

## **APPENDIX**

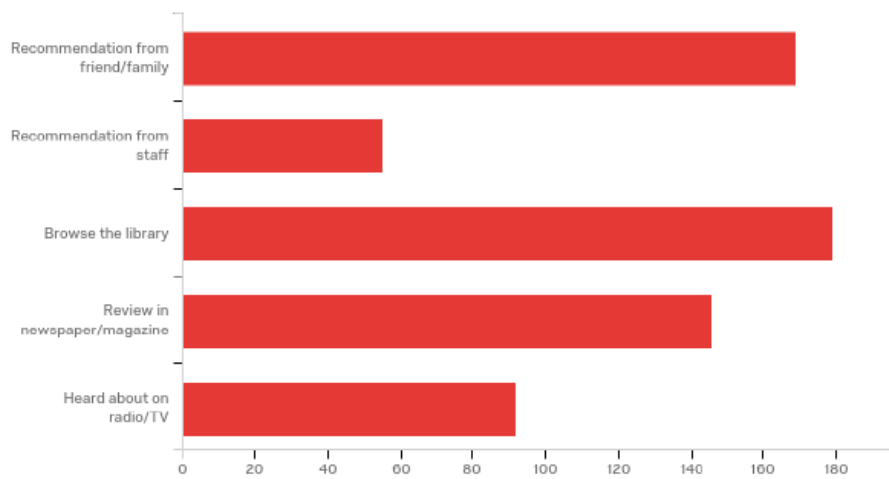
Library Survey results

SWOO tabulations for Goals A--D

# “Help Us Create Reading Happiness” Library Survey, November 2016

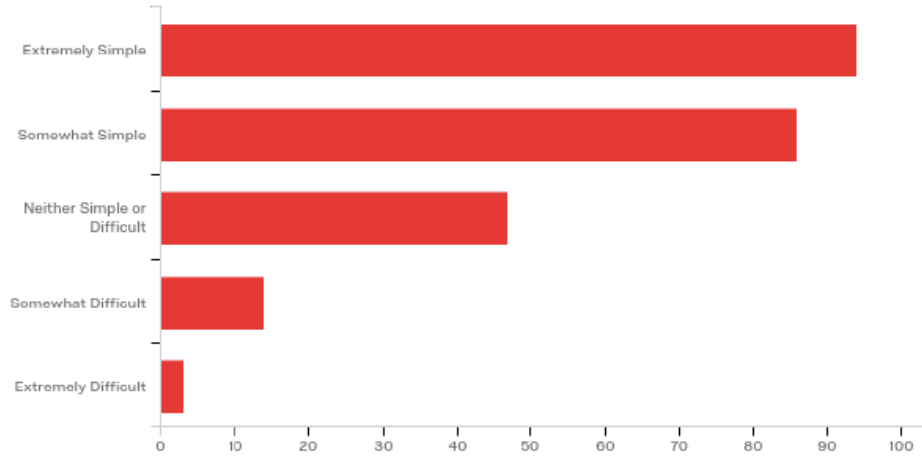
244 respondents

Q1 - How do you find titles to check out? Select all that apply.



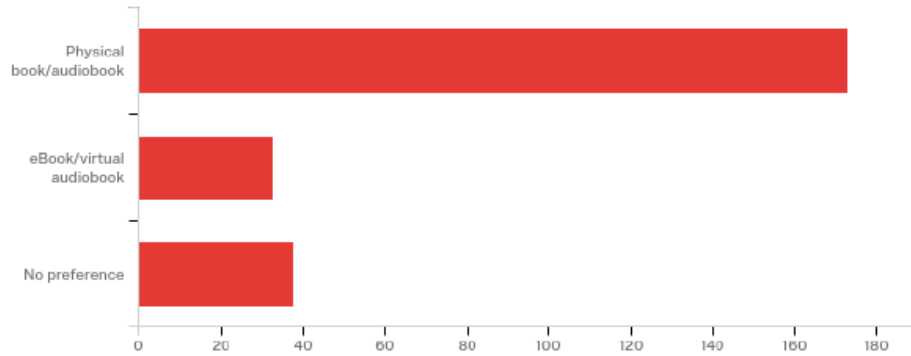
#	Answer	%	Count
1	Recommendation from friend/family	69.26%	169
2	Recommendation from staff	22.54%	55
3	Browse the library	73.36%	179
4	Review in newspaper/magazine	59.84%	146
5	Heard about on radio/TV	37.70%	92
	Total	100%	244

## Q2 - How simple/difficult do you find it to search for a book in the catalog?



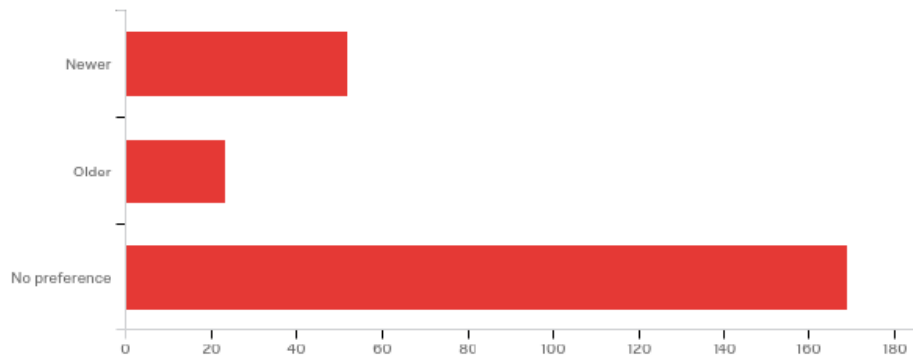
#	Answer	%	Count
1	Extremely Simple	38.52%	94
2	Somewhat Simple	35.25%	86
3	Neither Simple or Difficult	19.26%	47
4	Somewhat Difficult	5.74%	14
5	Extremely Difficult	1.23%	3
	Total	100%	244

### Q3 - Which format do you prefer?



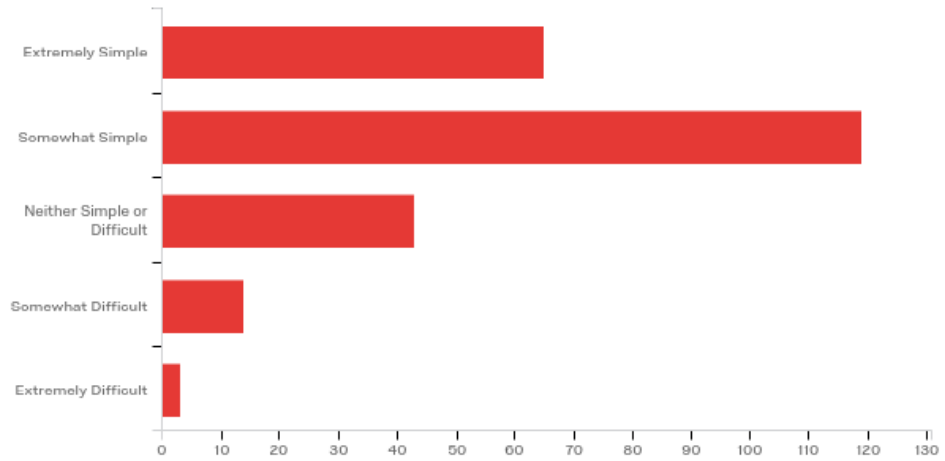
#	Answer	%	Count
1	Physical book/audiobook	70.90%	173
2	eBook/virtual audiobook	13.52%	33
3	No preference	15.57%	38
	Total	100%	244

### Q4 - Do you prefer reading newer or older (over a year old) books?



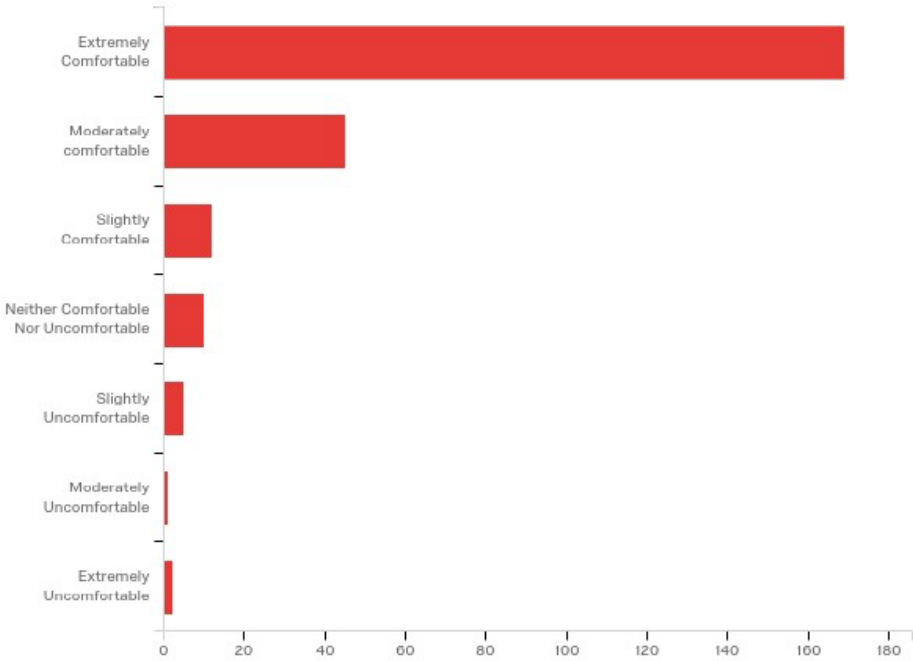
#	Answer	%	Count
1	Newer	21.31%	52
2	Older	9.43%	23
3	No preference	69.26%	169
	Total	100%	244

**Q5 - How simple/difficult do you find it to locate a book in the library?**



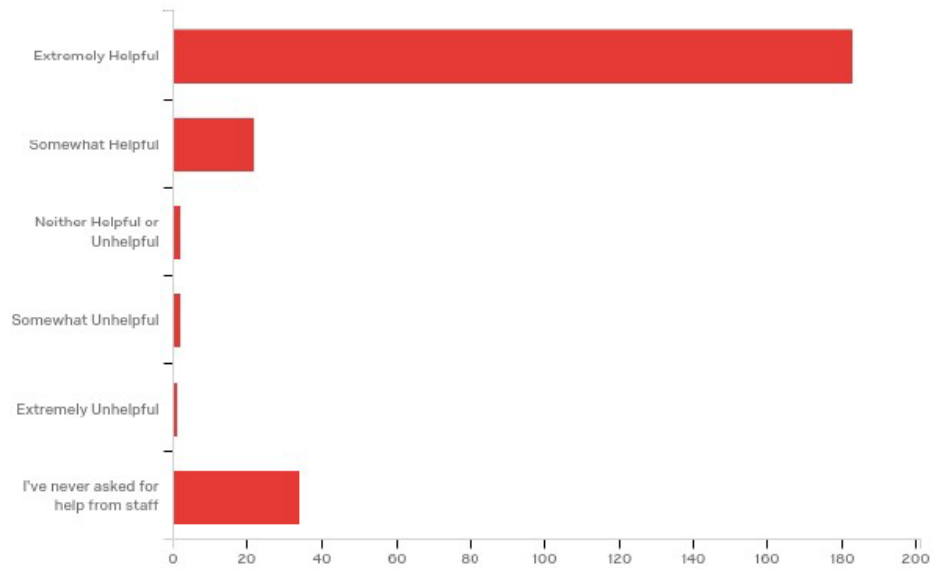
#	Answer	%	Count
1	Extremely Simple	26.64%	65
2	Somewhat Simple	48.77%	119
3	Neither Simple or Difficult	17.62%	43
4	Somewhat Difficult	5.74%	14
5	Extremely Difficult	1.23%	3
	Total	100%	244

**Q6 - How comfortable do you feel asking for help?**



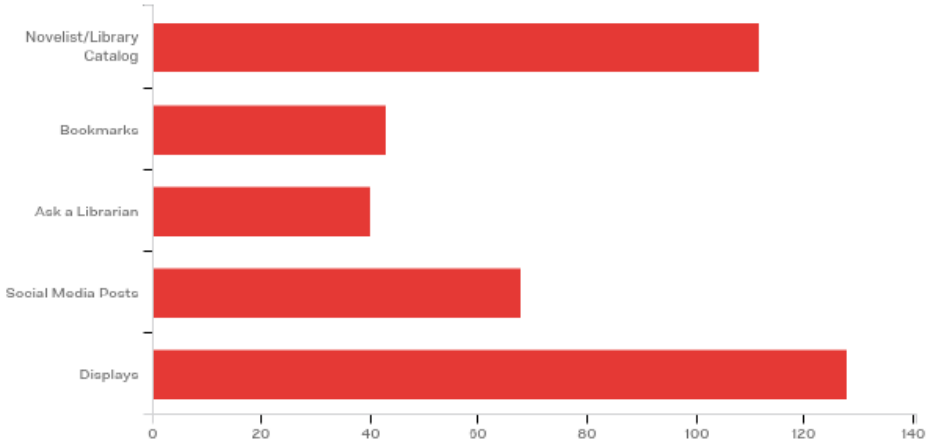
#	Answer	%	Count
1	Extremely Comfortable	69.26%	169
2	Moderately comfortable	18.44%	45
3	Slightly Comfortable	4.92%	12
4	Neither Comfortable Nor Uncomfortable	4.10%	10
5	Slightly Uncomfortable	2.05%	5
16	Moderately Uncomfortable	0.41%	1
17	Extremely Uncomfortable	0.82%	2
	<b>Total</b>	<b>100%</b>	<b>244</b>

**Q7 - How helpful are the librarians in aiding you to locate a book or offer reading suggestions?**



#	Answer	%	Count
1	Extremely Helpful	75.00%	183
2	Somewhat Helpful	9.02%	22
3	Neither Helpful or Unhelpful	0.82%	2
4	Somewhat Unhelpful	0.82%	2
5	Extremely Unhelpful	0.41%	1
6	I've never asked for help from staff	13.93%	34
	<b>Total</b>	<b>100%</b>	<b>244</b>

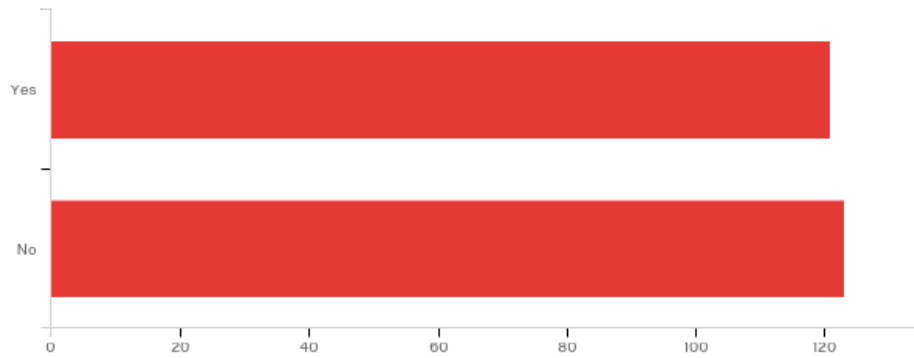
**Q8 - What library resources do you use to find new books to read? Select all that apply.**



#	Answer	%	Count
1	Novelist/Library Catalog	56.85%	112
2	Bookmarks	21.83%	43
3	Ask a Librarian	20.30%	40
4	Social Media Posts	34.52%	68
5	Displays	64.97%	128
	Total	100%	197

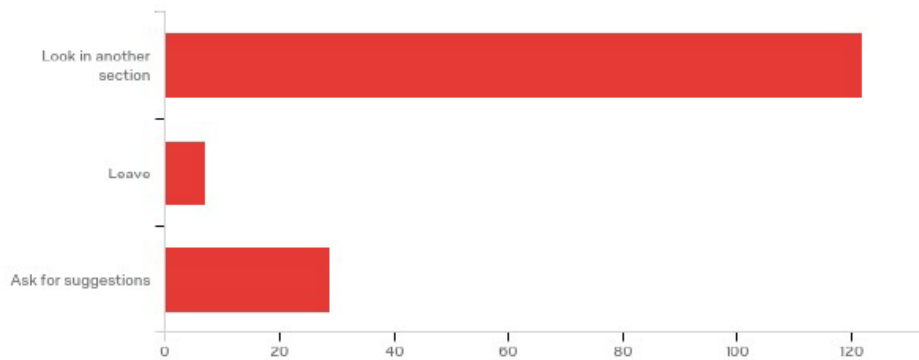


**Q10 - Is the Browse Room (where the DVDs are located) the first room you visit in the Adult Section?**



#	Answer	%	Count
1	Yes	49.59%	121
2	No	50.41%	123
	Total	100%	244

**Q11 - If yes, what do you do if you cannot find a book in the Browse Room?**



#	Answer	%	Count
1	Look in another section	77.22%	122
2	Leave	4.43%	7
3	Ask for suggestions	18.35%	29
	Total	100%	158

**Q12 - Please feel free to comment below if you have any suggestions of ways we can help you find your next read and promote older titles.**

I use Goodreads more than any other method. I'd like to see more Y.A. new releases in audiobook format.
The library is indifferent to members. I sent my card back, small loss.
Sometimes I do not know if a book is considered a mystery and therefore have difficulty finding it!
I always seem to have password issues on the site and it would be helpful if there was an automated reset. Last time I had to email someone directly. Not a big deal though. The library is a great resource and has a lot of good books for the trades which is why I mainly come. I always wind up staying for quite some time browsing every aisle.
Love DPL!!!
I think it would be a good idea to periodically take some titles that are currently in storage and feature them on a shelf in the Browse Room.
I love the bookmarks!
Please get more business books!
Keep up the good work.
Very professional and helpful staff.
My husband and I drive many miles each year and use Overdrive frequently. Often, when I do find a title we are interested in which we are interested in listening, it comes up when we are not ready. If I put us back on the wait list, the title does not come up at the correct time. All frustrating but not impossible.
I have yet to visit the Dover library
I browse Amazon.com for ideas for books then try to find them at the library
Please add more audiobooks
I like the "If you liked this book, you might like these . . ." sort of thing. Or lists of the librarians' favorites. You all do such a great job at the library.
All librarians are very polite and helpful.
Question 1 I prefer physical books but download audio.
When new series book arrives place earlier books in the series nearby
Thanks for being interested in user opinions
I enjoy recommendations in the form of: "If you liked Book X, check out these books!"
I just want to express my appreciation for the Library. Service provided at Langdon Place of Dover. It's a great resource, which I use regularly. The librarians are super!
keep up the good work
I find the new website pages to be very difficult to maneuver. The prior system made sense to me; this one does not.
We have such a great library! I read mostly mysteries and can almost always quickly find a new series to read. I know books have to be culled out to make room for new ones, but still prefer real books over my Nook.

I use Goodreads to find new publications. For those not on line like I am, maybe a list of new books. I commend everyone who works at our library, and I thank you sincerely for the resources you provide Dover citizens.
books on history are important to maintain.
I primarily go to the library to visit the children's room with my son. The librarians in there are incredible! So friendly! They make him more excited to read :)
More digital audiobooks please!!!
bigger on-line catalog, award lists (old website had, new doesn't)
Maybe you could post a list of older books that are a great read. Also I love the notes on shelves left by librarians recommending great books. I've read a lot of those and been introduced to new authors and books that are terrific. Maybe expand this to nonfiction
Please have the staff wear first name name tags.
Have special library "moments" related to that topic
I find using Dover Public Library a very satisfying experience. All staff are extremely helpful and pleasant to work with. Keep up the great work!
The wait for kindle books is so long that I can usually get the physical book first. Also, overdrive has a very limited selection. To find new books, I use the e-mail that you send. I find the librarians in the adult section outstanding! They are some of the nicest and most helpful individuals. Thank you.
I read a lot of blogs about books and get suggestions there. The NPR website, bookriot.com, electricliterature.com, lithub.com, tinhouse.com. Also thank you to the children's room librarians for creating such a warm, welcome place for families. My kids love you!
Preserve items in archive historic room
.more manga :)
put all fiction together instead of separating by genre. Easier to discover new authors and books.
I deeply value the library's presence in our community, and use the library to find a new read, get needed info, meet up with friends, etc. Thank you for being there!! We need you.
It might be nice to have recommended titles pulled out throughout the fiction section with the covers showing. Keep up the good work!
I use the online overdrive feature. Hoopla has many errors and it counts against my monthly book count. They do not help to fix errors. I prefer physical books and audio books.
I usually read or hear about a new book and find it at DPL. When I suggest DPL purchase a book I wish someone would contact me when book is purchased as is done with holds. Thank you!
I'd love a section of "Staff Recommendations" or a display of ""Oldies but still Goodies"
How about displays of older books that were best sellers - or showcase an author's array of books by the check out desk
Excellent library!
Loitering and sleeping is an issue in the library. Loud snoring should not be tolerated.
I am primarily a 'virtual' library user - I have used the library occasionally for research, but for leisure reading use predominantly e-books.
Get more newer books and or movies in as much as possible.
hi ya

## Committee Worksheets: SWOO Exercise

### Goal A: Public Information, Outreach, Engagement

#### **STRENGTHS**

- # social media followers & newsletter subscriptions.
- Updated website with much content
- In-house displays/bookmarks
- Variety & # of programs for all ages
- Increased outreach efforts
- Increased collaboration & partnership efforts
- Location/parking/hours
- Individual instruction appointments & small group classes
- Press releases
- Talented staff: write, speak, teach
- Readers' Advisory skills/methods
- Passport Accept. Facility
- Historical collections/photos
- Expanded borrower base (Dover workers)

#### **WEAKNESSES**

- City departments fail to outreach to us
- Space for displays
- Limited outreach due to staffing levels
- Graphic arts skills limited
- No classroom space for tech classes
- Building limitations (elec. Outlets)
- Press Releases ignored or severely edited
- Time-consuming to post on others' outlets (Evie)
- No budget for publicity/promotion/advertising
- Signage

#### **OPPORTUNITIES**

- Slides for Channel 22
- Quarterly 10-minute videos
- Screen capture w/voiceover software
- More email blasts for programs
- Recruit volunteer(s) for promotion duties
- More collaboration w/other agencies
- Greater staff contrib. to social media
- Learn Infographics to make impact
- Snapchat

#### **OBSTACLES**

- How to reach non-patron audience
- \$ for mailings, FB promotion, advertising
- \$ for staffing to provide greater outreach
- \$ for building upgrades
- 1905 building: inflexible spaces, no expansion room
- 1905 building: not designed for modern technology
- Lack of cooperation from other agencies, internal & external

## Goal B: Workforce Development and Management

### **STRENGTHS**

High retention rate  
Many applicants for open positions  
High quality, professional staff  
Creative and flexible staff  
Innovative ideas w/ a mind for thrift  
Teamwork and collaboration  
Change-mastery skills  
Encourage webinars, classes, conferences

### **WEAKNESSES**

Lack of diversity  
Pay scale  
Whole staff meetings  
Staff Development Day(s)  
Career paths & opportunity for advancement  
No city tuition reimbursement plan  
Staffing levels at minimums  
Staff amenities  
Budget limitations  
Resistance to change-management  
Long-term complacency  
Holistic understanding of systems

### **OPPORTUNITIES**

New staff positions (volunteer coordinator; marketing)  
Increase use of volunteers (meaningful work)  
More training in graphic design  
More marketing/promotional skills

### **OBSTACLES**

\$ for new staff positions  
\$ to move some PT staff to FT  
\$ for volunteer coordinator  
\$ for graphic designer/marketer

## Goal C: Organizational Excellence and Customer Service

### **STRENGTHS**

Staff is very customer-oriented  
Koha ILS is robust, accurate  
Online catalog is easy for customers  
Many services on website (self-service)  
Novelist Select, bookmarks, ask a question, ILL  
“Virtual customer” satisfaction  
Lack of use of Self Checkout  
Reservation & registration systems online  
Passive play activities in CR/ story times  
Engaging social media posts  
Conditional/temp cards  
Dover workers’ free cards  
Tech: Chromebooks, Kindles, Launchpads, etc.  
Free Wi-Fi + printing, scanning, faxing  
Technology instruction and appointments  
Meeting spaces/ tutoring spaces

### **WEAKNESSES**

Koha a bit slow; lacks glamour  
Meeting spaces maxed out  
Lack quiet study, group study areas  
Lack A/C; heating issues  
Lack of space and inflexible spaces  
Lack of seating  
Wayfinding/signage  
Some areas H/C inaccessible  
No computer lab/classroom space  
Early 20<sup>th</sup> century building  
Charging stations (outlets)

### **OPPORTUNITIES**

Little Free Libraries  
Programs for mentally challenged, Seniors  
Teen Advisory Board  
Technology Club  
Café space (Friends’ corner?)  
Makerspace CR; Memory Lab –adults  
Customized newsletters for readers  
More non-Dewey

### **OBSTACLES**

Teen Center disruptive behavior  
Space  
Accessibility  
Senior Center reluctance  
\$ for new programs, staff, equipment

## Goal D: Infrastructure and Technological Assets

### **STRENGTHS**

People "love it" (historic bldg.)  
Parking adjacent  
Very comprehensive website  
Tech classes and appointments  
Have Tech Librarian professional position  
Loan e-devices  
Wi-Fi and AWE  
Print Release Station  
Separate staff and public networks

### **WEAKNESSES**

1905 building: structure/design  
Parking lot often full  
Children's Room is very separate (+/-)  
Teen and NF mixed on mezzanine  
Inflexible stacks/built-ins  
ADA non-accessible areas  
Few electrical outlets  
Space for study, meetings, seating, quiet, tutors  
Space for growing A-V collections  
Space for stack books  
Insufficient custodial staff of one FT  
Building repairs  
Bats  
Locks/keys/doors  
Wi-Fi dead spots  
Computer stations area---too close  
No classroom space for tech classes

### **OPPORTUNITIES**

New circulation desk  
Parking deck  
Bridge walkway to McConnell  
Night/weekend custodian  
Better announcement system/paging  
Additional security cameras  
New interior locks on old doors  
New front door  
Eliminate time limits for computers  
Smart Board

### **OBSTACLES**

\$\$\$: custodial, bldg. overhaul, new spaces  
Technology constantly changing  
Staff spaces

