

Washington County Library System

2015 Strategic Plan

Report on Community Survey Outcomes



www.LibraryStrategiesConsulting.org

Process Update

RESEARCH

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

Process Update

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

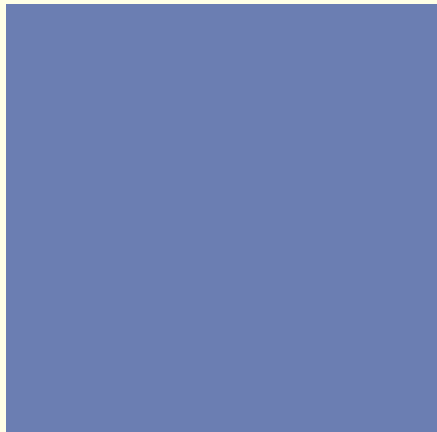
- Expand Programming for all ages but coordinate with community education and other partners – concern for duplication
- Provide more meeting spaces – all sizes
- Dissatisfaction with Library website – would like it separated from County site

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



RAINBOW RESEARCH

Washington County Library System

Report on 2015 Resident Survey
Mary McEathron, Ph.D.
Amanuel Medhanie, Ph.D.



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 1. Survey Administration

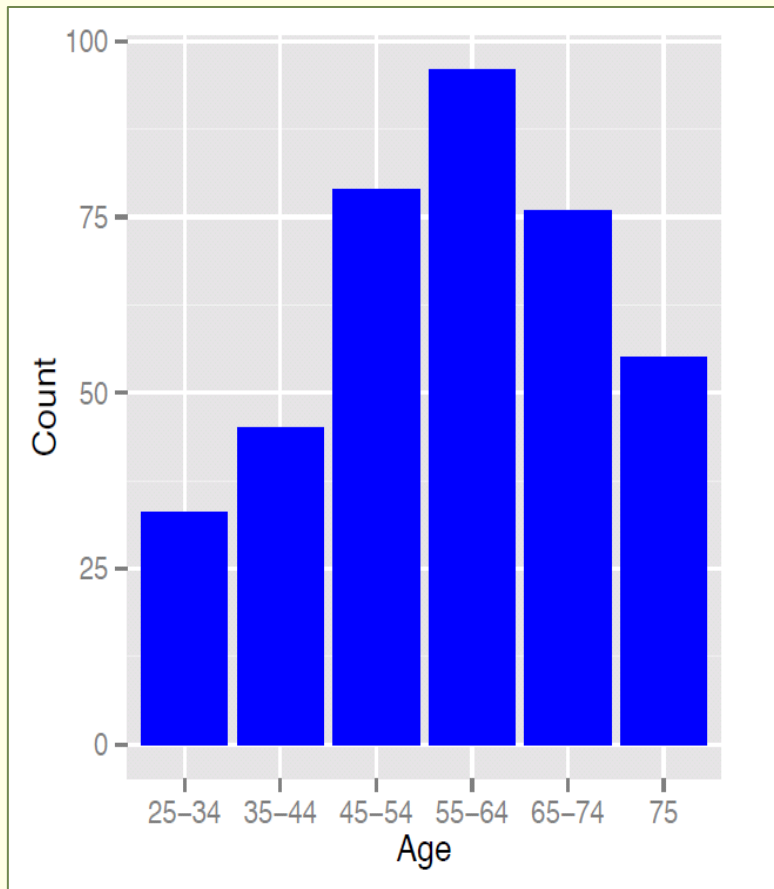
Item	Description	Approx. Dates
Pre-notification Postcard	Selection notice & purpose of survey	End of May 2015
Survey	Letter from Washington County, survey & return envelope	First week in June
Re-send Survey	Letter, survey & stamped return envelope	June 22
Reminder Postcards		June 15 & July 20

Response Rates

	Number Mailed	Number Returned	Response Rate
District 1	300	85	28%
District 2	300	81	27%
District 3	300	74	25%
District 4	300	71	24%
District 5	300	81	27%

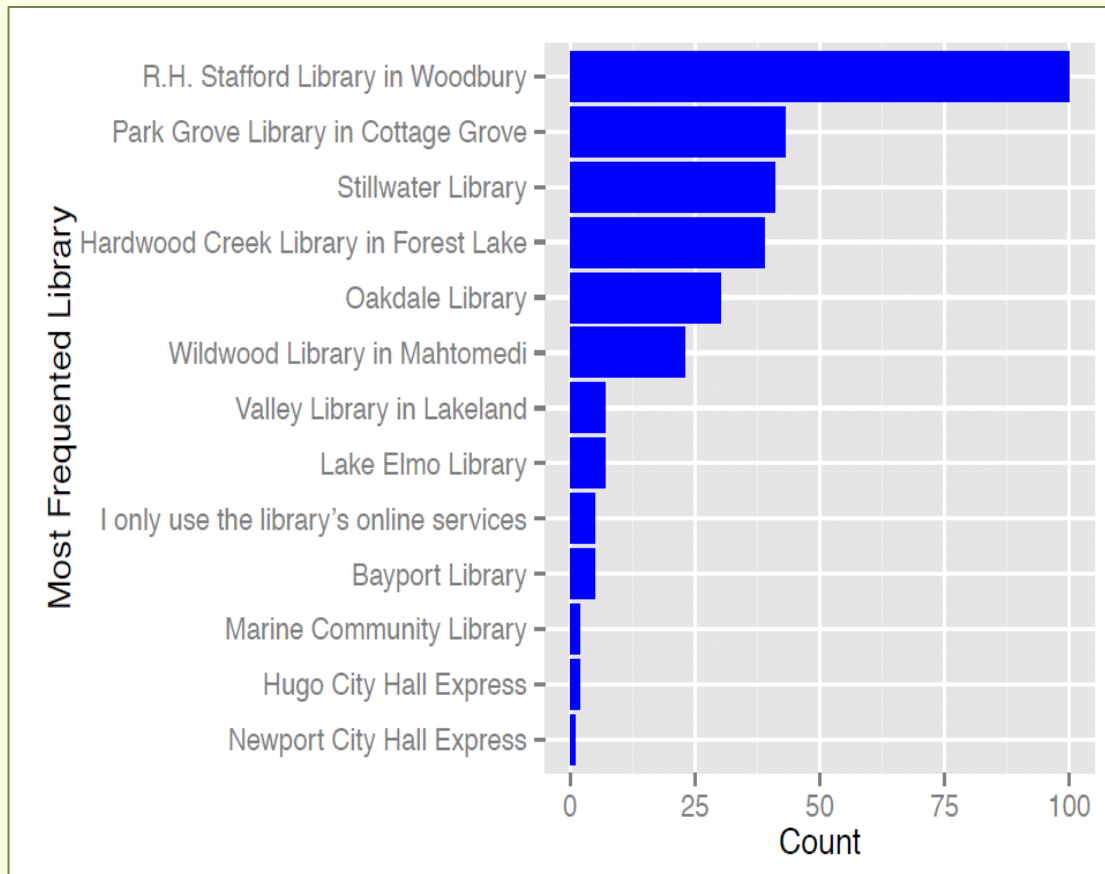
- 392 Completed Surveys: 308 library users; 82 non-users

Who Responded?

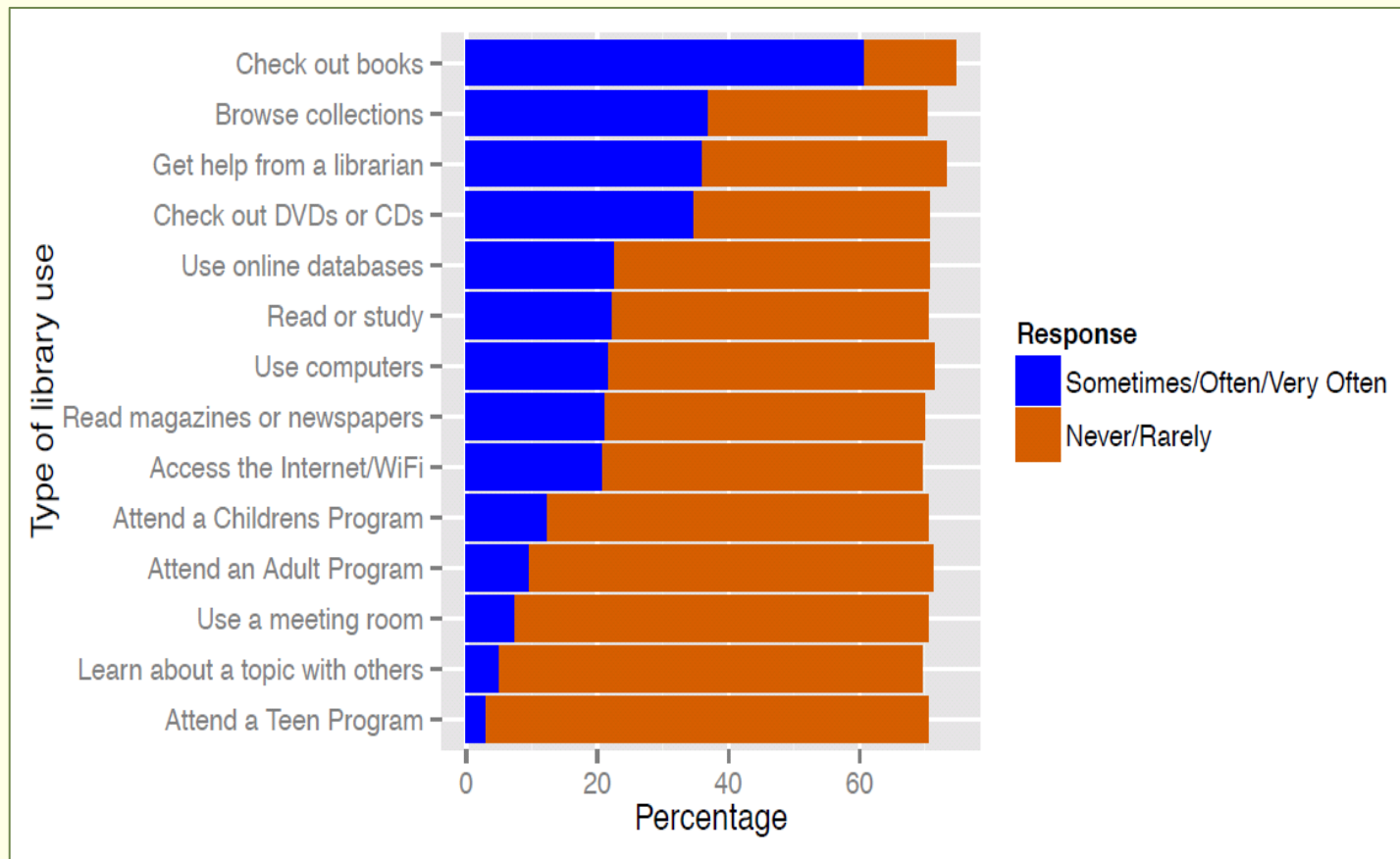


- 68% identified as female, 28% male and 0.3% transgender
- 89% White or Caucasian; 2.8% Asian; 1.5% Latino; 1% African American
- 200+ respondents had lived in the county for over 20 years

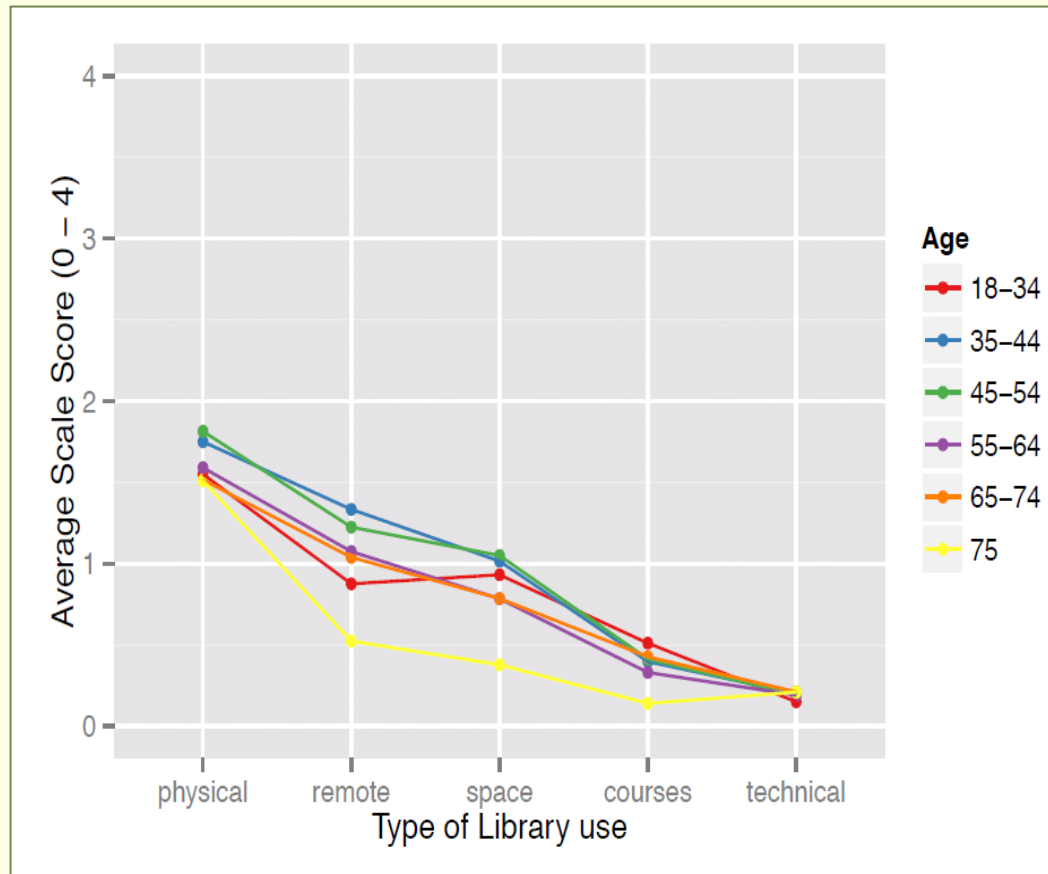
Use by Library



Frequency of Types of Use



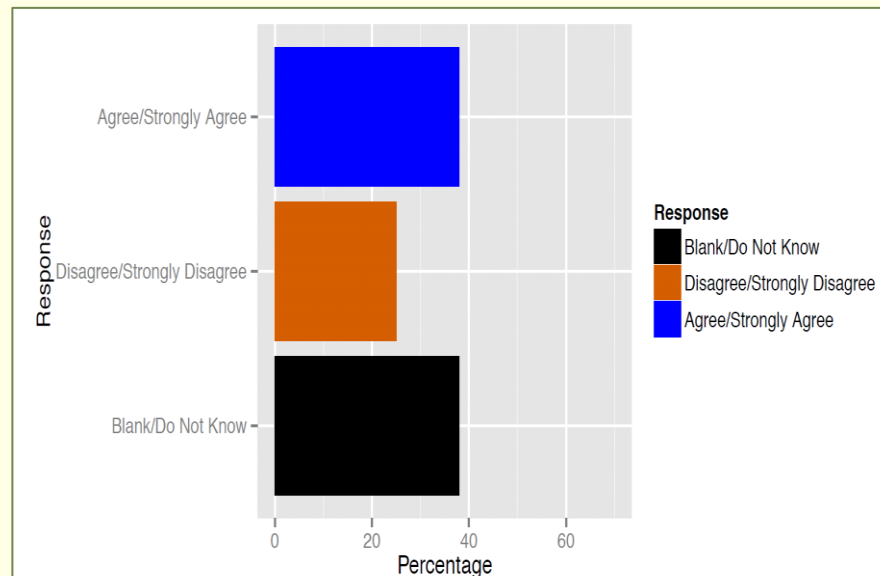
Patterns of Use by Age



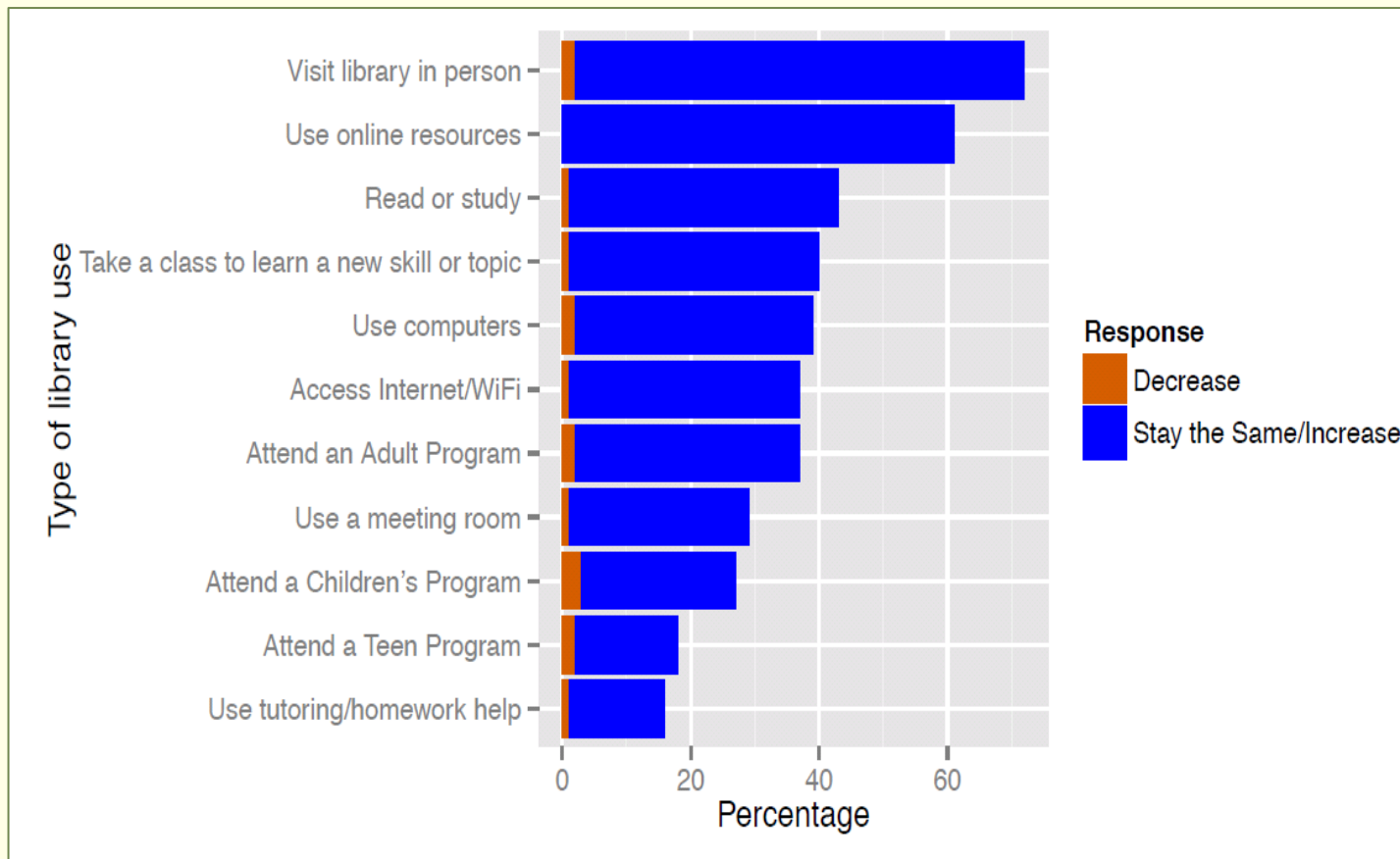
Overall Perceptions

- 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.

Willing to pay additional taxes



Projected Use in Five Years



Questions?

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