

Large Group Exercise #1 **Programming**

In the current plan programming was deemed to be a low priority activity for the library. Yet, the library continues to do lots of programming.

Questions for Terry

1. Am I correct in assuming that the library has continued to offer programming because it's considered to be important?
2. Why does the library view programming to be important enough to continue even

Large Group Discussion Questions

1. What kinds of programs that could be offered by the library might be most effective in building support?

RESPONSES

- Programs that show people how efficient the Library is for their tax dollars
- YA programs - keep them involved in the Library
- Children\2 year olds - build personal relationships right from the start
- Things like Good Night and Good Luck – Contemporary topics, with panel representing diverse opinions
- Develop materials showing what the library offers; promotional items i.e. your taxes at work
- Programs that target Hmong youth population that is already here every night
- Re-introduce people to the new types of materials we have
- New series of programs based on Prime Time Family Reading Time
- Untapped 20ish people – try to bring them in to the library for them not their kids
- Smaller scale community book read programs with system libraries in the Fox Valley.

Small Group Exercise #1

1. Have every person in your group suggest an answer to the following question:

What are the most pressing needs facing the Appleton community?

RESPONSES

- Funding – ton of projects – community having a difficult time finding funds – being drained by other groups, both tax and donations
- Jobs – loss of a lot of manufacturing jobs
- Growing gap between the “haves” and the “have nots”
- Political structure and scene as it impacts use of funds – spending camps, levy limits
- Community is becoming more Hispanic; more diverse – we are not serving the Hispanic community as well as possible
- White flight – moving to suburbs and don’t want to pay taxes (small population base downtown)
- Lack of sufficient low/middle income housing
- Public transportation system “sucks” insufficient hours of service (if you work 3rd shift you’re screwed)
- Economic challenges
- Good public transportation
- Lack of direction
- Faster speed limits
- Awareness of public resources
- Childcare
- Interpreters
- Good paying jobs
- Appleton growing too fast (lack of planning)
- Acceptance of diverse cultures
- Homelessness
- Affordable housing
- Jobs
- Middle class squeeze – poverty
- Language barriers
- Crowded schools
- Aging population (?)
- Single parent families – special needs children
- Health care – affordable
- Changes in local employment
- Outsourcing
- Homelessness
- Losing retail

2. After everyone in the group has had an opportunity to talk about pressing community needs, discuss the following question:

Given all of the pressing needs facing the community, what is the most effective method that the library could use to communicate to the community its need for a greater level of support?

RESPONSES

- Prime Time Meals/translator/children's programs for immigrants (Hispanic)
- Aim at the "big tax payers" to demonstrate what the library is doing that will benefit the community as a whole.
- Need to be more outgoing to the public, presenting a warm, caring, friendly face
- Involve more key people – community people – to get their buy in
- Get more public participation in key meetings
- Get more interaction using library leadership city politics – less "them against us" should be team player
- Public awareness
- Services available
- We provide free services
- Central place
- Information
- Meeting
- Part of community
- Centrally located
- Computers available
- Outreach to other organizations
- Advertise
- Walking Books
- We are a free service
- Tax dollars – how much is it really?
- How effective we are already using tax dollars, how much more effective could we be with more?

3. After discussing this question and the various suggested answers, please pick one answer that best represents the majority of people in the group. Record your group's answer below.

RESPONSES

- Strong advocacy and marketing
- Ourselves and our services
- People don't know what we can do
- Time – holds, self check, walking books, outreach, teacher packs, provide info and resources – phone/internet/referrals
- Diversity – materials in languages, space for library tutors, internet access interests and abilities
- Poverty – entertainment, internet, newspapers, resources – no charge. Info on jobs, resumes, referrals to agencies, etc.
- Give A Child A Book
- Programming – child/teen/adult
- We should identify ways we contribute to solutions for many of the community's "problem" issues. Partnerships w/other business/organizations that are also addressing those needs will lead to advocacy for one another as well. For example, re: unemployment, if we're seen by Work Force Development as providers of integral services for people looking for jobs or wanting to expand skills, we will be seen as part of a solution to unemployment. They will become advocates for us because we help them and do something valuable for them.
- Improve political interaction with the City. The Library has to be seen and heard at government meetings.
- Show community how much they pay in taxes, show how effectively we use their tax dollars, how many services are available w/dollars, and how much more the library could provide with more. \$20 buys one book – how many circs from that one item?

Small Group Exercise #2 Technology/Automation

1. Have every person in your group suggest at least one answer to the following question :

What new or existing technologies can the library take advantage of to become more efficient in delivering service to patrons?

2. After discussing this question and all the suggested answers, please decide on your group's two best technology ideas and record these two technology ideas below.

RESPONSES

- **Electronic document delivery**
- Play-a-ways / overdrive
- RFID
- Bookmobile
- **Better self check outs / self check in**
- Use of website for changes and advertising
- Expand WiFi
- Delivery subscription service
- More media equipment in the building
- Mandatory staff training of what we already have
- Better directional guides / signs in the building
- **RFID**
- More full text databases – help patrons find them
- Infotrac
- Alldata – more remote access
- MySpace.com – social networking websites
- Upgrade and increase # of computers
- Roving reference staff with Blackberries
- System to pay for printing before patrons print
- **Expanded database remote access and patron awareness**
- Participating in social networking websites
- Better self-check machines
- Phone bank
- Better security system / gate
- RFID
- **Sound dampening cones and acoustical panels – privacy and noise**
- **Photo id library cards / finger id**
- Internet viewing from staff station
- **RFID**
- Technology that changes patrons to pay for printing

- Paying for fines with card cards remotely
- Photos on library cards
- **Circ phones – ability to put calls on hold with answering message while waiting**
- Better security system for material (the gates)
- Sound dampening cones!
- Update our computers every 3 years
- **RFID**
- Public fax machines
- **Debit card version of library card “Smart Card” (debit, check out, memory of previous records and check outs)**
- RSS feeds
- More self-checks (in each section)
- Pod casting from Marketing

Small Group Exercise #3
Safety and Security

1. There is a segment of the public, and there may also be some staff members, who feel that the library is less than completely safe. Please have every person in your group suggest at least one answer to the following question:

What is the biggest safety or security issue that the library faces?

RESPONSES

- Public ignorance of the risks, especially to children
- The clientele
- No restrictions to staff areas
- Curb-sitters / smokers
- Gangs
- Non-public service desk people don't know who the problem patrons are – could have photos in blog
- Parking lot loiterers – ask city to pass a no loitering ordinance
- Theft of materials, which has been on the uprise
- Sexual predators
- Overcrowded
- Staff's and public's perception that this isn't a safe building and different opinion from administration
- Problematic patrons
- Losing children as they wander around
- Lack of a security person
- Theft of materials
- Identity theft
- Harassment
- Staff monitoring patrons when monitors are not here
- Lack of weapons for LIC
- Parking lot
- Perimeter of building
- Better lights in and out
- Unattended children
- Unattended people
- Materials left
- Identity theft
- Harassment
- Patron behavior
- Lack of sidearms for LICs
- Parking lot
- Light

- Unattended people
- Unfortunately, it's the public (a select group of people)
- Sex offenders
- Special needs patrons – “scary” people
- Parking lot
- Ramp
- Staff doesn't like people
- No lighting outside
- Lack of security personnel
- Monitors have authoritative uniforms – blazers, etc
- Community service volunteers as security?

2. After considering the suggested safety and security issues, as a group please answer the following question and record your answers below.

What two things could the library do to strengthen its safety and security?

RESPONSES

- Uniformed, armed guards
- Fob/locks for staff areas (doors)
- Better exterior (parking lot) Lighting – ask City to add lighting -Clean up exterior of Library – cigarette butts etc. - More police presence
- Train staff in “verbal judo” and in other techniques for staff that deal with public. Self defense too
- Staff to enforce security policy
- Less crowding – more space
- Floor hours increased – monitors or unattached personnel to walk the floors
- Better lighting
- Floor monitors – more hours
- Lights – inside and outside
- More lights outside
- A professional look to our monitors (blazers) which would provide more “visible security” - not necessarily a security guard

Small Group Exercises #4 Priorities

1. Use of the library is increasing at a much faster pace than the library's resources. In an environment where resources do not keep pace with the demand for services, it may be necessary to curtail some services. Please have every person in your group suggest at least one answer to the following question:

What is one task or service that the library could stop doing in order to bring activities more in line with available resources?

2. After discussing this question and all the suggested answers, please decide on your group's two best ideas for reducing library activities, and record these two ideas below.

RESPONSES

- **Close at 8:00 p.m. Monday – Thursday (close Sundays) Saturday 10 am – 5 pm. Thanksgiving eve close etc.**
- **Lower the number of media people can check out and number of holds, i.e. 10 - DVDs / VHS, 10 – CDs, 8 – Holds**
- Focus on bigger, higher profile programs that lots of people participate in (not just the same 2 people showing up for programs)
- Meeting room bookings only for larger groups of 10 or more
- **Close at 8:00 p.m.**
- **Simplify reading programs and end programs that do not meet predetermined attendance requirements.**
- Simplify summer reading programs too staff intensive
- Patron printing - end it all together – costs too much money
- Foolish reserves
- Limit ILLs to 3 a year
- Cancel CHAT
- Too many monitors at once – better scheduling, more time spent standing by security gate, better visual presence
- Cut number of public meetings
- Fewer hours, i.e. close at 8:00 p.m., close atrium, close 2 hours early on Saturday
- No snail mail of overdues, limit reserves (yearly amount)
- **Not offering outdated formats**
- Limit number of questions
- Close Sundays
- Adult programming only collaborative
- **Downsize magazine subscriptions**
- Stop buying duplicate copies, reserves

- **Offering outdated formats**
- Interlibrary loans
- Fewer open hours (close at 8:00 p.m., on Sunday?)
- Close the atrium (upkeep and space)
- Not do adult programming
- No snail mail notices
- Stop unlimited reserves / yr
- Free restrooms
- **Big browsing magazine collection**
- Stop buying duplicate copies
- Reserves
- **Tighter limits on items that can go out – esp. media**
- **Limit card use to card holder**
- Limit purchase requests
- Limit ILL
- Limit holds
- Limit refreshments at programs
- No holds on some new items
- No fetching of on-shelf items through holds
- No searching for items beyond a shelf check
- Drop tax forms
- Start charging for not picking up reserves
- Outsource cataloging and processing
- One person vs. two at reference desk
- Stop paging lists (don't put holds on items)
- **Meeting room set-up (self serve)**
- Cut programs or number of programs
- Shifting of personnel to facilitate increase in expenditures
- **Stop paging for APL holds**