



# LIBRARY SERVICES NEEDS ASSESSMENT

Pinehurst, North Carolina

January 14, 2020

STRONG LIBRARIES = STRONG COMMUNITIES



# Why are we here today?

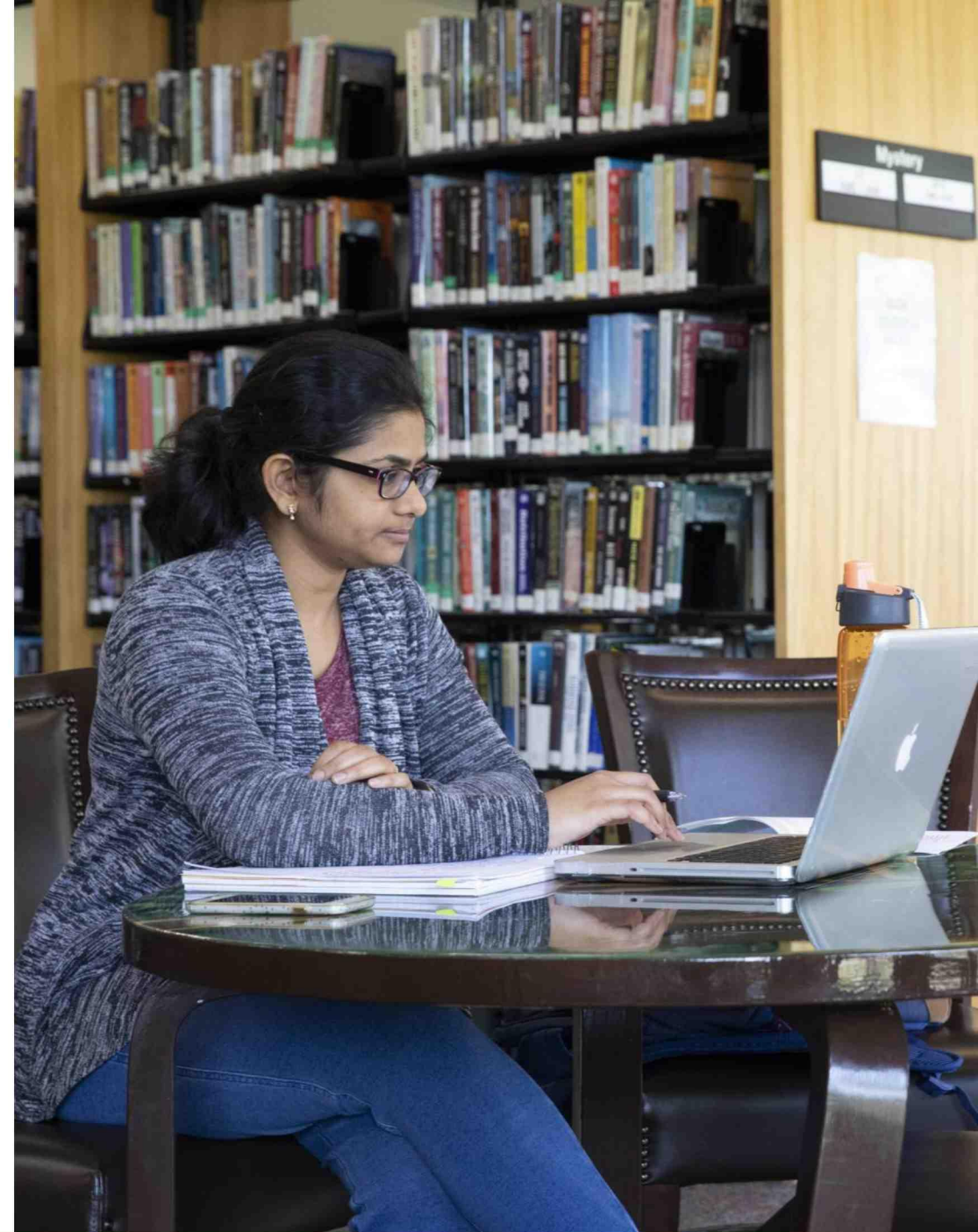
- ✓ Review Needs Assessment Process
- ✓ Highlight Points of Engagement
- ✓ Collect Feedback
- ✓ Identify Next Steps



# LibraryIQ's Role:

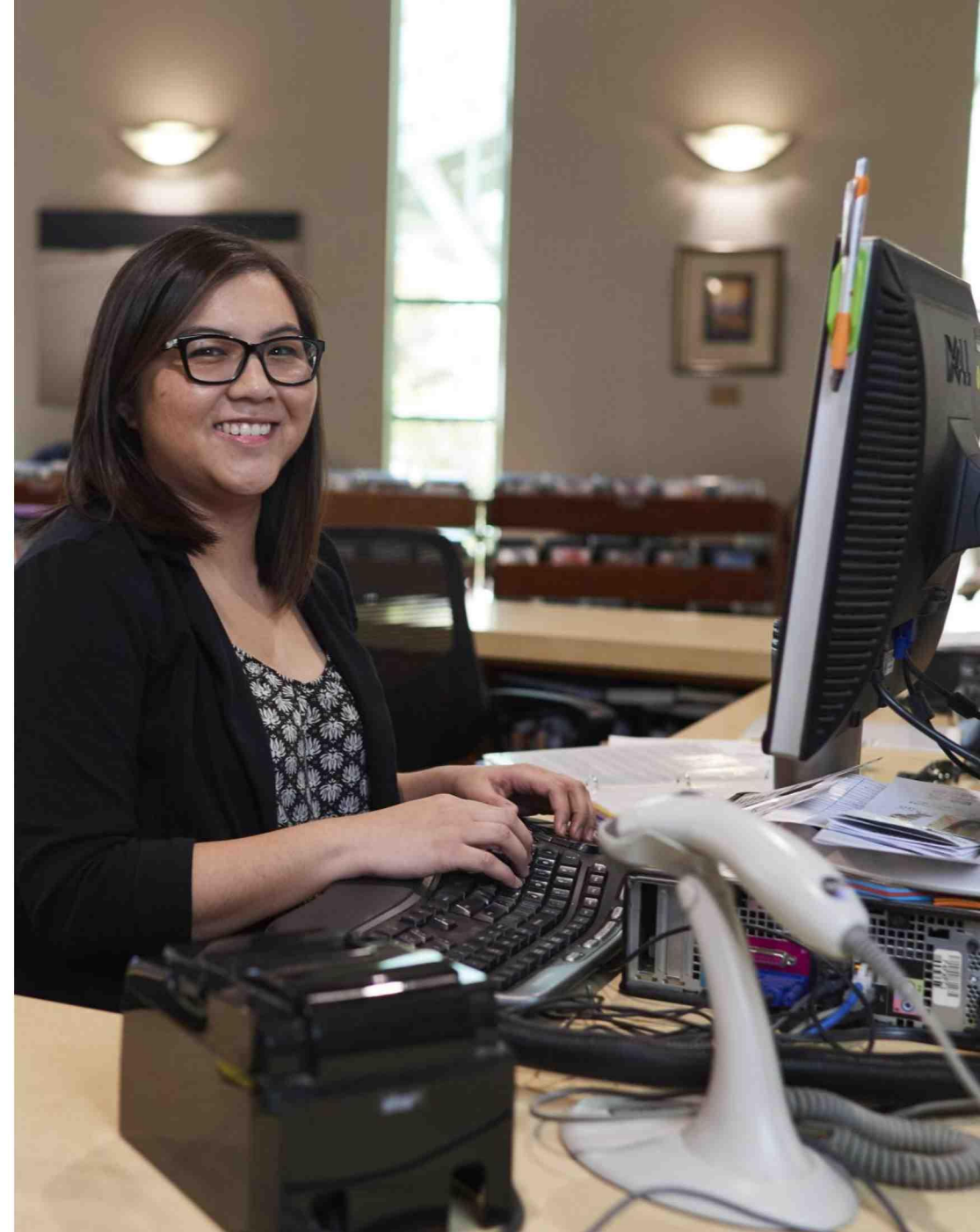
- ✓ Uncover
- ✓ Understand
- ✓ Synthesize

Village of Pinehurst residents' need and demand for library services.



# Assessment Outcomes:

- ✓ Clear insight into what the community wants and will support
- ✓ Priorities for improvement
- ✓ Options for funding and operation



# Opportunities for Engagement: Get Involved & Share Your Voice

Identify what you need and want from the Given Memorial Library

- ✓ Many opportunities for participation
- ✓ Online and in person
- ✓ Stay tuned – [engage.vopnc.org/library](https://engage.vopnc.org/library)

# Work to Date:

- ✓ Planning
- ✓ Data gathering
  - Statistics
  - Population demographics
  - Growth projections
  - Economic climate
  - Educational & cultural climate
  - Historical context



# Next Step: Public Engagement & Input

*Critical to understanding public perception and desire for library services. Tools include:*

- ✓ Public Online Survey
- ✓ Public Input Workshops
- ✓ Community Conversations
- ✓ Personal Interviews
- ✓ Supplemental Survey



# Public Online Survey: Casting a Wide Net

- ✓ Online survey available Jan. 27-Feb. 28 on [engage.vopnc.org/library](https://engage.vopnc.org/library)
- ✓ Paper version available at Village Hall, Given Memorial Library and Public Input Workshops
- ✓ Survey emailed to 5,000 Village residents
- ✓ Village of Pinehurst to promote via eNews, website, social media and press releases

# Public Input Workshops: Extending the Net

- ✓ Tuesday Feb. 18, 6-8 p.m.
- ✓ Wednesday Feb. 19, 10 a.m.-noon
- ✓ Presentation highlighting modern library services
- ✓ Residents indicate which services they would definitely use, likely use or definitely not use
- ✓ Services mirror those listed in online survey
- ✓ Laptop station for completing online survey & paper copies available

# Community Conversations: Collecting Live Feedback

- ✓ Four 1 ½ hour diverse focus groups with 12-15 participants from the community
- ✓ Participants will represent every neighborhood, age, library patron/non-patron, etc.
- ✓ Want to participate? Applications available on [engage.vopnc.org/library](https://engage.vopnc.org/library) and accepted until Jan. 17
- ✓ LibraryIQ will facilitate conversations and data collection

# Personal Interviews: Exploring Stakeholder Perspectives

- ✓ Village of Pinehurst Council Members
- ✓ Village of Pinehurst Staff
- ✓ Given Memorial Library Staff and Volunteers
- ✓ Student Council Groups

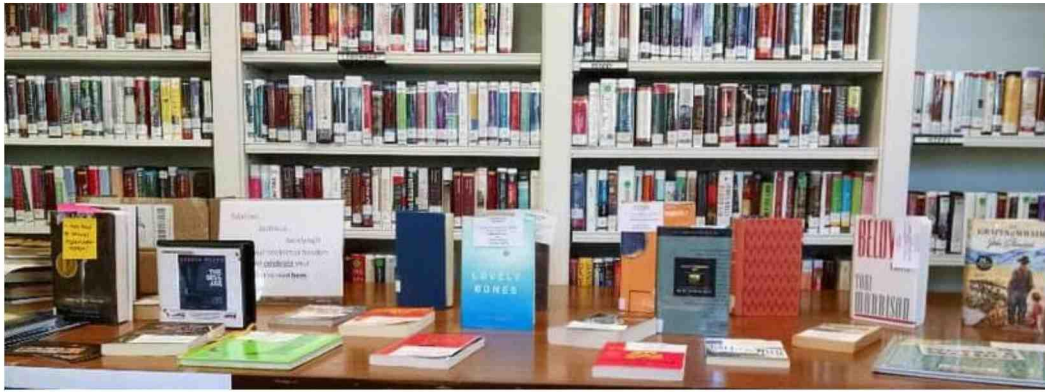


# Supplemental Mailed Survey: Validating Findings

- ✓ Random survey of 400 Pinehurst households
- ✓ Public feedback on findings from online survey, public input workshops and community conversations
- ✓ Results will be incorporated into final report
- ✓ Independent assessment of community interest in potential solutions identified by Library IQ

# Analysis: Demographic Trends & Projections

- ✓ Assess library services in nearby communities
- ✓ Define Pinehurst library needs today and tomorrow
- ✓ Identify relevant future services for Given Memorial Library



# Assessment Timeline

- ✓ Phase One: Data and Information Gathering  
January 15 – February 15, 2020
- ✓ Phase Two: Public Engagement, Input & Analysis  
February 16 – March 30, 2020
- ✓ Phase Three: Develop Recommendations and Report  
April 1, 2020 – June 15, 2020
- ✓ Phase Four: Prepare and Deliver Written Report  
June 16, 2020 – June 30, 2020

# Deliverable: Library Services Needs Assessment

- ✓ Comprehensive report for Village of Pinehurst Council to share with:
  - Library stakeholders
  - Community leaders
  - The public
- ✓ Onsite presentation of findings and recommendations

# Project Result

- ✓ Priorities for improvement are identified
- ✓ Village of Pinehurst can plan for library services

