



Long-Range Plan

2017 – 2021

Approved by the Library Advisory Board, November 16, 2017

Approved by Staunton City Council, December 14, 2017

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Staunton Public Library Long-Range Plan, 2017-2021

Introduction

The development of the Staunton Public Library's Long-Range Plan for 2017-2021 offered the Library's staff and board a chance to consider up-to-date demographic information and address issues facing the Library now and in future years. The resulting document gives Staunton Public Library users, staff members, advisory board and funding entities a concise and clear understanding of the Library's plans for the next five years. An electronic copy of the service plan is available on the Library's website www.stauntonlibrary.org.

History

The Staunton Public Library was organized in 1874 as part of the new Staunton Young Men's Christian Association. The Library has never had a purpose-built facility of its own, but moved with the Y to several different locations and in 1940 to "Kalorama", when Mrs. Fannie Bayly King, a longtime supporter, deeded her home to the City to be a public library. This historic building housed the Library for the next 55 years with several alterations and renovations, including a 1968-69 addition. In 1995, following a successful fundraising campaign and a year-long renovation, the Library moved to the former Thomas Jefferson Grammar School where it resides today. For over 140 years, the Library has served the public with books and more, changing with the demands of technology to offer new formats and systems and offering many programs for all ages.

Mission Statement

The mission of the Staunton Public Library is to acquire, organize, and provide access and guidance to a wide variety of information and materials which help to fulfill the intellectual, educational, social and recreational needs of all the people in the city.

Vision Statement

The Staunton Public Library is a relevant source of ideas and information that responds to changes in our community and in the way people acquire information.

Space Planning and Architectural Consult

In September 2013, the City of Staunton selected BCWH Architects and its strategic library design partner, Tappé Architects to develop a space study for the Staunton Public Library. The design and planning team held group information gathering sessions and individual interviews with library staff, focusing not only on the activities, quantitative spatial needs, and the special qualities of the functional areas of the building, but on the library service goals that would be realized in each area. Design team members visited the current library building to observe patron usage patterns and the building's spatial characters and reviewed existing drawings of the building.

An online patron survey was available from November 25 – December 11, 2013. The survey's purpose was to solicit input from the library's service population regarding their current perception of how the library was meeting their needs and how a future library might be better configured to meet their anticipated needs. Three public sessions were held on December 3, 2013 at 10:30am, 2:00pm, and 6:00pm to encourage face-to-face communication and sharing of concerns about the current library and aspirations for a potential renewal. Altogether 99 people attended the community input meetings and 106 people participated in the survey.

BCWH and Tappé used this feedback to create a building program summary and a conceptual plan to renovate the existing building. The estimated cost of this renovation is approximately \$8,000,000. Full copies of the *Staunton Public Library Programming and Conceptual Design Study* can be found in the Library Reference and Nonfiction collections. This document contains an interim report which includes survey results and comments from the public meetings. One major observation from survey responses is dissatisfaction in the space and organization of the library, as well as the lack of comfortable seating.

Though not scheduled for FY 2017 - FY 2021, this figure remains in the City's Capital Investment Plan: "Library renovations to include interior renovations for program space reallocation, HVAC replacement, modernization of furniture & fixtures, addition of a technology room, and addition of private study room space based on programming and design study completed in December 2014."

Strategic Planning Process

Kayla Payne, Technology Services Librarian, attended the Dynamic Planning Institute, a course from the Public Library Association that incorporated both online learning and a three day conference. The course ran from September 1 - November 30, 2016, with in-person workshops at the D.C. Public Library October 5 - 7, 2016.

From December 12 - 27, staff were invited to examine the current values, mission, and vision statements in a values/mission survey (Appendix A). Results were compiled and discussed at the January 4, 2017 full staff meeting (Appendix B). A worksheet called the SOAR Assessment was handed out during this meeting to help facilitate discussion about the library's Strengths, Opportunities, Aspirations, and Results. The questions were printed directly from the Aspen Institute Action Guide for Re-Envisioning Your Public Library (pages 41-43, http://www.libraryvision.org/download_action_guide) and due back January 25. Responses were compiled and discussed at the February 1, 2017 staff meeting.

Longtime Director of Library Services, Ruth Arnold retired on June 30, 2017. Sarah Skrobis became Director on July 1, 2017 and oversaw the continuation of the planning process, meeting with employees to discuss their vision for the future of their departments. Staff also took into consideration Staunton City Council's *Vision for 2025* (<https://www.ci.staunton.va.us/home/showdocument?id=1920>) to examine ways to support the City's overall community goals.

Public Input

An online survey was created to elicit feedback from the community in Library planning initiatives. A paper version was also made available in the Library. This survey was open from March 9 - April 15, 2017. The survey received 1,200 total responses: 23 on paper, 154 from a website link and in-house advertising, 170 from a promoted Facebook post, and 853 from an email invitation using patron records in our database (Appendix C).

On November 1, 2017, the library also hosted a community conversation modeled on the framework developed by The Harwood Institute for Public Innovation and The American Library Association (<http://www.ala.org/tools/librariestransform/libraries-transforming-communities/resources-for-library-professionals>). Out of the 35 community members invited, 18 attended to share their aspirations and concerns for the Staunton community as a whole.

Planning Assumptions

The Library of Virginia requires local libraries to provide branch services when the population exceeds 25,000. At the current growth rate, the population of Staunton will pass that threshold in the very near future. Census data from 2020 will be utilized to determine the need for expanded services. While the funds may not be available for an immediate building renovation, data and feedback from both the 2014 architectural plan and 2017 survey will be utilized to make short-term improvements to the Library.

STAUNTON PUBLIC LIBRARY GOALS 2017-2021

1. COMMUNITY

Goal 1A: Create a more accessible, inclusive environment that meets the needs of a diverse community

*Staunton Vision for 2025: **Inclusiveness**, “Staunton is proudly diverse and leverages its diversity and inclusivity as a great and sustaining strength. It is the premier place for all kinds of people to live and flourish. We welcome and value people of all abilities, ethnicities, races, faith traditions, creeds, and sexual orientations.”*

Obj. I: Ensure facility is compliant with guidelines established by the Americans with Disabilities Act (FY2018-FY2019)

Obj. II: Add infant changing tables to all bathrooms on all floors (FY2019)

Obj. III: Develop programming that celebrates diversity and multiculturalism (Ongoing)

Obj. IV: Recruit candidates that represent Staunton’s diverse populations to serve on the Advisory and Friends of the Library board (Ongoing)

Obj. V: Foster community dialog through events and displays (Ongoing)

Goal 1B: Improve our community involvement and build stronger partnerships

*Staunton Vision for 2025: **Responsive, Efficient Government**, “Local government in Staunton is distinguished by a successful partnership among citizens, City Council, and City staff. Stauntonians are invested and engaged in, and contribute to, the civic life of the city.”*

Obj. I: Reconfigure the volunteer program to better engage more volunteers (FY2018-FY2019)

Obj. II: Explore options to partner with other City Departments to extend our reach and engage people where they are (FY2019)

Obj. III: Develop at least one new community partnership each year (Ongoing)

Goal 1C: Improve our community’s quality of life by promoting stronger literacy skills

*Staunton Vision for 2025: **Education**, “Staunton’s institutions afford the opportunity for all citizens to reach their highest potential through education and career training.”*

Obj. I: Partner with area organizations to promote various forms of literacy: financial, health, etc. (FY2019-FY2020)

Obj. II: Promote the Talking Book Center to patrons and community groups (Ongoing)

Obj. III: Work closely with local schools to register students for library cards and improve student access to educational materials (Ongoing)

Obj. IV: Focus on developing more programming for babies and tweens (Ongoing)

2. COLLECTIONS

Goal 2A: Maintain well-rounded, current collections that represent the diverse needs of our community members

Staunton Vision for 2025: Inclusiveness, “Staunton is proudly diverse and leverages its diversity and inclusivity as a great and sustaining strength. It is the premier place for all kinds of people to live and flourish.”

Obj. I: Review the standing orders and continuations for need and relevance (FY2018)

Obj. II: Select materials that represent diverse populations and evaluate our collections for gaps (FY2018)

Obj. III: Equip staff with the tools and knowledge to create engaging, inclusive displays and merchandise collections to appeal to a variety of patron demographics (FY2018-FY2021)

Goal 2B: Connect patrons of all ages with the materials they love

Staunton Vision for 2025: Culture, “Staunton remains a vibrant, exciting, and welcoming community. Arts, performing arts, music, galleries, and museums are just a few of our attractions.”

Obj. I: Evaluate collections for browsability and institute new shelving standards (FY2018)

Obj. II: Streamline the acquisitions process to ensure patrons can get new releases quickly (FY2018-FY2019)

Obj. III: Incorporate regular reader’s advisory training for staff (FY2019)

Obj. IV: Remove barriers to the genealogy room: tag materials and leave collection open (FY2019)

3. FACILITY

Goal 3A: Create a more welcoming, comfortable atmosphere that invites people to enjoy library space

*Staunton Vision for 2025: **Built Environment**, "We benefit from planning that ensures that our public buildings and improvements leave a legacy for future generations, celebrate the dignity of the city, and meet future needs."*

Obj. I: Conduct a signage audit and create a style guide for consistent, clear signage (FY2018)

Obj. II: Reorganize first floor circulation desk to improve line of sight and make staff more visible (FY2019)

Obj. III: Create additional comfortable seating areas that reflect the natural use of the facility (FY 2019 - FY2020)

Obj. IV: Conduct regular customer service training for all staff members (Ongoing)

Obj. V: Equip staff with the tools they need to foster a secure facility (Ongoing)

Goal 3B: Plan for the future library needs of the Staunton community

*Staunton Vision for 2025: **Built Environment**, "We benefit from planning that ensures that our public buildings and improvements leave a legacy for future generations, celebrate the dignity of the city, and meet future needs."*

Obj. I: Develop a long-term facility plan so the Library can meet the demands of a 21st century community (FY2019)

Obj. II: Conduct ongoing space-use studies and make changes accordingly (FY2019-FY2021)

Obj. III: Develop a formal outreach plan to meet State Aid service requirements if the City's population exceeds 25,000 (FY2020)

Obj. IV: Work with the Foundation, the Friends of the Library, and the City to establish a funding plan (FY2020-FY2021)

4. OUTREACH & MARKETING

Goal 4A: Better serve our community by striving for a seamless patron experience through stronger collaborations with our Valley Libraries Connection partners

*Staunton Vision for 2025: **Responsive, Efficient Government**, “Local government in Staunton is distinguished by a successful partnership among citizens, City Council, and City staff. Stauntonians are invested and engaged in, and contribute to, the civic life of the city.”*

Obj. I: Work with Valley Libraries Connection to create new logo and branding (FY2018)

Obj. II: Explore a joint Summer Reading Program in the Youth Services Department (FY2018-FY2019)

Obj. III: Participate in joint outreach events (Ongoing)

Obj. IV: Evaluate and rework policies to promote a consistent user experience (Ongoing)

Goal 4B: Create more effective marketing campaigns to better educate the public about the Library’s many resources

*Staunton Vision for 2025: **Education**, “Staunton’s institutions afford the opportunity for all citizens to reach their highest potential through education and career training.”*

Obj. I: Review and streamline the public relations workflow (FY2018)

Obj. II: Explore possibility of a combined Library and Friends of the Library newsletter (FY2019)

Obj. III: Increase subscriptions to our online newsletter (Ongoing)

Obj. IV: Increase the visibility of our digital resources (Ongoing)

5. STAFF

Goal 5A: Grow and empower our staff to best serve our patrons' needs

*Staunton Vision for 2025: **Responsive, Efficient Government**, "As the birthplace of the Council/Manager form of government, the City continues a long tradition of professional administration, characterized by responsiveness to citizens of the city, prudent fiscal management, and the efficient and effective delivery of core services."*

Obj. I: Create an updated policies and procedures manual (FY2018)

Obj. II: Develop a formal new employee orientation (FY2018)

Obj. III: Assess and develop personalized technology training for staff members
(Ongoing)

Goal 5B: Identify staffing needs and adapt staffing structure

*Staunton Vision for 2025: **Responsive, Efficient Government**, "As the birthplace of the Council/Manager form of government, the City continues a long tradition of professional administration, characterized by responsiveness to citizens of the city, prudent fiscal management, and the efficient and effective delivery of core services."*

Obj. I: Restructure the organizational chart to balance management workload (FY2019)

Obj. II: Advocate for an additional outreach librarian on staff (FY2019)

6. TECHNOLOGY

Goal 6A: Offer the most up-to-date and responsive technology to meet the changing needs of the Staunton community

*Staunton Vision for 2025: **Responsive, Efficient Government**, "As the birthplace of the Council/Manager form of government, the City continues a long tradition of professional administration, characterized by responsiveness to citizens of the city, prudent fiscal management, and the efficient and effective delivery of core services."*

Obj. I: Add technology downstairs to meet the needs of parents with young children (FY2019)

Obj. II: Begin taking credit card payments for fines and fees (FY2019)

Obj. III: Create a more comfortable computer lab area that allows for more privacy and space to work (FY2019-FY2020)

Obj. IV: Develop a long-term technology plan to guide future priorities (FY2019-FY2020)

APPENDIX A: Values/Mission Survey

Instructions to staff: Consider these excerpts from the Staunton Public Library 2011-2016 Long-Range Plan in answering the following questions. See back of page for examples from other libraries.

MISSION STATEMENT

The Mission of the Staunton Public Library is to acquire, organize, and make accessible a wide variety of information and materials which seek to fulfill the intellectual, educational, cultural and recreational needs of all Staunton citizens, and to provide guidance in the use of these resources.

CORE VALUES

- The Library is a **community center** serving all residents regardless of race, age, abilities or economic status.
 - **Access to information** is essential for our democratic society. We believe that the Library is the most impartial and honest broker and interpreter of information.
 - **Reading skills** are critical for nearly all activities of life and must be developed early. The Library plays a significant role in fostering a love of reading in children.
 - Our staff is committed to providing **quality service** to all patrons.
 - The Library is an essential public service and it is the responsibility of government to provide adequate funding. In turn, the Library must be a **responsible steward** of public resources.
1. Our mission statement should be easy to remember and accurately reflect our role in the community. Do you feel that our mission statement accomplishes these goals? If it does not, how would you revise the statement?
 2. Some key words are in bold for emphasis. Of these core values, do you think any should be omitted? If so, why?
 3. Can you think of any other guiding principles or key words that should be added?

EXAMPLE MISSION STATEMENTS AND VALUES

CHARLOTTE MECKLENBURG LIBRARY (NC) (<https://www.cmlibrary.org/about/strategic-plan>) *We create a community of readers and empower individuals with free access to information and the universe of ideas.*

NEW YORK PUBLIC LIBRARY (NY) (www.nypl.org/help/about-nypl/mission) *The mission of The New York Public Library is to inspire lifelong learning, advance knowledge, and strengthen our communities.*

TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY (KS) (tscpl.org/about/mission-statement) *Your place. Stories you want. Information you need. Connections you seek.*

FAYETTEVILLE PUBLIC LIBRARY (AR) (<http://www.faylib.org/content/about-fpl>) *Fayetteville Public Library's mission is to strengthen our community and empower our citizens with free and public access to knowledge.*

New York Public Library's Core Values <https://www.nypl.org/help/about-nypl/mission/core-values>

ACCOUNTABILITY. We take responsibility for delivering on our commitments and for the stewardship of our materials and spaces.

EXCELLENCE. Only the finest of everything is good enough.

EXPERTISE. We are relentless in our efforts to better understand our communities, our collections, and our users.

FREEDOM. We are free and open to all. We treat everyone with respect and compassion.

INNOVATION. We are always learning. We are constantly exploring new ways of doing things better and doing better things.

PASSION. We love the Library, we love New York, and we love what we do.

TEAMWORK. We celebrate the diversity of our experiences and build connections. We trust each other.

Pima County Public Library Values <http://www.library.pima.gov/mission/>

Education We learn and teach every day.

Excellence We exceed expectations.

Freedom We defend the right to read and to know. We are free and open to all.

Diversity We serve everyone. We find strength in celebrating our differences.

Innovation We dream big. Anything is possible.

Community We work with our community to improve lives.

Passion We love what we do.

APPENDIX B: Values/Mission Survey Results

Current mission statement:

The Mission of the Staunton Public Library is to acquire, organize, and make accessible a wide variety of information and materials which seek to fulfill the intellectual, educational, cultural and recreational needs of all Staunton citizens, and to provide guidance in the use of these resources.

Thoughts/comments:

- Too long/wordy; “accurate, but not inspiring”
- “I don’t think the mission statement reflects the core values. It is not easy to remember.”
- Last phrase, “and to provide...” may not be necessary
- Add/incorporate this phrase: “..and to conduct a variety of public programs for adults and children...”
- Keep “wide variety”
- Community members rather than Staunton citizens

Revised mission statements:

- “The mission of the Staunton Public Library is to welcome and support our community and to provide free access to information and entertainment.”
- “The mission of the Staunton Public Library is to assist its users in fulfilling their intellectual and cultural needs by providing access to an extensive and diverse collection of information in a variety of formats.”
- “The mission of the Staunton Public Library is to make accessible a wide variety of information and materials for all community members.”

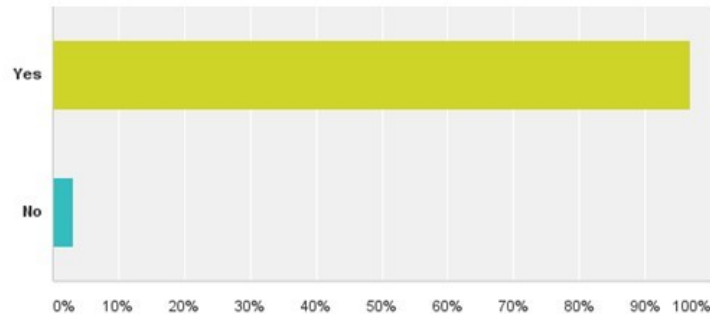
Other values to add:

- The Library is a leader in providing **free access** to electronic content and the training to use it.
- We are **guides** for accessing and organizing information. (The Library is, The Library guides patrons in...)
- We foster **self-reliance** and a lifetime of **self-education**.
- Key words and ideas to incorporate:
 - **Empowerment** – to give someone the means or ability to do something
 - **Confidence** – to be certain, trustworthiness
 - **Respect** – to treat all people with dignity
 - **Diverse/Diversity**
 - Recognize/include what exactly we offer to the public – books, movies, music, art
 - **Outreach/community involvement**
 - **Passion**

APPENDIX C: Public Survey Summary

Q1: Do you have a Library Card from one of the Staunton, Augusta County, or Waynesboro Libraries?

Answered: 1,193 Skipped: 7



Q2: On average, how often do you visit the Staunton Public Library?

Answered: 1,192 Skipped: 8

Answer Choices	Responses
Daily	1.26% 15
Weekly	31.88% 380
Monthly	31.46% 375
A few times a year	26.76% 319
Once a year	4.70% 56
Never	3.94% 47
Never	0.00% 0
Total	1,192

Q2: On average, how often do you visit the Staunton Public Library?

If fewer than once per year or never, please indicate why: 96 responses

"I visit the Augusta site. It is farther away for me, but they are nicer, larger, more friendly, easily accessible and I love the self check out and the self serve books on hold section."

"It is not an inviting place. I don't care for the office-like reading room, and there is no place to read in adult fiction."

"The staff at the Staunton library are extremely rude to children! I would visit that location more if they were more helpful and kind. Instead we drive to the Augusta county location or Waynesboro location which is not As convenient!"

3 users – never because they no longer had children at home

21 users – never because they no longer live in the area

19 users – never because they primarily use online resources (either from the Library or Amazon free books)

Powered by  SurveyMonkey

Q3: Which library do you frequent the most?

Answered: 1,184 Skipped: 16

Answer Choices	Responses
Staunton Public Library	85.14% 1,008
Augusta County Library in Fishersville	8.19% 97
Waynesboro Public Library	1.27% 15
One of the Augusta County branches (Middlebrook, Craigsville, Churchville, or Deerfield)	1.52% 18
Grafton Library at Mary Baldwin University	0.76% 9
Houff Library at Blue Ridge Community College	0.42% 5
Other Library (please specify)	2.70% 32
Total	1,184

Q4: Do you use any of the following resources to download audiobooks, ebooks, or other content? Select all that apply.

Answered: 1,153 Skipped: 47

Answer Choices	Responses	
OverDrive	20.47%	236
Freeding	3.21%	37
OneClickdigital	3.04%	35
Hoopla (includes streaming video and music)	13.27%	153
Zinio for Libraries (digital magazines)	5.29%	61
I have never used these resources to download content.	71.73%	827
Total Respondents: 1,153		

Q5: Do you access Library reference resources online?

Answered: 1,169 Skipped: 31

Answer Choices	Responses	
Yes	23.18%	271
No	46.19%	540
Unaware of the resources	30.62%	358
Total		1,169

Q6: If you answered Yes to the question above, what online reference resources have you used? Please select all that apply.

Answered: 547 Skipped: 653

*eLibrary is actually a database but I believe people think the website/catalog is the "eLibrary"

Answer Choices	Responses	
Literati	2.38%	13
Find It VA	18.28%	100
eLibrary	17.55%	96
eBooks on EBSCOhost	6.76%	37
Novelist Plus	2.38%	13
Novelist K-8	0.55%	3
Tumblebooks	4.94%	27
AtoZdatabases	1.83%	10
Salem Health	0.37%	2
Salem Science	0.18%	1
Ancestry Library Edition	4.94%	27
Heritage Quest	3.29%	18
lynda.com	4.20%	23
Rosetta Stone	7.50%	41
I have never used any of these online resources.	53.38%	292
Other (please specify)	4.02%	22
Total Respondents: 547		

Q7: Customer Service

Answered: 1,121 Skipped: 79

	Completely Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Completely Satisfied	Unable to Rate	Total	Weighted Average
Efficiency of service	1.34% 15	0.80% 9	4.38% 49	24.46% 274	65.00% 728	4.02% 45	1,120	4.57
Friendliness of Staff	1.52% 17	2.42% 27	5.29% 59	24.73% 276	62.99% 703	3.05% 34	1,116	4.50
Availability of Staff	1.07% 12	1.25% 14	5.28% 59	28.65% 320	59.53% 665	4.21% 47	1,117	4.51
Library Hours	1.08% 12	3.41% 38	6.99% 78	37.81% 422	47.31% 528	3.41% 38	1,116	4.31

*Questions 7 through 10 are weighted out of 5

Q8: Collections

Answered: 1,118 Skipped: 82

	Completely Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Completely Satisfied	Unable to Rate	Total	Weighted Average
Availability of bestsellers and popular titles	0.63% 7	3.69% 41	10.71% 119	44.73% 497	26.46% 294	13.77% 153	1,111	4.08
Availability of older titles	0.63% 7	2.36% 26	12.50% 138	48.19% 532	24.28% 268	12.05% 133	1,104	4.06
Availability of DVDs and CDs	0.45% 5	3.26% 36	14.51% 160	36.08% 398	18.86% 208	26.84% 296	1,103	3.95

Q9: Technology

Answered: 1,111 Skipped: 89

	Completely Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Completely Satisfied	Unable to Rate	Total	Weighted Average
Ease of use of Library catalog (http://www.valleylibraries.org)	0.45% 5	2.53% 28	9.39% 104	38.57% 427	35.14% 389	13.91% 154	1,107	4.22
Variety of online databases	0.18% 2	0.65% 7	12.01% 130	25.97% 281	15.34% 166	45.84% 496	1,082	4.03
Availability of Internet computers	0.46% 5	1.65% 18	12.02% 131	21.47% 234	14.86% 162	49.54% 540	1,090	3.96
Ease of use of WiFi	0.37% 4	1.75% 19	9.20% 100	23.55% 256	19.23% 209	45.91% 499	1,087	4.10
Ease of printing and faxing	0.37% 4	1.48% 16	11.28% 122	17.93% 194	10.81% 117	58.13% 629	1,082	3.89

Q10: Facility/Building

Answered: 1,117 Skipped: 83

	Completely Dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Completely Satisfied	Unable to Rate	Total	Weighted Average
Level of noise	0.63% 7	1.89% 21	4.69% 52	44.18% 490	45.09% 500	3.52% 39	1,109	4.36
Ease of access to materials you want	0.36% 4	1.98% 22	4.86% 54	47.66% 529	41.35% 459	3.78% 42	1,110	4.33
Visual appeal (arrangement of signs, materials)	0.63% 7	3.33% 37	8.83% 98	43.87% 487	39.91% 443	3.42% 38	1,110	4.23
Cleanliness	0.36% 4	0.81% 9	4.57% 51	40.05% 447	51.52% 575	2.69% 30	1,116	4.45
Parking availability	0.36% 4	1.17% 13	4.15% 46	37.51% 416	54.19% 601	2.61% 29	1,109	4.48

Q10: Facility/Building COMMENTS

“Front steps are steep and dangerous.”

“More seating by windows, small meeting rooms, coffee bar”

“Librarians make more annoying noises than users”

“Augusta and Waynesboro can be noisy. Staunton is the quietest.”

“The outside of the SPL is gorgeous. The inside could use an update.”

“A new/renovated building please?!”

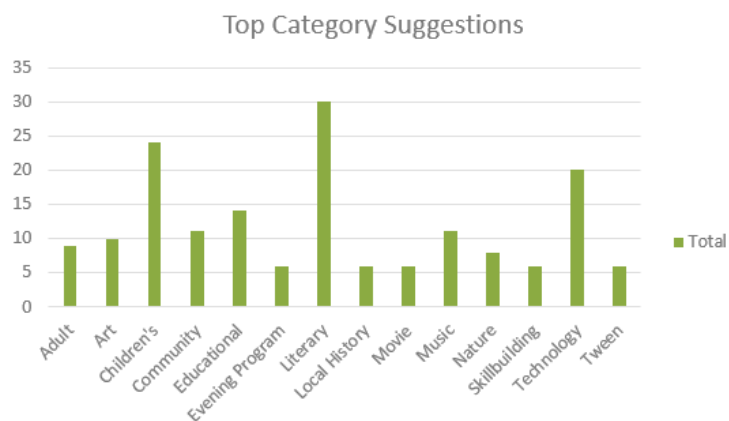
Q11: What types of programs do you or your family generally attend at the Library? Please select all that apply.

Answered: 1,081 Skipped: 119

Answer Choices	Responses
Children's programs/storytimes	20.81% 225
Adult programs (technology classes, workshops/talks, A Little Lunch Music)	22.11% 239
Teen programs/Middle and High School	4.35% 47
I do not attend programs at the Library	56.71% 613
Other (please specify)	6.75% 73
Total Respondents: 1,081	

Q12: What types of programs would you like to see more of at the Library?

Answered: 264 Skipped: 936



Count of Response Text	
Top Categories	Total
Adult	9
Art	10
Children's	24
Community	11
Educational	14
Evening Program	6
Literary	30
Local History	6
Movie	6
Music	11
Nature	8
Skillbuilding	6
Technology	20
Tween	6

Q13: How do you hear about events at the Library? (Please check all that apply)

Answered: 1,070 Skipped: 130

Answer Choices	Responses	
Library website (stauntonlibrary.org)	26.36%	282
Social media (Facebook or Instagram)	26.26%	281
Newspaper	26.26%	281
Library calendar/newsletter	29.53%	316
Signs or flyers in the Library	46.17%	494
Word of mouth	22.90%	245
Library staff	11.59%	124
Don't know/Not applicable	12.90%	138
Other (please specify)	3.55%	38
Total Respondents: 1,070		

Q14: Would you like to receive an email newsletter about upcoming events at the Library?

Answered: 1,073 Skipped: 127

Answer Choices	Responses	
Yes	51.07%	548
No	48.93%	525
Total		1,073

*Out of 548 yes responses, only 453 actually gave us their email address

Q15: Please comment on your overall satisfaction with Library services, resources, and programs.

Answered: 497

Skipped: 703

"I love the Staunton library. It's one of my favorite places in the city. I can see the need for a facility upgrade, but the staff and the offerings are truly fantastic!"

"Need a quiet adult only area for computer use. Current adult reading areas are frequently noisy due to traffic in and out. Would like to see small individual working rooms."

"This pertains to the Staunton Library, as that is the one we frequent most. Overall, I would say that we are satisfied with the cleanliness, availability of items, staff and wait times for check-out or computer use. The one complaint we seem to have about this library is the lack of comfortable seating for reading."

"Currently, there are a lot of resources that I haven't had a chance to explore. I'm wondering if there is a list and explanation of these resources so that I can explore them as time permits."

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Q16: Please feel free to add additional suggestions about how the Library can better meet your needs.

Answered: 167

Skipped: 1,033

"I have nothing. The self checkout is great. The emails for overdue items and ability to search and reserve online. The children's programming is top notch. I think the library goes above and beyond."

"The vibe at the Staunton Library feels more "critical" than at the Fishersville Library. For example, signs in the children's area with lots of rules posted and more frequent harassment about small overdue fines. The book selection is sometimes not quite as good as the Fishersville Library."

"I wish the digital collection was larger. That is the only way I check out books now, and I am often disappointed when what I want to read is unavailable in that format."

"Slightly less content on ebooks. Not everyone has it."

"Have longer hours on Friday and more open on Sunday"

"My husband and I both work full time, so it's hard to make it to children's programs with our son. We'd be interested in more weekend programming, especially weekend mornings."

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