



GLADYS E. KELLY
PUBLIC LIBRARY

COMMUNITY SURVEY 2023

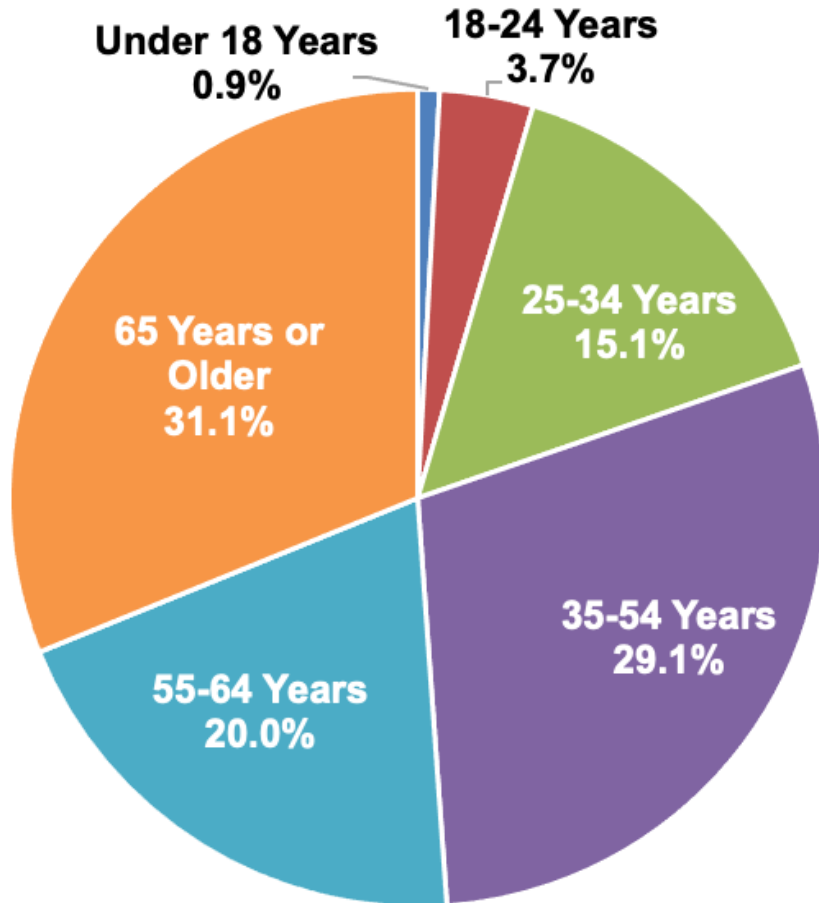
RESULTS SUMMARY REPORT 2023

Conducted 1/17/23 – 2/10/23

COMMUNITY SURVEY 2023 - RESULTS OVERVIEW

- **Response Goal: 300 || # Responses Received: 352**
 - **+/- Goal: +52 (+17%) || % Population: 2.0%** (17,600 in 2020 inc. < 18 years old)
- **Web-Based Responses: 317 (90%) || Hardcopy Responses: 35 (10%; Library = 33 + Sr. Center =2)**
 - **Foreign Language Versions Available: 2** (Hardcopy in Polish and Spanish)
 - **Foreign Language Responses Received: 2 Polish (.25%)**
- **Estimated Completion Rate: 80% || Actual Completion Rate: 80%**
 - **+/- Completion Rate: +0%**
- **Estimated Time to Complete: 7 mins || Average Time to Complete: 6 mins 43 secs**
 - **+/- Estimated Time to Complete: -17 secs**

Q1: What is your age? (R350)



CHOICES

CHOICES	%	#
Under 18 Years	0.9%	3
18-24 Years	3.7%	13
25-34 Years	15.1%	53
35-54 Years	29.1%	102
55-64 Years	20.0%	70
65 Years or Older	31.1%	109

51% ←

OBSERVATIONS

- 51% of respondents are 55+ years. (R179)
- 31% of respondents are 65+ years old, the largest single age group in the years covered and # of respondents. (R309)

Q2: What is the primary language you and your family speak at home? (R351)

CHOICES	%	#
English	95.7%	336
OTHER:	1.7%	6
Polish	1.1%	4
Arabic	0.9%	3
Spanish	0.6%	2
Vietnamese	0.0%	0

TOP 3 OTHER LANGUAGES

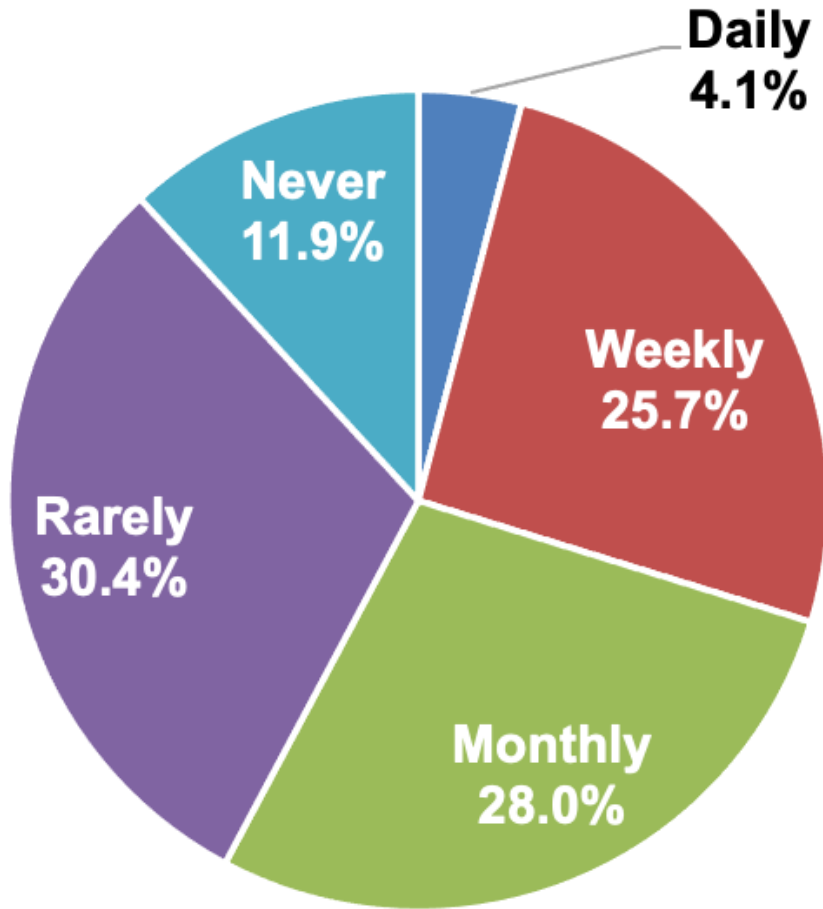
		%	#
1	Lithuanian	40.0%	2
2	Spanish	40.0%	2
3	Signing Exact English (SEE)	20.0%	1

OBSERVATIONS

- 4.3% speak a language other than English as their primary language at home. (R15)
- 2 respondents selected **OTHER** and input English as the primary language they speak at home.

NOTE: NULL Response(s) = 1

Q3: On average, how often do you visit the Library or use its services? (R346)



CHOICES	%	#
Daily	4.1%	14
Weekly	25.7%	89
Monthly	28.0%	97
Rarely	30.4%	105
Never	11.9%	41

58% ←

OBSERVATIONS

- 58% visit or use GEKPL's services at least monthly. (R200)
- 42% RARELY/NEVER visit or use GEKPL's services. (R146)

Q4: I don't visit or rarely visit the Library or use its services because... Please select all that apply. (Page 1 of 2) (R136)

CHOICES	%	#	
I Access the Internet Elsewhere or Use e-Readers	51.5%	70	→ Tier 1
I Buy My Books, Movies, and Music	34.6%	47	
OTHER:	21.3%	29	→ Tier 2
Programs/Services Don't Interest Me	15.4%	21	
Inconvenient Hours (hours listed above)	7.4%	10	
I Use Another Public Library	7.4%	10	
COVID Concerns	5.9%	8	
Inadequate Collection (can't find books/materials that interest me)	5.2%	7	→ Tier 3
Don't Have Transportation	3.7%	5	
I Don't Feel Safe	2.2%	3	
I Don't Feel Welcome	0.0%	0	

	OTHER REASONS	%	#
1	Too Busy/No Time	22%	6
2	Don't Need/Want To	19%	5
3	Misc.	22%	6
4	New Resident	15%	4
5	COVID-19	7%	2
6	Hours	7%	2
7	Non-Local	7%	2

OBSERVATION

52% selected **I Access the Internet Elsewhere or Use e-Readers** as the reason they don't visit or use the Library, which is 17% more popular than the 2nd most popular choice. (R70)

NOTE: This question was presented to Q3 respondents who indicated they **RARELY** or **NEVER** visit the Library.

Q4: I don't visit or rarely visit the Library or use its services because... Please select all that apply. (Page 2 of 2) (R136)

MISC. UNIQUE OTHER REASONS (6)

- *“Don't know what's going on at the library.”*
 - *“I don't care for the new building at all. It lacks warmth and character.”*
 - *“I use the Libby app.”*
 - *“Libraries have become expensive homeless shelters.”*
 - *“Medical reasons at this time.”*
 - *“Parking an issue sometimes.”*
-

Q5: Which days and times are most convenient for you to visit the Library?

Please check all that apply. (R320)

DAYS	Morning (9 am-12 pm)		Lunchtime (12-2 pm)		Afternoon (2-5 pm)		Evening (5-8 pm)		TOTAL
	%	#	%	#	%	#	%	#	
Sunday	44.6%	78	50.9%	89	56.6%	99	36.6%	64	175
Monday	34.7%	92	26.0%	69	46.4%	123	54.0%	143	265
Tuesday	32.5%	89	25.9%	71	47.5%	130	53.3%	146	274
Wednesday	36.6%	97	27.9%	74	45.7%	121	54.0%	143	265
Thursday	33.5%	91	25.7%	70	46.0%	125	57.0%	155	272
Friday	35.1%	91	28.2%	73	51.0%	132	50.6%	131	259
Saturday	61.5%	147	51.5%	123	49.0%	117	29.3%	70	239

3 MOST POPULAR DAYS/TIMES

1. Thursday Evenings (R155)
2. Saturday Mornings (R147)
3. Tuesday Evenings (R146)

3 LEAST POPULAR DAYS/TIMES

1. Sunday Evenings (R64)
2. Monday Lunchtimes (R69)
3. **TIE** – Thursday Lunchtimes **and** Saturday Evenings (R70)

Q6: Please indicate if you bring children in any of the following age groups to visit the Library. Please check all that apply. (R319)

CHOICES	%	#
N/A - I Don't Bring Children to the Library	63.6%	203
0-2 Years	10.0%	32
3-5 Years	18.5%	59
6-8 Years	11.3%	36
9-12 Years	12.9%	41
13-18 Years	6.6%	21

OBSERVATIONS

- **36%** bring at least 1 child to visit the Library. (R116)
- **19%** of children are **3-5 years old**—the largest single children's age group. (R59)
- **67%** bring children to visit GEKPL who are **8 years old or younger**. (R127)
- **33%** bring children to visit GEKPL who are **9-18 years old**. (R62)

Q7: Which timeframes are most convenient for you to visit the Library with children? Please check all that apply. (R115)

CHOICES	%	#
Weekends	66.1%	76
School Vacation	57.4%	66
Summer Vacation	53.9%	62
After School	51.3%	59
Weekday Mornings	24.4%	28

OBSERVATIONS

- **Weekends** are the **MOST** convenient times. (R76)
- **Weekday Mornings** are the **LEAST** convenient times. (R28)
- **Weekends** are almost **3x** as convenient as the least convenient times. (R48)

NOTE: This question was only presented to Q6 respondents who indicated they bring a child to visit the Library.

Q8: Please select up to three (3) of the following current and potential new Library PROGRAMS for children and teens that you/your family are most interested in. (R115)

CHOICES	%	#	
Craft/Art Programs or Pick Up Kits	63.5%	73	→ Tier 1
Science & Technology Programs (STEM)	47.0%	54	→ Tier 2
Life Skills	37.4%	43	
Music Programs	32.2%	37	
Performers & Entertainment Programs	29.6%	34	→ Tier 3
Story Time	27.0%	31	
Summer Reading	23.5%	27	
Local History Programs	5.2%	6	→ Tier 4
Book Groups	4.4%	5	
N/A – Uninterested in Programs for Children	1.7%	2	

3 MOST POPULAR CHOICES

1. Craft/Art Programs or Pick Up Kits **64%**
2. Science & Technology Programs (STEM) **47%**
3. Life Skills **37%**

3 LEAST POPULAR CHOICES

1. Book Groups **4.4%**
2. Local History Programs **5.2%**
3. Summer Reading **24%**

NOTE: This question was only presented to Q6 respondents who indicated they bring a child to visit the Library.

Q9: Please select up to three (3) of the following current and potential new Library entertainment and enrichment PROGRAMS for adults that you/your family are most interested in. (R313)

CHOICES	%	#	
Music/Concerts	42.8%	134	→ Tier 1
Food/Cooking Programs	40.6%	127	
Craft Programs	34.5%	108	
Seasonal Topic Presentations (gardening, health)	33.6%	105	→ Tier 2
Book Clubs	24.9%	78	
Genealogy & Local History	20.8%	65	
Author Talks	19.8%	62	→ Tier 3
Current Events Presentations (sustainability, social justice)	14.1%	44	
Summer Reading Program	12.5%	39	
Games & Gaming Programs	9.9%	31	
N/A – Uninterested in Entertainment & Enrichment Programs	8.3%	26	

3 MOST POPULAR CHOICES

1. Music/Concerts **43%**
2. Food/Cooking Programs **41%**
3. Craft Programs **35%**

3 LEAST POPULAR CHOICES

1. Current Events Presentations **14%**
2. Summer Reading Program **13%**
3. Games & Gaming Programs **10%**

Q10: Please select up to three (3) of the following current and potential new Library self-improvement PROGRAMS for adults that you/your family are most interested in. (R310)

CHOICES	%	#	
Technology Programs	41.0%	127	
Self-Help Presentations (life skills, etc.)	39.7%	123	→ Tier 1
Health Topics (Alzheimer's, Diabetes, etc.)	39.0%	121	
N/A – Uninterested in Self-Improvement Programs	26.1%	81	
Civics & Citizenship Programs	14.5%	45	→ Tier 2
Literacy/Conversation Café/Non-English Language Learning	11.0%	34	
General Educational Development (GED) Test	5.8%	18	→ Tier 3
English as a Second Language (ESL) Classes	3.2%	10	

3 MOST POPULAR CHOICES

1. Technology Programs **41%**
2. Self-Help Presentations **40%**
3. Health Topics **39%**

3 LEAST POPULAR CHOICES

1. English as a Second Language (ESL) Classes **3%**
2. General Educational Development (GED) Test **6%**
3. Literacy/Conversation Café/Non-English Language Learning **11%**

Q11: Please select up to three (3) of the following current and potential new Library SERVICES that you/your family are most interested in. (R306)

CHOICES	%	#	
Discounted Museum Passes	64.4%	197	→ Tier 1
Online Access to Your Account & Library Catalog	39.2%	120	→ Tier 2
Business Services (printer, scanner, fax machine, photocopier)	29.4%	90	→ Tier 2
Notary	25.2%	77	
Access to Public Wi-Fi	19.9%	61	
One-on-One Tech Help	15.0%	46	
Public Computers	12.8%	39	
N/A – Uninterested in Library Services	6.9%	21	
Curbside Pickup & Curated Curbside	5.9%	18	→ Tier 3
Literacy Volunteers for ESL (English as a Secondary Language)	5.2%	16	

3 MOST POPULAR CHOICES

1. Discounted Museum Passes **64%**
2. Online Access to Your Account & Library Catalog **40%**
3. Business Services **29%**

3 LEAST POPULAR CHOICES

1. Literacy Volunteers for ESL **5%**
2. Curbside Pickup & Curated Curbside **6%**
3. Public Computers **13%**

Q12: Please select up to three (3) of the following current and potential new Library PHYSICAL COLLECTIONS that you/your family are most interested in. (R302)

CHOICES	%	#	
Fiction/Nonfiction Books	58.0%	175	→ Tier 1
Movies (DVDs)	27.5%	83	
Non-Traditional Items/Library of Things (games, tools, etc.)	27.2%	82	→ Tier 2
Audiobooks (CDs)	23.5%	71	
Technology Devices (hotspots, laptops, projectors, etc.)	23.2%	70	
Board Games & Puzzles	18.2%	55	
Periodicals (newspapers, magazines)	16.2%	49	→ Tier 3
Video Games	13.9%	42	
N/A – Uninterested in Physical Collections	9.6%	29	
Music CDs	5.0%	15	→ Tier 4

3 MOST POPULAR CHOICES

1. Fiction/Nonfiction Books **58%**
2. Movies **28%**
3. Non-Traditional Items/Library of Things **27%**

3 LEAST POPULAR CHOICES

1. Music CDs **5%**
2. Video Games **14%**
3. Periodicals **16%**

Q13: Please select up to three (3) of the following current and potential new Library DIGITAL COLLECTIONS/ONLINE SERVICES that you/your family are most interested in. (R296)

CHOICES	%	#	
eBooks & eAudiobooks	52.7%	156	→ Tier 1
Library Website	26.4%	78	
Databases (online educational & entertainment resources)	24.7%	73	
Webster Times Digital Access to Articles (1850 – present)	22.6%	67	→ Tier 2
Local History Database (Advantage Preservation – newspapers, yearbooks, etc.)	21.6%	64	
Mobile App	18.6%	55	
Streaming Music	16.9%	50	
N/A – Uninterested in Digital Collections/Online Services	16.2%	48	→ Tier 3
Digital Periodicals (e.g., national newspapers)	15.9%	47	

3 MOST POPULAR CHOICES

1. eBooks & eAudiobooks **53%**
2. Library Website **27%**
3. Databases **25%**

3 LEAST POPULAR CHOICES

1. Digital Periodicals **16%**
2. Streaming Music **17%**
3. Mobile App **19%**

Q14: Please rate the Library staff on the following qualities: (R294)

QUALITY	Very Poor		Below Average		Average		Above Average		Excellent		Don't Know		Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#	
Helpfulness	0.3%	1	1.0%	3	6.5%	19	9.6%	28	64.9%	190	17.8%	52	4.67
Friendliness	0.3%	1	0.0%	0	9.2%	27	12.6%	37	60.9%	179	17.0%	50	4.61
Knowledge	0.3%	1	0.0%	0	7.8%	23	14.6%	43	53.4%	157	23.8%	70	4.58
Availability	0.3%	1	0.3%	1	10.5%	31	11.6%	34	58.2%	171	19.1%	56	4.57
Child-Friendliness	0.7%	2	0.7%	2	7.6%	22	6.5%	19	32.0%	93	52.6%	153	4.44

OBSERVATION

53% responded **Don't Know** about the staff's **Child-Friendliness**, which is consistent with **64%** of Q6 respondents indicating they don't bring a child to GEKPL.

OBSERVATIONS:

(Excluding **Don't Know** responses)

- **ALL** staff qualities are rated **Above Average** or **Excellent** by **at least 81%**.
- The **highest** rated staff quality is **Helpfulness**. The **lowest** is **Child-Friendliness**.
- Each quality has a small # of **Below Average** or **Very Poor** ratings (<3%).

QUALITY	Very Poor		Below Average		Average		Above Average		Excellent	
	%	#	%	#	%	#	%	#	%	#
Helpfulness	0.4%	1	1.2%	3	7.9%	19	11.6%	28	78.8%	190
Friendliness	0.4%	1	0.0%	0	11.1%	27	15.2%	37	73.4%	179
Knowledge	0.4%	1	0.0%	0	10.3%	23	19.2%	43	70.1%	157
Availability	0.4%	1	0.4%	1	13.0%	31	14.3%	34	71.8%	171
Child-Friendliness	1.4%	2	1.4%	2	15.9%	22	13.8%	19	67.4%	93

Q15: How do you prefer to hear about Library collections, programs, and services? Please select up to three (3). (R291)

CHOICES	%	#	
Social Media (Facebook & Instagram)	57.0%	166	→ Tier 1
Library Website	51.9%	151	
e-Newsletter/Email Blast	38.5%	112	→ Tier 2
Event Reminder			
Flyers/Brochures (in Library, posted around town)	22.7%	66	→ Tier 3
Newspapers	19.2%	56	
Town Website Alert System	13.4%	39	→ Tier 3
Town Electronic Outdoor Digital Bulletin Board	10.3%	30	
Library Lobby TV	9.6%	28	→ Tier 4
Word-of-Mouth (family, friends)	9.6%	28	
OTHER:	2.1%	6	

	OTHER NEWS SOURCES	%	#
1	Paper newsletter	33%	2
2	I don't care to know.	17%	1
3	Indoors when I'm visiting the library. Staff usually informs me.	17%	1
4	Static projection screen showing future programs in addition to the rolling screen.	17%	1
5	US mail	17%	1

OBSERVATION

39-57% selected GEKPL **digital** communication platforms (social media, website, eNewsletter/email) as their top choices.

Q16: If you're interested in learning a new language, accessing non-English language materials, or participating in non-English language programs, which languages interest you the most? Please select up to three (3). (R290)

CHOICES	%	#	
Spanish	39.7%	115	→ Tier 1
N/A – Uninterested in Foreign Language Materials/Programs	39.0%	113	
French	21.0%	61	
Italian	15.2%	44	→ Tier 2
Polish	13.8%	40	
OTHER:	10.0%	29	
Portuguese	5.9%	17	
Arabic	3.8%	11	→ Tier 3
Hindi	2.1%	6	
Vietnamese	1.0%	3	

TOP 7 OTHER LANGUAGES

	LANGUAGES	%	#
1	German	22%	6
2	Japanese	22%	6
3	ASL	19%	5
4	Greek	11%	3
5	Mandarin	11%	3
6	Lithuanian Books	7%	2
7	Russian	7%	2

ADDITIONAL LANGUAGES

(1 respondent each)

Chinese, Gaelic, Latin, and Romanian

Q17: To assist the Library in improving its space to meet current and future needs, please select up to three (3) potential enhancements that are most important to you. (Page 1 of 3) (R291)

CHOICES	%	#	
Parking	28.9%	84	
N/A – No Improvement is Necessary	27.5%	80	
Enhanced Outdoor Space (usage)	24.7%	72	→ Tier 1
Maker Space (for sewing, 3D printer, etc.)	22.3%	65	
More Convenient Exit From Building to Parking Lot	15.8%	46	
Additional Quiet Space to Work	10.7%	31	→ Tier 2
Co-Working Space (shared conference tables)	9.6%	28	
Directional Signage Inside the Building	5.8%	17	
Exhibit/Display Space	5.5%	16	→ Tier 3
OTHER:	5.5%	16	

3 MOST POPULAR CHOICES

1. Parking **29%**
2. Enhanced Outdoor Space **25%**
3. Maker Space **22%**

3 LEAST POPULAR CHOICES

1. **TIE** - Exhibit/Display Space **and** Directional Signage Inside the Building **6%**
2. Co-Working Space **10%**
3. Additional Quiet Space to Work **11%**

Q17: To assist the Library in improving its space to meet current and future needs, please select up to three (3) potential enhancements that are most important to you. (Page 2 of 3) (R291)

EXTERIOR IMPROVEMENT IDEAS* (9/64%)

- 1. Improve Access to Parking (3):** Offer parking closer to entrance/exit || Should be able to access library from back lot || We should be able to access library from back lot.
- 2. Improve Outside Environment (3):** Too much riff raff hanging around. This intimidates people || Consider removal of homeless people at the entrance || Often persons sitting on benches close to entrance doors can be uncomfortable
- 3. Reconfigure Parking Lot to Accommodate 2-Way Traffic (2):** Why is entire parking lot one way? No need for back lot to be one way || Why is the entire parking lot one way? There is no need for the back lot to be one way.
- 4. Misc. Unique Idea (1):** Safety - drug use outside of the library should not be tolerated

INTERIOR IMPROVEMENT IDEAS* (5/36%)

- 1. Improve Children's Play Area (2):** Better child play area || Better play area for children

* # of ideas/topics presented may exceed the # of responses tallied because some people contribute ideas/comments regarding multiple topics.

Q17: To assist the Library in improving its space to meet current and future needs, please select up to three (3) potential enhancements that are most important to you. (Page 3 of 3) (R291)

INTERIOR IMPROVEMENT IDEAS* (5/36%) (cont.)

- 2. Misc. Unique Ideas (3):** Cafe || Recording booth || Section that clearly shows what non book items you have (ukuleles, etc.)

UNRELATED (NON-FACILITY) IDEAS* (3)

- 1. Program Ideas (2):** Better children's programs || Events targeting adults.
- 2. Technology Idea (1):** Ability to access from home

* # of ideas/topics presented may exceed the # of responses tallied because some people contribute ideas/comments regarding multiple topics.

Q18: What should the Library prioritize over the next 5 years? Please select up to three (3) of the following areas of focus that are most important to you/your family: (R283)

CHOICES	%	#	
Virtual Access to Programs & Services	34.6%	98	→ Tier 1
More Senior Programs	33.9%	96	
Expand Technology Offerings	27.2%	77	→ Tier 2
More Teen/Tween Programs	21.9%	62	
Availability & Relevance of New Releases of the Collection	20.9%	59	→ Tier 3
Add a Technology Librarian	18.7%	53	
Offer a Mobile Library	17.3%	49	
More Programs for Infants/New Parents	16.3%	46	
Availability of Meeting & Study Rooms	14.1%	40	

3 MOST POPULAR CHOICES

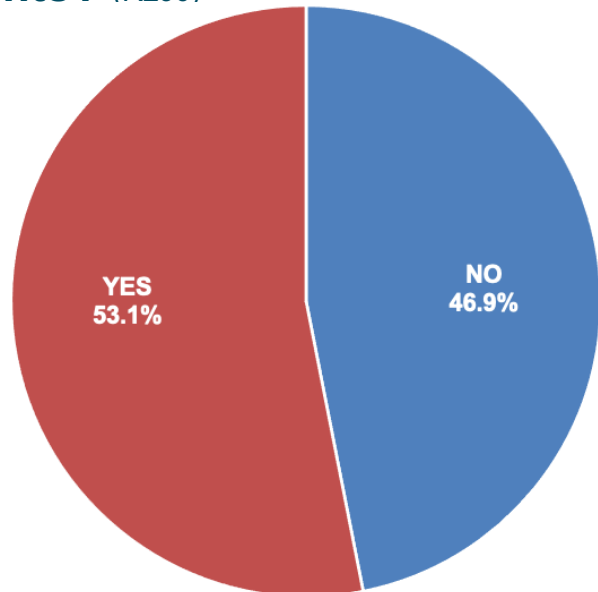
1. Virtual Access to Programs & Services **35%**
2. More Senior Programs **34%**
3. Expand Technology Offerings **27%**

3 LEAST POPULAR CHOICES

1. Availability of Meeting & Study Rooms **14%**
2. More Programs for Infants/New Parents **16%**
3. Offer a Mobile Library **17%**

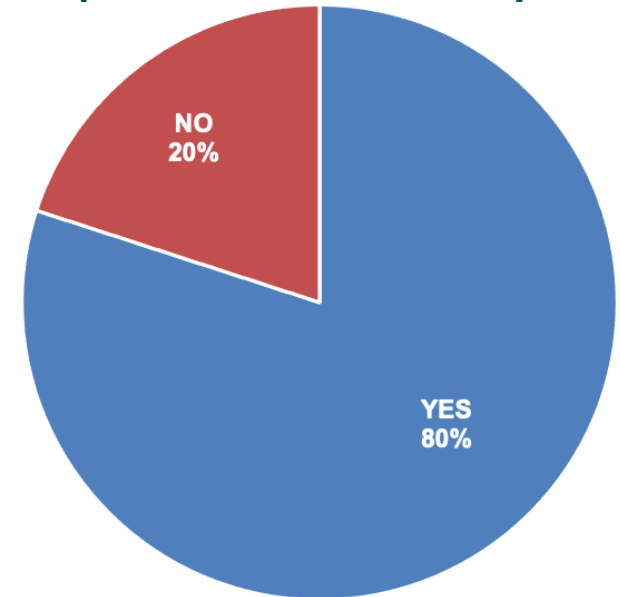
Q19 and Q20: eNews Subscriptions and Willingness to Answer Additional Questions

Q19: Would you like to receive the Library Newsletter and Email blast reminders for events? (R290)



CHOICES	%	#
NO	46.9%	136
YES	53.1%	154

Q20: Are you willing to answer a few additional questions for the Library? (R290)



CHOICES	%	#
YES	80%	232
NO	20%	58

OBSERVATIONS

- **53%** Provided email addresses to subscribe to GEKPL's e-mailing list. (R154)
- A significant majority (**80%**) agreed to answer additional survey questions. (R232)

Q21: Please share any additional feedback or ideas you have for the Gladys E. Kelly

Public Library (please be specific): (Page 1 of 6) (R89)

IDEA FOCUS AREAS

1. Program Ideas (37/48%)

- **Adult Program Ideas (13):** Gardening and *nature seed banks*. This is an education event about native plants || Wider choices of community events || Knitting, crocheting, and other crafts social time. || I'm very interested in learning a new language || If you have any offerings for adults with developmental disabilities, that would be fantastic!! Crafts, book clubs, life skills, tutoring, socials, etc.!! || It'd be nice to have programs or events targeted at adults that are not necessarily parents. All the programs I've seen have been targeted at children/teens or seniors, which don't fit my demographic. Having a space to meet others my age being new to Webster, would be awesome! || Inclusion and sensitivity classes for groups. For people and work programs can learn how to be || Maybe different book club offerings (i.e., Fantasy/Sci-Fi specific). || Moon and stars/constellation programs. Solar eclipse information. || More adult programs focusing on hands-on activities like crafts. || More cooking classes || More social events like the restaurant night coming up in April. || Would like to see the Active Minds lecture series at our library
- **Schedule-Related Requests (6):** Increase the frequency of community events || More adult programs during the day || More morning infant/toddler programs that start before 11 am. There really is not much of anything offered currently for the 0-3 range that we can attend. We usually like to get out of the house early and be home for lunch/nap. || Programs after school for preschool and elementary-aged children starting at 2:30. || Tween/teen programs start so early. Some kids can't make those programs due to afterschool activities, or they need to wait for parents to take them. Make the teen programs later or on weekends to open them up to more kids. There have been times my tween would have liked to attend, but because it's at 3, he couldn't. || We love that the library offers programs for toddlers and young kids, but they're often during working hours on weekdays when it's difficult to get time away from working to bring our toddler. More varied times for these programs would be wonderful (on weekend mornings or weekday afternoons every once in a while would be amazing).

* # of ideas/topics presented may exceed the # of responses tallied because some people contribute ideas/comments regarding multiple topics.

Q21: Please share any additional feedback or ideas you have for the Gladys E. Kelly Public Library (please be specific): (Page 2 of 6) (R89)

IDEA FOCUS AREAS (cont.)

1. Program Ideas (37/48%) (cont.)

- **Tween Programs (3):** Grafton PTO sponsored "game night." 6:30 pm-8 pm on Monday free popcorn fundraiser \$1.00 cookies. For middle-school-only 2 games on every table (puzzles-, etc.- fun-fun-fun). || Make more programs for early tweens. My 10-year-old would have loved several of the programs, but they were for 12 and over. || STEM activities or after-school programs for middle school-aged kids.
- **Children's Programs (2):** As a grandmother of 2 children under 5 years of age I wish there were more programs offered for their age group. Weekly story time or other parent/child group activities for their age group would be a great addition. Not sure why story time hasn't been brought back? || Kids need more inventive musical fun creative programs Friday morning offerings
- **Foreign Language (2):** Coordination with local programming of multiple languages and educational levels. || The library needs to focus on creating programs for non-English speaking citizens of the town. We currently do not have activities focused on that group of citizens.
- **Life Skills Programs (2):** Learning programs for basic home financing and tax preparation. || Life skills are so important
- **Parent Programs (2):** It would be great for the library to offer specific programs and outreach to single parents. || New moms' groups.

* # of ideas/topics presented may exceed the # of responses tallied because some people contribute ideas/comments regarding multiple topics.

Q21: Please share any additional feedback or ideas you have for the Gladys E. Kelly Public Library (please be specific): (Page 3 of 6) (R89)

IDEA FOCUS AREAS (cont.)

1. Program Ideas (37/48%) (cont.)

- **Teens (2):** More teen programs. Other than Legos... || More younger-than-preschool socializing would be nice since she's an only child that is not in school. || My teens would like to see Dungeons & Dragons campaigns and Magic: The Gathering meet-ups. We've also attended board game and card game meet-ups at other libraries.
- **Misc. Unique Ideas (5):** Creative offerings to draw people in || LGBTQ Groups? Fun hang time :) || Maybe different book club offerings (i.e., Fantasy/Sci-Fi specific). || Need more interactive/engaging instructors with fun programs wildlife and music also || Virtual access to live programs

2. Collections Ideas (11/14%)

- **Expand Periodical Collection (4):** More hard copy periodicals || Would like to have Barron's (weekly), a financial periodical. || More magazines + newspapers || More magazines and newspapers
- **Add Non-Traditional Items (3):** It would be nice to have telescopes. Solar eclipse information. || More toys that encourage learning. || We love the board game selection. Wouldn't mind seeing more
- **Grow Large Print Books (2):** Increase new large print new books || More selection of large print books
- **Misc. Unique Ideas (2):** More vibrant local history collection || Quicker access to newly released books

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Q21: Please share any additional feedback or ideas you have for the Gladys E. Kelly Public Library (please be specific): (Page 4 of 6) (R89)

IDEA FOCUS AREAS (cont.)

3. Marketing Ideas (8/10%)

- **Expand/Improve Promotion of Library Offerings (3):** Better advertisement || The town should install a 'static activities' screen that has a list of programs that are occurring in the upcoming week/two weeks. The current program screen at the entrance of the library is not conducive to seeing 'what's up this week' or next week at the library. Library users must often wait while the system rolls through the upcoming or current programs to see what they are looking for. || Would like to see more signage outside. I feel like no one really knows what the programs are and it's in a very good spot to be seen.
- **Improve Social Media Effectiveness (2):** Engagement in social media to reeducate all the library has to offer || More effective marketing using Facebook, etc., would help more citizens understand the offerings.
- **Increase Outreach (2):** I'd also encourage you to reach out to the homeschool community - they're available during the day, tend to make use of libraries, and can use meeting spaces. || Outreach
- **Misc. Unique Idea (1):** Encourage more people to donate books for ongoing library sales.

4. Technology Ideas (7/9%)

- **Offer More Tech Classes/Instruction (4):** Classes for the elderly to help them with basic computer skills || I'm very interested in computer courses. || Learning programs for word processing, spreadsheets, and computer instruction. || Life skills are so important and STEM coding programs. These would be great

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Q21: Please share any additional feedback or ideas you have for the Gladys E. Kelly Public Library (please be specific): (Page 5 of 6) (R89)

IDEA FOCUS AREAS (cont.)

4. Technology Ideas (7/9%) (cont.)

- **Misc. Unique Ideas (3):** Printed instructions on how to use the computers. || Printed instructions on various tasks on using the computers. || Would like on-line searchable access to historical databases of major newspapers (Boston, New York, Norfolk VA, Los Angeles, Chicago) and Genealogical tools (Census, Immigration, Civil War, Military, etc.).

5. Services Ideas (6/8%)

- **Offer More Services that Support Seniors (3):** More services for seniors that are dedicated specifically to a population aged 55+ (i.e., age-specific book club), assistance with transportation needs to and from the library, or knowledge about such. || Access to community services for seniors || I work at an assisted living in Webster, and the Dudley librarian use to do a monthly book club at our community as many can't get out. She used to order books and drop them off to residents and then at the meeting, she would take those books back and pass out the next month's book. They miss it terribly and would love to have another book club with the same services if that would be possible, please contact me at *[redacted name and email address]*
- **Misc. Unique Ideas (3):** Liberty Tax service || Tutors would be great for middle school-aged kids. || Voter registration

6. Facility Ideas (4/5%)

- **Misc. Unique Ideas (4):** A small cafe would bring more people to the library || Baby mouth bin (for sanitizing) || It would be nice if the door closest to the parking lot was unlocked/open. || Perhaps an outdoor area with a cafe

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Q21: Please share any additional feedback or ideas you have for the Gladys E. Kelly Public Library (please be specific): (Page 6 of 6) (R89)

IDEA FOCUS AREAS (cont.)

7. Management & Operations Ideas (4/5%)

- **Expand Hours (3):** Be open later hours. Lots of people work till 5 || More hours of access to the library || Open more hours
- **Misc. Unique Idea (1):** Accessibility to all peoples

OVERVIEW OF IDEAS AND COMMENTS

Ideas by Focus Area (77)

- **Programs Ideas (37/48%)**
- **Collections Ideas (11/14%)**
- **Marketing Ideas (8/10%)**
- **Technology Ideas (7/9%)**
- **Services Ideas (6/8%)**
- **Facility Ideas (4/5%)**
- **Management and Operations Ideas (4/5%)**

Misc. Feedback/Comments (29)

- **Misc. Additional Feedback (25)**
 - Positive (15/60%)
 - Mixed (1/4%)
 - Critical (5/20%)
- **Misc. Unique Comments (4)**

NOTE: 89 responses yielded 77 ideas, 29 comments, and 10 NULL responses. See the *GEKPL Community Survey 2023 Results-MASTER* for details.

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Q22 and Q23: Focus Group Volunteers and Friends of the Gladys E. Kelly Library Interest

- **Q22: If you're interested in participating in a virtual Library Focus Group, please indicate all the dates you are available. If you're not interested, please select N/A.**

- **N/A – I'm not interested in participating in a Focus Group 82%** (R182)
- **Volunteers 18%** (R39)
- **14-21** Volunteers per Focus Group Date

CHOICES	%	#
N/A – I'm not interested in participating in a Focus Group.	82.4%	182
2/27 (Mon) at 6:30 pm	8.1%	18
3/1 (Wed) at 6:30 pm	6.3%	14
3/2 (Thu) at 6:30 pm	9.5%	21
3/7 (Tue) at 9:30 am	6.3%	14
3/9 (Thu) at 6:30 pm	7.2%	16

- **Q23: Are you currently a member of the Friends?**

- Contact Information provided by **48** Respondents

CHOICES	%	#
YES	20.5%	45
NO. I'm not interested in learning more about the Friends group.	57.7%	127
NO, but I would like to learn more about the Friends group.	21.8%	48