

Strategic Planning Process - Jones Library  
**Focus Group Results - Summary of Findings**

Areas	Successes	Needs Improvement
Facilities	<ul style="list-style-type: none"> <li>See "Further Exploration"</li> </ul>	<ul style="list-style-type: none"> <li>See "Further Exploration"</li> </ul>
Services	<ul style="list-style-type: none"> <li><b>Kid's Room</b> – great service</li> <li>Special request ordering</li> <li>Ordering books from web</li> </ul>	<ul style="list-style-type: none"> <li>Special Collections – Accessibility/Hours</li> <li><b>Hours</b> (Longer, Holidays) – sync locations</li> <li>New books – breadth/range (non-fiction)</li> <li>Catalog – digital capabilities expanded</li> <li>Low income, isolated families</li> <li>Expand instrument rental</li> </ul>
Downtown Location	<ul style="list-style-type: none"> <li>Cultural &amp; historic center</li> <li>International reputation</li> <li>Economic "Anchor"</li> </ul>	<ul style="list-style-type: none"> <li><b>Parking</b></li> </ul>
Staff	<ul style="list-style-type: none"> <li><b>Welcoming</b></li> <li>Flexible</li> <li><b>Children/Kids</b></li> <li>Reference</li> <li>Tech help</li> </ul>	<ul style="list-style-type: none"> <li>More help with technology (See also: Programing)</li> <li>Community outreach – social worker</li> <li>Increased numbers, meet demand</li> </ul>
Programing	<ul style="list-style-type: none"> <li>ESL – first rate</li> <li>Responsive to community needs</li> </ul>	<ul style="list-style-type: none"> <li>Integration with higher ed. Libraries</li> <li>Children's/Young Adult homework support</li> <li>Technology usage classes</li> </ul>
Technology	<ul style="list-style-type: none"> <li><b>Forward thinking</b> – maintain flexibility</li> <li>Email notifications (events, collection updates)</li> <li>Fast Wi-Fi speed</li> </ul>	<ul style="list-style-type: none"> <li>Expand computer area – include laptop stations to plug in</li> <li>Better privacy</li> <li>Queue process waiting for terminal – shorten wait time</li> <li>Separate area for Young Adults</li> </ul>
Website	<ul style="list-style-type: none"> <li>Connect from home</li> <li>Increase visibility of Special Collections</li> </ul>	<ul style="list-style-type: none"> <li>Needs improvement/expansion of services</li> </ul>
Public Meeting Space	<ul style="list-style-type: none"> <li>Important to many groups</li> </ul>	<ul style="list-style-type: none"> <li>More rooms/tutoring space</li> <li>Technology/connectivity</li> </ul>
Finance/Fundraising	<ul style="list-style-type: none"> <li>Sammy Awards (gaining pop.)</li> <li>Semi-annual "Ask" (2x's yr.)</li> <li>Community historically supports</li> <li>Friends Organization</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships – barter services</li> <li><b>Increase town knowledge/support</b></li> <li>"Planned Giving"</li> <li>Targeted &amp; focused giving (ESL, Children)</li> <li>Capital campaign</li> <li>Marketing/publicity, informational campaign</li> </ul>

**Facilities – Expanded Exploration**

Successes	Explore Further	Needs Improvement
<ul style="list-style-type: none"> <li><b>Homey</b> – warm, inviting</li> <li><b>Downtown location</b></li> <li>Community Center roots – local connections, partnerships (schools, Center for New Americans, History Museum, Amherst Cinema)</li> <li>Technology – computers</li> <li><b>Kid's Room</b> – nice space</li> <li>Burnett Gallery (Visiting artists)</li> <li>Special Collections – large size</li> <li><b>"Old loved features"</b> – rosettes, façade, moldings</li> <li><b>Branches</b></li> </ul>	<ul style="list-style-type: none"> <li>Blend of modern – 21<sup>st</sup> Cen. &amp; traditional/homey</li> <li>Café</li> <li>Outdoor reading areas</li> <li>Renewable/green energy, building materials, efficiency</li> <li><b>Display new/relevant/timely topics</b> – smaller scale spaces</li> <li><b>Young Adult space</b></li> <li>Validate parking</li> <li>Atrium display usage</li> <li>Space between stacks</li> <li>Expand Kid's Room</li> <li><b>Designated socialization v quiet areas</b></li> </ul>	<ul style="list-style-type: none"> <li><b>More reading areas</b> – comfortable, quiet</li> <li><b>Lighting</b> – natural &amp; eliminate dark "corners/nooks"</li> <li>Safety – low visibility (1 floor)</li> <li>3<sup>rd</sup> floor low usage</li> <li><b>Parking</b> – finding alternatives (Shuttle, garage)</li> <li><b>Handicap Accessibility</b> (2/3 floors, Goodwin Room, checkout to reference, bathrooms)</li> <li>Restrooms – more, modernized</li> <li><b>Electrical (Wiring)</b></li> <li>Heating/Cooling</li> <li><b>Leaks</b></li> <li>Main Entrance – claustrophobic (Winter)</li> <li><b>Function/flow of space</b></li> <li>Garden access</li> <li><b>More rooms</b> – Multipurpose &amp; small scale (writing, ESL, tutoring/study, makers' space)</li> </ul>

## Comments & Suggestions

- I really appreciate that the library is looking to the future keep on top of needs of the future. The library will be ahead of the curve (in meeting patrons' needs).
- The public meeting facilities are critical to a lot of civic groups. They are much used. This was founded as a community center and it functions as that.
- We have three universities and colleges in this Town who also have libraries. How do you put together a program that will bring those libraries more into the community?
- We can change the space in thoughtful ways keeping some things and utilizing it better. The Holyoke Library is new and gorgeous. It's very creative and they have kept the stone walls but made back walls into front walls, etc.
- Provide space for writers. Robert Frost, Robert Francis wrote here. There are rooms on the third floor where they did this. This is such a writing town...there's something in the water...having writing rooms that people use would be wonderful.
- Library books are expensive. Special collections stuff is priceless; libraries have to meet the public where the public needs to be met. Some people can buy everything they need. Libraries are about providing access to everyone. If one walks away because they can't afford, then we have failed.
- Could the Special Collections be moved somewhere else? E.g. Merged with the Historical Society, capitalize on history of Amherst.
- Improved interaction between staff and patrons via layout, flow, and signage so that there are no unobservable areas.

## Long Term Goals – What would you like the Library to be in five years?

- Prominent aspect of downtown life – Vital aspect of Amherst economy, local history
- Community Center – Provide space for socialization, education
- Lifelong learning – Providing for all, materials for education and pleasure, technology, programs
- Collaboration with other organizations (Boys/Girls Club), support new & small businesses/entrepreneurs, increase variety of institutions and organizations
- Better accessibility for underserved residents (Homebound, Low Income) – book mobile or satellite
- Special Collections become a destination – Incorporate travelling collections
- Technology – Adapting to continuously changing needs and developments
- Maker Space (3-D printing, etc.)
- Musical activity space, programing
- Double the endowment, create capital fund, reduce energy utilization by 25%
- Programing/workshops expand with community
- Cooperate and collaborate with schools on children's/young adult programing
- Serve the needs of the community! Balance the needs of various patron groups – University/College, Young Adult
- A collection that will continue to evolve with the needs of the community/patrons

## Other

- Intimacy & friendliness of North Amherst & Munson Memorial
- Convert PTNB to benefitted positions for more employees – Disparity in pay
- Make better use of volunteers
- Hitchcock Center – children's books
- North Amherst, previous geothermal estimate, Holland fund
- Better connections between North Amherst and the Survival Center
- North Amherst – Bathrooms & parking