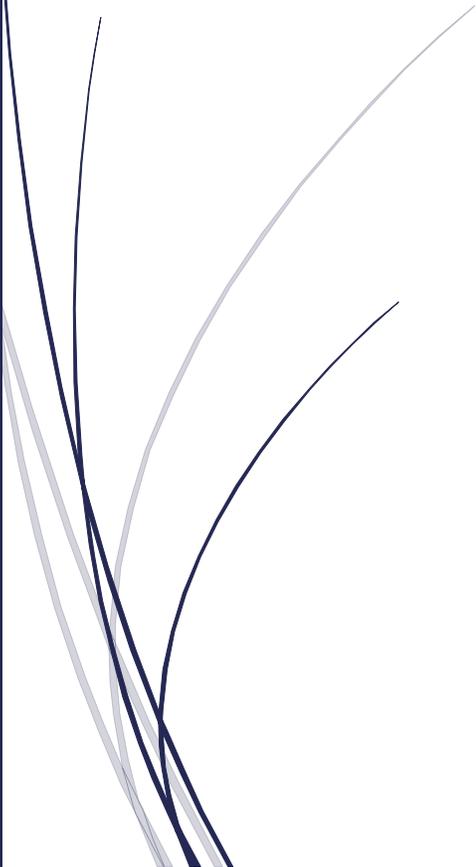


10/20/2015

Community Survey

The Silver City Public Library



Prepared by Renee T. Despres, PhD, MPH
Under Contract with the Nonprofit Resource Group
FOR THE TOWN OF SILVER CITY PUBLIC LIBRARY

Town of Silver City
PO Box 1188
Silver City, NM 88061

October 15, 2015

Dear Mayor Morones, Councilor Bettison, Councilor Cano, Councilor Ray, Councilor Lynda Aiman-Smith, Mr. Brown:

I am pleased to present the results of the Silver City Public Library Survey, conducted April 1 to June 1, 2015. The survey was designed to assess the needs and interests of library patrons and to provide guidance for the library and the Town of Silver City as they seek to meet those needs.

These results suggest that the Silver City Public Library is a central part of our community and that residents consider the library an essential public service. The library serves not only Silver City residents, but residents who reside throughout Grant County. The majority of respondents were women ages 50 and older, suggesting that the library is a critical resource for the city's and county's middle-aged and older adult population. A significant proportion of respondents were younger adults and children; their responses suggest that the library plays an essential role in promoting reading among children and youth, building analytical and spatio-temporal skills (for instance, through the weekly "Lego Club"), and supporting child development and education.

Respondents indicated that the library is a critically important space for studying, reading, and community connection. The vast majority of respondents said they relied on traditional library services such as book borrowing, on-site magazines, research tools, and assistance from librarians. Online services were of interest to most respondents; however, many respondents were not aware of the depth and breadth of online resources available to them as library patrons. Several respondents said that the library's Wi-fi connection was their primary gateway to the Internet, indicating that the library plays an important role in helping to bridge the digital divide. The children's library and programs were highly praised by patrons across age groups. With only two exceptions – one of which focused on an experience "many years" in the past – respondents praised existing staff for excellence in customer service, knowledge, and resource development

However, several areas of improvement or for potential expansion of services were also noted. Respondents said they wanted a broader selection of books, especially fiction, non-fiction, and bestsellers. They called for expanded hours of operation, especially during evenings and weekends. While online services were not being used to their full extent, most respondents said they would like training in using those resources, especially in the areas of online safety and privacy protection. Respondents also indicated that they would like to see more adult programming (e.g. evening concerts, lectures, and workshops). Other areas of need were language learning resources, online tutoring and distance learning courses, and additional children's programming.

Respondents were also keenly aware of the library's limited resources. The almost universal praise for staff was tempered by comments as "they do the best with the few resources they have" or "The library is understaffed and could offer more services and longer hours if better funded."

The following pages offer a summary of the survey purpose, methods, detailed summaries of results for each survey question, and recommendations for action.

Thank you for your time and attention. If you have any questions or would like any more information about survey methods, results, or recommendations of this report, please contact me at your convenience.

Sincerely,

Eileen Sullivan, Director
Silver City Public Library
Ph. 575-538-3672

Introduction

The Silver City Public Library, like libraries around the world, is in the midst of transformation. Thirty years ago, a library was a building with books in it, drawers of typed cards carefully arranged using the Dewey Decimal System, and microfiche magazines. But the traditional “bricks and mortar” model of the library is changing as more people turn to the internet for research, and books and movies are widely available via streaming services, e-book readers, and other digital technologies.

In 2015, people are using libraries more than ever before – but they are using them differently, often seeking low-cost entertainment options, job search help, tax-filing assistance, and more. Research from the Pew Foundation shows that library patrons are still borrowing books, but they are also expecting libraries to fulfill a new role as a “community space” that offers access to technological tools, digital literacy, and other services. Libraries are taking advantage of technology to expand the services and resources they offer to patrons, including print and electronic books, audiobooks, internet, online education, and more. And libraries are consciously transforming their physical facilities into community spaces where patrons can meet face-to-face, enjoy programs ranging from reading programs for adults and children to evening concerts, and even drink a cup of coffee while they read a magazine, book, or surf the internet.

Partly in response to these rapid changes in the environment, libraries, and interests, from April 1 to June 1, 2015, the Silver City Public library conducted a survey to assess its ability to meet the needs of the communities it serves. The survey offered community residents a chance to tell library staff what they want and need in a library.

This report presents the results of that survey and makes recommendations for further actions.

Methods

The survey was developed based on questions asked in the previous Silver City Public Library Survey. Several previously validated questions from the American Library Association’s survey tool were added to address the expansion of online resources.

The survey was distributed both online, via SurveyMonkey, and in print. Business cards with the survey URL and library contact information were distributed via the library, local businesses, town hall, and other locations throughout the community. Print copies of the survey were available at the library, Hidalgo Medical Services, Town Hall, and other locations. The survey was open April 1 – June 1, 2015. After the survey closed, library volunteers entered data from the hard copies into the online survey.

Quantitative results were tabulated using Survey Monkey’s statistical tools; grounded theory was used to analyze qualitative results.

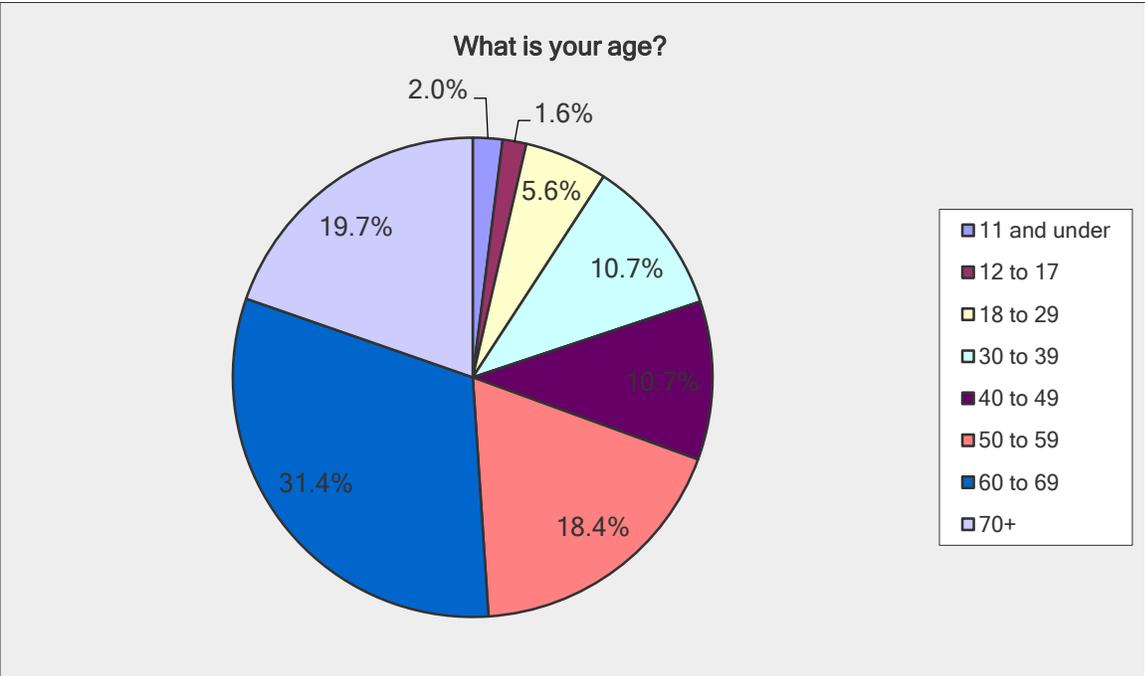
Results and Discussion

A total of 700 responses were recorded. Of these responses, 444 (63%) were entered online. Two hundred and fifty six respondents (37%) completed the print version of the survey. Responses from the print surveys were subsequently entered online by the library staff.

Demographics

Demographic information collected included age, gender, educational achievement, geographic area of residence, and community affiliations. Data on ethnicity were not collected.

Question 1: What is your age?

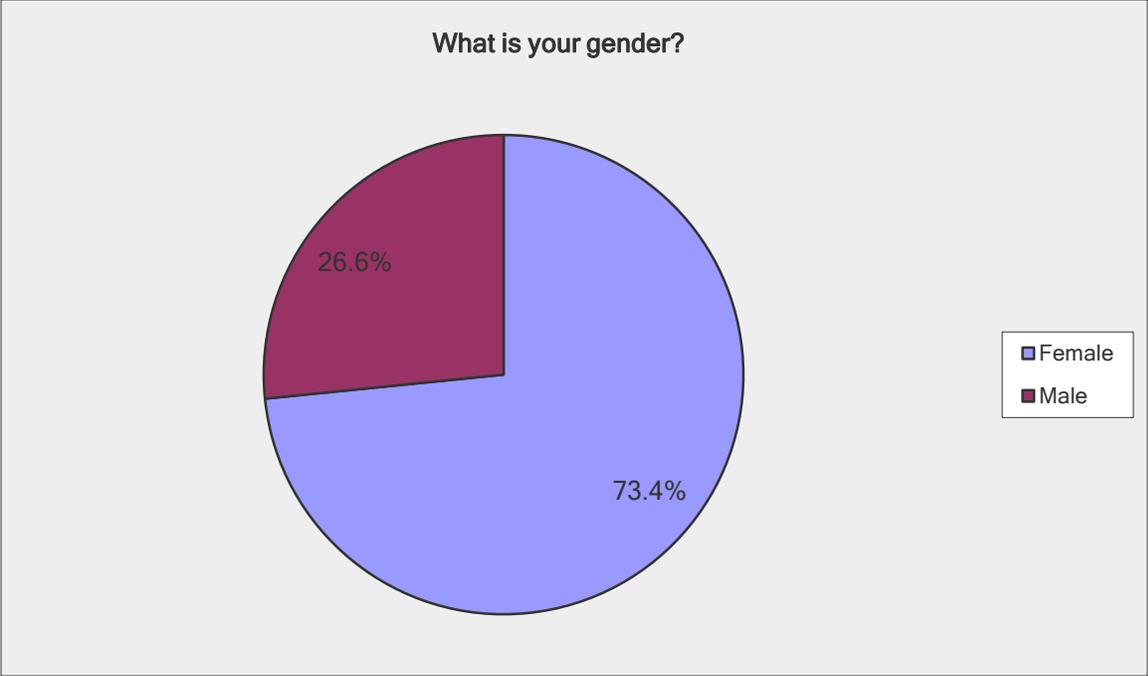


Answered: 692

Skipped: 8

More than half (51%) of respondents were 60 years of age and older. However, 39.8% of respondents were young and working-age adults ages 18-60, an age group that has historically been difficult to reach in library outreach activities. The remaining 10.2 percent of respondents were children and youth ages 0-17 years.

Question 2. What is your gender?

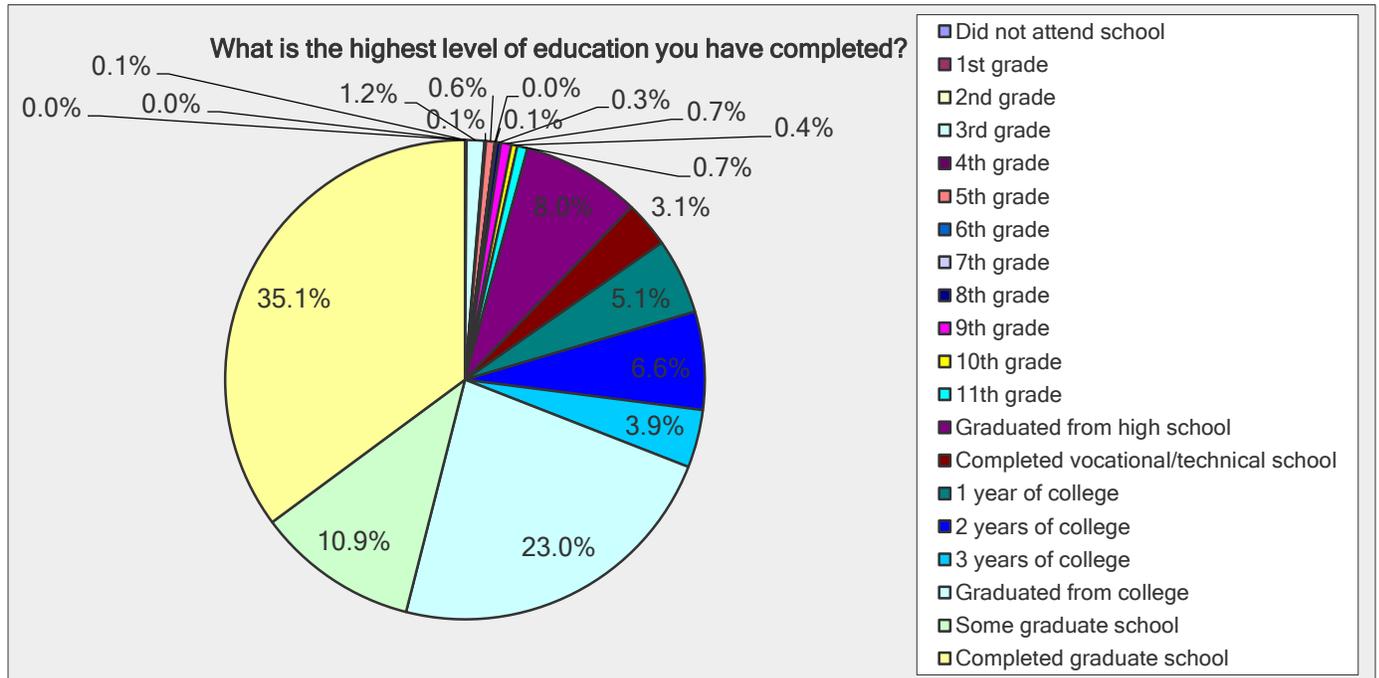


Answered: 662

Skipped: 38

Nearly three-quarters of respondents were female. While this ratio varied somewhat across age groups, females were more likely to complete the survey than were males.

Question 3. What is the highest level of education you have completed?

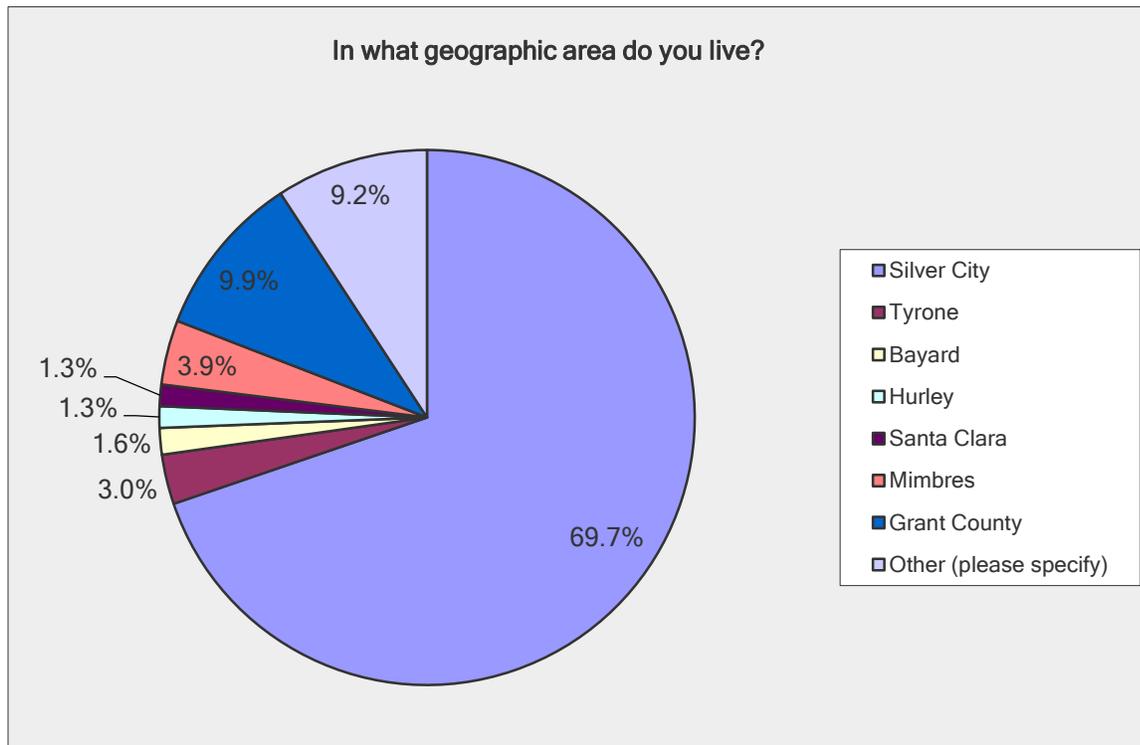


Answered: 692

Skipped: 8

The majority of respondents indicated that they were highly educated. Among adults 18 and older, 99% of respondents indicated that they had completed high school. Nearly 70% of respondents said they had graduated from college and/or completed at least some graduate school or a graduate degree. More than one out of three (35.1%) respondents had completed a graduate degree.

Question 4: In what geographic area do you live?

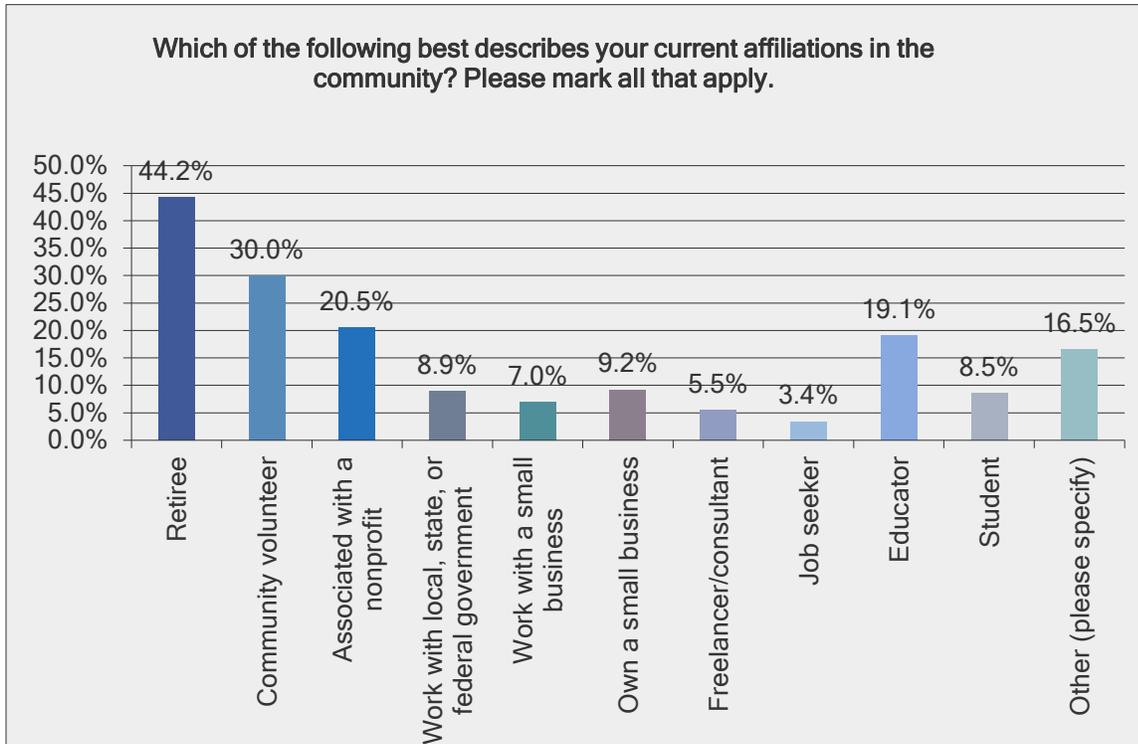


Answered: 694

Skipped: 6

The majority (69.7%) of respondents said they lived in Silver City, while nearly 10% said they lived in an unincorporated area of Grant County. The majority of the 9.2% of respondents who replied “Other” also indicated that they lived in Grant County but specified their unincorporated community (Lake Roberts, Gila Hot Springs, Arenas Valley, etc.). This suggests that a significant percentage of library users live outside of Silver City, in Grant County, and rely on the Silver City Public Library for access to books and other services. This is consistent with historical library patron base, which suggests that 27-28% of patrons live in Grant County but outside of Silver City limits. In addition, several respondents listed their residences as both Silver City and a remote location (e.g. Alaska), suggesting that flexible access to the library is important for “snowbirds” and other part-time residents.

Question 5: Which of the following best describes your current affiliations in the community? Please mark all that apply.



Answered: 697

Skipped: 3

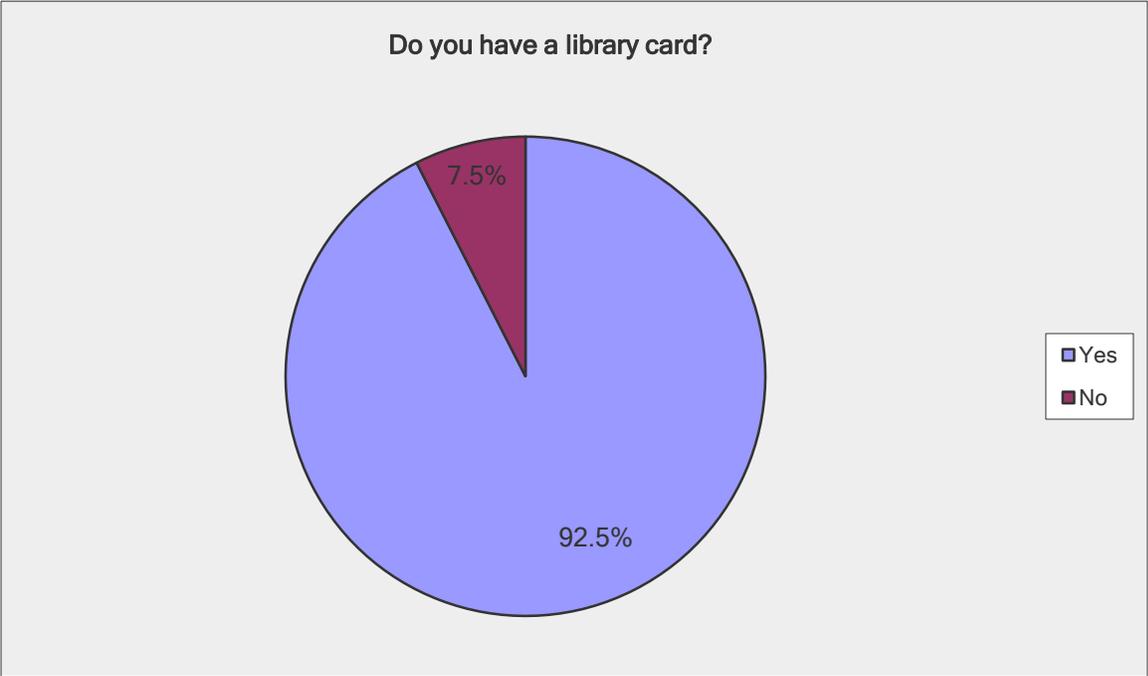
Respondents listed a host of community roles, with “retiree” being the most frequent response (44.2%). Nearly one out of three respondents (30.0%) indicated that they were community volunteers, while 20.5% were associated with a nonprofit. Education was also well represented, with 19.1% of respondents saying they were educators and 8.5 students. A small but significant percentage of respondents were associated with the small business sector (7.0% working with a small business and 9.2% small business owners) and freelancers/consultants (3.4%). Of 115 “other” responses, 28 said they were parents, including 8 homeschoolers; church leaders, self-employed; 8 people said they were disabled.

These results suggest that respondents, most of whom were library patrons (92.5% said they had library cards; see Question 6), tend to be involved in the community and willing to volunteer time and skills to support civic life. The preponderance of retirees suggest that library services may be seen as leisure activities, rather than resources for working-age adults. The significant proportion of educators, students, home-schoolers, and parents suggests that the library is seen as an essential resource for K-12 education.

Part II: About You and the Silver City Library

Three questions addressed library usage.

Question 6: Do you have a library card?

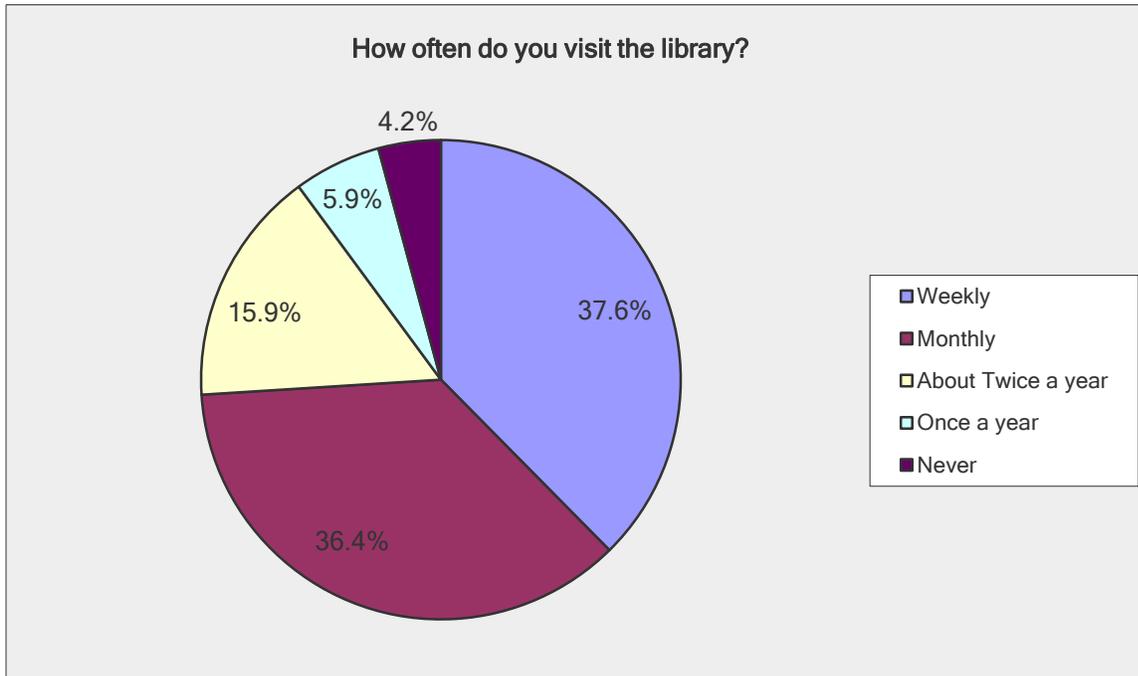


Answered: 691

Skipped: 9

The vast majority (92.5%) of respondents said they had a library card. Nine people skipped the question. The high proportion of card holders suggests that most survey respondents were current library users. However, 7.5% of respondents did not have a card, suggesting that the survey reached a significant percentage of community members who are not library patrons. Input was solicited from this group as a way to identify issues and features that could broaden the appeal of the library to include them.

Question 7: How often do you visit the library?



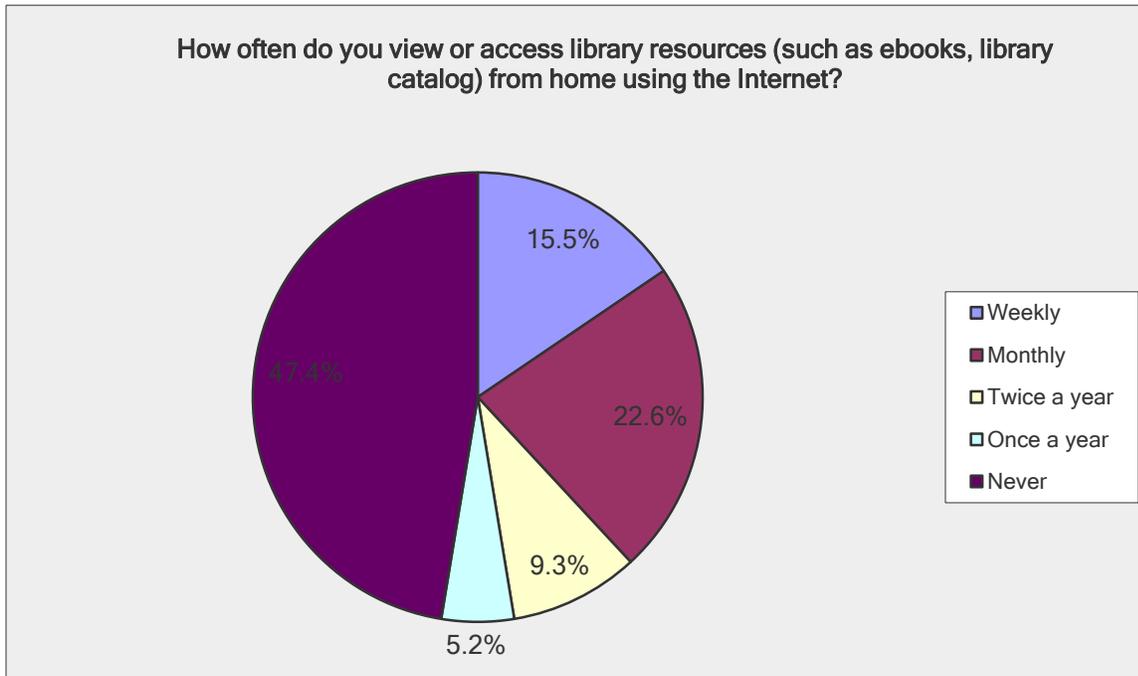
Answered 673

Skipped: 27

More than three out of four respondents to this question said they visited the library at least once a month, with nearly 38% saying that they used it weekly or more. About 22% were infrequent visitors, using it once or twice a year, while 4.2% of respondents said they did not visit the library at all.

These results suggest that a majority of library patrons visit the building frequently, making it part of their daily, weekly, or monthly routines. Infrequent users cited several barriers to visiting the library, including access for the disabled and frail, geographic distance, and scheduling conflicts with work and other responsibilities. This may be a gap that can be filled, at least partially, by expanding online services.

Question 8: How often do you view or access library resources (such as ebooks, library catalog) from home using the Internet?



Answered 677

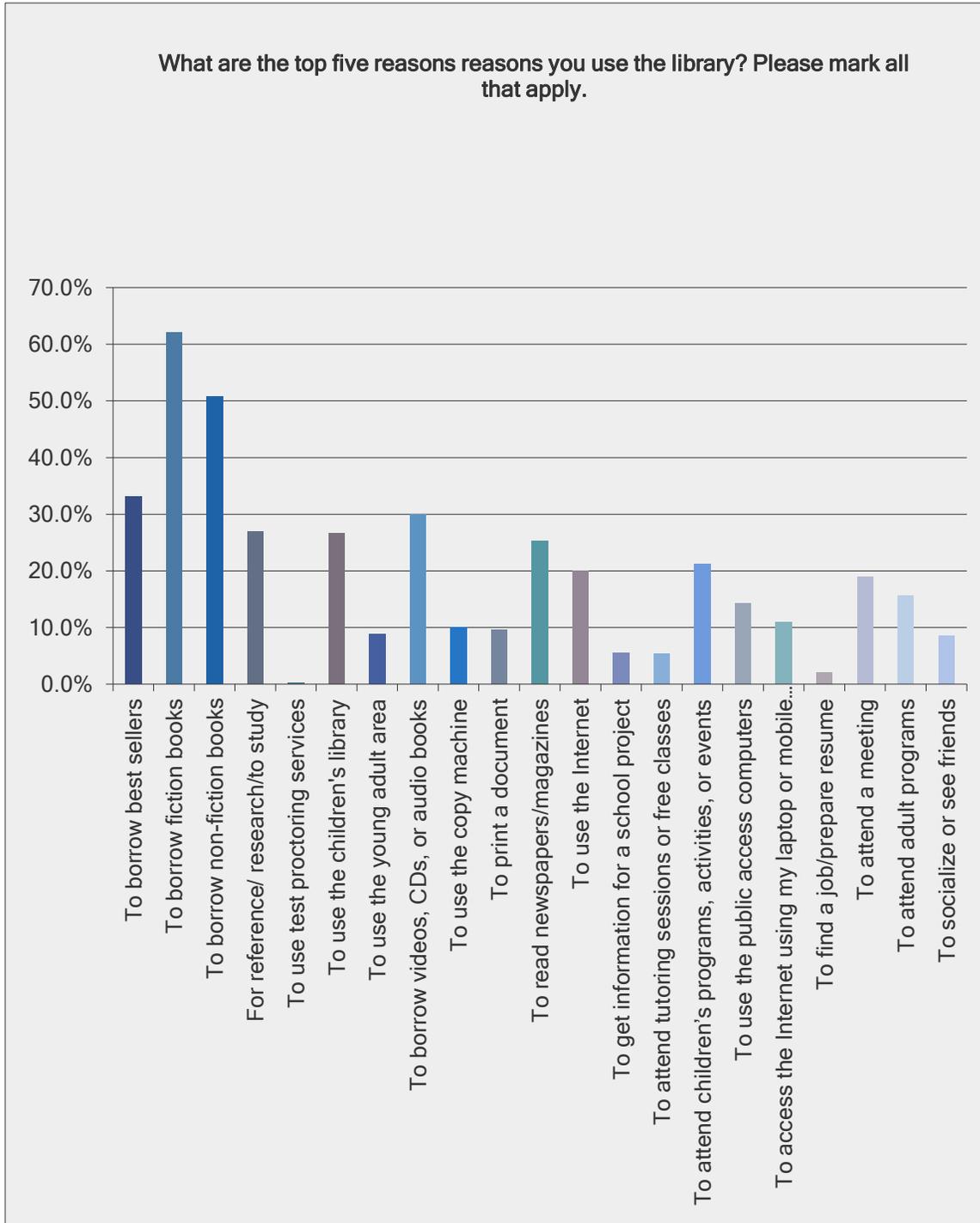
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Nearly half (47.4%) of respondents to this question said they “never” accessed library resources from home using the Internet. Among those who did use the Internet to access resources, the smallest percentage (5.2%) used them once a year. The rate almost doubled for twice a year access, and monthly access was the most common at 22.6%. Combined, monthly and weekly home users of library resources via the Internet added up to 38.1% of respondents.

These results suggest that patrons who know about and are proficient in accessing online resources are likely to do so on a regular basis. It is likely that most “never” users are unaware of the ability to access library resources from home, have low computer literacy levels, or are resistant to using electronic technology in any way. Questions 13 and 14 offer more insight into the barriers to accessing library resources online.

Part III: How Can the Library Serve You Better?

Question 9: What are the top five reasons you use the library? Please mark all that apply.



Answered: 671

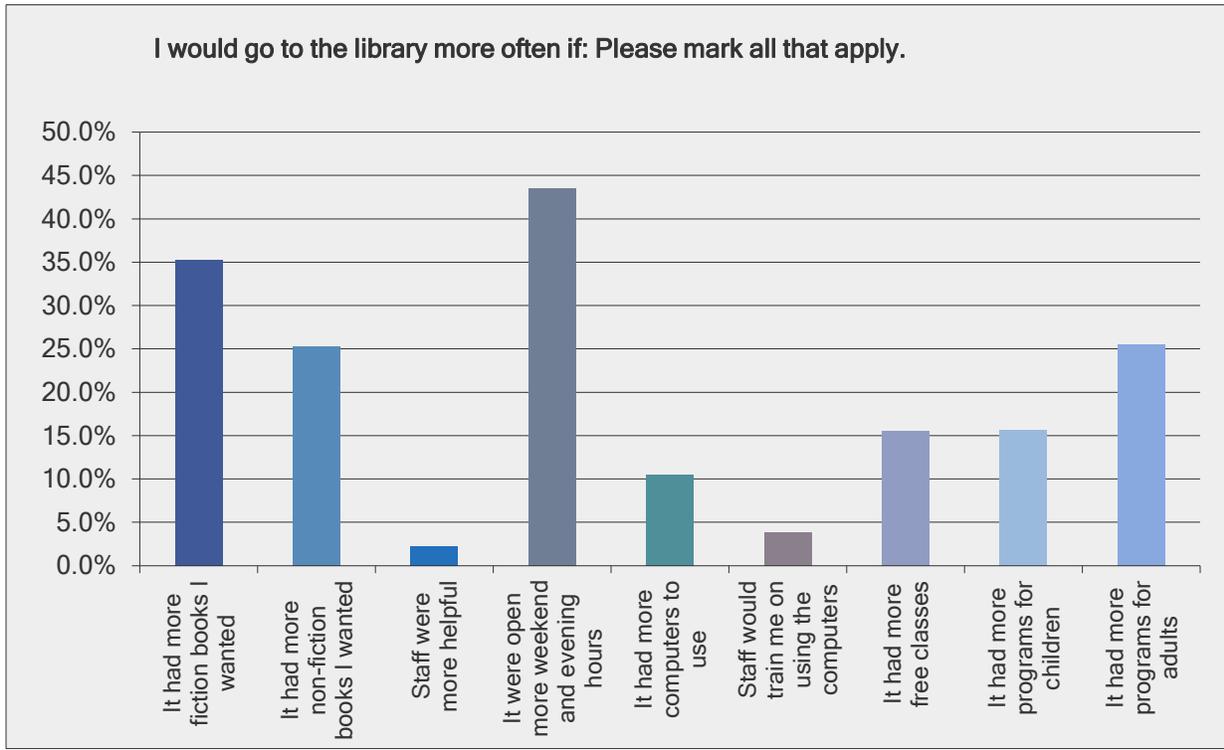
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Question 9 (cont): Patrons said that their top reasons for using the library were to borrow fiction books (62.1%), to borrow non-fiction books (50.8%), and to borrow best sellers (33.1%). These core library services remain central for patrons. Several other services were also notably important. Borrowing videos, CDs, or audio books was ranked in the top five by 30% of respondents, while (27%) of respondents said they used the library for reference, research, and to study. Reading newspapers and magazines was a priority for 25.3% of respondents. Internet access was also notably important. One out of five respondents (20%) said using the Internet was a top priority; in addition, 14.3% identified using public access computers and 10.9% accessing the Internet using their own laptops or mobile devices. Meetings and adult programming were also important, at 18.9% and 15.6% respectively.

Overall the children's library was among the highest ranked resources (26.7%), as was attending children's program, activities, or events (21.2%). The children's library and services were ranked even more highly by younger adults. For instance, among respondents 30-39 years of age and less, 28.5% ranked the children's library as a top-five priority, and 28.9% selected children's programming as one of their top five reasons to use the library.

These results suggest that the library's traditional core services – lending of books and other media, providing reference materials and a quiet study area, and providing newspapers and magazines for onsite reading – remain of key importance. They also suggest several emerging roles for the library. The library appears to play an important role in helping residents access the Internet and bridging the digital divide. It serves as a meeting space and provides free adult programming – both of importance to patrons and the community in general. For parents and children, the children's library and programming are of utmost importance.

Question 10: I would go to the library more often if...



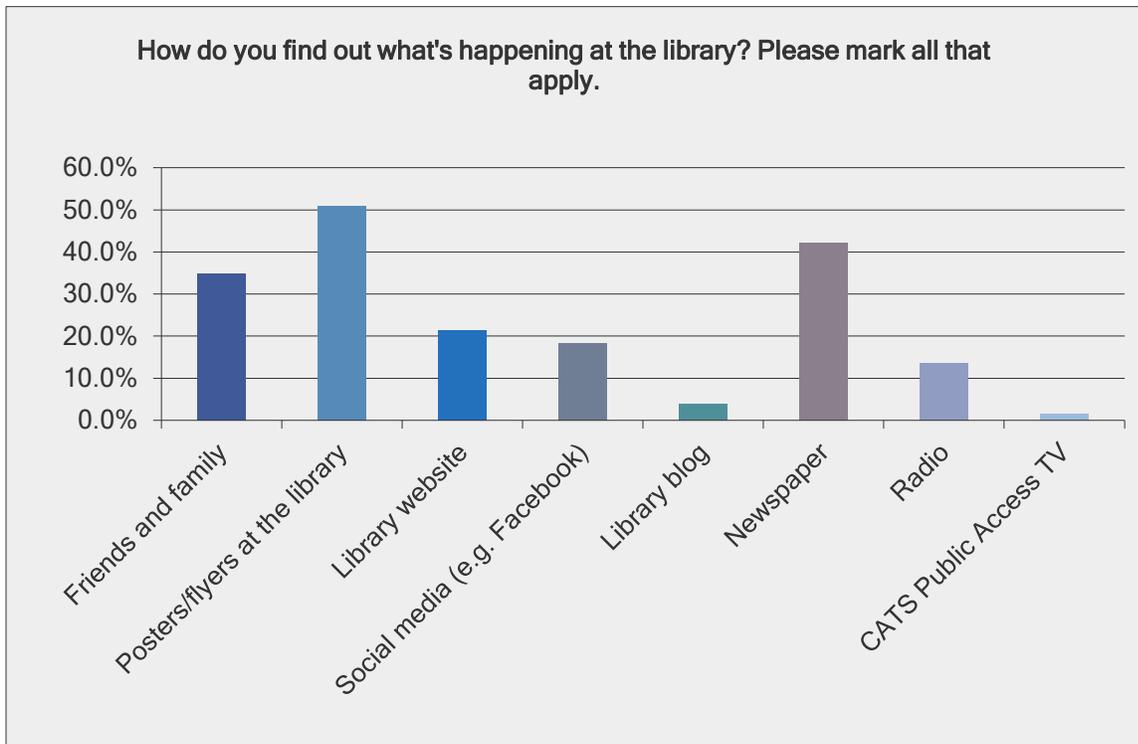
Answered: 581

Skipped: 119

The most frequently cited impetus for going to the library more often was if “it were open more weekend and evening hours,” with 43.5% of respondents choosing this option. Second was a desire for more fiction books (35.3%). Likewise, 25.3% of patrons said more nonfiction books would draw them in more frequently; additional programming for adults would attract 25.5% of respondents. Additional free classes were requested by 15.5% of respondents. More children’s programming was a priority for 15.7% of respondents overall; among respondents 30-39 years of age, nearly 35% said additional children’s programming would be a draw.

At least 20 people commented that they would use the library more if distance were not an issue; several people said that it was a key stop on their once-weekly trips to town from the outer limits of Grant County.

Question 11: How do you find out what is happening at the library?
Please mark all that apply.



Answered: 647

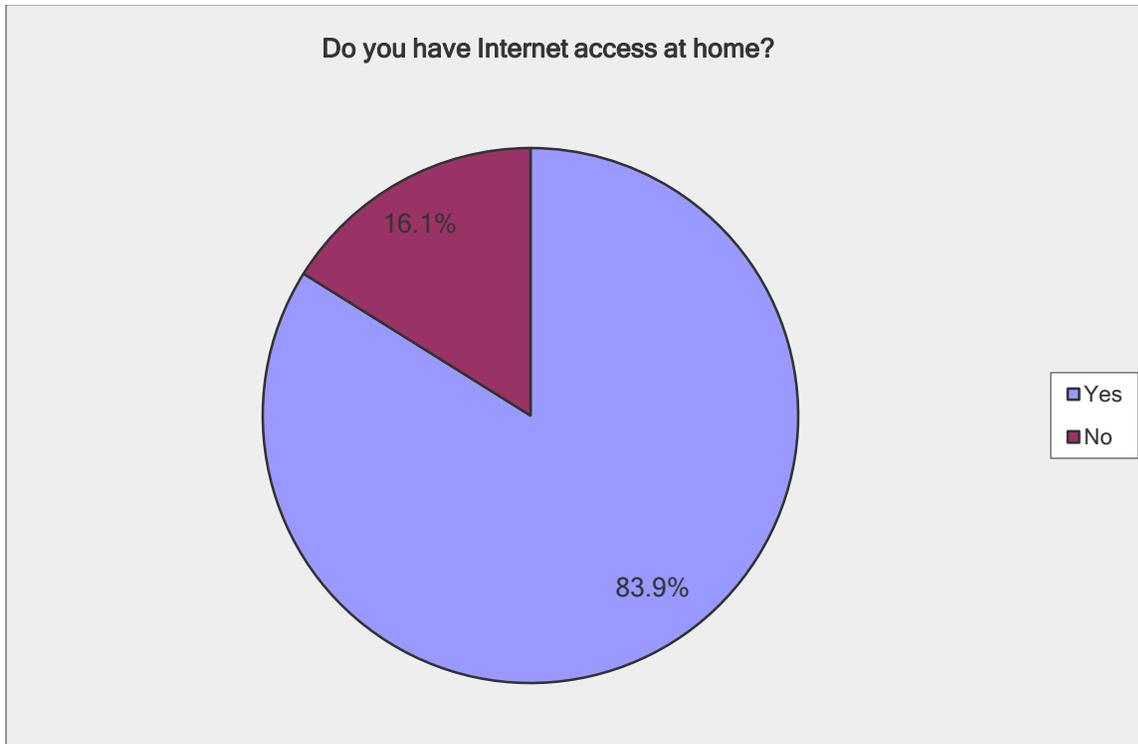
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The majority of respondents (51%) said they heard about library events via posters and flyers available at the library. Newspapers were the second most frequent source of information (42.2%), and friends and family third (34.8%). Social media (18.4%) and the library website (21.3%) were also frequent sources of information. In the “other” category, respondents wrote in local sources of information, with the Grant County Community Calendar (“Kendra’s list”) being the most frequently cited source. “Going to the library” and “ask a librarian” were also common modes of gathering information about programs and events.

These data suggest the need for robust outreach and marketing efforts to the community at large. Posters and flyers at the library provide excellent outreach to those who visit the library frequently but do not reach a wider audience. Newspaper releases appear to be effective, but with diminishing newspaper circulation, especially among young adults and youth, newspapers are likely to become less read. Several people commented that they appreciated email notifications. The library should continue to tap into available community calendars and place articles in local media. Sustained outreach and marketing will require additional staff time and resources, training, expansion of the library’s social media and online presence, and innovative use of technology.

Part IV: Online Resources and Technology

Question 12: Do you have internet access at home?



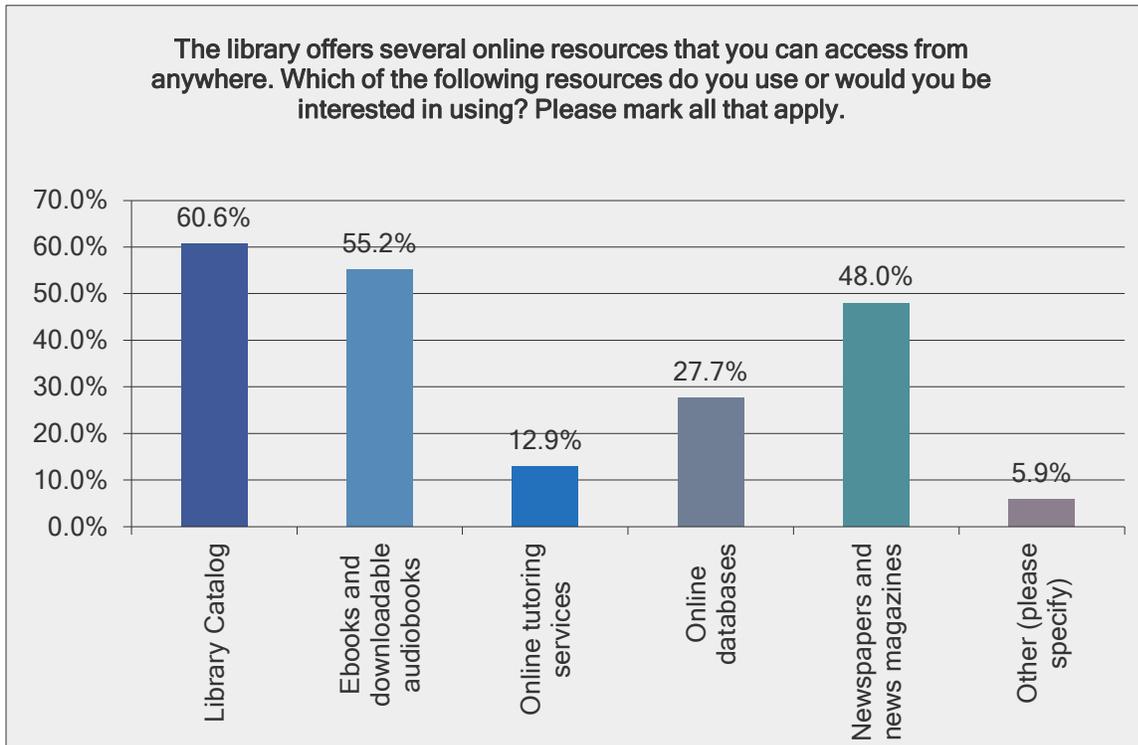
Answered 659

Skipped 41

While the majority of respondents said they had Internet access at home (83.9%), a notable percentage (16.1%) did not. Several respondents indicated that they had limited access at home, most frequently using a phone for a mobile hotspot.

These results suggest that the library addresses lack of Internet access for many community residents. There is a need for continued and enhanced access (for instance, making devices with mobile hotspots available for loan).

Question 13: The library offers online resources that you can access at home. Which of the following resources do you use or would you be interested in using? Please mark all that apply.



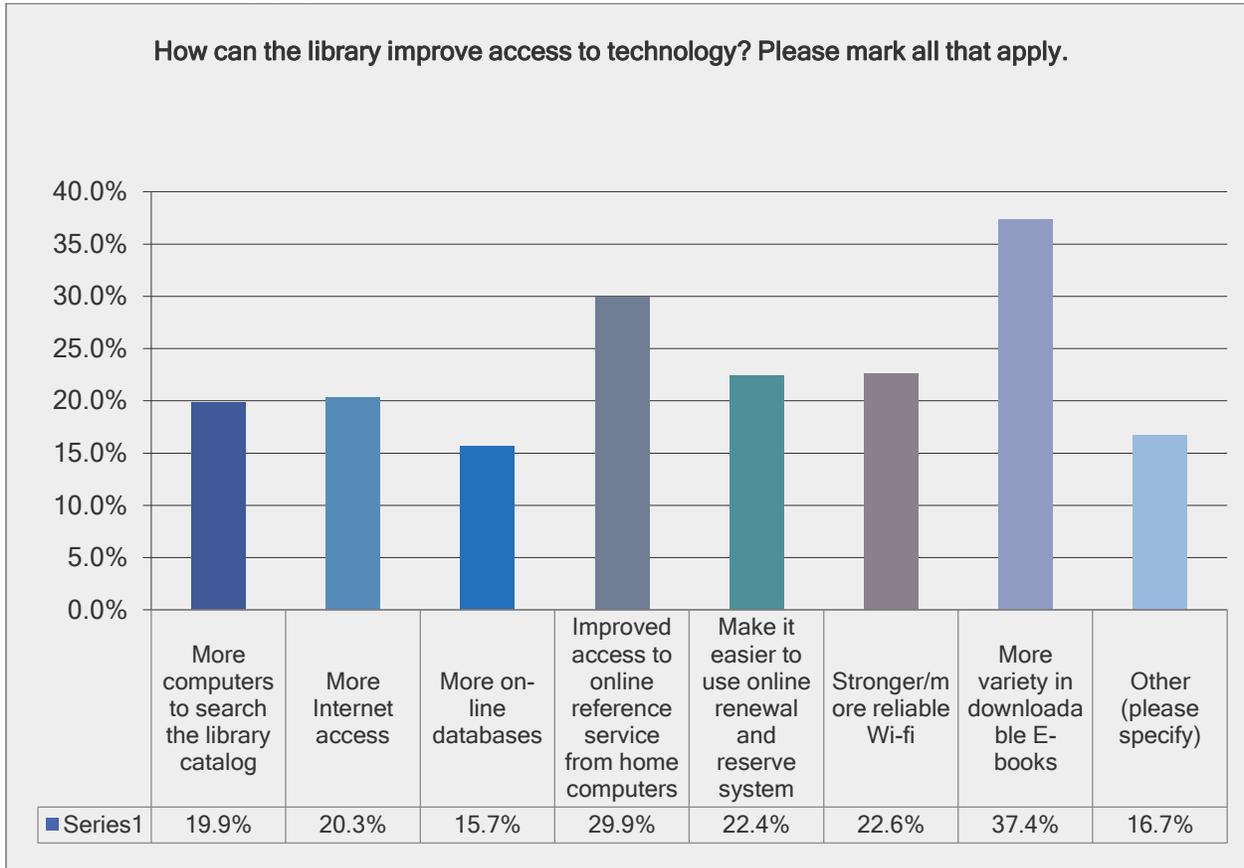
Answered: 614

Skipped: 86

Respondents indicated a high level of interest in using online resources from home, with 60.6% saying that they did or would access the library catalog from home, 55.2% saying they would download E-books and audiobooks, and 48% indicating an interest in online newspapers and magazines. Online databases interested 27.7% of respondents and online tutoring services 12.9%. These are all services that the library currently provides. The most frequent comment in response to this question was a variation of “I did not know these services were available;” the second most frequent comment was “I would access these resources if I knew how.”

These results suggest that patrons are interested in accessing library services from multiple locations. Barriers include awareness of the resources and computer literacy levels. This suggests a need for continued outreach and additional staff who can educate patrons in using these tools. Some patrons may be able to navigate the resources with the help of a handout containing step-by-step instructions; others may need more assistance. All resources should be reviewed for user-friendliness.

Question 14: How can the library improve access to technology? Please mark all that apply.



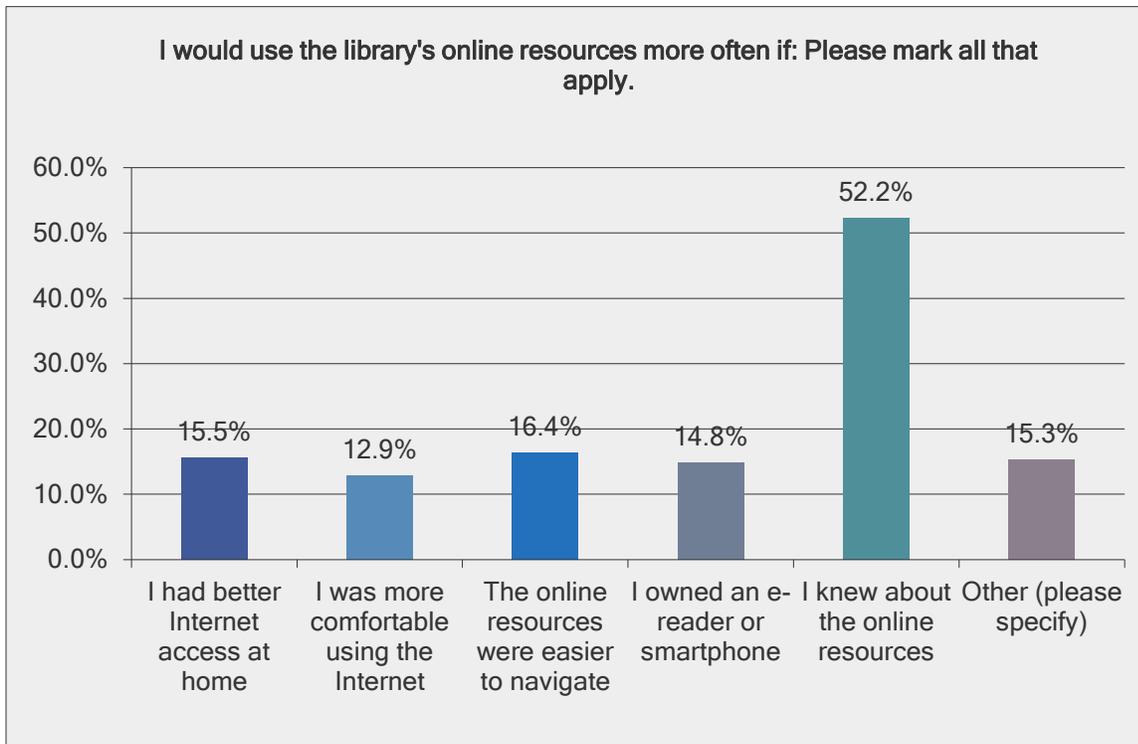
Answered: 562

Skipped: 138

Among available and potential technology services, respondents indicated most frequently that they would like more access to downloadable e-books (37.4%), improved access to online reference services from home computers (29.9%), stronger and more reliable Wi-fi (22.6%), and an easier-to-use online renewal and reserve system (22.4%). More internet access and additional computers were also of interest to one out of five respondents; online databases were of interest to 15.7%. Topics frequently mentioned in comments included education in using online resources, marketing and outreach, more variety in downloadable audiobooks, more computers in the children’s section, and access to electrical outlets. A small portion of respondents indicated that they had no interest in electronic resources.

Respondents viewed technology as a way to extend and expand traditional library services such as book loans to encompass new media and allow ease of access from other locations. They also point to the library as an access point for Internet services. With the expansion of services comes the need for expansion of technical support, however, and the need to assure that software is user-friendly. In addition, several respondents – including frequent library users -- indicated they were not aware of available technology services, suggesting the need for additional marketing and outreach.

Question 15: I would use the library's online resources more if... (Please mark all that apply).



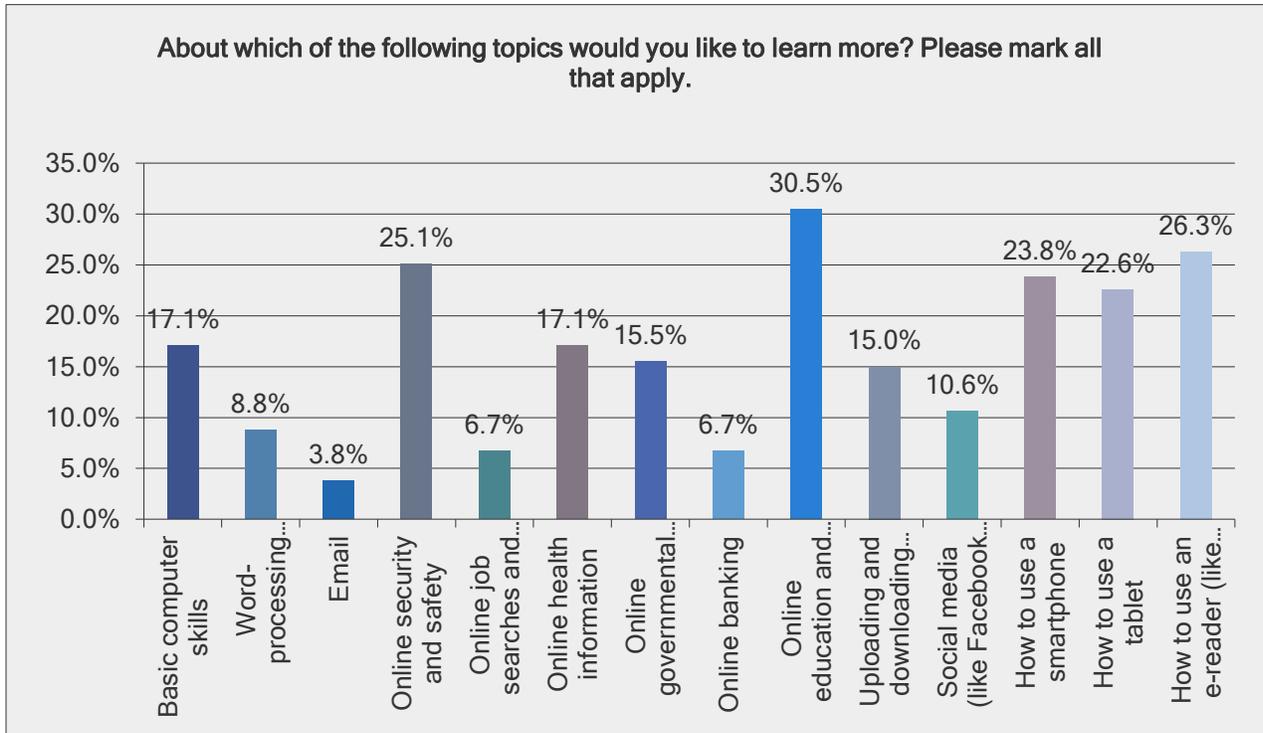
Answered: 580

Skipped: 120

Respondents most frequently indicated that they would use the online resources if they knew that they were available (52.2%). Easier navigation of online resources (16.4%), better Internet access at home (15.5%), and not owning an e-reader or smartphone (14.8%) were the next most common barriers to use. Comfort in using the internet was the least common choice (12.9%) among the preset answers. In the "other" category, responses varied from "I already use the online resources at least twice a week" to "I have no use for computers or the Internet." Several commenters indicated they would like training in use of these resources. One person suggested that it would be helpful to be able to renew library cards online.

These results suggest there is a need for additional marketing and outreach regarding the library's online resources, training and education in digital literacy, and a review of software to ensure it is user-friendly. They also indicate that a small but notable percentage of patrons may benefit from the availability of loanable devices such as e-readers and tablets that can also be used as mobile hotspots.

Question 16: About which of the following topics would you like to learn more? Please mark all that apply.



Answered: 521

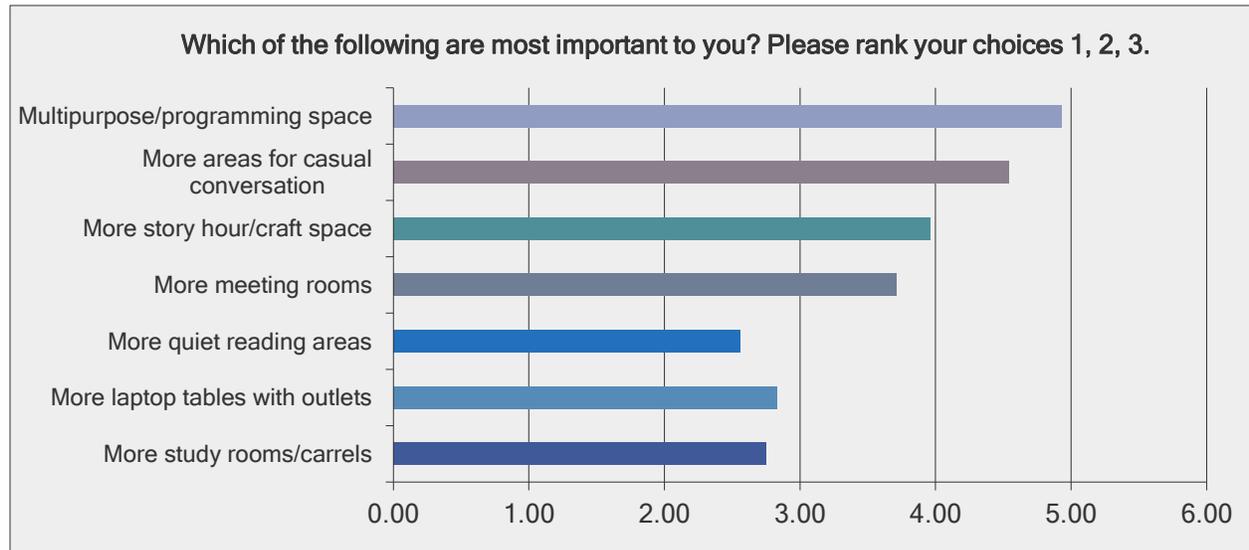
Skipped: 179

Respondents said they were most interested in online education and learning (30.5%), followed by how to use an e-reader (26.3%) or tablet (22.6%), and online security and safety (25.1). Interest in basic computer skills (17.1%) and online health information (17.1%) was also high. Comments for this question ranged from “I think I am savvy,” to requests for training in downloading and organizing materials and computer applications, to “I like books - they have at least character. Artificial intelligence is no match for humans making bad choices.”

These results suggest that online education and learning resources are of the most interest to respondents. Facilitating access to sites such as Khan Academy, Lynda.com, and Udemy may help to fulfill this need. While many respondents appeared to feel comfortable with electronic resources, the need for training in using E-readers and tablets, and general computer skills was also an issue for many users. Concern about online security and safety also appeared to be a barrier that could be addressed.

Part V: Improvement and Satisfaction

Question 17: Which of the following are most important to you? Please rank your choices 1, 2, 3.



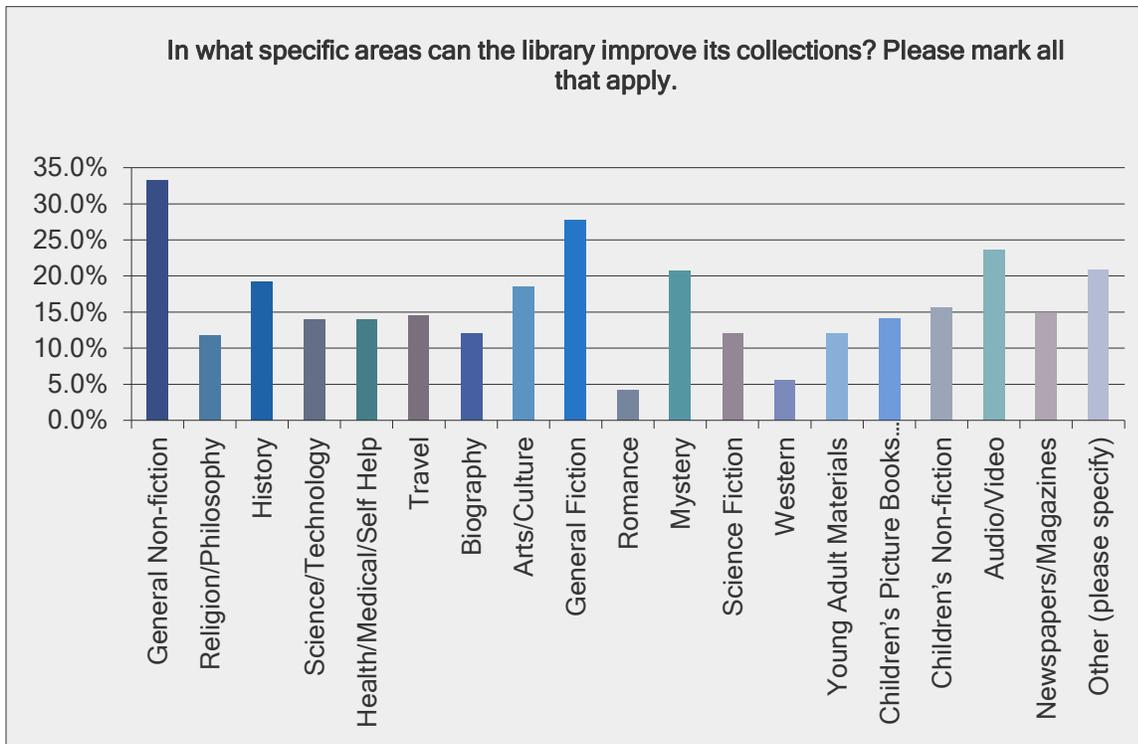
Answered: 554

Skipped: 146

This question asked respondents to rank their answers, and the results shown above are weighted averages. Respondents indicated that their top priority was a multipurpose/programming space, followed by more areas for casual conversation, story hour/craft space, and more meeting rooms.

These results affirm the library's role as a community space, where events, meetings, and programs can occur. They suggest that residents see the library as much more than a place to simply exchange books or read quietly, although those services remain central.

Question 18: In what specific areas can the library improve its collections? Please mark all that apply.



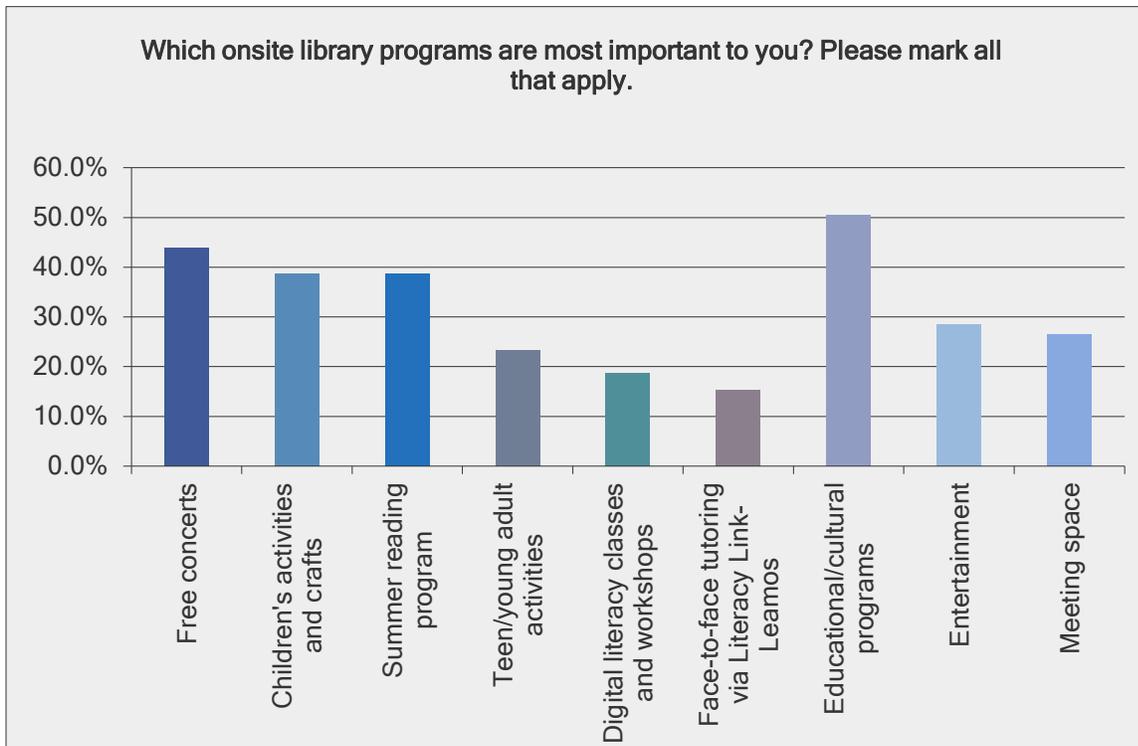
Answered: 594

Skipped: 106

The top three areas in which respondents said they would like to see improvement the library's collections were general non-fiction (33.3%), fiction (27.8%), and audio/video resources (23.7%). Mystery (20.7%), history (19.2%), and arts/culture (18.5%) also ranked highly. In the comments section, several respondents calls for a broader selection of classic literature and literary fiction, as well as more books and other media focused on the southwestern United States in general and New Mexico in particular.

These results suggest that patrons are generally happy with the library's collections but would like to see additional depth and breadth, especially in the areas of non-fiction and literary/classic fiction. While children's and young adults' materials did not rank highly, this could be the result of a generally older audience filling out the survey.

Question 19: Which onsite library programs are most important to you?
Please mark all that apply.



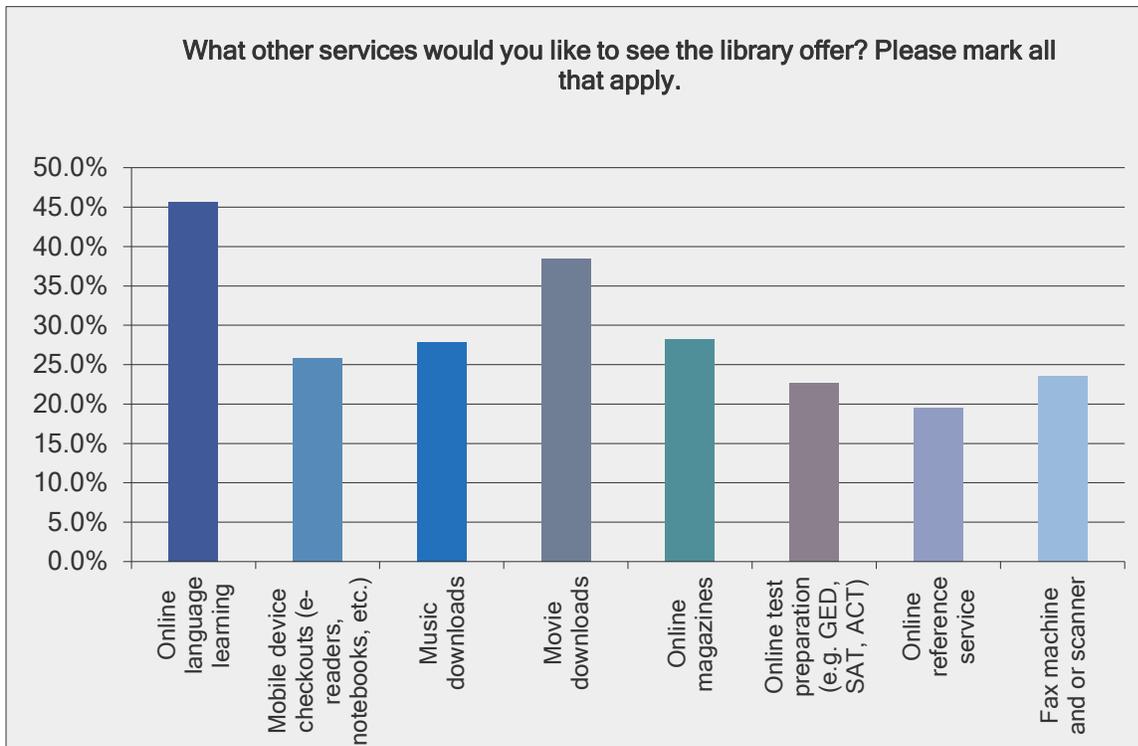
Answered: 557

Skipped: 143

Overwhelmingly, respondents indicated that the library's onsite educational and cultural programs were the most important to them (50.4%), followed by free concerts (43.8%). Almost 40% of respondents indicated that children's activities and crafts and the summer reading program were high in importance; this priority was high across all age groups. Evening concerts were mentioned repeatedly in the comments section.

These results suggest that both adult and children's programming are of central importance to library patrons. However, such events require financial resources, staff time and expertise, and marketing and outreach.

Question 20: What other services would you like to see the library offer?
Please mark all that apply.



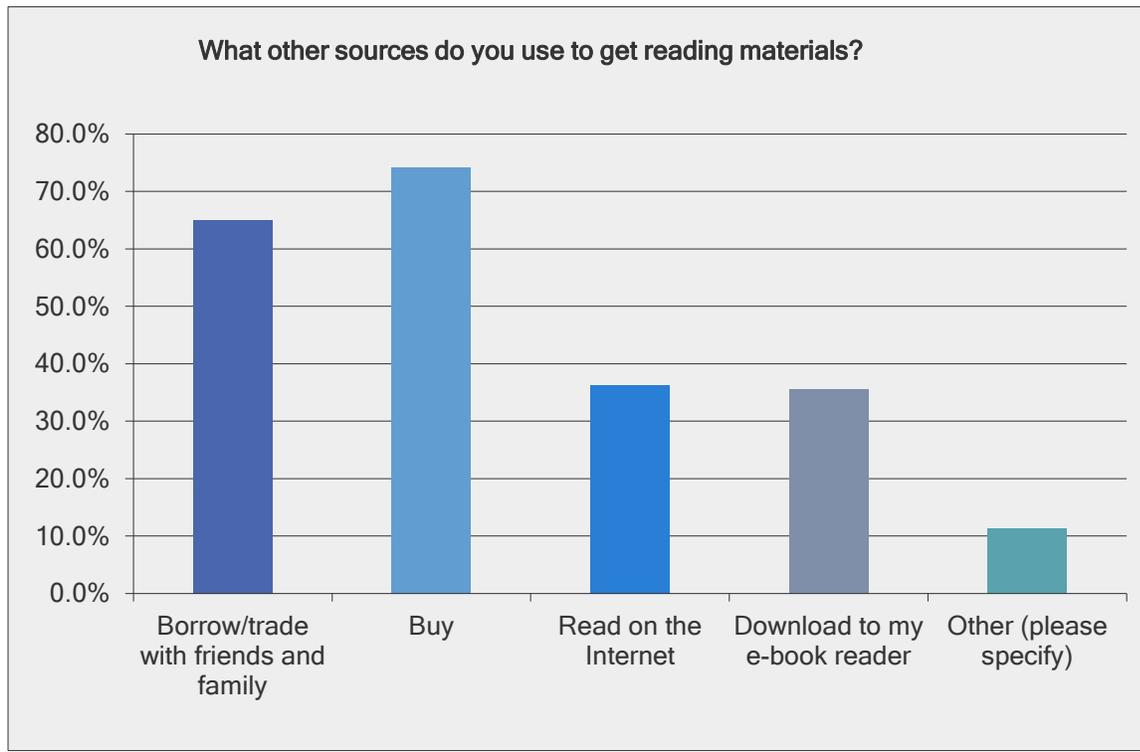
Answered: 532

Skipped: 168

Online language learning was the most requested other service, with almost half (45.7%) of respondents to this question indicating an interest. Movie downloads were of interest to 38.5% of respondents, while music downloads were of interest to more than one out of four (27.8%). The ability to check out mobile devices such as e-readers and notebooks also ranked highly (25.8%). In the comments section, respondents indicated interest in onsite Spanish classes, book discussion groups, a self-checkout lane, an onsite coffee-shop, and a lecture series coordinated with Western New Mexico University. Outreach and services to home-bound individuals was also a key concern.

These results indicate an interest in both online and onsite services, especially in the area of language learning. Implementing these suggestions will require staff time, financial resources, and additional customer support and education.

Question 21: What other sources do you use to get reading materials?



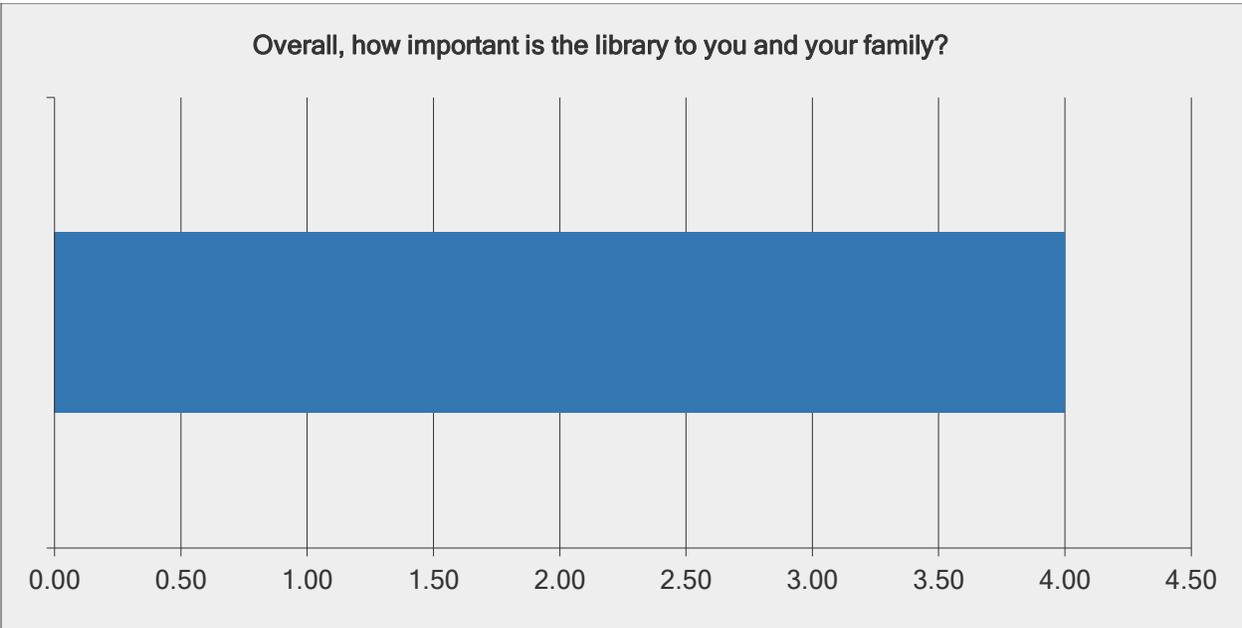
Answered: 619

Skipped: 81

The majority of respondents said that other sources of reading materials were purchasing (74.2%) and borrowing or trading with friends and family (65.1%). Reading on the internet (36.2%) and downloading to an e-book reader (35.5%) were also popular methods of getting additional reading material. Respondents commented that they often purchased books from used book stores, thrift shops, and other low-cost resources. Several commented about use of other libraries, such as Bayard, the bookmobile, and the Bayard and Cliff libraries. One respondent noted that he or she also borrowed e-books from libraries around the state, including Albuquerque, Santa Fe, Farmington, and Roswell. School libraries were also important sources of books for children and youth. The Library for the Blind was a key source for visually-impaired respondents.

These results suggest that respondents use a variety of creative ways to access books at low or no cost, and the Silver City Public Library is part of the wide network they often cast.

Question 22: Overall, how important is the library to you and your family?



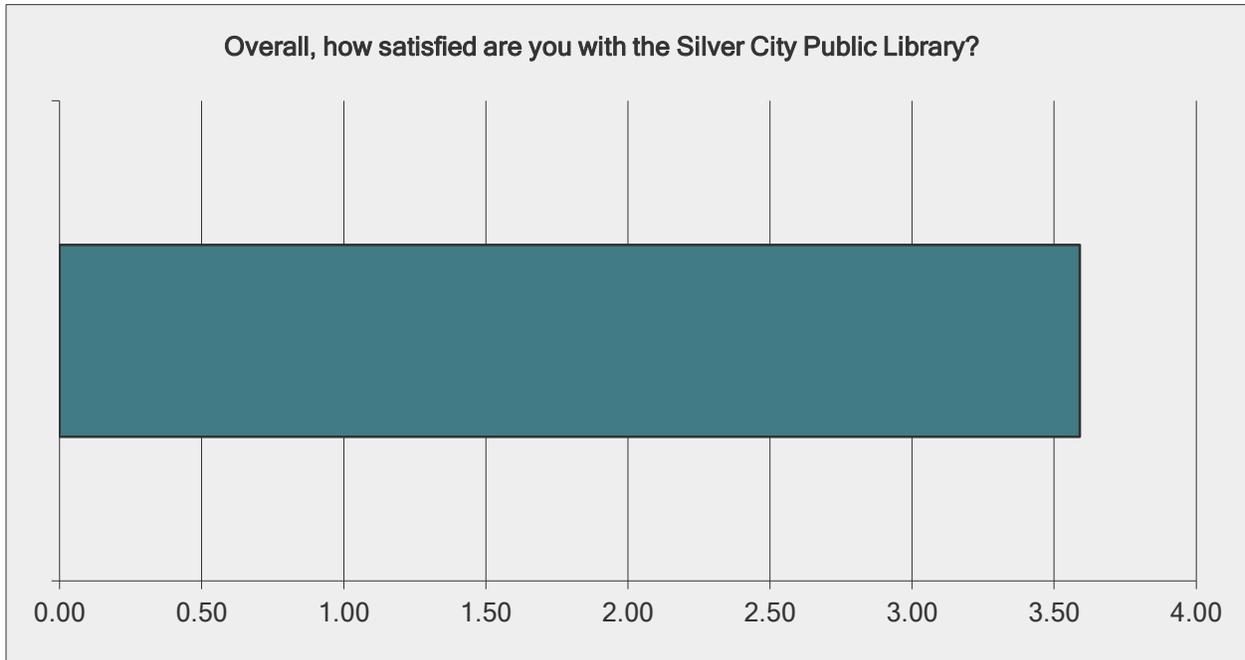
Answered: 641

Skipped: 59

On a scale of one to five, with one being not important and five being extremely important, respondents ranked the library as a 4.0 in terms of its importance in their and their family’s lives.

These results suggest that the library is centrally important to the community.

Question 23: Overall, how satisfied are you with the Silver City Public Library?



Answered: 634

Skipped: 66

Satisfaction with the library was generally high, with a weighted average of 3.59 out of a possible 5.00. The majority of respondents said they were “very satisfied” (233) with the library, followed by “satisfied” (190) and “extremely satisfied” (115). “Fairly satisfied” respondents numbered 84, while 8 were “not at all satisfied.” In their comments on this question, respondents made suggestions for improving the physical facility, complimented the staff, and noted that resources were limited.

These results suggest that the library is meeting the needs of the community in most ways, but there is room for improvement. Many of the proposed improvements, such as expanded hours, online language learning, and , will require staff time, financial investment, and community support.

Question 24: Is there anything else you'd like to say about the Silver City Public Library and its role in our community or your life?

Answered: 278

Skipped: 422

Responses to this question focused on the following themes, ordered in sequence of most-to-least frequent:

- The Public Library's central importance to the community and respondents' general gratefulness for the library as a resource (92 comments)
 - "I think the library could be, and should be, a wonderful community center."
 - "I would not want to live in a town without a local library"
 - "Thank you! It has added so much pleasure to my life!"
 - "It' a central reason many residents move here, and stay here, particularly those with limited income"
 - "A strong community has a strong library. I appreciate all of the various roles and offerings this particular library supports."
 - "I would move elsewhere if the library closed."
 - "The library is a cool place" (11 years old).
- Positive comments about staff (50 comments)
 - Calls for more recognition for staff and what they do.
 - "The staff are always helpful and nice, polite and caring. I wish it could be larger."
 - "Staff has been helpful and professional. Thank you!"
 - Negative staff comments: 2 (One of these prefaced by "It has been a few years...")
- Positive comments about children's activities and the children's library positive (20 comments; Note: because the survey audience was largely 50+ and retirees, this high ranking suggests a higher rate of satisfaction among those who actually use the children's resources).
 - Many positive comments focused specifically on Harmony, the current children's librarian. For instance: "We really LOVE Harmony, the children's librarian! She makes an effort to connect with kids and parents and really seems to care about what each child needs. Thanks, Harmony!"
 - "I want to know what we as parents could do to help improve the library."
 - Requests for more youth selections
 - Requests for more involvement with local schools
 - (Battle of the Books)
 - Teachers who want to receive notices about the library through email
 - "Its role in supporting education is important."
- Respondents were aware of inadequate funding and limited resources, often calling for more resources to be directed toward the library (19 comments)
 - "Only problem is, it's not 10 times bigger!"

- “The library is understaffed and could offer more services and longer hours if better funded.”
- “The library does a great job with limited resources. I would like to see increased funding for the library so they could add back more staff and open again on Mondays and Thursdays [in the evenings]”
- Several comments were made about the facility, parking, and access:
 - Need for a bigger, ADA-compliant physical structure (14 comments)
 - Increased space and Parking/bike rack/accessibility: (5 comments)
- Requests for the library to be open longer hours on weekdays and on weekends (9 comments)
- Eight (8) respondents wrote that the library’s wi-fi service provided their primary internet access, suggesting that the library helps to address the digital divide for residents who would not otherwise have access. These general comments reflect the findings in Question 10.
- Also echoing answers to the comments in Question 10 (20 comments were made), “I would use the library more often if...”, two people noted that geographic distance was a critical factor.
- A few respondents noted the increasing importance of electronic access to information and resources, saying that the library’s push to provide electronic resources is of critical importance (3):
 - Three respondents noted the importance of the library’s shift toward electronic resources and interconnectedness of libraries both statewide and nationwide.
 - One respondent wrote: “The ability to contact the library online for reserves, etc. has brought me back after several years of avoiding the physical hassle involved in using the library.”
- Evening programming, especially concerts, were praised (8 comments)
- Several people wanted expanded limits on access to interlibrary loan items. (6 comments)
- Several comments focused on the library’s collections and resources:
 - Positive comments about collections (4 comments)
 - “Whoever is responsible for ordering new books is doing a terrific job. I am surprised at the high quality and relevancy of the new titles I see.”
 - Suggestions for improvement in collections:
 - More Spanish books (3 comments)
 - More fiction (2 comments)
 - More nonfiction (2 comments)
 - Request for Braille books (1 comments)
 - Language learning resources (2 comments)
 - More youth selections (1 comments)
 - Requests for specific books (5 comments)
- Three people commented appreciatively about the library’s digital literacy program, saying they would like to see it continue (3 comments)
- Three people suggested that the library begin a recommended reading section and/or lists: (3 comments)

Key Findings and Recommendations

Findings

- The majority of respondents saw the library as a critically important resource for the community:
 - Respondents are generally satisfied with the library
 - Respondents are generally very pleased with library staff, although they would like the staff to be expanded
 - Respondents recognized that funding and resources are extremely limited
 - Several respondents commented that they would consider leaving the community if a strong library were not available
- The library serves people from a widespread geographic regions:
 - About 28% of respondents live outside of Silver City limits but within Grant County
 - About 20% of respondents travel an hour or more to the library
 - A small but notable percent of respondents live in both Silver City and a remote location
- Community members want comprehensive library services that include:
 - Traditional “books and mortar” library services (checking out books, reading newspapers, reference materials, a quiet place to read and study)
 - Expanded community programming
 - Technological resources
- While the library is used frequently by older adults, younger adults do not see the library’s resources as pertinent to them and have difficulty finding the time to use those resources.
- Outreach and marketing:
 - Many respondents were unaware of the depth and breadth of internet resources that the library offers.
 - Many respondents were unaware of any consistent way to gain information about events and programming at the library
- Respondents want to use technology such as at-home Internet access in two ways:
 - To manage their use of traditional resources (e.g. print books)
 - To bring the library into their homes (access to online catalog, databases, ILL services, E-books, etc.)
- Specific services are of high importance to patrons:
 - Expanded evening and weekend hours
 - Adult programming, especially free concerts, book discussion groups, and speakers
 - Children’s programming, especially summer reading and Lego club
 - Technical assistance and computer/digital literacy training
 - Online and onsite language learning
 - Online education
 - Onsite tutoring
- Respondents asked for expansion of the library’s collections in several areas:
 - General non-fiction

- Fiction, especially classic fiction and literary fiction
- E-readers
- Audio books
- Downloadable movies
- Downloadable audio books
- Braille books
- Physical access to the library and its resources can be difficult for those who are physically disabled, frail, or developmentally disabled.

Recommendations

The following eight recommendations emerged out of the findings of this survey:

1. Continue to expand services and programming in the areas identified by respondents.
2. Continue to invest in collections, especially in the areas identified by respondents.
3. Expand online services and electronic resources.
4. Ensure that people with disabilities have access to the building and resources.
5. Assess and respond to human resource needs based on demand for expanded services and programming.
6. Create a resource development plan to assure adequate financing for expanded services and programming.
7. Develop and strengthen relationships between the Town of Silver City and Grant County to collaboratively secure resources.
8. Develop a comprehensive outreach and marketing plan to increase awareness of online and general services.