Strategic Planning Survey Results: SUMMARY

The Library distributed a survey and collected responses during the months of June and July 2023. We received 336 completed surveys. This document provides an overview of the responses. The complete set of responses, including comments, is available on the Library's webpage.

1. Q1: How often do you visit the Library or use the Library's online resources?

   A large majority of respondents are regular users (weekly or monthly). Only 14 said they did **not** use the library. In other words, the feedback we are receiving comes mostly from people who know and use our services.

2. Q2: If you do not use the Library regularly, why not?

   The number one reason for not using the library is that people choose to use their own materials, both physical and digital/streaming. Second most popular choice was using a neighboring library. Almost no one chose "too complicated." The comments also indicate some version of the following.

   a. Too busy/lazy/intend to use it more (9)
   b. Part-time resident (20)
   c. Online resources exclusively—but they still use library resources (5)

3. Q3: If you made use of the Library in the last year—either in-person or online—what services did you or other members of your household use?

   Borrowing physical materials is *still* the top service, followed by eResources. Next down was a tie for wi-fi, public computers, and adult programs. Additional services, not included in our listed but mentioned in the comments, included the used bookstore, children's play area, COVID tests and hotspots.

4. Q4: Did you know that the Library currently offers these services?

   For the most part, people know about eBooks, but they don't know about streaming video services. People don't know about Notary Service or Transparent Language

5. Q5: Five Suggested Options for Future Focus (health & wellness programming, financial education & development programs, opportunities for civic engagement, use of green space, Library of Things)

a. Top picks (includes "very interested" and "somewhat interested"): civic engagement, green space & wellness
b. Least popular (includes "not very interested" and "not at all interested"): financial programming
c. Moderate interest in Library of Things/Makerspace
d. There is no option that has a higher number of "very" over "somewhat"

6. Q10 – A majority (88%) of respondents live or own property in our district. Of those who live elsewhere, here is the breakdown:

   a. South (Fennville, Glenn & South Haven): 26 (8%)
   b. North/East (Laketown, Fillmore, Manlius): 8 (2.5%)
   c. Out of state/area: 8 (2.5%)

7. Q11: "How do you usually find out about community events?"

   The least popular choice was websites & online message boards. Everything else was significant enough to pursue. Comments frequently mentioned communication from within the building, like posters on the bulletin board.

8. Q12: - We received 155 comments answering the question, "What else would you like to tell us about the Library?"

   a. 117 positive comments (a lot of "I love the library!")
      i. 45 specifically mentioned the staff
      ii. 17 specifically mentioned the building
      iii. 12 specifically mention children's programming
   b. 15 comments raised concerns over the collection (more DVDs, more audiobooks, better variety, less popular fiction, wait lists are too long for ebooks, etc.)
   c. 8 negative comments that expressed a strong opinion. These tended to be general disregard for the building and questioned the need for a library. There was also those that felt the library was exceeding a traditional understanding of what a library should do - provide books and a quiet place to read them.
   d. 25 comments included some sort of constructive criticism or recommendation. These were diverse, but there were several noise complaints and a few requests for more children's programs.