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## *Sierra Madre Public Library Agenda Report*

# Library Survey Review and Recommendations

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TO: The Library Board of Trustees  
FROM: Carolyn Thomas, Library Director  
PREPARED BY: Rob Stockly, Pete Siberell, and Alice Kuo Library Survey Committee  
DATE: January 23, 2013

As the designated sub-committee, we met on Thursday December 13, 2012 with Carolyn Thomas, Library Director, and Alice Kuo, Deputy Library Director, to review the responses to the survey sent to library patrons and Sierra Madre residents in July and August 2012. The purpose of the meeting was to analyze the survey results in order to make recommendations to the Library trustees for future action to enhance the Sierra Madre Public Library's role in our community. The review process consisted of independently assessing the results prior to our meeting and taking note of certain findings for discussion by the four of us. Our collective analysis is divided into four elements: 1) What survey respondents told us to improve or develop; 2) What the library does well; 3) What library services need improvement; and 4) Recommendations for future action.

### What the respondents told us:

- *Add more eBooks and reduce holds*
- *Create private study area*
- *Provide for payment of fees/fines on-line*
- *Promote community awareness about local history resources*
- *Add weekday morning library hours*
- *Consistency of customer service at front desk and on phone*
- *Email overdue notices*
- *Some resistance to DVD rental fees*
- *Marginal interest in computer classes (less than 13%) and adult programs (29%)*
- *Review data bases for relevancy (only 27% of respondents indicated they use these resources)*

What the Library does well:

- 99% approval rating of customer service
- 89% of respondents have library cards
- The most frequently used terms used to describe the Library were: friendly, convenient, comfortable and helpful
- Children's programs are well attended
- Relatively high participation (35%) in adult summer reading program

What library services need to be improved:

- Increase use of social media to promote library resources, programs and services
- Extend teen volunteer program from summer to year round
- Expand community outreach through the primary sources respondents use to receive information about library services, i.e. Wistaria Vine, flyers and library website
- Review magazine subscriptions and alternative access to periodical materials (42% of respondents regularly read magazines to which Library currently subscribes)
- Evaluate collection of Playaways (82% of respondents do not use these) and speed reads (75% of respondents do not use these)

Recommendations for future action:

- Increase eBook purchases through Advantage program to give Sierra Madre Library patrons first access (began using this service in 7/12)
- Develop a plan to provide more space for quiet study
- Evaluate online payment options, including costs of service (Library will accept credit cards Spring 2013)
- Improve access, both digitally and physically on-site, to local history collection per CPAP plan
- Review magazine subscriptions, discontinue Speed Reads and future purchases of Playaways to lower cost
- Review public operating hours and recommend some weekday morning hours (may require trade-off of evening hours)
- Actively promote and train public in use of online access to library resources, e.g. using the library catalog and reserving books; focus on eReaders, eBooks, and new library resources
- Ensure consistency for all patrons with library transactions, including check-out procedures and enforcement of fees, through ongoing staff training
- Refer patrons to alternatives for computer classes, such as community colleges and adult education programs
- Engage Trustees by occasionally having a Trustee onsite to discuss library services with patrons as they leave the library
- Review current adult programs and develop new programs to attract new library users
- Target age groups not represented by survey respondents, i.e. 18-25 years, 26-35 years and 36-45 years, perhaps through social media, to increase number of library users
- Continue to evaluate databases to eliminate less relevant resources and market those with potential for greater use
- Review borrowing guidelines and payment procedures

The sub-committee respectfully submits these findings and recommendations for active consideration by the Library Board of Trustees as part of the ongoing discussion and formulation of a strategic plan for the Sierra Madre Public Library. A presentation to City Council is scheduled for April 9, 2013 to report these findings and recommendations for action.

**STAFF RECOMMENDATION**

Staff recommends that the Library Board of Trustees *receive and file the Library Survey Review and Recommendations.*

**PUBLIC NOTICE PROCESS**

This item has been noticed through the regular agenda notification process. Copies of this report are available at the Sierra Madre Public Library.