KENNEBUNK FREE LIBRARY

LONG-RANGE PLAN
2013 – 2018

Approved by the KFL Board of Trustees
August 27, 2013

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KENNEBUNK FREE LIBRARY
LONG-RANGE PLAN
2013 – 2018

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LONG-RANGE PLANNING COMMITTEE

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Former members of the Committee who contributed to the planning process:

Kate Moxham

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Kate Manahan, Former Trustee

KFL Staff

Jill LeMay, Director

Janet Cate, Assistant Director

METHODOLOGY

In January 2012 the Kennebunk Free Library (KFL) Board of Trustees held a retreat to review the 2006-2011 Long-Range Plan (LRP) and prepare a new multi-year plan for the future of the KFL. The Governance and Policy Committee (Committee) spearheaded the process with the intention that this new plan will help guide the decision-making of the Board and the Staff as they shape and expand KFL services from 2013 to 2018.

The Committee recognized the visionary work that went into the making of the former LRP and adopted the same template. Staff, Trustee, and community input were collected over several months and via various formats. Advances in technology made data collection more efficient and included an on-line survey. Eight forums were held on and off-site to gather information from staff, patrons, families, senior citizens, business people, and the community at large.

A Community Profile was created using the 2010 census (and other sources). The resulting data help to frame trends that may impact KFL. Of particular note since the previous plan was published is an increase in the median age of residents and a slowing of population growth in Kennebunk.

The LRP process required the following:

1) Review 2006-2011 LRP; 2) determine new baseline; 3) determine community needs; 4) set goals; 5) decide how to achieve those goals; and 6) decide how and when to measure success.

The general purpose of the planning process was to ensure that the community's needs and vision for the KFL align with the Mission Statement (revised October 2011). Planning allowed the Board to answer the following questions:

1) Where are we now?
2) Where do we want to go based on our community's needs?
3) How do we get there?
4) What timetable will move us most effectively?
5) How can progress be measured?

By answering these questions, we will help to ensure we are using our resources effectively to meet the needs of the community.

The following is an outline of the steps and tasks of the planning process:

- Design the Planning Process

- Prepare Board, Staff and Committee for the Process

- Seek Input from the Board and Staff through surveys and discussion

  - Board and Staff Workshops

    - Board Retreat
    - Staff Meetings

- Solicit Community Input and Determine Community Vision

  - Community Survey (Survey Monkey)
  - Community Interviews (Harvest Festival)
  - Huntington Commons Group
  - Business Leader Focus Group
  - Parent / Family Focus Groups
  - Survey and Focus Group Analysis

- Determine Top Priorities for the Next Several Years

  - Set Goals and Objectives for Each Priority
  - Create a One-Year Action Plan for Each Goal
  - Revisit Each Goal Annually to Assess Progress and Create New Fiscal Year Action Plans

- Write Plan and Obtain Approval from the Board of Trustees

- Communicate the Results of the Planning Process to the Community

- Implement Plan

The Committee highly values and is grateful for the input it received from the community. We have identified the top priorities based on the community survey; Trustee and Staff workshops; and community focus groups while also taking into consideration logistical and budgetary restraints.

The Committee and the Board of Trustees intends to review this plan bi-annually and to reference progress through quarterly committee updates. The Committee will oversee the implementation of all of the action plans contained herein. The Board of Trustees has granted the Committee the authority to revise deadlines set forth in the action plans as necessary or appropriate.

KENNEBUNK FREE LIBRARY

VISION AND MISSION STATEMENT

Vision
The vision of the KFL is to serve the diverse cultural, informational, educational, and recreational needs of the community.

Mission
The KFL serves the diverse cultural, informational, educational, and recreational needs of the community by:

- developing and promoting the use of resources including books, technology, films, informational materials, programs, displays, and community exhibit space that contribute to literacy, informed citizenship, and lifelong learning;

- providing educational opportunities and engagement for people of all ages;

- offering expert and personal assistance; and

- providing inviting and accessible facilities.

Revised 10/25/11

PRIORITIES, GOALS AND OBJECTIVES

I. <u>COLLECTIONS</u>

Goal 1: Adults, teens and children will have access to a collection of current and popular materials that enhance leisure time, stimulate thought and expand knowledge.

> Objective 1: Maintain the currency and quality of all collections.
>
> Objective 2: Continue to improve the timely availability of new material.
>
> Objective 3: Enrich the adult, teen and children's collections through new technologies and formats.
>
> Objective 4: Continue to pursue application to MINERVA (Maine InfoNet Project) as a means of increasing patrons' access to a greater volume of new and high-interest materials.
>
> Objective 5: Support the Common Core State Standards for students K-12.
>
> **ACTION PLAN FOR 2013 – 2018**
>
> - Using the Collection Development Policy, continue weeding all collections, with staff involvement in various subjects as appropriate.
>
> - Replace tired editions with more up-to-date best sellers, classics, CDs, DVDs, and materials in new formats.
>
> - Stay current with the ongoing developments of converting to MINERVA.
>
> - Purchase non-fiction titles that support student learning using Common Core as a guide.

II. <u>FACILITY</u>

GOAL 1: Make parking easier.

Objective 1: Continue to explore alternate offsite parking during peak conditions and special events at KFL and the Unitarian Church.

Objective 2: Continue to cooperate with Unitarian Church to share information on events and to develop offsite parking options for large events.

Objective 3: Publicize off-site parking opportunities.

ACTION PLAN FOR 2013-2014

- Create map showing Library parking and offsite available parking in adjacent areas. Have map available at front desk. Staff – 2013

- Post map and information on the KFL website. Staff – 2013

- Seek removal of peninsula near Prudential Real Estate to allow better flow of traffic and ease in snow removal, and seek contribution of costs from Prudential and Unitarian Church.

GOAL 2: Establish optimum schedule and number of hours of operation to meet the needs of the majority of Library users.

Objective 1: Continue to monitor patron use, by day and by time of day, to best match staffing hours to patron use.

Objective 2: Continue to solicit input from patrons and non-patrons, through surveys and comment cards, concerning hours desired.

ACTION PLAN FOR 2013-2014

- Review the data on patron use on a semi-annual basis, with Public Relations Committee and Director – Ongoing

- Explore Sunday hours for the winter months and consider cutting back on Saturday hours earlier in the spring to offset costs.

GOAL 3: Determine facility needs and utilization of existing spaces.

Objective 1: Survey space needs of collection, program, and workspace in one-, five-, and ten-year increments.

- Seek opportunities for stack and furniture expansion within existing building.
- Develop opportunities for satellite locations or traveling book mobiles.

Objective 2: Prioritize space and program needs.

ACTION PLAN FOR 2013

- Review strategies for short-term solutions including the following:
  - Expand interlibrary loan and provide for additional space needs with expanded program.
  - Explore better use of outside space in front of the Library for good weather use.
  - Consider removing one of the display cases in the entrance.
  - Explore improving the utility and purpose of the reference area.
  - Consider improving work space for donated books and display of books for sale.

GOAL 4: Seek to define infrastructure needs and efficiencies

Objective 1: Conduct an energy audit to identify cost savings and evaluation of existing systems.

Objective 2: Develop a long-range capital plan for replacement and repair of building, equipment, and furniture.

ACTION PLAN FOR 2013

- Send out an RFP and commission an energy audit.
- Implement any low-cost recommendations.
- Develop budget for more expensive items.

ACTION PLAN FOR 2014

- Identify long-range facility needs.
- Determine how to fund the needs.

III. <u>FINANCE</u>

GOAL 1: Through strong fiscal oversight and growth in the investment account, the Finance Committee seeks to provide a stable and financially secure revenue source for the Library for years to come to supplement the support provided by other sources.

Objective 1: Grow investment account through fundraising and prudent investment management.

ACTION PLAN (FOR 2013-2014)

- Monitor the investment account to ensure that KFL consistently captures market returns available to long-term investors in globally diversified portfolios of low-cost index mutual funds and exchange traded funds allocated among equity, debt, and cash holdings consistent with the KFL Investment Policy Statement.

- Support staff grant-writing efforts.

- Implement plan for increasing planned giving and other gifts.

Objective 2: Educate stakeholders on the financial position of KFL by consistently reporting transparent financial results.

ACTION PLAN (FOR 2013-2014)

- Annually meet with Town of Kennebunk and Town of Arundel officials prior to budget meetings.

- Annually post financial data on website.

- On the KFL website, link to segments of Town of Kennebunk and Town of Arundel budget hearings pertaining to KFL.

IV. <u>PROGRAMS</u>

Goal 1: KFL will provide various high quality adult programs so that community members may enrich their understanding and their appreciation of learning, the arts, and local and global cultures.

Objective 1: Increase attendance at programs by 10% yearly.

Objective 2: Develop and promote new high-interest programs as well as continue successful ongoing programs.

ACTION PLAN FOR 2013 – 2018

- Implement Film program series twice a year for 3-4 theme related films.

- Maintain and expand Poetry Night by increasing attendance by 10%.

- Consult with area libraries that may be interested in co-sponsoring or block-booking famous authors or lecturers.

- Continue to offer free AARP tax assistance annually February through April.

- Maintain and keep current the community information bulletin boards.

- Expand the Books-on-Call delivery to the homebound by 10% each year.

- Provide four new lectures or programs that explore different cultures and historical time periods (e.g., armchair traveler's series, world music concerts, etc.).

Goal 2: Maintain and expand high quality programming for children, tweens, and teens.

Objective 1: Increase attendance at children's and teen programs by 10% yearly.

Objective 2: Develop new programs for children and teens as well as continue the successful ongoing programs.

ACTION PLAN FOR 2013 – 2018

- Evaluate bi-annually the demand for different age-targeted programming to determine if current programs continue to serve the needs of the community.

- Consider adding a story time on Saturday.

- Continue to support all current programs as interest demands.

- Develop story time themes using new literature to keep programs fresh.

- Prepare and execute a plan to register every kindergarten student for library cards at the beginning of every school year.

Goal 3: Develop creative programming for computer access and use.

Objective 1: Provide opportunities for assistance in word processing and Internet searching to patrons.

Objective 2: Provide specific hours for individual tutorial availability.

ACTION PLAN FOR 2013 – 2018

- Present four workshops for patrons to learn basic word processing and Internet search skills.

- Review computing tutorial handouts for accuracy and currency. Post these handouts on the KFL website.

- Provide specific hours in the schedule devoted to individual tutorials and assistance in computing.

- Provide workshops on Facebook, Skype, and other social media twice a year.

Goal 4: Develop programmatic ties with other institutions in the area.

Objective 1: Continue to develop relations and programming opportunities with the Brick Store Museum, RSU 21, and other area non-profits (e.g. Land Trust, Wells Reserve at Laudholm, Animal Welfare Society, United Way, and Seacoast Garden Club).

Objective 2: Pursue programming opportunities at satellite locations.

ACTION PLAN FOR 2013 – 2018
- Plan at least one co-sponsored program before the end of 2015.

V. <u>PUBLIC RELATIONS AND DEVELOPMENT</u>

Goal 1: Review and update our marketing plan and existing strategies.

  Objective 1: Recap library marketing efforts and continue to work on promoting KFL"brand."

  Objective 2: Obtain training for staff and Trustees in marketing, outreach and the technology necessary to accomplish both, such as social media.

  Objective 3: Research current best practices regarding use of technology in marketing.

ACTION PLAN FOR 2013-2014

- Plan and hold a committee workshop on marketing and marketing strategies.
- Determine ways to promote monthly giving and how best to implement any changes regarding on-line donations, etc.
- Brainstorm how to capitalize on the opportunities that tourism presents to KFL.
- Determine and implement one new marketing strategy.

Goal 2: Establish and meet an annual fundraising goal.

  Objective 1: Working with the director, determine a special events fundraising budget.

  Objective 2: Plan and hold fundraising events to meet established budget.

  Objective 3: Incorporate appropriate changes in technology into our fundraising efforts.

ACTION PLAN FOR 2013-2014

- Research how other non-profits raise funds, including rental of facility.
- Review and study historical fundraising efforts and brainstorm new ways to raise funds, including on-line methods.

Appendix A

COMMUNITY PROFILE

PROFILE SUMMARY
Kennebunk

Population: 10,798 in 2010

Growth: +3% from 2000-2010 (growth was 31% from 1990-2000)

Age: Median age is 48.2 (41 in 2000); state median age is 42.7

Seasonal: Population increases by 50% during summer months

Education: 91% of adults graduated from high school; 42% hold Bachelor's Degrees

Income: Median household income is $69,743 (29.5% above ME median household income)

Race: 96.9% white (vs. 98% in prior decade)

Technologically connected: In Maine, 67% of households have computer and internet access (primarily broadband), which in 2010 ranked Maine 32 among states.

Areas where the impact of these changes may be felt:
Collections Choices
Technology
Services Offered
Fundraising Options
Programming Decisions
Parking and Access
Space Decisions

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Population growth in Kennebunk has slowed significantly in the past decade while the median age rose from 41 to 48 years. While part of this rise in age can be attributed to an increase in senior housing, Kennebunk's population remains generally older than the rest of Maine, and Maine has the oldest population in the country. Maine also has the fewest residents under 18.

Neighboring Arundel has just more than 40% of the population of Kennebunk, a median income level of $61,300, and a slightly younger resident age demographic (26% of Arundel's population is under 18 as compared to 20.8%). Kennebunk Free Library is also patronized in smaller measure by Kennebunkport and Wells residents.

KFL should continue to plan programming and services that reach a broad range of ages. Issues of access and outreach to an aging population should be a priority, as should building patronage of the next generation of library users. Addressing parking options and best use of interior library space will contribute to patronage satisfaction and library growth.

Kennebunk's summer population increase remains at about 50%. KFL should continue to reach out to summer visitors and part-time residents, and value their ideas, patronage, and contributions. Summer programs should reflect the varied interests of a larger population as well as multi-generational offerings.

The pace of change in technology has sped up rapidly over the past decade, presenting opportunities and challenges for both an aging and a more technologically aware population. While the actual number of Kennebunk and Arundel households with computers and internet access is not available, about 2/3 of Maine homes have both.

KFL must remain a place that provides equity of access to technology for those who do not have home computers, and programming that supports exposure to and mastery of internet usage, research skills, social media, and electronic books. KFL should plan funding for technology purchases, training staff, patron programs, and adapting space. KFL should also evaluate its collection, space, and services in relation to the changing trends in technology and seek new sources of funding for equipment and materials.

Considering the financial and age demographics of people living in communities served by KFL, opportunities exist to expand Planned Giving and fundraising programs. Both seasonal and year-round residents should be invited to participate.

SOURCES

2010 Census Data
Town of Kennebunk (Planning Office)
Town of Arundel/2013 Market Study $ Branding Strategies; The Chesapeake Group

http://www.pressherald.com/news/as-maine-grays-so-grays-its-work-force_2013-05-16.html
http://www.city-data.com/city/Arundel-Maine.html
http://www.city-data.com/city/Kennebunk-Maine.html
http://www.clrsearch.com/Arundel_Demographics/ME/Household-ncome
http://www.esa.doc.gov/sites/default/files/reports/documents/exploringthedigitalnation-computerandinternetuseathome.pdf
http://www.ntia.doc.gov/files/ntia/publications/exploring_the_digital_nation_computer_and_internet_use_at_home_11092011.pdf
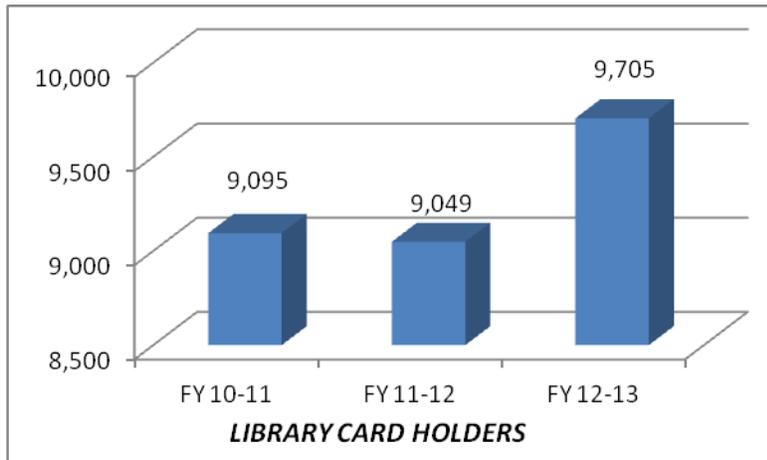http://www.bestplaces.net/city/me/arundel
http://censusviewer.com/city/ME/Kennebunk

Appendix B

LIBRARY PROFILE & ANALYSIS

### *Patterns of Library Use*   ### *Related Information*

LIBRARY CARD HOLDERS

Possible reasons for the FY 13 increase include: the proximity of new housing units such as Park Street School and our collection of television and movies on DVD which is not available elsewhere. Other reasons include the added value of a KFL library card which provides access to all available resources at the Portland Public Library, digital resources and downloadable resources via Maine InfoNet.
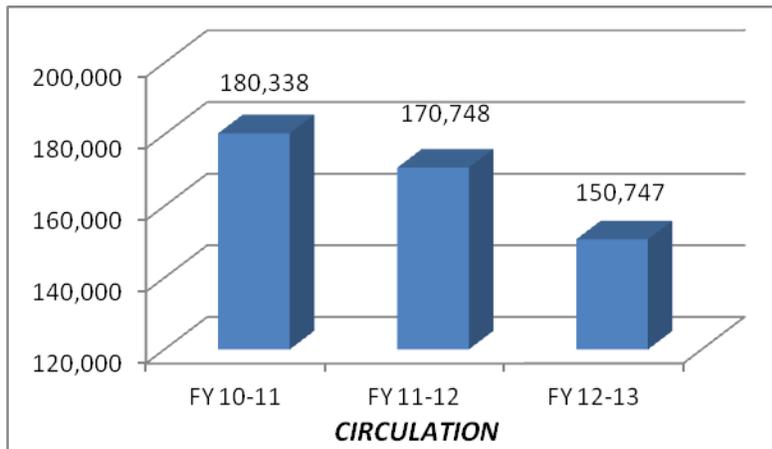

CIRCULATION

In response to patron requests, the lending period for books was extended from 2 to 3 weeks effective 1/1/13 resulting in the circulation decrease.
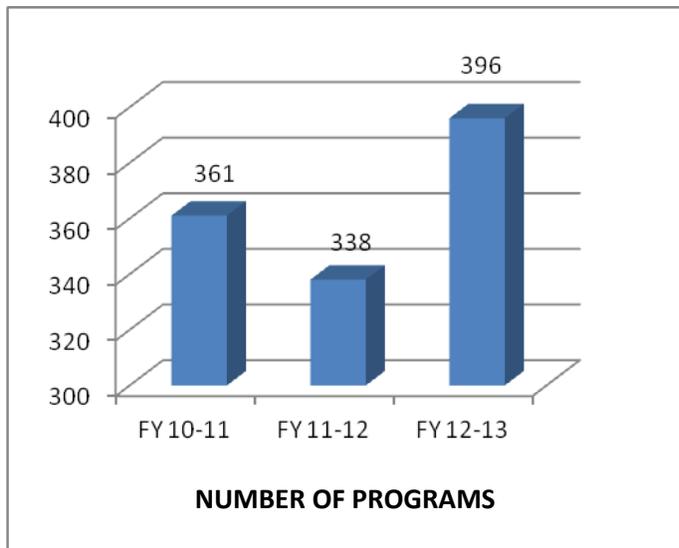

WEEKLY IN-LIBRARY COMPUTER USE
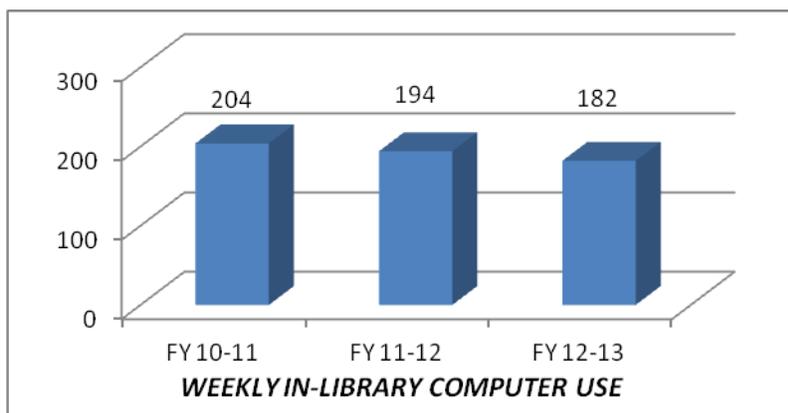
The number of people using the library's computers on a weekly basis has slightly decreased. This statistic does not include visitors who bring their own computers and use our free WiFi access.

Downloadable Resources Usage

As one might expect, the use of downloadable resources has seen a sharp rise in the past four years. KFL began lending pre-loaded e-readers on December 2011. Patrons accessed downloadable e-books via the library's website at an increased rate of 20.7% from FY12 to FY 13. Patrons also have access to other digital resources via Maine InfoNet such as periodicals, professional journals, tutorials, and databases.
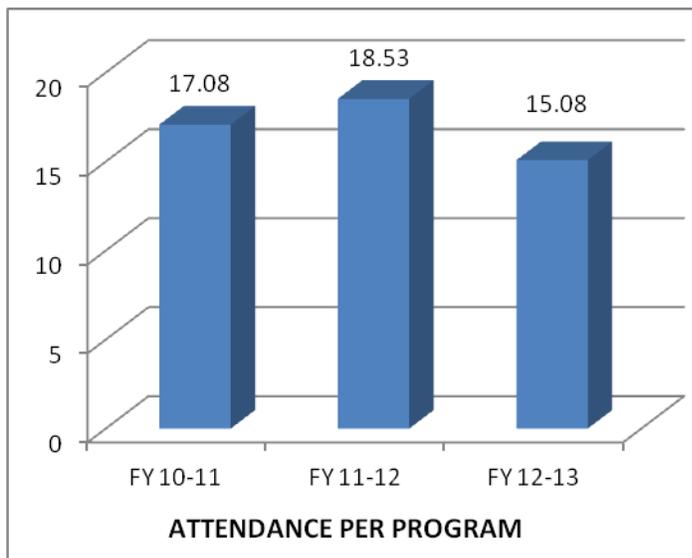

UNIQUE USERS OF DOWNLOADABLE MATERIALS

DOWNLOADABLE AUDIO-BOOKS

DOWNLOADABLE E-BOOKS
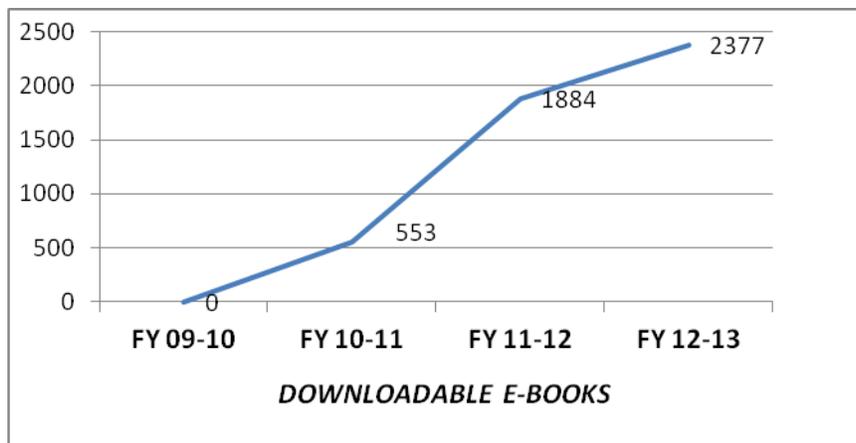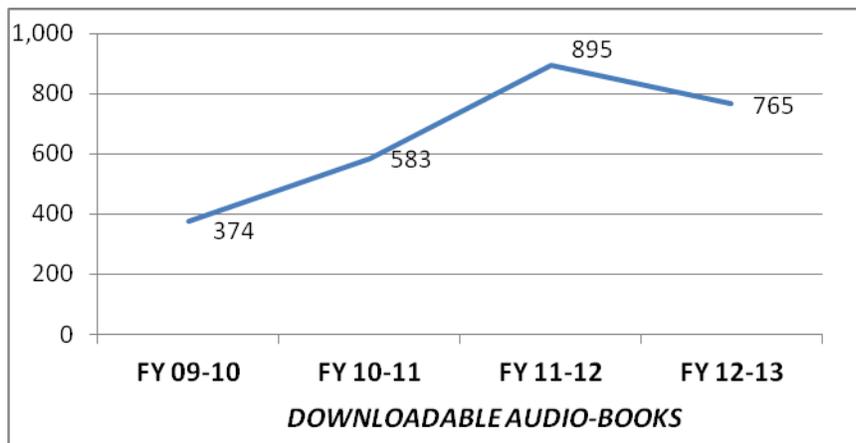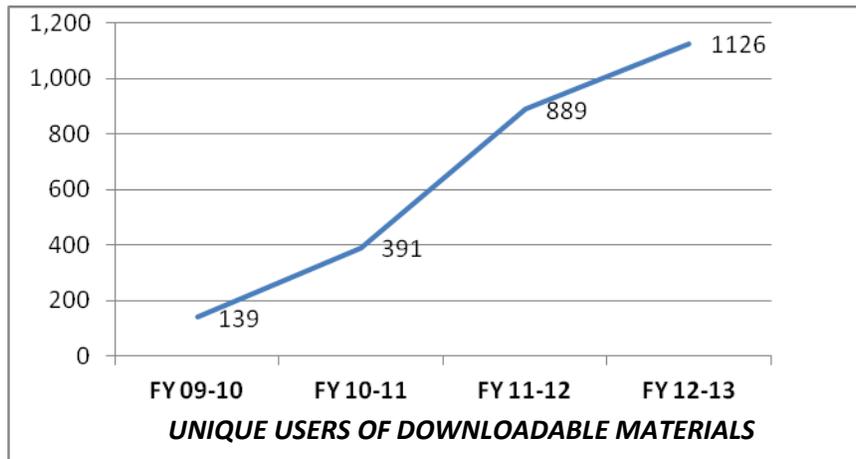
Programming Data   *Related Information*

NUMBER OF PROGRAMS

The programming data speaks directly to our mission to "serve the diverse cultural, informational, educational, and recreational needs of the community."

ATTENDANCE PER PROGRAM

Variations in statistics may be due to program subject, conflicting dates with other community/school events or weather.

Kennebunk Free Library Funding History
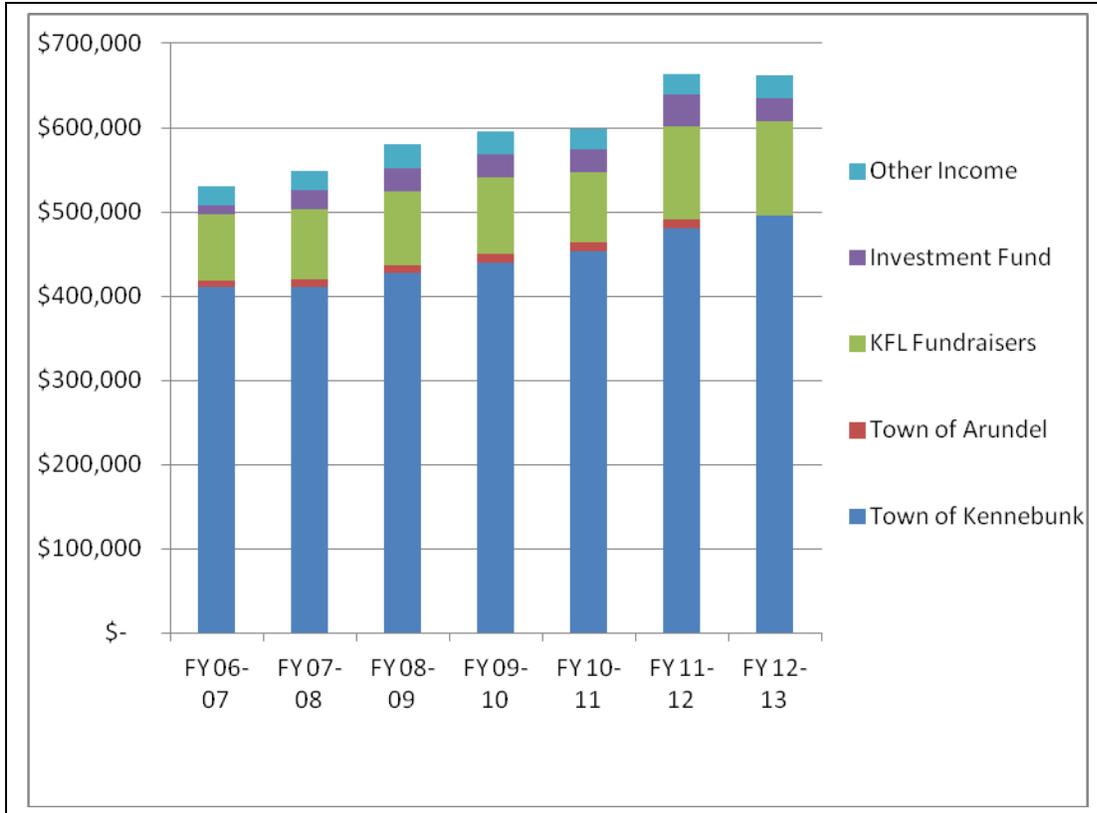
Appendix C

2012 Kennebunk Free Library Community Survey

1. What are the top three reasons you use the Library?

- [ ] For materials related to school needs
- [ ] For materials related to current/future employment
- [ ] For materials related to personal growth, life style, etc.
- [ ] To acquire materials for leisure time use
- [ ] To use technology resources (computer, printer, copier, scanner, fax)
- [ ] To access electronic resources (e-readers, audio-books, DVDs)
- [ ] To attend programs/activities
- [ ] Other (please specify)

2. Have you used the Kennebunk Free Library in the past year?

- [ ] Yes
- [ ] No

3. If you have not used the Kennebunk Free Library in the past year, which of the following best describes why:

- [ ] Library doesn't have what I need
- [ ] Hard to find parking
- [ ] I use another Library
- [ ] Hours/days are inconvenient
- [ ] I am not a reader
- [ ] Lack of time
- [ ] Too far from my home
- [ ] Other (please specify)

2012 Kennebunk Free Library Community Survey

4. What do you read (check as many as apply)?

- [ ] Hardcover books
- [ ] Paperback books
- [ ] Large print books
- [ ] Audio-books
- [ ] Periodicals
- [ ] Newspapers
- [ ] Laptop/PC
- [ ] Library computer
- [ ] Kindle
- [ ] Nook
- [ ] Other portable device
- [ ] Other (please specify)

5. How often do you borrow DVDs or videos of movies?

- ( ) More than once a week
- ( ) About once a week
- ( ) Once or twice a month
- ( ) A few times a year
- ( ) I don't borrow recordings of movies

6. How often do you borrow DVDs or videos of television shows?

- ( ) More than once a week
- ( ) About once a week
- ( ) Once or twice a month
- ( ) A few times a year
- ( ) I don't borrow recordings of television shows

7. Which format do you prefer for DVDs?

- ( ) Blu-ray High Definition   ( ) Other

2012 Kennebunk Free Library Community Survey

8. How frequently do you and/or members of your household use the following at the KFL?

	Frequently	Sometimes	Never
Youth Programs (Story-times, etc.)	○	○	○
Teen Programs (Movie Night, Anime, etc,)	○	○	○
Adult Programs (Book Groups, etc.)	○	○	○
Youth Materials (Books, tapes, etc.)	○	○	○
Teen Materials (Books, magazines, etc.)	○	○	○
Adult Books	○	○	○
Audio-Books	○	○	○
DVDs	○	○	○
VHS movies	○	○	○
Music CDs	○	○	○
Large Print Books	○	○	○
Online Card Catalog	○	○	○
Research Resources	○	○	○
Public Meeting Room (Hank's Room)	○	○	○
Magazines or Newspapers	○	○	○
Computers	○	○	○
Free Wi-Fi	○	○	○
e-readers (Kindle or Nook)	○	○	○
Downloadable Resources (via Maine Infonet)	○	○	○
KFL Website	○	○	○
KFL Website Online Resources	○	○	○
Photocopier/Printer	○	○	○
Interlibrary Loan	○	○	○
Educational Resources for Children	○	○	○
Educational Resources for Parents and Teachers	○	○	○
Educational Resources for Adults	○	○	○
View Art Exhibits	○	○	○

Other (please specify)

_____

2012 Kennebunk Free Library Community Survey

9. Please rate the following qualities of the KFL:

	Excellent	Very Good	Average	Needs Improvement	Don't Know
Service from the staff	○	○	○	○	○
Friendliness/courtesy of the staff	○	○	○	○	○
Information received/questions answered by staff	○	○	○	○	○
Information received via website, brochures, newsletter, etc.	○	○	○	○	○
Organization of Library materials	○	○	○	○	○
Quality of Library materials	○	○	○	○	○
Condition of Library materials	○	○	○	○	○
Availability of current, high-interest Library materials	○	○	○	○	○
Overall physical environment of the Library	○	○	○	○	○
Hours of operation	○	○	○	○	○
Youth programs (Story-times, Crafts, etc)	○	○	○	○	○
Teen Programs (Teen Advisory Board, Movie Night, Anime, etc.)	○	○	○	○	○
Adult Programs (Book Group, Computer Class, Genealogy, etc.)	○	○	○	○	○
Family Programs (Faerie Festival, Talent Show, etc.)	○	○	○	○	○
Access (Entry, Parking, etc.)	○	○	○	○	○

10. If you rated a service as Needs Improvement, we welcome your comments on how we could improve it.

11. If you could add Library services or programs, what would they be?

12. How should the Library prioritize the importance of each of the following collection items?

	High	Medium	Low	Not a Priority
Adult Books	○	○	○	○
Magazine/Newspapers	○	○	○	○
Reference Books/Directories	○	○	○	○
Children's Books	○	○	○	○
Teen Books	○	○	○	○
Materials in Other Languages	○	○	○	○
Audio-Books	○	○	○	○
DVDs	○	○	○	○
Music CDs	○	○	○	○

13. How should the Library prioritize the importance of each of the following programs?

	High	Medium	Low	Not a Priority
Adult Programs	○	○	○	○
Children's Story-times & Programs	○	○	○	○
Teen Programs	○	○	○	○

14. How should the Library prioritize improvements in these areas?

	High	Medium	Low	Not a Priority	N/A
Seating/Study Space	○	○	○	○	○
Parking	○	○	○	○	○
Customer Service/Staff Accessibility	○	○	○	○	○
Quick Check-out/Self-Check-out	○	○	○	○	○
Wi-Fi Access	○	○	○	○	○
Access to Computers with Internet	○	○	○	○	○
Access to e-readers	○	○	○	○	○
Access to Downloadable Materials for e-readers	○	○	○	○	○
Maintain Hours Open	○	○	○	○	○
Increase Hours Open	○	○	○	○	○
Library Website	○	○	○	○	○
Signage (shelf labels, outdoor signs, etc.)	○	○	○	○	○

Other (please specify)

15. If you could change one thing about the Library, what would you change?

16. Is there anything you would like to see added to the Library collection that is not available at this time?

17. Additional comments:

18. Do you currently have a Kennebunk Free Library Card?

◯ Yes   ◯ No

19. Which category includes your age?

◯ 17 or younger

◯ 18-20

◯ 21-29

◯ 30-39

◯ 40-49

◯ 50-59

◯ 60 or older

20. In what town or village area do you live?

◯ Kennebunk

◯ West Kennebunk

◯ Lower Village

◯ Arundel

◯ Kennebunkport

◯ Wells

◯ Other (please specify)

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Appendix D

COMMUNITY SURVEY ANALYSIS

Context, Procedures and Participants

As stated in the Methodology section, the Long Range Planning Committee of the KFL Board of Trustees solicited input from the community through a variety of venues. In addition to the eight community input sessions that were held to collect information in person, the Committee developed a survey to gather information for long-range planning.

Paper surveys were made available to library patrons and other community members at KFL, and were distributed to a local preschool and at a KFL Teen Advisory Board meeting. The public was invited to complete the survey via the KFL website, through the newsletter and an email to all KFL members. This information was publicized in newspapers throughout April and May, 2012. Posters advertising the survey were also posted in town hall and on the KFL website. In total, 248 individuals completed the survey.

As in past surveys, the great majority were KFL patrons (96.8% had a library card and 234 or 95% had used KFL in the past year). There was a cross-section of communities represented in the survey responders, as shown below:

Kennebunk	68.6%
West Kennebunk	8.1%
Lower Village	1.3%
Arundel	6.7%
Kennebunkport	4.9%
Wells	4.9%
Other towns	4.9%

Respondents were also from a cross-section of ages in the community, as shown in the chart below:

Age 17 or younger	7.2%
18-20	.9%
21-29	8.6%
30-39	19.5%
40-49	23.3%
50-59	37.6%
60 and older	37.6%

Older populations responded more robustly to the survey perhaps because they complete surveys at a greater rate than younger populations, who may have contributed their ideas to KFL through focus groups or other means this year.

<u>Purpose for Using the Library</u>

As in past surveys, the majority of respondents use the KFL for leisure purposes. However, a large number use KFL for materials for personal growth, to attend programs or activities, to access electronic resources, to use technology resources, including computers, printers, fax, etc., to find materials for school or for other miscellaneous reasons.

Leisure	78.9%
Personal Growth	42.1%
Programs or Activities	41.3%
Electronic Resources	27.1%
Technology Resources	17.8%
School	16.6%
Miscellaneous	22.3%

Respondents were asked how often they used various collections and services. Most frequently noted was the use of adult book collections (94% listed they used the collection frequently or sometimes). Other areas used most were DVDs (78%), the KFL website (77%), Art Exhibits (76%) and the Online Card Catalog (74%). Of the 27 categories listed, only one (Teen Programs) showed a participation rate of less than 25% of the sample.

<u>Opinions of the Library and Library Services</u>

The ratings for the quality of KFL services were overwhelmingly positive. Respondents rated the service from staff as "excellent" or "very good" 94% of the time and 93% rated the friendliness and courtesy of staff at these levels. More than 90% of respondents felt that the information they received from staff, the overall physical environment, and the quality and condition of KFL materials were excellent or very good.

The question receiving the lowest ratings was the question regarding "access, parking, etc." Nearly 60% of respondents believed that KFL access was "average" or "needs improvement". The second lowest rating was regarding KFL hours, where 20.7% or respondents answered "average" or "needs improvement." The need for better parking was further highlighted a question clarifying "what needs improvement," when 57 of 88 responses stated "parking."

<u>Priority Ratings</u>

When asked how KFL should prioritize improvements, parking ranked first with 84% of respondents responding that it was a high or medium priority. Other high priority areas for improvement were maintaining current hours (82%), access to computers with internet (82%), Wi-Fi access (81%), and the KFL website (77%).

With regard to the collection, respondents felt that priority should be given to Adult books, Children's books, and Teen books: all rated more than 90% at "high" or "medium" priority. Lowest priority was given to materials in other languages and music CDs with just more than half of respondents rating these as "high" or "medium" priorities.

Written Comments on the Surveys

Many respondents chose to provide additional comments on the survey, providing suggestions for improvement, compliments about the staff and programs and a few complaints. Some sample comments follow:

Samples of suggestions made in comments:
- As a relative new user, I would suggest the offer of a building tour to new card holders – perhaps at application time.
- Collect book award winners; world economics, policies.
- Instead of purchasing DVDs, I think you should rely on donations of materials.
- More computers!
- Don't expand before exhausting options like public parking and after-hours parking.
- The library needs more integration into the community, including more publicity. Partner with other community groups, including River Tree Arts, The Hive, senior groups. Bring the library into mainstream town activities.
- The library needs a coat rack.
- I think reference materials in the form of books should be a low priority due to the internet.

Samples of complimentary comments:
- I think you do a great job! Thank you!
- I love kfl!!! The staff is fantastic. Always extremely helpful.
- The library is very welcoming. The staff is awesome and treats children with great respect.
- A wonderful library! Thank you for all that you do and all the resources that you provide.
- Staff and their helpfulness is far superior than it has to be! I think the KFL is the friendliest library in York County!
- I love the Genealogy Group

Samples of negative comments:
- Better parking
- I find the organization of the children's picture books to be confusing.
- I don't think we should have such a high fine for overdue books!
- Collection has too much poorly researched anti-liberal demagogic tripe, especially things acquired prior to elections.
- Inter-library loans have not been successful for me. Is there another way to find a published book? I've had to resort to either not reading it or buying it on Amazon (which I can't always afford to do!)

For further information and a complete list of all questions and answers to the survey, see the KFL Survey Final Report, June 2013. This report is available via electronic and paper format by request.

APPENDIX E

COMMUNITY INPUT SESSIONS

Eight input sessions were conducted over a 4-month period after the KFL on-line survey was completed. The purpose was to seek additional community input for long range planning from specific user groups as well as those who may not have accessed the on-line survey. 116 responses were collected.

Harvest Festival   (off-site)   October 13, 2012

Participants: 55 people interviewed at street event

Question # 1: "Have you used the KFL in the past year?"   YES: 53   NO: 2

Question # 2: "Do you have a KFL library card?"   YES: 33   NO: 7

Question # 3: "I am a Library Trustee and we are planning for the next 3-5 years; is there is there anything you would like us to focus on?"

Range of Responses:
LIKE: library's great—especially children's programs; like art exhibits; love genealogy—continue it; children's programs and story times; love the library; like KFL and use it more than Wells (live on town line); love Kindle and downloadable books; love summer program; 14 year old son loves gaming; likes book discussion group and trivia; my favorite library; friendly staff; changing exhibits of books; good stuff for teens; fabulous library

IMPROVE: *(Issues / suggestions / concerns)*: more stuff for middle school and high school; books and movies; grow collection; have movie nights; a dedicated teen zone; more activities for kids and teenagers; bring back the Literary Feast; add to Russian language section; foreign films; book selection not as good as in past years—books the responder likes are not being purchased; more computers (always in use when the responder goes); bring coffee shop back; parking; longer hours later in the week; broaden genealogy resources; have Selected Shorts, NPR come for a fundraiser; parking is bad; traffic lights too fast; make access to technology links easier; Value Line website; weekend / Sat. story times; Gala; more audio books and state e-books; more adult lectures (like mushrooms); more photography books; expand tech seminars; have a "petting zoo" approach to teaching how to use e-books and other new technology; wait is too long for best sellers, especially in summer; likes Biddeford's MINERVA system; adult storytelling; better promotion of KFL services, not just on website

Huntington Commons   (off-site)   November 16, 2012

Participants: 10: 1 Staff, 1 Trustee, 7 Residents, 1 Activities Director

Question # 1: "How do you like/use KFL?"

Question # 2: "How could KFL improve?"

Range of Responses:
LIKE: monthly visits by library volunteer; magazine assortment; accommodation for book requests; professional and friendly staff

IMPROVE: parking for HC van; large print biographies and local history books; opportunity to process library card applications at HC; provide large print list of library hours; planned events that HC residents can attend

The following on-site groups were asked:
Question # 1: "What do you like /use about the library?"

Question # 2: "How could KFL improve?" ("What are your issues / concerns / suggestions?")

Business Community Group   December 5, 2012

Participants: 15: 5 Business Representatives, 1 Member Friends of KFL, 7 Trustees, 2 Staff

Range of Responses:
LIKE/USE: books; CD's for family travel; newspapers & periodicals; job searches; Adult Book Group; research; genealogy; book sales; storytime; teen programs

IMPROVE: community outreach such as satellite locations in businesses, workplaces; coordinated efforts with business activity committees; school partnerships (I.e. MSK); develop Community Resource Directory; create a virtual tour of KFL for website and events; maintain long-time residents on Board of Trustees; encourage Arundel to budget for KFL in FY 2014

Technology: link to Kennebunk Moms' Facebook page, Twitter, school newsletters

Parent /Family Outreach: engage more teen volunteers; set up displays at Hannaford; find new ways to promote library cards for children

Programming: seek community members as speakers (i.e. retirees); Poetry Slams / Coffee House; lecture series; teen blogging network; movie night on the grounds; multi-generational events

Facilities: parking; dedicated space for Friends of KFL; exterior lighting; energy audit; use of interior space; reduce cost of major expenses

Saturday Community Group   January 26, 2013

Participants: 7: 2 Trustees, 2 Staff, 1 Emailed Response

Range of Responses:
LIKE: Library as center of community; Book Club books; staff research and inter-library loan assistance; computer access; adult lectures; magazines/newspapers; outdoor space; staff support; sandwich board information at street corner

IMPROVE: outreach such as bring book sales to West Kennebunk and Lower Village and /or Tax help to West Kennebunk weekly; KFL drill team for parades; banners announcing events (Route 1 / Fletcher St.)

Technology: Facebook; KFL Newsletter highlighting one patron a month

Programming: expand teen fiction and non-fiction; joint parent-child training (i.e. safe searches on internet); beef up adult travel, biography, health and fitness book selections; sponsor a writing contest; bring back Gala; more children's crafts

Afternoon Parent Focus Group   January 29, 2013

Participants: 9: 6 Community Members, 1 Trustee, 2 Staff

Range of Responses:
LIKE /USE: re-energized atmosphere; staff; central location; genealogy; free magazines; DVD collection; overall collection; family events; 3-week checkout period; fireplace; picture book collection

IMPROVE: longer hours (Thursday / Friday night, Wednesday morning, summer Saturdays); on-line services (pay fines, access personal patron account); community collaboration (i.e. with Brick Store Museum); bring back independent movie night, computer courses / adult ed.; toddler/preschool event offerings; update children's room toys

Storytime Focus Groups

Group I
Participants: 10 Adults   January 28, 2013

Group II
Participants: 4 Adults   January 29, 2013

Group III
Participants: 6 Adults   January 31, 2013

Range of Responses:
LIKE/USE: storytime; yoga for kids; 3-week lending period; email reminders that books are due; audio-books; range of programming options

IMPROVE: add Saturday storytime, especially in winter; offer puppet shows; parenting classes later in the day or at night; more theme days (i.e. American Girl Dolls); have open hours on Monday holidays; more vacation week programs; parking, especially during storytimes