Why?

• Progression of APL evaluation following West Branch
• Opportunity for users to provide feedback
• Discover actionable items to improve services
Methodology

• In-house and online data collection
• Mid-June through end of July (six weeks)
• Focused on three questions:
  • What does Eola Road Branch do well?
  • What could Eola Road Branch do better?
  • What would make our residents feel heard?
What We Gathered

- 220+ comments collected across online survey and in-house comments
- Many instances of comments with multiple areas of focus
What Does Eola Road Branch Do Well?

- Staff: 32%
- Programming: 17%
- Collection: 16%
- Facility: 16%
- Services: 12%
- Other: 7%
What Does Eola Road Branch Do Well?

• “We are blessed to have this beautiful library with the great array of materials and services. Staff are so kind, helpful and caring!”

• “I love that kids can do work here, that is amazing! You don’t find many places like that.”

• “Creating a kind, welcoming environment allowing the public to feel safe”

• “They(staff) treat everyone like they are important.”

• “I don’t feel pressure to “shush” my children while they are enjoying the library.”
What Could Eola Road Branch Do Better?

- Collection: 41%
- Facility: 17%
- Programming: 15%
- Services: 10%
- Technology: 10%
- Staffing: 5%
- Other: 2%
What Could Eola Road Branch Do Better?

• “More work spaces”
• “Have employees treat teens/younger people better”
• “MORE!!!!”
  • Nintendo Switch Games
  • Programs
  • Series Titles
  • Additional Copies of Popular Materials
  • Computers
  • Blu-Ray and DVDs
What Would Make You Feel Heard?

• Small collection of comments
• Suggestions include:
  • Town Hall Meetings
  • E-Mail Newsletter/Communication
  • Additional Online Feedback Tools
Trends in Libraries

Traditional activities - borrowing books or reading - dominate library use, but people are also attending classes or other programs.

% of U.S. library users ages 16 and older who say they did the following at libraries in the past 12 months:

- Borrow print books: 66% in 2015, 64% in 2016
- Just sit and read, study, or watch or listen to video: 53% in 2015, 49% in 2016
- Get help from librarians: 42% in 2015, 35% in 2016
- Attend classes, programs, or lectures: 17% in 2015, 27% in 2016
- Attend meetings of a group you belong to: 16% in 2015, 18% in 2016
- Search online or apply for jobs online: 15% in 2015, 14% in 2016
- Use 3-D printers or other high-tech devices: 9% in 2015, 13% in 2016

Note: 48% of those ages 16 and older used libraries or bookmobiles in the past 12 months.
Source: Survey conducted March 7-April 4, 2016.
"Libraries 2016"
PEW RESEARCH CENTER
People see libraries as a safe place, a source of educational opportunity and trusted information, as well as a place to ignite creativity in young people.

<table>
<thead>
<tr>
<th>Activity</th>
<th>A lot</th>
<th>Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing a safe place for people to spend time</td>
<td>69</td>
<td>20</td>
</tr>
<tr>
<td>Creating educational opportunities for people of all ages</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td>Helping spark creativity among young people</td>
<td>49</td>
<td>31</td>
</tr>
<tr>
<td>Providing a trusted place for people to learn about new technologies</td>
<td>47</td>
<td>32</td>
</tr>
<tr>
<td>Promoting a sense of community among different groups within their local area</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>Helping people decide what information they can trust</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Helping people seek health information</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>Serving as a gathering place for addressing challenges in their local community</td>
<td>29</td>
<td>36</td>
</tr>
<tr>
<td>Helping people find jobs or pursue job training</td>
<td>22</td>
<td>34</td>
</tr>
<tr>
<td>Helping people when natural disasters or major problems strike their communities</td>
<td>19</td>
<td>37</td>
</tr>
</tbody>
</table>

Pew Research Center
Major Takeaways

• Focus on collection
• Generally good customer service – strive for consistency
• 3rd Space Concept – Facility and Technology Importance
Opportunities/Next Steps

• Location, Location, Location
• Collection Analysis
• Space Planning/Evaluation
• Focus Groups?
• Identifying Non-Users
Questions/Comments?

The Kids Librarians are special amazing patience ninjas!”