

# STAFF SOAR ACTIVITY

## (S)TRENGTHS

### CUSTOMER SERVICE

- Accommodating
- Constantly engaging patrons/exciting them to participate
- Inclusive to patrons of all walks of life
- Patron-centric service
- Provide significant needs to community/ breaking down barriers

### COMMUNITY SUPPORT

- Fine Forgiveness
- Multi-media marketing
- Community Support
- Volunteer Opportunities
- Patrons from other communities choosing our library
- Financial Partners(Friends/Foundation)
- Library Network & Resources (OWLS)

### PROGRAMMING

- Cultural Center
- Giving Patrons Opportunity to engage with various programs
- Programming for all ages



### STAFF CHARACTERISTICS

- Perseverance to fill needs
- Enthusiastic & Patient
- We know our patrons-personal touch
- Dedication
- Face of Library (know Us)
- Great Public Service
- Flexible
- Team working together toward improvement
- Collaboration between staff & departments
- Friendly Customer Service

### FACILITY

- Teen Room
- Nice Modern Facility
- Exhibit Room (Free)
- Welcoming Environment
- Happy Environment for staff/patrons
- Inviting Environment

### INNOVATION

- Willing to be innovative/try new things (all departments)
- Innovative Leaders
- Adapt to change



## (O)PPORTUNITIES

### TECHNOLOGY

- Stay on top of tech for patrons
- Switching to new formats (audio/visual)
- Podcast
- Scanner at public computers for login with library card

### COMMUNITY PARTNERSHIPS

- Create a better partnership with chamber/get more involved in community events
- Give local businesses/organizations opportunity to give a program
- Working with welcome wagon

### PROGRAMMING

- After 5 and weekend programming
- Programs to get people in the library
- Fun programs that excite patrons
- Game night for adults – we go out and play games
- Gaps – bridge gap between dept. w/ programming
- More events to attract men and younger adults
- Young adult makerspace (2) and lounge
- Asking our experts for help with programs

### FACILITIES

- Hours of operation
- Longer hours
- Additional weekend hours
- Outdoor patio with games & comfortable seating to read
- Having a staff member who speaks Spanish a certain number of hours a week
- Reach younger adults – bring more YA books to adult dept.
- Coffee area/social area
- Foodbanks
- More new adult (20-30) Fiction in adult
- Community sketchbook in the library

### COMMUNITY OUTREACH

- Outreach for adults & homebound
- People we know
- Homeschoolers
- Outreach to all socio-economic levels



### PROMOTION/MARKETING

- Postcards for new parents – like the welcoming
- Recognize the moments you can be the face of the Library
- Use white board for community engagement
- Presence- booth at Community Events, festivals, etc.
- Farmers Market presence
- Target 20 – 30 year olds
- Reach non-users new markets
- Talk about the Library out in the Community
- Reach out to/retain (19+) postcards to keep in touch





# (A)SPIRATIONS

## INCLUSIVENESS

- Welcome, comfortable environment for all ages
- Inclusive- welcoming connected to those who need us
- All welcome to come, explore and learn
- Open-minded and compassionate
- History doesn't equal future

## MARKETING

- Instagram # hashtag for the Library
- Online polls
- More video posts for online media

## RESOURCES/PROGRAMMING

- Connecting readers/patrons with authors/ creators
- Increasing resources

## CIRCULATION

- Building on circulation
- Variety of items to checkout – move beyond books (games, etc.)

## VISIBILITY

- Parade involvement – float, banner, employee walking
- Library float for July 4th parade

## OUTREACH

- Community volunteers in the schools
- Community collaboration
- Connecting tutors to students
- City Volunteer Coordinator – dedicated for all depts.
- Partner more with Senior Center & Living facilities and Vets Home

## RESPONSIBLE/ENVIRONMENT

- Fine free – underemployed lose access with fines
- Be more green and sustainable
- Accept Debit/credit cards
- Expand space

## TECHNOLOGY

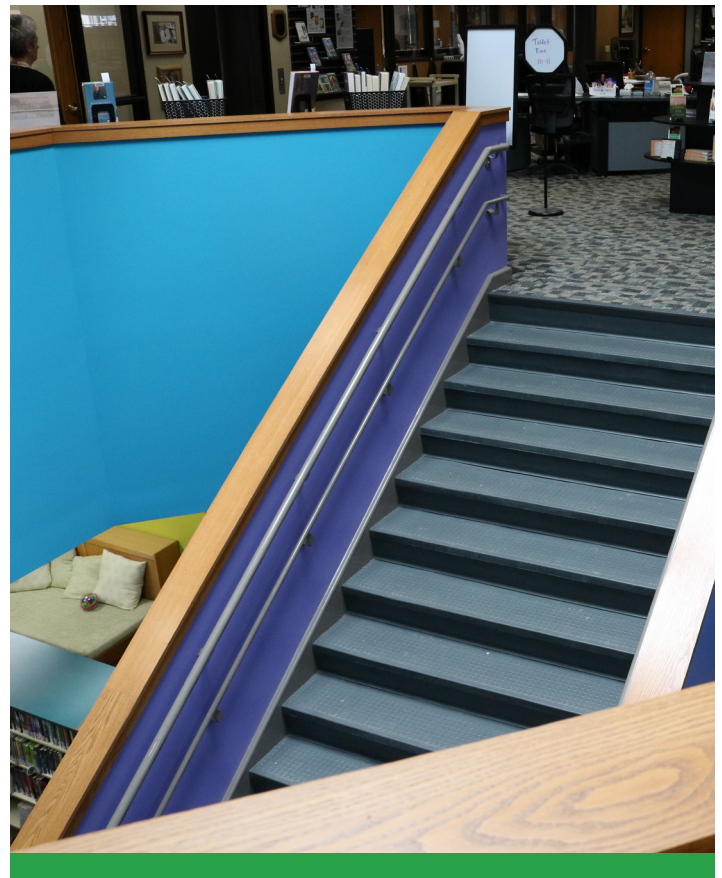
- Keeping up with technology
- All staff more comfortable with technology

## BUDGET

- Bigger budget contributions
- Pay employees more
- More Library Champions (people advocating for library budget)

## BUILDING

- "Go to Destination"
- "Comm. Center" for everyone



## (R)ESULTS

### CIRCULATION

- Increase circulation
- Participate in and complete Summer Reading Program
- No drop in quality of customer service
- Volunteer dinner
- Volunteers helping with lasting community engagement
- Invest in The Square
- Use cellphone out in the community.
- Increased presence on Social Media (suggested by patron)

### ATTENDANCE

- Count number of individuals contacted at Outreach Opportunities
- Computer use
- Program attendance
- Increased attendance to Gap Group programs
- Dedicated staff hours to Outreach program (high demand)
- 6 authors per year – 2 per department

### FINES/BILLS

- Evaluate whether removing fines boosts circulation/access
- Implementation of fine elimination
- Set up payment plan for bills
- Donations toward bills/fines
- Accept Debit/Credit Cards

### BUDGET

- Budget growth of 5% in 2 years
- Having a team of staff willing to work weekend and after 5 programs
- Better wages for employees

### VISITORS

- Increased patronage
- More visitors
- Increased registrations
- New Faces in Library
- New visitors/New Library users Guest book and follow up postcard