



MEMORANDUM

To: Village Council
From: Natalie Hawkins
Date: November 7, 2019
Subject: Library Services Needs Assessment

Village staff would like to provide the Council with an update on the Library Services Needs Assessment schedule and seek Council's feedback on the types of focus groups to organize for the public input phase of the assessment (Phase 2).

Tentative Library Services Needs Assessment Schedule

The information below indicates the tentative schedule for the assessment, a brief update on the status, and key dates that have been scheduled with our consultant Debbie Joy of Library IQ who is serving as the lead consultant on the project.

Phase	Description	Timeline	Status	Key Dates
1	Review Existing Conditions/Data & Information Gathering	October 1, 2019 – February 15, 2020	All requested information and documentation was submitted by VOP on 10/30/19	Onsite Kickoff: 01/14/20 (3:00 pm)
2	Solicit Input/Public Engagement	February 16, 2020 – March 30, 2020	Online surveys are being drafted and will be available prior to 2/18/20	Public Input Meeting: 02/18/20 (PM) Focus Group Meetings: 02/18/20 – 02/20/20
3	Conduct Needs Assessment/Form Recommendation	April 1, 2020 – June 15, 2020		
4	Prepare and Deliver Written Report	June 16, 2020 – June 30, 2020		Report Delivery: 06/23/20

ADMINISTRATION

Village staff is suggesting the Village Council hold the onsite public kickoff on January 14, 2020 at a special meeting of the Village Council at 3:00 pm. To ensure the Given Memorial Library Board, a key stakeholder in the assessment, is adequately informed of the process, staff suggests the Library Board send a delegation of 5 of its 21 members to the Kickoff meeting. At this meeting, Debbie Joy will share information about the process so the Council and public are adequately informed and know what to expect during the needs assessment process.

Village staff also suggest the onsite public engagement occur February 18-20, 2020. Prior to February 18th, the Assessment Committee (Natalie Hawkins, Beth Dunn, and Audrey Moriarty) will work with Debbie Joy to formulate and distribute the online survey that will contain different questions for library patrons and non-library patrons. The survey is currently in the process of being drafted by the consultant, Debbie Joy. Village staff plan to utilize its new online engagement portal, Engage Pinehurst, to promote the public engagement phase of the Library Services Needs Assessment. As you know, Engage Pinehurst recently replaced the previous Open Village Hall.

On February 18-20, 2020, the Village will host seven focus group meetings and an open public input meeting. Our consultant has agreed to host one additional focus group at no additional cost to ensure all key stakeholders are included. In addition to the focus groups, Debbie Joy will personally interview individual each individual Village Council member.

Focus Group Meetings

The seven planned focus group meetings will be held in Assembly Hall and are planned to last approximately 1 ½ hours each between February 18th and February 20th. Village staff will send personal invitations to select individuals to attend the focus group meetings.

To ensure appropriate representatives from key stakeholder groups are invited to the focus group meetings, Village staff is seeking the Council's input on the types of focus groups to assemble. Based on the Assessment Committee's discussions with Debbie Joy thus far, Village staff suggest the following types of focus groups:

1. **Business Leaders** – Leaders from the business community to include the medical community, Pinehurst Resort, Pinehurst Business Partners, Partners in Progress, Moore County CVB, Moore County Chamber of Commerce, etc.
2. **VOP Leaders** – Village Managers, members of the Pinehurst Historic Preservation Committee, and select VOP department heads (Planning and Parks & Recreation)
3. **Given Library Board** – Members of the Given Library Board
4. **Library Administrators** – Administrators from the Given Memorial Library, Southern Pines Library, Moore County Library, Sandhills Regional Library System, and the State Library System
5. **Library Staff & Volunteers** – Staff and volunteers of the Given Memorial Library
6. **Library Patrons** – Pinehurst residents who currently utilize the Given Memorial Library
7. **Resident Non-Library Users** – Pinehurst residents who do not currently utilize the Given Memorial Library

To identify participants for the resident non-library users focus group, staff suggest the Village solicit volunteers to participate in this focus group. We propose to handle the volunteer process similarly to how we solicited Think Tank members for the 2019 Comprehensive Plan. Village staff would create an application with specific questions and then select a focus group on non-library users that represents different ages, neighborhoods, gender, and family status. We would widely promote the focus group volunteer application using our extensive external communication channels.

Staff is available to answer any questions you may have about the needs assessment process and we look forward to hearing the Council's feedback on the seven proposed focus group categories.