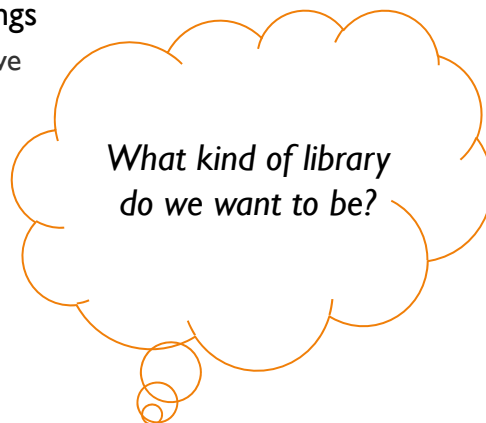
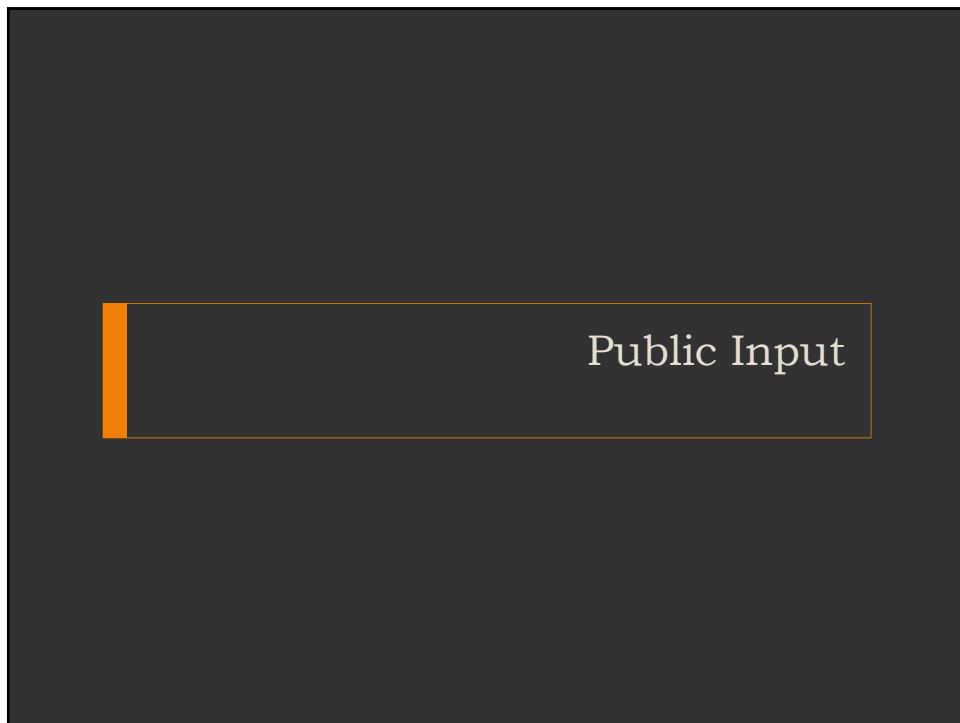
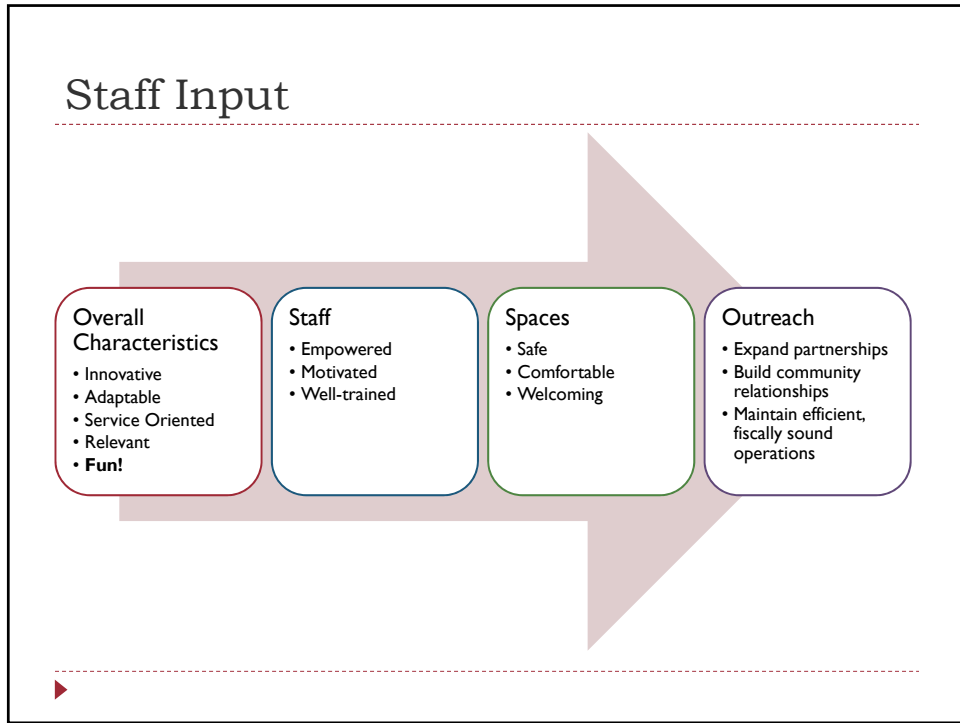


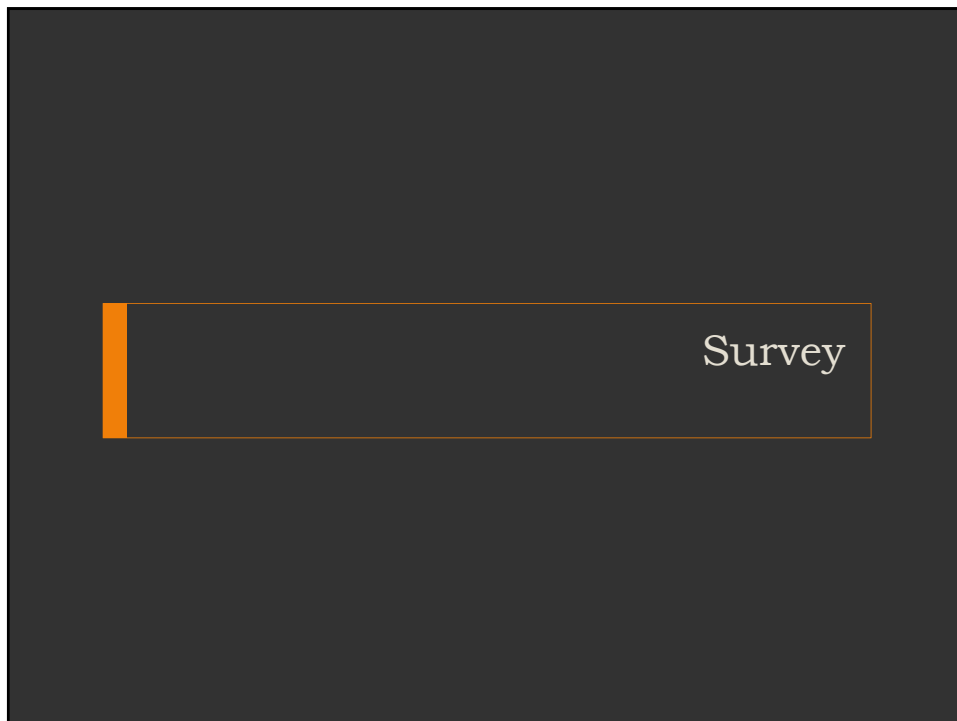
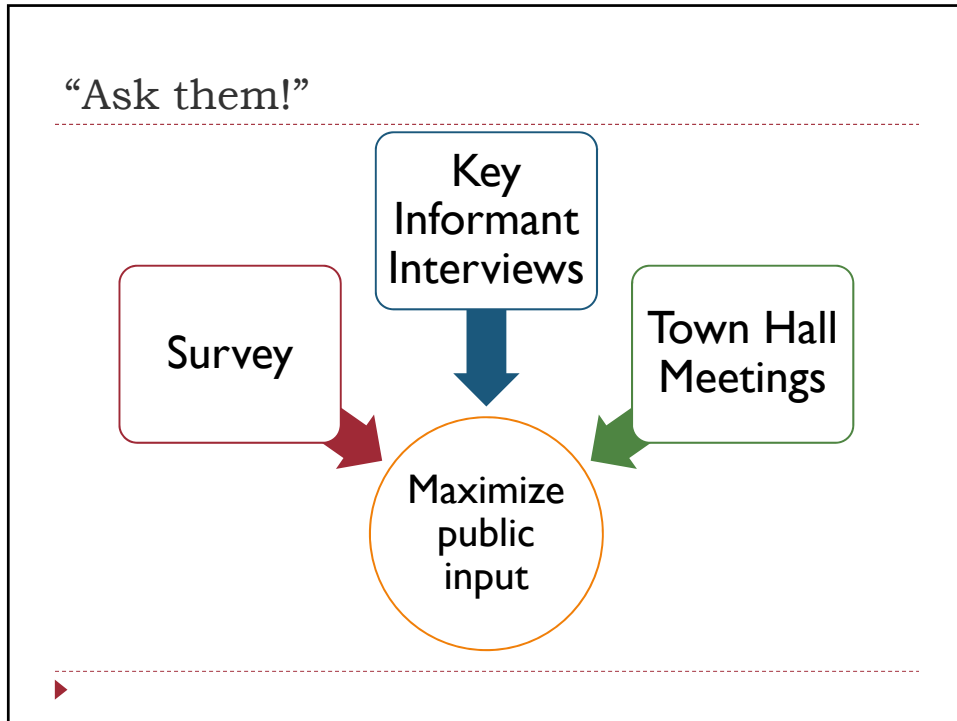
## Staff Input

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- ▶ **All-staff visioning meetings**
  - ▶ Interactive & collaborative
  - ▶ Across departments, locations, level of responsibility
  
- ▶ **Smaller prioritization meetings**
  - ▶ At various times and locations







## Survey

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- ▶ Online
  - ▶ Concurrent with April Branch Out programming
  - ▶ In-library promotion
    - ▶ On website and catalog computers
    - ▶ On iPads at programs
    - ▶ Flyer in holds and new books
  - ▶ Out-of-library promotion
    - ▶ On website
    - ▶ On Facebook
    - ▶ On laptops and iPads at outreach events
  - ▶ Open for one month
  - ▶ 400 Completed Surveys



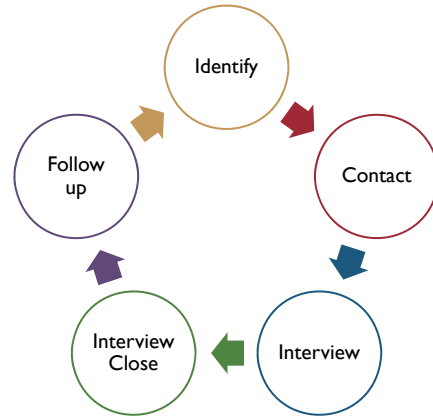
## Key Informant Interviews

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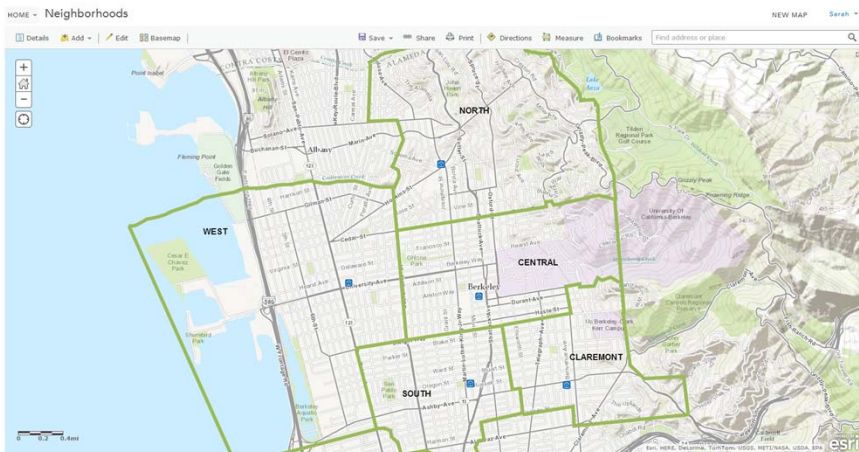
### Defined process

1. Identify
2. Contact
3. Interview
  - a. Interview Close
4. Follow up

*All levels of staff at all points  
in the process*



## Key Informant Interviews

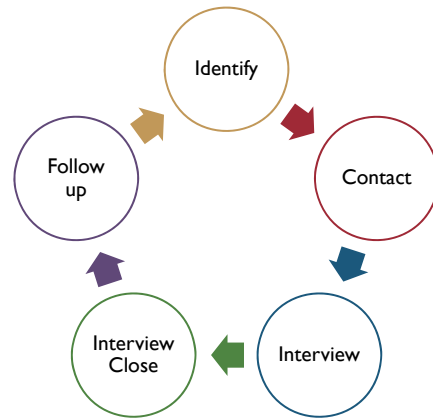


## Key Informant Interviews

### Defined process

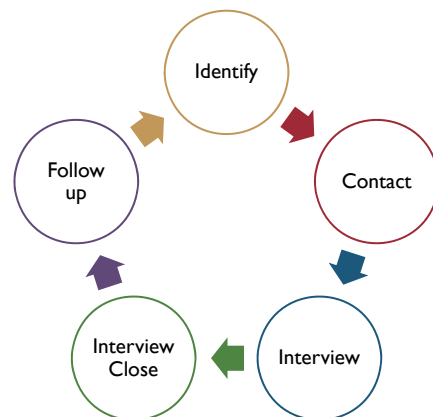
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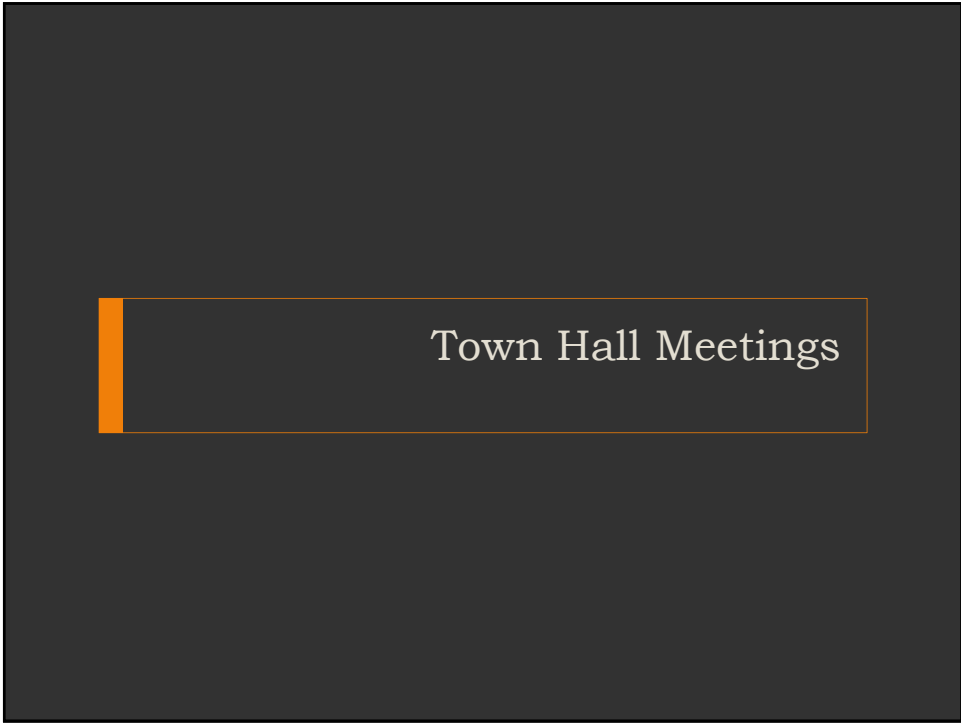
*All levels of staff at all points in the process*



## Key Informant Interviews

- ▶ Contacted 110 people through initial identification and referrals
- ▶ Completed 80 interviews





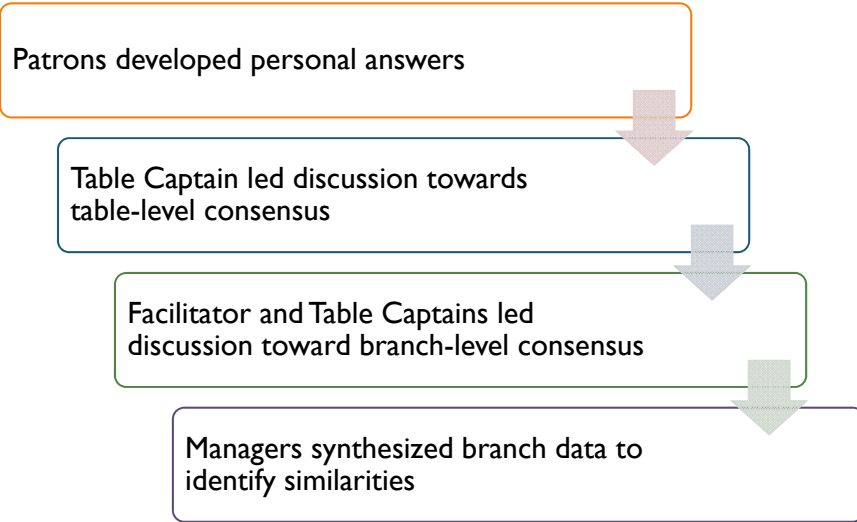
Town Hall Meetings

<p>Question 1.</p> <p>What is the single most important contribution the library makes to our community today?</p>	<p>Question 2.</p> <p>What one thing could the library do to better serve the community?</p>
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▶

## Town Hall Meetings

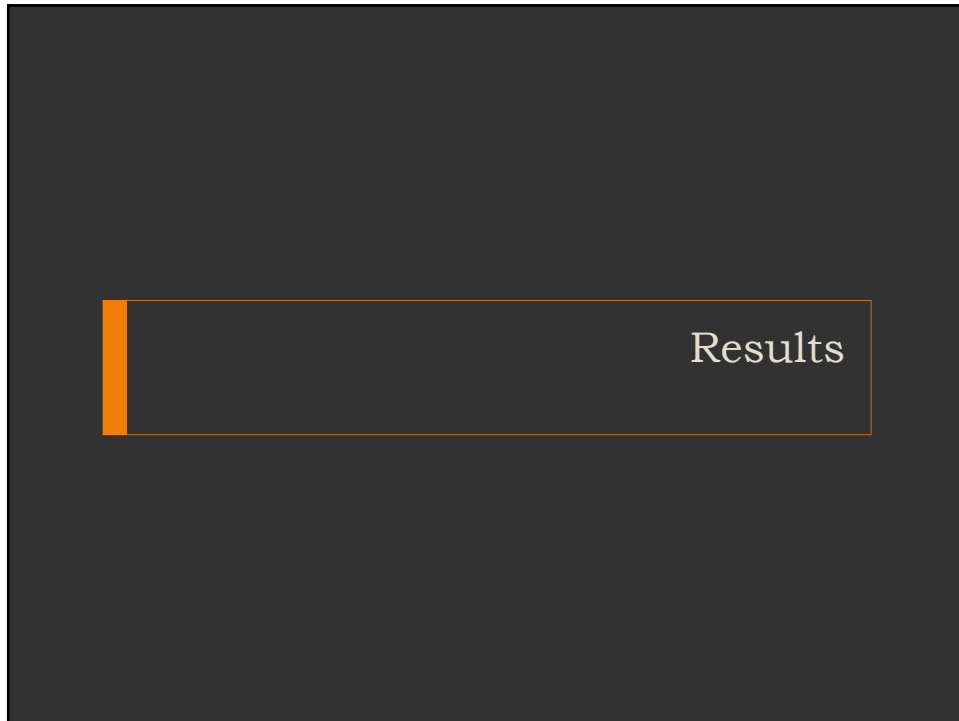
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## Town Hall Meetings

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- ▶ In-library promotion
    - ▶ Signage
    - ▶ Flyers
  - ▶ Out-of-library promotion
    - ▶ Targeted press contacts
    - ▶ Social Media
- ▶ 100 participants



## Results - Survey

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- ▶ **Top reasons for using the library**
  - ▶ Borrow materials (physical and digital)
  - ▶ Discover new authors, titles
- ▶ **Top priorities for library collections**
  - ▶ Physical collections
  - ▶ Access to materials not available in Library
- ▶ **Top priorities for library facilities**
  - ▶ Increasing public service hours
  - ▶ Provide a welcoming, safe, comfortable environment



## Results – Key Informant Interviews

- ▶ Key community challenges
  - ▶ Economic gap
    - ▶ Lack of job training, opportunity gap
  - ▶ Affordable housing
  - ▶ Education gap
  - ▶ Diversity
  - ▶ Budget cuts, restrictions
    - ▶ Social services, non-profits
- ▶ Key library opportunities
  - ▶ Community collaboration
  - ▶ Promotion of library
  - ▶ Community Hub



## Results – Town Hall Meetings

- ▶ The library's most important contribution is:
  - ▶ Free and easy access to a variety of materials, programs and services
  - ▶ Welcoming to all community members
    - ▶ Social equalizer, social safety net
  - ▶ Safe, accessible, attractive spaces
  - ▶ Community congregation for shared experience
  - ▶ Positive learning environment (self-education)
- ▶ The library can better serve the community through:
  - ▶ Increased service hours
  - ▶ Outreach
    - ▶ Get to where the people are
    - ▶ Connect with non-users, youth, underrepresented
  - ▶ Partnerships
  - ▶ Better promotion of the library
  - ▶ Volunteers
    - ▶ Utilize community specialties



