Jackson County Library District
Strategic Planning - Community Meetings
Summary of findings
January 19, 2016

Overview:
As part of the Jackson County Library Strategic Planning process input was solicited throughout the county. Members of the community were asked what they consider important about the role of libraries in our lives and the services the library should deliver.

Process:
Community meetings were held in all 15 branches for a total of 20 meetings involving 357 people. An additional six meetings were held outside of libraries involving 464 people. Eleven “sandwich boards” rotated among the branches which collected input from another 211 people. A total of 932 community members participated in the process. Library District board members were actively involved in these sessions, which were facilitated by library staff.

Key Themes:
I. How would you explain to people that libraries equal education?
   A. Major Themes
      • Encourage literacy/reading for all ages especially children; early literacy support
      • Encourage information literacy for all ages
      • Computer classes, Wi-Fi access and computer access is essential; 24 hour Wi-Fi
      • Safe haven for children and adults; quiet place to study and do homework; quiet refuge for thought – helps people self-educate
      • Meeting rooms; gathering place, community access; exchange ideas; sense of belonging
      • Libraries are places where information can be centrally stored and people can access it freely; portal to learning and information
   B. Other themes
      • Job search assistance
      • Bilingual; foreign language
      • Support lifelong learning
      • Provide quality research to support any information need
      • Resource for all students, especially charter schools and home schooled students
      • Equal and free access
      • Through programs and providing people with resources the library actively seeks to educate the community

II. Opportunities to provide additional support for people continuing a self-directed learning journey
A. Major themes

- Computer lab and training; technology available at each branch
- More technology resources; check out devices (tablets, iPads, telescopes, cameras etc.)
- Large collection; expand check outs; hotspots for checkouts; more copies of popular items; collection relevant to employers and their needs; how-to books
- Expand outreach – book club bags; home schoolers; 4H, scouts, bookmobile; homeless
- Wi-Fi available at all branches with additional open hours

B. Other themes

- Encourage kids to come to the library; book clubs
- Business resources; business fair
- Energize the volunteer program; youth as volunteers
- Gatherings; meeting places
- Be open more hours
- Workshops; online workshops
- Partnerships with social services agencies and business such as WIC, Amy’s Kitchen
- Partnerships with schools
- Tinker spaces
- More Hispanic resources
- Adult literacy

III. **In light of economic trends**, what plans should the library make to improve workshops and classes?

A. Major themes

- Bilingual classes
- Partner with schools; help classroom teachers meet their goals; interface with school districts to help lessen achievement gap
- E-government; driver’s license tests; citizen workshops; work with RCC on programs
- Business classes; business development coaching
- Homework assistance; tutoring

B. Other themes

- Entry-level job skills; manufacturing skills
- College placement tutoring; college focused support
- Career focused programs; workforce training
- GED
- Job search assistance
- Basic skills remediation
- Adult literacy
- Information literacy
IV. **In light of social trends**, what plans should the library make to improve workshops and classes

A. Major themes
- Programs/classes/workshops on relevant issues: dementia, gardening, end of life, stress, sign language, writing, health and fitness; tai chi, etc.
- After school programs; teen programs
- Tutoring; peer to peer tutoring
- OLLI stations; OLLI classes

B. Other themes
- Community outreach and partnerships with community health centers, Head Start, etc.
- Activities for family groups
- Taking the library on the road
- Pinpoint needs in specific communities
- Summer reading programs
- Outreach to homebound
- Book clubs
- Use outside areas for activities
- Teen spaces
- Space for civic engagement
- Advertise library services

V. **In light of technology trends**, what plans should the library make to improve workshops and classes

A. Major themes
- Help people to be digitally literate; provide training for parents and teachers on how to use technology; partner with mac user groups; workshops on how to use phones, devices; use of high tech tools; use of data bases
- STEAM (science, technology, engineering, arts, math) skill building; target STEAM principles
- Support tinkering; maker spaces
- Use teens as technology coaches

B. Other themes
- Reading support and information literacy
- 3-D printers
- Mindcraft for teens
- Leverage online learning
- Wi-Fi hot spots
- ILL – online tutorials
- Mobile tech lab
- Project based learning
- Photo lab
- Gold Hill machine shop
• After school clubs

VI. **Opportunities to enhance ways people find information and/or conduct research**
A. Major themes
• Job search assistance; resume support; job fairs; career counseling
• Access to more comprehensive databases and tools; support information literacy; virtual reference program; reference librarians; ask a librarian; walk-in tech support; library orientation and instruction
• Entrepreneurial support; understanding business regulations
• Spanish resources
B. Other themes
• Reference books and classes
• Tax prep assistance
• Work with LaClinica mobile clinic
• Partner with schools
• Volunteers
• Community meetings
• Library as news hub
• Climate issues

V. **Other**
A. Major themes
• More hours; consistent hours; hours fit community needs
• Access to and training in devices: printers, scanners, fax; color copier
• Marketing: what’s happening at the library; booths at fairs
• Outreach to outlying communities; more access for rural communities
• Develop grounds around library
• All branches get resources; Wii, Toddelrobics
• More staff to support programs; develop librarians
• Programs: summer programs; teen programs; after school programs; multi-generational, storytellers
• Outreach to Hispanic community; more diversity
B. Other themes
• Better parking
• Debt forgiveness; free replacement cards
• Café
• Social media
• Transportation challenges to and from library
• Partner with DMV
• Community hub
• Manufacturing shared space
• Youth volunteers
• Movies, Redbox style
• Better connections to business community
• Voter registration