes and trends that are affecting libraries, here are two short "good reads."

"The Opportunity of Invisibility," by Catherine Murray-Rust, in *Leaders Look Toward the Future, 2010*.

<http://www.neal-schuman.com/academic/Murray-Rust2010.pdf>

The author of this essay (she's Dean and Director of Libraries, Georgia Institute of Technology Library and Information Center) states the challenge as she sees it: academic research libraries are increasingly invisible. In less than three pages, she outlines how we got to where we are today, how it is that the trends we're now experiencing can be "both marvelous and terrifying" and why the danger of invisibility is also an opportunity.

ACRL 2009 Strategic Thinking Guide for Academic Librarians in the New Economy. Association of College and Research Libraries, March 2009.

Q. Feel free to include any information about yourself that you would like to share with the staff?

A. Right now, I am spending my spare time teaching my 15 year-old daughter how to drive —any advice would be greatly appreciated!

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COPY DEADLINE

Copy for the September 29 issue is due by September 27, 2010. Send to [Teresa Brown](#).

<http://www.acrl.org/ala/mgrps/divs/acrl/issues/value/acrlguide09.pdf>

This came out of a project which began as an environmental scan to generate discussion at an ACRL conference, and then turned into a guide to strategic thinking. The environmental issues are still in there and worth a look — check out the bulleted lists of trends regarding “recent fiscal developments affecting higher education,” “notable aspects of current and incoming student populations” and “technology developments that have strategic importance for libraries.”

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Comments and suggestions are invited. Send information to Teresa Brown/INSIDE/STEW 264, 49-47178 or tmabrown@purdue.edu

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