

2023 Strategic Planning Process Results of the Member Survey



Member Survey

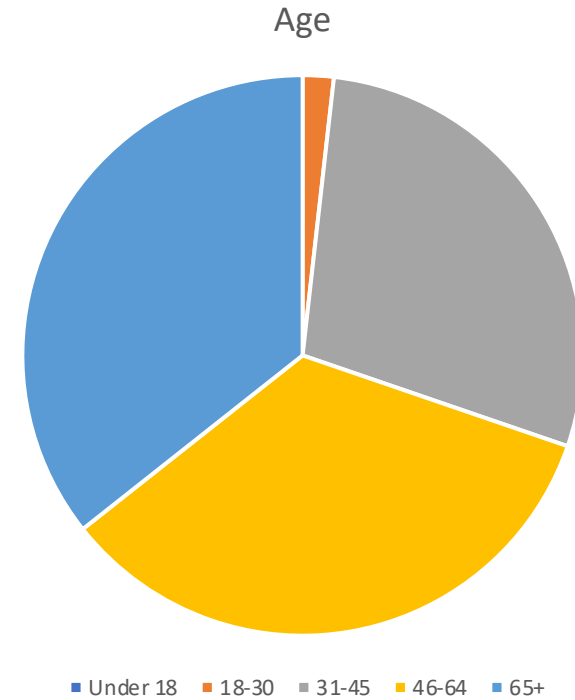
Respondents: 398

Race: 90% white
6% Other
2% Asian
1.3% African American

Ethnicity: 4% Hispanic or Latino

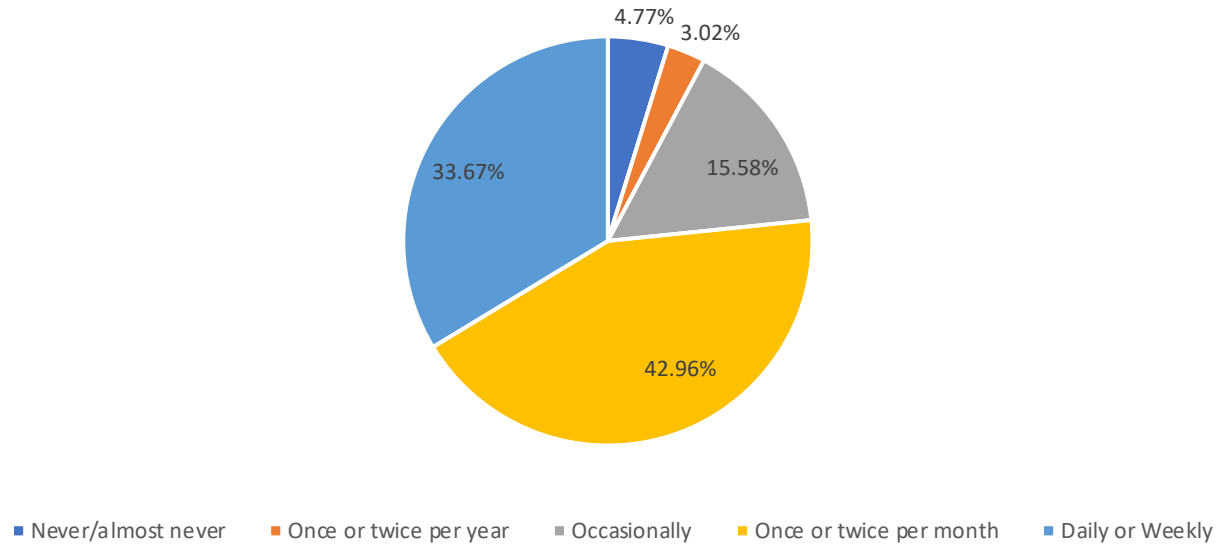
Gender: 80% female

Household: 40% have children under 18
60% do not



Member Survey

How frequently do you use the library,
in person or virtually?



Those who never or rarely use the library report they purchase books or get their resources elsewhere.



Member Survey

How do you find out what is happening at the library?

% Selecting this Option

Emails from the library	84%
Quarterly issues of The Guide	53%
Library website	35%
Signage at the library	21%
Word of mouth	9%
Other (write in)	6%

Respondents were allowed to select as many as applied.

Write in responses:

- Social media – 13 responses, specific mention of Facebook and Instagram
- Staff
- Kidlist.com
- Bulletin board
- Email from other organizations



Member Survey

I would be interested in attending programs if ...	% Selecting this Option
They were held in person	41%
There was more variety	39%
They were held in the evening	38%
They were held on the weekend	33%
There was an outside presenter	27%
They were held virtually	27%
I knew other people attending	25%
Other (write in)	15%

Respondents were allowed to select as many as applied.

Select write in responses:

- Something couples could do together
- Speakers with conservative views, no drag shows
- If the library was brave enough to host events that center queer identities, host events for queer adults
- Board game nights
- Geared toward seniors, or non-parenting adults
- Geared toward young children
- Held during the day
- On a regular schedule
- It would be nice to have a “semester” or “month” class that meets weekly or bi-weekly to promote more long-term interaction between residents



Member Survey

Hospitality

Average on 5 pt scale

I receive great customer service at the library.

4.63

The library feels safe and welcoming.

4.69



Member Survey

We provided members with a set of concerns and asked them to rank the concerns according to their significance in the community.

Concern	Member Avg. Rank
Gaps in Education/Needs for Children and Youth	4.64
Care for Seniors	3.73
Mental Health	3.66
Diversity and Inclusion	3.61
Loneliness	2.94
Social Polarization	2.62

Select Comments on Rankings:

- Help children with learning gaps from covid, general learning gaps; tutoring; reading clubs; safe and welcoming environment; fun programs; SAT/ACT prep
- Seniors appreciate large print books, elevator, delivery of materials or transport, trips, daytime programs, cybersecurity info, programs for caregivers;
- Mental health is the most inclusive of the concerns in this list. "I struggle with mental health. Resources would be good."
- Extreme polarization is threatening our democracy; library is good neutral ground; should be a welcoming place for all. "Please continue to bring in speakers and books to help bring us together."
- I didn't choose any of these: a library shouldn't be about promoting agendas



Member Survey

What other concerns are most on your mind?

PUBLIC SAFETY & WELLBEING

- Parking lot safety
- Homeless people at library and how to help OR dislike their presence
- Appreciate having a social worker
- “We want a library, not a social welfare center”

FREE SPEECH

- Ban the books movements
- Extremists who threaten public servants
- Appropriateness of books for kids balanced with free speech
- Many are concerned about “woke” or “grooming” content
- Many appreciate inclusion and content that addresses racism, etc.

MISCELLANEOUS

- The environment/climate – can the library get solar panels?
- Create an endowment?

LIBRARY ENVIRONMENT

- Demarcating space where talking is welcome/silence is preferred
- Enforce silent areas
- Encourage staff to welcome guests
- More open hours, more Sunday hours
- Love the café

SERVICES & PROGRAMMING

- Appreciate checking out DVDs, interlibrary loans
- Zoom book talks in winter
- Fun for older kids
- More resources for students in STEM
- Continue having books on shelves – not just programming
- More Hoopla and Overdrive offerings
- Buy more copies of best sellers



Member Survey

Closing Quotes

Please know that our community supports your efforts and the leadership of Dawn Bussey and the Board and thanks you for all that you bring to our community.

Our family loves our library! We appreciate how the library takes the lead in community issues (ie. DEI, Community Cupboard, etc). Thank you!

Tech stuff is great, and so are social programs, but books still matter. In this overstimulated world, kids and teens need the personal, tactile experience away from screens that libraries can provide, even if their schools and families don't.

I appreciate everyone working at the Library. Thank you for all your efforts in providing books and technology assistance.

You helped me out during a sudden power outage last summer. I used your Wi-Fi to stay connected to my coworkers and talked to folks who were registering voters. Keep being the friendly, social place you are.

I like that the library and bathrooms are kept clean, and the staff is wonderful.

I think you handled the pandemic in a very safe and healthy way. I also think this library serves the community better than many surrounding libraries. Thank you!

I am supportive of your mission and vision and will stand up to defend you if necessary.

Thank you for getting Polish Books from other libraries for me.

Our library is a vibrant cultural center for our community. Thank you GEPL!



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