

# Joliet Public Library

## Strategic Plan 2015

### Environmental Scan

#### Introductory Interviews and Focus Group Data Summary

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*“[Strategic planning is] a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does and why it does it. To deliver the best results, strategic planning requires broad yet effective information gathering, development and exploration of strategic alternatives, and an emphasis on future implications of present decisions” (Bryson, 1995)<sup>1</sup>.*

## INTRODUCTION

In July of 2014, the Joliet Public Library engaged Sikich LLP to assist the Library with their 2014-2015 Strategic Plan. Developing strategic plans is an important—and at times challenging—endeavor because it requires forward thinking and dedication to produce a consensus road map for the future of an organization. The first step to developing this roadmap, or vision, is to assess the present environment through an environmental scan. The Society for Human Resource Management (SHRM) defines environmental scanning as “a process that systematically surveys and interprets relevant data to identify external opportunities and threats.”<sup>2</sup> Environmental scanning is highlighted in nearly all writings and guidebooks on strategic planning. The elements of undertaking a scan can take many forms including gathering community and stakeholder input.

In gathering community input, the Library’s leadership selected three sources of information and data to draw upon. Those sources were: 1) data from a representative random sample community survey; 2) a set of exploratory one-on-one interviews conducted by Sikich team members with key community and Library stakeholders; 3) a series of eight focus groups composed of a cross-section of community and Library stakeholders. Northern Illinois University’s (NIU) Center for Governmental Studies was engaged by the Library to conduct a random sample survey of Library users and non-users. The survey methodology and data results are presented in a separate report prepared by the Center.

In order to compliment the quantitative data provided by the NIU community survey, Sikich was asked to develop qualitative data from stakeholders. Qualitative data is generally defined as data relating to the character of thoughts and ideas. Two sources were used to gather this data. The first was from one-on-one exploratory interviews and the second from focus groups facilitated by Sikich. John Bryson defines a stakeholder as, “any person, group, or organization that can place a claim on an organization’s (or other entity’s) attention, resources, or output that is affected by that output.”<sup>3</sup> In this regard, it is important to determine each organization’s unique stakeholders, their influence, and how to involve them in the process. This report provides a summarization of the data and input collected from both the exploratory interviews and the focus groups.

<sup>1</sup> Bryson, John M. (1995). *Strategic Planning For Public and Nonprofit Organizations: A Guide To Strengthening and Sustaining Organizational Achievement*. San Francisco, CA: Jossey-Bass Publishers

<sup>2</sup> [http://www.shrm.org/templatestools/hrqa/pages/cms\\_021670.aspx#sthash.jUi4710i.dpuf](http://www.shrm.org/templatestools/hrqa/pages/cms_021670.aspx#sthash.jUi4710i.dpuf).

<sup>3</sup>John Bryson, *Creating and Implementing Your Strategic Plan* (New York: Jossey-Bass, 2004) 35.

## EXPLORATORY INTERVIEWS

In March 2015, Sikich held a series of short interviews (approximately 30 minutes each) with Library Trustees. The interviews were built around a set of identical “scanning” questions (see **Exhibit A**). Sikich staff took notes at each interview. These exploratory interviews were designed to provide the facilitators general information about the Library and to assist Sikich to structure future focus group sessions and workshops. The interviews provided a rich source of initial qualitative data about the Library’s strengths, weaknesses, opportunities, and challenges, as well as the stakeholder’s vision for the future. The questions covered two framing topics: 1) the Library’s current environment and; 2) initiatives the City should undertake in the future.

Since the interviews were designed to provide background information and exploratory information for the facilitators, participant’s perspectives will be provided only in very brief summary form with no attempt to provide all comments, perspectives, or thoughts. The summarization presented here is based on the Sikich analyst’s review of all comments and represents an assessment of the major themes from all interviews. Again, the data is not representative of all the comments or thoughts offered.

The first group of questions the Sikich study team asked participants was their views on the Library’s response to and handling of the financial fallout from the recession. These questions were designed to focus on the past and current environment of the Library. When asked how the Library fared, the overwhelming response was that the Joliet Public Library handled the crisis very well and the public responded favorably. Several of those interviewed mentioned the increased importance of the Library as a community resource during difficult economic times and that the Library was successful in providing services with limited resources. Comments ranged from the Library’s thorough and careful decision making, its strategic use of outside funding and advancements in technology, to adjustments to its service hours to meet its financial resource demands while retaining staff and continuing to serve the community.

When asked where the Library shone in handling the crisis, the common themes were that the Library’s financial reserves, advances in technology, success in obtaining grants and outside funding, and the fact that service levels were maintained were cited as significant accomplishments and an organizational strength. The final question in this grouping asked participants to comment on the challenges the Library now faces or the projects that were postponed as a result of the recession. Most of the participants mentioned completion of the renovations that were placed on hold due to the recession and on expanding the Library’s services to reach additional patrons.

The next set of questions asked participants to turn their attention to the future of the Joliet Public Library by asking for comments on priorities, goals, or opportunities that the Library should address in the future. In response to these questions, participants cited increased demographic diversity, physical expansion of the Library to better reflect the Library’s boundaries, addressing parking, safety and space utilization at the Downtown Library, and the need for a capital improvement plan.

## FOCUS GROUP STAKEHOLDER INPUT

In addition to the exploratory interviews, the Library asked Sikich to facilitate a series of focus groups with citizens and other community stakeholders. Focus groups were selected because this input tool generates in-depth perspectives, descriptive data, and ideas from a cross-section of the community that is difficult to ascertain—in quantitative form—from survey instruments. Focus groups use a conversational, interactive format in a small group setting with experienced facilitators. As a means of data collection, they provide an ideal mechanism for encouraging participants to consider and express their current and future visions for the Library and its community.

The focus group sessions were designed by Sikich with input from the Library and asked all participants a set of pre-selected questions. While the results—the collected data—do not rise to the level of a statistically valid, random sample, the data, or information, gleaned is rich in depth and includes not only contextual perspectives, but also a vigorous mix of themes along with nuanced ideas.

### FOCUS GROUPS METHODOLOGY

In March of 2015, Sikich facilitated eight (8) focus group sessions with a variety of community stakeholders. These stakeholders included a sampling of representatives of the business community, governmental agencies, educators, teens, and civic leaders. In addition to these groups, Sikich held two open forum sessions for anyone interested in attending. The following list shows the number of sessions held for each stakeholder group.

Stakeholder Focus Group Construct:

- Business and Government Agencies (1)
- Educators/Civic Organizations (1)
- Teens (1)
- Friends of JPL (1)
- Youth Services (2)
- Open Forum (2)

During the focus group sessions, stakeholders shared ideas about the preferred future state of the Library along with their perceptions about the Library's strengths, weaknesses, challenges, and opportunities. Again, all sessions used the same set of questions that were pre-selected by the Library (see **Exhibit B** for the list of questions). Sikich facilitators used a highly participative interactive methodology known as *Nominal Group Technique*. This technique is designed to assure participants equal opportunities to speak and share their opinions.

All sessions were characterized by a relaxed and welcoming atmosphere that fostered participant's thoughts and ideas. Library staff attended only to welcome and thank participants and to introduce Sikich. Sikich staff recorded all participants' ideas in rough note form using large flip chart pads. Session notes were later transcribed and analyzed by Sikich's project team and the data was input into NVivo 10 qualitative data analysis software.

The data from the transcribed notes were then scanned and coded to reveal key themes. The approach used to analyze the data and develop themes took three basic forms:

1. Key theme identification and frequency
2. Sub-theme identification and frequency
3. Interpretive impressions

Using the qualitative data analysis software NVivo 10, all participant responses were coded (categorized) by question, group, category of comments, and themes and sub-themes to determine how often they occurred across all groups and all questions. Comments covering more than one theme were included in each applicable theme area. In addition to inductive coding, NVivo 10 allowed the project team to study the context in which an emergent theme was discussed. The results were revealing and highlighted key topics or issues that should be weighed and considered when proceeding with strategic planning discussions. The results of this analysis are presented below.

## **KEY THEMES ANALYSIS**

The first step in the focus group analysis was to review participants' comments and categorize them into five major categories:

- Administration
- Character
- Facilities
- Public Relations/Communication/Outreach
- Services

The data was then further categorized by sub-themes occurring in each category. After all comments were organized and categorized, NVivo was used to generate numerical tallies of the frequency of each theme or sub-theme by question and across all questions. The presentation and charts in the following sections report the data highlights organized in several different views:

- A. Overall theme category
- B. Key sub-themes across all categories and questions
- C. Data highlights for key sub-themes
- D. Sub-themes by overall theme category
- E. Top three sub-themes by question

## A. PRESENTATION BY OVERALL THEME CATEGORY

The table below presents the focus group data by overall *theme category* and represents the analyst's first pass through the data for the frequency of overarching topical themes and/or categories.

Overall Category or Topical Theme	Numerical Frequency
Services	350
Facilities	253
Administration	141
Public Relations – Communications – Outreach	138
Character	54

## B. KEY SUB-THEMES ACROSS ALL CATEGORIES AND QUESTIONS

The chart below shows a numerical count of the frequency of the top ten sub-themes identified by the analyst across *all* categories for all focus groups and all questions. These themes represent the participant's concerns and ideas that were most frequently mentioned as answers when scanning for commonalities across the breadth of the questions and represent a cross section view of all of the groups. The top ten sub-themes were included because there was a natural break after sub-theme ten and the next set of sub-themes by frequency.

Sub-Theme	Numerical Frequency
Programs	165
Promotion – Advertising – Communications	98
Collections	86
Downtown Library	70
Technology – Services – Equipment	57
Space Usage	50
Finances – Funding	46
Attributes	36
Partnerships	31
Safety – Security	29

## C. DATA HIGHLIGHTS FOR KEY SUB-THEMES

In order to provide the reader with a better sense of stakeholder ideas, comments, and perspectives, the additional narrative was included to give a “flavor” or sample of the sub theme by topical area. Also included for each sub-theme and preceded by an arrow are samples of the actual comments offered by participants. The reader will also notice a reminder that the representative phrases chosen for each sub-theme are illustrative only and are not presented in any particular order of frequency or importance.

### **Sub-Theme 1: Programs (165)**

This theme covered comments about all existing programs for adults, teens, and children and included a variety of ideas for new programs and service offerings. Participants stated that existing programs and locations are an asset and identified opportunities for extending and implementing new programs. Participants also mentioned current community involvement, specialty programming and services, and learning resources for school aged children as assets. Although the diversity of existing programs was cited as an asset, programs that serve more diverse or disenfranchised populations were cited as goals.

Participant’s visions for new programs included expanded outreach efforts, life-long learning, increased programming at the Downtown facility, and programming beyond the walls of the Library. Participants cited their desire for more programs that serve non-English speakers, adult focused computer programs, linkages with schools, building relationships with and providing services to underserved populations, and innovative uses of technology.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around library programs include:

#### *Existing Programs*

- Tutors that teach at the Library are great
- Programs make a connection with kids that makes the Library “a home” for them
- Programming is great, but underutilized
- The Library is an information hub, but should be a focus or connection with other services
- Downtown has a good array of classes and activities from kids through adults
- The Library has diverse programs for all ages
- Hope that youth services continues to do well and grow (excellent staff)
- Improve community service hours and programs and dedicated resources for the opportunity to gain experience by volunteering
- Expand service offerings to engage more teens and high schools (i.e., character building)
- More options on weekends for working parents
- Hope to see more programming at the Downtown Library in the future

## *New Programs*

- Expand educational programs to help seniors and others regarding the use of technology
- More focus on arts and creative uses of technology such as how to write apps
- Provide resources to non-English speaking populations especially educational resources
- ESL tutoring
- East side branch with specialized Spanish materials
- More outreach is needed, especially on the east side
- More programming and a place of learning; more adult programming where the Library will be a resource
- Hope to see support for underserved areas to the west and southwest of the City
- The Library can be a bridge to other services and agencies
- There is an urgency to build a social networking relationship within the community
- Resources for homeless population

## *Specific Ideas*

- Expand the 'Girls Read' junior program; it always sells out
- Add a 'Boys Read' program; expand the book club program
- Coding classes
- Music events
- Guest authors

## **Sub-Theme 2: Promotion – Advertising – Communications – Outreach (98)**

The second most frequent comments offered by participants centered on the theme of promoting the Library to patrons and to the community as a whole. This theme covered improving current marketing and communication efforts, the need for public relations, the challenge of getting information to non-users, opportunities for promoting Library services, and ways to advertise the Library to the larger community.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- The Library is a well kept secret
- Great databases
- People are not fully aware of the great range of services; the range of services are very wide
- Word doesn't get out much; not enough public relations information about programs
- 3-D printers; this is not well known
- If you are not a current Library user, there isn't a good way to learn about resources and programs
- (There's a) perception that it is a digital world and we "don't need the Library" (it is a search engine world)

- Marketing and information has been much better recently; keep improving
- Improve signage and marketing

### *Specific Ideas*

- Need a marketing department to raise the profile of the Library to be more relevant and raise more donations and support for referenda
- Rebranding – value service (model might be community colleges)
- Get the word out about offerings—reminder at check out, send out e-mails
- Library newsletter and program booklet
- Connect with members through social media
- E-mail newsletter of events; advertise the availability of events and make it more robust; not everyone gets notices
- Do a “get your card” drive to get kids Library cards; or let them know they can attend programs without a Library card
- Communication with area schools
- Expand Library network (other libraries, schools)
- Reach out via the faith communities
- Find a way to overcome the tendency of parents to emphasize iPad and not the Library
- Research shows people learn differently and retain knowledge better when they read hard copy books
- (Need to communicate with) a generation that needs to learn the importance of the Library
- Percent of residents not using the Library at all
- The idea that print books are not cool (research shows their importance for learning)

### **Sub-Theme 3: Collections (86)**

Statements around the Library’s collections focused on the assets of the current collection, access to resources, visions for the future for materials and resources, and challenges of the future of Library collections. There were several comments related to digital resources and direct online access to the Library’s collections.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

#### *Current Assets*

- Newspapers and printed copies of periodicals and magazines
- Online access of catalog
- Digital media studio
- Databases
- Genealogy information
- Free meeting room rentals
- Large print collection
- Great movie collection

- Audio and digital equipment and studio equipment
- Reconnect to PrairieCat

### *Future Visions*

- Balance books with electronic media
- E-book borrowing
- Online access to Library will be greater
- Online E-books and audio books; immediate checkout
- Address potential of “amazon-like” Library
- More variety of books
- Collections that reflect changing needs and wants
- Resources that would match and align with what’s going on in the high school curriculum
- Larger collections for non-English speaking patrons

### **Sub-Theme 4: Downtown Library (70)**

The Downtown Library is seen as both an asset and a challenge. Its historic presence, architecture, and unique features are a draw for the public. However, safety concerns, lack of adequate parking and lighting, items in need of repair, and configuration of the space are seen as barriers to maximizing the use of this facility. Participants also offered ideas for addressing these challenges.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

#### *Historic Legacy*

- Retaining and maintaining the historic nature of the Downtown branch
- (I hope that) Downtown will be well funded and its architectural look maintained
- Hope to see a freshened up Downtown branch; capitalize on a great building
- Daniel Burnham, the Chicago World’s Fair architect, designed the Downtown Library (beautiful building)
- Hall of fame plaques
- Fireplace on the main floor – the times on the fireplace contain Native American lore; Whitman photos

#### *Challenges*

- More parking is needed at both branches, but especially Downtown
- The Downtown Library needs a capital improvement plan and a plan to implement it
- Downtown needs better lighting
- Access to the Library needs to be improved. It is a long walk from the parking lot since the Chicago door is now closed and the stairs are broken
- Repair the outside stairway entrance; the Ottawa Street stairs are crumbling
- Better utilization and configuration of space at Main Library

- Perceptions are everything; address perceptions so people will come Downtown
- Initiate a “save the Library” movement for Downtown to restore, refresh and preserve

### **Sub-Theme 5: Technology Services – Equipment (57)**

Participants referenced the Library’s current technology as an asset especially access to the computer lab and audio and digital studio equipment. Also mentioned was user friendly and inviting children’s computers and the overall convenience of the availability of technology such as online access to book searches, renewing books, and notices of programs and activities. Other comments related to visions for the future of technology and goals for meeting technology needs in the future.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- The technology we have is fantastic including 3D printer, classes, and robotics to build programs
- Audio and digital equipment and studio equipment
- Online E-books and audio books; immediate checkout
- ( I hope to see) more technology available here and at home in the future
- Expand educational programs to help seniors and others regarding the use of technology
- Multi-language technology
- Become part of new device technology frontier
- Position the Library to embrace and compete in the digital world
- Bring up-to-date technology in the Library (need more and more advanced)
- Identify what technology will work best in the future; having technology available
- Start a “technology bus” to take assets to the neighborhoods. This would be an updated version of a bookmobile

### **Sub-Theme 6: Space Usage (50)**

Use of space at both the Downtown and Black Road branches were a theme mentioned by participants. Comments ranged from improving the configuration of current space to expansion of spaces.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- Change use and design of Library space – maybe not larger – but better use of space
- Better design and utilization of space configuration at Main Library
- Better utilization of space at Main Downtown Library; give people who are using the Library as a safety net a space or spaces that may not impact other users

- More reading spots and comfortable chairs to sit and read
- More developed youth area
- More space and teen area play space for kids
- Use of space (larger meeting areas are needed)
- Don't like the random assignment of computer that can be next to loud users

### *Specific Ideas*

- Conduct a space needs analysis, especially at the Downtown Library
- Move the early childhood and juvenile collections (ages 8-12) closer together; they are too far apart and separated by the Main entrance
- More outreach and a very visible customer service center
- Consider multi-purposing of facilities; use the Library's assets to help the Library financially (i.e., weddings, fundraising)
- Build more group study rooms at both locations
- Expand the café at Black Road to accommodate other uses such as entertainment, poetry readings, music, and book signings

### **Sub-Theme 7: Finances – Funding (46)**

The sub-theme of finances and funding included the value of Library services, financial challenges, maintaining current services, and finding ways to increase fundraising activities.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- Great use of our property taxes – excellent value
- Residents can do some fun things without out-of-pocket additional fees (taxes pay for services)
- Funding to solve shortcomings
- Government cutbacks will hurt and impact the Library
- More funding for all programs
- Funding especially for more programming
- C.I.P. for Downtown Library and implementation of capital fundraising plan
- The Library has potential, it is an asset; expected to be a great asset, but it is not living up to its potential (due to funding)
- Expense to use Library. This is a barrier to the underserved area population due to Library card fee
- What about "kid's cards" for non-district residents? Serve all kids in District #86
- The City would find new ways to fund Joliet Library Branch
- Periodicals and journals are expensive, but are also important to keep
- Good databases are very expensive and it is a challenge to maintain subscriptions and afford new databases
- A grant writer is needed
- Grant writing staff person could pay for their own salary
- Need to identify where the largest fundraising opportunities are

### **Sub-Theme 8: Attributes (36)**

Participants described attributes of the Library as a community resource, a place for families, children, teens, social activities, and educational and literary resources.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- A quiet place in the community
- A place to have fun with friends at teen events
- Convenient
- Kid friendly
- Family oriented
- A good place to meet
- A great and friendly resource for literature, other resources, classes and education
- A place to go for help in learning and finding things out and getting information
- [I hope/think] that in 5 years, the Downtown Library will be vibrant, vital, and “happening”
- More welcoming at Branch (diversity)

### **Sub-Theme 9: Partnerships (31)**

Comments about partnerships focused mainly on identifying potential opportunities and sharing short-term goals to help expand partnership possibilities.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- Partner with Joliet Junior College
- Cultivate a growing presence at St. Francis University
- Partner with other agencies to address needs (especially language)
- The Library as a bridge to other services and agencies
- We need a foundation to care for the Main Library; a partnership with a historical foundation; estate planning to help with funding
- Stronger and better alliances with schools, government, and social services
- Senior services partnership and alliance; include them in information and fliers
- Scan and survey sponsorships and partner opportunities
- Connect the Library with St. Francis education and Library students to create a school partnership programs
- Kindergarten round-up; parents and kids can sample the lap sit program; we could have special school nights, literacy nights; collaborate with the Park District for “Library Day”

## **Sub-Theme 10: (29) Safety – Security**

Participant's comments about safety and security focused primarily on the Downtown Library and safety concerns and/or the perceptions of safety concerns. There were also a few scattered comments about safety at the Black Road branch. Many concerns related to better lighting and a few participants commented on safety related to the outside entrance stairway needing repairs.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around this general theme include:

- Improve parking and security Downtown
- Safety concerns and perceptions
- Better security at Main Library and Black Road
- Downtown Library – great place, but it's also used as a safety net and resource. Many people avoid going there because of the people in need including the homeless and disadvantaged
- Address perceptions regarding safety
- Perception of Downtown safety
- Better lighting around Library Downtown
- Clean-up and brighten up the Main Library and area nearby – increase safety at areas around Main Street
- Repair outside stairway entrance Downtown. The Ottawa Street stairs are crumbling-fix them

#### D. Sub-Theme by Overall Theme Category

In addition to presenting the data by sub-theme and presenting highlights of participant's comments by sub-theme, the following tables present the numerical frequency of all sub-themes in each of the five overall categories of Services, Facilities, Administration, Public Relations – Communications – Outreach, and Character.

##### Overall Theme: Services Sub-Theme Frequencies

Sub-Themes	Numerical Frequency
Programs	165
Collections	86
Technology – Services – Equipment	57
Non-English Services	19
Downtown Library Services	16
Black Road Services	7
Total	350*

\*Comments may apply to, and be coded under more than one sub-theme.

##### Overall Theme: Facilities Sub-Theme Frequencies

Sub-Themes	Numerical Frequency
Downtown Library	70
Space Usage	50
Safety – Security	29
New Branches – Facilities	25
Black Road Branch	23
Maintenance – Cleanliness	22
Parking	19
General Facilities Comments	15
Total	253*

\*Comments may apply to, and be coded under more than one sub-theme.

**Overall Theme: Administration  
Sub-Theme Frequencies**

<b>Sub-Themes</b>	<b>Numerical Frequency</b>
Finances – Funding	46
Partnerships	31
Staff	26
Policies	17
General Administration Comments	7
Staffing Levels	7
Transportation to Library	7
<b>Total</b>	<b>141*</b>

\*Comments may apply to, and be coded under more than one sub-theme.

**Overall Theme: Public Relations – Communications – Outreach  
Sub-Theme Frequencies**

<b>Sub-Themes</b>	<b>Numerical Frequency</b>
Promotion – Advertising – Communications	98
Future Generational Concerns	20
Fund Raising	15
Friends of the Library	5
<b>Total</b>	<b>138*</b>

\*Comments may apply to, and be coded under more than one sub-theme.

**Overall Theme: Character  
Sub-Theme Frequencies**

<b>Sub-Themes</b>	<b>Numerical Frequency</b>
Attributes	36
History	17
General Character Comments	1
<b>Total</b>	<b>54*</b>

\*Comments may apply to, and be coded under more than one sub-theme.

## E. Top Three Sub-Themes by Focus Group Question

The final data presentation—or cut of the data—allows the reader to see the top three sub-themes by each focus group question. This presentation by question is helpful in understanding how themes relate to the present environment or to a future vision of the Library. For example, the theme ‘programs’ was very prevalent in answers to all questions, while other themes emerge as frequent points of discussion for some questions but not others.

For questions one through question five, *only* the theme frequencies are presented. Since questions six through eight asked for short term and long term goals and for participant’s top priority goal, the presentation includes both frequency data as well as examples of comments offered. To review the full focus group notes for all questions, please see **Exhibit C**.

Please note that some examples of comments listed here were also previously listed as examples in Section C above.

**Question 1. Imagine that you left the Joliet area tomorrow and didn’t return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now?**

Sub-Theme	Frequency
Programs	39
Technology – Services – Equipment	22
Collection	21

**Question 2. If you were meeting with a new neighbor, friend or colleague who didn’t know much about the Joliet Library, how would you describe the Library and its services/offering for he community?**

Sub-Theme	Frequency
Collections	24
Programs	18
Attributes	17

**Question 3. Are there any hidden strengths of the Library that others may overlook or not be aware of?**

<b>Sub-Theme</b>	<b>Frequency</b>
Programs	21
Collections	15
Downtown Library	10

**Question 4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize or act on?**

<b>Sub-Theme</b>	<b>Frequency</b>
Programs	35
Promotion – Advertising – Communications	17
Partnerships	9

**Question 5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined?**

<b>Sub-Theme</b>	<b>Frequency</b>
Downtown Library	17
Promotion – Advertising – Communications	16
Finances – Funding	14

**Question 6. Can you list 1 or 2 short-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By short-term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years)**

Sub-Theme	Frequency
Promotion – Advertising – Communications	25
Programs	24
Downtown Library	12

In terms of short-term goals, the top three sub-themes were programs, promotions/advertising/communications, and the Downtown Library. Samples of the actual comments offered by participants are presented below. The reader will also notice a reminder that the representative phrases chosen for each sub-theme are illustrative only and are not presented in any particular order of frequency or importance. In addition, it should be noted that some of the comments presented below have been previously included in Section C — Data Highlights for Key Sub-Themes.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around these themes include:

*Programs*

- More developed teen programs and teen services staff
- More computer classes for seniors
- Cultivating lifetime Library users
- Programs to accommodate underserved populations
- Programs and plans to serve diverse populations
- Have Library staff provide outreach programs at non-library locations including where the less advantaged could have access
- Get the word out about offerings—reminder at check out, send out e-mails
- Library newsletter and program booklet
- Connect with members through social media

*Promotion – Advertising – Communication*

- Better communications and public relation notices with general community (non-users)
- Invest in marketing department, marketing team, and programs to raise awareness
- Connection to others – bridge marketing

### *Downtown Library*

- Better design and utilization of space configuration at Main Library
- Access to the Library needs to be improved. It is a long walk from the parking lot since the Chicago door is now closed and the stairs are broken
- Improve parking and security Downtown
- Better lighting Downtown at Main Street
- Address concerns and perceptions regarding safety.

**Question 7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long-term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by the Library within the next 4-8 years)**

<b>Sub-Theme</b>	<b>Frequency</b>
<b>Programs</b>	<b>12</b>
<b>Promotion – Advertising – Communications</b>	<b>10</b>
<b>Space Usage</b>	<b>8</b>

Similar to short-term goals, for long-term goals two of the top three sub-themes were programs and promotions/advertising/communications. The third most frequently mentioned long term goal was about usage of space. Again, please note that some of the comments presented below have been previously mentioned in Section C — Data Highlights for Key Sub-Themes.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around these themes include:

#### *Programs*

- More author's visits
- Healthy lifestyle programs
- Mentoring programs
- There is an urgency to build a social networking relationship within the community
- Remote download options (kiosks)

#### *Promotion – Advertising – Communication*

- Create an “outreach” department to provide programming (possible solution to space issues)
- Need a marketing department to raise the profile of the Library to be more relevant and raise more donations and support for referenda
- Position the Library as a public resource

- Promote ways to market and keep patrons and community up to date on Library happenings

### *Space Usage*

- Enclose a quiet area for study
- Community garden at Black Road Branch
- Expanding the café at Black Road and enlarge room for entertainment, poetry reading, music and as an additional draw a book signing.
- Conduct a space needs analysis, especially at the Downtown Library

**Question 8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be?**

<b>Sub-Theme</b>	<b>Frequency</b>
<b>Downtown Library</b>	<b>10</b>
<b>Programs</b>	<b>9</b>
<b>Collections</b>	<b>9</b>
<b>Maintenance – Cleanliness</b>	<b>9</b>

Finally, when asked about one important feature or goal to improve, create or change, participants offered: 1) improvements at the Downtown Library; 2) expanded programs; 3) keeping collections up to date; and 4) facility maintenance and cleanliness, including improvements to the Downtown Library. Again, please note that some of the comments presented below have been previously mentioned in Section C — Data Highlights for Key Sub-Themes.

The following are representative phrases, phrasing or statements from responses. They are illustrative only and are not presented in any particular order of frequency or importance. Examples of statements made around these themes include:

### *Programs*

- Stay current with everything....change with times
- More programs to help more people and make them relevant to demographics
- Safe place for teens where you can go and talk about issues or concerns
- Create a way for amateur authors to share with others; Create a writers club.
- Art Programs: display student art work; rent paintings; display art work from schools to get people into the Library.

### *Downtown Library*

- Repair the outside stairway entrance; the Ottawa Street stairs are crumbling
- Initiate a “Save the Library” movement to restore, refresh, and preserve the Downtown Library;
- Create an active community outreach program for users, non-users and card holders.
- Better utilization of space at Main Downtown Library; give people who are using the Library as a safety net a space or spaces that may not impact others.

### *Collections*

- Reconnect to PrairieCat
- Continue to be a “powerful” agency that is the door to free access to information for so many people.
- Update collections with current up to date draws – sell old stuff.

### *Maintenance – Cleanliness*

- Clean-up and brighten up the Main Library and area nearby – increase safety at areas around Main Street.
- Mend attitude between two branches – (i.e., perception that only one Library maintained)
- Do something with the area that was fire bombed.

## **OBSERVATIONS AND SUMMARY**

As mentioned in the opening sections of this summary report, the information presented here reflects condensed data or highlights from areas where Sikich identified findings that may be beneficial to leadership’s environmental scan. As such, the cumulative ideas from the focus group summary should be viewed as an entry or exploratory window to the thoughts, reflections feedback and insights from the community to leaders about both the present and the future of the Joliet Public Library.

**Joliet Public Library**  
**Strategic Plan**  
Trustee/Board Member Exploratory Interviews  
March 2015

1. Welcome
  
2. How long have you been part of the community and in what areas of the Library's mission have you been involved?
  
3. When you look back over the challenges that have faced communities *and libraries* and local governments since the Fall of 2008, how do you think the Joliet Public Library has fared?
  
4. Where did the Library really shine during this time period?
  
5. What were some of the most significant challenges or needs that were postponed or not able to be addressed during this time period?
  
6. As you look out into the future, what do think the Library should put toward the top of its list in terms of goals or opportunities/issues to address?

## Joliet Library

2015

### Focus Group Questions

DRAFT

1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now \_\_\_\_\_?
2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community \_\_\_\_\_?
3. Are there any "hidden" assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?
4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?
5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined? \_\_\_\_\_?
6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years).  
\_\_\_\_\_?
7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years).  
\_\_\_\_\_?
8. If you could improve, create or change one important feature or goal of the Library, ( e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?

## Joliet Public Library Teens

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now \_\_\_\_\_?**

- More space and teen area play space for kids
- Better organization of books
- More stuff at Black Road Branch
- More space to study
- More developed youth area
- Materials for all age groups
- More safety for all age groups
- More safety for patrons
- More study rooms
- LGBTQ books section
- More variety of books
- More reading spots and comfortable chairs to sit and read
- What if peoples needs and wants change?
- More programs at main downtown branch

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?  
\_\_\_\_\_?**

- Quiet place in the community
- Place to have fun with friends at teen events
- Fun place. Good sense of community
- You can find what you're looking for to be productive or just to pass time
- Word doesn't get out much; not enough Public Relations information about all programs

**Q3. Are there any "hidden" assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- They teach "life lesson" type things
- Staff is amazing above and beyond
- Staff is very dedicated to helping; customer service oriented
- People not fully aware of the great range of services – very wide
- Access to books before publication
- Nice community and family atmosphere

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?**

- Need better e-book library
- Tablet-renting program
- Tablet-renting or other tech device program
- They have 3-D printers but this is not well known
- Improve on all data bases
- Not well known that they have great data bases
- Improve community service hours and programs; dedicated resources; opportunity to gain experience by volunteering

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined? \_\_\_\_\_?**

- Get kids reading at younger age
- Need more money; people could be amazed with more resources
- More “how to” and online programs
- Government cutbacks will hurt and impact library
- Organize the used books

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years). \_\_\_\_\_?**

- More outreach regarding programs offered; advertise and communicate more
- More opportunity for public input on an ongoing basis
- Establish an adult advisory group
- Bring up-to-date technology in the library (need more and more advanced)
- More developed teen programs and teen service staff
- More improved writers group/teens
- Bike racks
- More promotion of activities
- Germ-free area

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

- Building expansion at Black Road branch
- Outside reading area with hammocks
- Community garden at Black Road Branch
- Enclose a quiet area for study
- More author's visits here
- More funding including funding for crafts
- More friends of Joliet Public Library book sales to raise money
- More and better security at Black Road Branch

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- Safe place for teens where you can go and talk about issues or concerns
- Expand Black Road Branch facility
- Create and complete a full and improved communication program about library services
- More funding for all programs
- Partner with publishing company to aid with funding and advertise that they supply books
- Crafts-bring in supplies and allow us to work with others
- Create a way for amateur authors to share with others; Create a writers club

## Joliet Public Library Open Forum

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- More technology available here and at home (4)
- More technology available here and at home 3
- More technology available here and at home 2
- More technology available here and at home 1
- More technology available here and at home 0
- Service more people either expand this branch or open a new complex that serves a larger population (3)
- Service more people either expand this branch or open a new complex that serves a larger population 2
- Service more people either expand this branch or open a new complex that serves a larger population 1
- Service more people either expand this branch or open a new complex that serves a larger population 0
- Hard to imagine maybe 30 printers...more branches
- More mobile interconnected devices "how do you service those that are connected in nontraditional ways
- Changing use and design of library space – maybe not larger – but better use of space (1)
- Changing use and design of library space – maybe not larger – but better use of space 0
- More programming and a place of learning; – More adult programming where the library will be a resource (1)
- More programming and a place of learning; – More adult programming where the library will be a resource 0
- Library will be a gathering space and social place where we can exchange ideas (1)
- Library will be a gathering space and social place where we can exchange ideas 0
- Resources here at Joliet Public Library would match and align with what's going on in the high school curriculum (1)
- Resources here at Joliet Public Library would match and align with what's going on in the high school curriculum 0
- A place where we can still go and enjoy a quiet, reflective reading space (1)
- A place where we can still go and enjoy a quiet, reflective reading space (0)
- A combination of both gathering and quiet spaces that are inviting (1)
- A combination of both gathering and quiet spaces that are inviting 0
- More and better publicity and notifications to community and interested people
- Improved signage and marketing (2)
- Improved signage and marketing (1)
- Improved signage and marketing 0
- More and better publicity and notifications to community and interested people
- Expanded cafeteria and maybe some entertainment would be great; Café is too small when they've had entertainment; maybe enlarge the cafeteria

- Public transportation and bus service to the Library will be in place again; we used to have it but it's been cut
- Find solutions to barriers of use that exist
- A learning Center like Bolingbrook's 360 degree room in the basement (1)
- A learning Center like Bolingbrook's 360 degree room in the basement 0

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?**

\_\_\_\_\_?

- Convenient (1)
- Convenient 0
- Personnel are very friendly and helpful (2)
- Personnel are very friendly and helpful 1
- Personnel are very friendly and helpful 0
- Can get most anything even if you don't need to use inter-library loan you can get it (1)
- Can get most anything even if you don't need to use inter-library loan you can get it 0
- Kid friendly (1)
- Kid friendly 0
- Activities for teens
- Many services (1)
- Many services 0
- Good place to meet (1)
- Good place to meet 0
- Safe (but some have stigma about safety Downtown library)
- Great resources(2)
- Great resources 1
- Great resources 0
- Staff knowledgeable and willing to help (1)
- Staff knowledgeable and willing to help 0
- Some programs underutilized (1)
- Some programs underutilized 0
- Great use of our property taxes – excellent value (1)
- Great use of our property taxes – excellent value 0
- A lot of technology conveniences: search a book; renew a book; notices on programs and activities
- Best way to get introduced to a community is to get a Library card, be a user, it's free
- Place for connections and outreach
- A great and friendly resource for literature; other resources, classes, and education (1)
- A great and friendly resource for literature; other resources, classes, and education 0

**Q3. Are there any "hidden" assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- Computers are stronger, reliable
- Copiers and scanners are tremendous and the fee is reasonable

- Knowledgeable staff – friendly (1)
- Knowledgeable staff – friendly 0
- Children’s computers – very user friendly and inviting (1)
- Children’s computers – very user friendly and inviting 0
- Resources – I keep find more resources (1)
- Resources – I keep find more resources 0
- Great movie collection; great fees
- Newspapers and printed copies of periodicals and magazines
- The technology we have is fantastic – including 3D printer, classes, and robotics to use to build programs (1)
- The technology we have is fantastic – including 3D printer, classes, and robotics to use to build programs 0
- Audio and digital equipment/studio equipment (1)
- Audio and digital equipment/studio equipment 0
- Programming is awesome and underutilized
- Community service opportunities

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on\_\_\_\_\_?**

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined?  
\_\_\_\_\_?**

- Public Relations- Be more effective in getting the word out and in many forms and fashions
- Regularly inform staff about programs, so they’re aware and can tell the public
- If you’re not a current library user, there isn’t a good way to learn about resources and program (2)
- If you’re not a current library user, there isn’t a good way to learn about resources and program 1
- If you’re not a current library user, there isn’t a good way to learn about resources and program 0
- Students at the high school aren’t fully aware of what’s happening at Library; we need more ways to let high school students and faculty know about the Library
- Downtown library – great place, but it’s also used as a safety net and resource. Many people avoid going there because of the people in need including the homeless and disadvantaged
- Policy or perception of not allowing kids in the Library without a Joliet Library card, so kids avoid going to the Library
- Space issue and use of space at Main Library (1)
- Space issue and use of space at Main Library 0
- Need more outlets and power plugs at Main Library
- More parking at both locations and especially downtown (2)
- More parking at both locations and especially downtown 1
- More parking at both locations and especially downtown 0

- Better lighting around Library downtown (2)
- Better lighting around Library downtown 1
- Better lighting around Library downtown 0
- Don't like the random assignment of computer that can be next to loud users
- No staffing at drive up window at Branch
- Short staffing
- Reduced hours – Friday nights closed – need more weekend hours (2)
- Reduced hours – Friday nights closed – need more weekend hours 1
- Reduced hours – Friday nights closed – need more weekend hours 0
- Noise and not having peace and quiet all the time
- English as second language resources not available at Library

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years). \_\_\_\_\_?**

- Would like the Joliet Library to reconnect with the PrairieCat System (1)
- Would like the Joliet Library to reconnect with the PrairieCat System 0
- Better lighting downtown at Main Street (2)
- Better lighting downtown at Main Street 1
- Better lighting downtown at Main Street 0
- More computer classes for seniors (1)
- More computer classes for seniors 0
- Better communications and public relation notices with general community (non-users) (1)
- Better communications and public relation notices with general community (non-users) 0
- Better design and utilization of space configuration at Main Library (1)
- Better design and utilization of space configuration at Main Library 0
- Longer hours – including Friday nights and weekends (1)
- Longer hours – including Friday nights and weekends 0
- Better cleaning of the washrooms
- Better marketing and signage (1)
- Better marketing and signage 0
- Stronger and better alliances with schools, government, and social services agencies
- Build more group study rooms at both locations (2)
- Build more group study rooms at both locations 1
- Build more group study rooms at both locations 0
- Have dedicated job search computers
- More classes and programs for seniors and...taking fliers to Senior Centers
- Senior services partnership and alliance including them in information and fliers
- Have Library staff provide outreach programs at non-library locations including where the less advantaged could have access
- Realistic program attendance goals and willingness to let them “catch on”
- Create English as a second language (ESL) program at the Library
- Create a conversational Spanish class at the Library for non-Spanish speakers

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

- More parking at both locations (1)
- More parking at both locations 0
- Expanding the café at Black Road and enlarge room for entertainment, poetry reading, music and as an additional draw a book signing (1)
- Expanding the café at Black Road and enlarge room for entertainment, poetry reading, music and as an additional draw a book signing 0
- Restoring, public transportation to and from the Library especially Black Road
- Create an “outreach” department to provide programming (possible solution to space issues)
- Conduct a space needs analysis – especially at Main St.- downtown
- Consistent policies at both libraries (e.g. book checkout; lengths of checkouts)
- Coordinate with schools to create an alternate checkout location for those without regular transportation
- Weeding of collection on shelves based on use patterns

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- Reconnect to PrairieCat
- Improve transportation to and from the Library for both seniors school students
- Re-establish Friday night hours
- Have all the books in a series in the collection
- Clean-up and brighten up the Main Library and area nearby – increase safety at areas around Main Street (2)
- Clean-up and brighten up the Main Library and area nearby – increase safety at areas around Main Street 1
- Clean-up and brighten up the Main Library and area nearby – increase safety at areas around Main Street 0
- Better utilization of space at Main downtown library; give people who are using the Library as a safety net a space or spaces that may not impact other users (1)
- Better utilization of space at Main downtown library; give people who are using the Library as a safety net a space or spaces that may not impact other users 0
- Repair outside stairway entrance downtown. The Ottawa Street stairs are crumbling-fix them (1)
- Repair outside stairway entrance downtown. The Ottawa Street stairs are crumbling-fix them 0
- Initiate a “save the Library” movement for Downtown to restore, refresh, and preserve; create an active community outreach program for both users, non-users and card holders

## **Joliet Public Library Business and Government**

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- More resource outreach;
- More meeting space
- More engagement
- Incorporate more technology
- Real/known presence
- More information on what they have to offer; get the word out
- More use of rooms
- Retain and maintain historic nature of Downtown branch; It is a draw for folks
- Downtown is well funded and we maintain its architectural look
- Expand “overdrive” program for books, music, movies
- Maintain collection of hard copies
- Up-to-date technology for meeting areas
- Expand computer availability
- Expand educational programs to help seniors and others regarding the use of technology
- Use technology for educational enhancement
- Grow and build off of what we have now; – widen reach to community and make it known what the Library can offer
- Community outreach/partnership with other agencies: workforce development; resume writing; training; and offer space and resources

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?  
\_\_\_\_\_?**

- Very clean
- Helpful staff/look for input
- Children friendly
- Concern about Downtown being a transient area
- Willing to work with patrons
- Recommend Black Road
- Downtown has great programs, books, and resources
- Families use and go to Black Road
- Downtown branch is an improving area
- Downtown police do a great job – the building Downtown has great presence
- The Library is an information hub, but should be a focus or connection with other services

- Very much family oriented (i.e. 'lap-sit' Program for children)
- Great features Downtown –“Hall of Pride”
- Downtown is a whole experience of Joliet’s assets and activities
- Staff will need to get out into community to promote Library
- Library unique (no competition from local agencies or businesses)
- 25-30 community services
- Agencies meeting at Library
- Teen section Downtown
- Learn about Joliet’s history by going to Downtown Library
- Good resources for meetings both with respect to space and literature
- Downtown is a “gem”
- Has great historical research; second great teen section – It fits the fabric of Joliet
- Black Road more amenable to families can access via bike trails - plentiful parking at Black Road

**Q3. Are there any “hidden” assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- Accessibility, especially Black Road
- Downtown connection with Daniel Burnham; was Library Hall at one time
- Living history of Downtown branch
- Downtown gets involved with events (“star wars”) some activities in Library building
- Focus on community/willingness to participate (only limited by funding)
- Access catalogue via website or via “Prairie Cat” east to reserve online self-checkout
- Being purpose-full in outreach

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?**

- Joliet Junior College
- Growing presence St. Francis University – cultivate this
- Downtown campus
- Park lot – underutilized this assets – fairs
- Utilize trails, schools, parking
- 5K run starting at Library
- (Park District does this) stopping point for riders
- Accessibility fantastic, schools meeting rooms – tie programming event
- Bike event tied to bike education and activities
- Open peoples eyes that they are in a large Library service area/clarify districts
- Ties assets of Library into community
- Do things here for free or small fee programming
- Use existing skills of community to enhance programming
- Spanish resources – Downtown good selection – opportunity to expand on Spanish collection Downtown Library
- Library is right there and it is serving a growing population
- Library can help breakdown cloistering of people

- Expand service offering to engage more teens and high school – character building
- Opportunities for parental education keep that relationship growing

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined?**

\_\_\_\_\_?

- Funding especially for more programming
- Sponsorship – opportunities
- Generous benefactors
- Technology and continued reasons to come to Library
- Hard copy reading trails off
- Competition with technology and social media
- Teens section challenge to advertise; Downtown is trying to do things that are creative in way of outreach
- Changing population especially people who love books and Library
- Must have connection with parents and children to develop lifelong love of Libraries
- May be challenge in using public transportation to reach Library for those without cars
- Serving other non-English speaking populations
- Provide resources to non-English speaking population especially educational resources;
- Employees that speak other languages – do we have that in Library Staff
- Availability of interpreters for non-English speakers serving this population

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years).** \_\_\_\_\_?

- Capital fundraising
- Sponsorship programs – must have tangible goal (naming right) corporations
- Cultivating lifetime Library users
- How do you do that? Attract patrons at all life stages/ages/
- Find way to overcome tendency of parents to emphasize iPad and not Library
- Eliminate what's not working – eliminate what's not working and focus on growth
- Experiences with smaller programs
- Assessment of community-there is a need for access to technology for a diverse population
- Programming with other agencies – how to partner or assist
- Scan/survey of sponsorship/partner opportunities
- Where are largest opportunities?
- Grant-writing staff could pay own salary

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

- Healthy lifestyle program
- Style education
- Find way to overcome tendency of parents to emphasize iPad and not Library
- What technology will work best in the future; having technology available – don't react/do predict
- Start programs with younger kids to use library/facilitate giving back when older
- Mentoring program
- Appeal to next generation of users
- C.I.P. for Downtown Library and implementation capital fundraising plan

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- Stay current with everything,.... change with times
- Be and stay relevant
- Be the place for information/resources and available to all
- Funding, make sure resources are there to do all
- Make library comfortable and welcoming /open and inviting
- Continue to be a “powerful “agency that is the door to free access to information for so many people

## **Joliet Public Library Educators/Civic**

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- Still looks the same – same spot
- Hope Library will be an active member of community that takes into account all needs of the community
- Partnering with others to provides services
- Hope it is a clean facility, and a safe haven where children can come without parent supervision
- Has cutting edge technology
- Still heavily used as resources for schools, families, and kids
- More change due to technology
- Library has adapted to new times and is still used
- More electronic resources
- Wish that we had plenty of books
- Research shows people learn differently and retain knowledge better when they read hard copy books
- More connection between University and Library – why not?
- Hope – to be involved in more social aspects of community social actions, activities, and programs
- Social interaction at the Library at a young age leads to a lifelong interest in Libraries
- Expect to see cutting edge technology
- More online lending with online access encompassing the whole community and its needs
- Balance of books with electronic media offerings
- Library is a literacy base for adults
- Approach that maintains interest and importance of literacy and that reaches out to parents
- Literacy focus
- More locations (specific); Library is a quality of life investment
- Used to be near east side branch
- Hope community would do a better job of investing in Library facilities, resources; Greater tax payer support
- Bring back something like the bookmobile
- Library is not a ROI (return on investment) type expense.—It's a public service and public value
- Quality of life investment

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?**  
\_\_\_\_\_?

- Easy to get to
- Parking
- Lots of resources in fiction
- Friendly staff
- Computer lab
- Easy to renew books
- E-books borrowing
- Computer lab – good access
- Research component Downtown
- Part of Illinois system
- Teachers can order books and have them delivered to classroom
- Proactive programming for student
- Teen services
- Good Library a little old in terms of appearance and physical plant (Black Road)
- Caring staff
- West side feels like a school
- Downtown feels like Library
- Family oriented
- Resourceful
- Technology available in the library
- Good array of classes and activities from kids thru adults (Downtown)
- May need to seek out information about Library – marketing outreach could be stronger
- There is a lot to offer, but the Library needs to get the word out
- Great location
- Good kids section
- Relatively new
- Needs assistance with marketing; The library is a well kept secret

**Q3. Are there any “hidden” assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- It has potential, it is an asset, expected to be a great asset but it is not living up to potential (due to funding)
- More marketing approaches
- Whole Library may be hidden asset due to lack of marketing
- “Star wars” face book page
- The “spend the night at the library” Downtown event
- “Joliet reads” literacy coaches, librarian purchase selections; Readathons
- Reference Librarians are a hidden assets
- Dedicated and knowledgeable staff are assets; Availability of CDs could be highlighted and better utilized

- Black Road Location – easy to get to near forest preserve; partner with forest preserve for programs
- Greater Joliet YMCA Faire location
- Geography and location– incorporate Library and forest preserve

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?**

- Market driven world – Library cannot take things for granted; There is an opportunity to market the Library as a technology resource and for its staff
- Opportunity – to encourage major gift giving and active seek major gifts
- Demonstrate the Library’s value to the public
- The Library can’t afford to **not to** have a marketing presence
- Library is needed
- Great marketing presence needed
- Expanding programming
- Expanding facilities; adding branches (both digital and brick and mortar)
- There is an opportunity to serve the east side
- East side branch
- East side branch with specialized Spanish materials

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined? \_\_\_\_\_?**

- Downtown parking is limited with a small number of spaces
- Digital world – kids growing up with iPhone
- Perception that is digital world and we “don’t need the Library (search engine world)
- Generation that needs to learn the importance of Library
- Balance digital resources and hard copy books
- Relevance – find way to make people want library services
- Know library is available and not intimidating
- The idea that print books not cool (research shows its importance for learning)
- Need to spend dollars on print collection (Spanish print collection)
- Polish community is a third minority
- Good data bases are very expensive and it is a challenge to maintain subscription and afford new data bases
- Periodicals and journals are very expensive but are also important to keep getting local news
- Serving the East side, currently underserved community
- Homeless , they are residents of community, but it cost money to serve them
- Expense to use Library; This is a barrier to the underserved area population due to \$150 fee
- Students in District 86 and 202 who are not residents
- Students who don’t have card can’t use Library
- Local government boundaries and service area is a confusing mess

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years). \_\_\_\_\_?**

- Invest in marketing department, marketing team, and programs to raise awareness
- Part-time grant writer
- Better service for clients in shelters and for students that live outside the Library boundaries; we should accommodate these population
- Programs to accommodate underserved population
- Foundation for Library with major fund raiser event with the proceeds earmarked for specific purpose
- Open a third branch on the East side
- Position Library as a public resource
- It is longer a given that the Library is a community resource; Raise the Library's profile, offerings and market the Library
- Rebranding – value service (model might be community colleges)
- Programs and plans to serve diverse population
- Connect the Library with St. Francis education and Library students: Create a schools partnership (education, students, library, schools and partnerships)
- Position Library to embrace and compete in a digital world

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

- Marketing department raise profile of Library to be more relevant and raise more donations and referendum
- Position Library as a public resource
- Partnering with corporation to get backing
- Build social networking relationships within community – there is an urgency to do this

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- Library demonstrates and proves its relevancy to the community thereby generating support - (think outside the box)
- Funding to solve shortcomings
- Serving the East Side; a physical presence on the East Side
- Update collections with current and up to date draws – sell old stuff
- A fully stocked East Side branch
- New ideas programs and events that attract different patrons

- Hard core proactive outreach marketing programs
- All of above would, working concert, build a generation of local Library users

**Joliet Public Library  
Main Library Youth Services**

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- Nobody wants to come to the Main Library
- Hope that we can accomplish what needs to be done to improve main
- Hope – youth services continues to do well and grow; (excellent staff)

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?  
\_\_\_\_\_?**

- Programs are great and free (It's worth it to find parking space)
- You get more attention and service Downtown because fewer people use it
- Tell new teachers about services available at the Library

**Q3. Are there any "hidden" assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- More extensive resources Downtown than at Black Road
- More in-depth at Main
- Digital Media studio

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on\_\_\_\_\_?**

- ESL tutorial services would be good
- Partner with other agencies to address needs (especially language)
- Talking with all social services agencies
- Use of space (larger meeting areas are needed)
- Multi-purposing of facilities-weddings and fundraisers; use these assets to help the Library

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined?  
\_\_\_\_\_?**

- Parking: What were the results of City parking survey
- Generate more interest in offerings
- ESL and similar programs
- Safety concerns and perceptions
- Joliet Public Library should be part of Downtown rejuvenation

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years). \_\_\_\_\_?**

- Perception is everything – address perceptions, so people will come Downtown
- Improve access; It has a long walk from parking lot (Chicago Street door is now closed and stairs broken). Address these problems

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- More-programs to help more people and make them relevant to demographics
- What about “Kids cards” for non-district residents? Serve all kids in District #86
- No monetary fines for kids cards (if kids can’t get to Joliet Public Library or in general)
- Marketing and information has been much better recently-keep improving

## **Joliet Public Library Friends of Library Group**

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- More activity at Downtown library; Parking is an issue and most people have to pay to park; homeless
- Artwork at the branch
- Leanne still President
- Volunteer and staff appreciation and recognition event
- Support underserved areas to the west and southwest of the City
- Unincorporated areas will be in the City
- Library card is less than \$150.00
- Technology enhancements—more technology
- More power outlets [electricity plugs] at Main Library for users
- More computers
- Dedicated Friends of Library are still in place
- Sales area
- Large storage room for Friends of Library supplies
- Both Libraries have monuments to war veterans
- More outreach and a very visible customer service center
- More public reading space and children's areas
- Programming for children
- Place to meet and gather
- Always have books—printed books
- A 3<sup>rd</sup> library –this one in Kendall County
- More welcoming (civic engagement); more training opportunities for patrons
- Multi-language technology
- Study rooms
- Resources for homeless population

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?  
\_\_\_\_\_?**

- The library card is free for residents!
- Technical help is always available
- Videos available for check-out
- Amazing resources
- World catalog—so much information
- E-books

- Illinois data bases
- Branch available [two locations Downtown and to the west]
- Reciprocal borrowing
- “Get a card”—it’s a real value

**Q3. Are there any “hidden” assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- Staircase at Main Downtown library (now closed off)
- Databases
- Reader’s advisory
- Joliet newspaper on microfiche
- 3<sup>rd</sup> floor of Downtown library
- Architecture of Main Library
- Daniel Burnham, Chicago World’s Fair architect designed the Downtown Library (beautiful building)
- Hall of fame plaques
- Fireplace on main floor – The tiles on the fireplace have Indian lore stories – Whitman photos
- Large print room
- Active Friends of the Library group
- Genealogy information, meeting room rentals are free
- Cafe at the Black Road Branch

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?**

- Incorporate nature in sitting area
- Capture all marketing opportunities and outlets
- Library Newsletter and program booklet
- Dedicated Friends of Library sale area in a high traffic area
- Library “quiet” corner (to read newspaper)
- Major big name author event and serve lunch
- Festival of books
- Tea club
- “Dr. Who” club – service project
- Pre-teen clubs
- Lego club – master builders
- Get more people involved in helping library
- Volunteer programs
- “Boys read” program
- After sundown chamber music
- Wine and cheese music events
- More timely anniversary events – Ann Frank, Holocaust, Selma

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined?**

\_\_\_\_\_?

- Money
- Demographic profile of Library users
- Casino money and revenues are down
- A grant-writer needed
- Creativity of staff
- Having vision for more outreach
- Shifting views of administration
- Percent of residents not using Library at all
- Them/us mentality; support each other's programs (i.e. advertising on return slides)
- Not as compartmentalized. Work as a team more
- More welcoming at Branch (diversity)

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years).** \_\_\_\_\_?

- Art – create a local artists (school contest)
- Improve parking and security Downtown
- More student friendly
- Validate parking Downtown
- Finish the 3rd floor
- Friends parking passes-provide passes
- Part-time grant writer
- Have patio with people's names and have access
- Work more with newspaper
- Connect with members through social media
- Celebration days that feature seasonal events

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years).** \_\_\_\_\_?

- More art at both Libraries
- Friends room and better utilization of building Downtown
- Work with the homeless
- More can be done within the Branch
- Work more with newspaper

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- Parking
- Provide a permanent venue for book sales
- Equalized ventilation/HVAC
- Mend attitude between two branches – (i.e. perception that only one Library maintained
- Chicago Street door opened Downtown
- More marketing and publicity information, so that we can have more participation in programs

## **Joliet Public Library Branch Library Youth Services**

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- More technology is not necessarily a draw
- Able to access catalogue from home
- Don't change anything
- Online access to Library will be greater
- Numerous renewals would be great
- Inter-library loans
- 5 years the Downtown Library will be vibrant, vital and "happening"
- Art at the Library
- Freshened up Downtown branch; capitalize on the great building
- Better parking at the Downtown branch
- More electronic books;
- Books on tape, but more hard copy books too
- For youth not much has changed in nine years—we kind of know what to expect good and bad
- Expand children's programs
- Regular programs for those who have out-grown story time
- 'Girls read' junior program expanded; this program because it always sells out
- Expand book club program
- Like that patrons can show up for programs
- More programming Downtown
- Live play groups
- Organic changes – after need is identified
- Library responds to what people want in the future

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?  
\_\_\_\_\_?**

- It's wonderful, clean, beautiful with walking paths,
- Free programs
- Just great and friendly staff; come and bring coffee
- Diverse programs for all ages
- Helpful staff, will get you anything you want,
- Great reference help
- Online E-books and audio books; immediate checkout

**Q3. Are there any “hidden” assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- Miss Laura (Lap sit teacher) and Miss Kim
- Meet all kinds of kids needs
- Programs make a connection with kids that makes Library “a home” for them
- Field trips – museum
- Library as an enricher
- Special programs: science, art, and summer reading program
- Home-school involvement
- Friday night madness
- Café at Black Road– very welcoming
- Star Wars Day, Music nights, poetry, street Downtown, close streets, costumed storm troopers
- Tutors that teach at the Library are great
- Can keep coming to programs – all ages

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?**

- Music programs
- Art programs and art on display
- Art talks
- Local art; Display cases; collection displays

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined? \_\_\_\_\_?**

- When events get too large – be sure to offer enough sessions
- More options on weekend for working parents
- Social/economic issue; People are afraid to provide personal information and also this may be subject to fines
- Address the best time to offer programs, this is a balancing act, Library always trying to fine tune
- Downtown – need better parking,
- Programs for people –some not going to Library because of parking in Library lot
- More outreach – especially east side
- Need bookmobiles again
- Create a mall outlet (like when Branch was being built)
- More people getting Library coverage

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years). \_\_\_\_\_?**

- E-mail newsletter of events; advertise the availability of events and make it more robust not everyone gets notices
- Promote ways to keep up to date on Library happenings and activities
- Do a “get your card” drive to get kids library cards; Or let them know they can attend programs without library card
- Kindergarten round-up; sample the lap sit program; have special school nights; and literacy nights at the Library – performances as well; Collaborate with Park District for “Library Day”

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

- E-mail newsletter of events – advertise the availability of events and make it more robust; not everyone gets notices
- Promote ways to market and keep up patrons and community up to date on Library happenings
- Create a “Drive” to get kids library cards; advertise that they can attend programs without library card

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- More books – bigger collection at Branch
- Do something with area that was fire bombed
- More E & J collections together; Too far apart and separated by Main entrance; Separation of Child Section from Adult Section
- Branches that serve specific areas of community (culturally diverse areas)
- Break down barriers to get people into libraries
- Art Programs: display student art work; rent paintings; display art work from schools to get people into the Library

## **Joliet Public Library Main Branch Open Forum**

**Q1. Imagine that you left the Joliet area tomorrow and didn't return until 2025 or 2030. What do you think you would see, or hope to see, in or at the Library when you return 10-15 years from now\_\_\_\_\_?**

- A place to go for help in learning and finding things out/information
- More programming; Joliet Library Black Road user
- Community Resource
- Fantastic collection
- More electronic resources
- Be able to get training here/get technical training and access
- Place to make self – better
- Place to connect for all
- More collection for non-English speaking
- Learn other languages
- More focus arts/creative use of technology/how to write apps
- Coding classes
- The City would find new ways to fund Joliet Library Branch
- Joliet Library Black Road Branch---would have services/programs beyond physical building
- Part of new device technology frontier
- Still have the personal touch
- Need to get knowledge out there—library is the place
- Teenage activities/low cost
- More offerings at Branch than Main Library
- More Youth Services
- Coffee shop at Black Road still there

**Q2. If you were meeting with a new neighbor, friend or colleague who didn't know much about the Joliet Library, how would you describe the Library and its services/offerings for the community?  
\_\_\_\_\_?**

- Good services and programs
- Two locations-- always busy
- Young people want to come there, could be 'The Place to Be'
- Great collection – books, music, and movies
- Programs for children
- Computers available
- Online resources
- Place to find information to help self
- Research librarians here are great

**Q3. Are there any “hidden” assets or strengths of the Library that others may overlook or not be aware of \_\_\_\_\_?**

- Beautiful building downtown
- Daniel Burnham
- Online resources
- Some don't know it's free (non-English speaking)
- Can do some fun things without out-of-pocket (taxes pay); Without additional fees
- Large print collection
- Fireplace

**Q4. As you look into the future, are there any unidentified or important opportunities for the Library to capitalize on or act on \_\_\_\_\_?**

- Resource – sharing
- Expand Spanish speaking services
- Children need to know they come to the Joliet Library Black Road or downtown/get message out
- Be a bridge to other services and agencies;
- Information sharing/information hub at the Library
- Function as a clearinghouse and portal to other resources
- Capitalize on expertise of Joliet Public Library Black Road staff/”first of series” example “rent a-a-professional expert speaker” concept
- Human response/ ‘let’s start here’ reply
- Information literacy and research skills
- Kids sponsored programs; start by telling others

**Q5. As you look into the future, are there any challenges or shortcomings that should be addressed or examined? \_\_\_\_\_?**

- Getting enough resources
- Get funding from others
- Need Librarians in schools
- How do we address challenges?
- How many hats can we wear? Sometimes maybe we need to pull back
- “Friday/midnight madness”
- Expansion – repairs to Main?
- Safety at Main Branch?
- Parking issue at the Main Library
- Perception of Downtown safety
- Make services and materials reflect needs of community
- Get word out about offerings; Reminder at checkout; Send emails
- Marketing needs more approaches, find a clever way to get folks here
- Condition of building
- Main building is true resource-something to be proud of

- We need a Foundation to care for Main Branch Library; Partnership with historical foundation; Estate planning to help fund
- Special needs kids and adults-address their needs

**Q6. Can you list 1 or 2 short-term goals you feel the Library should explore or consider as part of its strategic plan? (By short term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored/addressed within the next 2-3 years). \_\_\_\_\_?**

- Partnership with area schools
- Communication with area schools
- Field trips to the Library
- Better marketing
- Expand Library network (schools/other libraries)
- Reach out via Faith communities;
- Connection to others – bridge marketing
- Need a giant jobs services push
- More computers
- Expand Spanish speaking services
- Better security at Main and Black Rock
- Make it safe here at all times
- Address perception regarding safety
- Library and Joliet Library Black Road join forces to market what we have

**Q7. Can you list 1 or 2 longer-term issues or goals you feel the Library should explore or consider as part of its strategic plan? (By long term, the facilitators mean any goals, objectives, services or issues that the participant would like to see explored or addressed by Library within the next 4-8 years). \_\_\_\_\_?**

- Get resources for recording visual (TV-video)
- Capital Improvement Plan for facilities
- Look for opportunities to offer services/other spaces
- Start a “Technology bus”/an updated concept of bookmobile—take assets to the neighborhoods
- Collection has to move toward technology
- Remote download options/kiosks
- Bar code scan
- Easy access to resources
- Bridge idea/car for some, not all resources
- Address potential of “amazon-like” Library
- Maintain highly qualified staff
- Maintain great relationship of customer to professional Librarians/staff
- Librarian as guide

**Q8. If you could improve, create or change one important feature or goal of the Library, (e.g., if you had a magic wand to help you with this) what would that one item or goal be \_\_\_\_\_?**

- Speed of book availability
- Speed of Movies
- Speed of Other Resources
- Have to serve everyone
- Better guidance to Library resources
- Better job of telling Joliet Library/ Black Road story
- Create a Library that is “hands-on” for learning