Washington County Library System
2015 Strategic Plan
Report on Community Survey Outcomes
RESEARCH

- Stakeholder Committee – 17 members
- Project Scope, Framework & Consultants
- Research:
  - Assessment & SWOT Analysis w/ staff
  - Environmental Scan & Benchmarking
  - Library Trends
COMMUNITY INPUT

- Community Input:
  - County Commissioner Interviews
  - Community Survey (1500 households)
  - 3 Community Forums
  - Elected Official Questionnaire (33 communities)
  - Meetings with school officials
  - City Administrator meeting
  - Community Voices
Process Update

PLANNING

Plan Development:
• County Board workshops
• 2 Planning Retreats (Sept./Oct.)
• Stakeholder Committee (Nov.)
  • review and refine Draft Report
Process Update

REPORTING

➤ Reporting & Implementation Planning:
  • County Board Workshops (Nov.)
    • Review of Draft Report
  • Final Report Presentation (Dec./Jan.)
  • Implementation Plan with Library Staff (Dec.)
  • Final Community Capstone Event (Feb.)
Community Forums

- Expand Programming for all ages but coordinate with community education and other partners – concern for duplication
- Provide more meeting spaces – all sizes
- Dissatisfaction with Library website – would like it separated from County site
Community Forums

• Increase access to and training for technology
• Increase outreach activities
• Upgrade facilities, esp. Cottage Grove
Community Forums

- Provide gathering spaces and areas for telecommuting workers and entrepreneurs
- Open longer hours, weekend hours
- Provide specialty branches in smaller communities to spread new features around the county
Overview

- Survey Process
- Who responded?
- Key findings
- Questions
Survey Process

- Iterative development of survey questions
  - Input/Feedback from Library Strategies, Washington County, & Stakeholder Committee

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Approx. Dates</th>
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<tbody>
<tr>
<td>Pre-notification Postcard</td>
<td>Selection notice &amp; purpose of survey</td>
<td>End of May 2015</td>
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<tr>
<td>Survey</td>
<td>Letter from Washington County, survey &amp; return envelope</td>
<td>First week in June</td>
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<tr>
<td>Re-send Survey</td>
<td>Letter, survey &amp; stamped return envelope</td>
<td>June 22</td>
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<td>Reminder Postcards</td>
<td></td>
<td>June 15 &amp; July 20</td>
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## Response Rates

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<tr>
<th>District</th>
<th>Number Mailed</th>
<th>Number Returned</th>
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<tbody>
<tr>
<td>District 1</td>
<td>300</td>
<td>85</td>
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</tbody>
</table>

- 392 Completed Surveys: 308 library users; 82 non-users
Who Responded?

- 68% identified as female, 28% male and 0.3% transgender
- 89% White or Caucasian; 2.8% Asian; 1.5% Latino; 1% African American
- 200+ respondents had lived in the county for over 20 years
Use by Library

- R.H. Stafford Library in Woodbury
- Park Grove Library in Cottage Grove
- Stillwater Library
- Hardwood Creek Library in Forest Lake
- Oakdale Library
- Wildwood Library in Mahtomedi
- Valley Library in Lakeland
- Lake Elmo Library
- I only use the library’s online services
- Bayport Library
- Marine Community Library
- Hugo City Hall Express
- Newport City Hall Express
Frequency of Types of Use
Patterns of Use by Age

The diagram illustrates the average scale score (0 - 4) of library use by different age groups. It shows how the use of physical, remote, space, courses, and technical resources decreases with age.
When asked about their overall experiences with the Washington County library system, nearly 75% strongly agreed that they felt welcomed at their library. Respondents also indicated that they thought the library was an important place for the community to gather and that the physical location matters. In addition, nearly 40% agreed or strongly agreed that they were willing to pay additional taxes for expanded services and hours.
Projected Use in Five Years

- Visit library in person
- Use online resources
- Read or study
- Take a class to learn a new skill or topic
- Use computers
- Access Internet/WiFi
- Attend an Adult Program
- Use a meeting room
- Attend a Children’s Program
- Attend a Teen Program
- Use tutoring/homework help

Response:
- Orange: Decrease
- Blue: Stay the Same/Increase

Percentage
Questions?

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- Amanuel Medhanie, Ph.D., Parsimony, medhanie@parsimonyinc.com