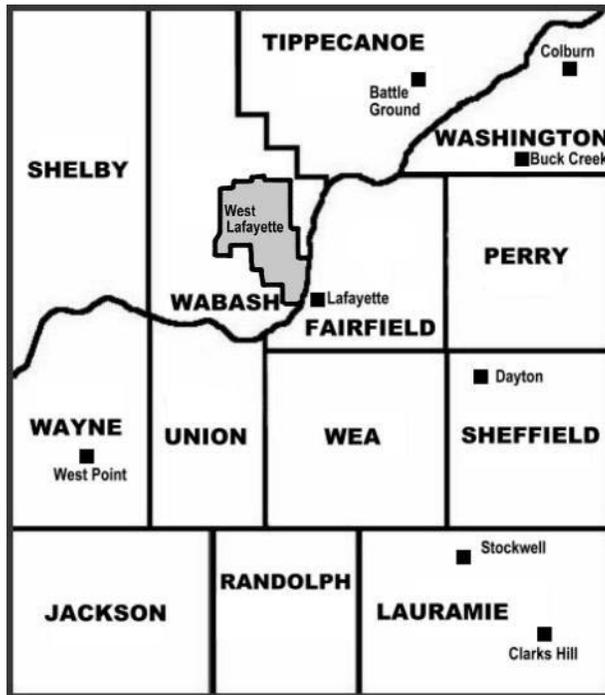


TIPPECANOE COUNTY
PUBLIC LIBRARY

**STRATEGIC PLAN
2005 - 2008**



Townships & Communities in Tippecanoe County

Approved
June 7, 2005

Foreword

With a history dating back to 1882, the Tippecanoe County Public Library (TCPL) serves the entire county except for the West Lafayette library district and the Otterbein library district. As its service population of about 120,000 has grown and become more diverse, prudent management called for undertaking strategic planning.

Our Planning Team represents community members, the Library Board, Friends of the Tippecanoe County Public Library, the Tippecanoe County Public Library Foundation and staff. During the planning process, we have reviewed and discussed statistics, forecasts, survey findings, staff input and focus group themes. That input helped us to address the two large questions in any planning process:

- How are we doing now?
- Where should we go in the future?

In answering the latter question, we were fortunate in having access to *Vision 2020, a plan for the future of Greater Lafayette*. Created in 2001, *Vision 2020* has been utilized by many community groups. We see possible links between *Vision 2020* and the goals and objectives set forth in this TCPL strategic plan.

This plan is intended to serve as a blueprint for all TCPL constituents: taxpayers, voters, library users, officials and leaders, community groups, staff, Friends, the Foundation, and the Library Board. We expect that this plan will help prioritize the use of resources from 2005 through 2008.

Many thanks go to County Librarian Jos N. Holman; he coordinated the staff and other resources needed to do this planning. Facilitator and trustee Ellen G. Miller (Ellen Miller Group) of Lenexa, Kansas helped us make important decisions while keeping us on track. Finally, heartfelt thanks to the citizens who took time out of busy lives to fill out surveys and join focus groups.

Who will benefit from this plan? First and foremost, the people who live and work in our service area within Tippecanoe County. Second, the Library Board, administrators and staff who offer services and programs to our diverse community. We, the TCPL Planning Team, thank the Tippecanoe County Public Library Board for the opportunity to develop this strategic plan and look forward to answering any questions.

Sarah Brown, Librarian, Campus Library
Brenda Campbell, Community member
John Corey, Community member
Jos N. Holman, County Librarian
Juan Lewis, Library Board member
Nancy Mancing, Friends of the Library
Prella McBride, Library Board member

Amy Paget, Assistant County Librarian
Mary Reece, Community member
Jane Rinehart, Library Foundation Board member
Janet Stapleton, Library Board member
Terry Travis, Head Technical Services Librarian

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Executive Summary

The Tippecanoe County Public Library (TCPL) utilized a highly participative process to create its strategic plan covering the period 2005 – 2008. We used focus groups, a user survey and staff discussion of service responses to gather community, user and staff ideas. The planning team, consisting of representatives from the community, Friends of the Library, the Library Foundation, the Library Board and staff, carefully reviewed and discussed all inputs and data. This new strategic plan consists of a vision statement, supported by seven values, a mission statement, and eight goals with subordinate objectives.

The new vision statement says: “At your Tippecanoe County Public Library, explore and enjoy excellent resources that enrich your life and our community’s life, today and tomorrow.”

The eight goals help TCPL achieve its vision:

- **Reading and Literacy.** Promote reading and literacy as functional life skills and leisure activities.
- **Resources.** Provide adequate resources to prioritize and implement this strategic plan.
- **Community Presence.** Provide programs, staff expertise and materials or resources in community locations.
- **Partnerships.** Strengthen and/or pursue local partnerships with its Friends of the Library, the Library Foundation and community entities.
- **Visibility.** Market, promote and merchandise the library’s value to individuals and to the community.
- **Staff and Board.** Recruit, hire, evaluate, develop and retain high quality, diverse staff. TCPL desires that board appointments will reflect the community’s diversity.
- **Diverse Populations.** Assess needs, create and implement a service plan.
- **Facilities.** Continuously assess facility needs in all parts of the TCPL service area.

The planning team urges staff to prepare a companion action plan annually, linking specific goals and objectives to fiscal year budgets. The planning team also recommends that status reports be provided periodically to the Library Board and to the community on implementation and assessment.

A vision is an image of a desired reality. It may cover up to 15-20 years. Typical questions addressed in formulating a vision are: What do we want to be? What do we want to create? What's the difference we want to make in the lives of our users, our customers?

Tippecanoe County Public Library's Vision:

At your Tippecanoe County Public Library, explore and enjoy excellent resources that enrich your life and our community's life, today and tomorrow.

Values are the unchanging, constant beliefs and norms that underlie the vision. Typical questions include: What kind of a culture do we want to create? How do we want to act towards the external and internal environments?

TCPL's Values:

1. **Respect for all.** We treat all our customers, and each other, as valued, responsible individuals.
2. **Service.** We provide excellent services that respond to changing, diverse customer needs.
3. **Integrity.** We follow the highest ethical standards of honesty and openness.
4. **Fiscal accountability.** As a public institution, we practice sound fiscal management.
5. **Confidentiality.** We safeguard all users' rights to request and obtain information in confidence, within state and federal statutes.
6. **Parental responsibility.** We expect parents to guide and supervise their children's use of library collections, services and programs. TCPL's board and staff do not serve *in loco parentis*, as a substitute for parents.
7. **Professional growth.** The board and staff mutually commit to their continuous professional development.

Mission

A mission is a statement of purpose and persons benefited. Typical questions answered by the mission include: Why do we exist? What's the business we're in?

Tippecanoe County Public Library's Mission

To be our community's leader in encouraging and promoting reading, literacy, and lifelong learning.

Goals and Objectives 2005-2008

Goals are statements of outcome which support the vision. Goals describe what we need to achieve over the long-term for the vision to become reality.

Objectives are broad statements about how we will achieve our vision and goals. They are the means to achieve the end. Typical questions answered by objectives are: How might we proceed? With whom and when? What infrastructure must we have? What partners could we find?

Goal: Reading and Literacy. Promote reading and literacy as functional life skills and leisure activities.

Objectives:

- Advance information literacy skills and usage for all ages.
- Advance reading skills for all ages.

Goal: Resources. Provide adequate resources to prioritize and implement this strategic plan.

Objectives:

- Provide diverse, up-to-date collections in multiple formats.
- Explore the best use of prospective and current special collections such as the Swezey Collection.
- Provide the technology that supports users, staff and the Board.
- Review, update and/or create Board policies regularly.

Goal: Community Presence. Provide programs, staff expertise and materials or resources in community locations.

Objectives:

- Create more programs for adults and special populations.
- Take more programs and services out into the community.
- Explore innovative programs.
- Participate in more national celebrations, e.g., Black History Month, National Holocaust Awareness Month.
- Cooperate with other entities in providing programs and services at TCPL or in the community.

Expand participation in downtown and community events.

Goal: Partnerships. Strengthen and/or pursue local partnerships with its Friends of the Library, the Library Foundation and community entities.

Objectives:

Increase visibility of the partners and of TCPL.

Assure benefits to all participants.

Participate in downtown, city and county planning groups and boards.

Goal: Visibility. Market, promote and merchandise the library's value to individuals and to the community.

Objectives:

Prepare and implement a marketing plan.

Sustain and enhance a positive image/brand for TCPL.

Goal: Staff and Board. Recruit, hire, evaluate, develop and retain high quality, diverse staff. TCPL desires that board appointments will reflect the community's diversity.

Objectives:

Conduct periodic wage/salaries/benefits studies.

Provide regular in-service training for staff.

Staff a human resources position.

Staff a marketing/PR position.

Maintain an up-to-date Personnel Manual and job descriptions.

Expect that all staff and Board members will participate in professional development.

Goal: Diverse Populations. Assess needs, create and implement a service plan.

Objectives:

Target new programs and services to groups that are under-served.

Explore setting up advisory panels to assist in service development.

Goal: Facilities. Continuously assess facility needs in all parts of the TCPL service area.

Objectives:

Explore the possibility of another joint facility with governmental/public entities.

Provide adequate maintenance and beautification to assure attractive, welcoming and safe places.

Explore and/or acquire appropriate property in a timely fashion.

Re-evaluate the mobile library service in conjunction with plans for future branches.

Evaluate the TCPL service district's anticipated growth and demands.

Regularly measure and analyze facility use.

Next steps

For any strategic plan to succeed, it must be linked to fiscal year budgets. The Planning Team desires that the Tippecanoe County Librarian and staff prepare annual action plans that show which specific goals/objectives are being started, continued and/or completed.

The Planning Team also urges that status reports be given periodically to the Library Board and to the public concerning the strategic plan's implementation and assessment.

County Librarian Jos N. Holman will hold meetings with selected leaders to discuss the final, approved strategic plan.

Background and Methodology

In 2004, the Tippecanoe County Public Library (TCPL) Board authorized creating a strategic plan. Facilitator and library trustee Ellen G. Miller was selected to facilitate the planning process. The planning team was comprised of representatives from the Library Board, Friends of the TCPL, TCPL Foundation, community and staff.

Work commenced with a review of key documents including:

- Long Range Plan, 1999-2003
- Several issues of “Pocket Edition” newsletter
- Sample handouts concerning programs
- Recent media clips
- The TCPL Foundation’s Spring 2004 report

Later, detailed statistics on holdings, circulation, material turnover analysis (usage by type), and collection analysis (circulation, holdings and turnover) at both sites were reviewed. So was *Vision 2020, A plan for the future of Greater Lafayette*.

Staff input was gathered by two methods: *SWOT (Strengths, Weaknesses, Opportunities and Threats)* analyses and reviewing “Service Responses” as found in the Public Library Association’s *New Planning for Results* methodology.

The facilitator conducted two *SWOT* analysis sessions with staff on 10/26/04. This proven technique that permitted participants to examine the internal environment for *Strengths* and *Weaknesses* and the external environment for *Opportunities* and *Threats* concerning TCPL. About 56 staff attended. See Appendix A for the *SWOT* executive summary; it covers three *SWOT* analyses (staff and planning team).

Staff also discussed “Service Responses” from the *New Planning for Results*¹ methodology. Whether in their own work units or in sessions on topics of interest, staff discussed nine Public Library Association (PLA) areas:

- Business and career
- Commons
- Consumer information
- Current topics and titles

¹ Sandra S. Nelson. *The new planning for results: a streamlined approach*. Chicago: American Library Association, 2001.

- Formal Learning
- Genealogy and local history
- General information
- Information literacy
- Lifelong learning

They were asked to list all current activities; for each, should TCPL leave as is, do more, do less or drop. 155 activities were identified, of which 72 were “leave as is,” 3 were “drop/do less” and 80 were “do more.”

At the Planning Team’s second meeting, held on 12/17/04, the service response themes were presented:

- **Enabling savvy Internet use** – enable the user to find, winnow and effectively use the Internet
- **Supporting life changes** – assist customers with their own life needs via school support, job and career search, leisure and family enrichment, and the provision of a “commons” environment for interaction
- **Providing convenient service** – add book drops, copiers, and more terminals for checkout, public workstations, etc.
- **Increasing visibility** – let people know what their tax dollars have procured in terms of the benefits from library use
- **Providing high quality service** – be the best in resources, best in staffing, best in facilities
- **Reaching out to special populations** – the desire to do more in outreach areas crossed several service responses
- **Partnering** – various suggestions of community partnerships were peppered throughout the sessions

Four methods were utilized to receive community input. For copies of reports, contact the library.

An Environmental scan looked at demographic, growth, economic development, housing and other trends for the next 5-10 years. The goal is to estimate how the service area will change. Sources included 2000 census data with 2003 updates and information from the Lafayette-West Lafayette Economic Development Corporation, Indiana Department of Education, Indiana Youth Institute and Lafayette-West Lafayette Chamber of Commerce.

A report covering community data was presented at the planning team's second meeting on 12/17/04. Areas covered included manufacturing and industrial firms, residential starts, population, household income and demographics (especially language, ethnic and racial diversity).

To gather ratings from library users, 1771 surveys were distributed in the two facilities by Friends and staff for six weeks (late November, 2004 into early January, 2005). 836 completed forms were received by the analysis deadline. The survey measured:

- Who TCPL's customers are
- How customers used TCPL's libraries
- Customer perceptions of various services

Purdue University's Social Research Institute staff, under the leadership of Dr. John Stahura, advised on the survey and analyzed the data. Respondents could choose from four ratings where 1 = high and 4 = low; they could also choose "NA" as not applicable. For the 18-question survey, see Appendix B.

A summary report was prepared by consultant Ellen Miller. Key findings are:

1. **Satisfied users.** Across all questions and respondent groups, the bulk of users are pleased with TCPL.
2. **Many different library uses.** Some items were rated by nearly every respondent, such as Question 2, the three types of items used most often during the past six month. Others were rated only by a few, such as Question 9 concerning the downtown youth desk, where 47.6% chose NA.
3. **Facility ratings** (Question 4). Most respondents gave high marks to both facilities.

<u>Library Facilities</u>	<u>1 and 2 ratings</u>
Attractive, welcoming	84.10%
Clean	84.30%
Safe place	79.60%
Lighting	78.50%

The much higher NA percentage affected Campus, with its highest combined “1 and 2” ratings being in the low 30%.

4. **Internet access** (Questions 6-8). 20% of users depend on TCPL as their primary Internet access.

5. **Demographics** (Questions 17 and 18). A breakdown of the 836 respondents shows:

<u>Selected demographics</u>	<u>Number</u>	<u>Percent</u>
Female	502	60
Male	316	37.8
Asian	29	3.5
African-American	38	3.3
Hispanic	20	2.4
White	695	83.1
Multiracial	30	3.6
Refused	34	4.1

For detailed information about survey responses, please contact the library administration.

Five focus groups were held on 12/16/04 with 40 people attending:

- Small business groups/community relations representatives
- Service providers to special populations
- Representatives of diverse communities
- Homeschool educators
- Outlying area residents

Themes from the focus groups were:

1. Increase visibility and awareness of current library collections, programs and services.

2. Support the area's labor pool, from resumes to programs at employers' locations.
3. Give more attention to adult programming.
4. Assure meeting places that are welcoming, attractive and safe.
5. Partner more with other organizations, businesses.
6. Increase diversity representation. People want to see exhibits, collections, programs and staff who are "like me."
7. Provide seamless, modern technology including adequate numbers of computers and many links with other organizations and databases.
8. Support reading and literacy.
9. Address personal convenience, time management, e.g., placing holds and delivery of materials.
10. Be more a part of downtown; expand participation and support.

For details on the focus group themes, see Appendix C.

Prior to the first planning session on 10/27/04, confidential telephone interviews were held with the planning team. The agenda included:

- Who we are: Brief review of facts, statistics.
- Review of planning process elements, especially gaining community input.
- Emerging themes from the confidential telephone interviews.
- SWOT analysis. When completed, the facilitator informally summarized the staff SWOT, held the day before.

The agenda for the second planning session, held on 12/17/04, included:

- Themes from three SWOT analyses.
- Staff "Service Response Discussions" report.
- Environmental scan report.
- Informal observations from five focus groups held the day before.
- Possible relationship to Greater Lafayette's *Vision 2020*.

- Length of time for this strategic plan. After vigorous discussion, it was decided that it would cover 2005 – 2008 (four years).
- Draft values
- Draft vision

The agenda for the third planning session, held on 1/21/05, included:

- Additional information for environmental scan report
- 12/16/04 focus group report
- User survey report
- Summary of findings from all input methods
- Brainstorming on goals and objectives

The fourth, final planning session, held on 2/11/05, was spent on a detailed, page-by-page review of the draft strategic plan. A calendar for presenting it to the Library Board was created.

APPENDIX A

Staff & Planning Team SWOT Analyses Summary

SWOT (Strengths, Weaknesses, Opportunities, Threats) analyses let participants record what is top of mind for them. No list of topics is presented. Every opinion is right; nothing is wrong. Not surprisingly, an item such as “communications” or “technology” may show up in any of the four categories, reflecting the writer’s opinion.

Also not surprisingly, staff had more to say about the library’s infrastructure. These topics included strengths and weaknesses of ordering materials, holds, cross training, inventory, technology and many more. They also identified issues concerning salaries and benefits.

The 202 comments in the three SWOTS reveal these common themes which are in rough order.

Strengths:

Staff. Professionalism, close working relationships.
Availability to the community. Hours open, facility locations.
Friends of the Library. Financial support, strong group.
Collections.
Programs, especially for children.

Weaknesses:

Staff. Lack of diversity/languages; lack of cross training; salaries; turnover.
Communications, marketing and PR. This complex topic radiates in all directions: From administration to staff; users to staff; feedback to users; campus with downtown; to/from community.
Technology. Obsolescent computers, telecommunications, phones.
Facility (downtown). Cramped, dated.
Infrastructure. Collection control; cumbersome, inconsistent procedures; holds, etc.

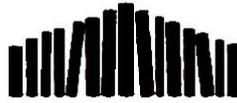
Opportunities:

Visibility/PR/marketing. With the community and its leadership.
Collaboration Partnerships with Purdue University, schools, other organizations.
Technology. Update it, teach it.
Service. Improve infrastructure such as holds, ordering materials, etc.

Threats:

Funding. Needs to be stable. Anti-tax mentality.
Security. Includes theft, patron behavior.
Technology costs. Hardware, telecommunications, software, staff/patron training.
Customer attitudes. Fewer intellectual pursuits. Library isn’t the only way to access the Internet or find materials/information.
Customer expectations. Finding out and fulfilling them.

APPENDIX B
User Survey Form



TIPPECANOE COUNTY
PUBLIC LIBRARY

December 2004

Dear Neighbor,

A strategic plan keeps your library system focused on common goals. Getting community and user input is essential. Please take a few moments and fill out this survey. A planning team of Lafayette community members, board members and library staff will use the data over the next few months as we create the plan for your library system's future.

If you have questions, please call the Downtown Library at 765-429-0101. Thank you for your help!

Van Phillips, Board President
Jos N. Holman, County Librarian

-----Fold Line-----

User Survey
Tippecanoe County Public Library
627 South Street
Lafayette, IN 47901-1470

PLEASE
PLACE
STAMP
HERE

Please Tape Closed

1. How often do you use:

	Downtown Library?	Campus Library?	Mobile Library? (Bookmobile)
a. Once a week or more	___	___	___
b. 1-3 times a month	___	___	___
c. Less than once a month	___	___	___
d. Never	___	___	___

2. Please check the 3 item types you have used most often during the past 6 months.

___ Adult books
 ___ Books on tape/cd
 ___ CDs
 ___ Children's books
 ___ Computer software
 ___ DVDs
 ___ Videos

3. In the past 3 months, for what purposes have you used Tippecanoe County Public libraries? Check all that apply.

	Downtown Library	Campus Library	Mobile Library (Bookmobile)
a. Materials for children/others	___	___	___
b. Materials for school assignments	___	___	___
c. Materials for leisure use	___	___	___
d. Materials related to job/career	___	___	___
e. Attend meetings	___	___	___
f. Meet friends / other people	___	___	___
g. Other _____	___	___	___

4. Please rate these aspects of our two library facilities, where 1=high, 4 = low and NA means "Not Applicable."

	Downtown Library					Campus Library				
	High		Low			High		Low		
a. Attractive, welcoming	1	2	3	4	NA	1	2	3	4	NA
b. Clean	1	2	3	4	NA	1	2	3	4	NA
c. Safe place	1	2	3	4	NA	1	2	3	4	NA
d. Easy to find what I want	1	2	3	4	NA	1	2	3	4	NA
e. Group study places	1	2	3	4	NA	1	2	3	4	NA
f. Comfortable reading areas	1	2	3	4	NA	1	2	3	4	NA
g. Quiet reading areas	1	2	3	4	NA	1	2	3	4	NA
h. Lighting	1	2	3	4	NA	1	2	3	4	NA

5. Do you use the self-checkout machine?

	Downtown Library	Campus Library
a. ___ Often	___	___
b. ___ Only if there's a line at the circulation desk	___	___
c. ___ Never	___	___
d. ___ Don't know how	___	___

6. Is the library your primary Internet access?

___ No
 ___ Yes; if so, how often do you come to the library to get on the Internet?

a. ___ Daily
 b. ___ At least 3 times a week
 c. ___ At least weekly
 d. ___ At least once a month

7. How often do you access any of these resources from your home?

	TIPCAT (Library catalog)	Library Databases (Reference USA, etc.)	The Internet	Other
a. Daily	___	___	___	_____
b. 3-4 times a week	___	___	___	_____
c. 2-3 times a month	___	___	___	_____
d. 4-6 times a year	___	___	___	_____
e. Never	___	___	___	_____

8. How often do you access any of these resources from your office?

	TIPCAT (Library catalog)	Library Databases (Reference USA, etc.)	The Internet	Other
a. Daily	___	___	___	_____
b. 3-4 times a week	___	___	___	_____
c. 2-3 times a month	___	___	___	_____
d. 4-6 times a year	___	___	___	_____
e. Never	___	___	___	_____

9. Please rate these aspects of staff services. 1 = Excellent, 2 = Good, 3 = Fair, 4 = Poor and NA means Not Applicable.

	Courteous	Patient	Knowledgeable	Wait time to get help
<u>Downtown Library</u>				
Reference Desk	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA
Circulation Desk	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA
Youth Desk	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA
<u>Campus Library</u>				
1 st Floor Information Desk	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA
Circulation Desk	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA
2 nd Floor Information Desk	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA
<u>Mobile Library (Bookmobile)</u>	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA	1 2 3 4 NA

10. Please rate the library's collections:

	Strongly Agree	Agree	Disagree	Strongly Disagree	NA
a. Are up to date.	___	___	___	___	___
b. Are in good physical condition.	___	___	___	___	___
c. Meet my needs.	___	___	___	___	___
d. Are on the shelf when I need them.	___	___	___	___	___

11. About the library's programs ...

	Downtown	Campus
a. <u>How often do you attend?</u>		
• Monthly	___	___
• Quarterly	___	___
• 1-2 per year	___	___
• never	___	___
b. <u>Which types of programs have you attended?</u>		
• Children	___	___
• Teen	___	___
• Adult	___	___
• Book discussions	___	___
c. <u>Check all the ways you find out about programs:</u>		
• Library flyer, sign, poster, newsletter	___	___
• Word of mouth	___	___
• Newspaper	___	___
• Radio/TV	___	___
• Other _____	___	___

12. About the library's website ...

	Strongly Agree	Agree	Disagree	Strongly Disagree	NA
a. <u>How often do you log on?</u>					
___ at least daily					
___ at least 3 times per week					
___ once a week					
___ at least once per month					
___ never					
b. Is easy to navigate.	___	___	___	___	___
c. Is kept up-to-date.	___	___	___	___	___
d. Fast response when I email the library.	___	___	___	___	___
e. Has information I need.	___	___	___	___	___

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
13. Please rate these aspects of your library record.					
a. Easy to find what items I've checked out.	<input type="checkbox"/>				
b. Easy to find out about overdues and bills.	<input type="checkbox"/>				
c. Easy to place holds.	<input type="checkbox"/>				
d. Easy to get status on holds.	<input type="checkbox"/>				

14. What other libraries do you use?
- West Lafayette Public Library
- Purdue University Libraries
- Local school libraries
- Other _____

15. In the past 3 months, have TCPL staff referred you to the Purdue University Libraries?

- No
- Yes; if so were you referred to (Check all that apply.)
- Government documents information?
- Patent information?
- Information on a specific subject?
- Other _____ (please specify).

16. In the past 3 months, have you used the Purdue University Libraries?

- No
- Yes; if so for what purposes have you used them? Check all that apply.
- Government documents information
- Patent information
- Online resources
- Print resources
- Other _____ (please specify).

17. Please provide the following information about yourself.

- a. Gender: Female Male
- b. Age: 0-14 15-19 20-29 30-39 40-49 50-59 70+
- c. Race/Ethnicity:
- Asian African American Hispanic White Multiracial
- d. Zipcode: 47901 47902/3 47904 47905 47906/96 47909 47920 47924
- 47930 47931 47941 47981 47983 47992 Other _____

18. How many others in the following age ranges live in your household? Write a number on the appropriate line(s).

- 0-4 years old _____ 5-9 years old _____ 10-14 years old _____ 15-19 years old _____
- 20-39 years old _____ 40-59 years old _____ 60-69 years old _____ 70+ years old _____

Thank you for completing our survey.
It must be turned in or received via mail by Monday December 22, 2004.

ADDITIONAL COMMENTS:

APPENDIX C

Five Focus Groups: Emerging Themes

The “head and shoulders” topic is *visibility and awareness*. Many comments reflect lack of knowledge about TCPL’s collections, services and programs, even when publicized. Innovative ideas include using the Trolley as an advertising venue and providing free bus tokens to its riders.

Other focus group themes, in no order, include:

1. *Support the area’s labor pool.*
This includes resources for employees who are students at local universities, preparing resumes, programs at work sites, mutual links with employer websites and programs such as Work Keys.
2. *Give more attention to adult programming.*
TCPL does a good job with children, but more is needed for grownups. Suggestions included programs, such as book clubs and training about TIPCAT, other resources.
3. *Assure meeting places that are welcoming, attractive and safe.*
Make sure that both facilities are safe, welcoming and comfortable for all groups. Staff got high marks for being friendly. Check bathrooms often.
4. *Partner more with other entities.*
Possibilities included website links, the partnering entity conducting workshops for TCPL staff, using their facilities for TCPL outreach (doctors’ and realtors’ offices).
5. *Increase diversity representation.*
People want to see exhibits, collections, programs and staff who are “like me.” This includes lingual, racial, sexual orientation and other diversities. They also want to see media coverage of TCPL’s actions in this area.
6. *Provide seamless, modern technology.*
Have enough computers and up-to-date connectivity. Link with many websites (e.g., employers, West Lafayette PL). Link with databases such as Purdue University’s Thor.
7. *Support reading and literacy.*
Provide more for hi/low readers, adults and homeschoolers. Provide outreach resources at other community sites, such as LARA or Community Health Clinic. Link with schools for Accelerated Reader titles, etc.
8. *Address personal convenience, time management.*
The many suggestions included placing holds, delivery to outlying areas via Mobile Library, first-floor children’s bathrooms at Campus and more help in using computers.
9. *Be more a part of downtown.*
Continue to participate in events. Help small business be successful, help them pull together.