

**Summary of Service Responses with Staff Input
Presentation to Fairport Public Library Board of Trustees
February 2, 2012**

Create Young Readers – Early Literacy

Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

Strengths & Opportunities (Create Young Readers)

- Infant/toddler programming has been growing in past ten years
- Already provide programs for each age level, attendance is usually at the max
- Strong storytelling program
- Summer reading program includes babies – “Read to Me” kits
- Excitement of the very young for the library programs
- Good variety and breadth of programs and materials
- Strong and well organized collection
- Long term relationships with families
- Engaged parents and grandparents
- Staff are open to suggestions from parents/kids
- Passionate librarians, friendly and enthusiastic staff
- Staff is innovative, new ideas, new programs
- Staff are supportive of each other
- Pleasant, creative, child-friendly space
- Good play area – puppets, etc
- Welcoming and inviting environment
- Strong relationships/partnerships with schools and daycares, homeschoolers
- Could do more to reach out to homeschool parents
- Find a way to connect with kindergarteners (field trips cut this year); consider offsite card registration
- Could start a Born to Read program – reach out to hospital maternity wards; leave info on reading and library services at local pediatrician/obstetricians offices;
- Could develop programs or activities that partner seniors with kids – intergenerational activities
- Could do more to partner and coordinate with Recreation Dept on scheduling programs
- Could do more offsite visits to promote reading
- Could offer more parenting programs and workshops
- Could offer ESL assistance and parenting skills to immigrant parents
- Could partner with museums, zoo and cultural organizations for programs
- Reach out to groups that might not be coming to library
- Look for grant opportunities
- Expand web presence to promote these services

Weaknesses (Create Young Readers)

- Not obvious where Children’s Room is when first entering the library
- Physical limitations of site and space, need more room for programs
- Story-telling room is heavily used, need additional spaces
- Has a Basement look and feel
- Need display shelving
- Need better seating
- Not enough table space

- Not enough space for early lit workstations/technology
- Shabby look – furniture wearing out, space needs updating
- Information desk is very small
- Patrons may choose to go to libraries with better physical appeal
- Declining school age population
- Staffing – at times there is only one person in children’s room
- Unattended, unsupervised kids
- Security issues, theft of personal belongings
- Children’s collection is smaller due to space/size crunch
- Onsite registration – may be hard for parents
- Economy/recession limit the likelihood of increased tax support of library services
- Lack of public understanding of value of this service
- Cuts in government funding from NY State lead to reductions in MCLS services and/or increases in costs for their services
- Tax cap

Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Strengths & Opportunities (Lifelong Learning)

- Programming – many topics offered and appeal to many ages
- Tech programs on computers and E-books are always in demand, offered at convenient times, eg daytime technology programs for older patrons
- Book discussion groups are popular and well-attended
- Travelogue programs are well attended
- Library has table at annual Health fair
- Support from Friends of the Library group provides funding for programs
- We offer Museum passes and collaborations with other organizations such as Historical Society, Perinton Recreation, passport program, AARP, SCORE, RochesterWorks!
- Support and collaborate with schools on programs, materials
- Online catalog helps people find what they need
- Good collections with up-to-date non-fiction, reference and specialized materials: such as Young Adult, Large Print (although it needs more space and a better shelving location)
- Good magazine and newspaper collection, well-used
- Good selection of DVDs, including travel, documentaries, art and foreign films
- High circulation overall
- Fast re-shelving means the shelves are in good order, people find what they need
- Find ways to reach out to 20-30 something crowd
- Need better promotion of library services, esp. to people who are not library users
- Expand/redesign web site to promote these services
- Continue packets to new homeowners; work with realtors to make connections
- Place flyers in community locations – hardware store, etc.
- Find ways to collaborate with neighborhood book groups
- Could expand Historical Society/local history programs, connect back to library resources (ie, historical fiction)
- Create Book Group kits – find possible public sponsors
- Could offer space for Off-campus classes

- Could offer programs on how to use specific databases like Ancestry.com
- Could offer activities that help people network for jobs
- Could offer gaming programs to all ages, eg Wii games for seniors
- Create a welcoming space as a Senior hangout place
- Create a place for knitters

Weaknesses (Lifelong Learning)

- Space and time crunches limit the number of programs
- Only 3 program rooms available: Story-telling room; Conference room for computer training in small groups; Main Meeting room
- Programs compete for space
- Conference room is heavily used –volunteer tutoring competes with laptop lab classes
- Not reaching non-users –need more marketing of programs
- Lack of awareness of library services
- Difficult to provide test proctoring for off-campus classes
- Adult collection has become smaller, not as much breadth
- Lots of staff time spent on constantly reallocating space, shifting and reorganizing space
- High circulation means our copies not on shelf

Stimulate imagination: Reading, Viewing and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Strengths & Opportunities (Stimulate Imagination)

- Staff are well read and knowledgeable, suggest titles to meet reader interest
- Strong Readers' advisory services –Novelist (online database), Brown Bag Book Review program 4x/year
- Patron/staff connection is very strong
- Nice reading room
- Good collections with current high-demand titles in books, DVDs, music, audios
- High circulation
- New items easy to browse
- Responsive to patron suggestions of new titles to buy
- Great librarians setting up programs
- Downloadable E-books and audios – popular/heavy use
- Staff members are able to assist patrons in how to use the various E-readers and audio devices
- Teen book festival – reaching out to teens, crossover between teen and adult lit
- Could provide space for rotating art exhibits from local artists, amateurs
- Consider an internal Readers Advisory blog for staff
- Need a Patron download station
- Unique DVD collection – things not readily available elsewhere

Weaknesses (Stimulate Imagination)

- Good, responsive customer service hides challenges staff face – constant weeding and shifting books
- Demand for meeting room space – competition for library space vs public use
- Patron demand for e-books means more tech support and assistance needed
- Constant changes in technology and media – have to rebuild collections in new format
- Large Print books are hard to reach for older people, inconveniently placed
- There may be less reading for pleasure, competition from gaming and the internet

- Publishers of E-books are starting to restrict access
- Downloadables may mean fewer people coming into libraries
- Netflix/streaming may mean fewer people borrowing DVDs

Connect to the Online World: Public Internet Access

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Strengths & Opportunities (Connect to the Online World)

- 18 internet stations, equipment is up-to-date
- 4 laptops for teaching
- Heavy use of library internet computers
- Good access to research databases, from within library and remote access
- Staff are trained to help people
- Loan flash drives
- Wifi access in the library
- Internet access offered to visitors
- Color copier
- Consider selling inexpensive headphones for library use
- Consider internet access for children's room (filtered)
- Provide an Interactive station for kids
- Provide additional time on computers; offer a variety of time limits and express workstations
- Allow people to reserve a specific time of day to use computer
- Offer computers for parents to use near the children's room, so they can supervise their children
- Offer a self printing station
- Offer wireless printing from laptops
- Provide more/better tutoring facilities
- Get a Smart board in meeting room and a ceiling projector
- Offer more services – faxing, scanning, software, photoshop, etc
- Offer Information literacy classes for teens
- Offer “digital literacy” classes for all ages
- Offer programs to teach how to do your own YouTube, mashups, etc
- Offer 3D printing “fab lab” (like Fayetteville)

Weaknesses (Connect to the Online World)

- High demand use of internet computers at certain times of day slows down CARL system
- Long wait times in summer to use workstations
- No internet workstations in children's room
- Not enough electrical outlets for laptops
- Not enough seating
- Not enough classroom space, need a dedicated space for computer lab (could be flexible arrangement)
- Unsupervised kids in children's room while adults on workstations
- Staff intensive assistance for job searches online
- Perception that everyone has internet at home
- Licensing restrictions to lending E-reader devices

Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking

Strengths & Opportunities (Visit a Comfortable Place)

- Good location in Village
- Welcoming atmosphere
- Pleasant staff
- New comfy chairs in YA and New book area (donated)
- Reading room is lovely, should make more use of it
- Magazine room
- People feel comfortable meeting people here – tutors
- Nice windows and views on Canal side
- There is covered parking available
- Online presence – Facebook, twitter, website, blog, flickr, YouTube
- Online resources are good – and remote access
- Clean environment; antibacterial dispensers and wipes to clean keyboards are prevalent
- Could offer coffee
- Could do more promotion of electronic resources

Weaknesses (Visit a Comfortable Place)

- Location and entrance, skateboarders, poor upkeep to the building are deterrents to visitors
- Need new and improved signage, inside and out
- Accessibility is difficult and not obvious, have to use garage or elevator
- Building has some to ADA accessibility issues
- Upkeep of garage
- Stairs are dangerous
- Noise from other tenants in building
- Not enough space in library to accommodate the variety of activities
- Lighting in magazine room inadequate
- Need small group meeting rooms for tutors, discussions
- MCLS delivery comes through children's room, very disruptive
- Welcoming, friendly atmosphere lets patrons think they can use cell phones, etc.
- Online catalog not always intuitive to use
- Temperature control in the building can be uneven
- Cement floor
- Security issues, there have been thefts

Be an Informed Citizen: Local, National and World Affairs

Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state and national levels, and to fully participate in community decision making.

Strengths & Opportunities (Be an Informed Citizen)

- Library houses documents from local governments, information and reports
- Library houses the tax assessment information while properties are being reassessed
- Strong and diverse collection of current newspapers/magazines
- Info about elected officials available here
- Staff is knowledgeable and helpful

- This Planning Process gives community opportunity for input on library services
- Bulletin Board available for public use to post events and other info
- Small business center services offered
- Voting takes place on site – election info and displays
- Tax forms available
- Voter registration forms available
- Display cases in front of library are informative
- Passport workshops offered
- Citizenship classes offered
- Organizations can use meeting room
- Library website provides web links to local government
- Look for more opportunities for shared viewing of national events such as campaign debates, as we did with the TV setup for the presidential inauguration
- Library participates in community information sessions/merchants association; Gazebo series –we partner with military, fireman bands
- Could have politicians/local officials, town meetings and informational sessions here
- Look for more collaborative partnering and programming with merchants, local businesses and organizations
- Need to increase awareness that library offers these kinds of resources
- Use online Library Events calendar to announce other organization or gov't meetings
- Could do more programs with elected officials: sponsor “meet & greet” sessions
- Could be a forum for discussions: hold town meetings and informational sessions here
- Could provide a Notary Public

Weaknesses (Be an Informed Citizen)

- Lack of awareness of library resources
- Not much programming on civic issues
- Other sites typically used for civic events

Understand How to Find, Evaluate, and Use Information

Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

Strengths & Opportunities (Understand How to Find, Evaluate, and Use Information)

- Knowledgeable and helpful staff
- Staff do a lot of one-on-one training
- Offer variety of classes on computers, job skills, assistance for small businesses
- Open to providing all kinds of information
- Class visits from schools so students get oriented on using library resources
- Phones are answered by staff, no automated phone menu
- Hours allow for after school use
- Hours are predictable
- Could do more programs that are focused on specific information needs – how to book your summer travel, pre-retirement planning, making a will, financial planning
- Better promotion of resources to high school kids, adults and seniors
- Cross promotion with BOCES, Rec Center, Senior Center
- Should collaborate with Senior Center on programs
- Could set up program for teens to assist seniors on computers

- Could work with schools to coordinate student volunteer opportunities, clubs looking for community service hours
- Could offer workshops with high school libraries on how to use the library, information literacy training
- Could offer “digital literacy” classes for all ages
- Could explore “Embedded reference librarian” online assistance
- Could offer QR (quick response) codes that users can scan with their smart phone to get to a web page for specific information
- Provide a map of library collections, finding aids

Weaknesses (Understand How to Find, Evaluate, and Use Information)

- Shelving layout makes it hard to find what you’re looking for; confusing flow of collection and segmentation
- Not enough room for more programs
- Public perception that google or Wikipedia are authoritative enough
- Schools have eliminated class field trips