

Glen Ellyn Public Library

Focus Group Results

October 2010

Facilitated by:
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Oswego, IL
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Focus Group 10/19/10
7-9 p.m.
3 participants

What benefits and values do public libraries provide for our communities?

- Saves customers money
- Various media
- Magnet for all ages
- Micro-community
- Serves various socio-economic groups
- Center for education
- Center for entertainment
- Provides space for groups to meet
- Internet access

How do you use the library?

- Online holds
- Children's library for their own children as well as for tutoring
- Online catalogue
- Newspapers
- Data bases for flipping houses
- DVDs
- Buy DVD's at friends book sale
- Use museum pass
- Audio books
- Interlibrary loan
- Reciprocal borrowing
- Study
- Book fest

In 10 years what improvement and opportunities would you like to see?

- Branches—library van (book mobile—like an ice cream truck with music)
- Keeping up with technology
- Downloadable music
- Books that reflect the diversity of the community
- Books like Scared-y Squirrel
- Books on laptops
- Retain leisure reading
- Coffee shop
- Small study spaces
- Video game rental
- Bar

What else would you like the board to know?

- Need large picture books for older kids
- Magazine on hold need issue dates in system
- Be good stewards of our money
- Lukewarm on new card catalog
- Library is relatively unknown

Focus Group 10/20/10
11:00 a.m. – 12:30 p.m.
Intergovernmental
4 participants

What benefits and values do public libraries provide for our communities?

- Partnerships to help with research
- Free materials
- Brings people together
- Provides a variety of services
- Education
- The look of the library sends a message to the community about our values and resources
- Uncensored materials
- Place for the homeless (community within a community)
- Socio-economic leveler
- Offers research help via reference materials
- Reading for reading's sake
- Summer reading programs

In 10 years what improvement and opportunities would you like to see?

- (3) Collaborative study areas—double screen PCs and big groups working together
- (3) Programs and partnership for kindergarten readiness (birth-5) for parents as well as kids
- (3) Single place to coordinate events (i.e.: community calendar)
- (2) Center for culture—gallery, performance space
- (2) Community cable access—multimedia studio to film and distribute
- (2) Digital literacy—how do you find information—mobile apps
- (1) Café “atmosphere”
- (1) Extended hours—open ‘til 10 p.m. Monday – Friday and longer weekend hours
- (1) Systematic understanding of information literacy
- (1) Satellite across Roosevelt to partner with schools (tutoring, etc.)
 - Electronic items for check out (I-Pod, Kindle, etc.)
 - Facilitators –staff become experts in an area
 - Virtual office space
 - Classes on “how to”
 - Work readiness
 - Commuter parking deck
 - Provide business incubator space and programming
 - A really neat teen zone—concerts for students, etc.

What are the opportunities for partnering?

- ESL programming expansion birth –12 with COD
- Birth – 5 programming with churches, “Y”, park district, school district, children’s resource center, and hospitals✕
- Community cable and calendar—partner with village
- Lots of education pieces with COD
- COD culinary school with Café
- Information literacy with COD and school district
- Partnering on grants
- Cultural center/performance space—partner with Economic Development, downtown organization, COD and schools

What else do you want us to know?

- Image development is part of our service—marketing should be a priority
- COD, Village, and school districts are willing to communication and work with the library

Focus Group 10/20/10

1-3 p.m.

10 participants

What benefits and values do public libraries provide for our communities?

- Adds total culture to the community
- Adult and children's programming
- Free access
- Guidance
- Social service to the community
- Saves money for patrons to get books
- Online access to information
- Adds homeowner value
- Children's services
- Book club
- Carries school curriculum
- Special events
- Part of Christmas Walk
- Staff information and recommendations on websites, etc.
- Late night study hours
- Partnering with schools
- Availability of computers
- Interlibrary loan
- Museum passes
- Incentives with summer reading program
- Lyric opera reviews
- Ordering new books and CDs
- Putting items on hold before they come in
- Meeting spaces
- Current magazines and articles
- E-books, electronic tax forms, and reference guides

How do you use the library?

- Books and DVDs
- Magazines
- Books on tape
- Staff led book discussions
- Meeting rooms
- Kids book club
- Books on hold
- Children's theater
- Monthly special events for families and kids
- Hot picks—new releases
- Extended study hours
- Email notifications—book letters
- School public library card
- Online accounts
- Newspaper
- Homebound deliveries
- Tumble books online
- Free standing public computers
- Get personal email here
- Reciprocal borrowing and return
- Renew and holds online
- Online catalog
- Use the knowledge of staff in every department
- Reading to the dogs
- Summer reading program
- Safe, clean facility
- Used book sale

In 10 years what improvement and opportunities would you like to see?

- (6) Drive up book drop
- (5) Café (healthy food and coffee)
- (4) Expand museum passes to include Chicago museums
- (3) Bring in more authors
- (3) Greater E-book access
- (2) Free audio visual checkout
- (2) Get kids to volunteer at the library
- (2) Lounge for adult book clubs to meet 'til midnight with BYOB
- (1) Entertainment programs—music, improv, etc.
- (1) E-book readers for check out
- (1) Weed children's DVDs for damaged disks
- (1) Check outs for tech stuff (free)
- (1) Keep copies of school textbooks here for student use
- (1) Rooms large enough for group work
- (1) Re-engineer parking lot (feels dangerous)
- (1) Put numbers on school cards
- (1) Adjust holds when several books come in at once
- (1) Ability to get an exact title search
- (1) Easy, accurate inventory system
- (1) Link more libraries together
- (1) Home delivery
- (1) Downloadable audio visual
- Extended hours 'til 10 p.m. weekdays—especially Fridays; open before 1 p.m.
- Sundays 'til 8 pm—Saturday OK as is
- Too many students in unincorporated areas who don't have access to the library
- Keep history of my checkouts and recommend what else to read
- Get an RFID self-check-out system

What else would you like the board to know?

- We appreciate a good library
- Proud of library
- "you feed my addiction"
- Important to serve diverse people
- Staff very kind to the public
- Love the newsletter loaded with information
- Bring back Miss Book Bunny
- Designate a "15 minute" parking spot
- Training on how to use the computer
- Awesome staff!
- Several people named individually
- Love the butterfly garden
- Allow staff to shadow staff in other libraries

Focus Group 10/23/10

10 a.m. - noon

6 participants (includes 3 high school students)

What benefits and values do public libraries provide for our communities?

- Provider of education
- Help people save money
- Tradition—the library has always been a part of the community
- Free stuff—books and entertainment
- Meeting place
- Quiet place to study
- Children's activities with tradition
- Lifelong learning
- Serendipitous learning
- Great place during finals week—tutors, food, extended hours
- Multiple generations are ere

How do you use the library?

- Get business books
- Book discussion groups
- Magazines—lots!
- Scan-able key ring library card
- Music
- Text books
- Information—for research papers
- Study for school
- Drop in place—destination to walk to
- Research various topics
- Distraction-free space
- Scanner, copier
- Staff recommendations on books for youth
- It's a safe place to come
- Meeting place for nannies
- Place to meet people
- Like coming after school
- Tutoring
- Used book sale—buy and drop off
- Interlibrary loan—especially online
- Opportunities for tutoring other students through National Honor Society
- Jumpstart program
- Virtual office
- Museum passes
- Bring groups to teen board
- Children's programming
- E-books
- Summer reading program

In 10 years what improvement and opportunities would you like to see?

- (4) Café (like Starbucks/Caribou with music and large enough that you can study)
- (3) Satellite campus that offers college courses
- (3) Extended hours—open later (10 pm) and with café earlier (7 am)

- (3) Partner with Fermilab and other businesses to bring in programming (chemistry lab experience) speakers, etc.
- (3) Interactive, virtual reality experiences for a variety of subject matter
- (2) Space for performing arts
- (2) More space for group discussions with multi-media capabilities
- (2) Bigger presence at High Schools (bring programming to the HS)
- (2) Spaces for artistic experiences (pottery, painting, drawing, etc)
- (2) More events
- (1) Sponsor virtual interest groups
- (1) Rooms for special discussions
- Automatic check in/check out (without scanning)
- Social networking classes (Facebook, etc.)
- Regional libraries (versus community libraries)
- Concierge service (know what I like and recommend, etc.)
- Adult reading buddies
- Virtual travel experiences
- Book drop off and drive up at multiple locations (i.e.: Jewel store)
- Book mobiles—remote locations for more access
- Creating experiences around information
- Take staff outside the library—meet people where they are
- Map of the library layout
- Fireplace with comfy pace to sit and read
- Attractive meeting and social areas
- Interactive groups to share ideas
- Multimedia stimulation
- Day care/child care center on site
- Database for music—like I-Tunes for the library

What else would you like the board to know?

- Author signings/talks would be great
- Image of the library is a reflection of the town
- Staff does a great job
- Staff is friendly and supportive to customers
- Staff creates a welcoming feeling
- Know your target market
- Teens feel welcome here—especially during finals week
- Offer lectures on different cultures

10/22/10

Staff Session

(49 people—9 small groups)

What benefits and values does the GEPL bring to the community?

- Source of free information on multitude of topics
- Place for the community to meet
- Place for teens to study, meet/test prep
- Melting pot for all generations
- Cater to all
- Open doors to experience things that might not be able to do (story times, outreach, museum passes)
- Teaches resourcefulness
- Free books
- Reference assistance
- AC/Heat
- Programs for seniors and kids
- Finals study sessions with food
- Bus to books
- Constantly new materials for kids
- Photo copier and scanner
- Welcoming
- Convenient location to most residents
- Tutoring
- Wide selection of materials
- Welcoming atmosphere
- Outing for kids
- Educational and entertaining for young children
- Conducive to multiple users (study areas, social areas, meeting rooms, work cubicles)
- Free special programs
- Computer database
- Wi-Fi
- Interlibrary loan
- Reference help
- Place for moms to go with children
- Access to books you might otherwise not have
- Stability
- Sense of community
- Place to go when power goes out
- Entertainment
- Learn skills (English, computers)
- Up to date information and access to it

- Programming for all ages
- Place to relax, read, and socialize
- Apply for employment online
- Safe environment
- Friendly
- A place for homeless people
- Bastion of democracy
- 24/7 information
- Story times
- Beautiful and comfortable building
- Medical information
- Relieves boredom
- Staff helpfulness
- Used book corner—friends book sale
- Hot picks

What impression would you like people to have the GEPL?

That GEPL is the Starbucks of libraries! Worth all the taxes I pay AND I can't wait to come back!

Staff SWOT Analysis

Strengths

- | | |
|--|---|
| <ul style="list-style-type: none"> • Supportive community* • Diverse collection* • Excellent customer service* • Everyone welcome • Keeping up with technology • Programming • Foster community partnerships • Professional management staff • Adequate space • Strong leadership • Good hours • Staff • Fascinating displays • Outreach program | <ul style="list-style-type: none"> • Inclusive of other communities • Resource sharing • Expanding webpage • Well run departments • Read to dogs • Availability of meeting and study rooms • Teen scene • Cute/hot staff • Natural light • Computer access • Supportive board • Readers' advisors |
|--|---|

Weaknesses

- | | |
|---|---|
| <ul style="list-style-type: none"> • No security guard* • Inter-department communication* | <ul style="list-style-type: none"> • Book drop* • Finite amount of space* |
|---|---|

- Parking and lighting in parking lot*
- Ineffective security gate
- No outdoor seating
- Hard to keep up with technology
- Want a more intuitive and directive website
- Frustrating self-checkout system
- Signage
- Train noise and fumes
- Not enough planning time
- Homeless population
- Lack of input from shelvees
- Clutter/hording
- Cleanliness
- Lack of greeters
- Lack of fill in staff
- Low artificial lighting
- Staff technical training
- High noise levels
- Cold vestibule in winter
- Confusing technology systems
- Entry not fully accessible
- No coffee shop
- Not enough patron computers
- Lack of shelving space
- No drive up window
- Special displays make finding materials difficult

Opportunities

- Immigrant community
- Unincorporated areas
- Proximity to Chicago and museums—tap into city resources (i.e.: museum passes)
- Location for high school students
- Bring in more public service people for programs
- Expand community partnerships and resources
- Empower staff on technology so they can lead the community
- Outreach and services for homeless and troubled population
- More educational programs and forums with other agencies for issues like parenting and world issues
- Technology focus on current trends
- Reorganize interior space
- Strengthen school/library partnerships (involve teens)
- Drive up to drop off
- Economy—reach out to more people (i.e.: job search and job improvement)
- New technology in general (gateway)
- Increase publicity
- Google digitization
- Help people evaluate information
- Enhance relationships with other libraries
- Utilize interns

Threats

- Funding
- New technology
- Perception that the library will become obsolete
- I-Tunes

- Lack of publicity
- Homeless people
- System mergers
- Cost/benefit to community
- Theft
- Business closings means support is dwindling
- Lack of public transportation
- Recession
- Down loadable (copyright issues)

What improvement and opportunities do you want to see in the next 10 years?

- (18) Additional sound-proof rooms with moveable walls for programs, listening/viewing stations, meetings, study, playing that are fully equipped with all necessary equipment and supplies
- (17) Major raises and more benefits for everyone
- (17) Never be more than 5 minutes from library services (red box branch and tech vending machine)
- (14) Entire collection online for download with auto translation into other languages
- (13) Museum of Science and Industry type of technology, entertainment, learning, fun area
- (11) Outreach center (for refugees and immigrants with translators, tutors, welcoming and educational with transition assistance into American culture)
- (9) Circulating all types of electronic computers and devices
- (8) Coffee shop/café—with barista (teen hangout)
- (8) Garden seating with pond and waterfall
- (8) Digital media center (ability to make videos and music)
- (5) Real fire place and water wall
- (5) GPS/Lojack on all items
- (5) Library pets! (dog or cat)
- (6) Homeless situation resolved
- (5) Drive through drop off and pick up
- (4) Big building/more spacious
- (3) Storage space and lockers for the public
- (4) Comfy cluster type seating for the public
- (2) Marketing department
- (2) Become the library "Google"—innovators of technology
- (2) Auto-sanitization of returned items
- (2) NY Times bestselling authors speak
- (1) Rotating, electronic wall of books

- (1) Utilize the library without being here (satellite beaming)
- (1) National instant shared database
- (1) Reconfigure computer lab for a virtual library experience (more individual space)
- (1) Art gallery check out
- (1) Notary and voter registrar at every desk

- (1) Unlimited parking all the way west on Duane given to the library
- (1) Artist patronage
- (1) Movie theater
- (1) Further degrees subsidized
- (1) A day the kids run the library—and no nap time
- Motorized book truck and books lifts for reshelving
- Music room—booth with headphones for staff and patrons
- Escalators
- Hotel styles library—plush and quiet
- Staff help every patron one-on-one
- Own offices
- Security guards
- Presence south of Roosevelt Rd
- Jumbo-tron sign
- Free meals for staff and public
- Shower, exercise room, spa, laundry, hot tub, hair dresser
- Department heads required to wear GPS devices
- Skype between patrons and library
- Babysitting service
- GE resident staff has access to hot picks
- Secure location for cash drawer
- Professional story tellers
- Mandated naps for staff
- Dedicated training lab
- Group study space
- Sheet music collection
- Power and internet hard connections at every table
- Automatic scanner check-in
- On-site social worker
- Mood setting atmosphere by way of lighting, aroma therapy and music
- Shelver for every row of books
- Small enough collections for face out display
- 24 hour service/access
- Valet parking
- Heated sidewalks
- Conveyer belts
- Computers unlimited as to time and age
- Unlimited program budget
- Provide space and equipment for online testing (instead of proctoring)
- Downloadable stations (free access)
- All staff become high tech and able to trouble shoot
- Tablet PC for reference librarians

Glen Ellyn Public Library
Board Session
10/24/10
6 board members and director present

What are the strengths of GEPL?

- Collection
- Personnel
- Dawn
- The community
- Financial stability
- Outreach efforts
- Diverse community
- Sense of loyalty to the library
- Institutional trust (i.e. :the Village
- Location
- Programming
- Consortium
- Board works as a team
- Lack of political posturing
- Support from friends and foundation
- Improving the facility
- Website
- Keeping up with technology

What impression do you want people to have?

5 votes:

That the library is helpful, knowledgeable, comfortable and safe; you get what you want to feed your brain.

Opportunities and Improvements to the library in the next 10 years

- (5) Look like Borders (coffee machine, hot picks right when you walk in, be a destination)
- (4) Technical hardware that circulates and use in the library
- (3) Large multi-media center for movies, performing arts, etc.
- (2) Multi-lingual staff
- (2) Tear down building and start over with a drive up drop off/pick up

- (2) Statewide borrow/return of materials
 - (1) Transportation
 - (1) Complete and up-to-date school textbooks
 - (1) Create partnerships with other social agencies
 - (1) Free library cards for all children under 18 in unincorporated areas
 - (1) Comfy chairs in comfy spaces
 - (1) Hands on interactive learning for little kids
 - (1) Art gallery and open art studio
 - (1) Award program for top performing staff
 - (1) Multiple pick up and drop off locations
 - (1) Bookmobile
- Fireplace
- Coming attractions for DVDs
- On demand tutoring

What can you do to make your top picks happen?

(1) Look like Borders

- a. Redo floor plan
- b. Self-check out
- c. Communication plan
- d. Small sound proof specialty spaces
- e. Staff that's tech savvy
- f. Less fixed positions (information desk)
- g. Sell staff on changes
- h. Explore partnerships
 - i. Social service agencies
 - ii. COD culinary program
 - iii. Tech company (Best Buy)
 - iv. Book stores
 - v. School—teen geek squads
 - vi. Presentations by various organizations regarding services

(2) Technical Hardware the Circulates and for use here

- a. Partner with Best Buy
- b. Kindles and WIFI all over town
- c. Broadband—widen
- d. Inventory control (manage better—RFID)
- e. Electronic security for material