

AUBURN PUBLIC LIBRARY



STRATEGIC PLAN FISCAL YEARS 2021–2025



Auburn Public Library, 369 Southbridge St, Auburn, MA 01501

Auburn Public Library Strategic Plan Fiscal Years 2021–2025

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INTRODUCTION

The Auburn Public Library Board of Trustees is pleased to present the *Auburn Public Library Strategic Plan - Fiscal Years 2021-2025*. It marks the culmination of a year-long project spearheaded by the Board of Trustees with significant contributions from the Library's director and staff, the Town of Auburn's administration, and Auburn's School Department.

The *Strategic Plan* is a living document—flexible enough to accommodate unanticipated challenges—designed to guide the work of the Library and prioritize the allocation of Library resources. The *Plan* supports the Library's commitment to serving as a true community hub for reading, learning, studying, working, and socializing for all ages.

We recognize that the COVID-19 public health crisis will impact municipal services at all levels, including the Auburn Public Library. The strategies identified in this *Strategic Plan* were developed prior to COVID-19 and may be revised as the Town adjusts to the pandemic's short and long-term economic and social impacts, including limits on the size of public gatherings, social distancing practices, and public health orders and regulations.

The post-COVID-19 world will impact the Auburn Public Library—and all libraries-in yet unknown ways. However, we will remain committed to our mission and focused on the goals and objectives identified in this *Strategic Plan*. As we emerge from this unprecedented economic and health crisis and embark on a new future, the Library will be flexible and creative in its implementation of tactics to meet these goals.

Unfortunately, recent concerns regarding the spread of COVID-19 forced the trustees to change their plan to present this document to the community at a Library meeting. When social distancing advisories are lifted and safe meeting options are available, we will invite the community to attend a comprehensive *Strategic Plan* presentation at the Library.

The most rewarding aspect of the strategic planning process involved working with and talking to community members. We were privileged to hear from hundreds of patrons and residents who provided invaluable input. We appreciated their enthusiasm for and commitment to the Library.

With the submission of this *Strategic Plan*, we believe we fulfilled the Board of Trustees' responsibility to the community.

Auburn Public Library Trustees

Matthew A. Toth, Chair
Suzette C. Dowd, Vice Chair
Jennifer Lee Shea, Clerk
Nan H. Johnson
Paula M. Melican
Mary Katherine DeCoursey

OUR PLANNING PROCESS

The Massachusetts Board of Library Commissioners (MBLC) provides a variety of grant opportunities to enhance libraries' services or to offer new programs. Submitting a strategic plan with a three-to-five-year term is an MBLC grant eligibility criterion¹.

In the spring of 2019, the Auburn Public Library Board of Trustees was tasked with developing the Library's five-year *Strategic Plan*.

Given the trustees' limited strategic planning experience, the project posed an exhilarating challenge. To prepare for the initiative, the Board studied numerous Massachusetts libraries' strategic plans, talked to several library directors, read a lot of survey materials, and hired a consultant specializing in public library strategic planning.

In September 2019, Strategic Planning Consultant Barbara Alevras of Sage Consulting Services was hired to guide the Board through its planning process, to facilitate a series of planning exercises, to oversee the collection and analysis of internal and community feedback, and to assist with drafting the strategic plan document.

After establishing the strategic planning project goals, major activities, key stakeholders, and timeline, we developed a detailed planning process (see *Appendix A—Strategic Planning Project Process Flowchart*).

Throughout the fall of 2019, the Library solicited community feedback via a series of exercises designed to assess its performance and identify future needs.

We gathered feedback through the following activities:

- Two Strengths-Opportunity-Aspirations-Results (SOAR) Exercises;
- Two Surveys; and
- Twenty telephone interviews with local residents.

In addition to the subjective feedback collected, we drafted a document that presents an overview of Auburn's demographics and facts about the Library's history, operations, and governance model (see *Appendix B—2020 Community and Library Profile*).

The feedback and data collected were analyzed, synthesized, and summarized. The key learnings, highlights, and trends are the basis for the vision statement, mission statement, goals, and objectives presented in this *Strategic Plan*.

¹ Additional details regarding MBLC grant eligibility requirements are available on the organization's website at <https://mblc.state.ma.us/programs-and-support/lsta-grants/requirements.php>.

OUR RESULTS

A thorough review of the data received from more than 1,300 people provided insights regarding staff and community perceptions of the current Library and expectations for its future. Input helped us identify the Library's strengths and challenges, in addition to numerous creative ideas for ways the Library can meet the community's needs going forward.

Areas of Focus

Community feedback related to six key areas of focus, including:

- **ADMINISTRATION AND GOVERNANCE** (finance, policies and procedures, leadership structure, operations, and management of staff and volunteers)
- **COLLECTIONS** (digital and physical materials)
- **FACILITY** (physical building and grounds management, maintenance, layout, and upgrades)
- **MARKETING** (branding, communications, and public relations)
- **PROGRAMS AND SERVICES** (community enrichment activities and events, museum passes, and accessibility)
- **TECHNOLOGY** (applications, devices, online offerings, and instruction)

Summary reports highlighting trends and ideas derived from each feedback activity are available for review as appendices to this document (see *Appendices* on page 9). The target audience(s) and number of participants per feedback mechanism are presented in *Appendix A—Strategic Planning Project Process Flowchart*.

Many creative ideas were received in each planning activity. Where possible, these ideas were incorporated into the *Strategic Plan*.

OUR PLAN

We reviewed and updated our Vision and Mission Statements, which will serve as the Library's aspirational and operational guides.

Vision Statement

The Auburn Public Library is a comfortable and welcoming place where people of all ages and cultures come together, in person or online, to experience the joy of reading, express their creativity, satisfy their curiosity, and create and share content. The Library is the hub of the community, and sustains itself through professional leadership, excellent customer service, careful stewardship of financial and physical resources, and creating pathways to the future.

Mission Statement

The Auburn Public Library is dedicated to the promotion of lifelong learning, personal and professional enrichment, and a love of reading. The Board of Trustees and Library staff strive to ensure free, equal, and confidential access to all collections and informational services, a friendly environment as a community gathering place, to maintain the Library building, and to anticipate and prepare for evolving engagement of the Auburn Community.

Goals and Objectives

Using the community's input and the updated Vision and Mission Statements as guiding principles, we developed an ambitious list of strategic goals and supporting objectives. Working towards meeting these specific goals and objectives will enable the Library to prioritize and allocate its resources (funds, staff time, etc.) effectively over the next five years.

The following list of goals and objectives indicates how the Library plans to support its new Vision Statement and Mission Statement.

GOAL 1: Offer high quality, diverse, and informative programs, services, and resources that interest community members of all ages.

- 1.1 Deliver informational, entertaining programs that support literacy, life-long learning, and community engagement.
- 1.2 Present a diverse array of programs, services, and resources that appeal to children, teens, adults, and family groups.
- 1.3 Develop programs and services that meet the community's evolving needs.

GOAL 2: Cultivate an operational culture of continuous improvement.

- 2.1 Foster strong collaborative governance relationships at the local, state, and federal levels.
- 2.2 Attract and retain high quality staff committed to providing helpful, friendly customer service.
- 2.3 Launch and support a strong Friends of the Auburn Public Library non-profit organization to fundraise in support of programs, equipment, and facilities.

GOAL 3: Maintain a comprehensive, current, and accessible collection that satisfies varied community needs and interests.

- 3.1 Curate an extensive collection of traditional and non-traditional books, materials, and resources for all ages.
- 3.2 Grow and enhance the contemporary and classic children's and teen collections.
- 3.3 Provide access to popular or significant titles in diverse formats.

GOAL 4: Support the use of innovative technologies that enhance community members' lives.

- 4.1 Offer the community access to modern technology devices, resources, programs, and services.
- 4.2 Continuously strengthen the staff's technical competencies.
- 4.3 Pursue technology that increases operational efficiency and effectiveness.

GOAL 5: Increase community awareness of Library programs, resources, and services.

- 5.1 Enhance existing Library branding initiatives and build on marketing best practices.
- 5.2 Advertise Library offerings broadly across varied, popular marketing channels.
- 5.3 Ensure municipal boards, commissions, and local organizations recognize the Library's value.

GOAL 6: Maintain a safe, welcoming, comfortable, and inclusive facility and grounds.

- 6.1 Optimize interior and exterior spaces to meet diverse, evolving operational and community needs.
- 6.2 Expand the Library's physical footprint to increase programming opportunities and flexibility.

Annual MBLC Action Plans

In addition to submitting a strategic plan, eligibility for MBLC grants require Massachusetts libraries to submit an Action Plan by December 1 of each year for the upcoming fiscal year.

Action Plans are associated with the library director's goals, which are developed annually by the library director and town manager, to whom the library director reports.

Measuring and Communicating Our Progress

Through the town manager's performance evaluation process, the library director works with the town manager to establish annual goals. The director is evaluated on the progress made towards meeting those goals. It is recommended that the town manager and library director incorporate goals in the annual evaluation that address the goals in this *Strategic Plan*. In addition, it is recommended that the library director share the *Strategic Plan* with all Library employees and develop tactics for achieving these goals.

Each year, the library director submits a *Library Annual Report*, which is published in the Town's *Annual Report*. The *Annual Report* highlights the prior year's accomplishments and challenges. It is recommended that this report include progress achieved towards the goals herein.

The Town's *Master Plan* also presents the Library's long-term goals and challenges, which are incorporated into the library director's annual performance evaluation.

Finally, it is recommended that the library director continue to provide a report that highlights progress towards the *Strategic Plan*'s goals to the Board of Trustees prior to each monthly meeting.

The *Strategic Plan* will be available on the Library's website.

TRUSTEES' APPROVAL

On May 13, 2020, Auburn Public Library's six-person Board of Trustees approved this *Strategic Plan* unanimously.

ACKNOWLEDGEMENTS

Working closely with the library director, the Library's six-person Board of Trustees dedicated countless hours over the course of eleven months to create the *Auburn Public Library Strategic Plan - Fiscal Years 2021–2025*.

We appreciate the invaluable feedback provided by Library staff and the Auburn community. Their input played a critical role in our process of crafting a plan that addresses residents' evolving needs. We are especially grateful for the time, input, and support received from the Auburn town manager.

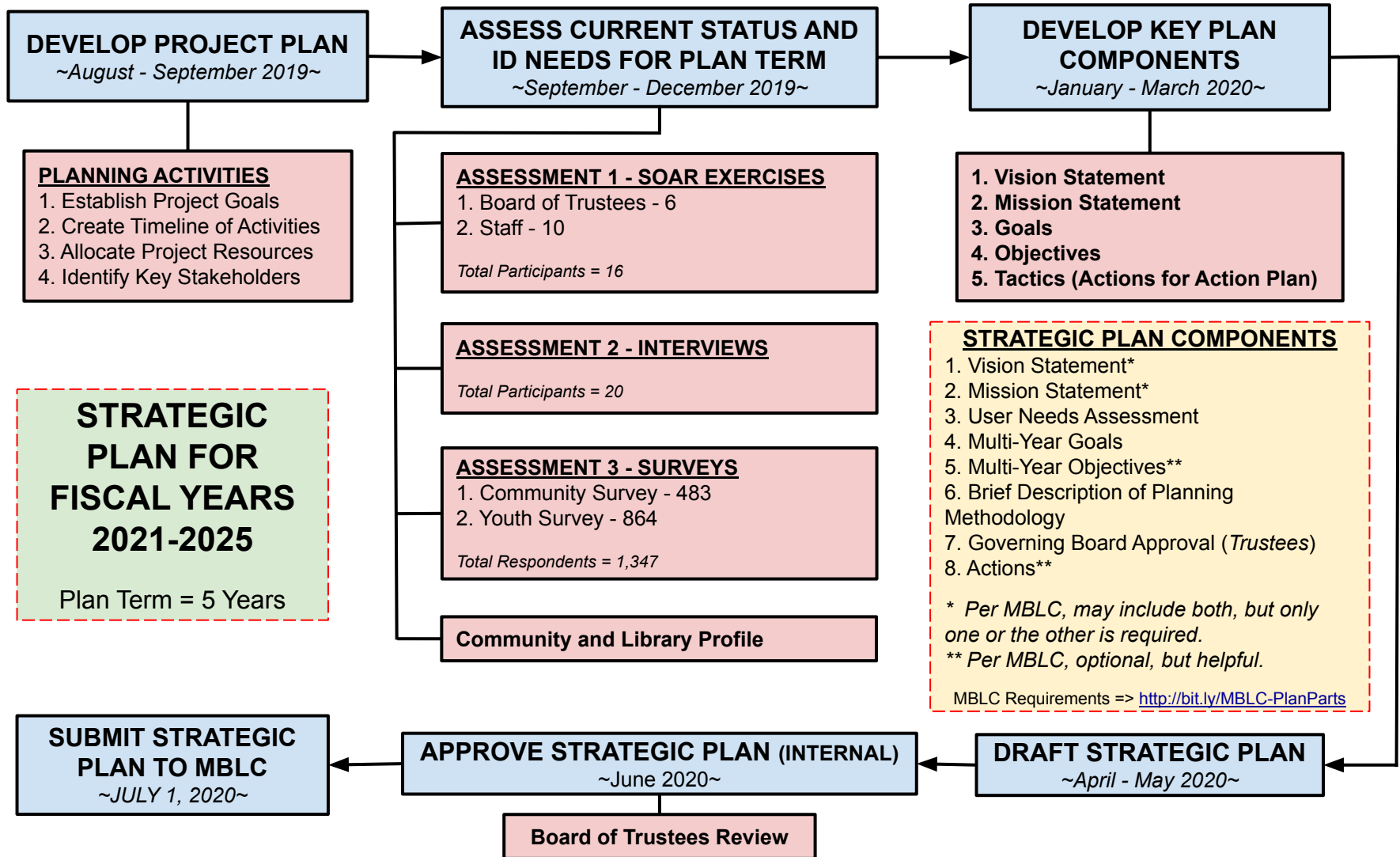
The Auburn Public Library is committed to continually increasing its value to the community. This *Strategic Plan* will guide the Library in its efforts to continually improve. We are confident this *Plan* will help the Library achieve its mission.

APPENDICES

1. ***Appendix A—Strategic Planning Project Process Flowchart:*** The flowchart visually depicts the Library’s planning methodology, including the timeline, assessment mechanisms, and process participants.
2. ***Appendix B—2020 Community and Library Profile:*** This document presents a demographic profile of Auburn, the Library’s history, and information related to the Library’s services, programs, and governance model.
3. ***Appendix C—S.O.A.R Exercise 2019 Results:*** This report documents the results of an environmental assessment of Auburn Public Library’s strengths, opportunities, aspirations, and results.
4. ***Appendix D—Community Survey Summary Results:*** The community survey was conducted in October 2019 via SurveyMonkey. The raw data and a summary of the narrative comments are presented in addition to summary graphs and charts.
5. ***Appendix E—Youth Survey Summary Results:*** The youth survey was conducted in October 2019 via SurveyMonkey. The raw data and a summary of the narrative comments are presented in addition to summary graphs and charts.
6. ***Appendix F—Ideas and Input Report:*** This report presents a summary of the ideas and general feedback collected throughout the strategic planning process. The information is divided into seven key categories, including collections, facility, management and operations, marketing, programs, services, and technology.

AUBURN PUBLIC LIBRARY

STRATEGIC PLANNING PROJECT PROCESS FLOWCHART FOR 2019-2020

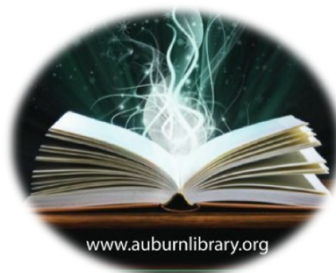


WHAT IS A SOAR EXERCISE?

A **SOAR** exercise is used to analyze current and future conditions that affect the Library and its ability to provide services it deems necessary. It identifies key **S**trengths, **O**pportunities, **A**spirations, and **R**esults.

Auburn Public Library

2020 Community and Library Profile



Auburn Public Library, 369 Southbridge Street, Auburn, MA 01501

AUBURN COMMUNITY PROFILE

COMMUNITY DESCRIPTION:

The Town of Auburn is in central Massachusetts, approximately 48 miles west of Boston. Auburn is a suburban, residential community about 16.44 square miles in size. Auburn was first settled in 1714 and officially incorporated on April 10, 1778 as the town of Ward. On February 17, 1837 the town's name was changed to Auburn due to difficulties with mail delivery because of the similar spellings of Ward and neighboring Ware.

GOVERNMENT:

The Town of Auburn is governed by a Town Charter as Amended in May 2009. Residents of Auburn elect the members of the Board of Selectmen in addition to the town clerk, town meeting representatives, moderator, Housing Authority, School Committee, and Bay Path Vocational School Committee, and the Library Board of Trustees.

The Board of Selectmen appoints the Finance Committee, Registrars of Voters, town manager, town counsel, Zoning Board of Appeals, and other boards, commissions and committees as may be required by statute, established by town meeting and/or by the voters.

The town manager appoints department heads, Board of Health, Planning Board, police chief, fire chief, Conservation Commission, Park, Cemetery and Recreation Commission, Youth Commission and Council on Aging, library director, and all other boards, committees, and commissions not elected or appointed by another authority under the Charter.

POPULATION:

The population of Auburn, per the 2018 Annual Town Census, is **15,695**. **51.3%** of residents are female.

AGE DISTRIBUTION:

The largest segment of Auburn's population (**61.9%**) is adults between the ages of 18 and 64. Children under 18 and adults 65+ years are comparably sized groups.

Age Group	% Population
Under 18	18.5%
18-64	61.9%
65+	19.6%

RACE/ETHNICITY:

Auburn's population is predominantly white (**94.8%**). All other racial/ethnic groups combined total **5.2%**. **4.5%** of residents identify as Hispanic or Latino. According to the U.S. Census Bureau, American Community Survey, 5-years estimate (2014-2018), **7.3%** of Auburn's residents are foreign born persons.

Race/Ethnicity	% Population
White alone	94.8%
Asian alone	2.0%
Black or African American alone	1.6%
American Indian and Alaska Native alone	0.1%
Two or More Races	0.9%

HOUSING:

In Auburn, **82.3%** of the town's housing is owner-occupied and the median value of owner-occupied housing is **\$245,300**. The average household size is **2.44** people.

EDUCATION:

Auburn has two elementary schools for students in grades K-2, Pakachoag and Bryn Mawr, depending on the resident's address. All students in grades 3-5 attend the Swanson Road Intermediate School. Grades 6-8 students attend the Auburn Middle School and grades 9-12 students attend the Auburn High School.

Most public school students attend Auburn High School. However, some choose to attend Bay Path Regional Vocational Technical High School.

Of the town's residents aged 25 years or older, **94.4%** are high school graduates or higher. **39.2%** earned a bachelor's degree or higher.



Community Profile Data Sources:

- 2018 Annual Town Census
- U.S. Census Bureau - QuickFacts
(www.census.gov/quickfacts/fact/table/auburntownworcestercountymassachusetts#)

AUBURN PUBLIC LIBRARY HISTORY

HISTORY:

Growing from a few volumes held in prestigious personal collections during Revolutionary times, the Auburn Public Library has evolved to become a vital public building housing traditional books and materials, offering access to modern technology devices and services, and delivering a diverse array of interesting, popular programs.

Space and monetary limitations hampered early efforts to build an independent library building until 1871 when Daniel Craig, a great reader and lover of books, bequeathed \$1,000 to the town for a public library. Unfortunately, instead of being used for its designated purpose, the money was used to cover general town expenses. The Library continued to be maintained in individuals' homes or in cramped space at the First Congregational Church, Town Hall, or Mellish house until two rooms in the new Town Hall were allotted to hold the Library. The Town Hall was rebuilt in 1897 to repair damage occurring during a fire.

In 1910, Leander S. Merriam, another great reader and Library benefactor, donated \$8,000 for a library building as a memorial to his parents and sister, Lucy Merriam, an early librarian. This building “of modern construction, practically fire-proof, fitted and furnished ready for occupancy” was completed in just one year. The Merriam Library was to be “free to all religious sects, all nationalities, rich and poor alike.” The Merriam Library remains standing today; it now serves as town offices.

As Auburn flourished, so did the new Library. From 1912 to 1940, the town's population grew from 2,500 to 6,600; the number of books in the Library's collection increased from 3,500 to 12,000; and the Library's operating hours per week increased from 14 to 27.

As magazines, record albums, and film became available, the Library was an increasingly important source of knowledge and entertainment. In 1954, a bookmobile was purchased to travel to schools and distant neighborhoods. It was equipped by using \$1,000 received from another Auburn patron, Albert Phillips, who generously established a \$10,000 fund to support educational and Library use.

By 1960, Auburn's population increased to 14,000, Library circulation grew to nearly 90,000, and the Library's weekly operating hours increased to 54 1/2 hours with a staff of three full-time and five part-time employees. Mona Adshead, librarian, ruled. “Shhhh.”

By 1961, there were more than 27,000 books; there was very little seating space available in the two reading/study rooms. A difficult, but necessary, decision was made to build a new library. Land on Southbridge Street, originally purchased for a planned municipal center, was the site selected. It was considered ideal because it offered plentiful free parking and was close to both Drury Square and Auburn High School.

When the new Library opened in 1968, it reverted to its original name—the Auburn Free Public Library—to commemorate all its benefactors and to highlight that the Library is sustained by public funds. The new building included a dedicated children's room and a public meeting space named the Merriam Room.

By July 1, 1985, under Director John Ramsay's leadership, Auburn Public Library (APL) joined other libraries in central and western Massachusetts in the CW/MARS network, which greatly expanded patrons' borrowing capabilities. Replacing the card catalog with Public Access Catalog (PAC) terminals marked another major milestone. When the system was updated in 1999, all the items in the network could be viewed, requested, and delivered to APL. The Internet and reference databases became part of the Library's service.

The 21st century brought many technological changes, yet lack of space for the collection and patrons continued. As a result, in 2000, the Library's Board of Trustees applied for a planning and design grant to expand the Library building. Joan Noonan, library director, valiantly prepared the construction grant application in 2005, but Auburn voters rejected the project in 2008.

In 2014, Norma Card bequeathed \$150,000. Those funds were used to establish a trust that produces supplement funding for Library programs. The Board of Trustees oversees the Norma Card Trust.

In 2020, the Library continues providing numerous social activities and free access to a wealth of knowledge. APL has become an important part of many Auburn community members' lives.

VISION STATEMENT:

The Auburn Public Library is a comfortable and welcoming place where people of all ages and cultures come together, in person or online, to experience the joy of reading, express their creativity, satisfy their curiosity, and create and share content. The Library is the hub of the community, and sustains itself through professional leadership, excellent customer service, careful stewardship of financial and physical resources, and creating pathways to the future.

MISSION STATEMENT:

The Auburn Public Library is dedicated to the promotion of lifelong learning, personal and professional enrichment, and a love of reading. The Board of Trustees and Library staff strive to ensure free, equal, and confidential access to all collections and informational services, a friendly environment as a community gathering place, to maintain the Library building, and to anticipate and prepare for evolving engagement of the Auburn Community.



AUBURN PUBLIC LIBRARY PROFILE

REDESIGNING THE MODEL

For the past four years, Jean E. Collins, EdD, MLIS, has served as director of the Auburn Public Library. Under her leadership and management, our library model underwent an extensive redesign. Our successes and current and future challenges are presented herein.

Prior to 2015, significant turnover at the director level challenged progress, compromising operations and stability in many areas. As a result of this concern, the town manager and Board of Trustees saw an opportunity to focus on appointing and retaining leadership that was directed to redesign the entire library model and help transition the Library. Development of a progressive, future-focused model that would define new standards for library services and resources at APL was the shared goal. Together, and including an excellent Library staff, we accomplished a significant amount of positive change and look forward to continuing this progress.

GOVERNANCE:

The Auburn Public Library is a division within the Department of Public Services in the Town of Auburn. In 2009 the Town of Auburn Home Rule Charter was amended, resulting in transformation for many departmental governance/authority protocols, including the Library.

Under the new Charter, leadership of the Library was transferred from the Board of Trustees to the authority of the town manager, who is responsible for overseeing the management and leadership of the Library; care and maintenance of the building; and hiring and evaluating the library director. All Library employee hiring decisions, which include review of credentials and experiences, are determined by the library director and the town manager. All Library staff are direct reports to the library director. The library director is a direct report to the town manager, who has the authority and responsibility to evaluate the director's performance and set the director's goals. The Library currently employs four by-law employees (director and three administrators) and eight union staff members.

The Town-wide collaborative environment, guided by Town Manager Julie Jacobson, ensures that the Board of Trustees is encouraged to communicate with the Town Manager, as well as to receive the director's goals, once determined between the town manager and the library director.

The Board of Trustees is entrusted with collaborating and assisting with collection development and weeding; overseeing several trust funds; establishing and reviewing building and patron policies (exclusive of operational policies), leading the development of the Strategic Plan, and being good stewards of the building. The six-member Board also represents the Library to the community, and the community to the library director and staff. Additional responsibilities also fall under the Board's jurisdiction, as long as they do not conflict with the authority of the town manager, as defined under the Town Charter.

The library director ensures future-focused diversity with Library staff, decisively staffing the Library with employees who offer divergent, unique talents and transferrable skill sets that align with the new model. All current and future positions require a minimum of a bachelor's degree. Administrators are required to have a Master's degree, or a minimum of at least ten years' experience in a specialty area.

A significant amount of professional development takes place within the work environment, including team-training and mentoring, and opportunities to learn new technologies, program support, and development of other skill sets, with the purpose of encouraging all Library employees to recognize and reach toward their full potential. Professional development is integrated into Library operations via web-based conferences, webinars, and other options. In addition, professionals visit the Library, such as for CWMARS training, and a professional puppeteer and children’s storyteller, who will provide a workshop to all interested Library staff in spring 2020, to help them further perfect this craft and incorporate it into children’s programming.

A SNAPSHOT OF OUR PROGRESS:

This provides a snapshot of the Library as it has progressed, where it now stands, and what our challenges and opportunities are towards our future.

Every public library is different; all must continuously evolve in order to meet the needs of their specific, unique communities. With the leadership turnover at Auburn Public Library prior to 2015, momentum and consistency with leadership was lost, requiring a significant ‘reset’—not to get *back* on track—but to develop a *new* track, focused on the same goals that are documented in this Strategic Plan.

This report focuses on several main areas that have been developed or expanded over the past four years, all of which continue to evolve. Not only are these initiatives elements of our Strategic Plan, they have been well underway for several years through many short and long term, evolving strategies, and they will continue to be addressed as priority core services in the future. The specific core areas we focus on are as follows:

- Information Literacy
- Children’s Services
- Technology
- Museum Passes
- Programs
- Excellence in Patron Services

Information Literacy

Information Literacy (IL) is defined by many parameters; there are elements of IL present in all aspects of our lives, throughout our lives. At the Auburn Public Library, IL is purposely at the core of all of the services and programs we provide, but most significantly those offered to children. Through multiple platforms, IL is integrated into *every* program we present to our eager young audiences. Assessed through a triangulation of data including program registration numbers, the many appreciative comments from patrons, and the 2019 Strategic Plan survey, it is clear that we are meeting our goal of excellence in developing and presenting high-quality in-house programs, as well as offering programs from external presenters whose programs are aligned with this goal.

Children’s Services Model

We are one of the few, and perhaps the only library, to embrace a *Children’s Services* model, developing a talented team-based staffing model that ventures beyond the traditional positions of children’s librarian or children’s assistant.

This model has not only been highly successful with the number and quality of programs and services we can provide, it is a source of pride and personal and professional accomplishment to our enthusiastic Library staff. ALL Library staff, in some way, participate with children’s services. This model offers great opportunities for diversity in library role models, connections with our patrons, and for opportunities to offer significantly more programs than would be possible with one or two employees aligned with the children’s area.

Many talented staff members help develop and execute a significant number of diverse, exciting ideas in the area of children’s programming.

Although we do not rely on a children’s librarian position in the traditional sense, one of the administrator positions is directly related to children’s services and resources. That staff member helps oversee all children’s services and resources.

Last year we offered 778 programs, approximately 600 of which were for children. Slightly more than 400 of those were designed in-house, and presented to children by Library staff. The numbers of attendees for all of our programs continues to expand each year, as evidenced by the statistics below.



Program Data				
	2016	2017	2018	2019
Number of programs	460	589	709	778
Total program attendance	6,243	7,827	9,780	12,428

Technology

Four years ago, for various reasons, the Library provided few technology options in the direct service of its patrons, and Library staff utilized minimal technology in the development of data sets and other options for communicating or creating, storing, and assessing information and data. One of the goals of the 2015 Strategic Plan was for the Library to embrace more technology options.

Technology options and requirements continue to expand – and become more complex. The use of technology has become extremely important for all libraries, not only in relation to direct patron services, but also in streamlining operations and ensuring effectiveness in the collection, storage and assessment of data, and Library operations in general. Together with CWMARS and collaboration with Town departments, specifically the CFO, DPW, and IT, new technology initiatives were not only possible, but funding was redirected to the Library to help defray some of the costs. Like all libraries, however, we struggle to maintain technologies and evolve as effectively as possible with new digital options.

Many options for incorporating technology into our services have been recognized and met over the past four years, however. Our Library employees continue to learn and perfect their technology skill sets, resulting in more effective and efficient operations. Some of our most recent technological updates involve:

- The wi-fi connectivity in the entire Library was upgraded to a MESH system, ensuring strong, consistent internet connectivity for all staff and patrons. This was highly successful; we went from 12-15 complaints about dropped calls and inability to connect, per day, to zero. This upgrade has been consistently effective, and even extends approximately 50' to our backyard and parking lot.
- We mounted two large screen (85") televisions in our program room, ensuring technology options are available for live-streaming, sound and music, powerpoint presentations, and other digital options to supplement and enhance program preferences.
- We utilize digital technology to present promotions on our large screen television over the circulation desk and in the children's room, both of which are updated daily.
- The development of Town networked share drives and individual Town of Auburn staff emails for all employees was a significant update. The share drives enable document sharing and storage, virtually eliminating the need for flash drives or emailing content. There are currently three shared network drives accessed by authorized log in, utilized by the appropriate staff members. This option has significantly streamlined our data options and increased efficiency as well as reducing errors.
- A fully developed, separate website, for the purpose of exploration of our museum pass options was developed in 2018. The website includes the pass information, museum locations, special notes about seasonal hours, and offers clickable maps and direct links to the museums for further exploration. The link is accessible from our website and other sources. Analytics show that large numbers of patrons utilize this website on a daily basis.
- A touch screen computer is also available to patrons for exploration of the museum pass website detailed above. This is available at the Library, mounted at adult height near the circulation desk.
- We now create digital content such as our monthly children's brochure; we also design customized promotions for every registered program. Promotions are displayed from our website and from many other social media outlets, as well as from in-house flyers and promotions.



- One of the most exciting options is the technology we added to integrate into children’s programs, providing us with the opportunity to design and present multi-media programs to young audiences. The technology is a 28” mobile touch screen computer, affording us the opportunity to incorporate live stream and other digital content into our children’s programs.
- We now offer library card scanning from patrons’ mobile devices.
- Our digital lawn sign was installed in 2019 and is programmed by Library administrators. The sign is a significant asset to our patrons for information about the Library and for municipal announcements, as well as time and temperature. The sign is situated on a State road, making it extremely visible; feedback from our patrons was immediate and appreciative.



Museum Passes

Our museum pass program has been one of our most successful initiatives, and has expanded very purposely and very rapidly since 2016. Upon review in 2015 of Library services and what might most benefit our patrons in the future, it was determined that an opportunity to offer significantly more museum passes was a prime source for development, and has become one of our most important ‘niche’ offerings.

Four years ago there were three active Library museum passes. Today APL offers 47 viable museum passes to its patrons, more than any other library in the state of Massachusetts. The growth of this program took place mainly over the past three years, and the use and benefits to patrons continues to grow. In 2019, use of passes borrowed from the Auburn Public Library saved our patrons over \$34,000.

Museum Pass Data					
	2015	2016	2017	2018	2019
Total number of museum passes	3	12	31	42	47
Total savings to patrons*	No data	\$4,587	\$8,986	\$17,952	\$34,761
*Savings to patrons is not directly related to the number of passes offered. Savings reflect the number of times the passes were borrowed and how many patrons used the passes.					

Additional Statistics for 2019	
Materials circulated by APL	122,231
Total number of walk-in patrons	70,978
Total number of telephone and in-person patron questions and requests (does not include direct borrowing transactions)	18,445
Total number of hours the Library is open during an average week	54.5
Total number of all Auburn registered patrons at APL	10,379
Total number of patrons using the public computers (does not include wi-fi connections)	12,428

CONTINUED GROWTH:

The mission and vision statements are aligned with the operational protocols and we are enthusiastic about the many opportunities for continued growth in our current and future niche areas. Town appropriations and Town departments support the Library well, and State Aid and other grants supplement programs and other direct patron services and resources.

Our challenges include limited public, staff, and storage space. Exploration of a facility expansion, as identified in the Strategic Plan survey responses, would address this ongoing concern, which was also identified in the previous Strategic Plan. Continued streamlining of operations and a significant weeding project will help alleviate some of that concern. We feel confident we will continue to draw patrons not only from Auburn, but from the fourteen surrounding towns whose residents visit our Library. We believe our commitment to excellence and our future-focused staffing model support our Strategic Plan and provide an excellent foundation for upholding and evolving our services and resources.



AUBURN PUBLIC LIBRARY S.O.A.R. EXERCISE 2019 - SUMMARY RESULTS

BOARD OF TRUSTEES		STAFF	
STRENGTHS - TOP 3 (in descending order)		STRENGTHS - TOP 3 (in descending order)	
1	Library is Busy/Well-Utilized	1	Staff Delivers High Quality Customer Service (readily available/no waiting for assistance, tech support)
2	Clean, Well-Organized Facility	2	Offers Wide Variety of Programs for All Age Groups
3	Large Variety of High-Quality Children and Adult (esp. Seniors) Programs	3	Large Number of Museum Passes Available to Residents and Non-Residents (card holders)
OPPORTUNITIES - TOP 3 (in descending order)		OPPORTUNITIES - TOP 3 (in descending order)	
1	Interest in Free Information and Resources	1	Untapped "Middle" Demographic Groups (e.g., young adults/teens, Millennials, working adults)
2	High Volume of Fast Moving and Changing Information	2	Increasing Interest in Technology Skills
3	Physical Lot Can Accommodate Expansion	3	Town is a "Drawing" Community; Attracts People from Other Towns
ASPIRATIONS - TOP 3 (in descending order)		ASPIRATIONS - TOP 3 (in descending order)	
1	Attract/Retain Highly Qualified Staff (library professionals, specialty skills like mktg. and tech, experience w children's/adult programs, cross-functional experience)	1	Be viewed as a Valuable, Free Community Resource (economic equalizer, free info/programs)
2	Offer Current Technology; Provide Access to Information and Devices	2	Community is Aware of Library Offerings (brand awareness)
3	Serve as Information Hub	3	Library is Safe, Inclusive, and Welcoming
RESULTS - TOP 3 (in descending order)		RESULTS - TOP 3 (in descending order)	
1	Stable Staffing Level (low turnover)	1	Increased # of Program Attendees
2	Increased # Programs by Type/Audience	2	Observations by Staff (track requests, questions, & space usage)
3	Increased Positive Feedback (e.g., surveys, online reviews, focus groups, direct comments)	3	Increased # of Programs Offered
ADDITIONAL S.O.A.R. INPUT - 2019			
ADDITIONAL STRENGTHS:		ADDITIONAL STRENGTHS:	
1	N/A - No additional strengths contributed	1	N/A - No additional strengths contributed
ADDITIONAL OPPORTUNITIES:		ADDITIONAL OPPORTUNITIES:	
1	N/A - No additional opportunities contributed	1	N/A - No additional opportunities contributed
ADDITIONAL ASPIRATIONS:		ADDITIONAL ASPIRATIONS:	
1	N/A - No additional aspirations contributed	1	N/A - No additional aspirations contributed
ADDITIONAL RESULTS:		ADDITIONAL RESULTS:	
1	N/A - No additional results contributed	1	N/A - No additional results contributed

2019 AUBURN PUBLIC LIBRARY S.O.A.R. RESULTS - STRENGTHS

BOARD OF TRUSTEES INPUT:

Strengths from 1 (most important) to 16 (least important).

Answers	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Score
1 Library is Busy/Well-Utilized	3	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	14.25
2 Clean, Well-Organized Facility	0	1	1	1	0	0	1	0	0	0	0	0	0	0	0	0	13.00
3 Large Variety of High-Quality Children and Adult (esp. Seniors) Programs	0	2	0	0	0	0	1	0	0	0	0	0	1	0	0	0	11.00
4 Patrons Value Library	0	0	1	0	1	1	0	0	0	1	0	0	0	0	0	0	11.00
5 Strong Director; Initiates Change and Implements (follows through)	0	0	1	1	0	0	1	0	0	1	0	0	0	0	0	0	11.00
6 Large Variety of Museum Passes	0	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	9.25
7 Director is Educational Leader; Committed to Books and Literacy	0	0	0	1	1	0	0	0	0	0	1	1	0	0	0	0	9.00
8 Staff is Responsive; Takes Direction Well	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	8.75
9 Large Collection with ILL Services	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	8.25
10 Strong Partnerships with Town Departments (esp. town admin and schools)	0	0	1	0	0	0	0	0	0	0	1	0	2	0	0	0	7.00
11 Convenient Location with Ample, Free Parking	0	0	0	0	1	0	0	0	0	1	1	0	0	0	1	0	6.75
12 Good, Dependable Financial Support from Town, Friends, and Grants	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	6.00
13 Staff is Cross-Trained	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	1	6.00
14 Pursues Innovative Supplemental Funding (e.g., grants)	0	0	0	0	0	0	0	1	0	0	0	2	0	0	1	0	5.25
15 Effective Marketing/Communications with Community	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	2	4.75
16 Town-Wide Administrative Support	0	0	0	0	0	0	0	0	1	0	1	0	0	1	1	0	4.75
If you have one or more additional strengths we should capture in our final SOAR results, please list them.																	
1 N/A - No additional strengths contributed																	

STAFF INPUT:

Strengths from 1 (most important) to 4 (least important).

Answers	1	2	3	4	Score
1 Staff Delivers High Quality Customer Service (readily available/no waiting for assistance, tech support)	5	2	1	0	3.50
2 Offers Wide Variety of Programs for All Age Groups	2	3	2	1	2.75
3 Large Number of Museum Passes Available to Residents and Non-Residents (card holders)	0	2	5	1	2.13
4 Several Unique Offerings (ILL hold service, microfiche machine, tech help)	1	1	0	6	1.63
If you have one or more additional strengths we should capture in our final SOAR results, please list them.					
1 N/A - No additional strengths contributed					

AUBURN PUBLIC LIBRARY S.O.A.R. RESULTS - OPPORTUNITIES

BOARD OF TRUSTEES INPUT:

Opportunities from 1 (most important) to 11 (least important).

Answers	1	2	3	4	5	6	7	8	9	10	11	Score
1 Interest in Free Information and Resources	2	0	1	0	0	1	0	0	0	0	0	9.25
2 High Volume of Fast Moving and Changing Information	0	2	0	0	1	1	0	0	0	0	0	8.25
3 Physical Lot Can Accommodate Expansion	0	0	1	3	0	0	0	0	0	0	0	8.25
4 Need for Community Gathering Place (aka civic space, community hub)	1	0	1	0	0	2	0	0	0	0	0	8.00
5 Unrealized Community Support	1	0	0	0	1	0	1	0	1	0	0	6.50
6 Unexplored Potential Sources of Financial Support	0	1	0	0	1	0	1	0	0	0	1	5.75
7 Untapped Tween/Teen Population	0	1	0	1	0	0	0	1	0	0	1	5.75
8 Changing Local Demographics	0	0	1	0	0	0	1	1	0	1	0	5.00
9 Increasing Social Isolation	0	0	0	0	0	0	0	2	2	0	0	3.50
10 Underserved Population of Less Affluent Residents	0	0	0	0	1	0	0	0	0	3	0	3.25
11 Community Needs Shelter from Inclement Weather (hot/cold, tornadoes, etc.)	0	0	0	0	0	0	1	0	1	0	2	2.50
If you have one or more additional opportunities we should capture in our final SOAR results, please list												
1 N/A - No additional opportunities contributed												

STAFF INPUT:

Opportunities from 1 (most important) to 6 (least important).

Answers	1	2	3	4	5	6	Score
1 Untapped "Middle" Demographic Groups (e.g., young adults/teens, Millennials, working adults)	2	4	1	1	0	0	4.88
2 Increasing Interest in Technology Skills	2	2	3	1	0	0	4.63
3 Town is a "Drawing" Community; Attracts People from Other Towns	3	0	0	2	1	2	3.50
4 Increasing Interest in Accurate, Neutral (non-partisan) Information (facts!)	1	1	1	1	3	1	3.13
5 Underserved Unemployed/Underemployed Community Members	0	1	2	2	2	1	3.00
6 Interest in ESL Materials, Programs, and Services (inc. S. Worcester residents)	0	0	1	1	2	4	1.88
If you have one or more additional strengths we should capture in our final SOAR							
1 N/A - No additional opportunities contributed							

2019 AUBURN PUBLIC LIBRARY S.O.A.R. RESULTS - ASPIRATIONS

BOARD OF TRUSTEES INPUT:

Aspirations from 1 (most important) to 11 (least important). The Library will...

Answers	1	2	3	4	5	6	7	8	9	10	11	Score
1 Attract/Retain Highly Qualified Staff (library professionals, specialty skills like mktg. and tech, experience w children's/adult programs, cross-functional experience)	2	0	0	0	0	2	0	0	0	0	0	8.50
2 Offer Current Technology; Provide Access to Information and Devices	0	1	0	1	2	0	0	0	0	0	0	8.00
3 Serve as Information Hub	1	1	0	0	0	0	2	0	0	0	0	7.75
4 Be Viewed as a Place for Lifelong Learning	1	0	0	1	0	1	1	0	0	0	0	7.50
5 Be Inclusive	0	1	0	2	0	0	0	0	1	0	0	7.00
6 Operate Effectively and Efficiently	0	0	2	0	1	0	0	0	1	0	0	7.00
7 Inspire Civil, Civic Community Engagement and Interaction	0	0	2	0	0	0	0	1	1	0	0	6.25
8 Maintain a Modern Facility (function and aesthetics)	0	1	0	0	0	1	1	0	0	0	1	5.50
9 Robust Center for Cultural Activities	0	0	0	0	1	0	0	1	0	1	1	3.50
10 Facilitate Delivery of Life Skill Activities; Prepare Underserved Populations for Employment	0	0	0	0	0	0	0	2	0	1	1	2.75
11 Facilitate Multigenerational Engagement	0	0	0	0	0	0	0	0	2	1	1	2.25
If you have one or more additional aspirations we should capture in our final SOAR results, please list them.												
1 N/A - No additional aspirations contributed												

STAFF INPUT:

Aspirations from 1 (most important) to 5 (least important). The Library will...

Answers	1	2	3	4	5	Score
1 Be viewed as a Valuable, Free Community Resource (economic equalizer, free info/programs)	2	4	2	0	0	4.00
2 Community is Aware of Library Offerings (brand awareness)	2	1	3	1	1	3.25
3 Library is Safe, Inclusive, and Welcoming	1	2	1	2	2	2.75
4 Be viewed as Important Source of Learning Opportunities (e.g., skills development resources/programs)	1	1	1	4	1	2.63
5 Collections Offer Something for Everyone; Maintains Large Array of Physical/Digital Resources	2	0	1	1	4	2.38
If you have one or more additional aspirations we should capture in our final SOAR results, please list them.						
1 N/A - No additional aspirations contributed						

2019 AUBURN PUBLIC LIBRARY S.O.A.R. RESULTS - RESULTS

BOARD OF TRUSTEES INPUT:

Results from 1 (most important) to 21 (least important).

Answer Options	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	Score
1 Stable Staffing Level (low turnover)	1	0	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	16.50
2 Increased # Programs by Type/Audience	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	16.00
3 Increased Positive Feedback (e.g., surveys, online reviews, focus groups, direct comments)	0	1	0	0	0	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	15.50
4 Increased # Collaborations with Community Groups Serving Targeted Constituencies	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	15.00
5 Increased # Services Offered	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	13.75
6 Increased # Technology Offerings (devices and web services)	0	0	0	0	0	2	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	12.25
7 Consistently Improving Patron Feedback (surveys, focus groups, interviews)	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	11.50
8 Increased # Library Visitors (in facility and on website)	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	11.25
9 Increased # Traditional Circulation Stats	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	10.75
10 Stable Budget Sufficient to Maintain/Update the Facility	0	0	0	0	1	0	0	0	0	0	1	0	2	0	0	0	0	0	0	0	0	10.75
11 Increased # Program Attendees	0	0	0	1	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	10.50
12 Increased \$ Allocated to Purchase/Maintain Current Technology	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0	0	10.50
13 Increased # Programs Offered	0	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	10.25
14 Increased # Library Cards	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	0	10.00
15 Decreased # Complaints	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	9.00
16 Increased # Staff Professional Development Opportunities Offered	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	9.00
17 Increased # Website Visitors	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	1	0	9.00
18 Increased Amount of Time on Library PCs	0	0	0	0	0	0	0	0	2	0	0	1	0	0	0	0	0	0	1	0	0	9.00
19 Increased # Job Applicants	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	1	0	0	0	7.25
20 Increased # On-Site PC Users	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	2	0	0	6.75
21 Visual/Observational Tracking of Usage, Questions, and Requests	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	6.50

If you have one or more additional results we should capture in our final SOAR results, please list them.

1	Functioning Friends Group, Volunteer Program Established [NOTE: N/A - Idea for a specific objective vs. a result to be tracked; will be captured in the Supplemental Ideas Report]
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STAFF INPUT:

Please rank each of the following results from 1 (most important) to 13 (least important).

Answer Options	1	2	3	4	5	6	7	8	9	10	11	12	13	Score
1 Increased # of Program Attendees	2	1	1	2	1	0	0	0	1	0	0	0	0	10.38
2 Observations by Staff (track requests, questions, & space usage)	1	3	1	1	0	1	0	0	1	0	0	0	0	10.38
3 Increased # of Programs Offered	1	1	0	2	3	0	0	0	0	0	1	0	0	9.25
4 Increased # of Different Types of Programs Offered	1	1	1	0	1	2	1	0	0	0	0	0	1	8.63
5 Increased # Positive Online Feedback (soc media engagement, online reviews)	1	0	3	1	0	0	0	1	0	0	1	0	1	8.25
6 Increased # Website Visitors	1	1	0	0	0	2	1	0	0	2	1	0	0	7.38
7 Increased # Grants Received	0	1	0	1	0	1	1	0	1	2	0	1	0	6.50
8 Increased \$ Year-Over-Year Annual Library Budget	1	0	1	0	0	1	0	1	1	1	1	1	0	6.50
9 Increased # of Meeting Room Reservations	0	0	0	2	0	2	1	1	1	0	1	0	0	6.13
10 Increased \$ Total Donations	0	0	1	0	0	0	1	1	0	2	1	1	1	4.75
11 Increased # Donors	0	0	0	0	1	0	1	2	0	0	1	1	2	4.38
12 Increased # Grant Applications	0	0	0	1	0	0	1	0	2	0	1	1	2	4.25
13 Increased # of Community Groups Using Meeting Rooms	0	0	0	0	1	0	2	1	0	2	1	1	1	4.25

If you have one or more additional results we should capture in our final SOAR results, please list them.

1	N/A - No additional results contributed
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AUBURN PUBLIC LIBRARY COMMUNITY SURVEY 2019

TOTAL RESPONSES = 483
Completed 373 || Completion Rate 77%

OVERVIEW: Who responded to the survey?

Q1: What is your age? (480)

Under 18 years	1.3%
18-24 years	0.2%
25-34 years	11.3%
35-44 years	36.5%
45-54 years	22.1%
55-64 years	12.5%
64-74 years	12.9%
75 years or older	3.3%

Q2: Do you have a Library card? (483)

Yes. I have an Auburn Public Library card.	62.1%
Yes. I have an Auburn Public Library card, but I haven't used it in the last 12 months.	12.2%
No. I do not have a library card.	11.2%
Yes. My library card is from (please specify town):	14.5%

- NOTES:**
- Total APL Card Holders = **74%**
 - Library Cards from **27** Other Towns

TOP 8 OTHER TOWN LIBRARY CARDS:

1. Worcester 33% (24)
2. Leicester 7% (5)
3. Charlton 6% (4)
4. Spencer 6% (4)
5. Grafton, Millbury, Shrewsbury, and Webster 4% (3 each)

- **2 Cardholders Each From:** Blackstone, CWMARS (N/A), Marlborough, Oxford, and Sterling
- **1 Cardholder Each From:** Amherst (Jones PL), Beverly, Boylston, Brooklyn (CT), Chelmsford, Douglas, Holland, Southborough, Southbridge, Sturbridge, Sutton, Uxbridge, West Boylston, and Westborough

LIBRARY VISITS

Q3: On average, how often did you visit the Library in the past year? (483)

Daily	0.6%
Weekly	21.3%
Monthly	24.8%
Quarterly	9.9%
Occasionally	26.1%
Never	17.2%

NOTE: 47% visited at least Monthly

Q4: OTHER REASONS LISTED (15):

1. Don't Need Library 20%
2. Misc. Other Reasons 20%
3. Use Other Library 20%
4. No Specific Reason 13%
5. Not Local 13%
6. Too Busy/No Time 13%

**MISC.
OTHER:**

Q4: Why haven't you visited the Library in the last 12 months? (77)

Don't Need It Because I Access the Internet at Home/School/Work and/or Use e-Readers	75.3%
Don't Need It Because I Buy My Own Books, Movies, and Music	50.6%
Other (please be specific):	18.2%
Inconvenient Hours	3.9%
Inadequate Collection (can't find books/materials that interest me)	3.9%
Programs/Services Don't Meet My Needs	2.6%
Don't Have Transportation	0.0%
I Have Physical Challenges (difficulty walking/driving, vision problems)	0.0%
Uncomfortable Environment (too crowded, too hot/cold/noisy)	0.0%
Don't Feel Welcome There	0.0%

- *“New to the area and I haven't gotten the chance to go”*
- *“Unsure if toddler-friendly”*
- *“New library member”*

MARKETING

Q5: Overall, how well informed do you feel you are about the different programs and services the Library offers? I know... (450)

About ALL or MOST of the Library's Programs/Services	23.6%
About SOME of the Library's Programs/Services	46.9%
VERY LITTLE about the Library's Programs/Services	22.4%
NOTHING About the Library's Programs/Services	7.1%

NOTE: 70% Indicated They Know About **at least Some** of the Library's Programs/Services

Q6: OTHER CHANNELS LISTED (18):

1. Library News (info at checkout, printed newsletter) 25%
2. School 20%
3. Local Newspapers 15%
4. Misc. 15%
5. Social Media 10%
6. No Interest in Learning More 5%

Q6: How do you prefer to learn about Auburn Public Library's programs, collections, and services? (451)

Facebook	44.1%
Library Website	43.2%
Library Email/e-Newsletter	38.4%
APS School Newsletter	27.7%
Signs or Flyers in the Library	25.5%
Auburn MA Daily Newspaper	18.0%
Library Staff	7.8%
Large Screen TV at Circulation Desk	7.3%
Children's Brochure	5.8%
Other (please be specific):	4.0%
Constant Contact	3.8%

Q7: Please rate the Library's staff on their...

	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Professionalism	54.9% 242	22.9% 101	4.3% 19	1.1% 5	16.8% 74	441	2.02
Helpfulness	54.0% 238	24.3% 107	3.9% 17	0.9% 4	17.0% 75	441	2.03
Friendliness	50.2% 222	27.4% 121	5.2% 23	0.9% 4	16.3% 72	442	2.06
Knowledge	48.0% 212	26.0% 115	4.3% 19	0.7% 3	21.0% 93	442	2.21

NOTES:

After removing *Don't Know* responses:

- **Helpfulness** is rated **highest** and **Friendliness** is **lowest**. However, the weighted difference is negligible (-.06)
- **60+%** rated staff **Excellent** in all categories

Results w/o *Don't Know* Option =>

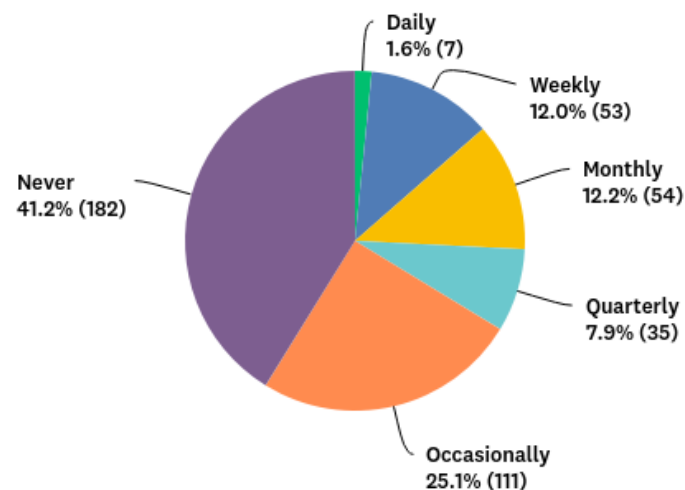
w/o *Don't Know* Responses, Combined *Excellent* and *Good* Ratings:

- Helpfulness 94%
- Professionalism 93%
- Knowledge 94%
- Friendliness 93%

	EXCELLENT	GOOD	FAIR	POOR	TOTAL	WEIGHTED AVERAGE
Helpfulness	65.0% 238	29.2% 107	4.6% 17	1.1% 4	366	1.42
Professionalism	65.9% 242	27.5% 101	5.2% 19	1.4% 5	367	1.42
Knowledge	60.7% 212	33.0% 115	5.4% 19	0.9% 3	349	1.46
Friendliness	60.0% 222	32.7% 121	6.2% 23	1.1% 4	370	1.48

ONLINE SERVICES

Q8: On average, how often did you use the Library's online services in the past year?
(442)



NOTES:

- **26%** Used online services at least Monthly
- **57%** Indicated they don't use the online services because they're **Unaware of Them**.

Q9: Why don't you use the Library's online services? (179)

I'm unaware of them	57.0%
I prefer to go into the Library	21.8%
I'm not interested in them	17.9%
I don't know how to use them	14.0%
Other (please be specific):	7.8%
I'm not comfortable using computer	3.9%
I don't have Internet or computer access	3.4%

OTHER RESPONSES (14):

- Not a Local Resident 29% (4)
- Doesn't Need/Want Online Svcs. 21% (3)
- User-Interface Challenges 14% (2)
- Misc. 21% (3) *"I use other services;" "I've used the online services to hold a book, but I haven't used the service within the last 12 months;" and "I know it exists but always forget to use"*

Q10: Over the past 12 months, how often do you visit the Library's website to use its online services or information to...

	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	UNAWARE OF THIS SERVICE	TOTAL	WEIGHTED AVERAGE
Use the online (CWMARS) catalog	3.6% 9	21.2% 53	25.6% 64	28.0% 70	17.2% 43	4.4% 11	250	3.47
View the Library calendar	0.8% 2	11.2% 28	25.9% 65	37.8% 95	19.9% 50	4.4% 11	251	3.78
View the Library hours of operation	0.4% 1	6.8% 17	21.5% 54	49.0% 123	19.9% 50	2.4% 6	251	3.88
Access eBooks, audiobooks, and/or periodicals (Overdrive)	2.4% 6	10.4% 26	15.5% 39	27.9% 70	39.0% 98	4.8% 12	251	4.05
Museum pass information	0.4% 1	3.6% 9	20.0% 50	44.0% 110	22.8% 57	9.2% 23	250	4.13
Register for a Library program	0.0% 0	2.4% 6	19.9% 50	39.4% 99	31.5% 79	6.8% 17	251	4.20

NOTES:

- **50% Use the online (CWMARS) catalog at least Monthly**
- **22% Register for a Library program** on the website. It is the least frequently used website service
- **9% are unaware of the Museum pass information** is available on the website and/or they are unaware of the museum pass program

Q11: Please review the following list of potential new, improved, and expanded Library SERVICES and indicate how important each one is to you and your family.

	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	NO OPINION	TOTAL	WEIGHTED AVERAGE
Programs/Events	32.0% 132	35.7% 147	21.1% 87	4.4% 18	6.8% 28	412	2.18
Museum Passes	38.4% 159	28.0% 116	19.1% 79	5.6% 23	8.9% 37	414	2.19
Expanded Library Collection	32.8% 134	36.4% 149	16.6% 68	2.7% 11	11.5% 47	409	2.24
Assistance from Library Staff	31.0% 127	34.9% 143	20.0% 82	4.9% 20	9.3% 38	410	2.27
Research Resources for Schoolwork and Personal Pursuits	27.6% 113	37.4% 153	16.1% 66	7.3% 30	11.5% 47	409	2.38
Book Delivery to Homebound Persons	18.5% 76	29.3% 120	16.8% 69	17.1% 70	18.3% 75	410	2.87
After-School Homework Center	20.0% 82	23.9% 98	17.1% 70	22.0% 90	17.1% 70	410	2.92
Improved Handicapped and Adaptive Services	15.9% 65	32.5% 133	14.2% 58	13.9% 57	23.5% 96	409	2.97

Highest Rated w/o No Opinion Responses:

1. Expanded Library Collection
2. Museum Passes
3. Programs/Events

Lowest Rated w/o No Opinion Responses:

1. After-School Homework Center
2. Book Delivery to Homebound Persons
3. Improved Handicapped and Adaptive Services

Q12: Please review the following list of potential new, improved, and expanded Library TECHNOLOGY RESOURCES and indicate how important each one is to you and your family.

	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	NO OPINION	TOTAL	WEIGHTED AVERAGE
Access to Computers, Printers, and WiFi	42.6% 173	24.4% 99	11.8% 48	15.3% 62	5.9% 24	406	2.17
Library Website Information	31.9% 130	37.8% 154	16.2% 66	5.7% 23	8.4% 34	407	2.21
Library Online Resources and Databases	30.3% 123	37.7% 153	18.0% 73	5.9% 24	8.1% 33	406	2.24
Downloadable eBooks, Audiobooks, and Streaming Media	32.2% 131	29.5% 120	17.0% 69	14.5% 59	6.9% 28	407	2.34
Technology Training/Support	22.9% 93	30.3% 123	20.9% 85	17.2% 70	8.6% 35	406	2.58

Ratings w/o No Opinion Responses (Hi to Lo):

1. Library Website Information
2. Library Online Resources and Databases
3. Access to Computers, Printers, and WiFi
4. Downloadable eBooks, Audiobooks, and Streaming Media
5. Technology Training/Support

Q13: From the following list of potential Library PROGRAMS, please select up to five (5) that are the most interesting and/or important to you and your family. (399)

Children's Programs	57.6%	Local History	22.3%
Arts and Crafts	51.1%	Science	18.5%
Books (author visits, book talks)	45.6%	Family Life and Parenting	17.5%
Body and Mind (yoga, wellness)	37.6%	Environment and Sustainability	16.5%
Concerts and Music	26.6%	Current Events (domestic, foreign, local)	16.0%
Movies	25.3%	Business, Career, and Finance	14.0%
Gardening and Nature	23.8%	Makerspace Activities (3D printing)	12.0%
Technology	22.8%	Creative Writing	11.8%

MOST POPULAR PROGRAM IDEAS (Hi to Lo):

1. Children's Programs (230)
2. Arts and Crafts (204)
3. Books (author visits, books talks) (182)

LEAST POPULAR PROGRAM IDEAS (Lo to Hi):

1. Creative Writing (47)
2. Makerspace Activities (3D printing) (48)
3. Business, Career, and Finance (56)

Q14: Please share up to three (3) ideas for new Library programs, materials, resources, or services that you and/or your family would find valuable/interesting.

TOP 5 IDEA FOCUS AREAS

- 1. Present High Quality, Diverse, and Interesting Programs for All Ages (56%)**
- 2. Offer a Welcoming, Comfortable, and Modern Facility (13%)**
- 3. Expand the Collections** (physical, digital and non-traditional) (12%)
- 4. Operate Efficiently and Effectively (6%)**
- 5. Provide and Maintain Technology** (devices and services) (5%)

NOTE: 129 Ideas submitted. See the supplemental *APL Ideas and Input Report 2019* for details.

Q15: When describing the Library's facility (building and grounds), would you say it...
(390)

Is FINE as it is	28.6%
Needs SOME improvement	46.0%
Needs A LOT of improvement	19.8%
I haven't visited the Library	5.5%

**Rankings w/o *I Haven't Visited the Library*
Responses:**

- Is **FINE** as it is - 30%
- Needs **SOME** improvement - 49%
- Needs **A LOT** of improvement - 21%

NOTE: 70% indicate the Library needs **SOME** or **A LOT** of improvement w/o *I Haven't Visited the Library* responses

Q16: You indicated that the Library facility needs SOME or A LOT of improvement. To assist the Library in allocating additional space to meet current and future needs, please rank the following in order of MOST (1) to LEAST (8) important to you.

	1	2	3	4	5	6	7	8	TOTAL	SCORE
Community meeting space (small and large group)	31.9% 76	11.8% 28	10.1% 24	8.0% 19	10.9% 26	11.3% 27	10.1% 24	5.9% 14	238	5.42
Quiet leisure/reading/study space	14.8% 35	12.7% 30	25.0% 59	16.9% 40	10.2% 24	9.3% 22	7.6% 18	3.4% 8	236	5.30
Space for families and young children	24.3% 56	14.8% 34	15.2% 35	9.6% 22	9.6% 22	7.4% 17	13.0% 30	6.1% 14	230	5.30
Technology learning space (tech lab, "makerspace")	15.4% 36	22.2% 52	10.7% 25	12.8% 30	12.0% 28	11.5% 27	10.3% 24	5.1% 12	234	5.15
Comfortable seating areas	9.8% 23	13.6% 32	13.6% 32	10.6% 25	8.9% 21	12.8% 30	13.2% 31	17.4% 41	235	4.26
Space for computers	3.0% 7	9.9% 23	10.3% 24	17.2% 40	23.3% 54	12.9% 30	14.7% 34	8.6% 20	232	4.12
Space for teens	3.1% 7	13.5% 31	11.4% 26	12.7% 29	12.2% 28	21.0% 48	13.1% 30	13.1% 30	229	4.02
Space for exhibits/displays	1.3% 3	3.4% 8	5.1% 12	11.5% 27	11.5% 27	12.0% 28	16.2% 38	38.9% 91	234	2.76

MOST IMPORTANT

(Hi to Lo):

1. Community Meeting Space (small and large group)
2. Quiet Leisure-Reading-Study Space
3. Space for Families and Young Children

LEAST IMPORTANT

(Lo to Hi):

1. Space for Exhibits/Displays
2. Space for Teens
3. Space for Computers

Q17: If you have a suggestion for a potential improvement that wasn't listed in the last question, what's the single most important change you think the Library should make to its interior or exterior space?
(84)

TOP 5 FACILITY IMPROVEMENT FOCUS AREAS

- 1. Pursue a New Building and/or Major Renovation (21%)**
- 2. Enhance the Children's Room Space and Offerings (14%)**
- 3. Improve Exterior Appearance and Usability (13%)**
- 4. Create a More Welcoming, Comfortable, and Quiet Atmosphere (9%)**
- 5. Optimize Internal Space Configuration and Usage (5%)**

NOTE: 103 Improvement suggestions submitted. 84% (87) related to the Facility and 16% related to miscellaneous other topics. See the supplemental *APL Ideas and Input Report 2019* for details.

Q18: Feel free to share any additional feedback or suggestions you have for the Auburn Public Library and how it can improve over the next five years.

TOP 5 COMMENT FOCUS AREAS

Respondents' feedback and suggestions related to the following general categories:

- 1. Facility** (interior and exterior) (29%)
- 2. Management and Operations** (e.g., administration, finance, policies and procedures, staff) (18%)
- 3. Misc. Positive and Critical Feedback** (17%)
- 4. Programs** (13%)
- 5. Collections** (physical, digital, and non-traditional) (10%)

NOTE: 147 Comments made. See the supplemental *APL Ideas and Input Report 2019* for details.

FRIENDS OF THE AUBURN PUBLIC LIBRARY

Q19: The Friends of the Auburn Public Library is volunteer group that helps increase community awareness of the Library and raises funds to support Library programs and events. Are you currently a member of the Friends? (364)

- **YES** - 3%
- **NO** - 97%

Q20: To learn more about the Friends or to join the group, please provide your name, phone number, and email address below.

- NOTES:**
- **43** Respondents indicated they want to learn more or to join the Friends
 - See the supplemental *APL Community Survey 2019-Friends Info Request* report for requesters' names and contact information
-

AUBURN PUBLIC LIBRARY YOUTH SURVEY 2019

TOTAL RESPONSES = 864
Completed 221 || Completion Rate 26%

OVERVIEW: Who responded to the survey and visit frequency.

Q1: What grade are you in? (864)

Grade 6	7.75%
Grade 7	0.69%
Grade 8	27.66%
Grade 9	21.18%
Grade 10	16.78%
Grade 11	14.58%
Grade 12	11.34%

Q2: Do you have a Library card? (864)

Yes. I have an Auburn Public Library card.	30.67%
Yes. I have an Auburn Public Library card, but I haven't used it in the last 12 months.	24.77%
No. I do not have a library card.	21.41%
I don't know if I have a library card.	17.13%
Yes. My library card is from (please specify town):	6.02%

Q3: On average, how often did you visit the Library in the past year? (864)

Daily	1.27%
Weekly	5.44%
Monthly	10.42%
Quarterly	7.06%
Occasionally	44.44%
Never	31.37%

TOP 3 OTHER TOWN LIBRARY CARDS

1. Worcester 76% (38)
2. Concord 6% (3)
3. Leicester 6% (3)

NOTES:

- 55% Total Auburn Public Library Card Holders
- Library Cards from 8 Other Towns
- 17% Visited the Library **at least Monthly**

VISITS: Reasons for Not Visiting the Library

Q4: Why haven't you visited the Library in the last 12 months? (253)

Use the Internet at home/school	55.73%
I'm too busy	55.34%
Buy my books, movies, and music	38.74%
Doesn't have what I want/need	24.90%
Other (please be specific):	17.00%
Borrow my books, movies, and music from friends	16.60%
Don't have transportation	14.23%
Too quiet/too many rules	13.04%
Not a comfortable space	10.28%
Not enough social/hangout space	7.11%
I use another public Library	3.16%
Not enough meeting room space	2.37%
Too noisy/crowded	2.37%

TOP 6 OTHER REASONS CITED (46):

1. Don't Read/Hate to Read (37%)
2. Don't Need Library/No Reason to Go (27%)
3. Don't Want to/Not Interested (20%)
4. Boring (7%)
5. Busy/Don't Have Time (5%)
6. Get My Books Elsewhere (5%)

LIBRARY ENVIRONMENT

Q5: Please check the box that most accurately reflects how you feel. How welcome do...

	VERY WELCOME	SOMEWHAT WELCOME	SOMEWHAT UNWELCOME	VERY UNWELCOME	TOTAL	WEIGHTED AVERAGE
The Library's staff make you feel?	44.44% 4	44.44% 4	11.11% 1	0.00% 0	9	1.67
You feel visiting the teen area during the week?	22.22% 2	66.67% 6	11.11% 1	0.00% 0	9	1.89
You feel visiting the teen area during the weekend?	22.22% 2	55.56% 5	22.22% 2	0.00% 0	9	2.00
You feel attending Library programs for teens?	11.11% 1	55.56% 5	33.33% 3	0.00% 0	9	2.22
You feel using the reference desk?	0.00% 0	66.67% 6	33.33% 3	0.00% 0	9	2.33

TOP 3 MOST WELCOME CHOICES *(VERY WELCOME plus SOMEWHAT UNWELCOME):*

1. The Library's staff make you feel? (89%)
2. Visiting the teen area during the week? (89%)
3. Visiting the teen area during the weekend? (78%)

TOP 3 LEAST WELCOME CHOICES *(SOMEWHAT UNWELCOME plus VERY UNWELCOME):*

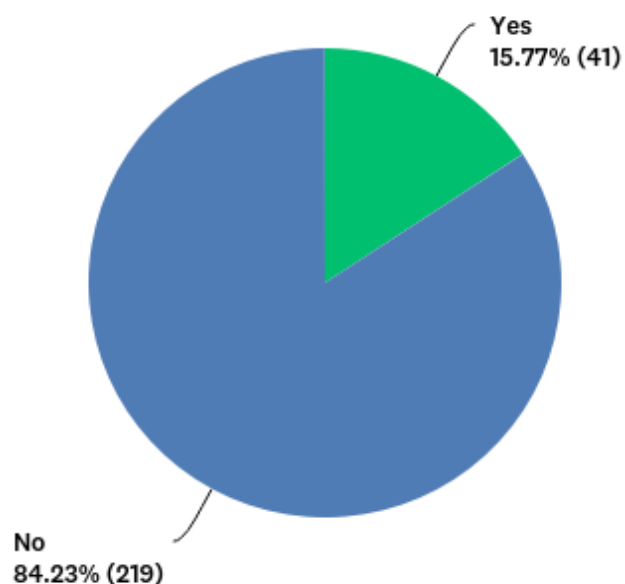
1. Using the reference desk? (33%)
2. Attending Library programs for teens? (33%)
3. Visiting the teen area during the weekend? (22%)

Q6: What one thing could the Library do to make you feel more comfortable and welcome in the teen area? (2)

- "Don't change anything"
- "iPads"

ONLINE SERVICES

Q7: Do you use the Library's online services?



MISC OTHER COMMENTS :

- "I Pirate"
- "Just Don't Use"
- "Don't Read"

Q8: Why don't you use the Library's online services? (217)

Not interested in them	64.06%
Don't know about them	49.31%
Don't know how to use them	24.88%
Other (please be specific. e.g., use school databases)	6.45%
Don't have computer or Internet access	1.38%

OTHER RESPONSES (14):

1. **Use Other Resources** (school databases, have my own computer and iPad, Have one at my house, I can use my phone) (29%)
2. **I Don't Go to the Library** (21%)
3. **I Don't Need Them** (14%)
4. **I Don't like Reading Online/Digital Books** (14%)

BORROWING FREQUENCY

Q9: How often do you borrow books/audiobooks/magazines from the Library? (257)

Weekly	0.39%
Monthly	2.33%
Rarely	21.79%
Never	75.49%

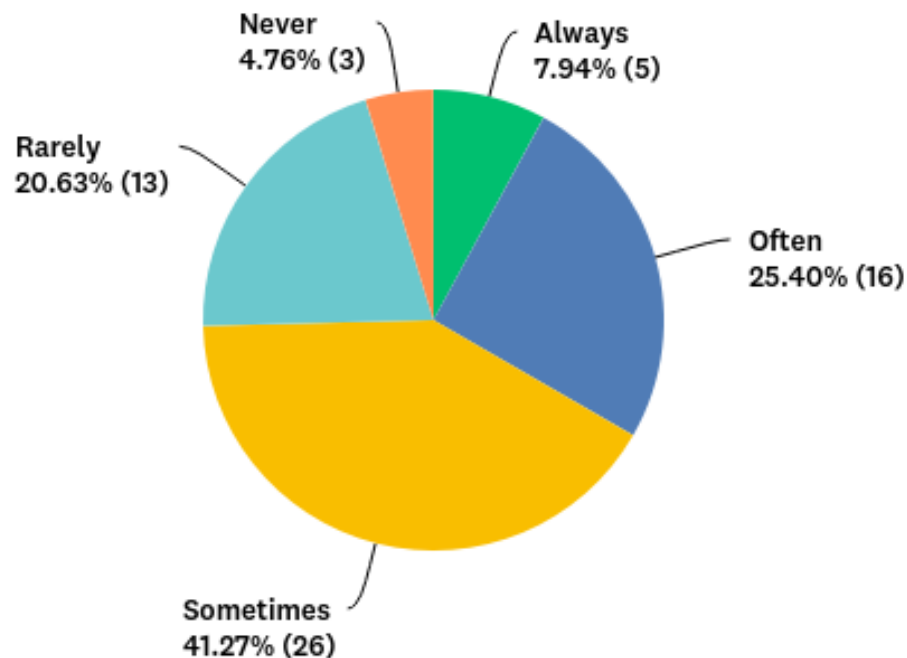
NOTES ABOUT BORROWING FREQUENCY:

- 3% Borrow materials at least monthly
- 97% *Rarely* or *Never* borrow materials

NOTES ABOUT MATERIAL AVAILABILITY:

- 33% of materials are *Always* or *Often* available
- 25% of materials are *Rarely* or *Never* available

Q10: Does the Library usually have the books/audiobooks/magazines you're looking for? (63)



PROGRAM ATTENDANCE

Q11: On average, how often do you attend Library programs? (256)

Weekly	0.00%
A few times a month	0.39%
Once a month	0.39%
Rarely	8.20%
Never	91.02%

Q12: How do you feel about Library programs and activities? The programs and activities... (20)

Don't represent my interests	55.00%
Are things I can do elsewhere (e.g., home, school)	40.00%
Are good	25.00%
Aren't age appropriate (e.g., too young)	20.00%
Are boring	20.00%
Other (please be specific)	0.00%

- NOTES:**
- **Q11:** 99% *Rarely* or *Never* attend a Library program
 - **Q12:** 0 *Other* answers submitted
-

MARKETING

Q13: How do you prefer to learn about Auburn Public Library's events and programs? (224)

Library Website	33.93%
Auburn MA Daily Newspaper	28.13%
Signs or Flyers in the Library	27.68%
Facebook	26.79%
Library Email/e-Newsletter	21.88%
APS School Newsletter	18.30%
Large Screen TV at Circulation Desk	13.84%
Other (please be specific):	10.27%
Children's Brochure	4.02%
Library Staff	4.02%

OTHER PREFERRED MARKETING CHANNELS (22):

1. Via School Channels (x3)
2. Social Media (x2)
3. *"Children Books"*
4. *"Maybe a Remind Group in the Remind App"*
5. *"My Parents Just Tell Me"*

NOTE:

74% (x14) Other marketing channels respondents stated they **Don't Care** and/or **Are Not Interested** in receiving info about Library events and programs

Q14: Please rank the following in order of MOST (1) to LEAST (8) important to you.

	1	2	3	4	5	6	7	8	TOTAL	SCORE
Physical books, movies (DVDs), and music (CDs)	36.16% 81	16.07% 36	10.27% 23	12.50% 28	8.93% 20	5.36% 12	4.91% 11	5.80% 13	224	5.93
Public Wi-Fi, free computers, and printers	17.86% 40	18.30% 41	18.30% 41	19.20% 43	11.16% 25	7.14% 16	3.57% 8	4.46% 10	224	5.54
Research resources for school	9.82% 22	16.52% 37	25.00% 56	17.86% 40	14.73% 33	9.38% 21	5.36% 12	1.34% 3	224	5.33
Space for quiet study, reading, and relaxing	8.93% 20	16.07% 36	19.64% 44	13.84% 31	20.54% 46	9.82% 22	4.91% 11	6.25% 14	224	4.99
Downloadable digital media (eBooks, audiobooks)	8.93% 20	19.64% 44	9.82% 22	14.73% 33	15.18% 34	17.86% 40	7.59% 17	6.25% 14	224	4.77
Space to hang-out and talk	13.84% 31	10.27% 23	10.27% 23	10.27% 23	12.95% 29	22.77% 51	12.50% 28	7.14% 16	224	4.48
Help from Library staff	1.34% 3	0.89% 2	4.02% 9	5.80% 13	10.27% 23	17.86% 40	39.73% 89	20.09% 45	224	2.64
Programs/events	3.13% 7	2.23% 5	2.68% 6	5.80% 13	6.25% 14	9.82% 22	21.43% 48	48.66% 109	224	2.32

MOST IMPORTANT LIBRARY OFFERINGS (Hi to Lo):

1. Physical Materials
2. Public Wi-Fi, Free Computers, and Printers
3. Research Resources for School

LEAST IMPORTANT LIBRARY OFFERINGS (Lo to Hi):

1. Programs/Events
2. Help From Staff
3. Space to Hangout and Talk

Q15: Feel free to share any additional feedback or suggestions you have for the Auburn Public Library and how it can improve its teen offerings (collections, programs, services) over the next five years. (41)

COMMENT FOCUS AREAS:

- **COLLECTIONS (37%)**
 - More books || Have more books that teens would like to read (x3)
 - New books and movies
 - Video games

- **SERVICES (10%)**
 - *“I remember that I made request for a library card in middle school, but I don't think I ever got it. People coming to the school for us to have that card would be amazing!”*
 - *“I think that they should serve like hot coco or like water”*

- **FACILITY (9%)**
 - Quiet place to work (x2)
 - *“I think the actual space could have some more spunk, couches, areas where teens will really want to hang out, things that draw teens there.”*
 - *“They should have more comfortable seating because teen's move a lot.”*

NOTE: 41 Comments. See the supplemental ***APL Ideas and Input Report 2019*** for details.

Q15: Feel free to share any additional feedback or suggestions you have for the Auburn Public Library and how it can improve its teen offerings (collections, programs, services) over the next five years. (cont.)

COMMENT FOCUS AREAS (cont.):

• **PROGRAMS (7%)**

- *“Bring back the Library lock ins.”*
- *“I think they should do more riddle things because it is fun to see if you can do all clues in an hour.”*
- *“Most of the programs seem to be directed towards younger audiences. It would be more interesting if there were more teen-directed programs that included volunteering of teen staff to make the environment feel more welcoming.”*

• **TECHNOLOGY (7%)**

- *“Get better computers and better wifi and get wired routers so I can play fortnite...”*
- *“More technology”*
- *“Please have more time for people to come in and print a paper.”*

• **MARKETING (2%) – “Use Online Advertisements.”**

- *“Be more mature and not little kid-like.”*

OTHER FEEDBACK:

- *“It does not need to improve. It is good I just get my books online.”*
 - *“Take down the library.”*
-

FOCUS GROUP VOLUNTEERS

Q16: To learn how it can improve its youth collections, programs, and services, the Auburn Public Library is considering conducting a Focus Group at the Library. Participants would be eligible to earn community service time credit for the 90-minute meeting. Are you interested in participating in a youth focus group? (222)

- **YES** - 9%
- **NO** - 91%

Q17: To learn more about the Focus Group, please provide your name and email address below.

- NOTES:**
- **18** Respondents indicated they are interested/willing to participate in a future Library focus group.
 - See the supplemental *APL Youth Survey 2019-Focus Group Volunteers* report for requesters' names and contact information
-

AUBURN PUBLIC LIBRARY - COLLECTIONS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
1	ENHANCE BOOK COLLECTION	MORE GENERAL: If adding square footage, also expand the book collection. Interlibrary loan system is a good feature. However, would like some more books available at Auburn Public. Add more books Expand collection. Often, books needed for research aren't available in a reasonable turnaround time.	5
2		NEW RELEASES: Increase availability of new books (current/recently published) Need to get more of NY Times bestsellers into Auburn Read and purchase NYT best sellers by category (e.g., mysteries). Purchase more current release books (some libraries only loan for 7 days so that they come back quickly)	4
3		UPDATE/IMPROVE: Update materials Better collection The collection needs to be updated. For example while searching for children's books about Woman's Suffrage, all titles found were not available at APL. We needed to do inter library loan. From much smaller libraries. Why doesn't Auburn have them?	3
4		Increase fiction thrillers, crime, political intrigue, and international	
5		Expand new mystery book collection. Used to offer more. Used to have older staff who focused on needs of older adults. New staff is younger, part-time, and doesn't focus on mysteries.	
6		Cull the large print book collection to make room for other books. Seems like many more than we used to have.	
7		Increase fiction thrillers, crime, political intrigue, and international	
8		AUTISM/Special Needs - Special Diagnosis Interest Books	
9		Expanded catalog of diversity and inclusion books for kids and adults	
10		More autobiography books	
11	INCREASE DIGITAL BOOK COLLECTIONS (AUDIO & EBOOKS)	GENERAL: Easier access to e-books (more copies) Access to more downloadable audio books/digital media More online books available Expand Libby (audiobooks and e-books) offerings; variety isn't as wide as would like to see Increase literary fiction digital collection Expand digital collection. Very limited e-book and audiobook offerings.	6
12		Focus on ebooks and audiobooks, as they take up less space, are becoming the preferred medium, and are easily accessible to anyone, anywhere.	
13	ADD MORE CHILDREN'S BOOKS	GENERAL: Books for kids Children books	2
14		GRAPHIC NOVELS: Greatly expanded children's graphic novel section Keep an extensive collection of graphic novels for kids	2
15		Expanded offerings of tween/young adult books Have more books that teens would like to read	2
16		Increase non-fiction books for kids	
17		Auburn Public Schools - Information for school projects	

AUBURN PUBLIC LIBRARY - COLLECTIONS IDEAS/INPUT

NOTE: The # column to the right of the *RESPONSES* column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
18	EXPAND NON-TRADITIONAL COLLECTIONS	LIBRARY OF THINGS: Keep offering what we have and adding a library of things Unique items to borrow (ex. metal detector) Board Games for check out	3
19		CHILDREN'S GAMES: Technology involved games for kids Children's games Video games	3
20		BOARD GAMES: Lend board games Have board games available in library to use for fun	2
21		For people think they don't need books anymore, offer different things (library of things)	
22		Offer Playaways again. Unsure why they don't offer them any more	
23		The library itself should have more tools for kids to learn and/or play like: kitchen utensils, play dough, paper math, boards, chalks, markers, puzzles, etc.	
24	INCREASE CURRENT NON-BOOK COLLECTIONS	DVDS: Current movie dvds Improved dvds--more foreign/art related More updated movie and series More new movies A larger collection of newer movies for adults	5
25		Love the comic section; would love to see more collections added to this.	
26		Expand your magazine offerings in the library (not digital)	
27	ADDITIONAL RELATED IDEAS AND FEEDBACK	Will go to library to get a book, but one of the books in a series is missing/lost but not replaced – Very frustrating	
28		Every book on CD I have borrowed skips. Please implement a program to clean them on a regular basis.	

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

CATEGORY	RESPONSES	#
ADD SPACE	EXPAND BUILDING: ...with growing programs we need more physical space. Thoughtful expansion adds value Need extra space—expand the building and add room Double or triple the building’s size so you can expand the collection More space. Build into the parking lot—seems like there's more parking it than space for books Space for more books or other borrow-able resources.	19
	ADDITION: More room, space in the library ...could potentially expand the building on the front side, but don’t lose the parking. ...would allow for more programs for kids and the community Add a new wing I'm all in favor of an addition. Up? Add a 2nd floor. House more books.	9
	NEW BUILDING: ...an entirely new state-of-the-art building that serves as a community hub would be great for Auburn. New modern larger state-of-the-art library Would like to see a whole new library. Current library is jam packed. No room left in the facility as it is now. Building should be bigger and more modern.	7
	RENOVATE: Utilize the beautiful view of the pond. Open up that end of the library. Bigger and brighter environment to accommodate new implementations and book selection Remake/remodel the entire building to full take advantage of the beautiful view of the pond An enclosed glassed in space were patrons could socialize, listen to music, play games, read aloud, enjoy life Expand Merriam Room by building out staff dining area to parking lot Modernize (space, decor, etc) not just expand	8
	Instead of pursuing a new, larger build/renovation on one site, pursue opening a second branch at a different location.	
	The library should be redesigned to highlight its proximity to and view of the lovely little pond tucked into the BACK of the library with little access and no view of or relationship to the library. The pond is so picturesque and practically no one even knows it is there! This would also highlight Godard monument which is also frequently overlooked by people. Redesigning the library to highlight its proximity to the pond and tying this into the whole redesign of Drury Square would create an incredibly beautiful and welcoming space which people will utilize once they realize it is there and it is accessible.	
	Perhaps move the library to the former Mary D Stone School building. The current library space seems so small.	
	Coordinate all of Town’s building needs. Accommodate need for new, larger police station, fire station, and Library. Build a combined public safety building for police and fire stations. Option 1: Repurpose the old police station as a new Library branch location. Option 2 (cheapest option): Move school administration offices from Randall School to vacated police station. Convert Randall School into a bigger library. Provides a second story and a basement that could be used for book storage.	

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
9	EXPAND AND ENHANCE CHILDREN'S ROOM	MORE SPACE: Increase the size of the children's room Larger space for children's activities Larger/re-configured Children's Room Make the children area bigger so they can use more of their imagination with a good book to influence More play space for them to play and interact. Expand play space for children. Expand children's room to parking lot OR front lawn area More space for new books and rotation out of some older ones, particularly for older children	12
10		APPEARANCE: The children's area does need some improvement Improve the children's room More inviting children's area A more inviting play area would be wonderful. The coloring area is big and I rarely see kids there. Interior children's section - right now it looks dated Make the children's room more welcoming to kids/families	7
11		HANDS-ON ACTIVITIES: Bring back sand table, chalk, pet birds More toys in the kids' area more pretend play and learning toys Improve Children's Room by offering more than just books (hands-on activities). Used to have trains etc. More hands-on toys in children's room Improve the kids area with new/more toys, furniture.	6
12		DISPLAYS/SIGNAGE: Promote non-fiction books for kids with very large colorful signs that help kids find books by topic (e.g., crafts, history). Really helpful to find new topics for his grandchildren to learn/read about. Children's room. No books displayed as suggested books – just new books. If they liked this book, they may like XX book or recommend similar series Children's Room Policy– Unaccompanied adults are supposed to check in before going into room. There's no sign. Add sign versus being told after entering the room. Policy is fine, but sign would avoid embarrassment. No one is going to read a policy sitting on a desk More prominent and easy to find display of new children's chapter books.	4
13		SAFETY/NOISE: Add door separating the child area so it's easier to see who goes in and leaves the area as well as keep the sound down in the quiet area. Closed off kids' area to contain wandering toddlers Moving play space from entrance.	3
14		Lots of space, but could use more organization in the children's room	
15		They shouldn't have to wait for a program to take place for kids to feel happy there	
16	Add dramatic play area for students to be able to participate in pretend play and take on the roles of others		
17	ADD ROOMS & NICHEs	MEETING: Add more meeting spaces/study rooms Add more meeting space—would be nice. Meetings could go on later if had more meeting space (e.g. use by community groups) Add more function/meeting rooms A separate room for book group and other programs that are displaced when there is a library program held at the same time. Add more meeting space for programs and group meetings. The room used for book club discussions wasn't always available and was frequently put into the back "break room"	11

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
18	ADD ROOMS & NICHEs (cont.)	SMALL GROUP/STUDY: Would be nice to have a couple of small group meeting rooms Teachers go there after school to tutor but there's no private space for them provide the extra help without being observed/watched— need a separate area to do this A place where kids go and be tutored in private create more quiet study rooms Small meeting rooms or quiet rooms for studying Would be great to have a study room. Tutors come in with kids – would be nice if they had a place or someplace more private. It can get noisy and distracting.	10
19		MERRIAM ROOM: Enlarge the Merriam meeting room Merriam Room should be enlarged to accommodate more people. Space limitations in the meeting room limits the number of children who can attend programs.	2
20		READING NICHE: Need a specific space with comfortable furniture to read. If she wants to read by herself, doesn't like being in the middle of the room, visible and accessible to everyone – more private. APL should reconfigure to allocate a “reading niche” instead of in the middle of the library.	2
21		Need a quiet place to work	
22		Need study rooms with plugs and WiFi (to encourage people to meet up vs. Starbucks)	
23		Having some open and reserve-able meeting spaces might be nice, and would help keep kids off the streets.	
24		More room for mtgs-nonprofit groups	
25		Should have several meeting rooms with media systems	
26	EXTERIOR SPACE - GENERAL	UPDATE: Update the exterior to be less dated: either more modern or more classic New England Outdoor update, curb appeal update Exterior of the building needs updating badly Update landscaping (x2) Enhancing the existing green space, not currently easily accessible More accommodations for enjoying the area outside by the pond There is a beautiful pond there which is ignored. Having a greater connection with the outside space. Ability to access to some green space	10
27		ACTIVITY SPACE: Abigger sitting area Playground (x2) Space either for families or adults to read, study, play, converse, etc. (like Shrewsbury & Charlton has) Utilize the outdoor place as a meeting place Take advantage of the exterior space to hold outdoor events that draw people in.	6
28		FURNITURE: Maybe a patio with some tables overlooking the pond. Plant trees, put in benches and tables and a covered outdoor space. Would be fabulous to have a comfortable outdoor area for reading that has lots of natural inviting landscaping.	6
29		GARDENS: Add Zen Garden outside with bridge to Goddard Park Exterior make a zen garden overlooking the pond Would love to have a sensory garden Planting a food or flower garden m the lawn space out front	5

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

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	CATEGORY	RESPONSES	#
30	EXTERIOR SPACE - GENERAL (cont.)	READING SPACE: Maybe a patio or deck for outdoor reading during spring/summer on nice days ...have benches by water to sit by water to read during nice weather An outdoor space for quiet reading would be great Would love for there to be an outdoor courtyard where you can read	4
31		GEESE: Work with Mass Wildlife and/or the Town Board of Health to rid the property abutting the waterway of the defecating (non-migrating) Canada Geese population; their feces are a health hazard in the parking lot and entrance way; their feces all over near the East side picnic table are not cleared regularly. Get rid of the geese! They're a nuisance. Lawn filled with bird poop	3
32		Outside isn't utilized as much as it should be.	
33		Connect parcel to the Goddard Park (e.g. bridge). Could then expand activities and have them outside	
34	IMPROVE WARMTH / WELCOMING ATMOSPHERE AND APPEARANCE	ATMOSPHERE: More welcoming A more welcoming environment. I went in the library recently and the atmosphere was a little clinical and chilly. I wonder if this was in preparation for changes. Make the whole place more inviting. Improve dark, dreary, atmosphere More windows Allow more natural light into the library	8
35		REDUCE NOISE: Sometimes the quiet space isn't very quiet! While not politically correct or overly friendly, we find that several visiting intellectually-challenged individuals with their staff is too noisy and uncomfortable and disruptive to quiet study and reading. The library has become extremely noisy—people on phones, people speaking in normal tones, patrons in the computer area speaking to staff at the circulation desk. It's difficult to concentrate on reading.	3
36		Space isn't inviting; Chairs are too close together or configuration feels tight	
37		Windows overlooking pond but can't see out	
38		Make it a place people will actually want to go. The current facility is not inviting, updated, or comfortable.	
39		The facility itself is very dated. I think that they've done a decent job with what they have, but I would love to be able to go there and have it feel more cozy/homey and comfortable. My family and I are much more likely to take our books home to read, rather than stay there to read together at this time.	
40	UPDATE INTERIOR FEATURES & FUNCTIONS	INTERIOR DESIGN: Interior just needs to be freshened up. Update spaces The library needs an aesthetic update—from the book shelves to the furniture, everything looks dated—not a comfortable, modern space to spend a lot of time in! Cosmetic renovations Make it more modern and "more attractive" Improve signage to direct people to nice space with study desks and seating area in back near windows Interior is also old and outdated, could use some modern décor and technology updates. Replace carpeting	8

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
41	UPDATE INTERIOR FEATURES & FUNCTIONS (cont.)	HISTORY DISPLAY: Would like to local history artifacts/artwork in frames on the walls. Compare old town/library photos/artifacts to the new. Leicester has a 3rd floor that is a museum. Historical photos and things that tie the library to the community. The new Webster library is a gorgeous building it might help to take some notes from them.	2
42		Having a modern, technological atmosphere	
43		Student murals on the walls	
44	ENHANCE YOUNG ADULT SPACE	GENERAL: Increase/enhance YA area A LOT Offer a safe and stimulating adolescent-friendly space. ...Important that the library provides a safe space for teens to do homework, research, work on class projects, etc. Space could have some more spunk, couches, areas where teens will really want to hang out, things that draw teens there. It should be more spread out with cozy reading spaces and books organized in a way that's inviting to teens	5
45		SEATING: They should have more comfortable seating because teens move a lot. Expanded/more comfortable seating for YAs They need more than a couple of chairs.	3
46		Place for APS students to utilize technology to access homework or apps that they have on the iPads at school	
47		Should be a more intimate, cozier (e.g., use of warm woods) space w updated shelving.	
48		Make a glassed-in community space—a place to go to socialize. H.S. students could hang out there but see what they're doing	
49	IMPROVE AND REPLACE INTERIOR FURNITURE & FIXTURES	COMFORT: More comfy places to sit and read It would be great to sit and enjoy reading at the library if it had more places to comfortably sit	4
50		CHARGING STATIONS/OUTLETS: More outlets for power sources Add more outlets/charging stations for patrons using their own devices	2
51		TABLES: The desk spaces fill up quickly! More room for those would be great! Want more smaller tables for people to use for work and tutoring. One person can take up an entire table and people wouldn't want to intrude on space. Not as many smaller tables but are very popular	2
52		FURNITURE: Replace furniture (kind of dated) Different kinds of seating (e.g., standing desks, stability balls)	2

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

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	CATEGORY	RESPONSES	#
53	IMPROVE INTERIOR - GENERAL	ACCESSIBILITY: Ensure bathrooms are accessible Add a power button to open the main door for wheelchair users Add more handicap parking spaces to the lot A little bigger bathroom for kids so it's more family friendly Aisle might be a little too narrow for more than person in a wheelchair to go down aisle	5
54		Unfortunately with all the violent news these days it would probably be helpful to have some security such as metal detectors when entering and a visible or undercover security officer to keep people and children safe from harm.	
55		Increase books that are for sale area, or relocate it up higher. It is not elderly friendly as it is now.	
56		Utilize vacated Children's Room to run programs.	
57	ENHANCE DISPLAYS & SIGNAGE	NAVIGATION: Add/improve signage to make collection easier to navigate Interior signs are adequate, but could be bigger and brighter. Better signage needed for fiction vs non-fiction. Had difficulty finding non-fiction new books	3
58		A shelving unit at the entrance with new books	
59		Blind Date With A Book--wrap a book in brown paper, leave the barcode exposed, and write a few lines on the paper to hint at what the book is like without giving it away. Have a display somewhere near the front desk.	
60		Bring back posted list of best seller fiction & non-fiction	
61		Replace the outdated electric sign	
62	RECONFIGURE AND REORGANIZE SPACE	MERRIAM ROOM: Swap the Merriam Room and Children's Room Merriam Room isn't being used for "normal library use," so could be utilized to expand Library's floor space. For example, use it as the Children's Room.	2
63		SIGHTLINES: In this day and age, eliminate "blind spots." It would be best if all areas of the main library were easily visible from the desk. Realign the book aisles? YA computer area is out of sight lines. Difficult to monitor what's going on in that area.	2
64		Create a Makerspace and STEM Activities Space	
65		Create more space for more books	
66		Children's movies are out in the library where people are trying to quietly work. This should be separate so that children are able to choose movies without disturbing the patrons who need quiet.	
67		Increase/reconfigure space for computer/technology usage. Computer areas interfere with quiet space in Library (e.g., kids w games disturb readers).	
68	It needs more partitions. It's just one huge room and therefore is uninviting to anyone who wants true privacy and concentration.		
69	MAINTAIN A CLEAN & COMFORTABLE FACILITY	TEMPERATURE: My biggest issue is the inside temperature is often too warm (even in the winter) for me stay there very long with my two young grandsons. That has been an ongoing issue dating back to when my own children were young (now in their 30's). Temperature in building is too warm all the time, especially in the winter. Prompts them to cut their visits short. They don't spend as much time there because of it.	2

AUBURN PUBLIC LIBRARY - FACILITY IDEAS/INPUT 2019

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CATEGORY	RESPONSES	#
70 MAINTAIN A CLEAN & COMFORTABLE FACILITY (cont.)	NEWSPAPERS: Place each paper in a position where they may be returned separate from the other papers--see Southbridge, Oxford, Webster. In Worcester, you must ask for papers by name at the desk. Please do something about this Newspapers are currently placed on a round table, which gets very messy and unorganized. In Oxford, they're placed on wooden dowel system vs. just laid out. Storing them on dowels would be better.	2
71	Physical plant maintenance is critical (e.g., need a new boiler, improve HVAC)	
72	Water fountain for drinking should be placed on the bathroom cleaning schedule—it's filthy and not cleaned regularly.	
73	Ensure building is well maintained	
74 ADDITIONAL RELATED IDEAS AND FEEDBACK	CAFÉ: If you had the space, a coffee cafe might help draw more people to get a book, then coffee. Maybe a cafe? Would be great to have a café and used book shop like Worcester—Would keep her longer at library	3
75	Can use Library as a shelter, especially with climate change in progress. Remembers Halloween storm when town lost electricity for several days and library was warm and offered electricity.	
76	Create an afterschool center	
77	Solar panels on the roof to reduce energy usage and LED lighting instead of fluorescent lighting	
78	In-house movie theater with 4K projector	

AUBURN PUBLIC LIBRARY - MANAGEMENT & OPERATIONS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

CATEGORY	RESPONSES	#
1	ADJUST HOURS OPEN LATER: Stay open later Be open more hours. I can't get there until after 5pm. There aren't enough evening hours. Even if the library opened to just 6pm, it would help. Expanded hours would accommodate working people more. Wants the library to stay open a little bit later at night. Stay open on Friday longer, like regular day. It really throws people for a loop. Extended hours for study groups with lock code system with volunteer monitors vs staff. More hours outside of bank hours Expand hours during the winter Expand hours to open earlier, like at 7am Hours are inconvenient; they're too limited. Would use it more if it was open more	11
2	WEEKENDS: Be open on Sundays 9am-1pm Open for a full day on Saturday It would be nice to have longer hours on Saturdays Would love to see Sunday hours	4
3	INCONVENIENT HOURS: Hours aren't always convenient ...She works full time and can't get there during current hours. "Incredibly inconvenient"	2
4	Hours should be consistent—the same every day.	
5	REDUCE NOISE LEVEL: A cell phone policy that forbids/stops loud phone talking while using a computer, walking through stacks, or sitting in the quiet comfortable seating/reading area (maybe a private meeting room or make them use the front foyer only Being strict about (loud) kids using the adult computers Computer audio usage with audio should have earbuds or headphone-only policy	3
6	COMMUNITY MTGS: Meeting room use policies are prohibitive—offer access to them to other groups in community Accessibility for external meetings of community groups.	2
7	FINES: Waive fines Do away with fines	2
8	Trustees can't be active on Friends and BOT. Avoid conflict of interest with government roles	
9	POLICIES AND PROCEDURES I would like to see longer time allowed daily to use computers.	
10	Teachers used to be able to take as many books as they wanted; special treatment because they're educators. But now, they can't, which is disappointing.	
11	The whole library doesn't need to be quiet. We need study/quiet areas, but also other areas in which visitors can socialize.	
12	Find a way to tell patron that a reserved book is coming when they are in the library, rather than receive an email within a half hour of returning home ...	
13	Children should be feeling not too constraint on what they can and can't do in their little kids zone while they have choices they can make.	
14	Avoid scheduling conflicts for meetings especially between weekly meetings and occasional meetings. Don't dump one group in the breakroom or in the corner of the library	

AUBURN PUBLIC LIBRARY - MANAGEMENT & OPERATIONS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

CATEGORY	RESPONSES	#
15 PURSUE SUPPLEMENTAL FUNDING	FUNDING SOURCES: Pursue funding (grants etc.) to offer retirees programs/activities Secure more grants to supplement funding Pursue bequests (e.g., when folks die Library, could donate to the library) Helping with federal aid [Pursue federal aid?]	3
16	CONDUCT FUNDRAISERS: Town fundraisers just for the library Fundraising	3
17	FRIENDS: Revitalize the Friends group. A strong Friends group enhances local advocacy, more fundraising, book sale Would like to see the Friends group revived—Currently inactive. Could help the Library fund additional programs	2
18	Tour other libraries to see what the possibilities could be; take advantage of things other libraries' have already researched as potential new initiatives.	
19 ADDITIONAL RELATED IDEAS AND FEEDBACK	Thinks it's great that the APL is doing a self-examination. Lots of organizations don't do that—don't seek to assess themselves and make improvements.	
20	Utilize the library's funds in the most effective way possible.	
21	Develop an organizational growth model that includes removing all barriers to growth	
22	Be more welcoming to the disadvantaged (homeless, ESL residents)	
23	Use the library as a shelter during storms (safe place with heat, electricity)	
24	Need to meet the needs of changing community	
25	Town is slowly developing Drury Square to make it a "walkable" downtown. Library involvement would be nice.	

AUBURN PUBLIC LIBRARY - MARKETING IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
1	USE NEW AND IMPROVED COMMUNICATION CHANNELS	SOCIAL MEDIA: Increase Facebook presence Maybe a facebook page Should definitely utilize social media (e.g., doesn't know if they even have a Facebook page? Twitter? Instagram?) Use social media I am not always aware of programming opportunities. Perhaps more regular outreach on social media?	5
2		E-NEWSLETTER: Get constant contact Town has a monthly e-newsletter that residents can subscribe to. Doesn't think Library uses that promo – can't remember if they use it or not	2
3		Most everything is Facebook and not well timed	
4		Via School Channels	
5		Getting the word out better	
6		Maybe a remind group in the remind app	
7		Use online advertisements	
8		Advertise more and via more marketing channels (e.g., local cable access station).	
9		...move away from town managed facebook account.	
10	IMPROVE AND INCREASE MESSAGING	COMMUNICATE VALUE: If you want money to be invested, need to communicate its benefit to the community. Express why it's worth it to spend the money. Promote the library more effectively so people are aware of its offerings. Answer "what's in it for me?" We should make it so the library is necessary for everyone, especially for the younger generations. Ensure that everyone views the library is an important to everyone Improve library messaging to increase community support—communicate the library's value more effectively	5
11		LIBRARY OFFERINGS: Inform people more about library's offerings Wonders if we're promoting current offerings – does the community understand library what library offers	2
12		Communicate better	
13		It does not look good when a statement as in 'Come 15 mins earlier or you won't be in the program', is made online.	
14		Rally the town to invest in a larger, updated 21st century space.	
15		Come up with more ways to promote the library.	
16	ENHANCE OUTREACH	COLLABORATIONS: Try to encourage the children to read through program that working together with the schools to make mandatory Continually strengthen and expand relationships with schools and Town administrators. Current relationship with schools is good but should continue to enhance it. Current relationship with Town Administration is strong but want it to continue to thrive. Work more closely with schools, churches, clubs and other groups	3
17		Ask for involvement from parents	

AUBURN PUBLIC LIBRARY - MARKETING IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
18	ENHANCE OUTREACH (cont.)	YA/Teens are the most challenging to attract. Strong relationship with schools. Leverage that relationship even more	
19		Outreach to families through the APS mailings/emails is also a great way to promote library programming.	
20		Reach out to local colleges/student organizations or community groups	
21		Reaching out to difference groups of people would be helpful. People who don't walk in don't know about the library. Increase outreach to community to attract an expanded user base with different demographics	2
22		Focus on outreach	
23	EXPAND MARKETING ACTIVITIES: INCREASE FOCUS ON MARKETING IMPROVE AND INCREASE MARKETING COMMUNICATE MORE OFTEN	EXPAND MARKETING ACTIVITIES: Increase focus on marketing Improve and increase marketing Communicate more often	3
24		Get out in the community more (e.g., have presence at local festivals/events). Be out there – invite people to come to the library to see what's happening	
25		Increase website presence	
26		Improve the Library's marketing. Some services and programs should be better advertised.	

AUBURN PUBLIC LIBRARY - PROGRAMS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
1	CHILDREN'S PROGRAMS - GENERAL	SCHEDULE: Lots of children’s programs are offered during times kids and their parents cannot attend (e.g., working parents) (x2) Timing children’s programs are inconvenient. Schedule at more convenient time in later in evening after 5pm and weekends Children's programming during 3-6pm Children's programs after work (x2) After school or weekend club for ages 4-5 Children's programs on Fridays after 5 pm (ages 5-10) Any afternoon (1-3pm ish) activities on Saturdays are welcome! Wants to take 4-year-old grandson to STEM programs, but sessions are scheduled for times when he’s in preschool When running a children’s program series, vary the days within a series’ run or have the next series run on a different day/time so you accommodate different people’s schedules Earlier fun for kids 4 to 7 Continue with children's programs for non-school days Craft classes on Tues/Thurs (not Mon/Tues)	13
2		OFFER MORE: More childrens programs (x2) Create more programs that involve the new generation to have more interest in reading	3
3		Enjoy going to children’s programs classes but would utilize them more if they were run differently. Currently a couple of staff members do it, but not necessarily those experienced or enthusiastic about working with children	
4		Went programs that are age-restricted. Makes it tough with two kids in different age groups	
5		The kids weekly programs are lacking compared to surrounding towns. I wish I could stay in town but I find myself going to Sutton and Oxford more often.	
6		I love the specialty programs you do for kids (STEM, turtles, concerts for example) but I wonder if money could be saved with more consistent weekly programming run by library staff.	
7	PROGRAM IDEAS BY CATEGORY	BOOK CLUBS: Offer a book club Adult Book Club (x2) Book club for moms Book of the month/organized clubs and club leadership instructions	8
8		CIVICS/COMMUNITY: Presentations by Town Department Heads Civic education programs for adults How Auburn town government works Non-partisan political Sponsor a “Welcome to Auburn” event Specialist delivering education – EX Dental hygienist shares info educations (brushing teeth, fluoride, importance of flossing for young children and homeschool)	6
9		FOOD/COOKING: Basic cooking ideas Cookbook reading group/sample recipes Cooking shows and demos Cookbook author talk w/ recipes Cooking/demonstration class Monthly cookbook cooking classes	6
10		ARTS & CRAFTS: Getting more community based craft programs Artist/creatives weekly group to create in a shared space Free or low cost classes on arts/crafts, etc. Holiday craft projects	5
11		AUTHORS: Once a month have a guest lecturer or author Monthly, have a guest author Likes when they have speakers. More author visits More author presentations would be interesting	4

AUBURN PUBLIC LIBRARY - PROGRAMS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
12	PROGRAM IDEAS BY CATEGORY (cont.)	CAREGIVERS: Caregivers, what resources are available Caring for aging parents Offer Caregivers Resources (Alzheimer’s, physical) – Resources that would ease their burden Accommodate Special Needs meetups/support groups (Alzheimers)	4
13		GENEALOGY: Family history Genealogy program Genealogy programs (how to use the resources available) Offer a multi-session genealogy program	4
14		HISTORY: Ask someone from the local historical society to present a session about Auburn’s history. It’s much more interesting to have someone discuss a topic than to the historical society and look at pictures. Pursue potential collaborations with historical society (Preservation Worcester) re-enactors (held at Preservation Hall) Historical talks about Auburn/Worcester History presentations Have someone from local historical society present a session about history of Auburn	4
15		LIFE SKILLS: Finance/Budgeting classes Home repair training How to buy health insurance if no employer ins. Available Home economics	4
16		GAMES: Game night / puzzle Game nights Offer programs for board games (e.g., family board game nights). Really great for socialization, families, getting away from screens, and accessible to all.	3
17		MOVIES: Movie Nights Sponsor a new movie release night Movie night programs (old or foreign movies) maybe a couple of times a year. The Hanover Theater just played Hunchback of Notre Dame that attracted 700-800 and 2,000 came to The Princess Bride on its recent anniversary. There’s interest in that	3
18		MUSIC: Concerts at library (x2) More of musical instrument related programs	3
19		Chess club	2
20		FAMILIES: Family programs Broaden the types of events offered like concerts, mini-plays, movie nights—things that families could attend for low cost	2
21		ESL: English classes for adults ESL class	2
22	CHILDREN'S PROGRAM IDEAS	MISC: Craft time after school Children's sing along concerts Halloween costume swap Healthy nutrition for kids Exercise class/program for kids Wants to see Library offer kids read to dogs	6
23		BOOK CLUB: Book club per grade Book club/suggested reading lists for children	2
24		PRE-SCHOOL: Additional creative programs for the 2-4-year-old age group Childrens-anything toddlers	2
25		SPECIAL NEEDS: Offer programs for special needs kid—things to help them with development Inclusive programming/supportive for disabled children	2

AUBURN PUBLIC LIBRARY - PROGRAMS IDEAS/INPUT

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	CATEGORY	RESPONSES	#
26	CHILDREN'S PROGRAM IDEAS (cont.)	Develop an early literacy program (Head Start program) for children for developmental problems	
27		Offer second language classes for all ages. Kids would especially benefit from early language classes.	
28		Some structured programs for parents who couldn't afford pre-school. Meet weekly for a couple of hours a week to provide some structure (e.g. sensory programs)	
29		Create international Skype pals program with sessions to different places around the world to bring people together to learn about other cultures, etc. (like old pen pal programs).	
30		Love attending programs with my children and the weekly toddler group when my son was a toddler now as a preschooler. I wish there was an after school group for him to attend and one for my 10 year old.	
31		Instructional programs that prepare kids for future (eg., learn to code, robotics)	
32	ADULT PROGRAMS - GENERAL	SENIORS: Adult programs are fine but would be nice to have more senior targeted programs. Increase the program offerings to cover all ages, especially for seniors Better elderly activities Clubs/Elderly (books-activities) More programs for senior citizens Night time senior activities. The Senior center is great up to 5 pm but it would be good to have some night time senior activities More programs for older people (50+)	7
33		TOPICAL: Periodically offer a topical adult series on a topic that carries over week-to-week Offer more adult topical programs. If there were more, might attract more people Would like to see more adult topical programs. Schedule regular (e.g. biweekly) topical presentations. Focused clubs/groups on topics of interest Lectures Monthly, have a guest lecturer	6
34		MORE: You have some really cool programs for young children. I sometimes wish I could attend an adult version of those events. Increase number of adult programs. Would attend more frequently if there were more adult programs	4
35	PRE-TEEN AND YOUNG ADULT PROGRAMS	PRE-TEEN/YA: Increase the program offerings for YA Activities involving teenagers Teen programs Most of the programs seem to be directed towards younger audiences. It would be more interesting if there were more teen-directed programs that included volunteering of teen staff to make the environment feel more welcoming. Increase YA offerings. Programs are booming for toddlers to 6 years, but not much after that for YA Start offering programs to attract middle and H.S. kids	7
36		YA BOOK CLUB: Teenage reading group with popular books Book club/suggested reading lists for young adults	2
37		Boardgame night for young adults	
38		College application programs	

AUBURN PUBLIC LIBRARY - PROGRAMS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
39	PRE-TEEN AND YOUNG ADULT PROGRAMS (cont.)	Life skills classes for H.S. students (budgeting, handling taxes)	
40		Teach H.S. students how to utilize the library	
41		Bring Back the Library lock ins	
42		Bard of auburn contest for students	
43		I think they should do more riddle things because it is fun to see if you can do all clues in an hour.	
44		After school or weekend club for ages 10-12	
45	GENERAL PROGRAM IDEAS	INCREASE VARIETY: Continue to add more/wider variety of programs that appeal to different age groups and interests Continue to offer a wide variety of programs Offer more new and more diverse events Offer diverse activities that appeal to different people's interests Offer equitable opportunities for programs for different populations Increase the program offerings to cover all ages	6
46		OFFER MORE: Offer more programs Offer more new events I would like the library to be more event-focused. It is in a great location for indoor and outdoor events.	3
47		Build community and don't' just focus on academics – Social and fun activities for all ages and families too	
48		Get seniors and youth together - Multi-generational programs	
49		Include some multicultural activities in the programming	
50		Sponsor events with alcohol (beer/wine tasting)	
51		There's a wealth of activities for little kids but would like to see similar attention given to other targeted demographic groups. Lots of generalized efforts, but would like to see more targeted activities	
52	Offer programs that invite the community into the building		
53	CONTINUOUSLY ASSESS AND UPDATE PROGRAM OFFERINGS	Need to continue evaluating programs to ensure they're meeting the needs/interest of the community. Always new programs to be considered Continuously evaluate programs to ensure they're popular and worth the time/money. Make changes as necessary. Strong need to evaluate what you're doing, what can go away	3
54		Continuously assess the program needs of the community's different demographics and adjust the programs accordingly. Focus on specific demographics—target their needs.	
55		Avoid adding more to the plate of staff, but trim or replace less popular programs/activities	
56	MISC INDIVIDUAL PROGRAM IDEAS	Readings by people	
57		Scrabble tournaments, especially in the winter	
58		Alzheimers coffee shop	
59		Costume party fundraiser for library programs	
60		Guided meditation group weekly for adults	

AUBURN PUBLIC LIBRARY - PROGRAMS IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
61	MISC INDIVIDUAL PROGRAM IDEAS (cont.)	Hosting a monthly Writer's Group	
62		Offer nature programs	
63		Dog training	
64		Entertainment	
65		Escape Room was a great idea	
66		Getting to know Auburn geographically and culturally	
67		Help for learning how to access periodical research on topics to write papers	
68		Create STEM programs that run all year long	
69		Have Native American Tribe present a local history program	
70		Offer low income community members—people who fall on hard times—programs with information and resources for (e.g., health ins, heating programs)	
71		Geriatric-focused cultural and travel programs	
72		Business Best Practices programs that cultivates library's reputation as an entrepreneurial hubs in the community (e.g., how to develop business plans)	
73		Geriatric focused social programs for ACTIVE geriatrics—not the old people stuff that the senior center provides	
74	ADDITIONAL RELATED IDEAS AND FEEDBACK	POSITIVE: Continuing great programs as you have been doing is key. Wonderful job! I have enjoyed different programs this past year Your programs are terrific Continue to have great programs for adults like the beekeeper, The stonewall guy, Birds of prey and many of the great programs you have for children. I love all the current programs and I hope they will continue. Keep up the great work program-wise for kids.	6
75		Avoid having presenters who financially gain from attendees following his/her advice. For example, instead of having an investment firm representative deliver a presentation about financial issues, get an objective presenter (e.g., Social Security representative).	
76		When my 4 children were in school I was in the library once a week. Although most programs are not necessary to me or my family, I consider all library programs important so that everyone has access to news, books, internet, etc	
77		Restart artist exhibits. Used to show artwork, jewelry, etc., but stopped 5+ years ago.	
78		Avoid competing with other local organizations' activities.	
79		Knitting group isn't necessarily a typical library offering, but appreciates that some people are passionate about it and use it for social offerings. Could the space be used for alternative purposes to attract new/different users. Difficult to balance the needs of the many against the use of the room by a few	
80	Nice TV on wall so you can watch the program		

AUBURN PUBLIC LIBRARY - SERVICES IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
1	PROVIDE OFF-SITE ACCESS TO BOOKS	BOOKMOBILE: Delivery to community/Bookmobile Revive bookmobile service. Loves bookmobile idea, especially. for seniors and handicapped who can't get library, and for kids	3
2		Home delivery to shut-ins	
3		Drop off of books for handicapped	
4		Create "Pop-up libraries" around town	
5		A touring library, like a Bookmobile for kids and older people who can't get to building	
6		Delivering books to senior center is great idea	
7	IDEAS FOR NEW AND IMPROVED SERVICES	ACCESS: Would like to see how we can bring the library to people out in the community I remember that I made request for a library card in middle school, but I don't think I ever got it. People coming to the school for us to have that card would be amazing! Broadcast and/or record Board of Trustee meetings, so residents can watch. Record programs and run them on the local cable access station.	4
8		MUSEUM PASSES: Additional museum/activity passes to different places Expand the museum pass program (offer more and offer more of each one) Museum Passes offer more variety and more of each one	3
9		BUSINESS SERVICES: More copy machines Fax services	2
10		CHILDREN: After school homework help / tutors Not all papers just for coloring, maybe add spelling and/or math worksheet.	2
11		FAMILY SUPPORT: Autism support Child watch hour so parents can go to the adult section to find a book without disturbing other people	2
12		SENIORS: always wonder how to provide supportive opportunities for the elderly, disabled, and their families and friends. Geriatric focused assistance services	2
13		APL provided some much needed resources for my family when we were unable to afford them personally. I would like to see that continue for other families who need things like internet for homework and such.	
14		A drop box for DVD only since we aren't allowed to put in with books.	
15		I think that they should serve like hot coco or like water	
16		Would like to see more opportunities for the community to be invited to go to the library	
17		Would be nice for Town to make it easier to get to library from H.S., playground etc. (e.g., shuttle bus)	
18		For economically disadvantaged kids, collect books donations and give Free book giveaway for kids in need	

AUBURN PUBLIC LIBRARY - TECHNOLOGY IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
1	IMPROVE AND EXPAND TECH INSTRUCTIONAL INFO	GENERAL COMPUTER CLASSES: Offer technology classes/programs Anything that educates people on technology and how to better use it Library should offer technology-based courses and instructions. Would be great to have tech programs to educate people about tech offerings and tech in general Offer more instructional programs (How To, what is this, and what can it do) Computer classes (basics, internet security) Offer more STEM-based activities for children and adults (e.g., career changers)	15
2		SPECIFIC CLASSES: Cybersecurity – how to protect yourself How to use iPads/tablets (x2) How to use library printer Computer skills for the workplace. i.e. Excel and Powerpoint tutorials How to use the website’s online services (x2)	7
3		CHILDREN: Offer instructional programs that prepare kids for future (e.g., learn to code, robotics). Library can offer tech instruction – anything it can do to help people better understand tech (esp. kids) Wants his grandsons to attend age-appropriate current and emerging technology programs (3D printer et al).	3
4		Doesn’t want to have to look everything up online. Prefers to read a manual or written instructions for tech devices and services.	
5		Adult technology program-questions/class format	
6		Offer programs that inform people of the positives and negatives associated with tech	
7		Provide education and outreach about what’s available, but also negative threats (privacy, ID stealing) – Upsides and downside (Cybersecurity – how to protect yourself). Educate regarding personal protection - Cyber security	
8		Info on how to use ever changing tech devices and applications	
9		Offer older (55+) community members more exposure to technology so they can learn how to use technology	
10	IMPROVE AND EXPAND HARDWARE AND DEVICE OFFERINGS	LEND DEVICES: Computers, digital cameras, e-book readers, laptops (x3), mics, iPads/tablets (x3), video recorders, and other misc. devices	10
11		Get better computers	
12		Purchase a few more Nooks	
13		Provide access to devices with apps that support STEM learning (Makerspace).	
14		Other libraries offer access to a 3D printer. Let the public use it, teach them how to use it to design items, and share related information/resources (e.g., large online collection of programs to 3Dcprint materials).	
15		Offer equipment/devices for the deaf/hearing impaired.	
16		Geriatric focused assistance tools and technology	
17		Better wifi and get wired routers so I can play fortnite	
18		H.S. uses tablets, would be nice to have tablets available	
19		Seems like the new printer is overly complicated and requires too much front-end input (paper size, and all the other options). Just set a default and only change if exception processing needed). Not all upgrades are helpful – not sure why they changed out the copier/printer	
20	Meet great need for community to have access to cutting edge technologies (devices and services)		

AUBURN PUBLIC LIBRARY - TECHNOLOGY IDEAS/INPUT

NOTE: The # column to the right of the RESPONSES column indicates how many similar responses were received (if >1)

	CATEGORY	RESPONSES	#
21	IMPROVE AND EXPAND ONLINE OFFERINGS	ONLINE RESOURCES: Improve accessibility by offering more services online (e.g., renew books) Determine if the APL's digital offerings are competitive and adjust accordingly Determine if the APL's digital offerings are comparable to peer libraries' offerings. There seem to be lots of limitations regarding digital technology (can't currently stream music, movies, etc.)	3
22		WEBSITE: Improve website. It isn't easy to navigate. Library's website needs to be updated—redesigned to be more user friendly. Looks like it was designed in the early 2000's.	2
23		CWMARS network application isn't well designed. Not user-friendly.	
24		If there's anything that can be done to improve the offerings and lessen wait times in the Libby app, that would be a huge improvement. I was at the library because we couldn't borrow what we wanted there.	
25		Adjust online database when a book is listed and not found. Note that it is missing.	
26		Encourage kids and older people to use technology to access library	
27		Increase digital collection (and community awareness of it) without losing the core physical collection	
28		Be able to book museum passes online (like Worcester)	
29	ENHANCE TECHNOLOGY SPACE AND SUPPORT OFFERINGS	TECH SPACE: Add space for tech center Create a Media Lab (with green screen and video support). Computer lab Should have a technical lab so people can go there to work on the Library's computers or bring their own to work	4
30		TECH SUPPORT: Promote the fact that there's a staff person who can provide tech support Enable people to book tech support time with a staff person Offer a tech support night where people can learn about devices and tech services	3
31		Also, I called the library because someone in the CWMARS system is using my email - I get emails whenever they borrow an audio book. I was told that this situation would be investigated and have never received a call back - it is still a recurring problem. I would at least like to know why this can't be traced and corrected. I understand that someone made a mistake when they entered their email into the system but it's annoying.	
32	ADDITIONAL RELATED IDEAS AND FEEDBACK	Focus on continuously improving technology offerings based on community's ever-changing technology needs. Keep up to date with technology	2
33		Offer more technology	
34		The library computers can be slow. The ones used to look things up via the catalog seem especially slow. Library computers are very frustrating. Screens are overly busy, so it's challenging to navigate the online catalog. Few years ago, remembers the catalog system was changed and seems slower more challenging to use.	
35		Update the phone system. Can't leave messages—no voicemail capability.	