

# Lavenia McCoy Public Library

## Report of the Task Force to Revise the Long Range Plan, 2011

### Introduction

The Board of Trustees of the Lavenia McCoy Public Library appointed a Task Force in September, 2010 to revise the library's Long Range Plan. Specifically, the mission of this Task Force was:

Members of this Task Force included: Tim Telep, Donnalee Baxtrom, Laura Tretter, Russell Burwell, Susan Tillotson, Cathy Moats, Karen Lemke, Jan Strahan, Jan Leithauser and Cheryl Clay.

**Mission Statement: *In anticipation of evolving community needs, the Task Force will update and revise the library's Long-Range Plan (LRP). This will be achieved by formally gathering community input that will be used to generate recommended revisions to the LRP. The Task Force will then present the revised Long-Range Plan to the community.***

The work of this Task Force was focused on revisions to the Long Range Plan as a whole with particular attention to GOAL 5: FACILITY PLANNING of the Lavenia McCoy Public Library's current Long-Range Plan (2009-2014). The objectives of Goal 5 are:

- Objective N. Consider and evaluate the possibility of the development of various types of expansion.
- Objective O. Plan for future expansion based on projected population growth and patron feedback.
- Objective P. Ensure adequate parking for current and projected use.

The work of the Task Force was organized to accomplish this mission and goal using the time of staff, volunteers and members of the community to do the following:

1. Develop surveys for adults (including high school students) and youth (grades 3-8) that ask about how they use the library, current satisfaction and future needs.
2. Select an on-line survey company to manage the data—Constant Contact
3. Develop a marketing plan for the survey and meetings with community organizations
4. Distribute the survey with community groups, at community events, in the library and on-line.

5. Attend meetings of community organizations to share the library's long range planning process and solicit suggestions.
6. Compile results of the survey and meetings with community organizations. (See below)
7. Recommend revisions to the Long-Range Plan. (See below)
8. Report recommendations to the Library Board for approval.
9. Present revised Long-Range Plan to the community.

## **Survey Development**

During October and November, a draft of the adult survey was written and reviewed by the Task Force. In November, the adult survey was pre-tested with Friends of the Library members, and suggestions were incorporated into the final version of the survey.

Based on the general format of the adult survey, the youth survey was written for the target audience of fourth through eighth graders in Bayfield Schools. Tim Telep and Jan Strahan served as liaisons to school administrators to obtain permission to administer the youth surveys as "real-world" classroom projects.

Two on-line survey companies were considered for distribution and reporting results: Survey Monkey and Constant Contact. Both of these companies had been used in some way by the library staff. Survey Monkey had been used for a brief on-line survey in the past. At the time of the decision, the staff had used Constant Contact to contact library patrons with more than 400 names in the database. As both companies had similar resources for compiling and reporting the data, Constant Contact was chosen to save time building a database.

## **Marketing Plan**

The overall goal of the marketing plan was to have at least 500 adults (including high schoolers) and 500 youth fill out the respective surveys. To accomplish this goal, the adult surveys would be distributed at community events, through Constant Contact on-line and in paper version at the library. A "Facts Sheet" about the library would be available for distribution along with how to access the survey on-line.

The youth surveys were targeted to Bayfield school students, grades 3-8.

Announcements of the library surveys were made through the Bayfield Times, Bayfield Schools Newsletter, library kiosk, library staff, Bayfield Middle School Holiday Program and Bayfield Early Education Program.

As an incentive to complete surveys, respondents were eligible for a drawing to win an e-reader.

The deadline for completed surveys was February 26, 2011.

## **Survey Distribution**

Members of the Task Force distributed surveys and “Fact Sheets” at the Bayfield Second Grade Holiday Program, Bayfield Middle School Holiday Music Program, Old Fashioned Christmas in downtown Bayfield and the Pine Valley Church Craft Fair. In addition, the adult paper survey was available at the library and library staff explained to patrons how to access the survey on-line.

Youth surveys were completed by Bayfield students, grades 3-8, as a “real-world” project in Tim Telep’s and Jan Strahan’s classes.

Finally, during meetings with community organizations task force members encouraged local residents to complete surveys.

## **Community Organizations and Focus Groups**

Laura Tretter led the effort to contact community organizations. Community organizations were contacted and the library long range plan included on their agendas. Task Force members attended these meetings and reviewed the progress of the library in the new facility, shared the “Fact Sheet” about the library today, asked for ideas and suggestions going forward and requested support by filling out the surveys.

A series of focus group meetings were scheduled at the library to provide the opportunity for residents to meet with the Library Director and Task Force members for an informal discussion of the future of the library. These meetings were open to the public and marketed to specific target groups including Boy Scouts, Girl Scouts, Homeschoolers, Pine River Community Learning Center, Skills for Living and Learning, Bayfield Study Club, Farm Bureau, and church leaders.

## **Results of the Survey and Community Meetings**

### **INTRODUCTION**

Based upon the number of surveys completed and participation of residents in community meetings, it is fair to conclude residents of the Bayfield and Pine

River Valley community have been engaged in the process of revising the library's long range plan.

Adults (including high school students) completed 785 surveys.  
Youth (grades 3-8) completed 614 surveys.

The results of this survey serve dual purposes. First, some results are an evaluation of the current services, collections, programs and facilities showing areas of accomplishment. Second, some results indicate changes recommended for the future.

Community groups were contacted by phone and email to coordinate library staff presentations. Library staff and board members presented at the Bayfield Chamber of Commerce member meeting, Bayfield Early Education Programs (BEEP) staff meeting, Bayfield Town Council public meeting, Pine River Senior Center weekly lunch, Rotary member meeting, Lions member meeting, and La Plata County Commissioners public meeting. Contacted but not presented to were the Bayfield School District and Vallecito Chamber of Commerce.

The meetings afforded the opportunity to hear from leaders in the community in a discussion of community goals and new ways to work together in the future.

The results of the surveys and community meetings are organized into four functions of the Lavenia McCoy Public Library; service, collections, programs and facilities. Each of these includes strengths and recommendations. In addition, technology is reported as a separate section. As a major feature of life in general and the library as resource to residents, technology cuts across the functional areas of service, collections, programs and facilities.

The final section of this document is a succinct set of recommendations based on the survey results and community group discussions.

## **SERVICE**

Strengths: Patrons are overwhelmingly pleased with the quality of service of the library staff, especially their friendliness and helpfulness as revealed in over 200 positive individual comments on the survey. Patrons felt welcome and comfortable with an approachable, knowledgeable staff. These results relate to Goal 1 of the LRP, To treat all people – patrons, staff, and members of the greater community – as our most valuable asset. In particular, the high patron satisfaction shows that Objective A. (Increase patron satisfaction to 100% through a helpful, knowledgeable, and available staff) is being met at a high level. Staff are well-trained and supported to provide quality service to patrons.

Recommendations for the future:

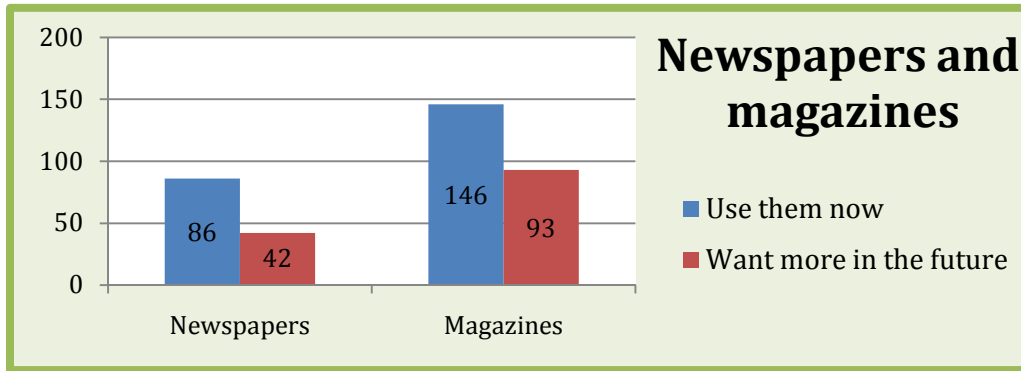
1. Staff retention and development to maintain a high quality of service
2. Increase services to patrons who use the library less than 1/month (26% of respondents)
3. Increase staff to provide increased services as requested by individuals and the community through the survey

## **COLLECTIONS**

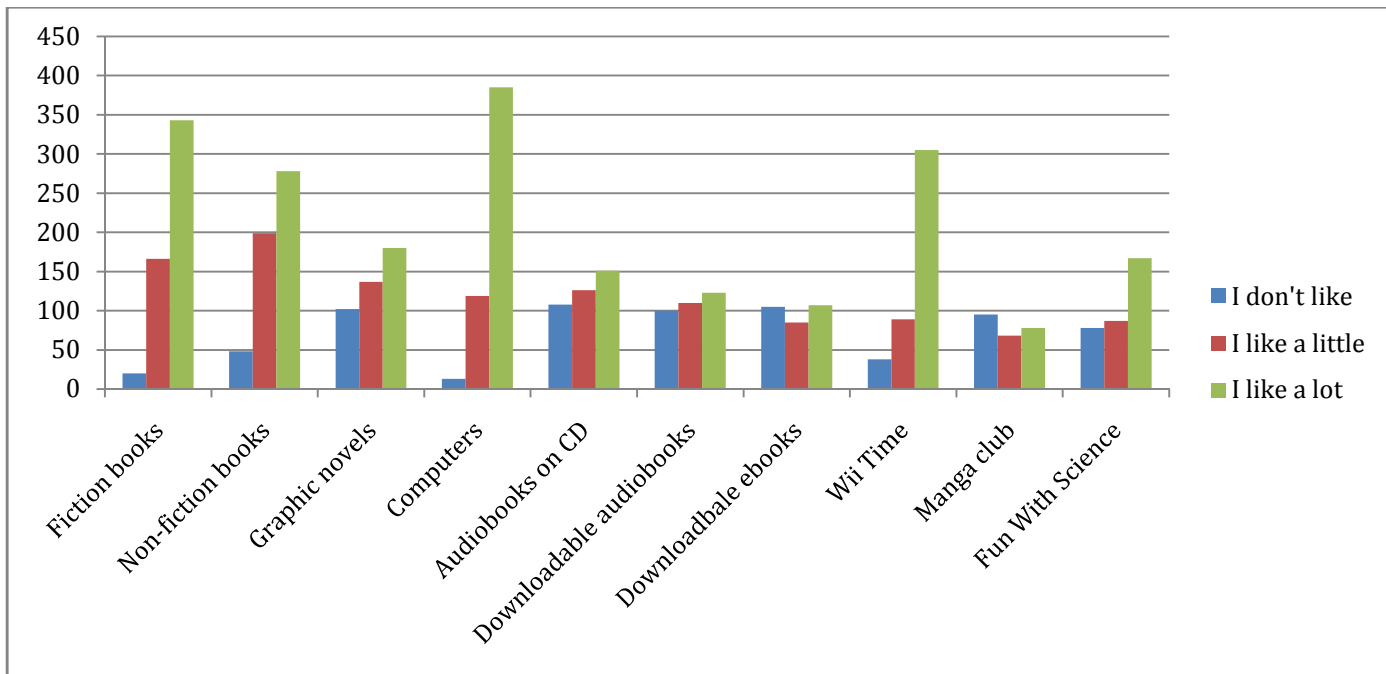
Strengths: The library offers a number of print materials, and the survey results were similar to circulation numbers for those materials. Books for adults were checked out the most, with children's books being a close second.

Recommendations: When asked what type of materials they would like to see increased, survey respondents gave similar answers, with books for adults being the most popular.

Based on our questions regarding what items are used and what patrons would like to see more of, it appears as though newspaper and magazines may be becoming less popular. The chart below shows the number of people using those items compared with those who want more of those items.



Books for children were the second most popular print material checked out of the library according to the survey and circulation records. Likewise, youth liked fiction, non-fiction and graphic novels.



## Computer/Technology Resources

Currently, adults use laptops or computers, DVD's, and books on CD from the library. Adults preferred to increase DVD's, downloadable e-books and books on CD in the future.

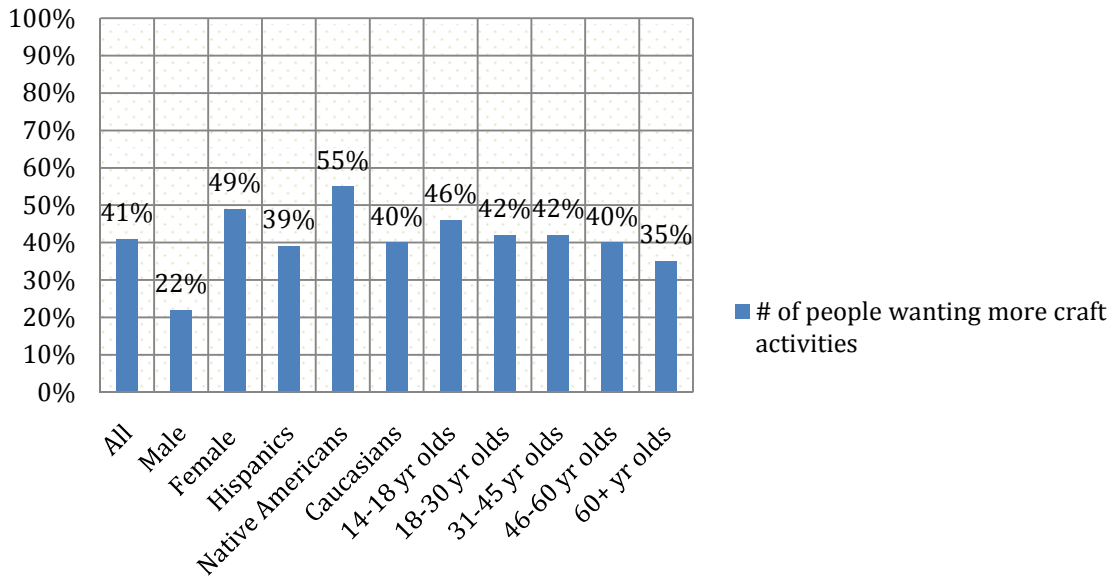
## **PROGRAMS**

The library supports families with programs for children, teens and technology for all. The most popular programs were the summer reading programs for children (40%), family movie nights (40%), and story time (35%) for children. Other popular programs for adults were: craft programs (41%), cooking programs (39%), gardening programs (38%), life-long learning programs (37%) and book discussions (30%).

The most popular programs for youth were computers, Wii Time and Fun with Science. In the future, youth would also like more art (81%) and music (78%) programs at the library.

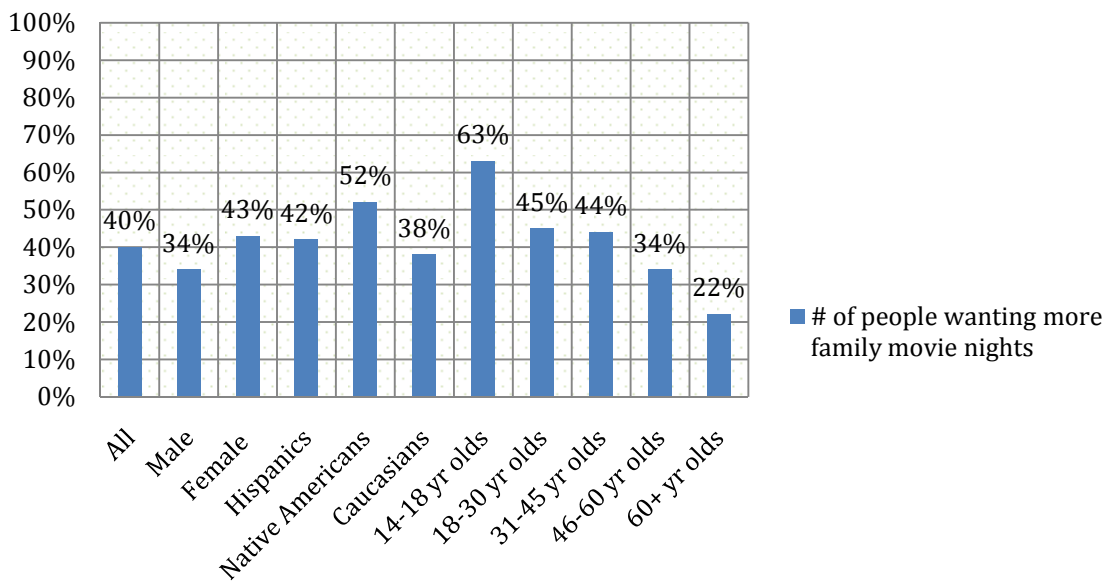
Strengths: The library offers a wide variety of program to appeal to younger and older patrons to enhance family life and job-related skills and for personal enjoyment. Programs are led by library staff (computer classes, story times, summer reading) and community experts (cooking, gardening, crafts).

## Percentage of respondents wanting more craft activities



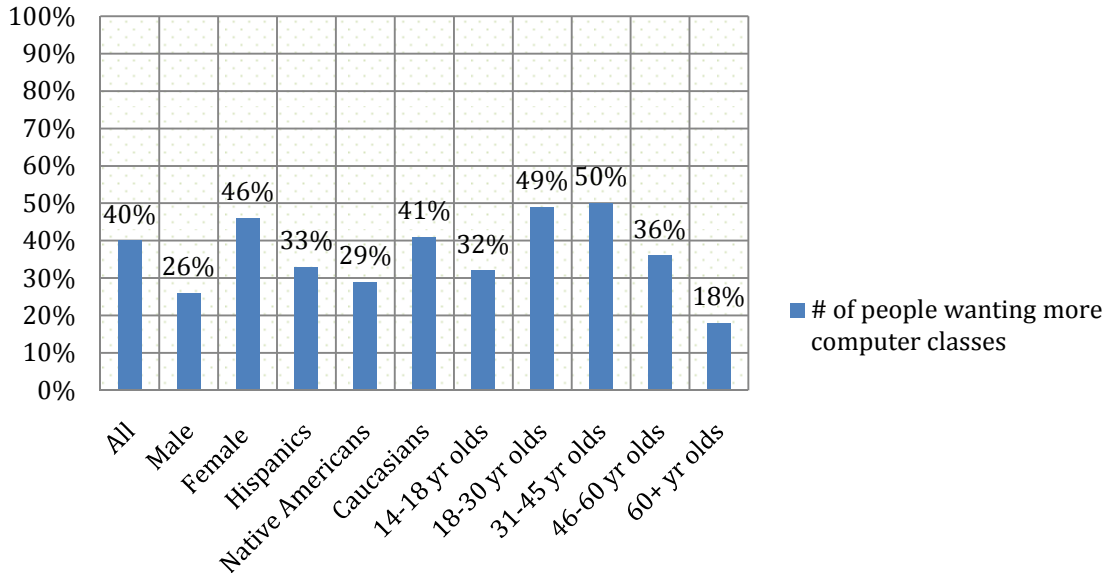
Survey Respondents, broken down by different age and race groups

## Percentage of respondents wanting more family movie nights



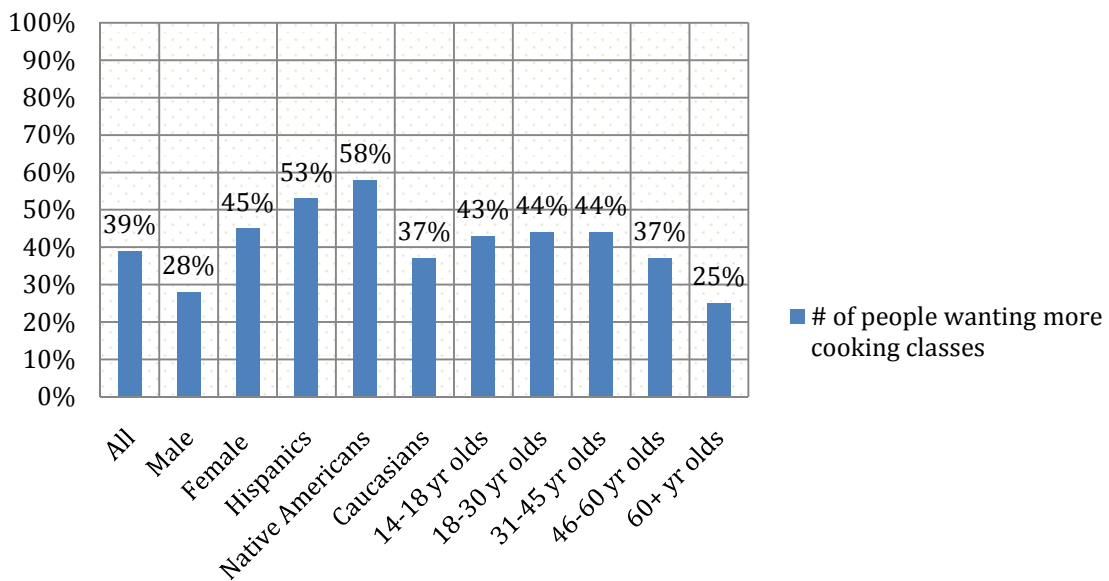
Survey Respondents, broken down by different age and race groups

## Percentage of respondents wanting Summer Reading Programming



Survey Respondents, broken down by different age and race groups

## Percentage of respondents wanting more cooking programs



Survey Respondents, broken down by different age and race groups

Recommendations:

Continue to offer programs relevant to various demographic groups:

1. Technology classes
2. Cooking, craft and gardening
3. Family movie nights
4. For youth continue to offer Wii time and Fun with Science and offer more art and music classes
5. Story times and summer reading
6. Target marketing efforts for classes to reach adult, youth and other demographic groups

## **FACILITIES**

At least 50% of adults want increased space in all categories surveyed. About two-thirds (65%) indicated a need for more space for books, movies and audio materials that parallels demand for library resources now and in the future. In addition, 60% of adult respondents said the library needed more space for the children's area.

Space for the teen area was least satisfying (32%) to survey respondents. During the administration of the survey the newly designed teen area was opened which may account for the earlier results of lower satisfaction for that area. The teen area is of great interest to both older and younger patrons and will continue to need adequate space for teens themselves and a space buffer for other patrons.

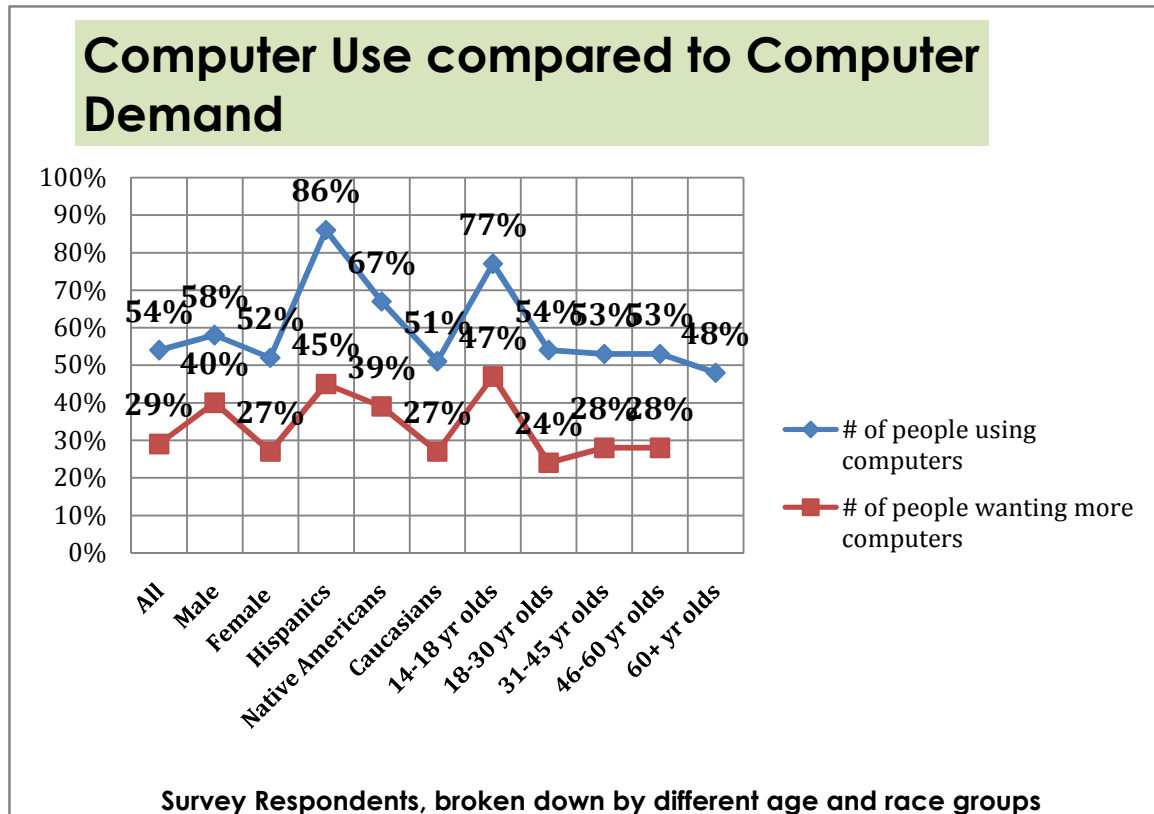
Strengths: Survey respondents are pleased with the current library in many dimensions (space, cleanliness, children's area, computer area and individual reading areas). The space supports the high quality of patron service discussed earlier.

Recommendations: The library needs additional space for:

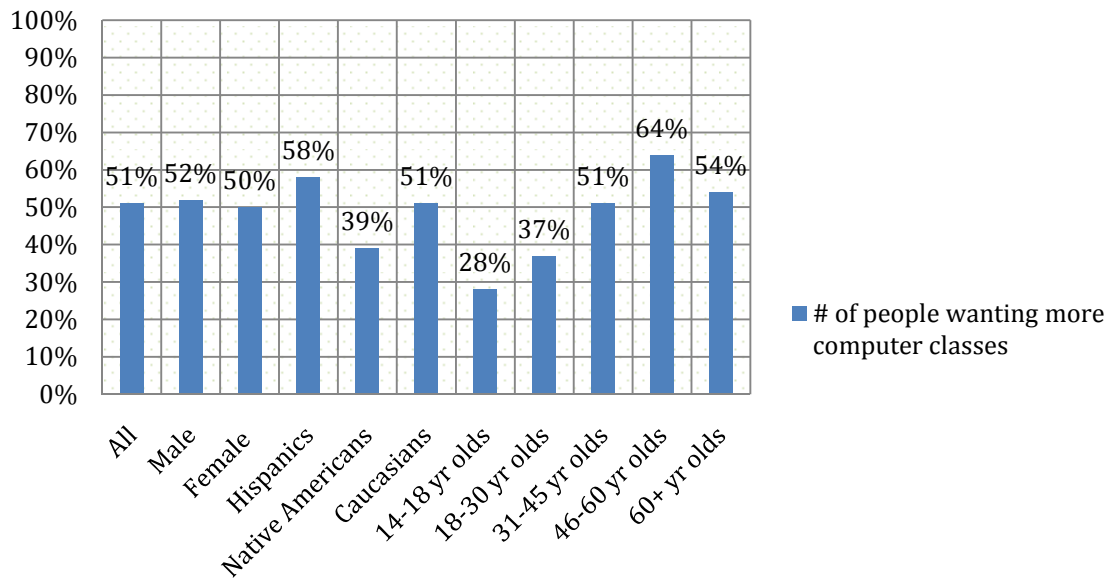
1. Books, movies and audio materials
2. Children's area
3. Teen area
4. Technology (computers, DVD's and classes)
5. Meeting space and, possibly small auditorium

## TECHNOLOGY

What technology resources do patrons use now and what do they want in the future? In the graph below, adults wanted more downloadable e-books (36%), books on CD (34%) and downloadable audio books (32%). Interestingly, 361 (52%) respondents wanted computer classes in the future. Who are these respondents and what kinds of classes do they want?



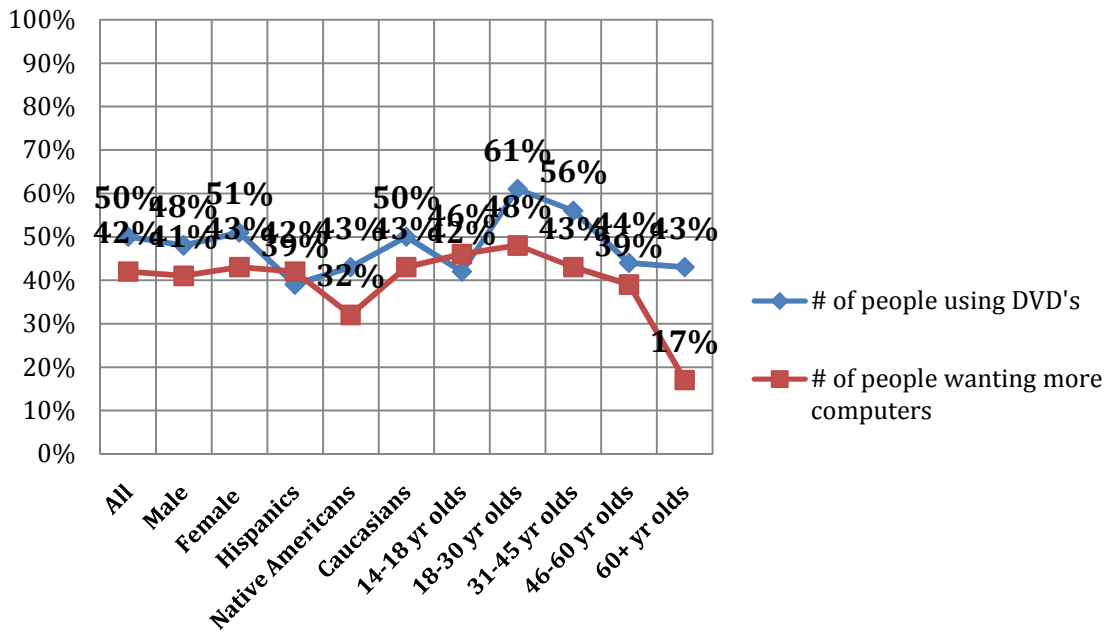
## Percentage of respondents wanting more computer classes



Survey Respondents, broken down by different age and race groups

Many kids (3<sup>rd</sup> through 8<sup>th</sup> grades) commented they would like more time on the computers, or more computers. These individual comments of youth support the finding in the above graph that 14-18 year-olds use library computers at a high level (77%) and were the group that most wanted more computers (47%). At the same time, the 14-18 group has the lowest demand for computer classes. It could be that this group is engaged in classes with computer instruction at school and desirous of access to computers outside of school to use their level of computer knowledge for career or entertainment. When computers are not available at home, either by necessity or choice, the library provides this resource, thus the high level of computer usage.

## DVD Use compared to DVD demand



Survey Respondents, broken down by different age and race groups

Another finding is that the 46-60 group had the highest demand for more computer classes. They may need specific skills for further career development.

The Hispanic group showed the second highest (58%) desire for computer classes.

Strengths: Overall, the survey indicated a high level of satisfaction with computers and laptops (54%) and space available (54%) along with a high level of use (54%) of these resources.

Recommendations: Based on the information from surveys, technology resources should change as follows:

1. Maintain up-to-date computers and laptops at the library, expanding to meet the demand over time
2. Offer computer classes designed for and marketed to the specific demographic groups
3. Maintain and expand DVD's, downloadable e-books, books on CD and downloadable audio books

Other results:

Another barrier to kids using the library was lack of transportation including living too far away.

## **DISCUSSION**

Overall, the results of this survey confirm the Bayfield and Pine River Valley communities are family friendly and future oriented. Adults survey respondents showed an emphasis on using and expanding family and children's programs-- summer reading programs, family movie nights, and story times. Monthly family movie nights are quality time together. The library also provides the variety of literature through summer reading programs and story times to support a love of and success with literacy. Other popular family friendly programs included crafts, cooking and gardening classes. Finally, the community looks to the library for up-to-date technology resources (computers and classes) in the future.

Patrons in different age groups and ethnic backgrounds are using technology resources and classes differently. The library is a place where people come to learn about hardware (computers and laptops) and software (word processing, spreadsheets and publishing) perhaps before they make investments for their own families. Older adults are requesting more classes than younger patrons, but the younger patrons want to expand technology resources in the library more than older patrons.

Finally, the library is an integral part of the community, a gathering place, learning place. It is a place to access knowledge accumulated over the ages, up-to-date information and skills to expand economic potential and enjoyment of community residents in the future.

## **RECOMMENDATIONS TO REVISE THE LAVENIA McCOY PUBLIC LIBRARY, 2011**

**Service**--Continue to provide a high quality of service through the emphasis on valuing every person associated with the library—patrons, staff and community members through:

1. Staff retention and development to maintain a high quality of service
2. Increase services to patrons who use the library less than 1/month (26% of respondents)
3. Increase staff to provide increased services as requested by individuals and the community through the survey

**Collection**--Expand the collection with more:

1. Books for adults
2. Books for children
3. DVD's
4. Fiction, non-fiction and graphic novels for youth

**Programs**--Continue to offer programs relevant to various demographic groups:

1. Technology classes
2. Cooking, craft and gardening
3. Family movie nights
4. For youth continue to offer Wii time and Fun with Science and offer more art and music classes
5. Story times and summer reading
6. Target marketing efforts for classes to reach adult, youth and other demographic groups

**Facility**--The library needs more space for:

1. Books, movies and audio materials
2. Children's area
3. Teen area
4. Technology (such as computers, DVD's and classes)
5. Meetings and, possibly, a small auditorium

**Technology**--Technology resources should be used to:

1. Maintain up-to-date computers and laptops at the library, expanding to meet the demand over time
2. Offer computer classes designed for and marketed to the specific demographic groups
3. Maintain and expand DVD's, downloadable e-books, books on CD and downloadable audio books