2020 - 2022 Strategic Plan

Public Feedback: Online Survey Results

{Sbrand}

Clearview
Library District

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 focuses only on the online survey results. It is one of seven community engagement components, which included:

- 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

Online Survey Results Overview

From June 15th, 2019 to July 31st, 2019, the community was able to engage in the strategic planning process by answering an online survey. The survey 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.

The survey is a feedback/opinion survey and as such is not a statistically based form of information. Similar questions were asked via other 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:

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.   **If 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.**

Questions, 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 at clearviewlibrary.org/strategic-plan. 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

Questions and Themes/Categories

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

Out of 785 respondents, 48.03% use the library once a week or more.

How well do you feel that the library understands your needs?

Out of 786 respondents, 61.71% stated Very Well – Extremely Well.

What do you like most about the library?

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.

If you could change or improve one thing, what would it be?

There were 708 responses to this question, and the three main themes were Space, Physical

Materials, and a close "tie" between <u>Programming</u> and <u>Miscellaneous</u>. Since <u>Miscellaneous</u> can't be categorized, those comments are all available online. <u>Space </u>feedback centered around expanding the library space, remodeling the current space, and locations for new space. <u>Physical materials</u> feedback indicated the desire for more books, and <u>Programming</u> included additional children's programming and concerns about past programming specific to Drag Queen Story Hour.

What role does the Clearview Library District play in your life?

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).

How valuable is our service to you?

75.42% of the 781 respondents said the library was Very to Extremely valuable. Note the corresponding data in the Community Engagement Report.

How easy is it to obtain the resources you need from us?

Out of 777 respondents, 75.81% said Very Easy – Extremely Easy.

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 <u>Governance</u> and then <u>Space</u>. <u>Governance</u> was focused in the categories of communication and fees. The main categories under <u>Space</u> included expanding the library, the location of a library, and quiet space.

If you could wave a magic wand, what would the library look like?

<u>Space</u> was the main theme within this question, which had 619 responses. The Space feedback centered around location, remodeling and expansion to better serve the community. <u>Miscellaneous </u>comments were also significant, but they could not be easily categorized in one area or another. <u>Programming</u> was the third main theme with a focus on both children and adult programs.

Do you have any other comments, questions or concerns?

454 people answered this question with the top three themes being <u>No</u>, <u>Space</u> and <u>Governance</u>. Within the theme of <u>Space</u> expansion, remodeling and location were the major categories. Within the theme of <u>Governance,</u> the main comments focused on the ballot issue/political issues and financing.

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 in late August.

For questions or comments, please contact Sheryl Trent of SBrand Consulting at sheryl@sheryltrent.com or 970-208-6633.