

Executive Summary

Introduction: In September and October 2017, the Wood County District Public Library (WCDPL) organized a total of 4 Focus Group Sessions with key stakeholders and members of the general to gather ideas and suggestions regarding the future of the library, as part of the library's strategic planning process:

1. Two sessions were held with **ADULT** members of the general public (n=41)
2. One session with teenager or **TEEN** members of the general public (n=11)
3. One session with the WCDPL **STAFF** (n=42)

Goal of the Focus Group Sessions: To utilize an Appreciative Inquiry methodology to gather feedback from key stakeholders regarding their **personal experiences** with the library. Specifically what they: (a.) considered to be **High Points** with the library; (b.) what they **Value** most about the library; (c.) what they feel are the **Core Factors** of the library; and (d.) what **Wishes** they have that would enhance the health, impact and vitality of the library. These four categories are the foundation from which the data is collected during the focus group sessions.

Overarching Findings: For each of the personal experience categories with the library, we asked participants to vote on the collected ideas and suggestions from their session that resonated with them or that they felt most strongly represented their thoughts and feelings. From these votes, eight overarching themes were identified through data analysis. The percentages listed below represent the "higher" percentage of votes cast for a particular "overarching theme" during the focus group sessions. The rest of the report provides a more detailed and analysis of the data collected.

Overarching Findings for HIGH POINTS:

1. **Programs and Special Events:** Both **TEENS** - 32.1% and **ADULTS** - 24.1% voted strongly that High Point often occurred during their participation with Library Programs and Special Events.
2. **Customer Service:** Both **ADULTS** - 23.3% and **STAFF** - 34.2% indicated that High Points often happened as a result of some form of Customer Service received from or shared with the Library Staff.
3. **Building – Equipment and Atmosphere:** 49.1% of **TEEN** votes indicated that High Points occurred during their use of Library spaces, because of the positive atmosphere and during the use of library equipment.
4. **Community – Connection / Service / Partnerships:** **ADULT** - 35.3% indicated that their High Points happened as a result of their Community Connections, Community Service, or involvement with Community Partners associated with their involvement with the Library.
5. **Community Support – Financial:** 27% of the votes from **STAFF** members indicate that they have experienced High Points when the community demonstrates their support for the Library through fundraising, participation in programs and events, number of visits, use of resources, the passing levies, etc.
6. **Staff – Team Work:** 15.8% of the **STAFF** votes showed that High Points occurred when the Library team was working well together in their service to the community.

Overarching Findings for VALUES:

1. **Community – Connection / Service / Partnerships:** **ADULT** - 56.2% and **STAFF** - 33.1% demonstrated strong Value in their community connections, community service, and community partnerships surrounding their involvement with the mission and vision of the Library.
2. **Customer Service:** Both **STAFF** - 21.9% and **ADULTS** - 12.4% indicated that high Customer Service was a strong Value for the library and it's patrons.
3. **Building – Renovation / Equipment / Ground / Atmosphere:** **TEEN** - 54.8% of their votes demonstrated a strong Value in the Library building itself, as a physical setting and equipment, as well as a strong Value for it's positive and inviting atmosphere.
4. **Staff – Team Work / Development / Leadership Effectiveness:** **STAFF** - 20.6% of votes indicated a strong Value with the library staff's level of teamwork, employee and team development, and leadership effectiveness.
5. **Library Services and Collection:** **ADULT** - 18.1% showed significant Value in the width, breadth and variety of Library Services and the Library's Collection.
6. **Programs and Special Events:** **TEENS** - 16.7% demonstrated a high Value in the wide variety and high quality of Library Programs and Special Events.

Overarching Findings for CORE FACTORS:

1. **Customer Service:** Both **STAFF** - 32.7% and **ADULTS** - 26.1% indicated that Customer Service is a Core Factor for patron satisfaction and ultimately the success of the Library.
2. **Library Services and Collection:** **ADULT** - 20.9% strongly demonstrated that the quality and quantity of Library Services and the Library Collection are fundamental to the Library's success.
3. **Community Support – Financial:** **STAFF** - 19.7% revealed that financial support of the Wood County community and State support are essential to the success and growth of the Library.
4. **Community – Connection / Service / Partnerships:** **ADULT** - 18.3% showed a strong belief that Community Connections, Service, and Partnerships are core to the Library's growth and prosperity.

Overarching Findings for WISHES:

1. **Building – Renovation / Equipment / Ground / Atmosphere:** All groups, **STAFF** - 47.7%, **TEENS** - 42.5%, and **ADULTS** - 18.2% demonstrated a strong desire for enhancing the Library's building and physical space through renovation, new equipment, expansion and creating more of the positive atmosphere that makes the Library a great place to work, visit, and support.
2. **Programs and Special Events:** Both **TEENS** - 46.3% and **STAFF** - 14% indicated that they desire the growth, expansion and diversification of Library Programs and Special Events.
3. **Staff – Team Work / Development / Leadership Effectiveness:** Both **STAFF** 22.6% and **ADULTS** 11.7% shared a strong aspiration for enhancing and growing Library Staff compensation, teamwork, development, and the continuation and progression effective leadership.
4. **Community Support – Financial:** 29.9% of **ADULT** showed a strong desire for the continuation of financial growth and stability of the Library through state / local and public / private funding sources to insure the Library's financial security.
5. **Marketing and Promotions:** 16.8% of **ADULT** participant votes indicated a strong desire for the growth and expansion of Marketing and Promotional efforts to reach and serve the under represented populations in Wood County.