



# Needs Assessment 2016

Big Takeaways

## Broad Summary:

1. Location is very important.
2. Physical items and service are valued most.
3. We have a lot of actionable data.
4. Material selection is most urgent.

*Let's elaborate a bit more...*

# Location, Location, Location:

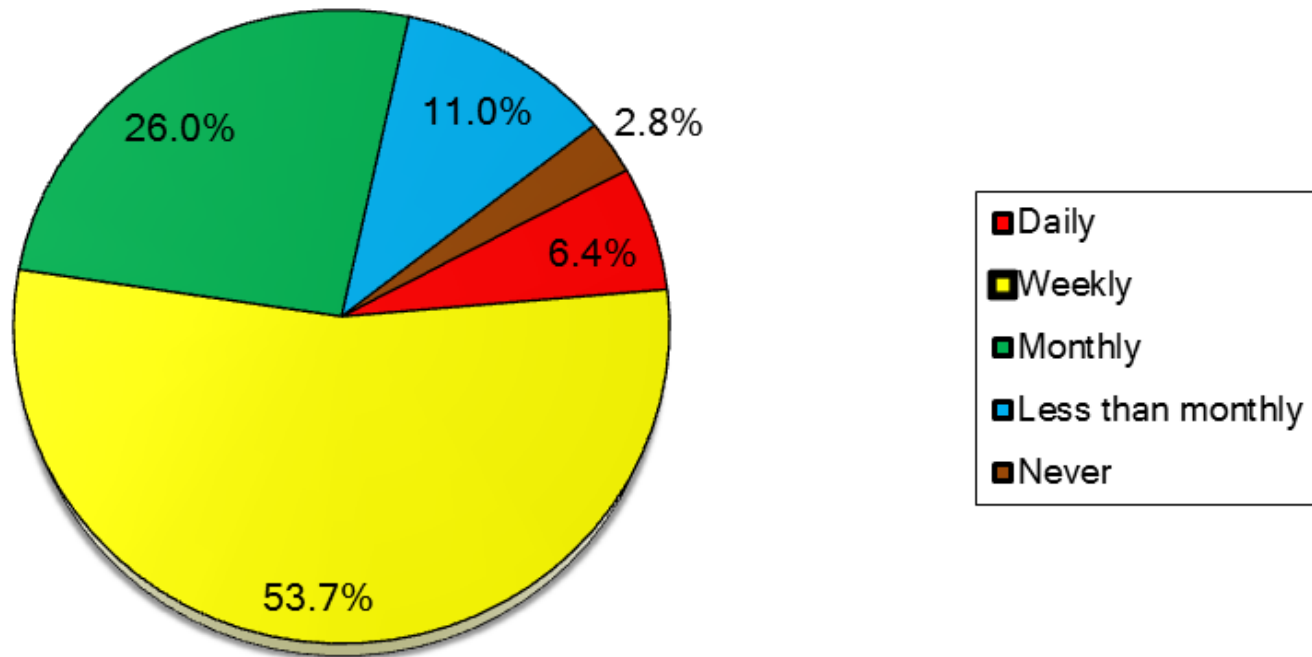
Words in this “cloud” correspond to how many times they were used in responses for why users use a given library.



# Respondents Were Users:

We used convenience sampling to capture data about users.

How often to you use the library?



# Respondents listed these frustrations:

This was an open-ended question. These are the top three.

1. Materials (selection)
2. Service (specific staff, circulation, & organization)
3. Hours

# Users said, “make these better”:

These are the top three requests, according to content analysis.

## 1. Materials (selection)

## 2. Programs

Classes/Courses

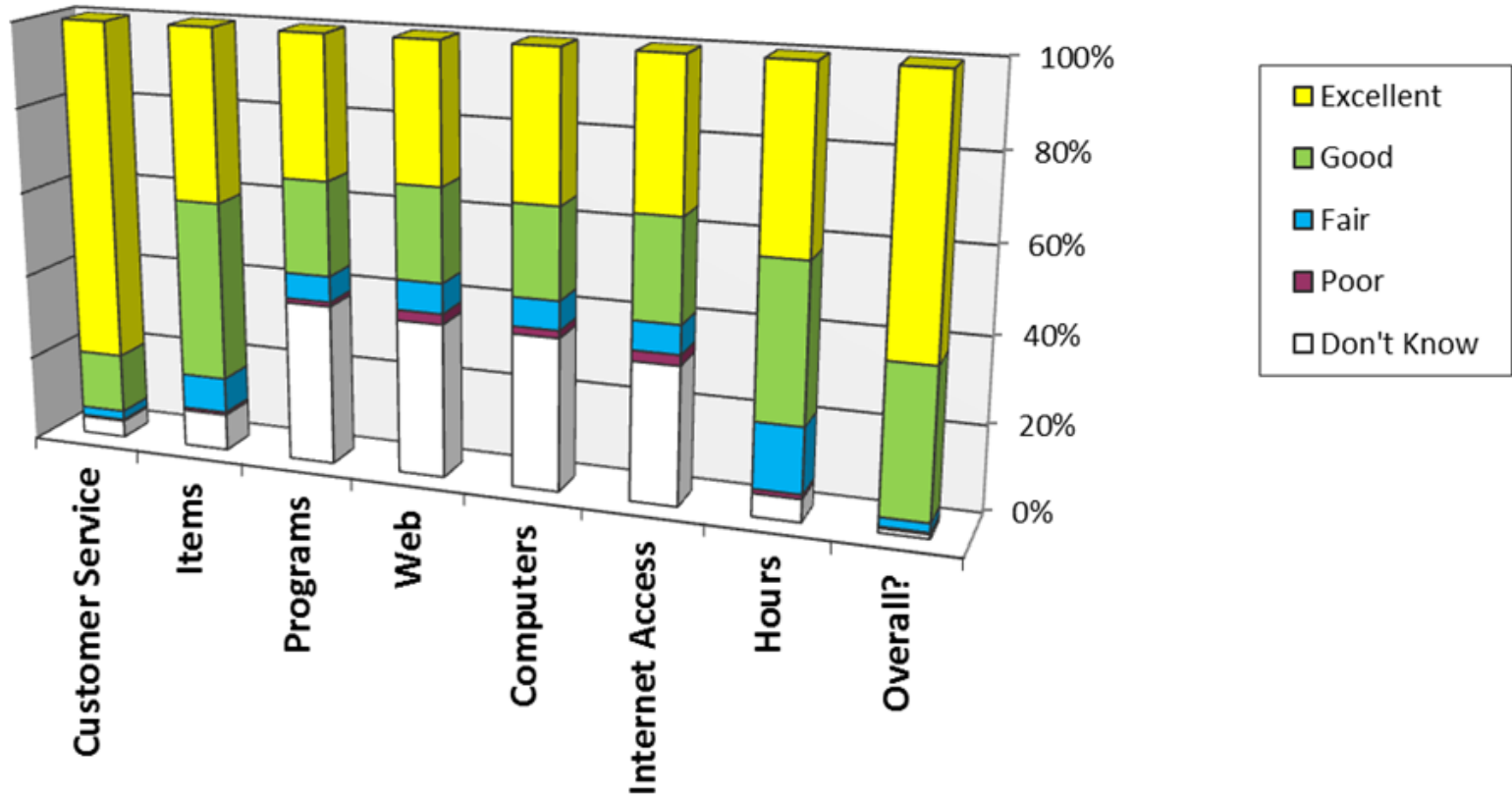
Storytime

Computer Help

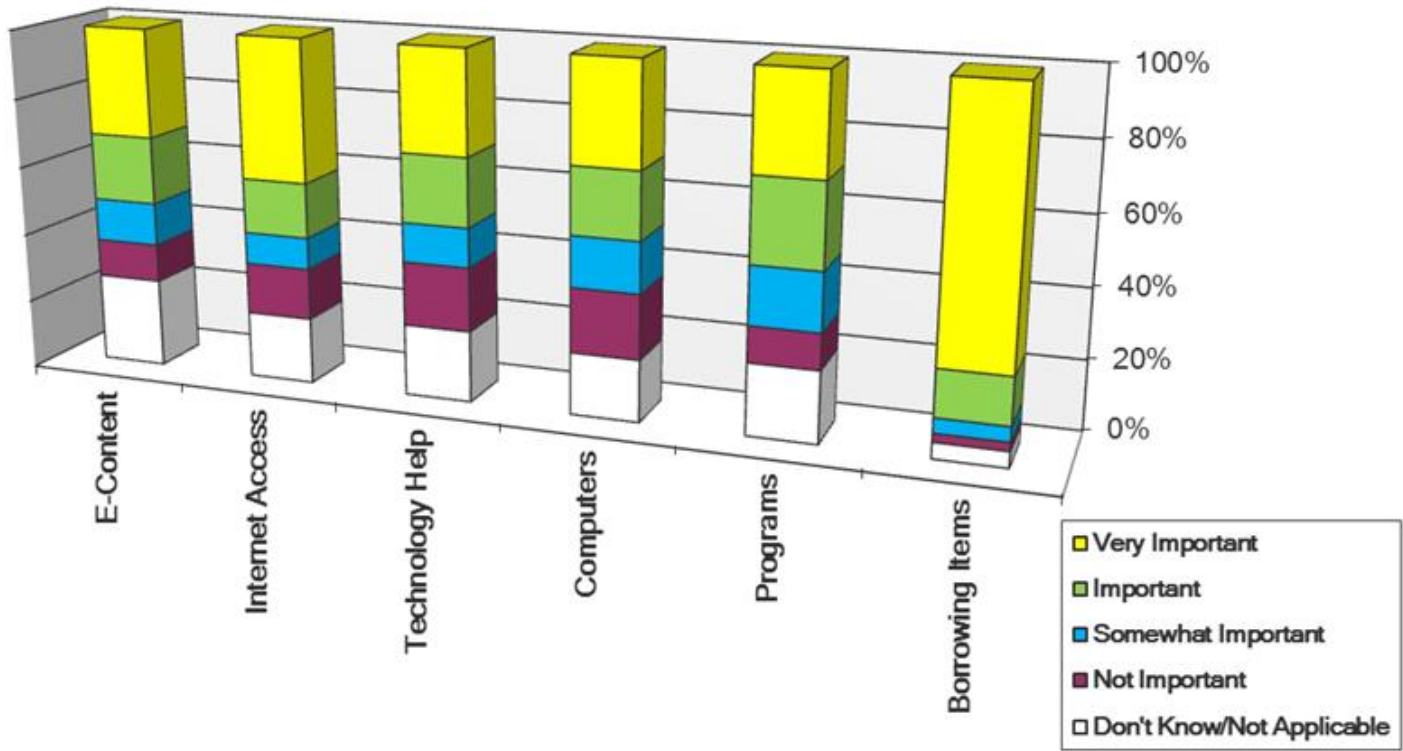
Movies

## 3. Technology/Equipment (computers, Internet)

# How would you rate these library services?



### How important are these P&PL services to you?





# Top Three Additional Compliments:

According to content analysis of an open-ended question.

1. Love for the Libraries
2. Compliments About Staff
3. A simple “Thank You”

# We can change these right away:

Parenthesized numbers refer to conclusions in the full report.

1. Add to print, non-print, and periodical budgets. (7, 14, 5)
2. Work on better Internet for Elizabeth (9)
3. Train staff to sell programs and use e-content.  
(11, 10, 12, 20, 23)
4. Train staff to help patrons with e-services. (11, 20, 23)
5. Add programs and market them better (10, 12, 20, 23).
6. Elizabeth and Kiowa can add coffee service (5).

# We can change these within five years:

Parenthesized numbers refer to conclusions in the full report.

1. Hours (4, 6, 8, 19).
2. Better computers (16, 9).
3. Acquire Tablets (16, 9).

## We can change these in ten years:

Parenthesized numbers refer to conclusions in the full report.

1. Hire full-time librarians. (4, 6, 8, 20, 23).
2. Expand Elizabeth, Kiowa, and Simla. (10, 17)
3. Add meeting rooms and study rooms (10,17).
4. Change the location of the Elizabeth Library. (2,3)
5. Open another full-service location. (2,3)

Administration is implementing immediate changes through the 2016 and 2017 strategic and marketing plans, as well as the 2017 budget.

Thank you for your time. Questions?

