

MONROE COUNTY PUBLIC LIBRARY

Strategic Direction 2018-2020:
Community Feedback

Summary of actions

- April 2017: MCPL hires Dan & Sharon Wiseman of Bloomington as consultants
- May 2017: MCPL forms Strategic Direction Team
- June 2017: Staff gathers community data, creates stakeholder & partner list. Develops methodology to gather community feedback into strategic direction.
- July 2017: Staff trained on Harwood method of community conversation.
- August – September 2017: MCPL launches community survey, staff begin facilitating conversation with stakeholder groups.
- Sept 2017: Strategic Direction Team reviewed community data and analyzed trends
- Oct 2017: Strategic Direction Team & Leadership Team met. In a discussion facilitated by the Wisemans, the group identified four top goals addressing community concerns.
- Nov 2017: Leadership Team drafts the new mission, vision, values, and goals for the strategic direction as outlined in the October meeting. The group identified action items and next steps for each library unit and for MCPL as a whole.

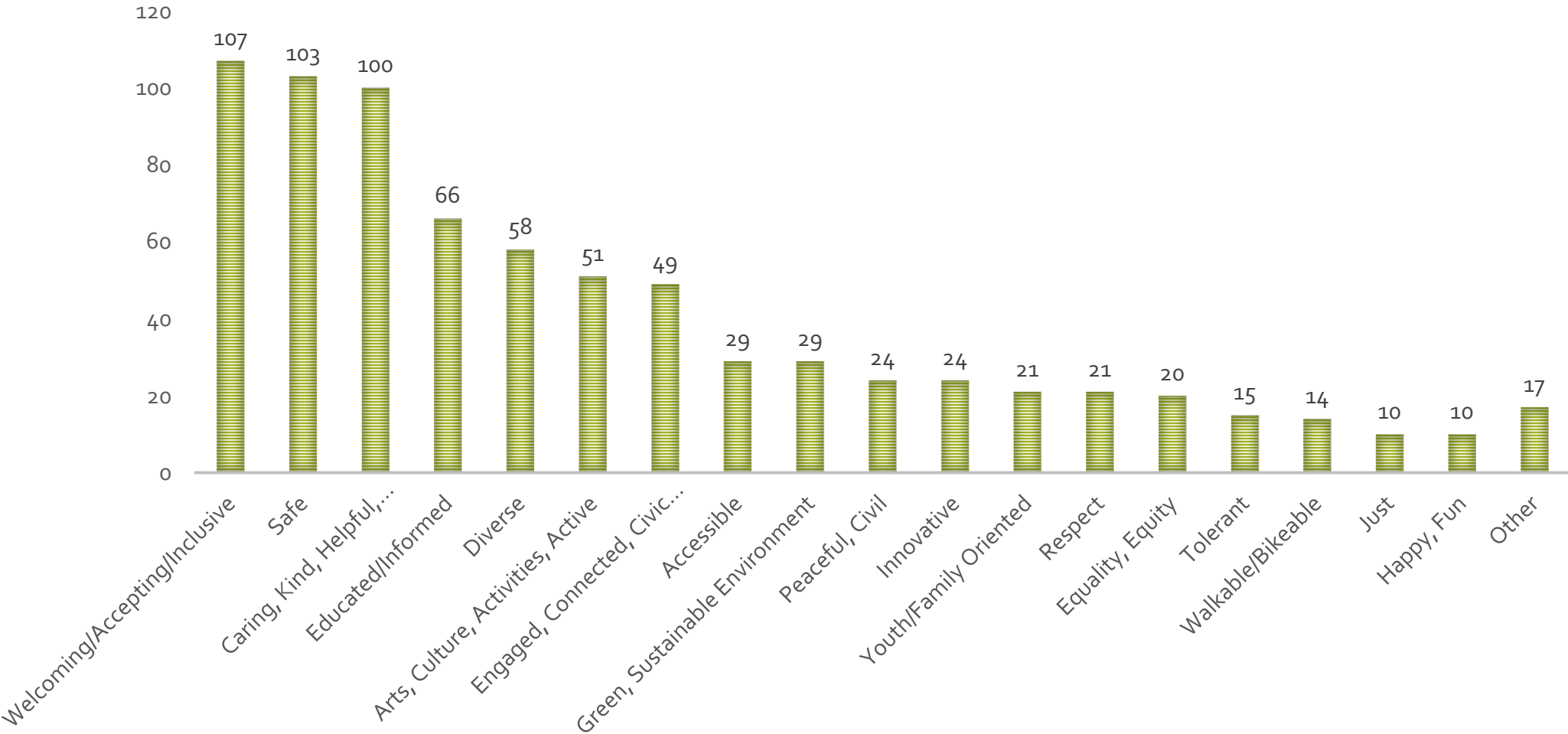
A Community Focused Approach

- The strategic direction information gathering consisted of four open-ended questions included in a survey and a series of community & stakeholder conversations
- The methodology is based in the Harwood Institute approach of “turning outward,” focused on the community’s aspirations rather than gathering data on specific library services
- In addition to libraries, United Way, AARP, and Goodwill use the Harwood approach for community engagement & action
- Several MCPL staff members attended Harwood Institute training as part of the Indiana State Library & American Library Association’s *Libraries Transforming Communities* initiative
- Leadership Team members, librarians, and customer service staff were trained in leading & facilitating MCPL strategic direction conversations

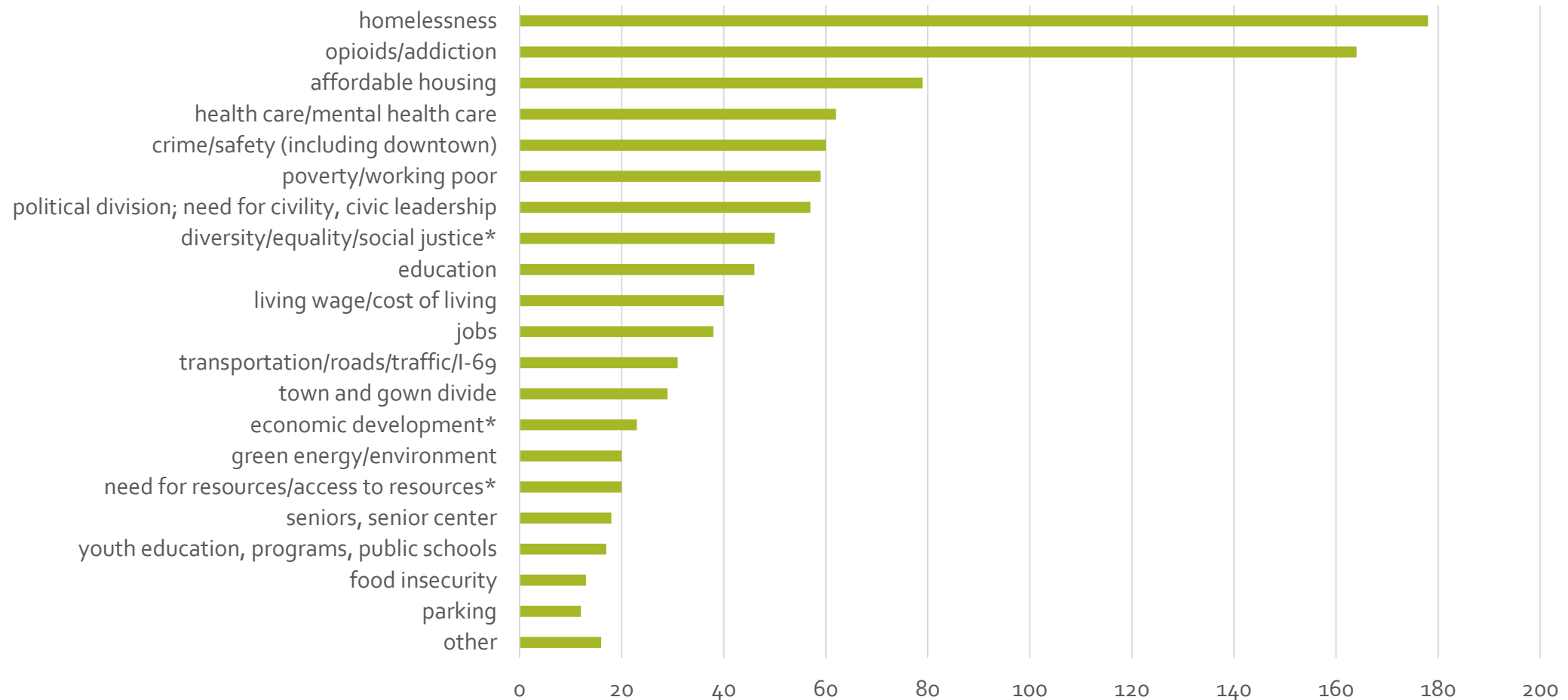
Community Feedback

- Survey closed on September 30. 408 surveys were taken.
- Community conversations were recorded with:
 - Friends of the Library Board
 - MCPL Staff
 - VITAL English Language Groups
 - Muslim community
 - Homeschool families
 - Active Aging Coalition
 - Council for Community Accessibility
 - Parents of Preschoolers
 - Center for Innovative Teaching and Learning
 - Work One Staff
 - BEAD Committee
 - Shalom Center
 - Bloomington Afterschool Network

Question 1: What kind of community do you want to live in?



Question 2: What do you believe are the 2-3 most important issues facing our community?



Most important issues facing community, continued.

The majority of comments regarding economic development indicate it is too rapid.

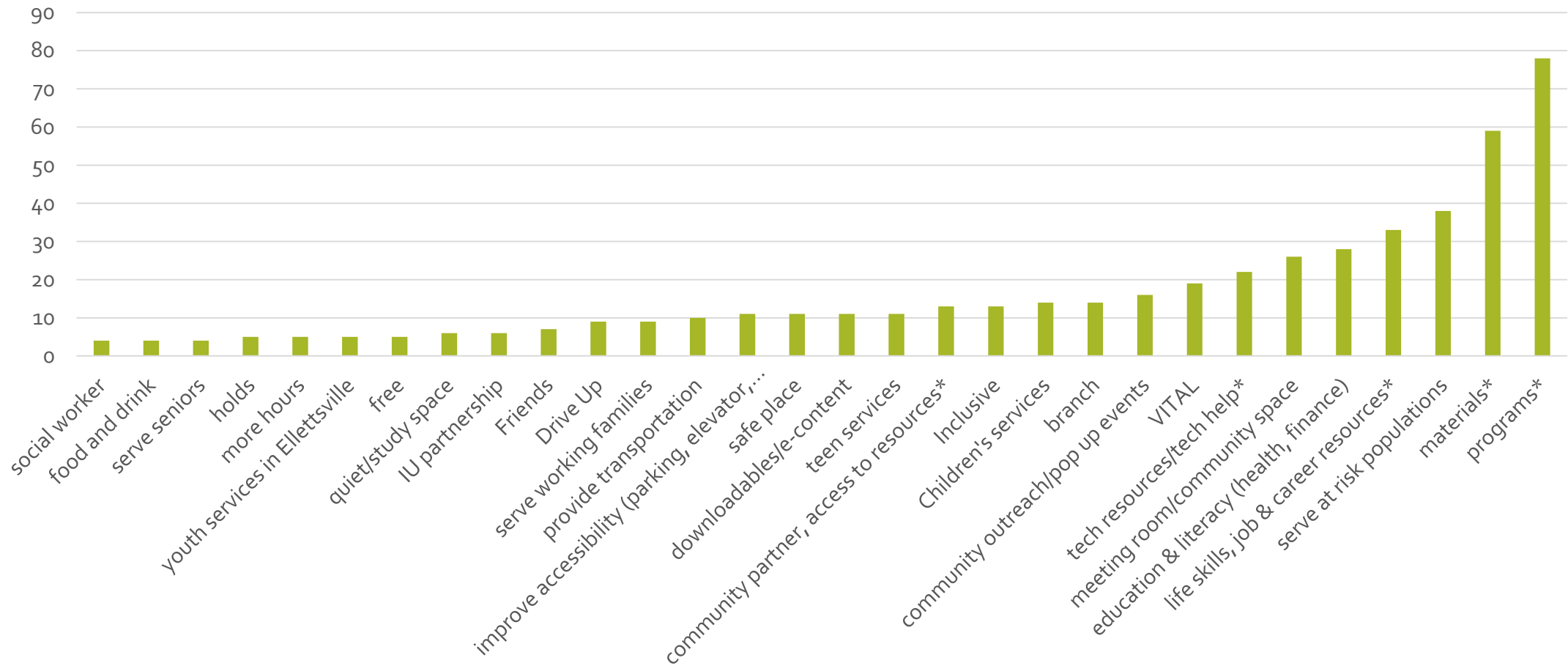
Respondents indicated a desire for youth programs in Ellettsville.

Social justice feedback was specific to immigration, racism, LGBT+, sexism, criminal justice, rape.

Desire for access to resources for free detox or rehab centers, dementia resources, sex education, poverty, addiction prevention, jobs, violence prevention, parent education & teens.

Comments on homelessness and addiction predominantly express compassion, some resentful.

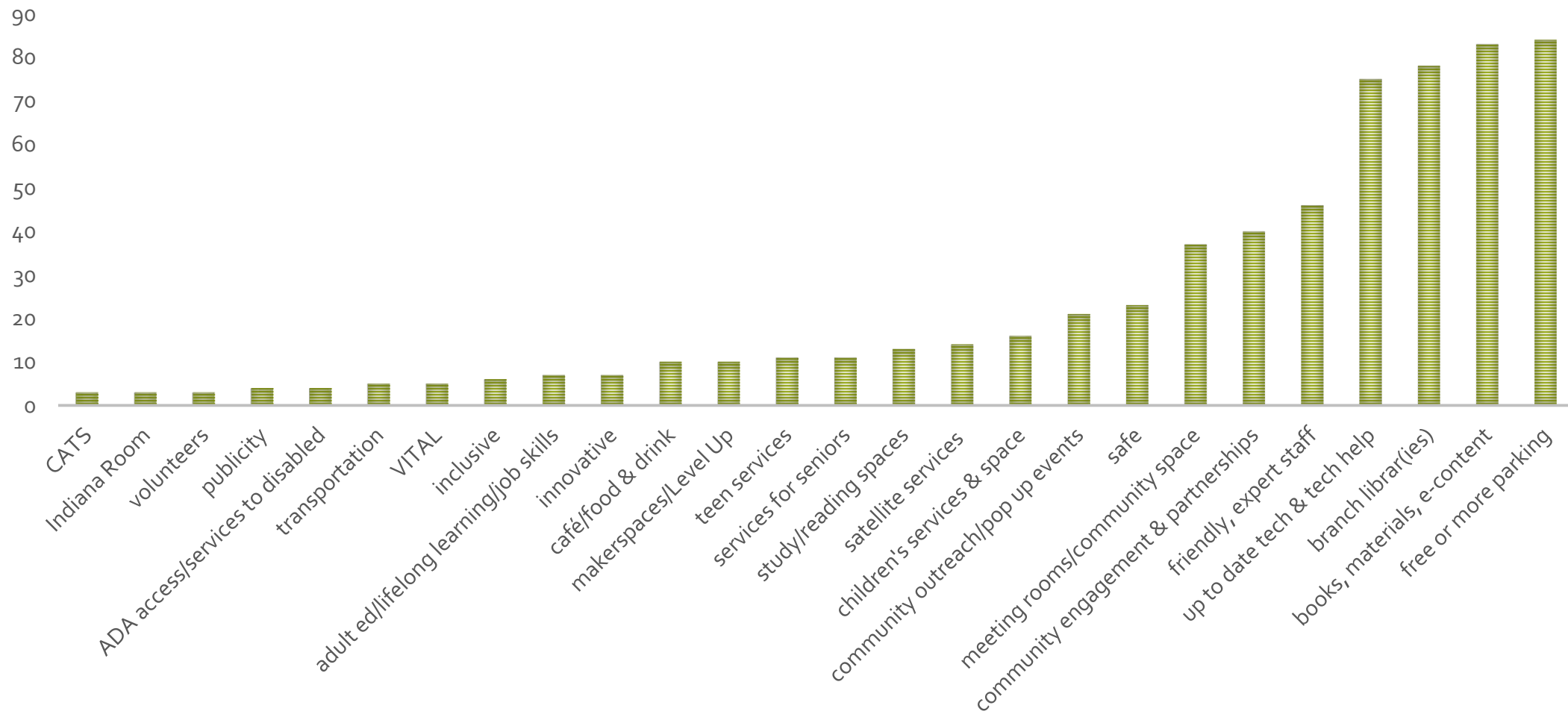
Question 3: What types of services and resources do you think MCPL should provide to meet community needs?



More feedback on services and resources:

- Service barriers: parking was viewed as the most significant barrier to service, with 56 respondents reporting it needed improvement. 36 respondents reported that safety or feelings of insecurity around safety in the library was another barrier
- Materials: DVDs, keep print, more digital copies, particularly audiobooks and bestsellers, positive feedback about Hoopla and Lynda.com, need for more language materials reflecting our community, desire for positive Islam cultural books, browseable new books, put new young adult materials in Ground Floor
- Partner/Resource notes: Monroe County Community School Corporation, volunteer opportunities, Ivy Tech, Catholic Charities, Monroe County Youth Council, voter registration, business community, shelters, IU students, Visitor Center, City Parks, more like Centerstone
- Life Skills/Career and technology: Desire for tech classes, classes for seniors, cybersecurity, intro to social media, Level Up, tech petting zoo, basic/intro tech classes, more gaming, affordable housing, sex education, finance, budgeting, business support, jobs, training programs, resume writing, college prep, "ask an expert" on home buying and home care, parenting classes
- Programming: Rehab and recovery, bike service, social justice, local history, after school literacy for K-6, art & performance, learn a musical instrument, teen programs at Ell, language clubs, international reading groups, adult book club in the evening, multicultural, STEM, yoga, Indiana Room & genealogy, serve autistic adults, seniors, teens transitioning to adulthood

Question 4: Thinking of the library in 5-10 years, what would the ideal MCPL be like?



More feedback on MCPL in 5-10 years

- program suggestions: harvest produce, yoga, animals, current events, autism, authors and movies, art, culture, more events like Sendak, LGBT, tech classes, job skills, life skills, children & tech, gaming, 25-40 year olds, book clubs, environment, poetry, winter events for seniors, makerspace/STEM for children
- space & technology comments: video conferencing, quiet reading/study space, green energy & plants, art space, digital spaces, community Wi-Fi & internet, charging station, virtual library, tech on the Bookmobile
- materials: popular materials, audiobooks, DVDs, language learning, stream movies, children's books, more digital content, genre fiction, check out devices, Islamic materials, Indiana Room, language learning
- partnerships: public schools, IU, art community, IU Health/Bloomington Hospital, Jacobs School of Music, cultural center