



Pennsauken Free Public Library

Strategic Plan 2021-2023

Prepared by the Pennsauken Free Public Library
Strategic Planning Committee
Approved by the Board of Trustees on December 14, 2020



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Message from the President of the Board of Trustees

Experience teaches the wisdom that plans are often useless, but planning is always invaluable. The completion of this strategic planning process has been such an experience. The Pennsauken Free Public Library was fortunate in having collected and analyzed the feedback and other data that informs this Strategic Plan before the impact of an historic pandemic curtailed the work of drafting before its completion. Even before the Plan was fully realized on paper, it was guiding steps of the Library staff and the Board of Trustees under extraordinary circumstances. The value of the priorities embodied in the Plan and the advantages of new ways to deliver library services to our patrons has been demonstrated “under fire.”

The staff, both professional and non-professional, of Pennsauken Free Public Library have risen to the occasion of this crisis with the support of the Board and the municipality, and the public have demonstrated its appreciation both by its patronage of the expanded offerings, albeit remote, that have sustained services during shut-down and also by the eager anticipation of renewed live services, though with sound safety protocols.

This same spirit of adaptability and resiliency with renewed commitment to our mission will serve the Library well in the achievement of the goals and objectives of our Strategic Plan and help it to remain a gateway to our diverse community.


Background

Pennsauken Township was created in 1892 as a predominantly rural, sparse community. As early as 1899 Pennsauken sought library access through the State Library's Traveling Library program, but it was not until 1915 when the Epworth League of Pennsauken Methodist Church sponsored the Traveling Library that the community had sustained library service. Through the 1920s school libraries began to receive community support and in the early 1930s a small lending library through the County system began to operate from the Municipal Building on Cove Road, through the Collins Tract P.T.A. This, along with community access to the various school libraries, sufficed until 1945, when a memorial library dedicated to the local servicemen sacrificed in the Second World War was established by the V.F.W. in the Municipal Building with dedication ceremonies attended by Congressman Wolverton, Gold Star Mothers and music by the Junior High School Band.

The new Municipal Building in 1958 and the end of access to the Merchantville High School library due to the opening of Pennsauken High School impelled community reconsideration of library services. The result was the formation of a Pennsauken Library Association and the opening of a new entity, Pennsauken Free Public Library, with quarters in the basement of the new Municipal Building in 1959. Initially staffed by volunteers, the burgeoning collection and membership resulted in the hiring of a professional librarian in 1960. Already by 1961 the Library began to suffer growing pains over its cramped space and minimal budget. In 1968 land was made available by the Pennsauken Board of Education and the Township administration began plans by commissioning architectural plans to be drawn for a new, dedicated library building.

A year later, as bids for construction were being considered, Pennsauken was given a very pleasant surprise when local developer and political figure W. Leslie Rogers pledged to fund the construction and furnishing of the library building, which was promptly named in his honor in appreciation. The W. Leslie Rogers Library building, housing the Pennsauken Free Public Library, opened in April, 1971, with appropriate ceremonies including an address by former New Jersey Governor Alfred Driscoll.

Since 1971 the Library has grown as an essential community institution providing professional library services and as a center of activities in the Township. Working to keep pace with the changing needs of the community and the expanding potentials offered by technology, books and LPs were joined and succeeded by cassettes, videos, compact discs, DVDs and more. By the 1990s the Library was rolling out computerized cataloging, public access to computers and databases, children's multi-media computers and internet service. The Friends of Pennsauken Free Public Library was also formed in 1995 to provide tangible community support over and above the funding from Township sources, which has consistently exceeded the levels mandated by the State.



Since the millennium, these challenges and opportunities to better serve its patrons in a fast-changing social and technological environment have only multiplied. Like all public libraries, Pennsauken Free Public Library continues to redefine itself and its offerings to fulfill its mission as an essential resource and a gateway to the community. The strategic planning process is designed to ensure that that mission persists.

Guiding Principles

Vision Statement

Our vision is to empower, support and inspire all members of our community by providing knowledge, innovative learning and cultural enrichment.

Mission Statement

The Pennsauken Free Public Library is a gateway to our diverse community, offering free and open access to information, services, technology, and programming. We are committed to providing educational resources for lifelong learning in a welcoming environment.

Core Values

Teamwork: We strive to work together in a spirit of cooperation to achieve organizational excellence and quality service.

Quality Service: We strive to anticipate needs and exceed expectations in delivering service.

Integrity: We strive to act with honesty and fairness as we conduct library business with patrons and each other; we believe in accountability and responsibility by accomplishing the goals of our organization.

Communication: We believe in the open exchange of information as a critical process for creating a dynamic environment within the library and with our community.

Intellectual Freedom: We are committed to providing access to resources that inform, interest and enlighten all people in our community.

Diversity: We believe in the concept of inclusion, we recognize the dignity of all people from all backgrounds and we value contributions and ideas from all members of our diverse community.

Future-Oriented: We strive to respond to emerging library practices and technologies and attempt to anticipate changes in our community's needs.

Director's Executive Summary

The Pennsauken Free Public Library is a municipal library, serving the Township of Pennsauken. As reported in the 2010 Census the total population size is 35,885, reflecting an increase of 148 (+0.4%) from the 35,737 counted in the 2000 Census.

The majority of the library's annual income is provided by the Township of Pennsauken and State Aid. To date, we have adequate funding for the library's needs; however, it has been challenging to continue the same quality of services while adhering to the demands of our community for new services.

The library's largest expenses are payroll and health insurance. We currently employ nine full-time, and six part-time employees and three pool librarians.

The library continues to be open 7 days a week (closed on Sunday during the summer and COVID pandemic) for a total of 2,962 hours in 2020. In 2020 it was decided that the library will reduce hours on Friday and Saturday by closing at 5pm.

The library contains over 103,570 materials in a wide range of categories, such as best sellers, reference, biographies, graphic novels and periodicals, non-print, (DVDs, audiobooks, music CDs) adult, juvenile and young adult and teacher collection.

The library continues to provide new and innovative programming. Besides the popular early learning story times, the library offers summer reading programs, technology classes, lectures, workshops, teen and adult programs and bilingual storytimes.

Additional services are available, such as: reference, faxing, photocopying, notary, scanning, Wifi, Interlibrary Loan, museum passes, public access computers, online database, eBooks, and online streaming.

As the library continues to provide both virtual and real collections, programs, services and technology to our residents, we understand the urgency to adapt and change as we move forward to meet the needs of residents with the resources available.

Current Challenges

Three major challenges have been identified that the library faces: staffing, technology, and the facility.

Staffing

Due to the high demand and ongoing changes in library trends and technology, hiring staff that exhibit those necessary skill sets is difficult because of current budgetary constraints and residency preferences. With these limitations we often resort to hiring part time even though the need is for full time staff.



Technology

The library technology infrastructure is outdated. We currently do not have an IT department, so the duties and responsibilities are split among the systems librarian, the Director and the technology library assistant. The juggling of these responsibilities are a real challenge along with the maintenance and upkeep of the library's aging infrastructure. The maintenance and upkeep of the library's infrastructure may have to be outsourced to an outside contractor or organization.

Facility

The library has not experienced any major renovations since the construction of the building in 1971, therefore the facility is no longer adequate for the size and cultural make up of Pennsauken.

COVID-19

We are facing a global pandemic that not only affects our health but has also created economic and social issues which have caused many organizations, including our library, to shut down. This has interrupted how we serve our community, and we are faced with trying to develop innovative ways of providing services and resources. Despite the difficulties of translating in-person services to all-virtual services, the library has been able to persevere and flourish. This is a true testament to the Pennsauken Free Public Library commitment to offering the social, cultural, recreational and intellectual needs of our community.

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

Based on the information gathered from focus groups and surveys, the library's strengths, weaknesses, opportunities and threats have been identified and prioritized. The top priorities in each category are noted below.

Strengths	Weaknesses
<ul style="list-style-type: none"> Diverse community Bilingual staff Volunteering opportunities Programs that center around early childhood development WiFi, computers, fax, software, printing and notary services Active Friends of the Library group Outreach and collaboration with the local school systems Township support Knowledge and technologically aware staff Equal access to all 	<ul style="list-style-type: none"> Staffing/budget constraints Outdated facility and technology infrastructure Lack of programs that center around teens Access to after hours bookdrop Outdated website that is not user friendly Poor communication with our non-English-speaking community members A collection that does not represent our diverse community Lack of community gathering spaces for multiple purposes
Opportunities	Threats
<ul style="list-style-type: none"> Create more resources and services for home educators, homeschoolers, seniors, job seekers, local business owners and immigrants High School Work Study placement New website and technology infrastructure Bridge the digital divide by providing hotspots and technology that does not require internet access Expand non-traditional materials, such as video games, tools and in-house laptops 	<ul style="list-style-type: none"> Decrease of supplemental funding Poor economy Environmental and economic uncertainties Competitive pressure of higher starting salaries elsewhere

Planning Methodology

Although there were previous attempts to create a Strategic Plan, the passage of the New Jersey Library Construction Bond Act in 2017 provided the catalyst to truly begin the practical planning process. Throughout the process, the members of the Strategic Planning Committee met monthly, and the roster of members evolved, depending on the phase. The committee sought to include as many voices from Pennsauken's diverse community as possible while developing the plan. This took the form of focus groups and surveys.

A series of questions were developed [[see Appendix III](#)] and focus groups were scheduled throughout Fall 2018 with the following stakeholder groups:

- Hispanic/Latinx community
- Vietnamese community
- African American community
- Teens (ages 13-18)
- New adults (ages 19-30)
- Senior citizens (ages 65+)
- Homeschooling parents
- Parents of school-age children/teens

Unfortunately, these forum-style sessions were not well attended. Contributing factors to this included early winter weather and sessions being scheduled during times inconvenient for potential participants. Using feedback that was gathered during the focus groups, the committee created 5 related but separate surveys using Google Forms that were answered by the following stakeholder groups between April and August 2019:

- Pennsauken residents
- Pennsauken Schools Educators
- Pennsauken High School students
- Library staff members
- Library Board of Trustees members

The resident survey was also translated into Spanish and Vietnamese, and paper copies of the survey were distributed to local churches and also available at the library. 323 resident survey responses, 98 educator responses, 157 teen responses, 15 library staff, and 8 Library Board of Trustee responses were recorded. 22 resident survey responses were received in Spanish, and no Vietnamese responses were received. The Strategic Planning Committee analyzed this feedback and incorporated it while writing the plan, especially the Goals and Objectives.

Upon reflection, there were several voices that were not specifically targeted during this inaugural solicitation. The committee recommends seeking feedback from the following stakeholder groups in the future: local businesses (e.g. PMAC), community groups (e.g. the Lion's Club, the Pennsauken Historical Society), local groups that regularly utilize the library's community room (e.g. the Stamp Club), non-public schools in and around Pennsauken which Pennsauken residents attend.

Goals and Objectives

Patron Services

Goal Statement: Provide adaptive, flexible and inclusive services that support the needs of Pennsauken's diverse community now and in the future. Actively review and access current and future services to ensure community needs are met.

- **1] Objective** - Provide support for the education of children, tweens, teens, and adults

Action - Continue to offer public classes in information literacy, basic computers, internet, job searching and resume writing

Action - Increase awareness of online resources and services (e.g. databases)

Action - Create workshops on how to use the library services (e.g. how to download e-books)

Action - Provide resources and services tailored to home educators and home educated students

Action - Offer a homework help service

- **2] Objective** - Provide more services for children, tweens, teens, and adults

Action - Expand Senior Connection and Career Boards

Action - Enhance online services for adults (e.g. Generations Online)

Action - Investigate community services and opportunities for adults

Action - Identify resources available for immigrants

- **3] Objective** - Adjust library's hours of service and after-hours services

Action - Provide an outside bookdrop

Action - Investigate summer hours

Collection

Goal Statement: Develop, maintain, and preserve a strong and current collection of materials and resources in a variety of formats, which are discoverable and accessible and meet the recreational, informational, and educational needs of the community.

- **1] Objective** - Respond to the needs of the community

Action - Create a process for actively reviewing and assessing the library's collections of materials, which will lead to the creation of a Collection Development policy

Action - Expand multilingual and music collections

Action - Expand resources provided for job seekers

Action - Expand reference and information services provided

Action - Widen selection of new titles purchased

Action - Investigate possible supplemental resources for downloadable ebooks and audiobooks

- **2] Objective** - Cultivate a passion for life-long enrichment through reading

Action - Host summer reading programs for children, teens and adults

- **3] Objective** - Actively explore non-traditional materials for the development of future collections

Action - Possible ideas may include: video games, hotspots, tools, in-house laptops

Programming

Goal Statement: Provide adaptive, flexible and inclusive programs that support the needs of Pennsauken's diverse community now and in the future. Actively review and access current and future programming to ensure community needs are met.

- **1] Objective** - Provide more programs for children, tweens, teens and adults

Action - Create a process for actively reviewing and assessing programming to determine those areas that need to be incorporated or augmented

Action - Develop programs that focus on pre, early, and adult literacy

Action - Offer topical and community interest workshops and programs

Action - Offer afterschool and weekend programs (e.g. tween/teen book clubs, gaming, writing workshops, Lego Robotics)

Action - Offer coding and STEAM programs

Action - Incorporate more weekend and offsite programs for adults

Community Engagement and Partnership

Goal Statement: Identify community organizations and institutions with similar goals and foster relationships with them to fulfill the needs of the community.

- **1] Objective** - Identify organizations and institutions active in the community with complementary goals to Pennsauken Free Public Library.

Action - Increase attendance and/or involvement with local cultural, social services, civic community organizations, and other municipal entities

Action - Create networking opportunities for local organizations at the library.

- **2] Objective** - Determine gaps in services to the community

Action - Brainstorm ways in which the library and/or other community organizations could service these identified service gaps through networking, collaboration, and synergetic partnerships

- **3] Objective** - Foster relationships with identified community organizations and institutions

Action - Participate in community events, initiatives and special projects

Action - Collaborate and partner with area schools

Staff and Professional Development

Goal Statement: Encourage a learning culture that values collaboration, while at the same time providing professional development opportunities and an environment that fosters creativity, innovation, and unique approaches to processes.

- **1] Objective** - Ensure library staff members have the knowledge, skills, and tools necessary to effectively and efficiently perform their responsibilities

Action - Implement yearly performance evaluations for all staff based on goals and work performance

Action - Create a plan for instructional programs related to current and emerging technologies used by staff

Action - Encourage/schedule staff cross-training opportunities

Action - Host staff development days/half-days

- **2] Objective** - Foster a positive environment for all employees

Action - Schedule regular department heads and department meetings

Action - Develop a process for inter-departmental open communication and feedback, and create opportunities for staff interaction

- **3] Objective** - Provide training and continuing education through a variety of opportunities

Action - Develop a formal structure for staff development and training, including time and budget consideration

Action - Develop a staff assessment to determine what training needs exist

- **4] Objective** - Staffing

Action - Provide sufficient staff in order to ensure effective and efficient library operations

Action - Utilizing recruitment and hiring practices that reflect the community and provide a diversity of skills and capabilities

Marketing and Branding

Goal Statement: Enhance the library's image within the community, and increase awareness of the library's resources available.

- **1] Objective** - Create a positive identity which the public will associate with the library as a community institution

Action - Create a logo and color theme that can be integrated into the library's marketing materials and website

- **2] Objective** - Increase online presence

Action - Make use of current social media channels to effectively promote the library

Action - Improve direct communications utilizing the library's electronic newsletter

Action - Utilize the library's website to optimally promote the library's services and programming

- **3] Objective** - Explore marketing opportunities within traditional print and media

Action - Effectively utilize traditional media to advertise (e.g. All Around Pennsauken)

Action - Improve direct communications utilizing the library's print newsletter

Technology

Goal Statement: As the Pennsauken Free Public Library continues to move forward in a world of ever-changing information services, we recognize the need to respond with promptness and flexibility to changes in technology that support the needs of our community and staff.

- **1] Objective** - Maintain and improve technology supporting accessibility to library materials, resources, and information

Action - Review all policies relating to staff and public use of technology are written and up to-date, including any informal, unwritten policies

Action - Enhance budgetary priority for new and emerging technology needs

Action - Create a technology plan addressing technology infrastructure, including: maintenance, upgrades, replacement schedule for both hardware and software, wi-fi accessibility, and other network capabilities

Action: Upgrade audiovisual equipment available in the Community Room

Action - Conduct a yearly survey, as needed, to determine if any technology upgrades exist

- **2] Objective** - Expand and enhance patron technology services

Action - Replace current OPAC (Online Public Access Catalogue) with a more interactive, web-based solution

Action - Upgrade laptops and provide more public access computers specifically for children, tweens and teens

Action - Implement wireless printing

Action - Develop a Self-Service Business Center that will allow patrons to do their own scanning, faxing and copying

Action - Provide online program registration by utilizing online registration software

Action - Investigate subscriptions to a range of online streaming media services and electronic databases

Action - Investigate online scheduling software for museum passes and community room

- **3] Objective** - Expand and enhance staff technology tools

Action - Replace current ILS (Integrated Library System) with a more advanced and cost-effective, web-based automation solution

Action - Provide email accounts for all staff members and Board of Trustees members in order to improve communication

Action - Replace current accounting software with a more efficient and advanced software

Action - Investigate potential telecommunication upgrades

- **4] Objective** - Provide a more stable technology infrastructure

Action - Replace current server along with router, backup devices, and switches

Action - Replace current website software with a robust content management system to be used to create and maintain the library's website

Action - Hire an Emerging Technology Librarian/Specialist to handle the day-to-day technology needs of the library

Action - Hire a contractor to provide skilled and efficient technology support and server maintenance

Building and Grounds

Goal Statement: Provide a safe, welcoming, and comfortable environment for the community to gather for recreational, educational and informational opportunities.

- **1] Objective** - Conduct space assessments of the library's public and staff areas to determine usability, aesthetics and functionality

Action - Develop and implement a plan for better workflows in the Administration, Circulation, Technical Services and Youth Services workspaces

Action - Examine current library furniture and assess the need of other types of furniture based on use of space, and replace furniture, as needed

Action - Create a designated Young Adult area

- **2] Objective** - Ensure access to building and grounds are safe for patrons and staff

Action - Assess compliance with ADA and safety requirements

Action - Review current evacuation plans with staff

- **3] Objective** - Maintain the upkeep of the library building and grounds, both internally and externally

Action - Develop a plan for ongoing facility management

Action - Conduct regular building inspections

Action - Improve usability of space both indoors and outdoors

- **4] Objective** - Review current security equipment and components

Action - Investigate possible upgrades to security cameras, gates, and strips



Measuring Success

In preparation for filing the annual update of the Pennsauken Free Public Library's Strategic Plan, the Director, in cooperation with the Board of Trustees, will analyze the library's annual statistics and public input, to learn which current or new strategies have been effective, and which areas should be targeted for improvement.

Major goals and action steps contained within this Strategic Plan will be reviewed on a yearly basis.

It is our intention to achieve 40% of the goals in 2021; 30% of our goals in 2022; and 30% in 2023. Although we will strive to provide the best possible level of service to the residents of Pennsauken Township, we acknowledge that some of the goals written may be unattainable, or may become no longer applicable. Although we cannot foresee the future, we intend to be flexible in meeting future challenges and opportunities for the library as a free source of information for our community.

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 Janet Stevens: Local Businesses Representative
 Maribel Franco: Community Activist
 Linda Purves: Board of Trustees Secretary & Mayor's Representative
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Appendices

I. Demographics

A. Population

Pennsauken has enjoyed a stable population. According to the 2010 U.S. Census, there were 35,885 people and 12,633 households. The U.S. Census' Quick Facts report for 2019 estimates a population of 36,015 with 12,340 households.

B. Age and Sex

The median age is 38.7 with 56.6% of residents are age 18 to 64. 13.8% are age 65 and over. 29.6% are up to age 19. Pennsauken's stable families often remain in town for generations.

C. Race and Hispanic Origin

Pennsauken has a very diverse population. It has had a large Black population for decades, currently estimated at 25.5%. Over the past 3 decades the Latinx population has grown to 34%. The Asian population has grown to almost 7%.

D. Population Characteristics

Veterans constitute at least 5% of the population. Foreign born persons are estimated to represent 14.6 of the population.

E. Families & Living Arrangements

As noted, Pennsauken has great diversity. Almost 35% of households speak other than the English language at home.

F. Computer and Internet Use

Although Pennsauken is 100% wired, only 81.6% of Pennsauken's households are broadband Internet subscribers with 89.8% own a computer.

H. Education

The Pennsauken Public School District serves over 5,000 students from Pre-Kindergarten through Grade 12 with several private and parochial schools. There is also an unknown number of homeschoolers who actively use the library.

Pennsauken is a blue collar town. Since 83 % of residents have a high school diploma while only 20% have a Bachelor's degree or higher, the library has always been a critical resource for education.

I. Income & Poverty

According to the U.S. Census the median household income for 2014-2018 was \$67,968. The percentage of persons living in poverty during that time period was 12.2%.

II. Level of Use (Chart)

Level of use for the past three years.

	2018	2019	2020
Library Collections (Purchased)			
Print Books Purchased	1509	1,643	1,747
E-books Purchased	0	0	0
Audio Purchased (Music)	32	11	2
Audio Purchased (Spoken)	85	84	78
Video Purchased	248	200	144
Serial Subscriptions Purchased - Print	70	79	79
Serial Subscriptions Purchased - Electronic	0	0	0
Databases Purchased	16	16	16
Other Materials Purchased	0	0	0
Total Volumes Purchased	1,960	2,033	1,971
Library Collections (Owned)			
Print Books Owned	64,738	65,847	65,069
E-Books Owned/Access Rights	15,178	17,441	15,917

	2018	2019	2020
Audio Owned - Music	1,800	1,809	1,758
Audio Owned - Spoken	2,857	2,539	2,632
Audio Owned/Access Rights - Downloadable	6,605	7,281	7,120
Video Owned	8,578	8,615	8,696
Video Owned/Access Rights - Downloadable	0	0	0
Serial Back Files Owned - Print	0	0	0
Databases Owned/Access Rights	35	38	38
Other Materials (Volumes)	0	0	0
Total Volumes Owned	99,791	103,570	101,230
Circulation			
Total Adult Circulation	48,576	39,776	10,536
Total Children's Circulation	34,986	36,716	8,483
Total Circulation	86,393	79,662	19,119
Total Electronic Circulation	2,831	3,170	4,921

	2018	2019	2020
Reciprocal Borrowing Circulation	0	0	0
InterLibrary Loans			
InterLibrary Loans Provided To Other Libraries	43	47	15
InterLibrary Loans Received From Other Libraries	515	515	138
Public Service Hours			
Total Annual Public Service Hours	3,053	2,962	1,224
Library Services			
Attendance in Library Per Year	86,548	84,054	20,756
Reference Transactions Per Year	10,352	7,004	1,975
Summer Reading			
Summer Reading Club Participants	15	69	90
Books Read During Summer Reading Club	320	740	1,372
Registered Borrowers			

	2018	2019	2020
Number of Registered Users - Resident	13,329	11,134	9,038
Number of Registered Users - Non-resident	281	224	53
Computers			
Number of Uses of Public Internet Computers Per Year	18,362	15,818	4,109
Programs	296	270	256
Programs - Attendance	6,680	8,889	12,012

III. Focus Group Questions

Each focus group was asked the same set of 7 questions:

1. Have you ever visited the Pennsauken Free Public Library before today?
If the answer is YES - how often do you visit?
All: Why or Why not?
2. What library services that we already provide, do you find beneficial?
3. What support services and resources would you like to see the library offer to help you?
4. Let's pretend that the library could be changed in some way. Imagine yourself walking into this renovated facility. What would you see?
5. How do you find out of what is happening in our library? What recommendations do you have for better communications?
6. What changes do you think the library should make to help *(insert group, e.g. Vietnamese community, teens, homeschooling families, etc)*?
Then: What do you think are the top 3?
7. Do you have any additional suggestions about how the library can improve its facilities, programs and services for *(insert group, e.g. Vietnamese community, teens, homeschooling families, etc)* in the future?

IV. Surveys Data Analysis

The median age of respondents per survey group are listed below:

Survey Group	Median Age Group English	Median Age Group Spanish
Parents	26-49	26-49
Residents	36-65+	18 and Younger & 50-64
Teachers	N/A	N/A
Students	14-18	N/A

The percent of respondents who visited the library are listed below:

Survey Group	# English Respondents	% English Respondents	# Spanish Respondents	% Spanish Respondents
Parents	69	84.1%	6	66.7%
Residents	232	92%	16	62.5%
Teachers	98	72.4%	N/A	N/A
Students	157	56.7%	N/A	N/A


The following narrative is the combined responses from the English and Spanish survey questions in all survey groups.

When asked, "On average how often do you visit the library?" The majority of the residents responded: At least once per year.

When asked, "Why do you not use the library?" We received the following responses: Transportation, Access to on-line content, Out of date, Don't need a library, and Don't like reading.

When asked, "Do you have a library card?" The majority of the residents responded: Yes.

When asked, "How do you utilize the library?" The majority of the residents responded: Check-out material, print and computer use and rooms for tutoring.



When asked, “What 3 services offered are most important to you?” The majority of the residents responded: Check out materials, print/use copier and computer, attend programs, and photo/fax/scan services.

When asked, “What would you like to see the library offer/improve/expand regarding the collection?” The majority of the residents responded: Larger selection of new titles, larger selection of audiobooks, more downloadable e-books , and materials other than English.

When asked, “What would you like to see offer/improve/expand regarding programming?” The majority of the residents responded: More programs for school aged children, more programs for adults, video games tournaments or programs and more programs for ESL.

When asked, “What would you like to see the library offer/improve/expand regarding in-person services?” The majority of the residents responded: More homework assistance, after hours book-drop, and more public computers.

When asked, “What would you like to see the library offer/improve/expand regarding online services?” The majority of the residents responded: More downloadable books, online program registration and an electronic newsletter.

When asked, “What would you like to see the library offer/improve/expand regarding physical space?” The majority of the residents responded: Outdoor sitting, cafe area, and more comfortable seating.

When asked, “How do you find out about what services/programs are offered?” The majority of the residents responded: Walk-ins, library’s website, and word of mouth.