



2020 - 2022 Strategic Plan

# Public Feedback: Executive Summary



### **2020-2022 Strategic Plan**

The Clearview Library District has embarked on a three-year strategic planning process to evaluate its current efforts and establish a roadmap for future library services and resources. Community feedback is an essential component of the Clearview Library District's efforts to create a community-driven 2020-2022 strategic plan.

This report is an Executive Summary of all the feedback and input from the community. That feedback included seven community engagement components, which were:

- Online and print survey
- White board question prompts placed throughout the district
- Sticky note feedback prompts at the library
- Engagement posts on Facebook and Instagram
- One-on-one interviews with influential community leaders
- Community meeting
- Advisory Group meetings

### **Results Overview**

From June 15<sup>th</sup>, 2019 to July 31<sup>st</sup>, 2019, the community was able to engage in the strategic planning process by answering an online survey, filling out sticky notes, completing a postcard survey, engaging in social media, writing on white boards, attending meetings, and reviewing information online. The engagement process was mentioned and promoted via email, by a mailed newsletter, in social media, on the website, in the library, by a brochure at all of the white board locations, and by word of mouth.

All of the information collected was intended to be feedback based on the opinion of the person completing the information and as such is not a statistically based form of information. Similar questions were asked via a range of feedback methods (such as sticky notes, white board, social media posts, and postcards) to ensure the widest range of community members has the opportunity to engage and comment on issues they felt were most important. Demographic data was collected for the sole purpose of determining if a wide range of people within the district had answered the questions.

790 respondents answered 16 questions in the online survey:

- 1. How often do you use the Clearview Library District resources? (programs, meetings, books, research, and so on)**



2. How well do you feel that the library understands your needs?
3. What do you like most about the library?
4. If you could change or improve one thing, what would it be?
5. What role does the Clearview Library District play in your life?
6. How valuable is our service to you?
7. How easy is it to obtain the resources you need from us?
8. What is the one thing we should be doing - but are not?
9. you could wave a magic wand, what would the library look like? (Imagine unique or unusual things you have seen in other libraries - what should we do? Imagine the size of the library - should we add rooms? Change rooms? Imagine the perfect location - where would you like your library to be? Imagine programs and services - what kinds of programs would you like to see in the future?)
10. What is your age range?
11. What is your gender?
12. Please tell us about your employment?
13. Where do you live?
14. What is the income range for your whole household?
15. Do you have any other comments, questions or concerns?
16. Contact information if they wished the library to reach out to them.

Twenty-four individual interviews were conducted either in person or on the phone, with one completed by email.

Three hundred and ten comments were captured via the engagement process (the white board, sticky notes, postcards and social media).

### **Key Themes and Categories**

This report will focus on the questions and answers regarding strategic planning and will not review the demographic data. A full copy of the survey results, as well as breakdowns of the information, can be found online. Personal contact data entered is protected by law and will not be released as a part of the survey responses. Please note: some of the open ended questions contained answers that fit into many themes, so we categorized them exactly that way: into multiple themes. Therefore if 500 people answered a question, you may see 525 lines of data because of the themes represented.

Below are the categories used within each question.

#### Physical Materials

- Books
- Videos
- Games
- Drones

Explore Kits

### Digital Materials

Hoopla

Overdrive

Databases

### Programming

Children's

Adult

Teens

### Services

3-D Printing

WiFi

### Staff

Feedback regarding staff: performance, customer service

### Space

Location

Expansion

Ambiance/Atmosphere

Remodel/Reconfigure

### Governance

Transparency

Communication

Board

Charges and fees

Staff (salaries, type, etc)

### Partnerships

Schools

Recreation

### Miscellaneous

## **Themes and Takeaways**

People still read books, check out DVD's and use the physical materials from the library:

### **Question: What services and programs do you use the most?**

- From the engagement feedback, 23 people answered this question and the most common answer was physical materials (books for both adults and children). From the online survey, 744 responses to this question had the three main themes of Space, Physical Materials and Staff. Space responses focused on the ambiance of the existing space and the current location. Physical Material categories included positive comments

about books and the variety of materials to check out. Staff feedback centered around great customer service and professionalism.

#### The library is used as a place of learning, resource and leisure:

- Out of 779 respondents, 72.53% said personal knowledge and enrichment, 51.58% said leisure time activities, 31.71% said children's programs and 27.34% said education (more than one selection could be made for this answer).

#### The library is a valued community resource:

- Score of 4.275 out of 5 on the sticky notes
- 75.42% of the 781 respondents said the library was Very to Extremely valuable
- Interviews indicated the wide range and variety of programming and the staff relationships and partnerships at the programming level as positives

#### There is always room for improvement:

##### Question: What one thing would you change or improve?

- Out of 94 comments captured, the most common theme was space (remodeling the existing space and/or expansion of the space) and the second most common theme was programming (children and adult programming).
- There were 708 responses to this question, and the three main themes were Space, Physical Materials, and a close "tie" between Programming and Miscellaneous. Since Miscellaneous can't be categorized, those comments are all available on line. Space feedback centered around expanding the library space, remodeling the current space, and locations for new space. Physical materials feedback indicated the desire for more books, and Programming included additional children's programming and concerns about past programming specific to Drag Queen Story Hour.

##### Question: What is the one thing we should be doing - but are not?

- This question had 612 responses. The most common response was "nothing", followed by a theme of Governance and then Space. Governance was focused in the categories of communication and fees. The main categories under Space included expanding the library, the location of a library, and quiet space.
- The interviews focused on strengthening trust within specific relationships, better communication, and governance as areas of priority.

## Summary

Again, it should be noted that this is one part of seven types of community feedback gathered for the 2020-2022 Strategic Plan. While all of the feedback components are valuable, they must be evaluated as a whole. A summary report of all feedback gathered will be made available at [clearviewlibrary.org/strategic-plan](http://clearviewlibrary.org/strategic-plan) in late August.

For questions or comments, please contact Sheryl Trent of SBrand Consulting at [sheryl@sheryltrent.com](mailto:sheryl@sheryltrent.com) or 970-208-6633.