Community Meeting #10 Medford Branch Library 12 – 2 p.m., 10/26/15 and Community Meeting #20, 5 – 7 p.m., 11/18/15

At the Medford community meeting 17 members from the community participated, District Board Members Carol Doty and Maureen Swift participated and JCLS staff members Tammy Westergard, Jessica Arenas, Charlene Prinsen, Brystan Strong, and Leigh Byerlee also attended to facilitate the meeting. Special thanks to Branch Manager Laura Kimberly for her attendance, welcome, advanced preparation and marketing for the meeting.

What follows are the 233 data points as collected through the meeting as well as via post-it notes on a visual display at the library inviting patron feedback from folks who were not able to make the meeting.

**Discussion regarding the idea of libraries equaling education:**

- Tech training – how to
- Purchase suggestions
- Reference library
- Job skills assistance
- Additional hours – yay!
- Newspapers and magazines – affordable knowledge
- DVDs
- Hoopla
- Skilled, trained people to assist patrons
- Library = free adventure
- Music, arts
- Love of learning
- Current events
- College research
- Magazines, newspapers
- Business research
- Travel, art, personal interests, gardening, how to, science
- Historical research
- Book clubs
- Vetted databases
- Internet access
- TED talks
- Use reference staff and readers advisory
- Children’s programming: homework help, storytime, play space
- eBooks
- community bulletin board
- job hunting
- home schooling

**Opportunities to provide additional support for people continuing a self-directed learning journey?**

- Displays of Caldecott and Newberry winners – and lists
- Food and reading
- Publicize materials that are available for those with learning disabilities
- More Hispanic resources – help with citizenship tests
- Classic literature bags
- Book Mobile
- Help children pick out books at their reading level – sorted by age/grade
- Family Friendly reading lists – “Book and Tell” for families (have kids share what they’re reading)
Booktalks at the library
Check out technology: iPads, CD players, video cameras, voice recorders
Teen usage for tech things
Reading visual aids – check out “irlen”
Check out reading glasses
Red Box
Courtesy Collection at airport
Book vs. Buy
More trained staff for technology – hoopla help for people
Business Fair
Business Resources
Business fair
Non-profit fair
Job Fair – local communities in rural areas
Parent resource library in rural communities
Bookmobile
Encourage homeschool families to use library as a resource and gathering place. Connect with churches in community to encourage homeschool use
eReaders and computers for checkout
Device petting zoo
3-D printer
Library could be hub for information and referrals
Need a community center – events!
Families are intimidated by task of learning to use the library
Bookmobile
Check out technology

**Opportunities to enhance programs keeping in mind trends connected to:**

**Technology**
Phone education workshops
Tech Fair
Nanorimo
Drop in possibility to educate public anytime on “our technology” – computers and Kindle
Using your phone workshops
Tech petting zoo
STEM and STEAM
Intro to Databases
Drop in on a monthly basis with technology
Makerspaces
Staff to teach tech
Tech mobile – makerspace – STEM
Photo Lab
Leveraging use of high tech tools to inspire interest in advanced manufacturing

**Economy**
More variety of classes on small business
Develop jobs for youth to assist people to learn technology - cancel fines
Disaster preparedness – help rural areas
Work with RCC on educational programs that will help public – APA workshops, citizenship classes
More bilingual classes
GED
Stipends to learn, level up, get trained
Emergency preparedness

Social connections
Expand Booktalk program
Classes on manners and good grammar – connect with senior centers – library is gathering place
Classes on meditation, stress
Battle of the Books support and support school
Sign language classes
Literacy programs
Raised garden beds in libraries for nutrition workshops
Adult programs
Homework help – tutors
Comicon
More collaboration between libraries and schools
Quality out of school time program
Family weekend programming
Tutoring at the Library
Kids help kids – training required
Computer classes with different content, times
Workshops targeted for different demographics – seniors, Hispanic community
Address climate change – materials and workshops
Writing workshops for end of life
Encourage group tours – kids and seniors
Write your own book workshops for tweens and feature them as “local author”
Other language classes – German, Japanese
More workshops and different times

Opportunities to enhance ways people find information and or conduct research?
Provide diversity in how information is shared
Reference classes - “Consider the source”
Research skills
Teach data base skills
More welcoming Reference Desk signs “Ask Me”
Resume assistance
Career Fair
Job market – educated and skilled workforce
Wine and beer industry
Re-entry to workforce
Career counseling is lagging – not talking about other skills
Helping people understand authoritative information, unbiased, trusted!!!
Library as referral center – The Hub
Career Fairs
Focus on cutting-edge tech to library resources

Other:
Library booths at events – Art in Bloom, Mall
Focus on kids
Outreach to Hispanic community
Effectively communicate to smaller branches
Tailor data to area
Staff education
School/library liaison position
“Registered” non-profits using the meeting rooms
Storytelling Guild
Staff morale – job duties – job satisfaction
More staff – possibility for staff to become educated on different library technology
Connect with Foster Grandparents
Bilingual signage and staff and website
Our own YouTube channel – day in the life of a librarian
Community partnerships
More tech staff
Printer, color copier, more printers
More copiers
Better copying and scanning possibilities
Scanner, fax machines, color printer in branches
Check out projectors for meetings
More staff
Networking and partnering with different communities
More outreach in small communities
Technology that works
Scanners
Fax
Better advertisements for what we already have
Staff specialist for each discipline
Medford parking
Branch managers have own tech devices to learn ins and outs
Partnerships with schools
“Meet the Staff” event – then list hours and email
Communicate to people HOW they can start their own groups
Partner with 3 or 4 new tech business companies
More publicity for outlying areas with different media outlets besides ASH and MED media
Daycare options to help – like storytime, during educational classes for parents
More hours and staff
Weekly advertising about what is happening in branches “This is happening in libraries…”
Active Instagram page
Transportation problems
Parking
No internet at home
Need more community partnerships
Library in the mall
Stipends to reimburse travel and materials
Library involvement in city planning
Bring in ethnic diversity
Big retirement population
Our world is changing faster than we can adapt
High addiction rate in So. Oregon
Oregon young people leave the state for jobs
Need to expand role models and job prospects for women beyond nursing and teaching
Imbalance of wages vs. living expenses, cost of houses, supporting family, quality of life
Loss of industry
Need to draw companies to Rogue Valley
Lack of diversity at library
Need bilingual PR
Social media for advertising
Library use of Advisory Groups for: children, youth, Spanish speaking, college
Mental health problems
Families are in chaos – separated
Homeless population is high
Role models for good paying jobs is absent
Young people are not moving in – only seniors coming to retire
Middle class jobs are evaporating
Large medical community
Difficult to take advantage of quality of life because of lack of good jobs
Need to get the message out about all library resources
Coffee Shop
Rooftop Lounge
Marketing conversation about what the library can do
How do we get the word out about how the library can add value to tech learning?
PR about what IS happening
Dialog with teachers must be amplified
Hours increase
Parents need to be encouraged to promote library use
Market as a free adventure – communicate the value of a FREE library card
Experience at library must be 1st Class!
Best practices of public libraries – what are others doing?
Electronic Reader Board
Paid advertising – connect with RCC for ad ride alongs
Raising awareness among service organizations
Coffee shop with Friends bookstore
Rooftop Bar/Coffee to socialize
Teen volunteers
Library at the table with community partners
Library as a driver of quality of life building the local economy and education attainment
Track WiFi use
How to expand business beyond Rogue Valley – tap world market with web
More librarians qualified as teen trainers
Library build skills among professionals
Want electric board on street to advertise events
More conventions because you can make friends with the same interests as you
Better board game nights
3-D printers
Ability to check out sewing machines, guitars, etc.
Better parking
Enforce “no smoking” on bench at front entrance
Gentle Tai Chi class is wonderful! More activities like this in all branches!
Expanded hours
Better/free parking
Put in a deli on back patio! This will bring $ to library with this idea
Have closer parking
Keep Sunday hours
More comic conventions
Cosplay contests
Comic Conventions
Move Sunday hours to Thursday
Don’t move Sunday hours to Thursday
3-D printers
More Blu-Ray discs