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, improve, 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 here

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)
Partner with Fermilab and other businesses to bring in programming (chemistry lab experience) speakers, etc.

Interactive, virtual reality experiences for a variety of subject matter

Space for performing arts

More space for group discussions with multi-media capabilities

Bigger presence at High Schools (bring programming to the HS)

Spaces for artistic experiences (pottery, painting, drawing, etc)

More events

Sponsor virtual interest groups

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
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
• 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

• 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
• No security guard*
• Inter-department communication*

• 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 shelvers
• 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
Unlimited parking all the way west on Duane given to the library
Artist patronage
Movie theater
Further degrees subsidized
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
Conveyor 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