



# Bayard Public Library Strategic Plan

**2018-2021**

## Mission Statement

*Provide ways for all to explore, learn, succeed, and thrive*

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## Purpose

Strategic planning is an organization's process of defining its direction and making decisions on apportioning its resources in pursuit of that direction. The purpose of this plan is to recognize that issues both positive and negative exist, provide future direction, provide policy direction, and meet the requirements set by the Nebraska Library Commission.

This plan is designed to decrease uncertainty about the library's direction in the near future. The plan is a framework, not law, and should be viewed as such. The plan addresses the following aspects: development of a capital improvement plan; continuation and expansion of the community outreach services; continuation and expansion of the Summer Reading Program; development of specialized services; and continuation, expansion, and development of specialized activities/clubs and events.

A community profile has been developed to demonstrate an analysis of Bayard. This represents distinctive features and characteristics of the community that have been drawn upon to assist in the development of the strategic plan. These principle demographics used in this section include the following: community location, population, education attainment, educational facilities, income, housing, local economy, and recreation opportunities.

This plan includes a Strengths, Weaknesses, Opportunities, and Threat analysis (SWOT) of the library. This section is designed to provide a basic assessment of the library both internally and externally. This lends additional credibility to the strategy employed by this document once the SWOT analysis is weighed together with other sources of information that assisted in developing the direction and policies of this plan.



A community needs assessment was performed to gather information from the general public concerning the current service and future needs and services of the library. An analysis of this

assessment shows what continued services and improvements are desired by the general public. These services and improvements have been incorporated into the SWOT analysis to develop each of the community needs, their goals, and their objectives.

This planning process does not end with the adoption of this document, in fact, this strategic plan is only valid with the Nebraska Library Commission for three years. Planning is an on- going process to be used to promote orderly growth and development through established direction and policies. Once the plan is adopted, it should be continually reviewed each year to provide continuous direction. Upon the two year anniversary of the adoption of this document, the Board of Trustees should reconvene the Strategic Planning Team to update this Strategic Plan where necessary to meet the changing needs of the library.

## **Community Profile**

The community profile provided in this section of the strategic plan are excerpts found within the adopted version of the City of Bayard’s 2017 Comprehensive Plan. This method was used for consistency purposes. Since the Comprehensive Plan was adopted in the summer of 2017, it was determined that this information was still fresh and relevant to be incorporated into this document.

### Location

Bayard is located in Morrill County in the Panhandle region of western Nebraska. The city lies approximately 86 miles south of South Dakota, 39 miles east of Wyoming and 53 miles north of Colorado. Bayard is not near any metropolitan areas. Cheyenne, Wyoming, approximately 125 miles to the southwest is the closest metropolitan area.



Denver, Colorado, the nearest large metropolitan center, is approximately 220 miles southwest. Rapid City, South Dakota is about 183 miles north of Bayard. The city is also 392 miles from its state capital in Lincoln. Despite not being nearby any metropolitan cities, Bayard does have some geographic advantages. The city is centrally located between two of the largest employment centers in the Panhandle. Scottsbluff/Gering is just 24 miles to the west and Alliance is 37 miles to the northeast.

## Population

Bayard's population pyramids in 2000 and 2010 feature wide bases of higher populations through age groups under 20 years old, a 'thinning' of population among young- adult age groups, and a large portion of the town's population in the baby boom generations. While the number of people in their teens in 2000 who remained in Bayard into their twenties in 2010 is small, the cohorts which entered their 30s and 40s between 2000 and 2010 grew modestly.

This growth among age groups 30 to 45, and strong populations in age groups under 15, signals that residents who may leave Bayard after high school may be returning or that families are simply choosing to live in Bayard.

Other notable trends include:

- Population age 65+ decreased slightly from 2000 to 2010, however, the baby, boom generation is entering this age group and the population can be expected to increase for a number of years.
- The population age 18- years and under decreased only slightly from 2000 to 2010. We could have expected smaller numbers of children 18 and younger if no growth had occurred among the 25-40 age groups.
- The population 20 to 55 increased slightly from 2000 to 2010, indicating a strong workforce population. Bayard must continue to attract young adults and families to maintain this population in coming years.
- Small changes (-10) among the baby boom cohorts indicate strong retention of persons in these group cohorts. Providing the amenities and an environment to facilitate aging will help keep people established and comfortable in the community to remain if they choose.
- Because women tend to live longer than men, Bayard has and will continue to have a higher population of elderly women than elderly men.

The predominant race in Bayard is White, Not Hispanic or Latino accounting for 77.2% of the population. The largest minority group in the community is Hispanic or Latino, which comprises an estimated 18.7% of the population.

Bayard's relatively high Hispanic population (Nebraska's is only 10%) is similar to that of Scotts Bluff County and its municipalities (Scottsbluff's Hispanic population accounts for 32% of its population). However, the vast majority of the region's Hispanic population is not comprised of new immigrants but has been in the area for multiple generations as shown in the figure below.

### Education

As the trend to high- technology and service- industry jobs continues, educational attainment and skill levels of the County's labor force will play an increasingly important role in the City's ability to maintain its strong economy and population base. 2015 ACS 5-year estimates indicate that 82.0% of the population 25 and older have a high school degree or higher in Bayard. This number is an improvement from 2000 when it was estimated that only 71.7% of this population had a high school degree or higher but is still significantly lower than the state rate of 90%. Bayard's percentage of adults 25 and older with a Bachelor's degree or higher is similarly lower than the state's at an estimated 14.7% compared to the state's 29.3%. While higher levels of educational attainment generally lead to higher incomes and more financial stability, it is true in the Panhandle that educational attainment is generally lower, and higher wage jobs are available which do not require a bachelor's degree or higher.

### Educational Facilities

Bayard has two schools. The elementary school which is pre k through 6 grade. They have an average of 253 students enrolled. The junior/senior high school is 7 grade through 12 grade. They have an average of 186 students enrolled. Both schools have small libraries that share the same head librarian.





## Income

Recent data indicate that income levels in Morrill County have remained fairly steady but increased in the most recent years leading up to 2015. Stagnant or even a slight decrease in the median and per capita incomes in Morrill County and Bayard (adjusted for inflation) from 2000 to 2010 are likely evidence of the recession starting in 2009. Median household income is estimated to have increased again to 2015. Per capita income, meanwhile, is estimated to have stayed steady in Bayard while increasing about 7% in the county as a whole.

Compared to the State of Nebraska, incomes in Bayard and the county have narrowed the gap nearly in half from 2000 to 2015, reducing a \$14,223 difference to the state median household income in 2000 to an estimated \$7,087 in 2015. While it is a positive sign that household incomes have risen for Bayard and Morrill County in that time frame, the closing of the discrepancy to the state is also due to the fact that inflation-adjusted (2015 dollars) incomes have decreased for the state as a whole since 2000.

Compared to other communities in the North Platte Valley, Bayard's median household income is relatively on par with other communities such as Bridgeport and Morrill. Estimates indicate higher median household incomes than Scottsbluff (\$37,572) and lower income communities such as Minatare.

The distribution of Bayard households across income levels is slightly heavy on the lower income brackets but still shows a strong number of households in the middle to upper-income ranges. In larger communities in the region, the income distributions typically have a similar percentage of households in middle-income brackets but would have more households with income levels over \$75,000. Lower cost of living by race or ethnicity, median incomes tend to be lower for Hispanic or Latino households across the state and region, with Hispanic and Latino households median incomes about 72% of White, non-Hispanic households. In Bayard, however, household incomes for Hispanic or Latino households are higher. Even when accounting for the lowest extreme in the margin of error (\$53,958 +/- 13,819 Margin of Error), the median income is only slightly lower than the median income of the general population. This indicates little difference in income by ethnicity in Bayard.

## Housing

Housing will be a key component in determining Bayard's future economic and demographic growth. Housing shortages and rising housing costs in Scottsbluff and Alliance present an opportunity for Bayard to capture persons who work in these communities by providing housing opportunities.

Determining the number of homes Bayard needs, based on projected populations, is not easily assessed. If Bayard continues to develop housing at its current rate, the city's population may decline. However, if the city can provide housing for persons who cannot find affordable homes in Scottsbluff or Alliance, Bayard could very easily experience a modest increase in population.

In 2016, a The Multi-County Regional Housing Study was conducted for the Western Nebraska Economic Development Group (WNED), by Hanna: Keelan Associates, P.C., a Nebraska-based community planning and research consulting firm. (A copy of this report can be obtained through the City Administrative Offices).The WNED Board of Directors served as a housing Steering Committee and provided critical information regarding current housing development trends, issues and future housing wants and needs. Funding for the Regional Housing Study was provided by a Housing Study Grant from the Nebraska Investment Finance Authority, with matching funds from WNED membership communities.



### Local Economy

Bayard's economy has historically been very dependent on the health of the area's agriculture sector. Although Bayard's reliance on agriculture has diminished over the past several decades, the strength of the city's economy is still largely based on the health of the agricultural economy.

Spinoff effects from agricultural sales still have a significant impact on the county's other industries. In 2015 agricultural sales brought over \$392 million into the county, with a realized net income of over \$58 million. Much of the money from these county farm sales support Bayard's local retail, service, and wholesale trade establishments.

The over-reliance on agriculture though has made the city very susceptible to downswings in the agricultural economy. Events such as the closing of the sugar beet factory have been a large cause of the city steadily losing population over the past several decades. Efforts to diversify the economy are thus of utmost importance to stabilizing the city's economy.

Bayard's proximity to the Panhandle's two largest employment centers, Scottsbluff and Alliance as well as to Bridgeport, has enabled the city's labor force to become more diversified, particularly over the past 25 years. The railroad jobs available in Alliance and the numerous professional, service, and retail opportunities available in Scottsbluff provide Bayard citizens with jobs in several different economic sectors. Planned improvements to the Heartland Expressway to Alliance on 385 and L-62A and to Scottsbluff on Highway 26 will provide four-lane highway nearly all the way to both communities.

### Recreation

Bayard has several parks. One of the city parks lies along highway 26 between 11th and 12th Streets (Swimming Pool Park). The primary feature of this park is the swimming pool, but also included picnic shelters, tennis/basketball courts, and a playground. Along Sixth Street two parks exist, Library Park and both Legion and Figgin's Field. Library Park includes a picnic shelter, softball field, and playground. Both Legion and Figgin's Fields are baseball fields. Valley Verde Park is located on 2nd Avenue and had playground equipment. Lastly, Genoway's Hall is located on Main Street and houses the local Boy Scout troop.

The city golf course lies just north of town. The golf course has nine holes and is serviced by a clubhouse/restaurant.



## SWOT Analysis

The Strengths, Weaknesses, Opportunities, and Threat analysis (SWOT) provided below was completed by the Strategic Planning Team to help both the team and the Board of Trustees understand the library's internal strengths and weaknesses, as well as its external opportunities and threats. This assessment assisted the team in developing portions of the separate goals found in the Community Needs section. In some cases, the feedback through the Community Needs Assessment Survey is incorporated in the SWOT analysis to help provide an outside voice to this process in order not to provide a slanted assessment. The following below is assessment of the library's internal strengths, internal weaknesses, external opportunities, and external threat.

### Internal Strengths

● **Customer Service**- In past six months, the Board of Trustees and the staff have worked hard to improve both customer service and customer relations at the library. According to the most recent survey taken, over half of the participants (59%) of the survey view the customer service at the library as "good" to "excellent". Nearly 33% had no view, choosing a "neutral" opinion, and 8% choose "fair" to "poor".

● **Special Clubs & Events**-The library has been actively holding and promoting special clubs and events to draw on the interests of a variety of individuals and ages. Participation has been moderate to good, with hopes to improve on both new offerings and expanded promotion.

● **Summer Reading Program** —The Summer Reading Program has been a mainstay of the library and community for many years. Recently, participation has grown from roughly thirty participants on average to over 120 this year. Efforts are being made to find ways to maintain the current participation levels and improve activities.

● **Community Outreach**- Recently, efforts have been made to work directly with the local school system, Senior Center, and Chimney Rock Villa to offer off-location reading opportunities. Additional efforts are being planned to streamline this program. Currently, books, movies, and audiobooks are viable for rental for those that may have difficulties in visiting the library. Services such as Overdrive© will be offered this year.

Additional outreach efforts have been made through the media in order to lend a unified voice and develop a welcoming atmosphere. To achieve this, ongoing press releases and updates concerning the library have been released, weekly book reviews have been written and published by the Library Director, and an open house was held this year (2017) to invite the public back to their library and showcase the changes that have been made.

Lastly, the Board of Trustees adopted a mission statement (*To provide ways for all to explore, learn, succeed, and thrive.*) that embodied the goals and experiences that they felt should be afforded each patron.

- **Updated Policies/Practices**- In the last six months, the Board of Trustees has revamped the policies and practices of the library to reflect modern-day operations of public libraries. The hope is that these modifications will provide better customer service to both patrons and employees.

### Internal Weaknesses

- **Outdated (Needs Remodel)**- Current facilities are crowded, cramped, and do not allow for the flow of activity and improved services desired by Board of Trustees and community.

- **Better Technology Needed**-New computers and adequate updated software is needed to provide both internet services and desired computer services.

- **Lack of ADA Entranceway**-Lack of an ADA entranceway diminishes the ability of individuals that need assistance to visit the library and use its services.

- **Lack of Meeting Space**-Lack of a meeting space prohibits the Board of Trustees to hold adequate space for public meetings at the library.

- **Restrooms Outdated**- The restrooms are in desperate need of updating and remodeling to accommodate the public, additional measures should be taken to ensure ADA compliance.

- **Lack of Storage**- Lack of storage has forced the library staff to use public spaces as storage, decreasing the effectiveness and expansion of current programs, events, and services.

### External Opportunities

- **Lack of Entertainment**-Lack of entertainment facilities within the city provide opportunities for the library to expand on its services, especially centered on the Summer Reading Program and specialized clubs and events.

- **Growing Use of Internet Services**- Use of free internet service continues to be a popular service with 44% of survey respondents reporting that they use this service. Providing this much-needed services aids in research, email use, online article access, and affordable access to the internet.

● **Free WIFI**-Currently the library this year (2017) has begun to offer WIFI as a free service to Patrons. This service allows for additional usage for internet options traditionally not offered under current policies or in a restrictive manner. This allows the burden of virus protection and the up-to-date modes of technologies to be placed on the patrons, reducing the overall costs to the library.

● **Development of the Downtown Revitalization Project**-With the adoption of the City's Downtown Revitalization Project, new businesses and residents could be attracted to the community. This possible influx will provide additional opportunities for additional patrons and new partnerships.

● **Housing Development Agreements**-The City this year (2017) has entered into several housing development agreements. These opportunities will provide for additional patrons to utilize library services.

● **High Quality School System**-Bayard offers a high-quality educational system that is perceived as one of Bayard's biggest assets. Every opportunity should be taken to parent with the school district to develop a lasting partnership.

### External Threats

● **Decreasing Revenues Increasing Costs**- Decreasing revenues increasing costs have placed restrictions on enabling the library to provide services to the public. The Board of trustees is investigating other avenues to offset both revenue shortfalls and increasing costs.

● **Retention of Young Adults**-Loss of young adult through high school graduation to college has placed a burden on the community. Decreases in young families to replenish the population will lead to shortfalls in tax revenues for all facets of services provided by both the library and other governmental entities. Other outside forces such as quality of life metrics, affordable-quality housing, and moderate to high paying jobs, etc. contribute to this factor. All efforts should be made to assist the community in developing ways to retain youth in the area.

● **Lack of Attractive Employment**-Lack of moderate to high paying jobs contributes directly to the decreasing number of the local population. Additional efforts within the community and region need to take place in order to decrease the amount of youth leaving the area by providing attractive job opportunities.

● **Lack of Affordable Quality Housing**-Lack of affordable-quality housing stock detracts individuals from desiring to live in or relocate to Bayard. Efforts should be taken to support the current housing study, property maintenance code, zoning code, and subdivision code to ensure orderly and responsible development.

## **Community Needs Assessment**

The Bayard Public Library Board of Trustees formed the Strategic Planning Team early fall 2017 and tasked this group with developing a strategic plan for the library. The Strategic Planning Team met to develop a strategy to perform this task. Actions were taken to gather opinions from both the general public and the Board of Trustees. A community needs survey was developed by the team to gather outside opinions and ideas to develop the community needs below. In addition, the team unutilized the community profile and SWOT analysis to integrate all three sources (community needs survey, community profile, and SWOT analysis) in developing the overall community needs below.

### **Community need #1**

There is a strong need by the community to reinvest in their library to address concerns on ADA compliance, lack of meeting space, outdated restrooms, a lack of storage space, outdated technology, and remodeling, to continue to provide current new services.

**Goal:** To develop a Capital Improvement Plan for the library.

### **Objectives:**

1. Hold at least two public meetings to gather input on capital improvements for the library, based on public input. Develop a project list of suggestions from sessions.
2. Hold a public meeting on what capital improvements should be eliminated from the project list.
3. Gather estimates on remaining suggestions on the project list.
4. Generate a rough draft of the Capital Improvement Plan including project estimates.
5. Hold at least two public hearings on the rough draft of Capital Improvement Plan.
6. Hold one last public hearing on the final draft of Capital Improvement Plan and adopt the plan.
7. Create a Friends of the Library group to help fundraise for future improvements to the library.
8. Create a Library Improvement Fund to set-aside funds for future improvements of the library.
9. Research grant opportunities to fund future improvements to the library.





## **Community need #2**

The community has a strong need for the continuation and expansion of the library's community outreach services. These services provide opportunities for homebound individuals who may not be able to visit the library and to individuals needing an introduction to the library and its services. Currently, the library offers services of their Community Outreach Program to the Senior Center, Chimney Rock Villa, and the School District.

**Goal:** Continue to develop current Community Outreach Program and expand outreach services.

### **Objectives:**

1a. Work with the Senior Center to determine what services patrons use and what services they would like offered.

2a. Continuation of Services: Continue to offer services of the Community Outreach Program to the senior Center that focuses on the following: book rentals, audio book rentals, and DVD rentals.





3a. Expansion of services: (1) Work to develop the following services for the Senior Center: book rentals, audio book rentals, and DVD rentals to “Meals on Wheels” recipients; (2) develop a book club at the Senior Center; (3) provide services based on feedback from patrons.

1b. Work with Chimney Rock Villa to determine what services patron use and what services they would like offered.

2b. Continuation of Services: Continue to offer services of the Community Outreach Program to Chimney Rock Villa that focuses on the following: book rentals, audio book rentals, and DVD rentals.

3b. Expansion of services: Work to develop monthly reading at Chimney Rock Villa.

1c. Work with the School district to determine what services students use and what services they would like offered.

2c. Continuation of Services: Continue to offer services of the Community Outreach Program to the students of the School District that focuses on the following: book rentals, and library card registration.

3c. Expansion of services: (1) Work to promote the Summer Reading Program at the elementary school; (2) develop a book reading contest with prizes during the school year; (3) promote writing contest.

Many respondents of the survey have expressed specialized services to be offered at the library, these services include the following: College applications assistance, resume services, business connections, homework assistance, health education, and basic e-mail/ basic computer courses. Such services will help assist providing a higher quality of life to patrons and add value to the library as an entity.

**Goal:** Work to offer services based on the following topics: College applications assistance, resume services, business connections, homework assistance, health education, and basic e-mail/ basic computer courses.



### **Objectives:**

**1. College Applications Assistance** - Work with WNCC and other college representatives to host one or two college open houses for students to learn more about their college options and provide assistance upon request in filling out college applications.

**2. Resume Services**- Work with WNCC or other professional service providers to hold a “How to” write resumes and conduct mock interviews. Hold one course open to the general public and partner with the School District to hold one for graduating seniors.

**3. Business Connections**- Work with PADD and REAP to connect local business leaders/owners and aspiring business leaders/owners to educational opportunities centered on business, customer service, and other useful topics.

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**4. Homework Assistance**- Work with the School District to offer homework assistance on various subjects through student tutoring program and/or volunteer program.

**5. Health Education-** Work with the County Hospital to hold several health screenings, clinics, or educational courses on various topics including heart disease, diabetes, diets, exercise, etc.

**6. Basic E-Mail/ Basic Computer Courses-** Work with WNNC, the Library Commission, and the Local School District to find opportunities to provide basic e-mail/ basic computer courses to anyone, but primarily focusing on the older population wanting to learn how to use e-mail and basic computer software programs.

#### **Community need #4**

The Summer Reading Program has become a staple of the community. The program works with children Kindergarten through sixth grade to provide reading opportunities through the summer when school is not in session. The Program partners specifically with the School District to improve reading abilities through the Accelerated Reading Program. Additional activities such as the Lego Club, Activity Club, and Story Hour, are utilized to help spur the interest in reading.

**Goal:** Work to continue and expand the Summer Reading Program for future generations.

1. Work to keep Summer Reading Program participant level to at least 100 individuals, try to grow participation level by 10% each year.
2. Work to find additional assistance, including parents/grandparents to assist with activities.
3. Work with the school to develop a summer reading challenge with a prize(s).
4. Work to develop take-home flyer on program events.

#### **Community need #5**

Many respondents of the survey have expressed specialized activities/clubs and events to be offered at the library, the top activities/clubs desired include the following: children activities, crafts, painting, Family Game Night, and Book Clubs. Specialized events desired included: Book Fair/Sale, Art Fair, Guests Authors, and Wine Tastings. These specialized activities/clubs and events lend added value to the library as an entity and provide quality of life enhancements, developing the library into the new "Town Square" for the exchange of ideas and talents.

**Goal:** Work to offer specialized activities/clubs and events based on the following: children activities, crafts, painting, Family Games Night, Book Clubs, Book Fair/sale, Art Fair, Guests Authors, and Wine Tastings.



**Objectives:**

1. Children Activities-Develop activities that spawn learning and interest in reading and other library services.
2. Crafts-Integrate craft activities with children activities where appropriate, but find ways to offer crafting opportunities to the adult population at least on a monthly basis.
3. Painting- Integrate craft activities with children activities where appropriate, but find ways to offer painting opportunities to the adult population at least on a bi-monthly basis.
4. Family Game Night-Partner with local churches to develop a Family Game Night to be rotated between the several churches that participate.
5. Book Clubs-Reach out to existing book clubs and invite them to the library to hold their readings, work to develop new book clubs for adults, children, and young adults.
6. Book Fair/Sale-At least twice a year host a book fair/sale at the library to showcase new books available for sale and weed out old books to sell to the public.
7. Art Fair-Host one or two art fairs, one focusing on the middle school to high school students and the other on elementary students.
8. Guests Authors-Work to find local and state authors to perform readings and book signings on a bi-monthly basis.

9. Wine Tastings-Work with newly formed Friends of the Library group to hold several wine tastings a year to provide revenue for Library Improvement Fund.

## **Evaluation**

This plan will be evaluated using two metrics, quantitative and qualitative measures. Quantitative measures will be applied to determine if the objectives of each goal have been met or implemented. This should include (1) how the objective was met or implemented, (2) when the objective was met or implemented, and (3) any statistical data associated with these objectives.

Qualitative measures will be applied by using an outside survey system (SurveyMonkey.com©) to gather statistical information on individual feelings and thoughts of the programs continued or created. Information such as use, quality, value, and other opinions will be gathered to measure in part the success of the objectives of each goal.

Upon the analysis of this data, changes will be applied if applicable to move towards meeting the goals set forth in this plan. This plan should be reviewed yearly by the Board of Trustees for their review and course correction if needed.

## **Appendix A**

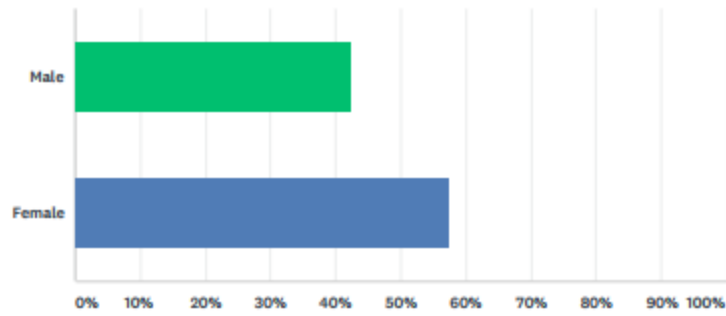
Appendix A, shows the Community Needs Survey for the library that was conducted in fall of 2017. The survey asked twenty-two (22) questions that concentrated on four core areas: general use information, current library services, desired library services, and general comments. The survey was hosted at the library, Senior Center, and online through Surveymonkey.com.

The results of the survey gave the direction of the Community Needs questions #2-#5. The survey results yielded an additional concern by patrons that the library was in need of updates to equipment, remodeling, and the need for additional space for such services and activities to be constructed. These direct comments, coupled with the Board of Trustees belief that similar and additional physical improvements are needed lead to Community Need #1.

The survey has been included as an appendix to this report and its results are below.

# Q1 What is your sex?

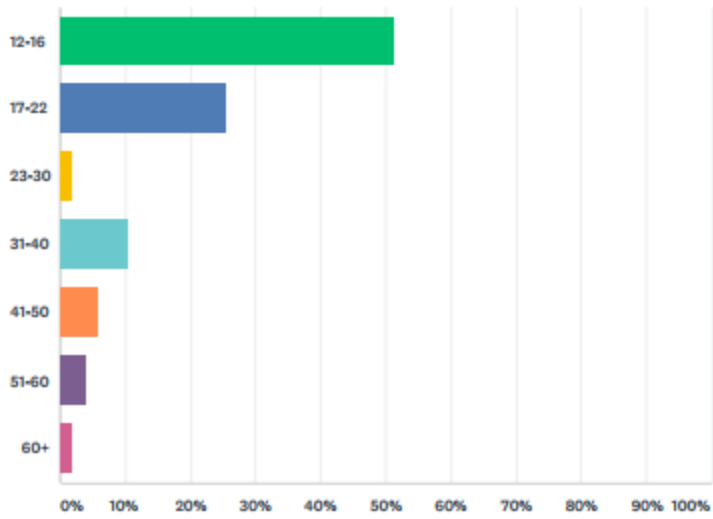
Answered: 125 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	42.40%	53
Female	57.60%	72
TOTAL		125

## Q2 What age group best describes you?

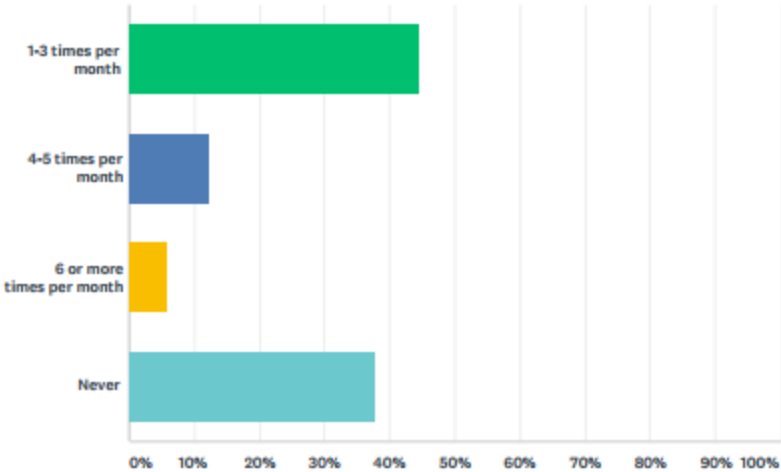
Answered: 125 Skipped: 0



ANSWER CHOICES	RESPONSES	
12-16	51.20%	64
17-22	25.60%	32
23-30	1.60%	2
31-40	10.40%	13
41-50	5.60%	7
51-60	4.00%	5
60+	1.60%	2
TOTAL		125

### Q3 How often do you use the library facilities in Bayard?

Answered: 124 Skipped: 1

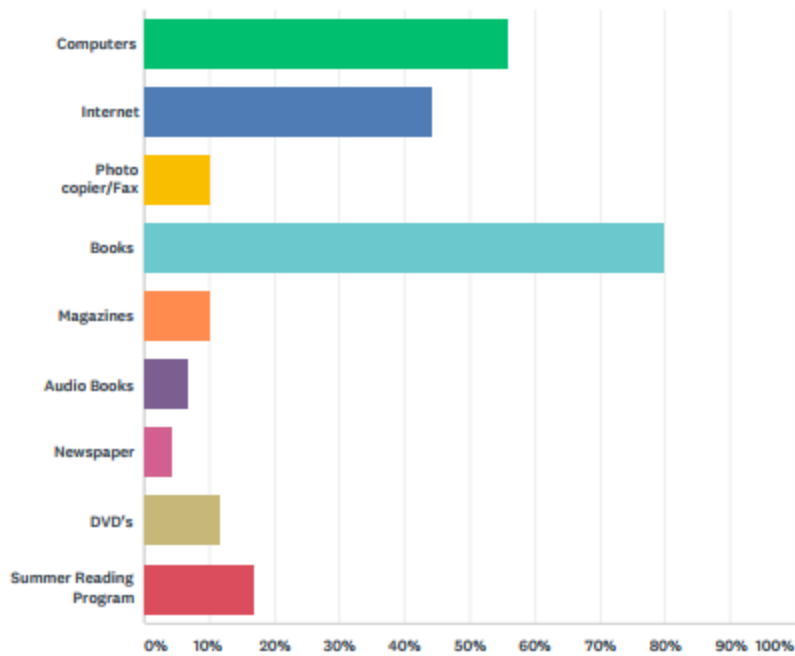


ANSWER CHOICES	RESPONSES	
1-3 times per month	44.35%	55
4-5 times per month	12.10%	15
6 or more times per month	5.65%	7
Never	37.90%	47
<b>TOTAL</b>		<b>124</b>



## Q4 What services of the library do you utilize (mark each one you use)?

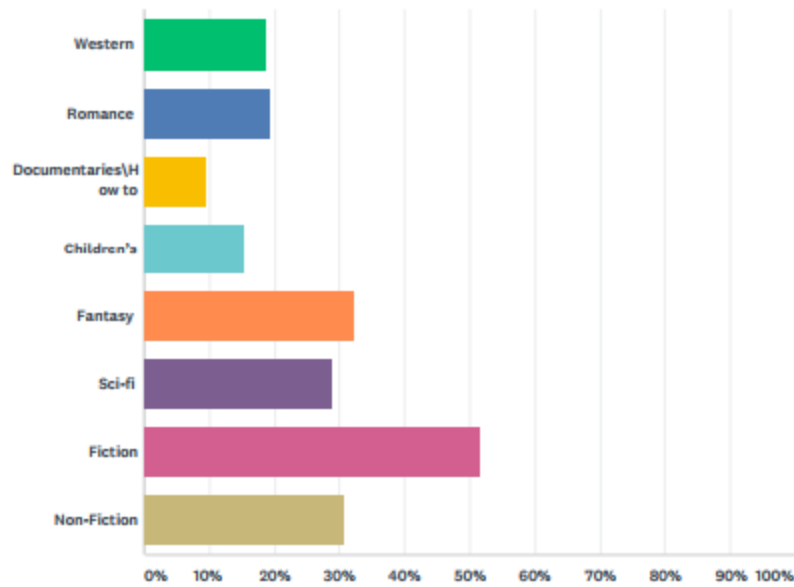
Answered: 120 Skipped: 5



ANSWER CHOICES	RESPONSES	
Computers	55.83%	67
Internet	44.17%	53
Photo copier/Fax	10.00%	12
Books	80.00%	96
Magazines	10.00%	12
Audio Books	6.67%	8
Newspaper	4.17%	5
DVD's	11.67%	14
Summer Reading Program	16.67%	20
Total Respondents: 120		

## Q5 What genres of audiobooks would you like to see more of? (Choose two)

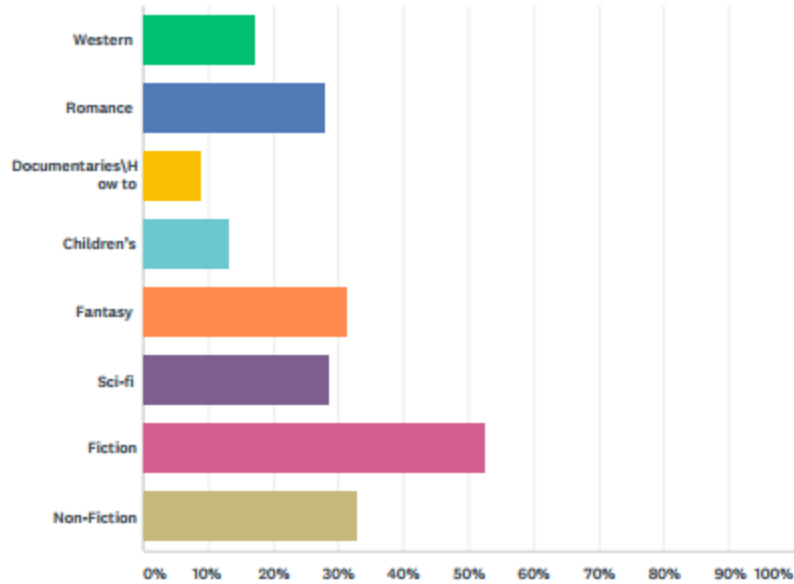
Answered: 118 Skipped: 7



ANSWER CHOICES	RESPONSES	
Western	18.64%	22
Romance	19.49%	23
Documentaries/How to	9.32%	11
Children's	15.25%	18
Fantasy	32.20%	38
Sci-fi	28.81%	34
Fiction	51.69%	61
Non-Fiction	30.51%	36
Total Respondents: 118		

## Q6 What genres of books would you like to see more of? (Choose two)

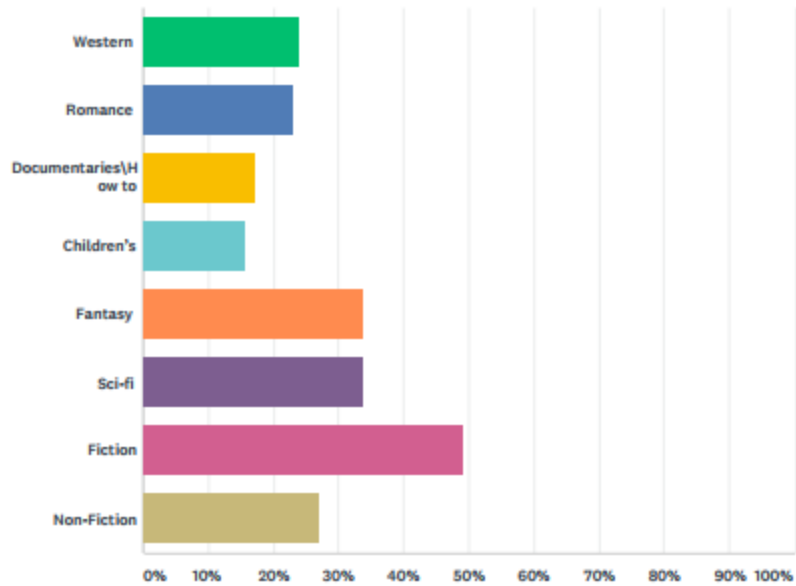
Answered: 122 Skipped: 3



ANSWER CHOICES	RESPONSES	
Western	17.21%	21
Romance	27.87%	34
Documentaries\How to	9.02%	11
Children's	13.11%	16
Fantasy	31.15%	38
Sci-fi	28.69%	35
Fiction	52.46%	64
Non-Fiction	32.79%	40
Total Respondents: 122		

## Q7 What genres of Movies would you like to see more of? (Choose two)

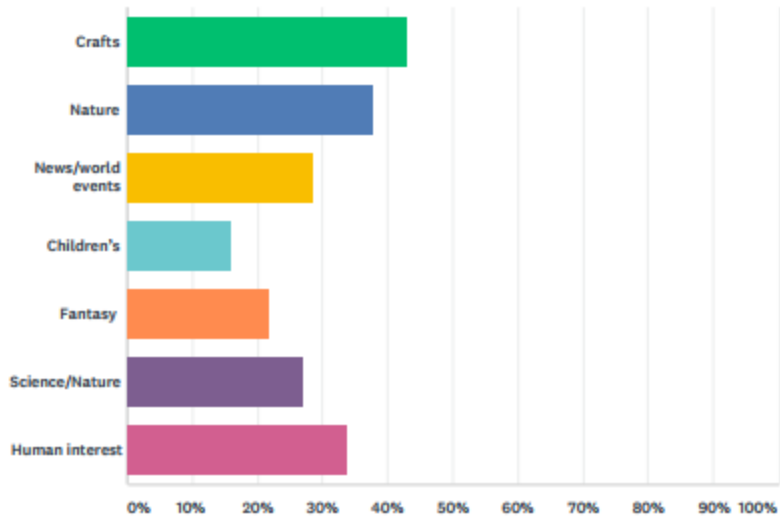
Answered: 122 Skipped: 3



ANSWER CHOICES	RESPONSES	
Western	23.77%	29
Romance	22.95%	28
Documentaries/How to	17.21%	21
Children's	15.57%	19
Fantasy	33.61%	41
Sci-fi	33.61%	41
Fiction	49.18%	60
Non-Fiction	27.05%	33
Total Respondents: 122		

### Q8 What genres of magazines would you like to see more of? (Choose two)

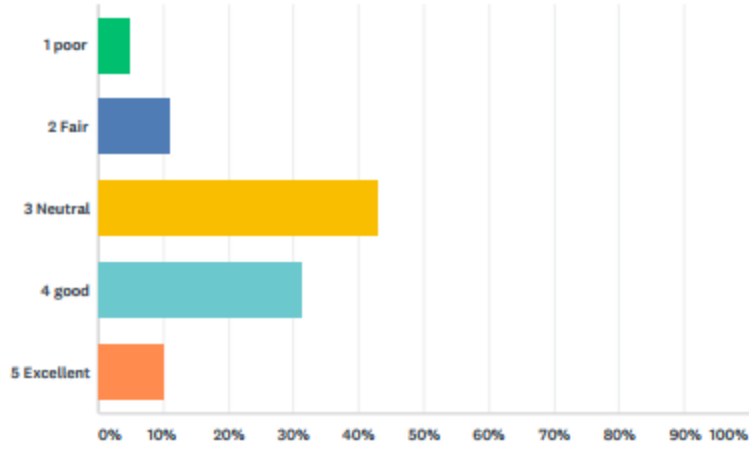
Answered: 119 Skipped: 6



ANSWER CHOICES	RESPONSES	
Crafts	42.86%	51
Nature	37.82%	45
News/world events	28.57%	34
Children's	15.97%	19
Fantasy	21.85%	26
Science/Nature	26.89%	32
Human interest	33.61%	40
Total Respondents: 119		

Q9 Rate on the following scale your satisfaction of the internet service of the library.

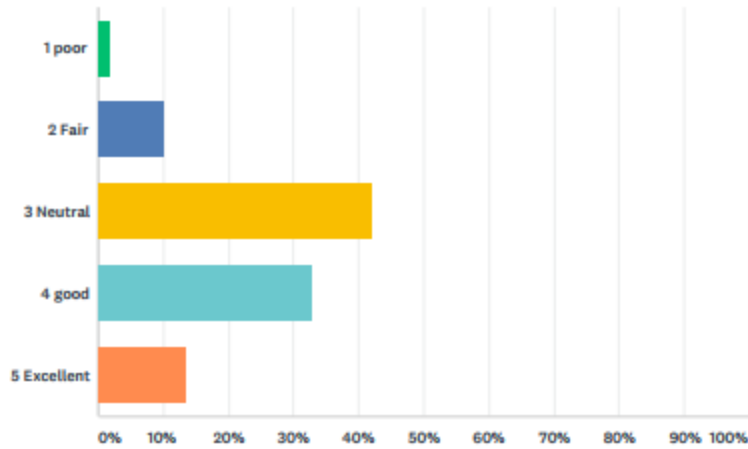
Answered: 119 Skipped: 6



ANSWER CHOICES	RESPONSES	
1 poor	5.04%	6
2 Fair	10.92%	13
3 Neutral	42.86%	51
4 good	31.09%	37
5 Excellent	10.08%	12
<b>TOTAL</b>		<b>119</b>

Q10 Rate on the following scale your satisfaction of the technology services of the library.

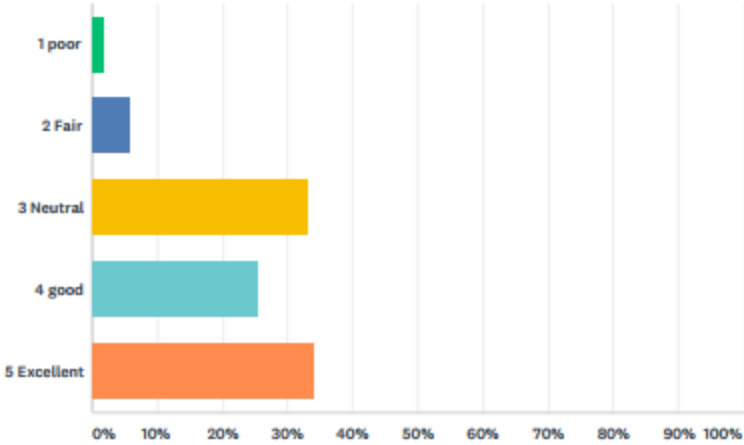
Answered: 119 Skipped: 6



ANSWER CHOICES	RESPONSES	
1 poor	1.68%	2
2 Fair	10.08%	12
3 Neutral	42.02%	50
4 good	32.77%	39
5 Excellent	13.45%	16
<b>TOTAL</b>		<b>119</b>

Q11 Rate on the following scale your satisfaction of the customer service of the library.

Answered: 121 Skipped: 4

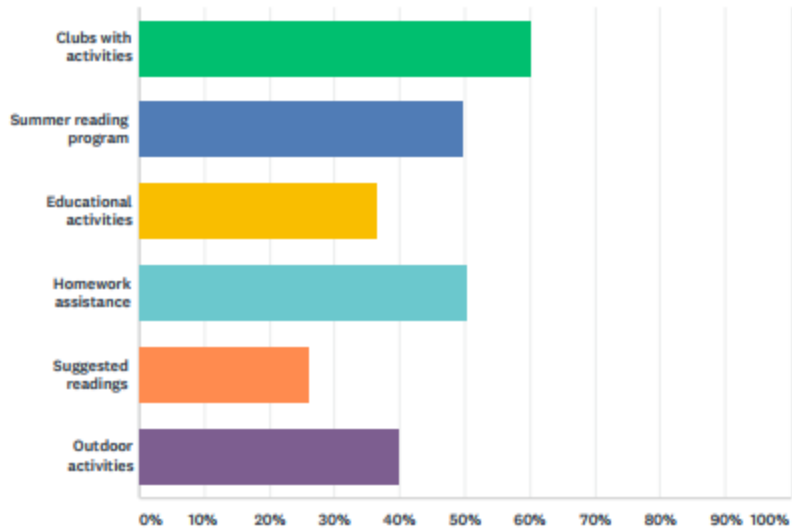


ANSWER CHOICES	RESPONSES	
1 poor	1.65%	2
2 Fair	5.79%	7
3 Neutral	33.06%	40
4 good	25.62%	31
5 Excellent	33.88%	41
TOTAL		121



## Q12 Choose three activities the library should focus on concerning children ages 4-10

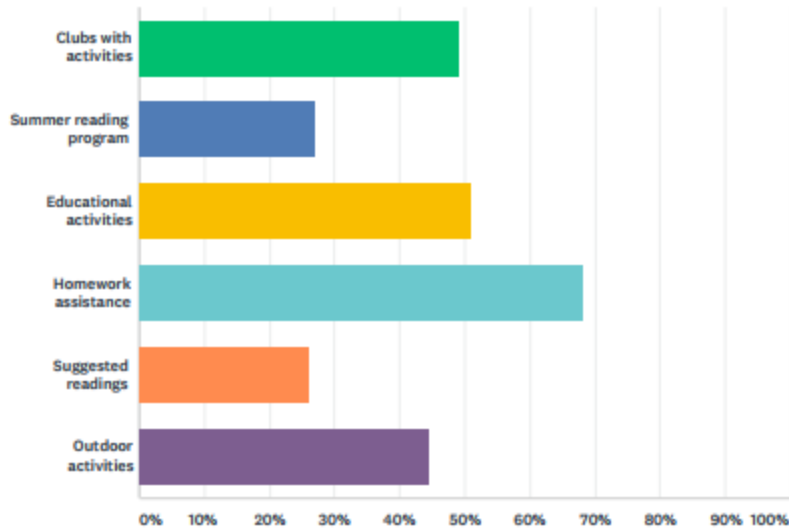
Answered: 123 Skipped: 2



ANSWER CHOICES	RESPONSES	
Clubs with activities	60.16%	74
Summer reading program	49.59%	61
Educational activities	36.59%	45
Homework assistance	50.41%	62
Suggested readings	26.02%	32
Outdoor activities	39.84%	49
Total Respondents: 123		

### Q13 Choose three activities the library should focus on concerning children ages 12-15

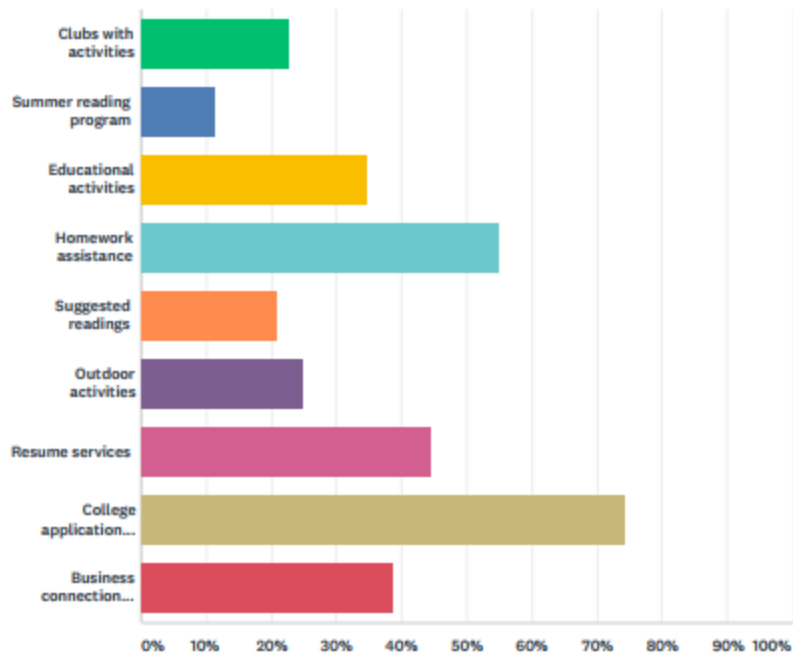
Answered: 122 Skipped: 3



ANSWER CHOICES	RESPONSES	
Clubs with activities	49.18%	60
Summer reading program	27.05%	33
Educational activities	50.82%	62
Homework assistance	68.03%	83
Suggested readings	26.23%	32
Outdoor activities	44.26%	54
Total Respondents: 122		

## Q14 Choose three activities the library should focus on concerning children ages 16-18

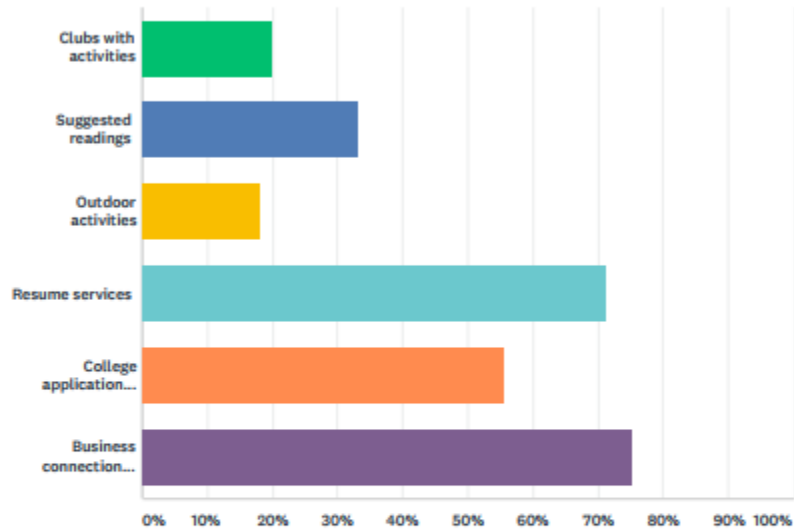
Answered: 124 Skipped: 1



ANSWER CHOICES	RESPONSES	
Clubs with activities	22.58%	28
Summer reading program	11.29%	14
Educational activities	34.68%	43
Homework assistance	54.84%	68
Suggested readings	20.97%	26
Outdoor activities	25.00%	31
Resume services	44.35%	55
College application services	74.19%	92
Business connection services	38.71%	48
Total Respondents: 124		

### Q15 Choose three activities the library should focus on concerning patrons ages 20-30

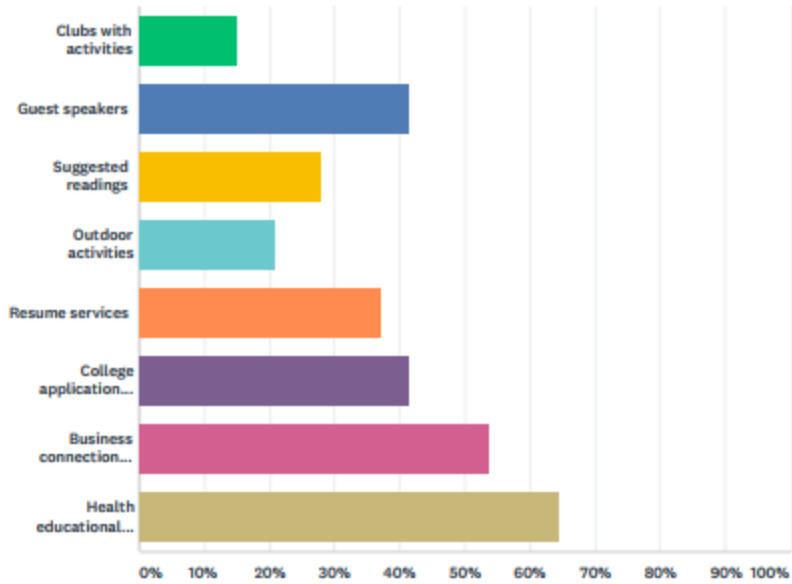
Answered: 121 Skipped: 4



ANSWER CHOICES	RESPONSES	
Clubs with activities	19.83%	24
Suggested readings	33.06%	40
Outdoor activities	18.18%	22
Resume services	71.07%	86
College application services	55.37%	67
Business connection services	75.21%	91
Total Respondents: 121		

## Q16 Choose three activities the library should focus on concerning patrons ages 20-30

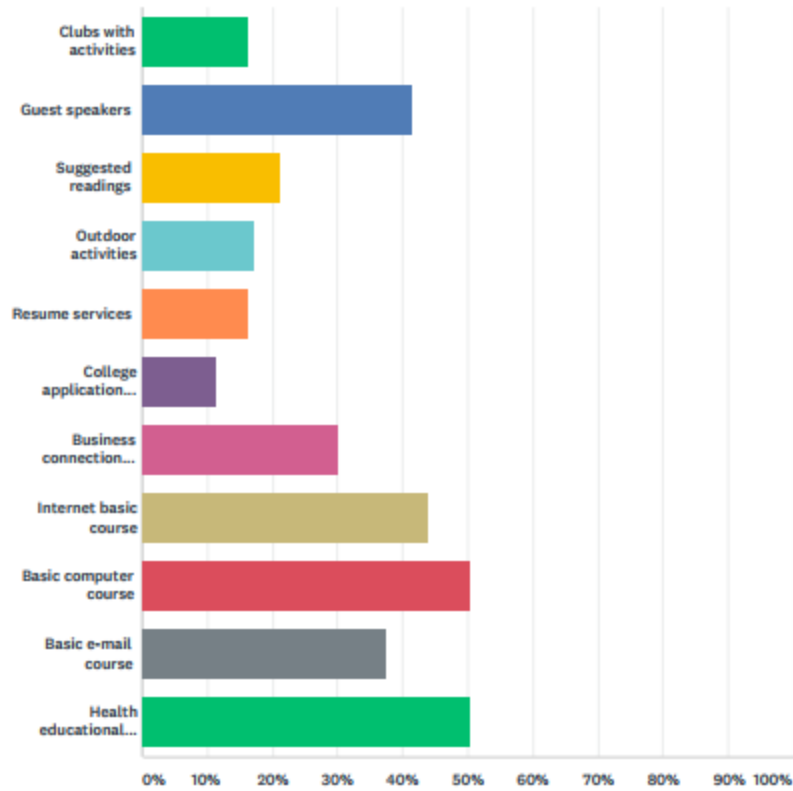
Answered: 121 Skipped: 4



ANSWER CHOICES	RESPONSES	
Clubs with activities	14.88%	18
Guest speakers	41.32%	50
Suggested readings	28.10%	34
Outdoor activities	20.66%	25
Resume services	37.19%	45
College application services	41.32%	50
Business connection services	53.72%	65
Health educational services	64.46%	78
Total Respondents: 121		

## Q17 Choose three activities the library should focus on concerning patrons ages 31-50

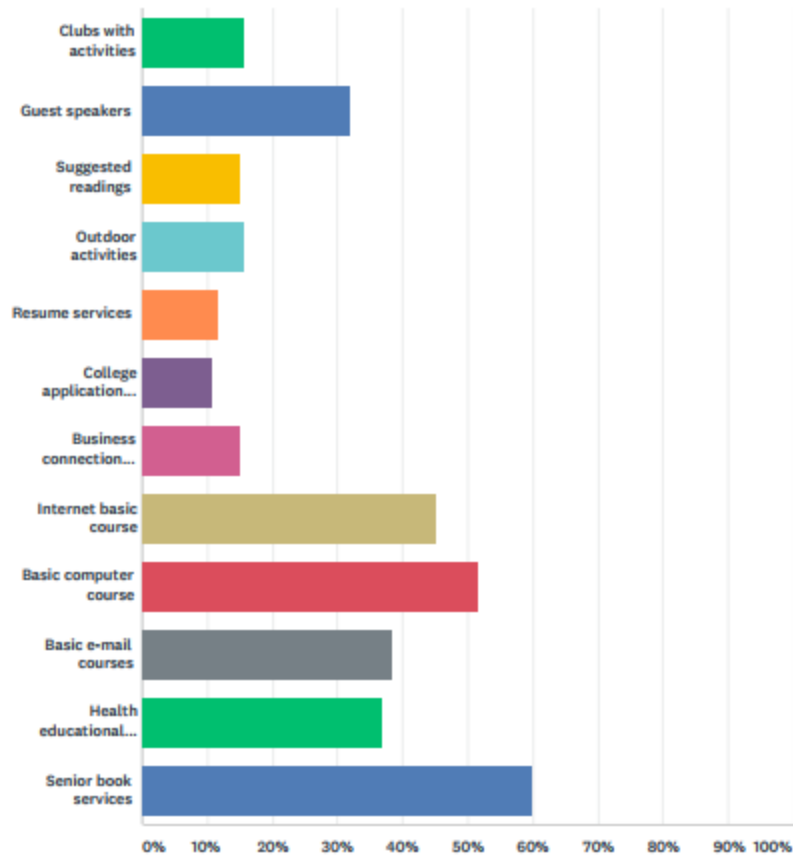
Answered: 123 Skipped: 2



ANSWER CHOICES	RESPONSES
Clubs with activities	16.26% 20
Guest speakers	41.46% 51
Suggested readings	21.14% 26
Outdoor activities	17.07% 21
Resume services	16.26% 20
College application services	11.38% 14
Business connection services	30.08% 37
Internet basic course	43.90% 54
Basic computer course	50.41% 62
Basic e-mail course	37.40% 46
Health educational services	50.41% 62
Total Respondents: 123	

## Q18 Choose three activities the library should focus on concerning patrons ages 51+

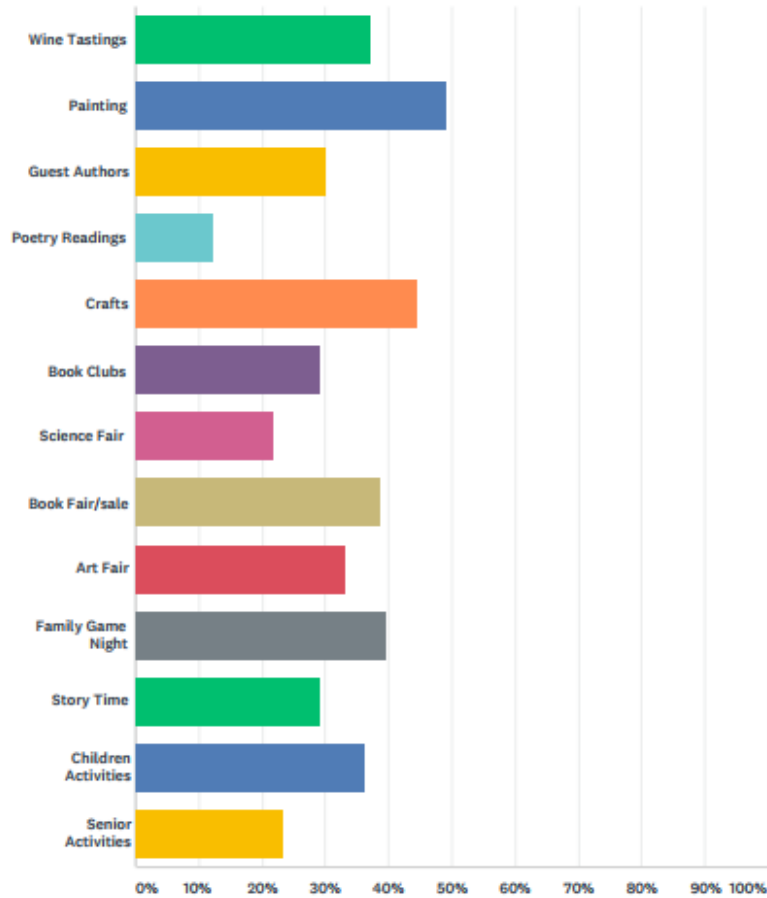
Answered: 122 Skipped: 3



ANSWER CHOICES	RESPONSES	
Clubs with activities	15.57%	19
Guest speakers	31.97%	39
Suggested readings	14.75%	18
Outdoor activities	15.57%	19
Resume services	11.48%	14
College application services	10.66%	13
Business connection services	14.75%	18
Internet basic course	45.08%	55
Basic computer course	51.64%	63
Basic e-mail courses	38.52%	47
Health educational services	36.89%	45
Senior book services	59.84%	73
Total Respondents: 122		

## Q19 What events would you like to see held at the library? (Choose 4)

Answered: 124 Skipped: 1

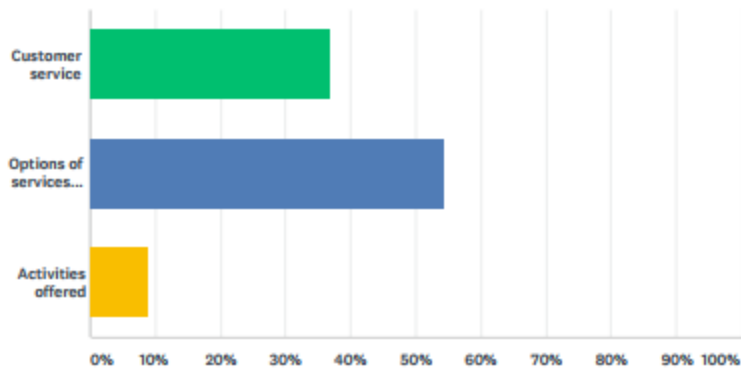


ANSWER CHOICES	RESPONSES	
Wine Tastings	37.10%	46
Painting	49.19%	61
Guest Authors	29.84%	37
Poetry Readings	12.10%	15
Crafts	44.35%	55
Book Clubs	29.03%	36
Science Fair	21.77%	27
Book Fair/sale	38.71%	48
Art Fair	33.06%	41
Family Game Night	39.52%	49
Story Time	29.03%	36
Children Activities	36.29%	45
Senior Activities	23.39%	29
Total Respondents: 124		



## Q20 What do you value the most about the Bayard Public Library?

Answered: 122 Skipped: 3



ANSWER CHOICES	RESPONSES	
Customer service	36.89%	45
Options of services (books, computes, internet etc.)	54.10%	66
Activities offered	9.02%	11
TOTAL		122

## Q21 What services could be improved at the library if at all?

Answered: 84 Skipped: 41

#	RESPONSES	DATE
1	All of it	10/19/2017 12:39 PM
2	None	10/19/2017 7:23 AM
3	None	10/19/2017 2:35 AM
4	Nothing that I can think of.	10/18/2017 12:46 PM
5	It's perfect. Just need something to attract people there.	10/18/2017 12:45 PM
6	The internet could be improved in terms of speed	10/18/2017 12:43 PM
7	Nothing really	10/18/2017 12:42 PM
8	More technology	10/18/2017 12:41 PM
9	Add more activities for teens!	10/18/2017 12:41 PM
10	I think it is perfect	10/18/2017 12:40 PM
11	None	10/18/2017 12:38 PM
12	n/a	10/17/2017 9:06 PM
13	None that I know of.	10/17/2017 6:06 PM
14	No	10/17/2017 6:05 PM
15	Selection	10/17/2017 2:42 PM
16	I don't think any services need to be greatly improved.	10/17/2017 1:32 PM
17	Nothing at all it is a great place to be	10/17/2017 12:47 PM
18	Jr. high and upperclassmen do their assignments instead of messing around	10/17/2017 12:20 PM
19	Books	10/17/2017 12:12 PM
20	None	10/17/2017 11:15 AM
21	The internet	10/17/2017 11:13 AM
22	Nothing	10/17/2017 11:13 AM
23	Not sure	10/17/2017 11:13 AM
24	More interesting books	10/17/2017 11:12 AM
25	Updated books	10/17/2017 11:12 AM
26	None of the services would need to be approved	10/17/2017 11:12 AM
27	H	10/17/2017 9:26 AM
28	Could have more stuff to do.	10/17/2017 9:26 AM
29	Internet	10/17/2017 9:25 AM
30	None	10/17/2017 9:24 AM
31	More books in the library that the kids above 12 and up.	10/17/2017 8:57 AM
32	More entertaining activities such as a mud race in summer and a dinner to go in winter(when it's cold out).	10/17/2017 8:52 AM
33	all of it	10/17/2017 8:50 AM
34	None	10/17/2017 8:50 AM

35	maybe a little more middle school friendly or a map of all the genres	10/17/2017 8:49 AM
36	more than one competer	10/17/2017 8:49 AM
37	more books and different books from the schools	10/17/2017 8:48 AM
38	i don't think there is any the library is fine	10/17/2017 8:48 AM
39	idk	10/17/2017 8:48 AM
40	I have not been to the Bayard library so I have no clue if they need improvement if so what to prove.	10/17/2017 8:48 AM
41	read more	10/17/2017 8:47 AM
42	na	10/17/2017 8:36 AM
43	None its perfect	10/17/2017 8:34 AM
44	idk	10/17/2017 8:34 AM
45	i dont know	10/17/2017 8:34 AM
46	all of it	10/17/2017 8:34 AM
47	NA	10/17/2017 8:34 AM
48	more grusome and horror books	10/17/2017 8:33 AM
49	n/a	10/17/2017 8:33 AM
50	i think its fine how it is rightnow	10/17/2017 8:33 AM
51	Service	10/17/2017 8:27 AM
52	None	10/17/2017 8:27 AM
53	More books	10/17/2017 8:25 AM
54	More activities.	10/17/2017 8:24 AM
55	Nothing	10/17/2017 8:23 AM
56	Customer service	10/17/2017 7:57 AM
57	More learning	10/17/2017 7:17 AM
58	The books are arranged weird, especially the children's section. It's hard to select books because they're in several different areas and the organization isn't real clear.	10/17/2017 7:17 AM
59	It's all good	10/17/2017 7:16 AM
60	Everything	10/17/2017 7:15 AM
61	better books	10/17/2017 7:15 AM
62	Non services need to be improved.	10/17/2017 7:14 AM
63	More books	10/17/2017 7:14 AM
64	The computers/ printers	10/17/2017 7:13 AM
65	N/A	10/17/2017 7:12 AM
66	Options of service	10/17/2017 7:08 AM
67	I have not spent enough time recently to make a suggestion, I like the new focus though	10/17/2017 7:03 AM
68	None	10/17/2017 6:59 AM
69	Friendlier	10/17/2017 6:57 AM
70	Open hours	10/17/2017 6:57 AM
71	Stronger wifi signal	10/17/2017 6:56 AM
72	The internet connection	10/17/2017 6:56 AM
73	More books	10/17/2017 6:56 AM

74	idk	10/17/2017 6:55 AM
75	None	10/17/2017 6:55 AM
76	Eh	10/17/2017 6:52 AM
77	?	10/16/2017 4:29 PM
78	Budgeting books and classes	10/12/2017 9:45 PM
79	Wish list for books	10/12/2017 4:00 PM
80	Internet	10/12/2017 1:42 PM
81	I like the new hours Access to over drive or similar services	10/11/2017 6:27 PM
82	always room for improvement however I am pleased with the customer service, friendliness, and all the library has to offer....additional improvements will be icing on the cake	10/11/2017 5:57 PM
83	There needs to be the ability to look online and check books out via a website. Most libraries have been doing this for years. In this day and age it ridiculous that a library doesn't have a website or the ability to look up an online catalog. There should be the ability to do interlibrary loans, search such things as professional periodicals online through ebscohost, reserve books online. We don't even have library cards. Start with a website.	10/11/2017 2:43 PM
84	Love the new director, old one was RUDE. Everything is looking better now. About time, thank you library board	10/11/2017 2:08 PM

## Q22 Do you have any additional feedback or suggestions?

Answered: 77 Skipped: 48

#	RESPONSES	DATE
1	Nope	10/19/2017 12:39 PM
2	No	10/19/2017 7:23 AM
3	No	10/19/2017 2:35 AM
4	No	10/18/2017 12:46 PM
5	Nope.	10/18/2017 12:45 PM
6	No	10/18/2017 12:43 PM
7	Not much	10/18/2017 12:42 PM
8	No	10/18/2017 12:41 PM
9	No	10/18/2017 12:41 PM
10	No I do not.	10/18/2017 12:40 PM
11	n/a	10/17/2017 9:06 PM
12	No.	10/17/2017 6:06 PM
13	No	10/17/2017 6:05 PM
14	I think that students should be allowed to work/help out at the library in the summer.	10/17/2017 1:32 PM
15	No	10/17/2017 12:47 PM
16	No	10/17/2017 12:12 PM
17	All the librarians not be be so rude.	10/17/2017 11:16 AM
18	No	10/17/2017 11:15 AM
19	Fix the internet because it is slow and rarely works	10/17/2017 11:13 AM
20	No	10/17/2017 11:13 AM
21	No	10/17/2017 11:13 AM
22	No	10/17/2017 11:12 AM
23	H	10/17/2017 9:26 AM
24	No	10/17/2017 9:26 AM
25	No	10/17/2017 9:25 AM
26	None	10/17/2017 9:25 AM
27	No	10/17/2017 9:24 AM
28	I think that there are way to much little kids books than bigger kids like 12 and up there is not than enough books for us than the big kids i would just hope they get more books for us so we can read more than we can expect them of us to read please can we get more big kid books instead of so much grafic novels that is what most kids now a days read instead of chapter books but it could be there for time off of reading but that is my opinon on all of this so thank you for listing to my thoughts and thank you for the best library.	10/17/2017 8:57 AM
29	No.	10/17/2017 8:52 AM
30	add a coffee place	10/17/2017 8:50 AM
31	no	10/17/2017 8:50 AM
32	the library is great nice people and a safe quiet place to read	10/17/2017 8:49 AM

33	have more fun activities	10/17/2017 8:48 AM
34	No	10/17/2017 8:48 AM
35	no	10/17/2017 8:48 AM
36	No	10/17/2017 8:48 AM
37	nah	10/17/2017 8:47 AM
38	na	10/17/2017 8:36 AM
39	No	10/17/2017 8:34 AM
40	nope	10/17/2017 8:34 AM
41	no	10/17/2017 8:34 AM
42	to have more computers	10/17/2017 8:34 AM
43	NA	10/17/2017 8:34 AM
44	na	10/17/2017 8:33 AM
45	n/a	10/17/2017 8:33 AM
46	na	10/17/2017 8:33 AM
47	No	10/17/2017 8:27 AM
48	Nope	10/17/2017 8:27 AM
49	Do more activities	10/17/2017 8:25 AM
50	No	10/17/2017 8:24 AM
51	No	10/17/2017 8:23 AM
52	Nope	10/17/2017 7:57 AM
53	Have more activity for any age	10/17/2017 7:17 AM
54	The staff at the library is wonderful. So warm and open and patient with the kids.	10/17/2017 7:17 AM
55	Keep up the good work	10/17/2017 7:16 AM
56	No	10/17/2017 7:15 AM
57	nope	10/17/2017 7:15 AM
58	The library has good service.	10/17/2017 7:14 AM
59	Not really	10/17/2017 7:14 AM
60	N/A	10/17/2017 7:12 AM
61	No	10/17/2017 7:08 AM
62	Thank you for continuing to look at community improvement.	10/17/2017 7:03 AM
63	No	10/17/2017 6:59 AM
64	No	10/17/2017 6:56 AM
65	No	10/17/2017 6:56 AM
66	I think it is good, just hard for us to get to. I don't know how to make that any better really. Also, I like what Becky has done with it. She is working very hard I believe she is going to keep making it better. Thanks Becky!	10/17/2017 6:55 AM
67	No	10/17/2017 6:55 AM
68	Bno	10/17/2017 6:52 AM
69	No	10/16/2017 4:29 PM
70	There have been lots of great improvements lately! Keep up the great job!!!	10/16/2017 3:18 PM
71	No	10/12/2017 9:45 PM

72	Making amazing strides! It looks wonderful!	10/12/2017 4:00 PM
73	Would love to see wine with readings, but how is that possible in a government building?	10/11/2017 6:27 PM
74	Be patient as you change a history of not being available. You might need to host events or attend other events to let peopyknow what you have	10/11/2017 6:27 PM
75	loved the survey....take some of the most positive suggestions and run with them; or not....I will always be a patron of the library....I'm a pretty easy customer...	10/11/2017 5:57 PM
76	No	10/11/2017 2:43 PM
77	New carpet would do wonders. Time for a face lift! Paint and ADA compliant would be great.	10/11/2017 2:08 PM