



Salem Public Library Advisory Board

Salem Public Library

Si necesita ayuda para comprender esta información, por favor llame 503-588-6178.

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Salem Public Library Advisory Board

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Lois Stark, Vice Chair
Francine Boullosa
Bill Distad
Harry Iwatsuki
Louise Newswanger
Sigrid Olsen
Jeffrey Skrysak
Callen Sterling

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Sarah Strahl, City Librarian
Lilly Gamaney, Staff Assistant

Next Meeting: Wed., Mar. 13, 2019

www.cityofsalem.net

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Meeting Agenda

Wednesday, February 13, 2019

5:30 p.m. – 7:00 p.m.

Main Library

Loucks Auditorium

585 Liberty St. SE, Salem, OR, 97301

1. Call to Order
2. Approval of Minutes
 - Wednesday, January 9, 2019
3. Public Comment
(Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda.)
4. Information Items
 - Chair's report
 - City Librarian's report
 - Friends of SPL report
 - SPL Foundation report
 - Seismic Project updates (City staff)
5. Discussion Items
 - Collection Development (continued from January 2019 LAB meeting)
 - Sharing Library Outcomes and Statistics (City Staff)
6. Action Items
 - None
7. Miscellaneous Board Items
8. Adjournment

Staff News

Our hunt for college interns

The Library has just hired seven new Interns. Twice a year the Library hires several interns from colleges in our area. This is a wonderful way to provide work experience for college students, and consistently infuses our workforce with versatility and energy. The students' studies range from Law and Medicine to Fire Fighting and Library Science. Many interns have been successful in becoming PTE Library Assistant 3 staff, providing them with invaluable leadership and customer service experience.

Library Spaces

Library seismic retrofit team at work

The Seismic Retrofit project team gathered public input at the January 31 Open House, featuring a presentation on results of the community Library use survey results. The final survey results summary is included in the LAB packet. Library staff, survey vendor Orange Boy, Inc., and members of the Seismic Retrofit team were there to answer questions and gather input. Questions were presented on posters, and participants were encouraged to fill out post it notes in response. Responses to one of the questions, "What is your favorite part of the Library's collections?" is summarized in a "word cloud" graphic included in the LAB packet.

The Seismic Retrofit team is currently hard at work on creation of an online and paper survey on Library design preferences that will be available at the Library as well as many other outlets. The Progressive Design Build Team of the architect, Hacker, and the builder, Howard S. Wright, has met with Library staff, and advocates such as the Friends, Foundation and, of course, Library Advisory Board members. A Council Seismic Retrofit Subcommittee also has been formed, and includes Councilors Hoy, Lewis, and Mayor Bennett as well as Library Advisory Board member Lois Stark.

This work on Seismic Retrofit of the Library provides excellent opportunities to make additional improvements to the Library in response to community needs.

In other developments, new Library scanning stations have been unveiled! Keep an eye out for this new convenient way to scan all kinds of documents and save them in a variety of ways.

Also, near the Ask Here desk, there's now a survey tool to give us more nuanced information on how happy people are with the services they use at the Library. Right now, the question asks: "Did you get the help you needed today?" This is followed by a range of faces from very happy to very unhappy. All Library users need to do is tap on the face that best represents his/her experience at the Library. The Library plans to use this to help gauge the service we are providing and guide our continual improvement.

Collections

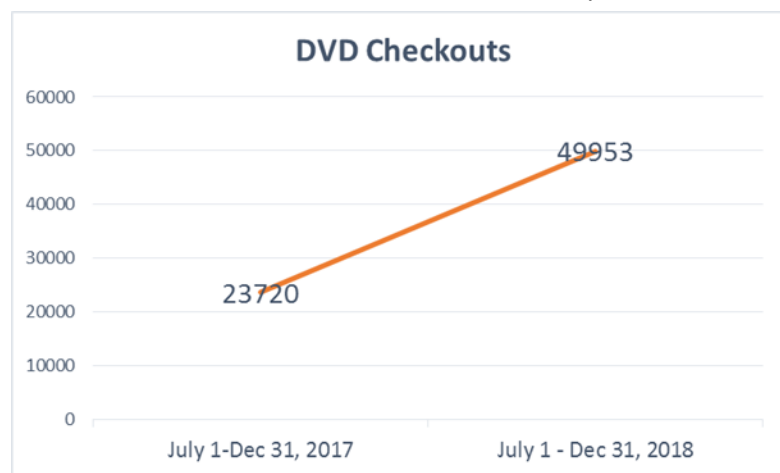
The conversation continues

The conversation continues this month at the LAB meeting on February 13 with collection selectors and staff from CCRLS available to provide information and answer questions. Please see supplemental

materials for more information about how the Library works to make its collections responsive to changing community needs and interests.

DVD Checkout Doubles

In the last six months DVD circulation has increased by over 100% going from 21,775 checkouts from July to December in 2017 to 45,441 in July to December of 2018. Patrons seem to be thrilled that the dollar fee has been removed and that they are able to pick their favorite movies and TV shows up off the self-service hold shelves and now have the ability to checkout DVDs on the self-checkout machines.



EVENTS

Harry Potter and more . . .

During December and January, local children and teens participated in a Screen Free Reading Challenge. On January 25, the Youth Services group threw a Harry Potter themed Late Night Party after library hours to celebrate those who successfully met the Challenge. The Friends of Salem Public Library group was a big support for this program and it was a huge success! One comment that a patron took time to send in was, "Thank you again for putting on such a fun event for the kids last Friday. My son and his buddy had a great time. It was clear there was a lot of thought and time put into each and every activity - we appreciated it! Looking forward to next year!" Well done to the Library staff and the Friends of Salem Public Library for making this amazing event happen.

What if everyone in the community read the same book?

January ended with a kickoff reception for **Salem Reads: One Book, One Community**, a month of Salem Public Library Foundation sponsored programs centered on the book Good Morning, Midnight by Lily Brooks-Dalton. The Salem Reads fun continues into February! Be on the lookout for more excellent programs like the one that just occurred on Saturday February 9th with the Good Morning, Midnight Hands-On Tech Fest. About 200 adults and children enjoyed "live" technology play on the main floor of the library. Robots, music, programming, ham radio and craft projects greeted eager attendees. Questions came fast and furious to the presenters from the curious participants. Talk of the book's subjects and themes were seamlessly interwoven into the demonstrations.

General Library News

Salem Library Foundation awards first “Sprinkles” grants

In addition to providing staff with the first new appliances in the staff room in a very long time, the Salem Public Library Foundation awarded their first ever “Sprinkles” grants, and brought sprinkle covered cake for staff to celebrate. The Foundations Sprinkles Grants have the goal of testing ideas, encouraging thinking outside the box, and supporting trial activities to go above and beyond the crucial or required elements needed to run the Library. They want to fund the “sprinkles on the cake” — fun, insightful, risky, unproven, innovative and creative projects that the Library staff may not otherwise be able to launch. Their desire is for meaningful, learned experience rather than success as an outcome. Projects may be outside Core Service Area Values, the Library strategic plan, or funding priorities. Any Library staff member is eligible to submit one application per year. The Foundation encourages discussion and collaboration among and within division teams. The grant project results may impact staff, patrons or both. While the grant applicants are not looking for projects to change the world, they are looking to make a piece of our Library world better.

The grants were awarded to:

- Dillon Peck to test out offering Tabletop Role Playing Games at the Library
- Sonja Somerville to purchase a typewriter and fountain pen to surprise and delight visitors by offering a whimsical, memorable experience
- Ashley Folgate to buy a digital camera to tell the Library’s story
- Sara Chesney to try offering tablets to homebound patrons
- Emily Byers to pilot an eBook lending Kiosk out in the community

Thank you so much to the Foundation, and congrats to the inaugural round of winners!

SALEM PUBLIC LIBRARY COMMUNITY ANALYSIS AND LIBRARY USE SURVEY*

Salem Public Library commissioned a survey of community Library use in 2018. The goal was to gain a deeper understanding of Salem Public Library customers and the Salem community to develop library services that continue to deliver relevant programs, materials and services. The survey highlights ways to engage current users, as well as attract new users who have yet to discover all the Library has to offer.

HIGHLIGHTS

Challenges

- 68,000 cardholders were not active within the past 12 months. However, 38,000 cardholders *were* active in that time frame.
- About 25% of households in the Library service area have an active Library card.
- Only 44% of cardholders remain active a year after their signup date.
- Salem's population growth rate was 11% from 2012-2018, but active cardholder growth was less than 1%. 60% of respondents point to the Library's inconvenient locations as part of the problem, while 60% point to the fact that the community doesn't know all that the Library offers.
- Overall, current users are pleased with Library services. Complaints include limited hours of operation and paid parking.

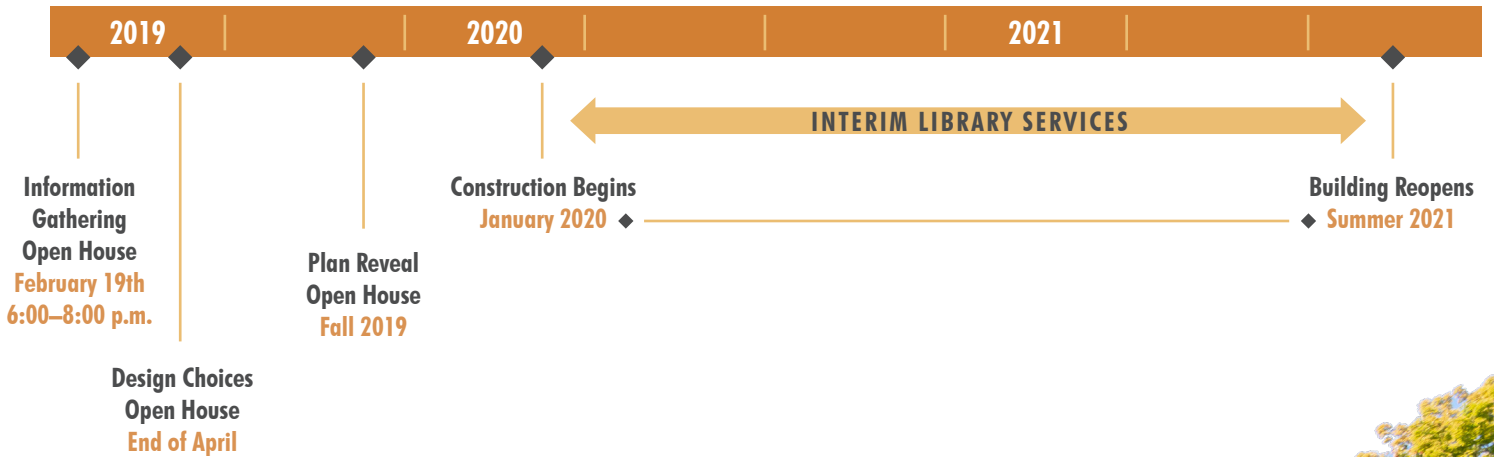
Opportunities

- Younger adults (age 25-45) and elementary age children show the most potential for growth in Library use
- Customers say they would use the library more often if there were more eBooks and they were easier to use, extended hours, better availability of best-sellers, and less time waiting for items on hold.
- About 50% of Library users report a strong connection to printed books. They use other media options as well, and prefer borrowing them from the Library to purchasing them.
- Some users are happiest with the print collections, but there is also increased growth in eBook and audio book usage.



SALEM PUBLIC LIBRARY RENOVATION TIMELINE

At these upcoming public events, we hope to receive ideas and input from the community about the Library, share information about the Renovation Project, and explain how your feedback will help influence initial design. As the project progresses, we will keep you up to date on the next steps and welcome any input or ideas you may have to share with us.



Your Design Build Team:

HACKER

DAYCPM
AN OTAK DIVISION



CITY OF *Salem*
AT YOUR SERVICE

Community Assessment

Salem Public Library

January 31, 2019

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Columbus, OH | orangeboyinc.com

Agenda

- I. Project Goals
- II. Market Overview
- III. Customer Satisfaction
- IV. User and Non-User Clusters
- V. Opportunities

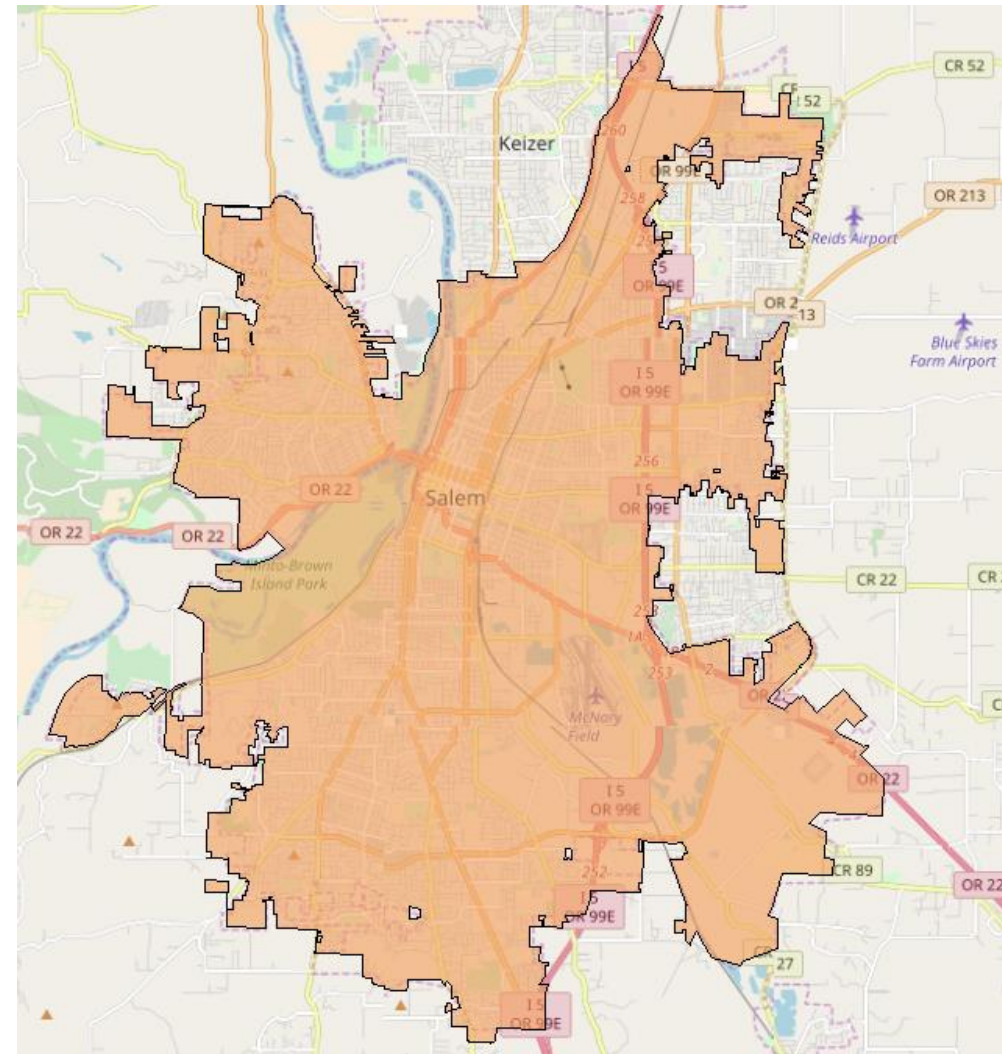
Project Goals

The study's purpose is to compare changes in the community and library utilization from the original study by OrangeBoy Inc. in 2012 to 2018

Gain a deeper understanding of Library customers and the Salem community in order to develop a library service model that delivers relevant programs and services.

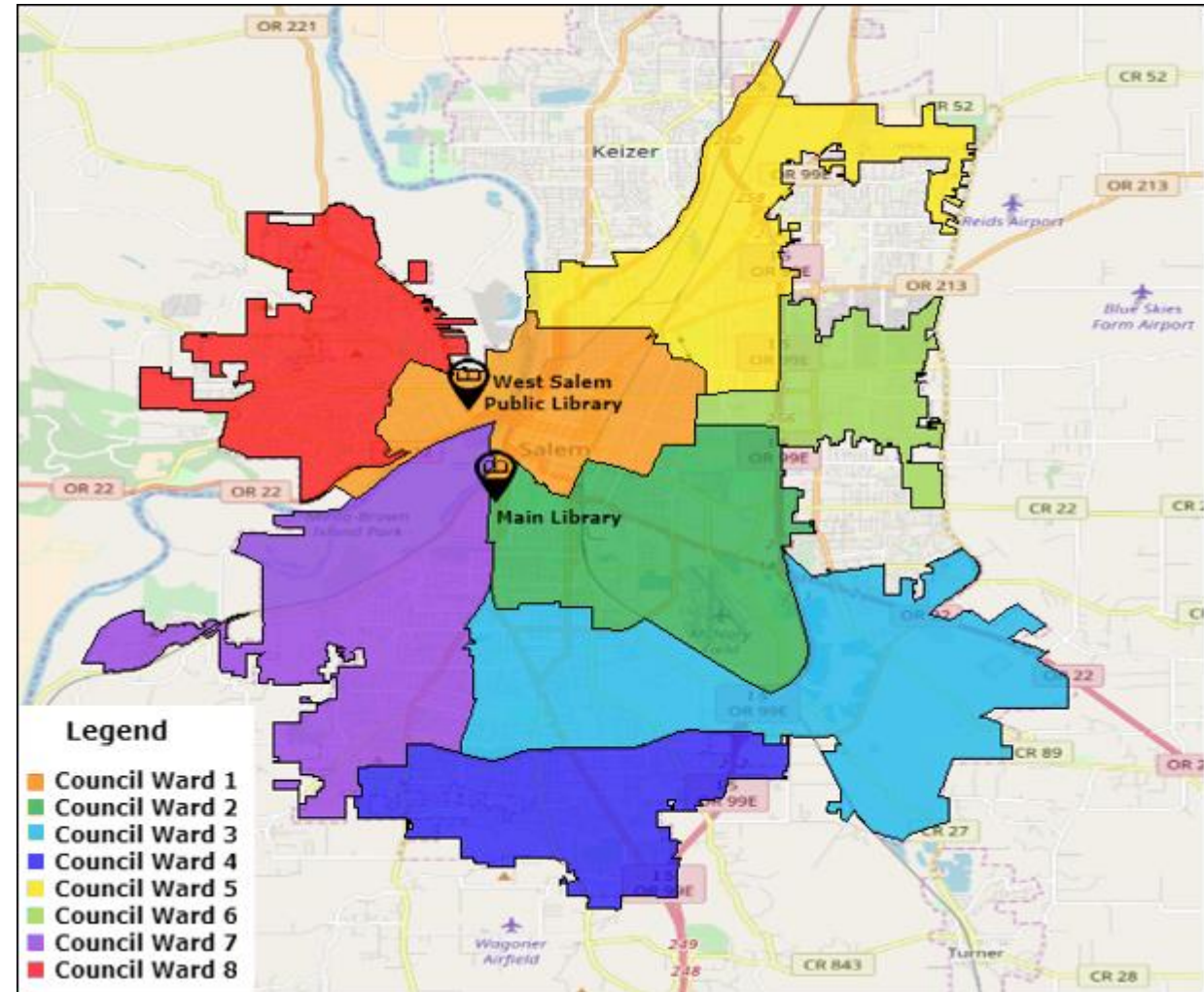
Service Area

- The library service area encompasses residents of Marion County within the Salem city limits



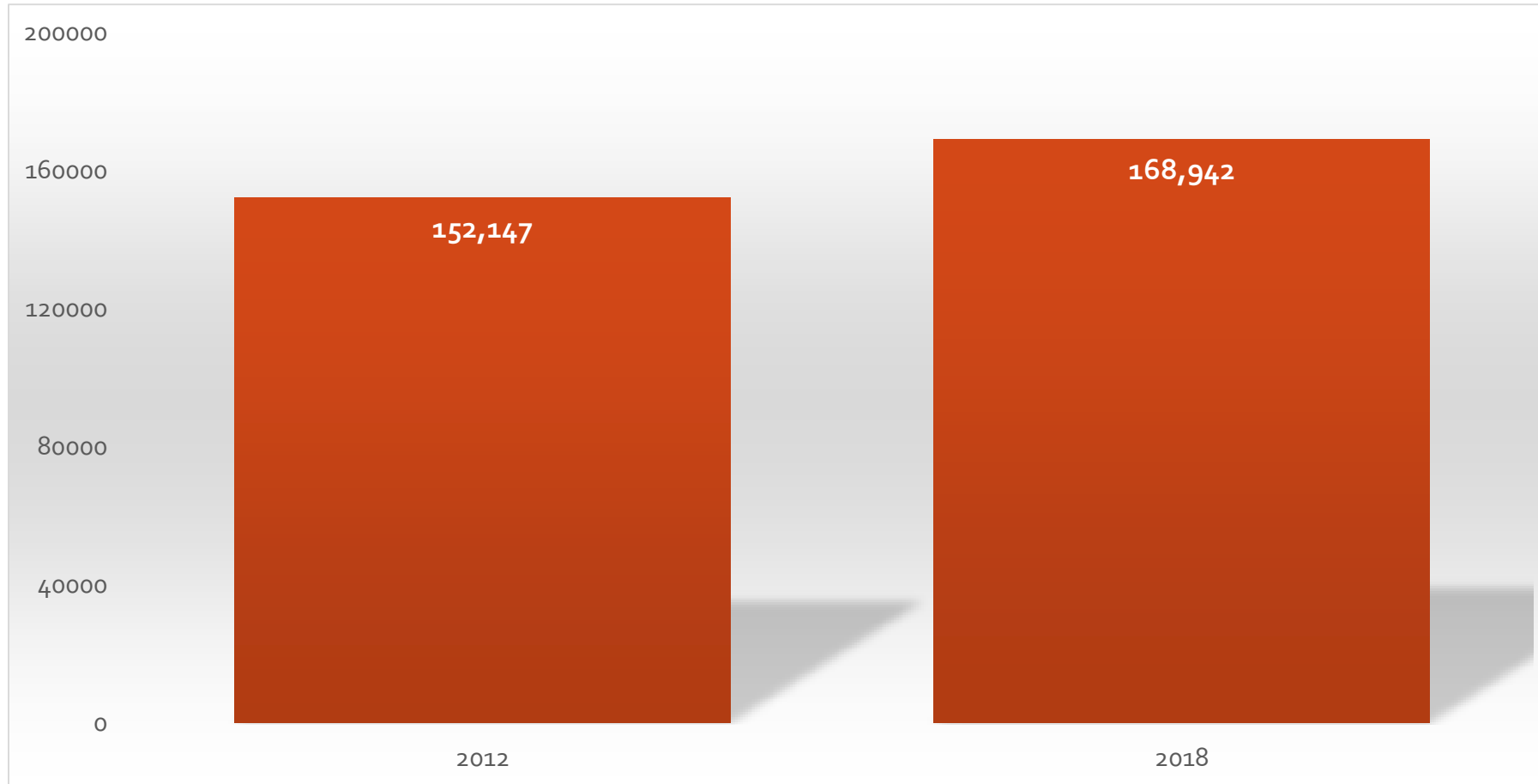
City Council Wards

- The city has 8 Council Wards
- The Main Library is located in Council Ward 2

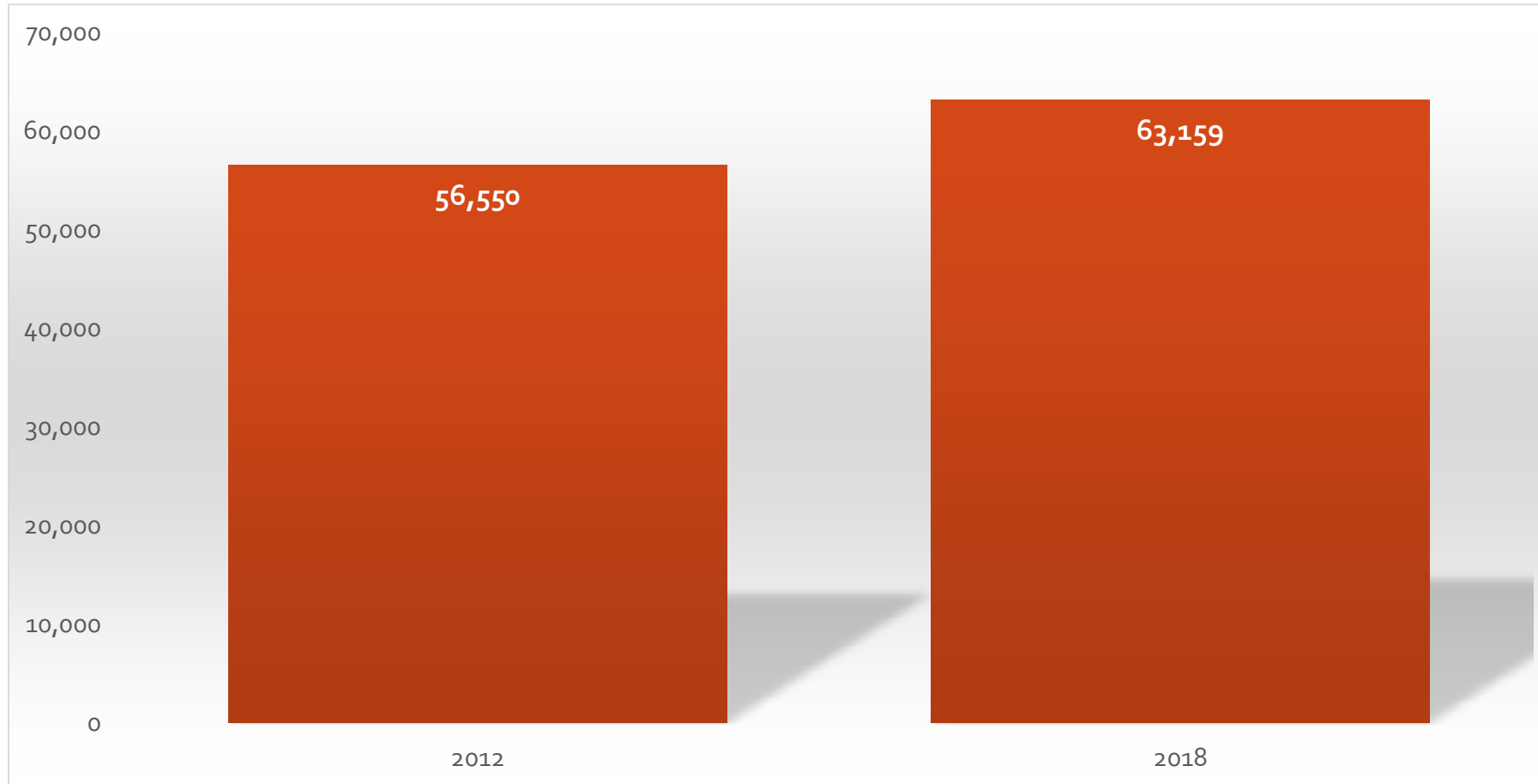


2012-2018 Comparisons

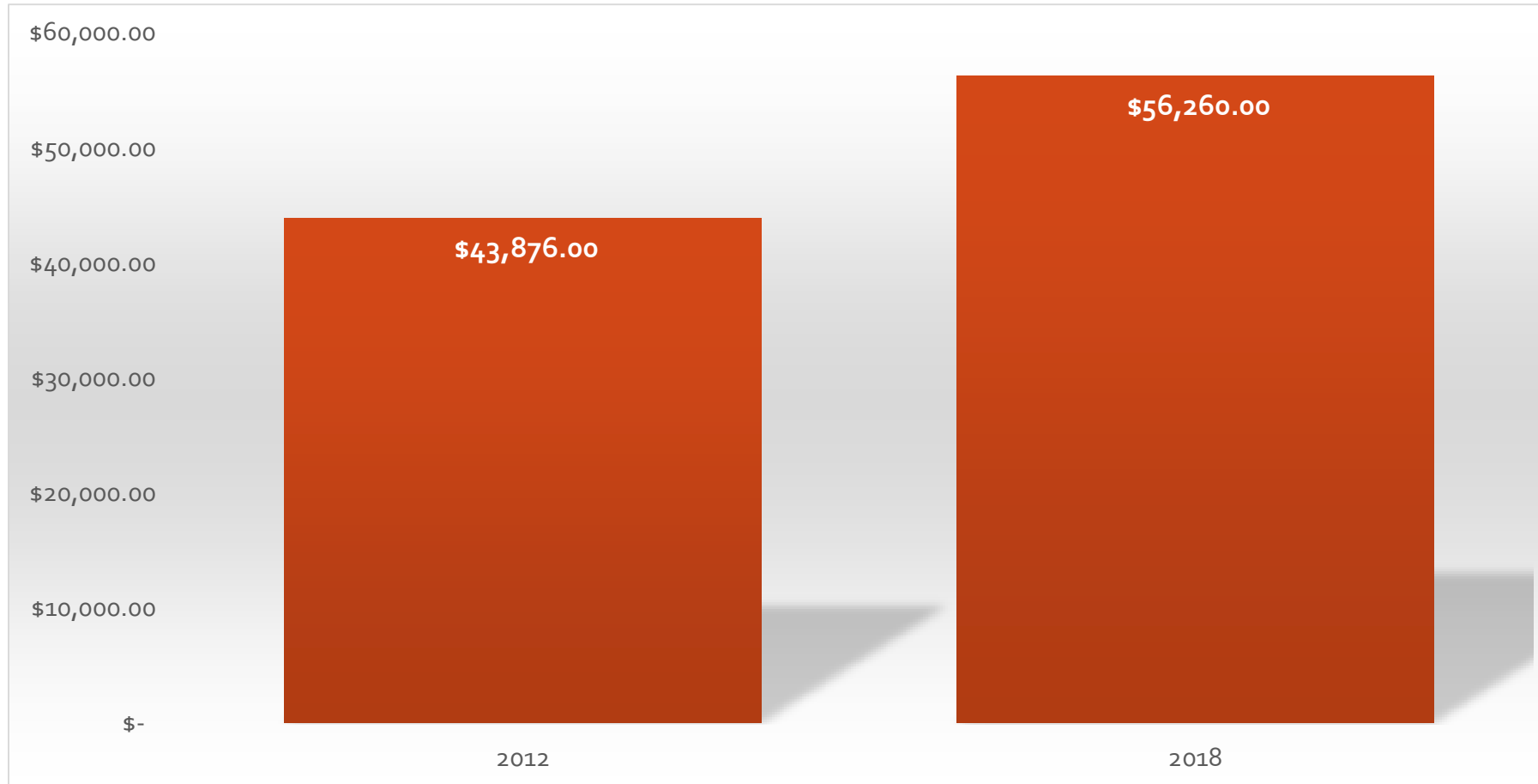
Population



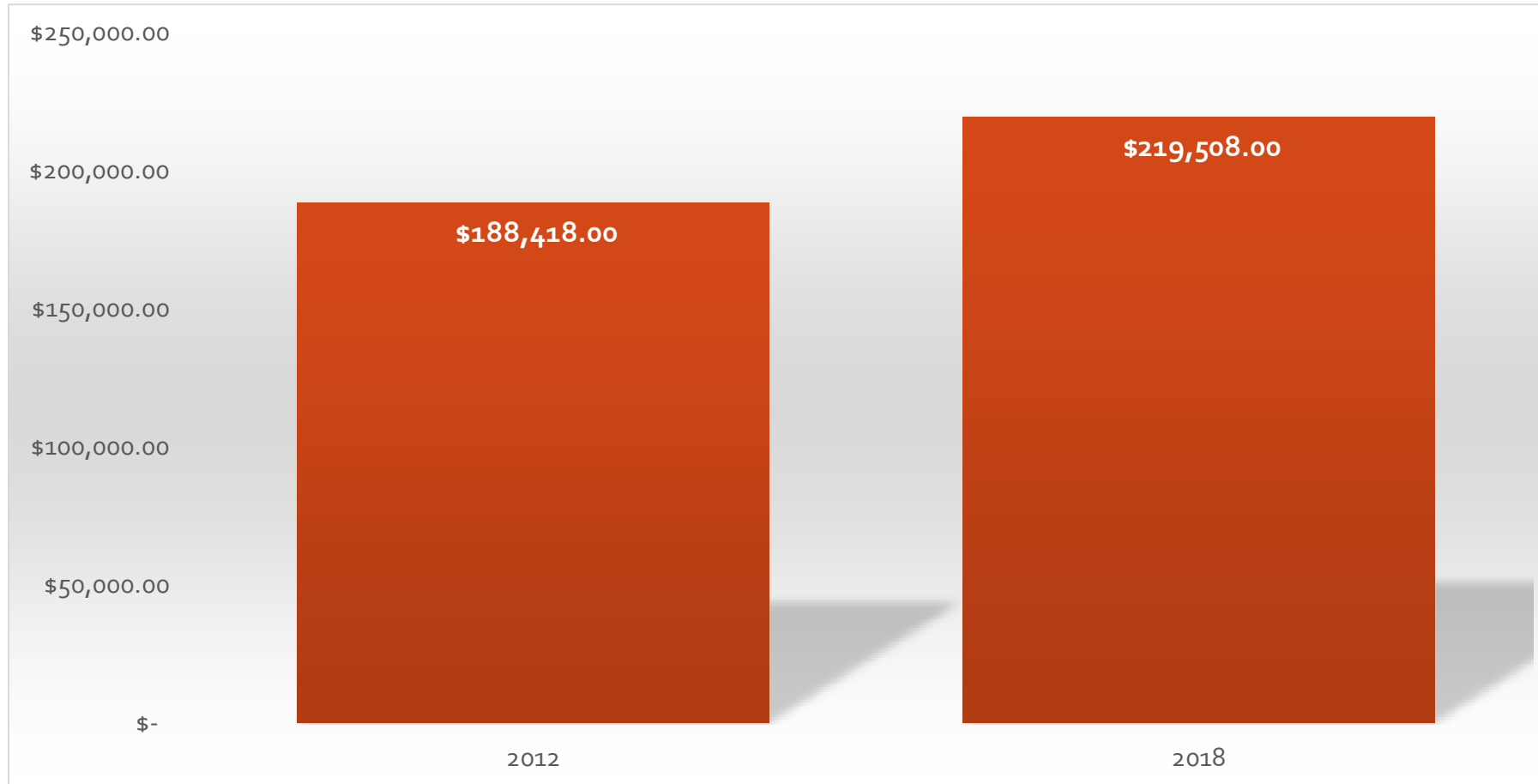
Households



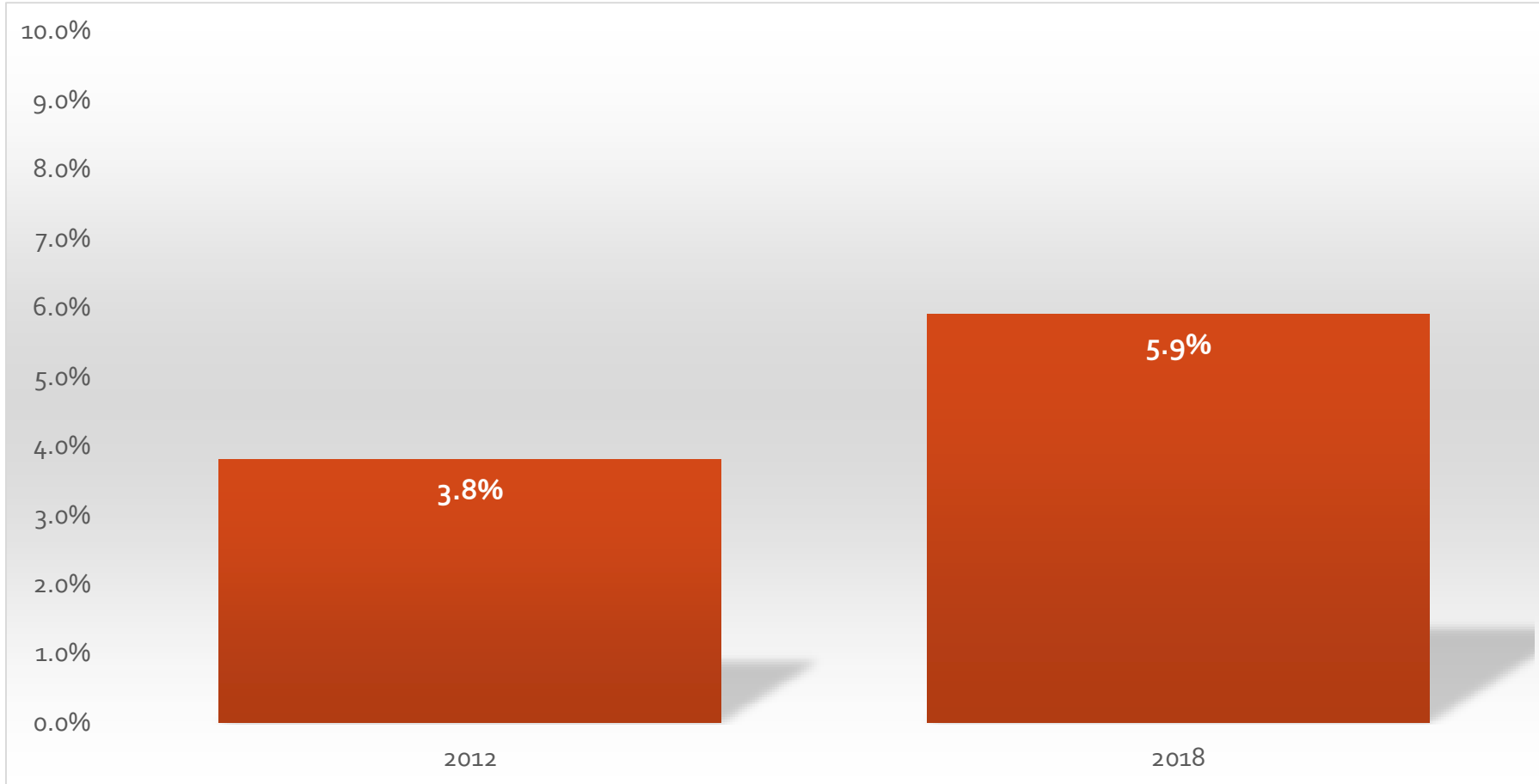
Median Income



Median Housing Value

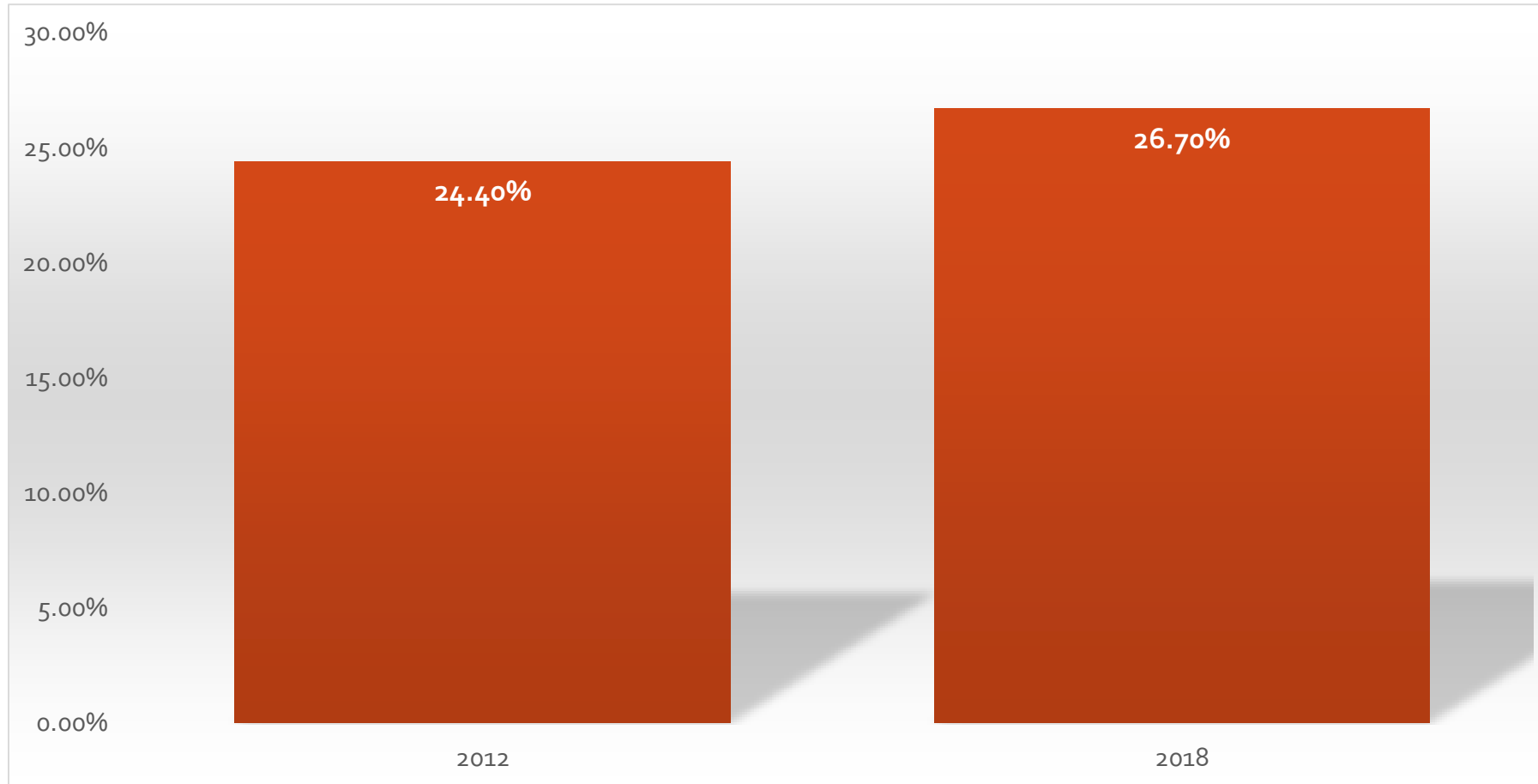


Predicted 5-Year Population Growth

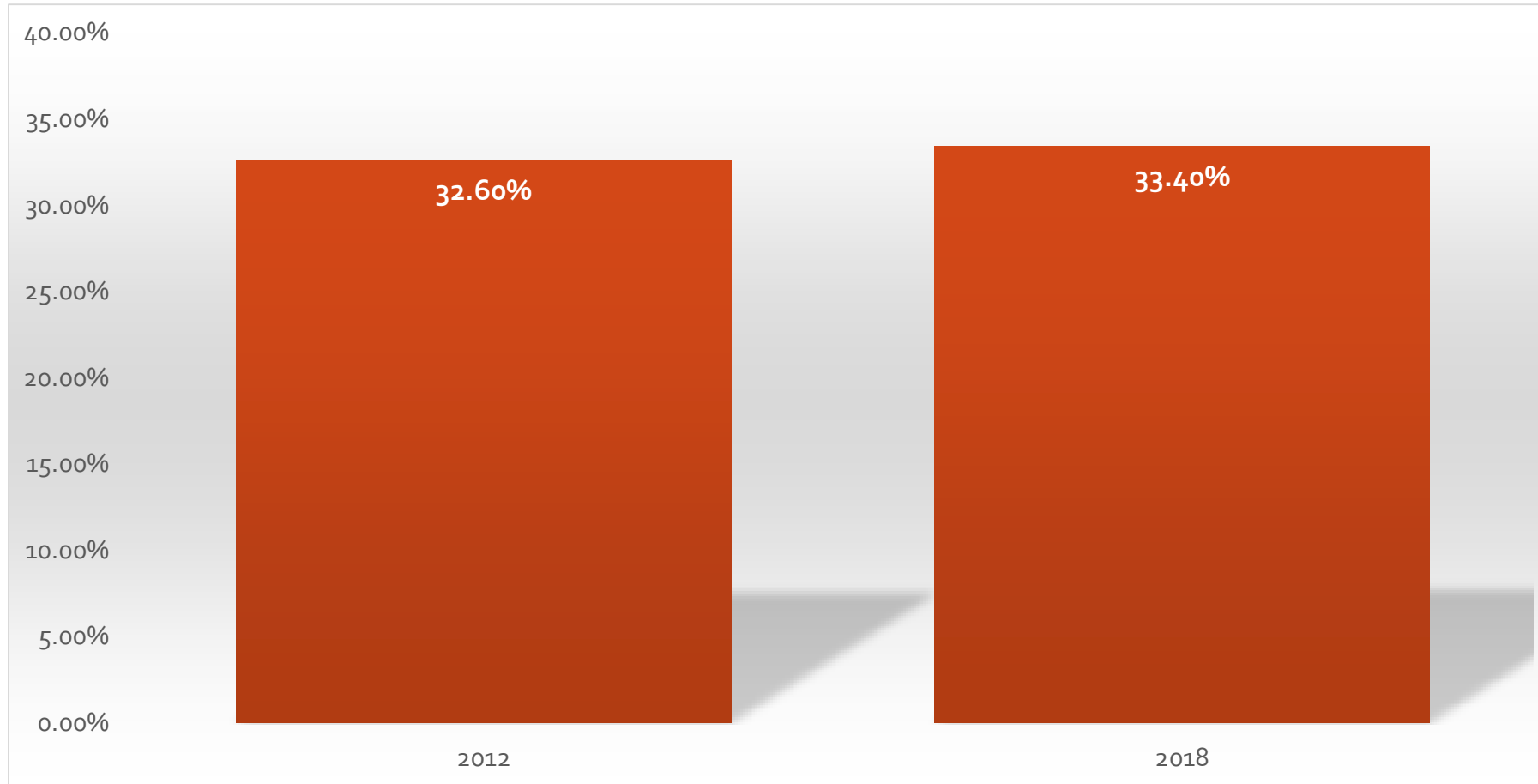


Community Assessment *Actual 2012-2017 growth rate was approximately 9%

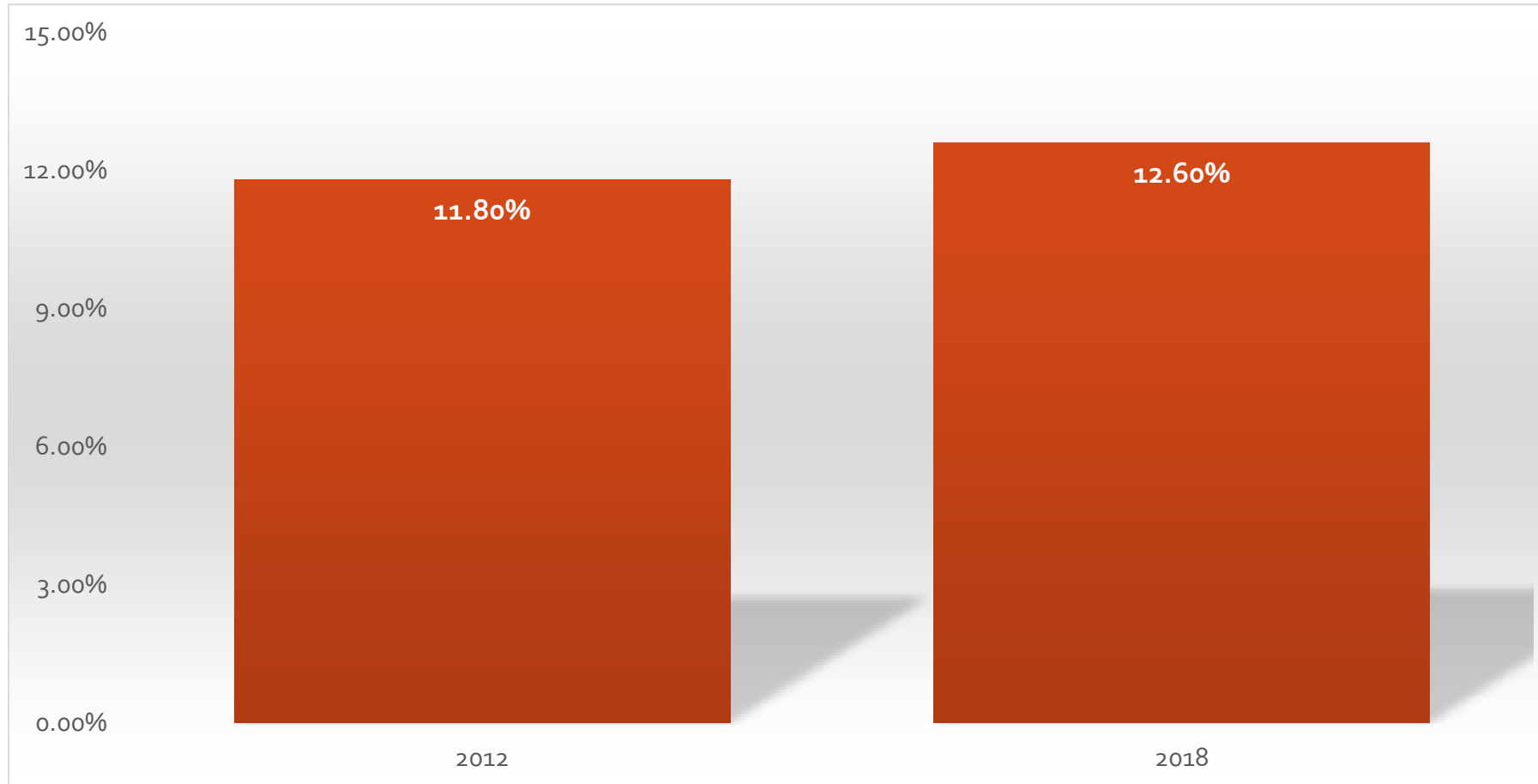
Education: Bachelor's Degree or Higher



Households with People < 18



Families Below Poverty



Market Engagement

Estimated Market Penetration

- A calculation of the Library's reach throughout the community
- Measured by household rather than individual to account for families
- This calculation provides the estimated percentage of households in the Library's service area that have at least one active library card

*Households with a library card were calculated using the patron record database that was pulled in April, 2018.
Total number of households is based on 2018 projections from Environics Analytics for Salem Public Library's Service Area.*

Estimated Market Penetration

15,878

*The number of households in **Library service area** that have a library card that has been used during the past 12 months.*

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63,159

*The total number of households in **Library Service Area**.*

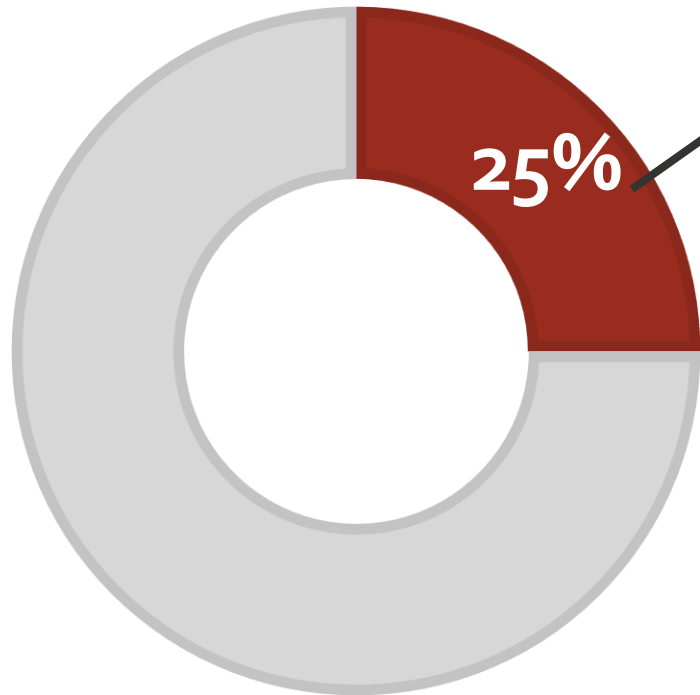
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25%

The estimated percentage of households in the Library's service area that have at least one active library card.

*Households with a library card were calculated using the patron record database that was pulled in April, 2018.
Total number of households is based on 2018 projections from Environics Analytics for Salem Public Library's Service Area.*

Market Penetration Projection

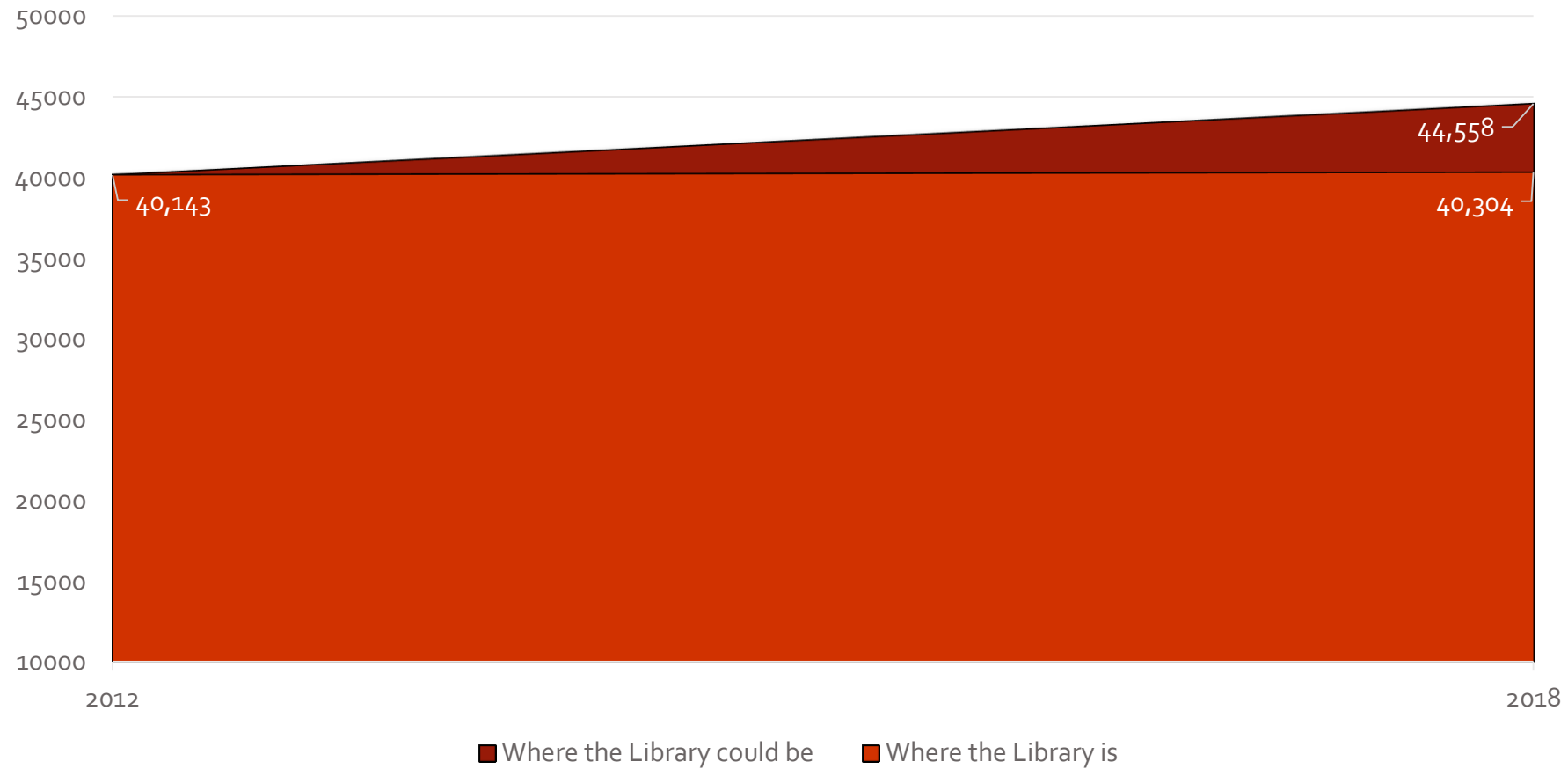


Approximately 25% of households in the Library's service area have at least one active library card*

- 1 out of 4 households in the Salem Public Library's direct area of influence and potential market is active in the library currently
- *More would be expected with additional data sources to compare

*Households with a library card were calculated using the patron record database that was pulled in April, 2018.
Total number of households is based on 2018 projections from Environics Analytics for Salem Public Library's Service Area.*

Market Potential



New Cardholder Retention Rate



44%

Salem Public Library

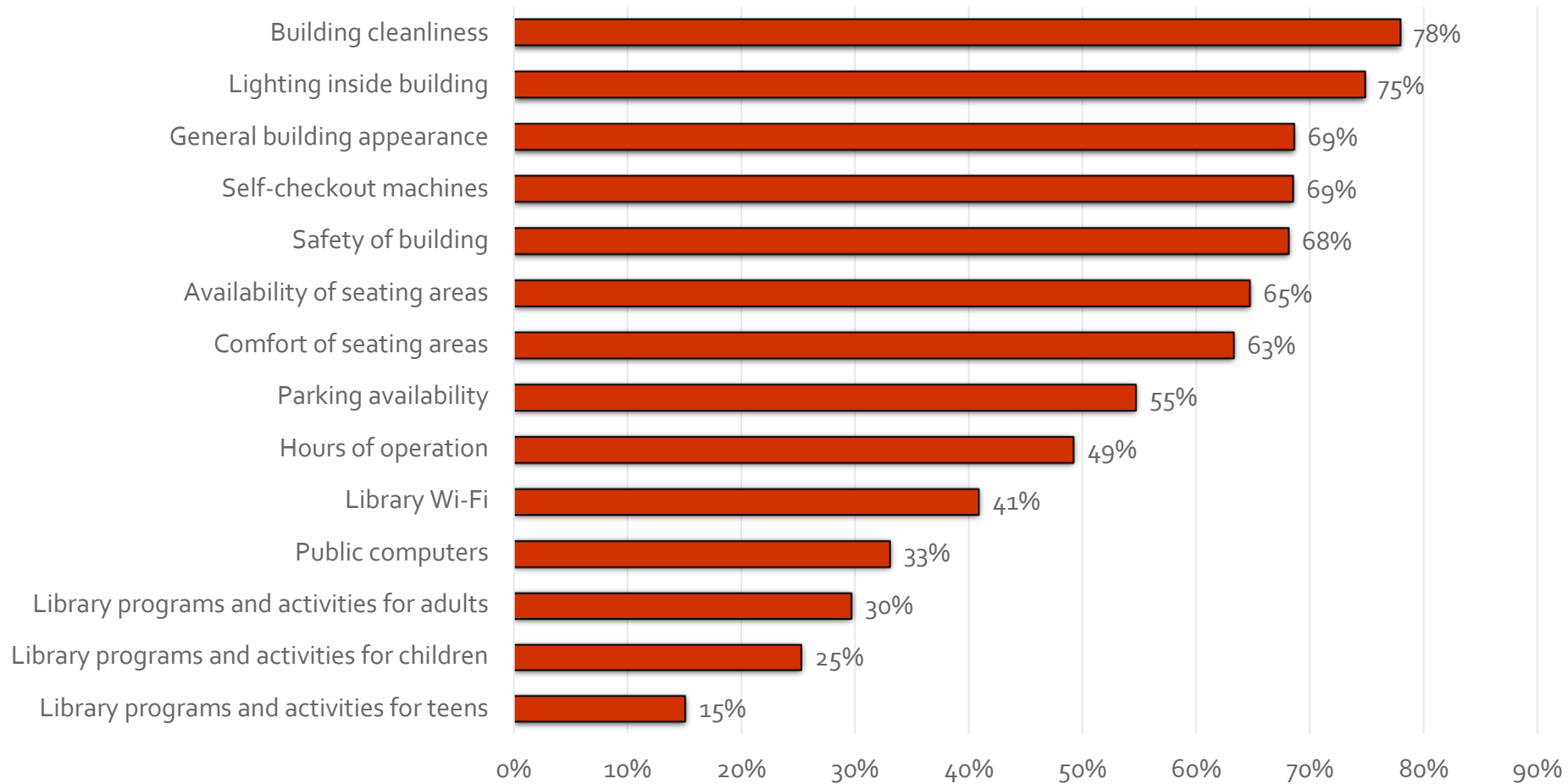
New Cardholder Retention Rate.*

*New Cardholder Retention Rate is the rate of New Cardholders remaining active over a year after their signup date as opposed to becoming inactive in the same time.

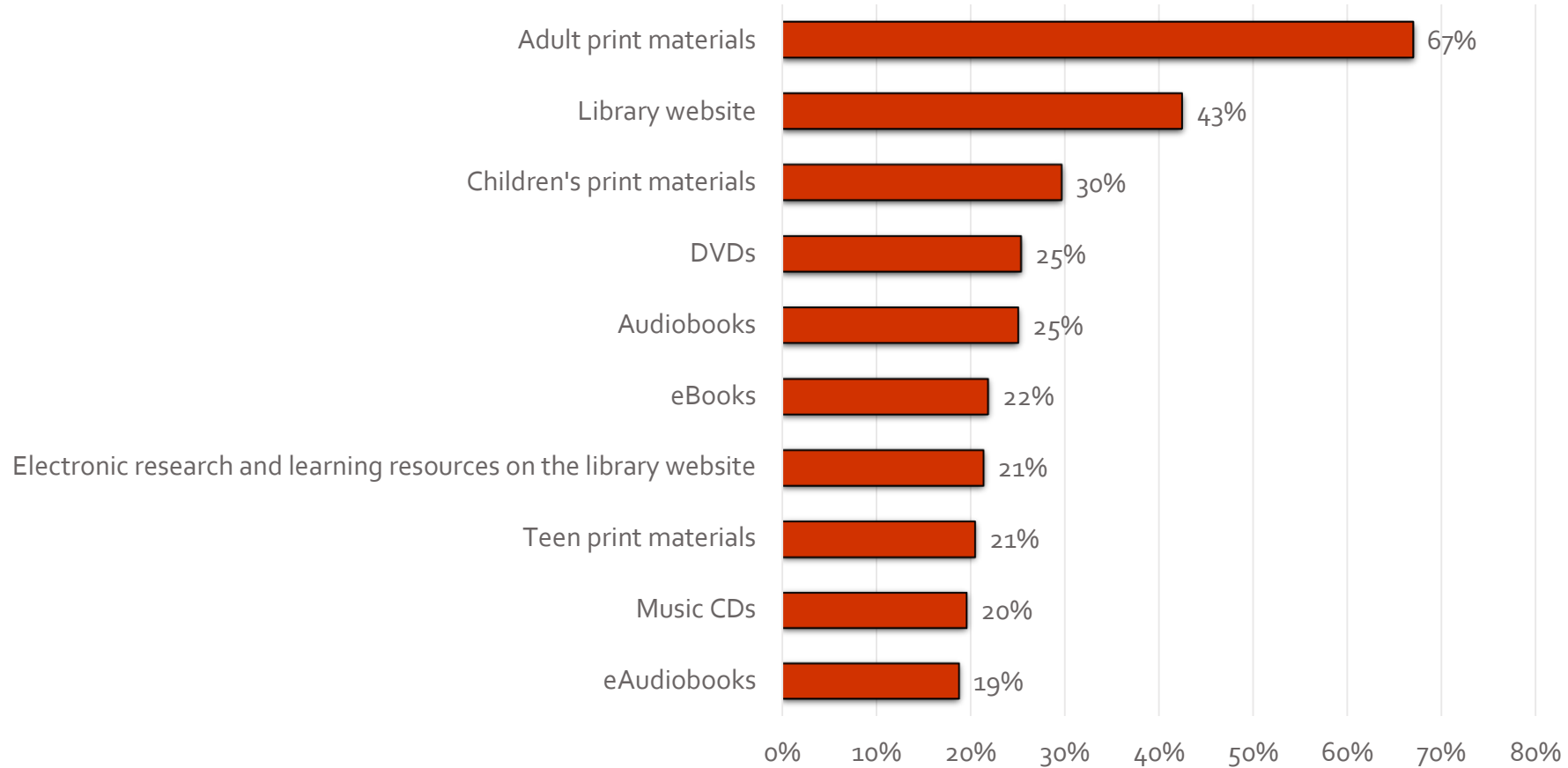
New Cardholder number and last activity date was gathered using the patron record database that was pulled in April, 2018.

Customer Satisfaction

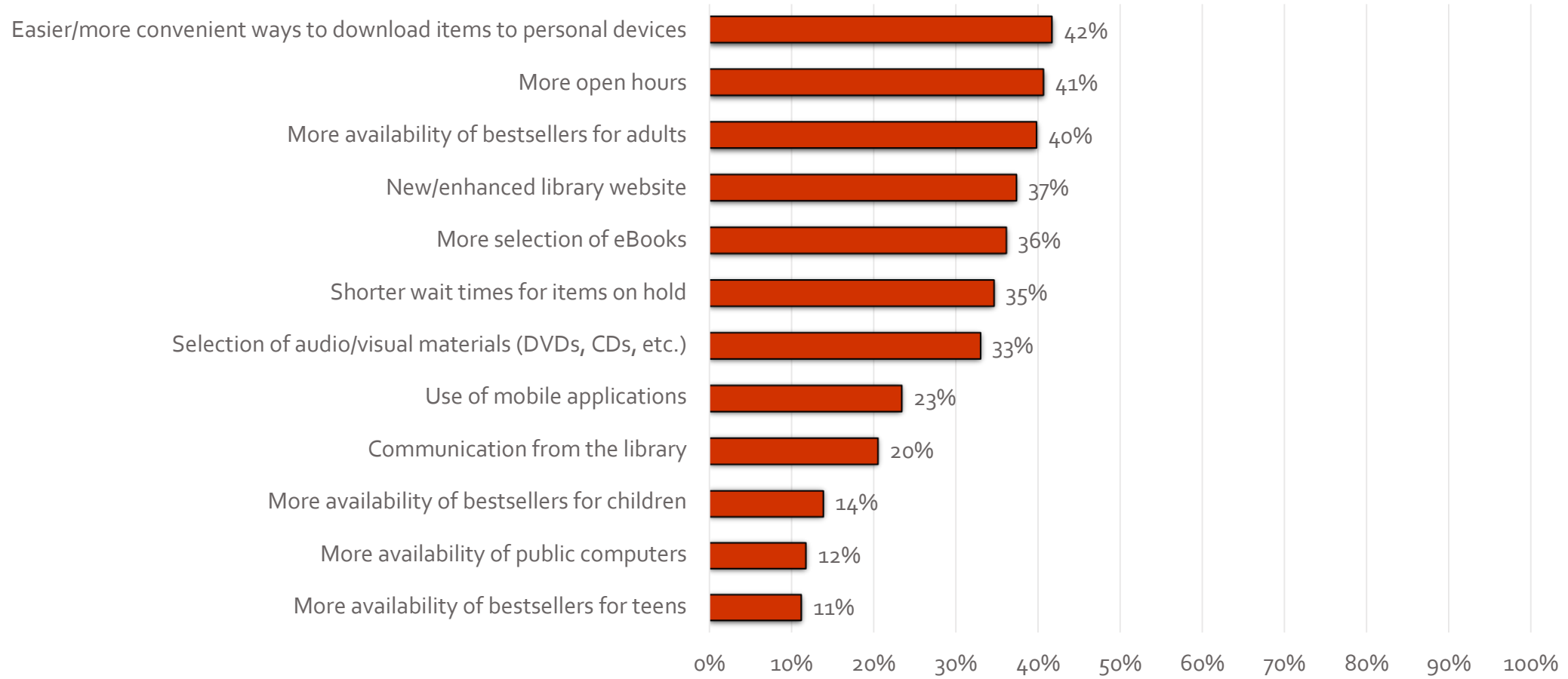
Satisfaction with Library



Satisfaction with Materials



More Likely to Use Library If



Clusters

Introduction to Clusters

- Behavior-based customer segments
- Provide advanced customer intelligence by grouping individuals who share common behavioral and lifestyle traits
- Formed by collecting data about individuals based on library usage and life stage

Heavyweights (Page Turners)



Books, books, and more books, please! The heavyweights need books like they need water, every day. Reading is something that these individuals do for relaxation, entertainment, education and learning, and just about everything else. They visit the library about twice a month, and will typically check out enough books to last them to the next visit. They have a growing interest in eReaders and downloadable content, but are still apprehensive because of their strong connection with paper, and are so used to always having a book in hand.

Heavyweights (Page Turners)

Borrow adult print materials

- Visit the physical library 1-2 times a month
- Read 40 or more books last year
- 72% have had library cards for 5 years or more

	2012	2018
Cluster Percentage	37%	16%
To Encourage Use	<ul style="list-style-type: none">•Increased open hours•Increased availability of bestsellers for adults	<ul style="list-style-type: none">•Increased open hours•Increased availability of bestsellers for adults•Recommendations for reading choices•New/enhanced library website

The Dependables



You can count on The Dependables to utilize the library to its fullest potential. They frequent the library at least once a week, and check out books, DVDs, and CDs. They often use the library website to reserve materials when they're short on time, and will come to the library when they have a specific topic of interest to research. They thrive on new and current materials, and love to see what the library has to offer when they go in each week.

The Dependables

Borrow Print and A/V Materials

- Visit the physical library 2-3 times a month
- Read 40 or more books last year
- 72% have had library cards for 5 years or more

	2012	2018
Cluster Percentage	11.7%	20%
To Encourage Use	<ul style="list-style-type: none"> •Increased selection of A/V materials •Increased open hours •Easier/more convenient ways to download items to personal devices 	<ul style="list-style-type: none"> •Increased selection of A/V materials •Increased open hours •Easier/more convenient ways to download items to personal devices •Programs and activities for adults •Increased availability of bestsellers for adults •New/enhanced library website

Occasionals



Some library users find themselves borrowing items more often than others. The Occasionals visit less frequently than the Heavyweights, but they still value the resources the library has to offer. They only check out a couple items per visit and use the library to borrow books when they know the library has what they are looking for. They like to browse the shelves, and try to stop by if they have a minute while coming and going from other errands. They tend to read less frequently, and can afford to purchase an item if it is not currently available at the Library.

Occasionals

Borrow adult print materials

- Visit the physical library once every couple of months
- Read 1-5 or 6-10 books last year
- 64% have had library cards for 5 years or more

	2012	2018
Cluster Percentage	11.6%	12%
To Encourage Use	<ul style="list-style-type: none">•Increased open hours•Increased availability of bestsellers for adults	<ul style="list-style-type: none">•Increased open hours•Increased availability of bestsellers for adults•New/enhanced library website•Programs and activities for adults

The Brainy Bunch (Bedtime Stories)



The library is a common gathering place for The Brainy Bunch. They use the library primarily for children's materials and programs, and will visit the library about twice per month. The Brainy Bunch cluster is focused on the development of their children's experiences and education, and see the library as a perfect fit for what they seek in their children's development. While the parents come to the library for their children, they are moderate readers themselves.

The Brainy Bunch (Bedtime Stories)

Borrow adult print materials

- Visit the physical library about twice a month
- Read 40 or more books last year
- 59% have had library cards for 5 years or more

	2012	2018
Cluster Percentage	11.1%	10.4%
To Encourage Use	<ul style="list-style-type: none"> •Increased open hours •Programs and activities for children •New/enhanced library website •Easier/more convenient ways to download items to personal devices 	<ul style="list-style-type: none"> •Increased open hours •Programs and activities for children •New/enhanced library website •Easier/more convenient ways to download items to personal devices •Increased availability of bestsellers for children •Increased selection of eBooks

Inquisitive Minds



The Inquisitive Minds cluster has a thirst for knowledge. Although they only visit the library a couple times per month, when they do you can often find them working, studying or researching. They find that the atmosphere is relaxing and puts them in the proper state of mind to get their work done. They also appreciate the free Wi-Fi which they access on their laptops and mobile devices.

Inquisitive Minds

Work, study, or use free Wi-Fi

- Visit the physical library one or twice a month
- Read 1-5 or 6-10 books last year
- 62% have had library cards for 5 years or more

	2012	2018
Cluster Percentage	7.7%	12%
To Encourage Use	<ul style="list-style-type: none">•Increased open hours•New/enhanced library website	<ul style="list-style-type: none">•Increased open hours•New/enhanced library website•Availability of bestsellers for adults•Programs and activities for adults•Easier/more convenient ways to download items to personal devices

Transitionals



Libraries live in changing times, and no group proves this more than the Transitionals. These users primarily borrow adult reading materials, and also currently use eBooks. The Transitionals are heavy readers who are starting to put a larger load on their eReader. They thrive on new and current materials, and love to see what the library has to offer when they visit a branch or browse the online catalog. Over half of these individuals are currently downloading eBooks from the Library either occasionally or frequently.

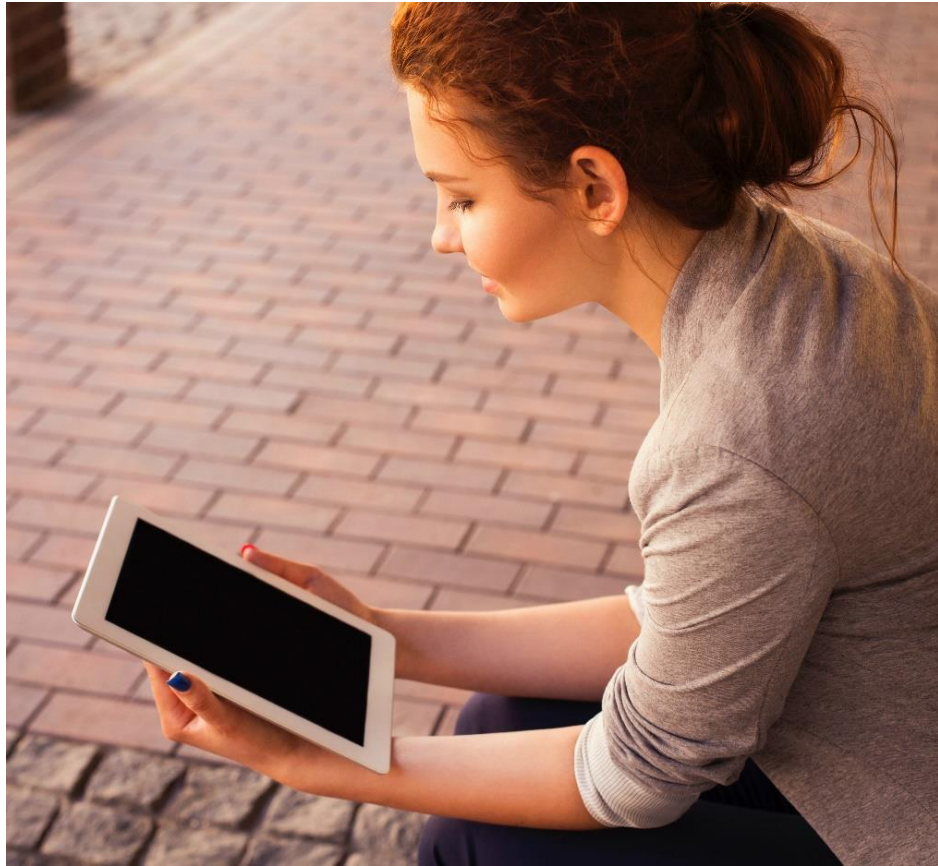
Transitionals

Borrow adult print and eBooks

- Visit the physical library one or twice a month
- Read 40 or more books last year
- 75% have had library cards for 5 years or more

	2012	2018
Cluster Percentage	6.5%	7%
To Encourage Use	<ul style="list-style-type: none"> •Increased open hours •New/enhanced library website •Easier/more convenient ways to download items to personal devices •Increased selection of eBooks 	<ul style="list-style-type: none"> •Increased open hours •New/enhanced library website •Easier/more convenient ways to download items to personal devices •Increased selection of eBooks •Availability of bestsellers for adults •Recommendations for reading and/or listening choices •Programs and activities for adults •Shorter wait times for items on hold

Digitarians



Although you won't always see them visiting the library in person, the Digitarians still have a presence at the library, albeit a virtual one. Their insatiable appetite for reading can only be satisfied by consuming eBooks. In the past few years, eReaders have been gaining popularity and more and more people are switching to the Digitarian diet. They appreciate the convenience of being able to download items to their personal devices, and generally have resisted giving in to seeking their sustenance from sources other than the Library.

Digitarians

Borrow eBooks

- Visit the physical library about once every couple of months
- Read 40 or more books last year
- 65% have library cards for 5 years or more

	2012	2018
Cluster Percentage	6.4%	13%
To Encourage Use	<ul style="list-style-type: none">•Increased selection of eBooks•New/enhanced library website•Easier/more convenient ways to download items to personal devices	<ul style="list-style-type: none">•Increased selection of eBooks•New/enhanced library website•Easier/more convenient ways to download items to personal devices•Use of mobile applications•Shorter wait times for items on hold

Staying Connected



These library users are all about Staying Connected. They come to the library primarily to use the public computers. When the computers are full, they occasionally browse for books or even DVDs, but then jump at the first chance for a computer. Perhaps they don't have a personal computer at home, or they like the atmosphere of the library to study, work or look for jobs. Regardless, this cluster is the always eager to use a library computer.

Staying Connected

Use a Library Computer

- Visit the physical library about 2-3 times a month
- 57% have library cards for 5 years or more

	2012	2018
Cluster Percentage	5.7%	6%
To Encourage Use	<ul style="list-style-type: none">•Increased open hours•Increased availability of public computers•Are enhanced library website	<ul style="list-style-type: none">•Increased open hours•Increased availability of public computers•Are enhanced library website•Availability of bestsellers for adults•Selection of audio/visual materials•Programs and activities for adults•Easier/more convenient ways to download items to personal devices

Double Feature



You can find the users of the Double Feature cluster browsing the DVD and CD collection for their next fix of movies and music. They will read an occasional book or two, but their true interest is in digital media. Even their friends will say that they are always in front of a screen, or wearing a pair of headphones. They appreciate the free entertainment the library has to offer, and will browse DVDs when they need to get out of the house and away from the Internet. They would like to see the library expand on their DVD and CD collection.

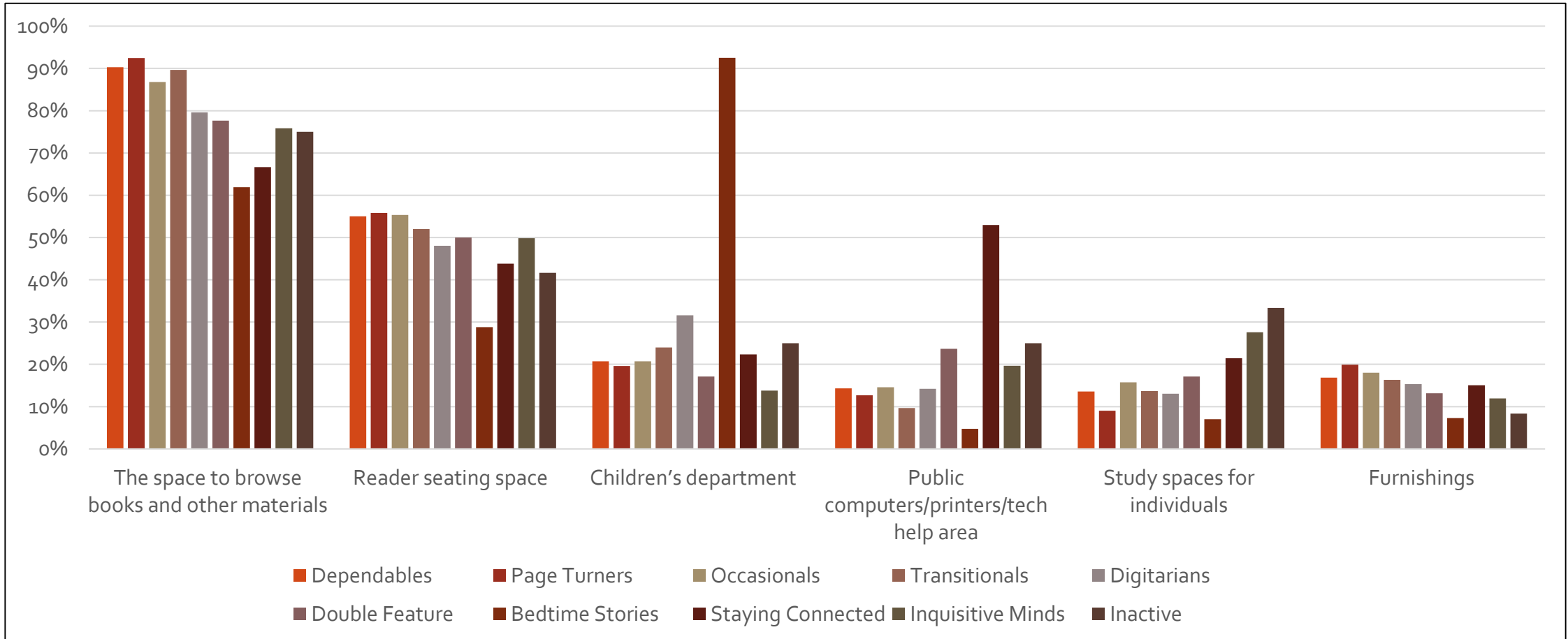
Double Feature

Borrow A/V materials

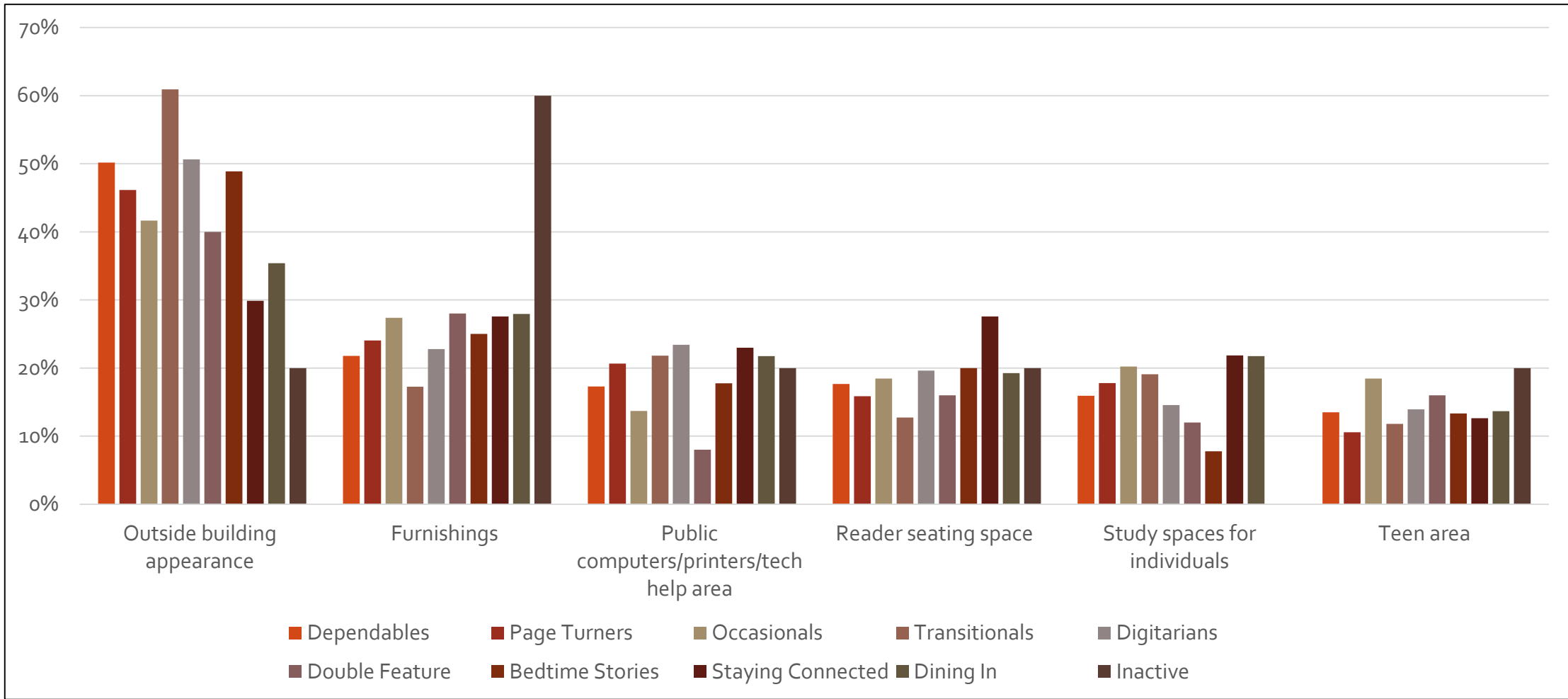
- Visit the physical library about 1-2 times a month
- Read 1-5 books last year
- 51% have library cards for 5 years or more

	2012	2018
Cluster Percentage	1.8%	2%
To Encourage Use	<ul style="list-style-type: none">•Increased selection of A/V materials•Are enhanced library website	<ul style="list-style-type: none">•Increased selection of A/V materials•Are enhanced library website•Increased open hours•Shorter wait times on holds

Favorite Aspects of Main Library



Least Favorite Aspects of Main Library



Non-User Clusters

Shopping Around



Dominant Reason for Non Use:

Frequent another library system

Individuals in the Shopping Around cluster are disloyal. They pick and choose from library systems based on any number of reasons, and because they do shop around, they are more aware of what the library has to offer than other non-users. They understand the value the Library has to offer the community.

Shopping Around

- Visit the physical library about 1-2 times a month
- Read 1-5 books or 6-10 last year
- Frequent Childhood Library Usage: 42%

	2012	2018
Cluster Percentage	20.6%	12.9%
Awareness	<ul style="list-style-type: none"> •43% unaware of eBooks 	<ul style="list-style-type: none"> •92% Unaware of public library computers •73% Unaware of eBooks
Opportunities	<ul style="list-style-type: none"> •eReaders available for loan •A catalog app for smart phones 	<ul style="list-style-type: none"> •69% would be interested in checking out books, CDs, DVDs, or other items •50% would attend a program or class for leisure or learning

Big Spenders



Dominant Reason for Non Use:

Prefer to purchase materials, heavy readers

Big Spenders are heavy readers, but they prefer to purchase materials instead of borrow them from the library. They might find it more convenient to order materials online, purchase books right from their eReader, or maybe they enjoy the smell of a brand new book. Sixty-nine percent of individuals in this cluster own an eReader.

Big Spenders

- Read 11-19 or 20-29 books last year
- Frequent Childhood Library Usage: 54%
- 69% own an eReader or tablet

	2012	2018
Cluster Percentage	23.1%	30.2%
Awareness	<ul style="list-style-type: none"> •35% unaware of eBooks 	<ul style="list-style-type: none"> •85% Unaware of public library computers •79% Unaware of programs for all ages
Opportunities	<ul style="list-style-type: none"> •eReaders available for loan •A catalog app for smart phones •Job search assistance •Downloadable music 	<ul style="list-style-type: none"> •59% would be interested in checking out books, CDs, DVDs, or other items •62% would attend a program or class for leisure or learning •41% would download digital materials

Little Spenders



Dominant Reason for Non Use:

Prefer to purchase materials, light readers

Little Spenders, like Big Spenders, also prefer to purchase their materials instead of borrowing them. They read less often than Big Spenders—less than 10 books per year, making it less costly to buy and not likely to borrow. Approximately half of Little Spenders are aware the library offers eBooks, and 51% own an eReader themselves.

Little Spenders

- Read 1-5 books last year
- Frequent Childhood Library Usage: 31%
- 51% own an eReader or tablet

	2012	2018
Cluster Percentage	21.4%	22.3%
Awareness	<ul style="list-style-type: none"> •50% unaware of eBooks 	<ul style="list-style-type: none"> •56% Unaware of eBooks •64% Unaware of meeting rooms •76% Unaware of programs for all ages •87% Unaware of public library computers
Opportunities	<ul style="list-style-type: none"> •eReaders available for loan •A catalog app for smart phones •Job search assistance •Downloadable music 	<ul style="list-style-type: none"> •60% would be interested in checking out books, CDs, DVDs, or other items •58% Attend a program or class for leisure or learning

Disengaged



Dominant Reason for Non Use:

Do not read, and rank low importance of library services to the community

Most good habits form at a young age, which speaks to why the Disengaged do not read. Only 13 percent of this cluster frequented the library as a child, and they likely do not read books throughout the year. Their likelihood of engagement is small because they don't seem to value what the library has to offer to themselves and to the community.

Disengaged

- Read 0 books last year
- Frequent Childhood Library Usage: 13%
- 25% own an eReader or tablet

	2012	2018
Cluster Percentage	15%	11.9%
Awareness	<ul style="list-style-type: none"> •35% unaware of eBooks 	<ul style="list-style-type: none"> •71% Unaware of public library computers •58% Unaware of programs for all ages
Opportunities	<ul style="list-style-type: none"> •eReaders available for loan •A catalog app for smart phones •Job search assistance •Downloadable music 	<ul style="list-style-type: none"> •55% would be interested in checking out books, CDs, DVDs, or other items •46% would bring family and/or kids there for learning, fun, or resources

Have It My Way



Dominant Reason for Non Use:

Convenience, Lifestyle

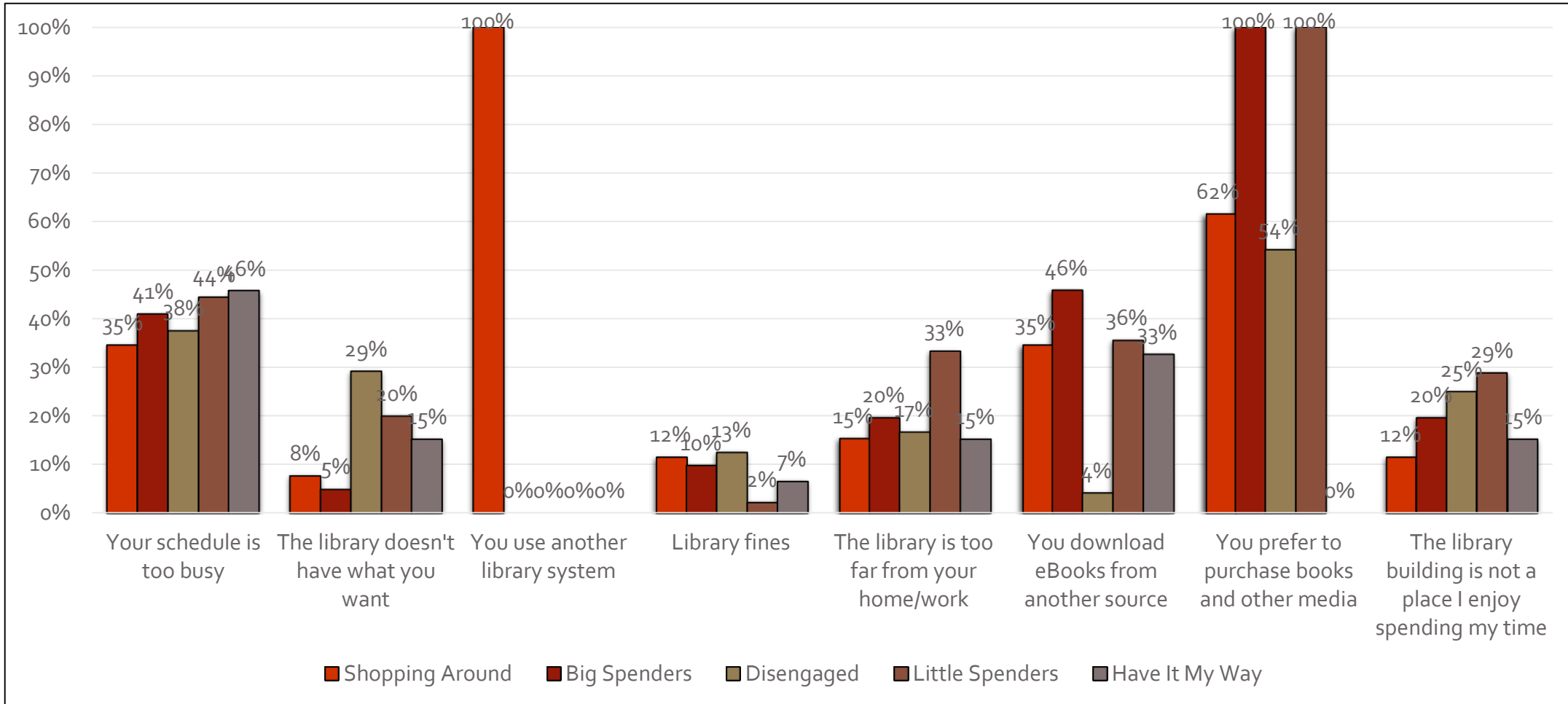
Individuals in the Have It My Way cluster simply do not have time to make their library visits a priority. Their excuses range from being too busy with everyday life, to too tired when they get home from work. They occasionally find time to read about one to five books a year, which is most likely on vacation away from their busy lives.

Have It My Way

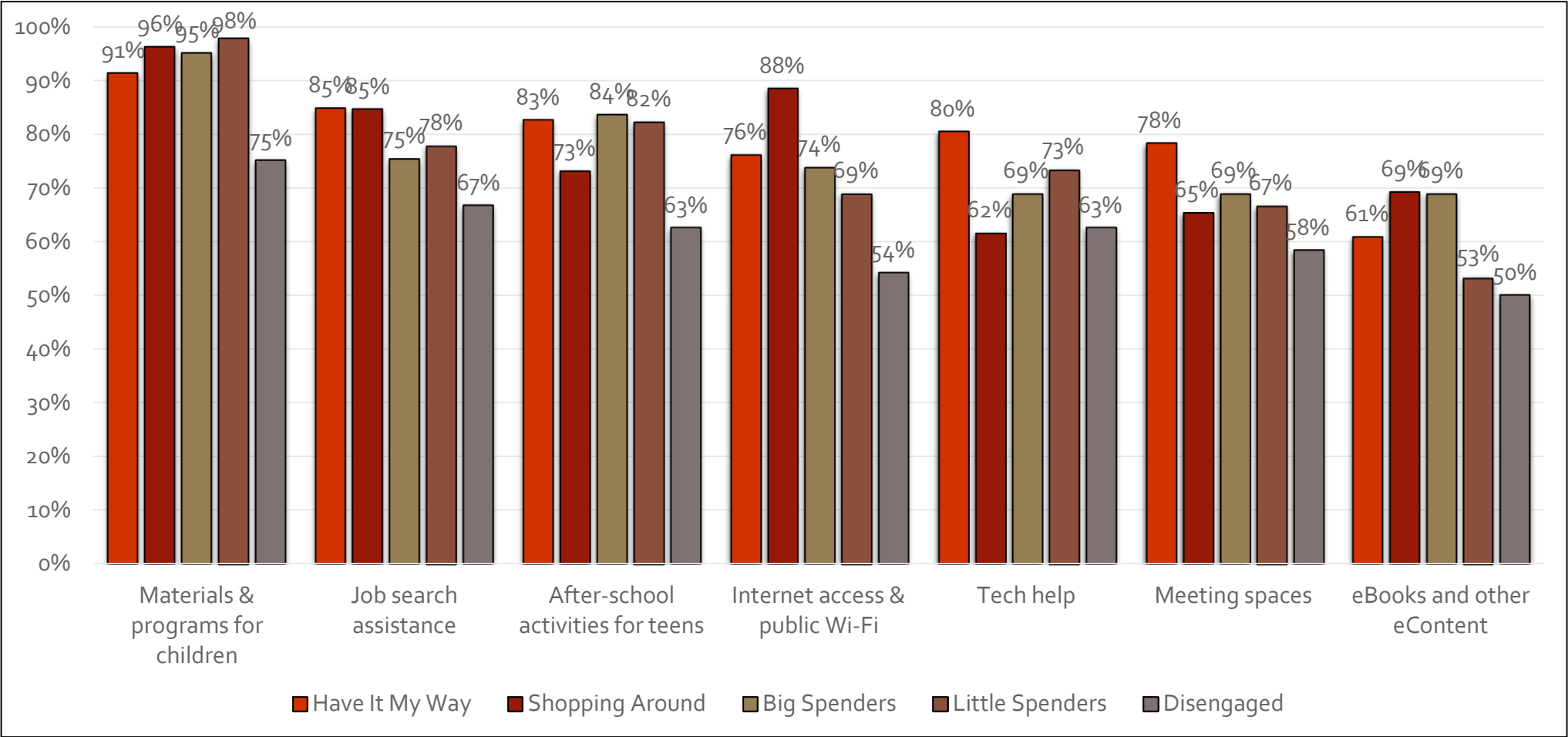
- Read 1-5 books last year
- Frequent Childhood Library Usage: 39%
- 63% own an eReader or tablet

	2012	2018
Cluster Percentage	19.9%	22.8%
Awareness	<ul style="list-style-type: none"> •41% Unaware of eBooks 	<ul style="list-style-type: none"> •70% Unaware of eBooks •76% Unaware of meeting rooms •70% Unaware of programs for all ages •76% Unaware of public library computers
Opportunities	<ul style="list-style-type: none"> •eReaders available for loan •A catalog app for smart phones •Job search assistance 	<ul style="list-style-type: none"> •70% would be interested in checking out books, CDs, DVDs, or other items •61% would attend a program or class for leisure or learning •57% would study or research at the library

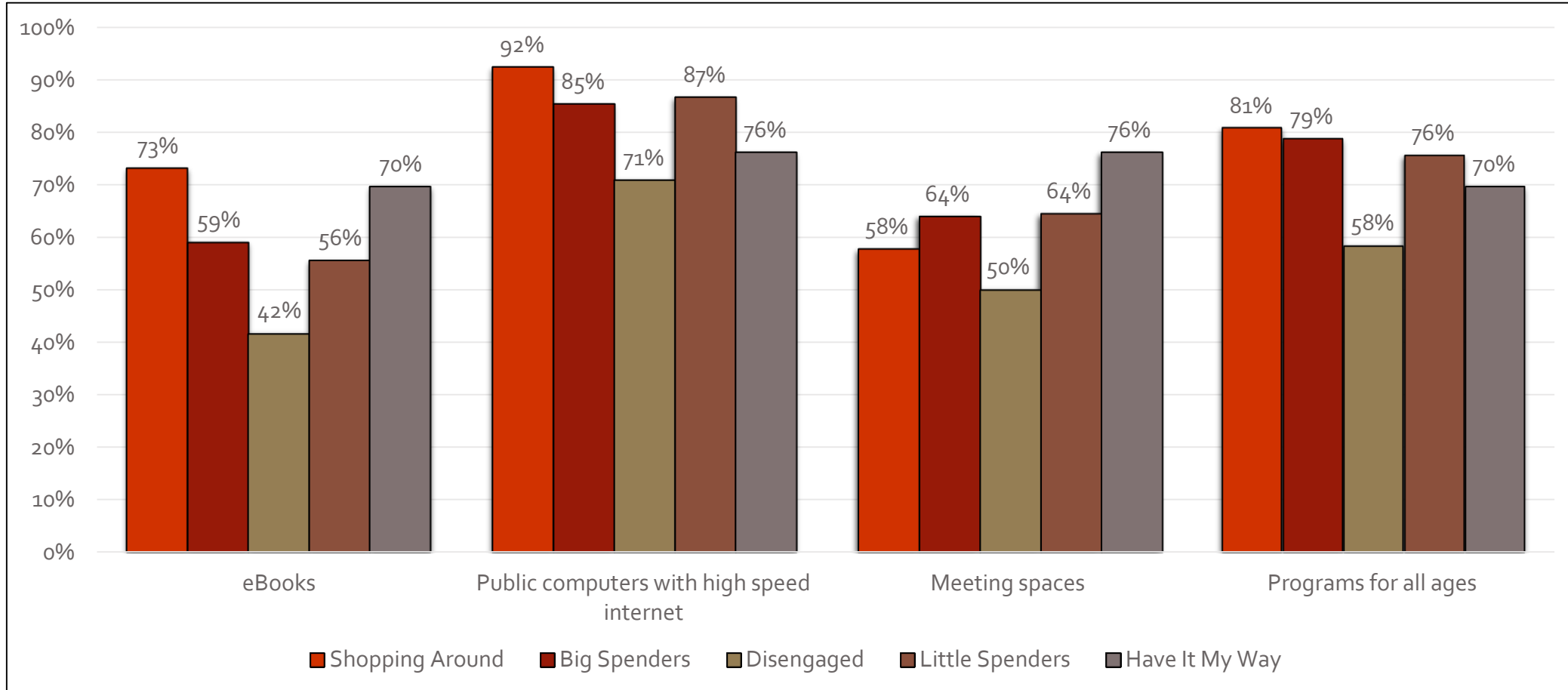
Reasons for Not Using Library



Importance of Services to the Community

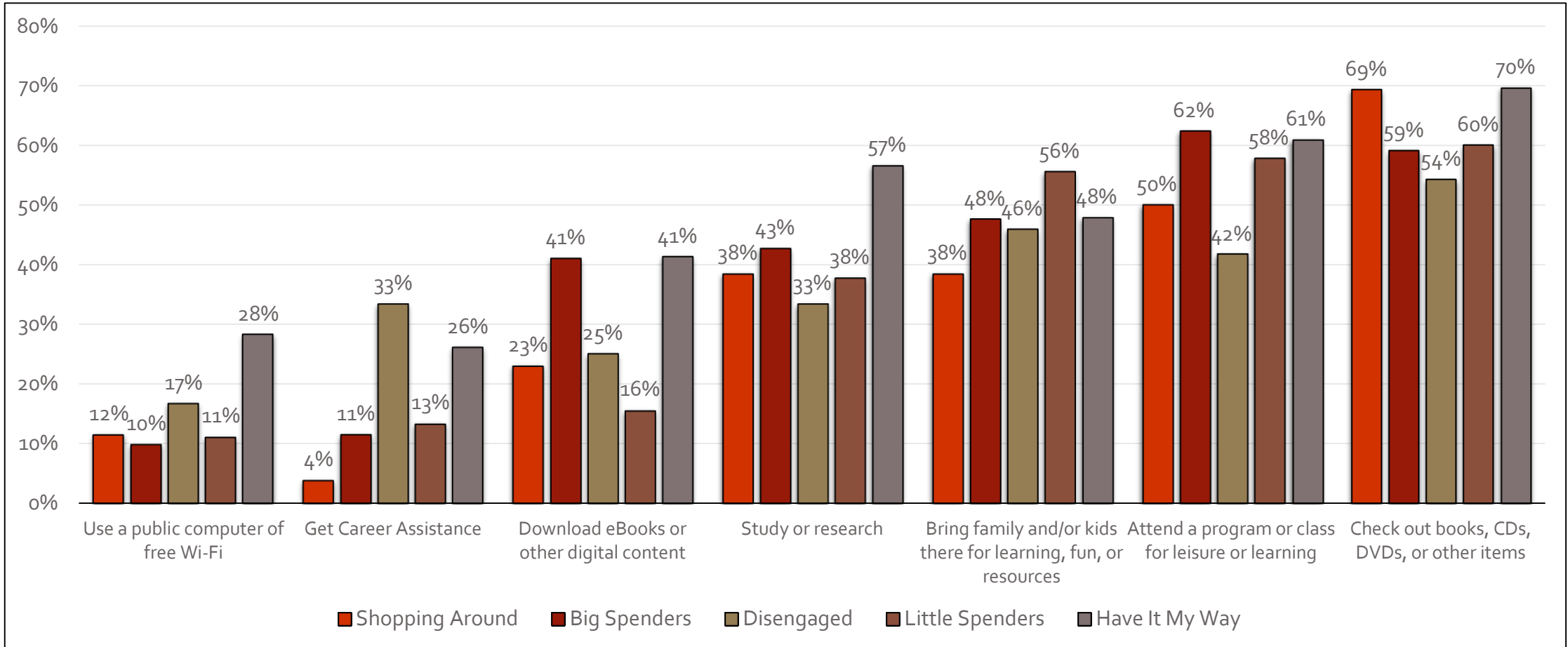


Not Aware of Library Services



Opportunities for Non-Users

Would come to library to:

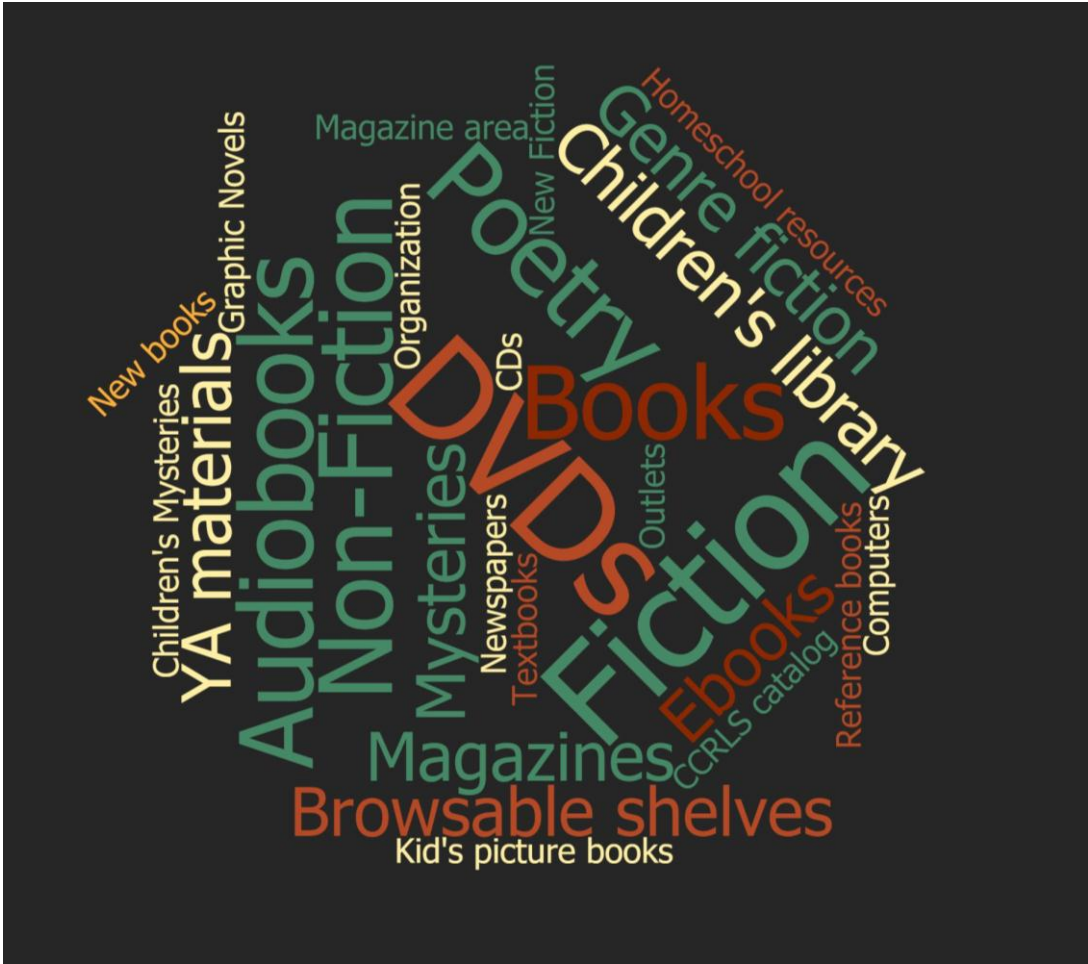


Opportunities

Key Opportunities

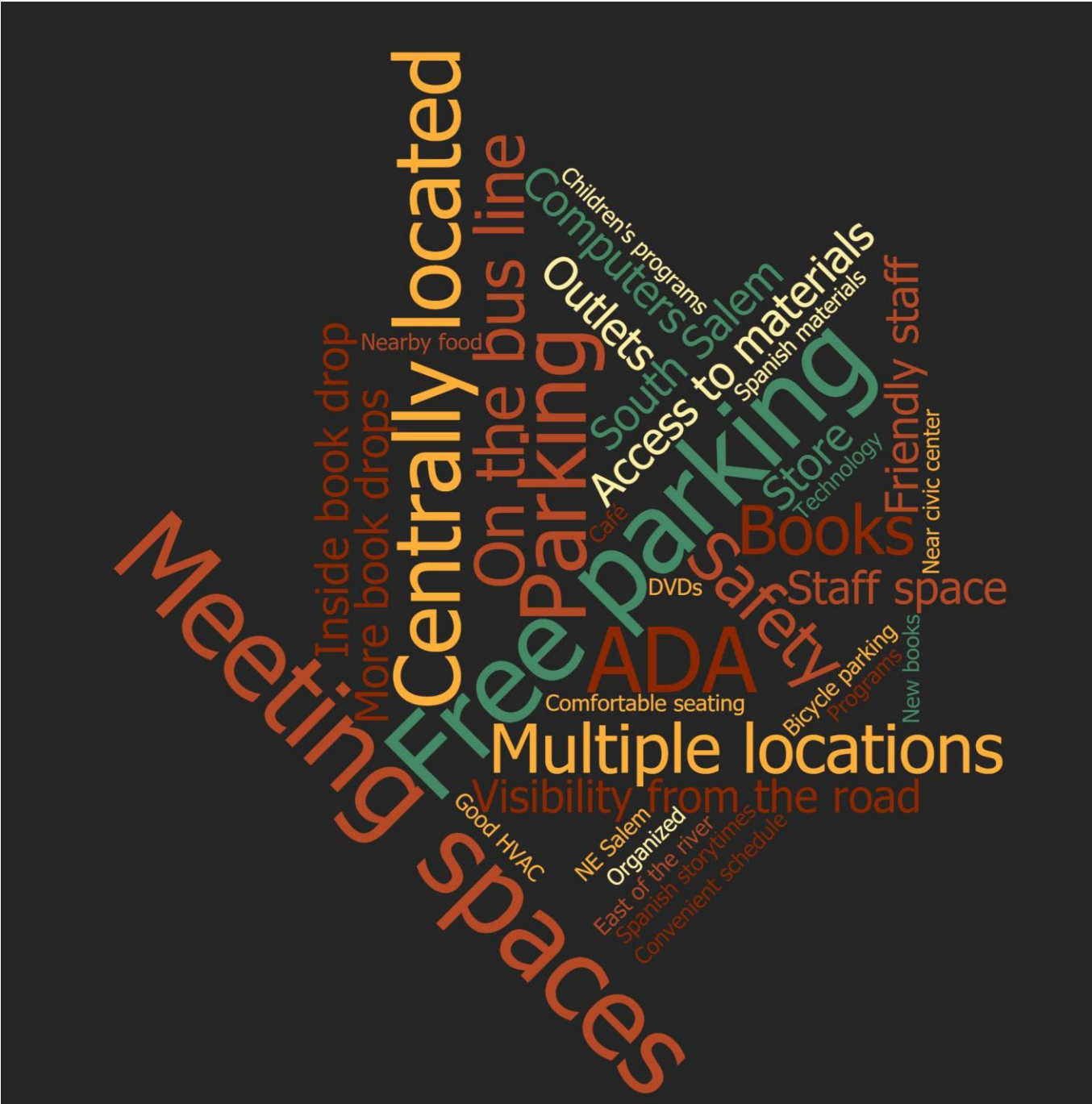
- Retain existing users, particularly new cardholders
- Allocate resources based on customer types, use targeted communications approach to share information about library services
- Institute Net Promoter Score, a weekly survey to measure customer loyalty
- Develop an engagement plan based on non-user and user clusters that are tied to organizational goals

What is your favorite part of the library collection?



Word Clouds represent responses to the listed questions gathered at the Main Library between January 30, 2019 and February 3, 2019.

What is important to you in an interim library location?



Word Clouds represent responses to the listed questions gathered at the Main Library between January 30, 2019 and February 3, 2019.

What surprised you most about the community survey results?



Word Clouds represent responses to the listed questions gathered at the Main Library between January 30, 2019 and February 3, 2019.



Five Things You Should Know about Salem Public Library's Collection

1. **The Salem Public Library is a public resource that *serves the entire community*** with books and other materials that best match ever-changing needs and interests.
2. **The Library's primary role is *connecting Salem residents to a variety of resources they find most informative, educational or entertaining*** — through browsing, onsite use and borrowing. Patrons also may request items loaned from other libraries and suggest purchases.
3. **Every year, the Library adds 33,000 new items** — books, DVDs, CDs, magazines, e-books and other resources — to satisfy the needs of every age group, pre-school to retiree.
4. **The Library's *Collection Development Policy* helps it respond to changing times and a growing community** — to serve even more Salem residents with materials relevant to their lives.
5. **The Library's collection is regularly updated** using criteria adopted by libraries all over the U.S. Books are removed if they are:
 - ✓ In poor condition
 - ✓ Inaccurate or no longer current
 - ✓ No longer used
 - ✓ Excess copies

Removed books are donated to Friends of the Library for resale (*benefitting the Library's collections and programs*) — or, if too badly damaged, recycled.

Salem Public Library's Collection

Frequently Asked Questions

Does the Library have a "core" collection?

SPL does not have a "core collection" or a list of core titles. This follows best practices for public libraries. Few modern public libraries create, update and maintain a core collection list. Instead, Salem Public Library selects core items that:

- Circulate widely
- Are of current interest to library users
- Reflect the community's uniqueness – not simply built from a standard list of books

How is it the collection maintained?

Core items in the Salem Public Library collection are maintained no differently than other items, guided by the Collection Development Policy. The Library utilizes CollectionHQ software to provide use statistics.

What guides the selection of items?

Items are selected based on criteria in the Collection Development Policy. These include standard selection tools (e.g., professional reviews in industry publications), as well as patron requests, and popular authors based on past circulation.