

## **SOAR exercise results (combined Wilbraham Public Library staff and trustees)**

### **Technology**

#### Strengths

- We have many computers for customer use
- Staff knowledge
- A lot of computers for public
- A lot of online materials
- Lots of computers
- Offer computer assistance
- Online catalog for ordering holds
- Number of computers
- Playaways
- Kid games
- Overall staff knowledge
- Social media
- Available staff to help with technology
- Many computers for all ages to use
- 1-1 help for patrons (scheduled)
- Multiple ways to check out
- Good website
- Instagram
- Staff/leadership commitment to continuous improvement in technology services
- Growing level of online resources

#### Opportunities

- Set aside a specific time once a week for technology learning for patrons
- Put/purchase Windows for at least one computer
- Figure out how to deal with patrons who want everything explained on computers on a daily basis
- Partner with area libraries for rotating resources on digitizing personal documents, videos/movie recordings
- More computer spaces
- Training for people to use computer and more staff training
- Expanding website/social media/digital collection, reach new audiences through it
- Coordinate with Tech Department to offer training for staff
- Training for patrons in usage and security
- Staff training
- Website upgrades
- Survey patrons for technology concerns and needs
- Partner with town school libraries

- Outreach to community

### Aspirations

- Every staff member to meet a baseline comfort level with technology services to work with patrons or promote services
- Regular staff training on all technologies – staff will be confident on all tech and will inevitably promote more
- Training on apps/databases for staff
- IT staff person is assigned on a day once/week for regular “stuff”
- More staff trained in a greater variety of tech
- Ongoing staff development
- Organizational plan to revitalize software and replace hardware on an ongoing basis
- Online Brooks Room reservation services
- Annual evaluation of WPL hardware
- Annual evaluation of WPL software
- Website development for increased patron activity – more than just reading information

### Results

- Increase number of people using our databases/digital entertainment resources
- Increase of people using website to renew and put holds on
- Increase website traffic
- Using “Helping people” stats to compare – see if staff numbers have decreased
- New telephone system
- Greatly increase engagement in Facebook and Twitter
- More social media followers
- Increased database use
- increased usage
- Enhanced telephone service functionality
- Determine metrics for evaluation and status assessments
- Increase presence on social media

### **Community/Audience**

#### Strengths

- Central location (physical & online) for community info.
- Good rapport between staff and patrons
- Supportive community
- Great resources (staff) to service community
- Good connection with group homes/facilities

- WPL is known to have strong customer service skills
- Grateful families – not a drop and run community
- Great families and people
- We have an excellent relationship with our regular users
- Patrons, teacher, and community support the library and the need – even if they don't use it.
- Enthusiastic/appreciative patrons
- Library is a hub
- Active Friends group
- Engage Trustee board
- Customer-service oriented staff

### Opportunities

- Partnering with Senior Center and similar Town departments to promote library services, programs of interest
- Balancing community center w/quiet space, many needs, sometimes conflicting
- Staff support
- Appropriate a bigger, positive, vocal audience to support library to community at large
- Engage supportive patrons to partner with the library
- Work with businesses to develop and promote programs and services
- Engage Senior Center and church groups more actively
- Outreach to new residents
- Signage on Main Street
- More music programs

### Aspirations

- Grass roots community support for services and new projects, expansion
- Position library as focus of community, information needs of all kinds in town
- Safe space for all
- Every patron has a library card with them
- More of the town would be supportive (vocal, tech, & money) of the library
- Work with local business to help fund programs – FloDesign (STEAM), Galleries, Nurseries
- More time to get things done
- Patrons are active stakeholders
- Communicate challenges library facing to patrons
- WPL as a community engagement center
- Development of stronger community support for funding and expanded services

## Results

- Higher attendance of Brooks Room programs
- With with business= more \$, more visability in community, more programs in #s
- Positive press in community
- Patrons may be more involved with advocacy
- Develop annual metrics for library usage (i.e. # of patrons, new patrons)

## **Collections (Physical and Digital)**

### Strengths

- A lot of materials and new materials available for patrons
- Variety of displays
- Bestsellers
- Variety of materials
- We have a healthy variety of collections, including new items
- Collections are awesome, great variety, NEW, updated, trend setter!
- Uniqueness of Local History
- Good # of new materials
- Plentiful DVD collection
- Decent printer
- Excellent ILL (C/W MARS, ComCat, True ILL)
- New displays are inviting
- Good local history collections
- Electronic services are being expanded

### Opportunities

- Promote all the awesome collections we have – get the word out
- Keep old, outdated materials weeded
- Weed CD and DVD collections heavily
- More worktable space by windows
- Promotion of Readers Advisory Services – whole collection
- Promoting special collections
- Remove fines from Children's DVDs
- New bookcases
- Promote, big time, digital and physical, local history resources
- Better homepage labels for online resources
- Bilingual – work is changing
- Making space for it all
- Balancing physical and digital patrons needs/demands

- Promoting resources, services
- Central Desk changes to improve space usage for collections and activities
- Improve website for improved electronic programs and online resources access

### Aspirations

- More physical room to hold collection and add more
- Automated return system from bins
- More/varied display space
- Develop and art space for workshops

### Results

- People use the library more
- Parents rely on our picture books and materials as par of their weekly visits
- Increased circulation
- Increased hits on Local History digitization
- Increased #s on Hoopla, Brain HQ, other entertainment apps/databases
- Many holds being filled “in-house”
- Increased e-circs
- Improved patron awareness of ability to request collection additions

## **Space (Physical buildings and grounds and Virtual presence)**

### Strengths

- Beautiful building
- Art space – boon!
- Brooks Room available for programs
- Garden area – west side
- The Loft
- Decent size areas for each collectin
- Central Service Desk and ability to tag team
- Comfy, attractive building
- Brooks Room
- Nice, comfortable friends environment – clean and updated
- Classic physical building outside, including grounds
- Building/Gardens
- Welcoming – coffee for sale, allow drinks/food
- Inviting atmosphere
- Landscaping
- Seating options
- Good location with ample parking
- Interesting building

## Opportunities

- Better heating and cooling
- When recarpeting in the future, use carpet squares that can be individually replaced
- Need for updates, paint, etc.
- Collections vs. seating space
- Improve east side of gardens
- Move as fast as possible on improving interior of library (painting interior, removing wallpaper), carpets replaced
- Repaint Brooks Room, new carpet
- Finish the downstairs – carpet, paint
- Promote ONE computer for catalog lookup
- Figure out space with items could be housed in Brooks Room
- Help with program setup/breakdown
- Finish lighting improvements, especially near Juvenile Fiction
- Separate the Children's area with a structure (wall) from the adult area to control the noise
- More seating outside – benches along the walkway
- Improved courtyard
- Central Desk changes to improve space usage for collections and activities
- Better usage of outside space
- Reorganize staff/office workspaces
- Comfortable seating for reading
- Clean out junk
- Improve climate control
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## Aspirations

- Teen Loft (space) solely for Teens! Their own safe space
- Better shelving in Teen Space
- A quiet space for people to study, etc
- New seating for Brooks Room programs
- Separate Children's Department with separate storytime/program room with a bathroom and puppies with no wallpaper
- More Children's staff to do more programs
- Mom's group
- More seating and room (space)
- Separate Children's kiosk
- A chance to clean/organize materials in finle/attic on 2<sup>nd</sup> floor
- Better signage (or something) to library from Main street
- Painting, lighting, H/VAC

- Soften acoustics
- Quiet Study Space
- Add space for small meeting/conference room
- Mold remediation
- Brooks Room seating and furnishing

## Results

- Patron comments - “We love this...”, “Noticed you changed this...”
- People counters, wifi logins, people use our space more
- Increased “long-distance” (email/FB/other) reference questions
- More people walking into the library, staying
- Positive feedback on improvements
- Increased foot traffic
- Energy efficiency analysis

## **Programs & Services (all ages)**

### Strengths

- Creative programs
- Home delivery
- Kids programs
- Great Decisions
- TAB
- Well-rounded program – staff diverse backgrounds
- Early literacy
- STEAM/STEM
- Variety
- Storytimes
- Strong Friends Funding for programs
- Strong Summer Reading Program
- New, fresh, fun and educational programs
- Storyhours, teen programs
- Book Clubs
- Outreach
- We have a better teen space, collection and programs vs. most local libraries
- Good teen space

### Opportunities

- Monthly staff meetings to keep staff on the same page, regularly
- Allowing for-profit programs in Brooks Room - \$ goes to Friends
- More programs = more planning time – must solve or work on formula

- Outreach for your services assistant to shelters – reads
- More museum passes – more area museums
- More communication with Staff
- More staff to cover for programs and vacation and sick time
- Add basic computer classes – teen volunteers could work with folks and teach them! (Key Club)
- Do we do a few things really well, or hit many different “good enough”/maybe spending less time
- Staff appreciation
- Supporting staff as they plan/execute programs
- Peer review of programs and services by other libraries
- Grant applications for service and collection enhancement
- Computer skills workshops for all ages, especially seniors
- Programs that may not be related to literacy, but would draw people into the library

#### Aspirations

- We could accommodate all program and services – Monday through Saturdays
- Interactive station in Children's area – rotating
- Parenting workshops for younger children/ children with learning/behavior challenges
- Public Holds shelf
- Active surveying of patrons, families, parents and youth as to what influences participation
- Develop an annual report detailing programs, services, usage metrics
- Monthly staff development activity
- Workshops for parents
- How to do research workshop for teens
- Training sessions on the variety of electronic services

#### Results

- Increase participation in Homebound delivery
- Increase participation in summer reading – all ages
- Increase in # attending at every program – all ages and increase in waitlists/sign-ups
- Positive feedback from patrons - “more like\_\_\_\_\_”, or “have \_\_\_\_\_again”
- Immediate comments from Parents/Kids – request for more
- Greater attendance – especially new patrons
- Retaining older children
- More instances of detailed, positive feedback
- Increased library usage



- Improved relationships with civic and community groups and departments
- Grant funding approvals