

COMMUNICATION SERVICES

SINCE 1984

TO: MARY JEAN JAKUBOWSKI, DIRECTOR
BUFFALO & ERIE COUNTY PUBLIC LIBRARIES

FROM: LIBBY POST, PRESIDENT
COMMUNICATION SERVICES

RE: FINAL FOCUS GROUP REPORT

DATE: JUNE 1, 2014

To date, we have conducted 28 focus groups at 24 libraries with a total attendance of 200 people. Each group was asked the same questions.

1. What values does the Library represent? If the Library was a person what would it say it stood for?
2. What is the Library doing well?
3. What could the Library do better?
4. What would you like to see in a 21st century Library?

We have also placed the same questions in an online survey that is available through the Library's website. We received over 250 responses to that survey and have integrated the responses into this report.

Values

The values questions elicited responses that are core to the Library's vision and mission as well as its programs and services. The core values expressed were:

- Equal Access and Freedom of Information
- Community Service
- Socialization
- Freedom of Expression
- Return on Investment
- Education
- History/Culture
- Welcoming/Helpful
- Children/Family
- Fun/Entertainment

These values can be effectively used in marketing the Library’s programs and services by developing core messaging that reflects each value set. For example:

Value	Core Message
Equal Access and Freedom of Information	Providing unfettered access to all sources of information is what the BECPL does day in and day out.
Education	Providing the opportunity to learn—whether you’re a toddler at StoryTime or an adult looking for a new experience—is key to the BECPL’s work.
Community Service	BECPL is an essential community service that provides for anyone who walks through our doors.
History/Culture	Our collections, our programs, our staff all provide a gateway to Buffalo and Erie County’s rich history and culture.
Socialization	BECPL provides a community place where people come together to work, talk, socialize and create.
Welcoming/Helpful	Our doors are open and our staff is ready to help anyone who needs library programs and services throughout Erie County.
Freedom of Expression	The Library’s commitment to access to information is the gateway to freedom of expression.
Children/Family	BECPL creates opportunities for children and families to thrive, to learn, to be entertained, to strengthen their ties.
Return on Investment	Libraries provide a great public service return on investment. For every tax dollar invested in the BECPL, taxpayers receive \$6.56 back in library programs and services.
Fun/Entertainment	The BECPL is not just about books. We’ve got movies, music and great programs.

What the Library Is Doing Right?

This is another way of asking about the Library’s strengths. The core strengths were:

- Programs and Classes
- Internet Access/Technology
- Staff/Volunteers/Friends
- East of Access and Use
- Marketing
- Economical
- Books and Information Resources
- Buildings
- Children’s Programming
- Building Community
- Safe/Peaceful space

Below are the specific responses for each of these areas. These are the items that came up repeatedly in the various sessions.

Programs and Classes

- Adult programming
- Authors
- Book Club
- Book Sales
- Good/Entertaining
- Guest Speakers
- Lectures
- Movie Nights
- Plentiful
- Programming
- Public Forum
- Story hours
- Technology Classes
- Teen Programming
- Tutors

Books and Information Resources

- Audio Books
- DVD collection
- Genealogy hosting
- Intellectual books
- Inter-Library Loan
- Job Search resources
- Quality of collection
- Size of collection
- Tax Forms and help
- Up-To-Date

Internet and Technology

- Computer access
- Download 2 Go
- E-Books
- E-Mail Notifications
- Freegal
- Internet Access
- New Technology
- Online reservations/renewals
- RFID Checkout
- Worldcat

Buildings

- Clean
- Environmentally friendly
- Food & Drink permitted (at specific locations)
- Garden and Landscape
- Good displays and signage
- Meeting rooms available for public use
- Nice Building (at specific locations)
- Parking (at specific locations)
- Size (at specific locations)

Staff/Volunteers/Friends

- Staff
 - Good Customer Service
 - Helpful
 - Non-Judgmental
 - Patient
 - Responsive
 - Skilled/Knowledgeable

○ Welcoming

- Dedicated Volunteers
- Friends Groups are valuable

Children

- “Children can read down their fines”
- Programming
- School trips
- Separate Teen/Children section
- Serving Children/Kid-Friendly
- Summer reading programs

Ease of Access and Use

- Access anywhere
- Anyone can use the library
- Easy to Use
- Handicap Accessible
- Hours
- Many locations
- Room reservation is easy

Community

- Community news and information
- Located right in the community
- Meets community needs
- Open to the community
- Polling locations
- Sharing knowledge/information
- “Where you want to be”

Marketing

- Social media
- Advertise in the Bees

Safe/Peaceful Space

- Safe and Secure
- Quiet

Economical

- Saves Money

What Could the Library Do Better/What Would You Like to See In a 21st Century Library

We have combined the results of these two questions for the purpose of providing a forward perspective instead of a reactive response. At the end of this report, we will include all the individual library responses so that you can look at library more in depth.

The results of these questions broke down into seven distinct areas:

1. Increased Programming	2. Enhanced Collections
3. Increased Hours	4. Improving/Enhancing Buildings
5. Upgrading Technology	6. Effective Marketing
7. Improved Staffing	

When looking at the poll commissioned by the Library Foundation of Buffalo & Erie County, it is clear that County residents find programming, collections and technology the top three important aspects of the Library's programs and services.

Below are the specific responses for each of these areas. These are the items that came up repeatedly in the various sessions. Number following each indicates the amount to times it was mentioned.

More Programming

- **Better Collaboration with community organizations and schools (23)**
- Teen Programs (12)
- More Programs in general (11)
- More Classes in general (9)
- Children's Programming (8)
- Technology Classes (8)
 - E-Book Classes (3)
- Historical/Cultural Programs (5)
- Author Visits (4)
- Adult Programs (3)
- Discussion Groups (4)
- Family Programs (3)
- Lectures/Seminars (3)
- Share Programs across system (3)
- Book Clubs (2)
- Volunteer Programs (2)

Books

- **Expand Collections/More Variety (16)**
- More/Wider selection of periodicals, E-books, DVDs, and audio-books (14)
- Keep books/Less Weeding (12)
- Local Book Selection (9)
- More Books (7)
- Up-to-Date collections (All Media) (7)
- Staff Recommendations (7)
- Get books faster (6)

- Signage (organize like Barnes and Noble) (5)
- More displays (5)
- More Literacy and Second-Language resources (4)
- More consistent shelving from library to library (2)
- Extend loan time (2)
- Use libraries outside of the system (and state) (2)

Hours

- **Increase/Better Hours to fit working folks and parents (16)**
- More Consistent Hours (6)
- Open more/every day (6)
- Late Hours/Early Hours (3)

Building Changes

- **Café/Food bar/Kitchen (14)**
- Increase size/More space (13)
- More Parking (7)
- More/Better seating (5)
- Dedicated quiet space/reading room (4)
- Expand Children's Room (4)
- More storage space (3)
- Expand/More Meeting Space (3)
- Auditorium (Film-Screening/Theater) (3)
- Teen Space (2)
- Fireplace (2)
- Automated Doors (like Amherst) (2)
- Shuttle Bus between City branches (2)

Technology

- **More Computers (10)**
- More Technology (8)
- Tablet/Laptop loaning (7)
- More User-Friendly Website (6)
 - Less ugly website (2)
 - Make downloading books easier (2)
 - Online Inter-library loan (2)
- More Tablets (4)
- Technology kits/3D printer availability (3)

Marketing

- **More Marketing (9)**
- Market existing services and programs (8)
- More/Improved Emails (5)
- Use SMS/Social Media (4)

- Solicit advocates and volunteers (4)

Staff

- **More Specialists (particularly tech) (7)**
- Have proper staffing (6)
- Helpful, welcoming (nicer) staff (6)
- Staff that reflects the community

The following is the specifics of what each library could do better as well as their specific 21st wants. We are providing this information so that you can pinpoint some issues now that need to be corrected as well as look to the future strategic planning on an individual library level. Not all of the online survey responses have been integrated. For those that have been integrated, the responses are based on the age of the respondents. Most of the online responses are longer, direct quotes. If age groups did not match up, you'll see separate sections.

Amherst Public Library: Main at Audubon, Adults & Retired Adults focus group and survey responses

Weaknesses

- Stay open on the holidays
 - When children are off school, this is the perfect place for them to come
- Inconsistent hours is frustrating
- More hours
- "I am Happy to pay the separate line on the tax form, but there are a lot of people staffed downtown, and I don't know what they're doing. I am concerned"
- Have a display for the kids' Summer Reading Books
- Make cook book section stronger
- Sci-fi section is weak and missing important authors
- More E-Books
- More audio books (for children and young adults)
- Have a lecture series
- More/better instruction on E-book/tablet use
- Ask parents to control their screaming kids
- "not waste money on non-intelligent books"
- "More e-books - this is the 2014"
- "Shorten video borrowing to 5 days"
- "Build more libraries...oops, that was the county's faux pas"
- "I am disappointed in the number of mechanical book checkouts, which seem to be on the increase. One of the important functions of libraries, in addition to providing the tools to become self-educated and culturally aware, is to serve as a community center. This should be continued and is through book clubs, children's programs, and various other offerings (e.g. I think there was a flute workshop at the Audubon at one time, when I passed the community room. The more of these that become available at our libraries the better, and perhaps participants could make a free offering to add to the Library

coffers. Since some of our tax money is already spent on libraries, it seems we are paying for them twice. There should be a program to advocate for more financial support from the County. I wish ALL of my taxes were used for our libraries."

- "I'm not sure if you offer one-on-one help with computers, but this is a service many seniors would value, and even be willing to pay a minimal charge for (\$5/hr)--or apply for a grant for support."

21st Century Wish List

- More hours (9-9, 7 days a week)
- More consistent hours
- Author visits
- Oral and written history archive
 - Like the Mark Twain room downtown
 - More relevant people (locals)
- Be a place that keeps an active record of local activism
- Be a place for kids to relax and show that reading is cultural and a normal part of life
- Be a place where you can be around other people (even if you are online)
- More comfortable seating
- A children's room
- Storytelling (for adults)
- Writer's workshops
- More creative programs
- More activities for young adults
- More publicity about existing programs
- More "Book Bags" for book clubs (Club Kits)
- Library services in various Buffalo and Erie County Museums
 - At Allbright-Knox, have related books next to a painting
- Libraries at Public Schools (?)

- “Open 9 AM and close 6PM M-F, Open 9AM-3PM Sat and Sun. (Sundays all year long)”
- “More e-books and far fewer branches. Easier navigation on web site.”
- “more new release videos....getting them quicker”
- “The green haven library back! More books”
- “continue to expand your offerings and perhaps offer your services to local community groups (e.g. The Jewish Community Center, YM/WCAs, churches, senior centers and other recreational facilities) who might be encouraged to begin a book club, newspaper discussion group; there have to be some discussions on social media, the use of the internet for informational purpose and its (lack of in some cases) reliability”
- “I, personally, would love to have more information about (e)books published in English outside America. What are Canadians, Brits, Aussies, New Zealanders, etc. writing about these days? I'll bet there are patrons or librarians who enjoy this kind of lit. Maybe people who do could get together to talk about what they are

reading? I think you already offer patrons the opportunity to view certain movies and subsequently discuss them? If not, that would be a draw in the form of six-week periods on, say, recent documentaries, or classics (adventures, romance, featuring a particular actor, westerns, spy thrillers, just to name a few). A movie buff librarian could lead the discussion, or there could be a signup and a viewer could do so. Speaking of librarians, you could add a feature at each library called, getting to know your librarians, or media specialists, which I think UB calls their students-in-training. Don't you think patrons would be interested in knowing more about librarians' interests? A kind of "wanted poster" including a picture and description would be attractive and could be posted on the library's bulletin board. It's nice to have librarians who are "regulars" as it enhances the community feel of the place.”

- “Let's keep our libraries as centers for community”

Amherst Public Library: Main at Audubon, Retired Adults focus group and survey responses

Weaknesses

- The library has gotten rid of old DVDs
- Cannot make an Inter-library loan for a movie if it is considered "just for entertainment"
 - Should be able to order with at least a deposit or credit-card
- Parts of the website that aren't well designed
 - Downloading books is difficult x2
 - The main page doesn't look professional
 - Unappealing
 - Looks dated
- Criteria for [mystery] segregation is not always consistent
- Inconsistent shelving of seven-day books
- Keep non-fiction together
- Signage within collection
- Put computers by computers
- Balance the use of space between books and other media
- Make new books more visible
- "Perhaps expand your pool of vendors - sometimes the requests I place for items that don't seem too off the wall don't get filled because the vendors you work with can't supply the item. Also, the cataloging for music CDs needs to be more consistent. Sometimes things are marked at "Audio" or "Music CD" or "Audiovisual." It makes it hard to narrow down and search when I have to try three different media types just to get to CDs. And it's also not always clear when things are on order - the records returned in a search don't always include items on order so I'll request them only to have collection development say I need to go place a hold since it's been ordered but then can't find the record to actually place the hold"
- "Just continue to expand e-content. Maybe quarterly basket raffles with contributions from the community. You could sell tickets during the month with month end drawings. I worry about our ability to continue to have funds to run our libraries. Have the ability to download audio books into Audible app"
- "More digital books. More workshops/programs"

- "Let children and teenagers know the advantages of using the library. They think Wikipedia is a good reference source"

21st Century Wish List

- More user driven purchase of books
- Order books faster
- More computers available for public use
- Make e-readers/tablets available for borrowing
- More space
- More, more, more
 - More books
 - More computers
 - Therefore more physical space
- Go into a larger system and order inter-library loan and have it sent to a library outside the system
- The addition of new media (DVDs/Computers) has led to book weeding and lack of displays for books
- More marketing and publicity
 - "My husband was amazed to discover all the computers in the library."
- More audio books
 - Have a relationship with audible.com or downpour.com
- Pay the staff more
- Up-to-date collection of E-books
- More E-Books
- Wider periodical selection
- "I'm quite pleased with everything you have. A bonus though would be a maker space with both new school (like 3D printer) and old school (saws and drill presses) tools to borrow or use on site"
- "Expand audio books collection. Find a way to market to a larger audience. I am amazed at the number of people with e-readers who are unaware of the availability to rent from the site. I have done many tutorials. Also maybe offer some college text books for rent like some of the bookstores"
- "Just keep as many locations open as possible. Keep the online presence/materials viable. Constantly keep up with technology and new

materials. Keep the facilities safe and clean with exciting programs and workshops”

- “Continue with the digital media”

Amherst Public Library: Clearfield Branch, Teen focus group (no survey responses)

Weaknesses

- More teen opportunities x2
 - Tried in the past
 - Used to have gaming night
 - Either lack of interest/marketing
- Why don't we utilize technology to market library programs?
 - Send information or emails
 - A library website/app
 - Messaging (SMS/Twitter/Facebook)
- Creating more efficient sections of books
 - "I ask, 'Where's the Teen stuff,' they say 'it's everywhere'"
 - More subgroups (more classification)
 - "More like Barnes and Noble?" "Yeah, I guess"
- New books lifecycle is not long enough
- Grouping books together by interest area and praise
- Bestsellers and award winners grouped together on Display and out
- On the homepage there could be book referrals
 - Type it in on the website/Facebook (like Amazon)

21st century Wish List

- More variety of books and everything
- More movies
- Expand (To fit more books, shelves, etc.)
- More teen opportunities
- A movie watching program (for more young adults)
- "For me, the library would be my home"
- More technology
- Kindles and nooks
- "I still want books"
 - "my eyes hurt looking at the e-book"
 - A big issue is that we are using too much paper
 - "You would need to read 150 books to match 1 e-reader to compare to the harm to the environment"
 - "You get more of a connection with the book than an e-reader"
- More personal profiling
 - Not just a simple sort of thing, more like Amazon/Netflix
 - Can't be irrelevant
 - Must be detailed, instead of based on genre or basic similarities

Amherst Public Library: Clearfield Branch, survey responses

Weaknesses

- I wish Clearfield were open more hours.
- provide headphones. I don't think most people care that it touched someone else's ear.
- It would be wonderful if it could be open more hours but that is not possible at this time.
- I have seen the clerks be downright rude to people that do not want to use the machine to check out their own materials. I also think if I am getting a book that was on hold the clerk should check out the other books I have in my hand. And she should do it cheerfully. Customer service should be number 1 and it doesn't seem to be.
- Put up some graphics describing important/frequently used websites, i.e., town government, highway dept., school district, community center, etc.
- increase your hours for the community libraries and focus more on the preschool kids who don't have the funds for reading materials and the like
- Have a "wish list" for books that I see in the catalog, but can't read for awhile. (I mean physical copies that I want to order at a later time).
- Most staff is well trained but there are some who don't seem to know the alphabet in shelving or where things might be found. Better training could help. It makes it difficult when things are not shelved properly.
- Have more ebooks (both audio and visual ones) available. I often have to get in line to get an audio book to listen too. Be open more hours
- Offer training rooms with smart boards
- I realize that a lot of people have electronic reading devices, but I am not one of them. Like many people, I have limited time, but I still like to read. As a result, the "old fashioned" CDs are much more convenient for my reading needs. I can listen to a book while driving, while cooking, cleaning my house, etc. I can't do that with a tablet, and I find ipods awkward for this purpose (in the car, you have to set them up and then

remember to turn them off, etc. As a result, could you continue to purchase CDs (I like non-fiction such as autobiographies and biographies, but other non-fiction items are also appreciated) for us "non-techies"? Thank you.

- expand magazine selection; get rid of movie dvds, with redbox and Netflix, movies are readily and cheaply available; increase selection of kindle/nook reader books

21st Century Library

- Even more eBooks!!! The amount has improved dramatically already.
- better variety of movies and music
- The ideal 21st Century library would offer access to and education regarding all new technology.
- More play areas in the libraries, like the one at Audubon.
- More senior citizen oriented programming, i.e., help people keep pace with things like twitter/facebook/pinterest/blogging, etc.
- there would be more mobile libraries, more online instruction and satellite sites
- I really wish Ancestry.com was available to use from home. (Even for a very limited time, say an hour or two a week). Also, more e-books.
- Expand the number of computers. Even though I don't need to use them, I visit many branches where every computer is being used. Increase training and educational materials and people to help provide citizens with needed assistance in bettering their lives -- whether in job search, nutritional needs or just living skills (such as parenting)
- Circles of support -- places where library materials and meetings took place around a particular issue. For example, a circle of support for recent widows including books, novels etc. that might assist, a circle of support for caregivers, for young parents, etc.
- Coffee shop and a fireplace, comfy couches
- More open hours and more materials for lending.
- more privacy when operating computers

Angola Public Library, Adults Focus Group

Weaknesses

- Have job resources, social service resources and for other agencies
- Be open to the needs of the community
- Better collaboration with the school
- The library should be more neutral (disregarding rich or poor)
- More downloadable/streaming audio books (Audible.com)
 - Publicize it more
- "I have found highly adult content books (ie: Habibi) mixed on the same shelf with kids/young teens books"
- Divide graphic novels

21st Century Wish list

- Keep books
- More technology
- More Computers
- More tablets
- More audio books
- Holodecks
- "I would love to see regular activities like chess and Scrabble clubs"
- Return books in another state's library
- The library needs a more open social atmosphere (Depends on the community)
- Increase size
 - Although a small library keeps the community small and quiet
- Furniture
 - Lounge chairs that are clean and not so worn out

- More community/public readings
 - (like Hamburg's reader's theater group)
- Study/quiet areas and conversation areas
 - "I think it's great to have tutoring and teens hanging and chatting, but there has to be a space that is quiet"
- Community resources information booth/computer/table
- Something that provides brochures to access local counseling, hotline, food pantry, etc.
- Parenting book section right next to children and teens books
- Made into movies book shelf
- Biography book shelf
- Opportunities for volunteers
 - "Grandparents" reading club, in which children can be read to
- Read to the pet program (for reluctant readers)
- Have a therapy dog at each library
- Have visiting professionals (scientists, historians, business owners, artists, etc.)
- Help kids learn how to dig for information, engage in the creative process, and weed through the overload of internet information
- Community programs that help educate people further about social problems (ie: domestic violence, single parenting, poverty) with linkage information and/or an opportunity to schedule with a professional

Aurora Town Public Library, Retired Adults Focus Group And Teen Focus Group

Weaknesses

- Too much aimed towards younger kids and non-readers
 - No displays with classics for those who avidly read (so kids could know what exists)
 - Make classics available (for kids)
 - "They didn't have *Black Beauty*"
 - "I had to buy the Helen Keller book"
 - "I had to buy *Gandhi*"
 - "Nothing to make kids go 'Yeah I heard about this one, I want to read it'"
- More tween and teen programming
 - "The only thing teens use the library for is homework and tutoring"
 - They don't use it for fun
 - Get a book club, especially for reluctant readers
- A book/movie discussion group (for teens)
- Arts and crafts programs for teens/adults
- A teen space (like the kid and adult spaces)
- "My friend's library is open on Sundays, and it is built around students"
- 1-4 pm on Sunday would be good to bring people in that can't make it during the week
- Not enough community events and collaboration (with the school specifically)
 - "Looking at my kids' papers for activities from school, I only saw 1 thing from the library"
- If there is something my kids could do at the library I'd like to know without coming in (Email)
- More marketing to get these programs out and known
- Hard to use the Website (too many steps)
 - "The library website is too advanced for me"
- Family programs would be good

- Movies
- Game day
- More books for beginner readers (that are lower than normal)
- "If I'm tutoring a student I can only reserve one copy of a book, but I need two"

21st Century Wish List

- More space, bigger building
 - The lack of classics and displays is because the building is small
 - A comfortable reading room (with a fireplace)
- The current fireplace doesn't get lit
- Drive-thru
- Shelves starting from about 2 feet off the ground
- Revolving shelves
- Café
- Extended hours
- More programming (that would normally cost money)
 - Giving classes
 - Host author visits
- More summer programs (for all ages)
- Volunteer work to earn college scholarship
- DVD titles will be up-to-date
- Sets of complete collections (Seasons)
 - Breaking Bad
- More copies of DVDs
- More copies of E-books
- More recent E-Books
- More magazines
- More recycling
 - Donate materials (libraries don't always accept donations)
- Loan copies of famous art
- Add a teacher/tutor title on library card to reserve at least 2 copies of the same book

Aurora Town Public Library, survey responses

Weaknesses

- “More magazines....Bird Watchers Digest, for one. Can't think of other titles just this minute. Also, more genealogy resources.”
- “occasional Sunday hours”
- “More books, less computers. Computers are ubiquitous, you don't need to place them as prominently as you do. And drop the idea of “lending” ebooks. That's ridiculous.”
- “Not charge so much to reserve items”
- “Possibly more internet access for patrons. Seems like the terminals in the Main Library are always fully occupied.”
- “A bigger budget would help extend the hours which are woefully brief”

21st Century Library

- “More hours open. More computer access. A second scanner, perhaps one that would be capable of scanning a stack of photos. Can't think of much else right now....just THANK YOU for being a great library system!”
- “Books are the endangered species here. They still present ideas that are not found in more modern media. And people are still attracted to them. If you do not see the traffic in them that you believe is necessary to justify the expenditures of resources, that's as much your fault as it is anyone else's.”
- better parking
- “Have not really considered this. While I try and make use of the many resources I don't know what a 21st century library would look like.”
- “more programs in the expanding technology, e-books, etc”

Boston Free Library, survey responses

Weaknesses

- More hours x3

21st Century Library

- More locations, more libraries
- Perfect as is
- “I would like the library to provide activities, concerts, meetings, classes and act as a general gathering place to create a sense of community and personal interaction that is often lacking in our high tech digital world. Face-to-Face interaction is essential.”

Central Downtown Library, Community Partners focus group and survey responses

Weaknesses

- Not serving Buffalo's neighborhoods [enough]
 - Broadway Village, Ellicott district, West Side; they need it most
 - Not enough locations
 - Services aren't provided to those locations and it affects their literacy
 - Library could help affect those things
- They don't have consistent funding
- "It's this rollercoaster ride of financing"
- "They still using our statistics from our poor neighborhoods to decide funding for the system"
- Out of date locations for existing libraries
 - A library should be at Galleria
 - Not community branches, but rather population branches
 - They put them where the traffic is
- Need a bookmobile
- Limited hours
 - Not speaking to the lifestyles of the peoples
- Determining Branch strength on book circulation instead of total usage is a weakness
- More marketing and Publicity
- Not fully mobilizing supporters
- More creative outreach and programming
 - Creating a week long Earth Day awareness that rotates through the branches
 - Engage the partners and doing whole programs
- Don't have a full-time certified librarians
- This business section is outdated
- Tired of the politics between the branches
 - Territorial
 - "We need to go back and learn what democracy is"
- Second floor is not open to patrons of the library
 - There are opportunities for revenue by having rentals and sponsorships
- More advocacy for services
- More collaboration with community organizations and schools
- Sign school kids up for public library cards
- "If we could somehow find a way to get the kids into this amazing space, they would be in awe"
 - Ages 3 to 7; young enough to learn and be exposed to it
- "The bookmobile came to my school weekly"
- We do not know what other library systems in industrialized countries have to offer
- Jonathan Welsh comes out with his books
 - Nice to have bookmobile come loaded with books related to events and programs
- "Especially at the downtown branch. There is way too much disturbances tolerated. At the computers, patrons should not be allowed to talk on their cell phones. The few who abuse this privilege, are the same ones who will not follow the rules. Also there should only be one person at a computer. For certain cases, there could be computers used only for this purpose. A lot of young men, seem to think that the computer section is a good place to meet young woman. This section should not be a dating service."
- "The children's area is very disappointing. The children's room was place where parents could feel comfortable about the environment, children felt they had a special place just for them. Above all it was a safer because it was clearly a designated children's area. At present, the children's 'area' is small, lacks safety from roamers and lurkers and also doesn't provide the 'children's only' exclusivity it once presented. I no longer take my children to programs because of this. I choose another branch or do not participate at all."
- "Replace the chairs they removed around the escalators at the downtown branch. Not much seating in that area, only more by the cafe and if not eating/closed who wants to sit there. Also more DVDs at main library I shouldn't have to travel to Niagara branch for one copy of first 48 get there and it was just recently checked out. I dislike putting on hold for a dollar when I can go there just hope that it's there"
- "Cleaner environment, Keeping track of those that may be disturbing the atmosphere."

- “Reopen some of the more vintage libraries like Hertel and Delaware branch.”
- “I’d like to see more full-time staff members and a bigger, better looking children’s area. Also, the organization of the media room confuses me. Perhaps more directional signs would help.”
- “Not all people prefer electronic books ’m one who needs to read from print without toting an electronic device. Some titles I’ve wanted are only electronic or in closed library areas not to be checked out”
- “putting our image out in the public more often, not just at budget time, not getting rid of so much old material”
- “I would like to see more books that are neither pop culture nor overly academic. I most enjoy non-fiction books who handle a variety of topics for those who are not new to the subject but not yet ready (or don’t need to) tackle serious literature.”
- “Monitor the drugs being done in the bathroom”
- “1) Extend the lending period of EBooks to three weeks, like the NYPL. 2) Get the newer selections on EBooks sooner”
- “The need for QUIET space has all but disappeared. The Library should be a haven for thought, reflection and learning. That cannot be accomplished in a noisy crowded environment”
- “Enforce the “no smoking” areas near library entrances. Have the guards do some work enforcing smoke free areas”
- “Personable service. Service is hit or miss. Sometimes people go above and beyond and other time they couldn’t care less. Getting the word out about all of the services offered. Often times when I speak to people they don’t know all that the library offers.”
- “Training/meeting space - bring community and/or working-learning groups together in a space to work together on projects. Build a team, solve a problem - almost a combination of skills leadership, team building and the resources of a FedEx Office store!”
- “cleaner buildings, have a fine amnesty day, do more for literacy”
- “More online reference materials. Restaurant open on weekend.”
- “Have less pop fiction - most of it is trashy. More classics. Parking stinks”
- “Make sure front-line staff know services offered, and be sure they refer to people who know. Have supervisors SMILE. That’s infectious and will filter down to all staff.”
- “Put the books back out on the shelves! Too many are in closed stacks, and I learn or gather the most by browsing. Tangential interests are very important to spontaneous learning. Also, the website in the last few years is terrible to look at, could be simply redesigned.”
- “Better and more magazines. It seems like the ones that I like are never available. Also, I don’t like to use the back of the library, the concentration of computers and people makes me uncomfortable.”

21st Century Wish List

- More locations
- Set up a library connector in every faith group and neighborhood associations
 - This way there’s somebody constantly advocating the library
- Strong collections in a variety of formats
- Fill up the second floor
- More visible books
- More staff
- More specialists
- More hours: 7 days a week (9am to 9pm)
- More training and programs
- “I want it to be a community focal point, a gathering place”
- Sensitive to what patrons need and want
 - A system on how to gather that information
 - “My librarian used to keep a journal and would keep track of requests”
- Make it an economic development center
- A small business center, an incubator
- Have a transit system to go to all the libraries, a shuttle from library to library
 - Maybe with bookmobiles

- More bookmobiles
- A café in every library (also open on the weekends)
- Have a fireplace
- Manage the recirculation of private books within neighborhoods
 - Neighborhood association gathered children's books door to door and redistributed them to children who needed them
- Better reviewed/managed weeding policy
- (Mostly for Central) Make a separate, enclosed Children's section
- Free ample parking Downtown
- Regular involvement with volunteers and advocates
 - "So we can know what's going on to advocate"
- Solicit volunteers
 - Elderly people and veterans will come to volunteer
 - Kids do community service at the library
 - Different age groups bring different views
- "The ability for more individual video conferencing. More room & space etc. By in large you do a very good job."
- "A quiet area separating the public use computers from the people reading quietly. Often people using the public computers are loud, and distracting. Sometimes they are on the phone or groups use the computers together and are laughing or talking (which is fine however...) - if there were a glass wall dividing the noise from those trying to study or read - and still visible to librarians and security staff it would be beneficial for all."
- I'm not sure, more TV series
- No fees on reserved items, a coffee stand, more movie selection.
- "Some things I'd like to see in a 21st century library: thriving book clubs, health information outreach sessions for folks of different demographics, e-books to check out, a makerspace like Buffalo hackerspace, and more patrons. That's the most important one. I like to see bustling libraries that aren't quiet, but rather, full of life."
- "access to professional journals through articulation agreements with UB, Buff State etc"
- "loaning out of e-readers" x2
- "more new items, more staff"
- "I would like to see more books geared towards intellectually curious people."
- "a 2nd floor with faster laptops"
- "The Central Library has been compacted to utilize only the 1st floor. A little space between areas was always appreciated. Perhaps the use of all areas of the library could be revisited"
- "Library hours all 7 days of the week, more print book purchases, and fewer funds spent on dvds of television programs."
- "Having some more academic materials. The math and science sections of the library aren't technical at all. It would be nice if some technical stuff came through once in a while."
- "More of that training/team work space I mentioned above...it would take skilled trainers/leaders...more IT resources. The library would become the PUBLIC university-school for continuing learning."
- "Increase literacy rate in Erie county, help match up prospective employees with employers, help bridge the digital divide"
- "More books and more rare and special collections."
- "More genealogy materials and classes/talks"
- "Even more programming and events and clubs"
- "Fast, broadband access, robust computers available, expanded digital collection, increased social media presence ("Dibrary" digital library, not only a physical library; the next branch of library services)"
- "ALL the books out on open stacks, or at least expand the ones on the stacks in the Grosvenor Room. Grosvenor Room has more staff, more time to work on archives and preservation projects, more display rooms for rare and unique collections."
- "More digitized resources"

- "I would like larger, and more bathrooms."

Julia Boyer Reinstein Library, Cheektowaga Public Library, Retired Adult focus group

Weaknesses

- Tax on the receipt for book donations
- This branch could have more non-fiction
 - Lancaster's worse
- Where the donations/sales are, other libraries have volunteers to receive them and organize them
- Better organization of videos (Just alphabetical)
- More staff and patron recommendations
- Timelier/traveling displays
- New audio books in a separate location (much like books and videos)
- Some of the seven day books take too long to read, so there should be a 14 day book
- More physical space in the stacks so you can try a book out (Lancaster has benches)
- Not enough outlets available in workspace
- Some tutors are too loud: instruct them to be quieter in quiet study space
- (Because we are so close to Niagara County) There should be a system allowing you to use the library in another county
- Freegal has problems
 - Difficult to use
 - "It seems to not be the best way to invest money on a song" (The same price per song as buying on iTunes, but it is limited)
 - The county system is limited by downloads per month. After that, no one can download until next month
- Could do more publicity on what's going on
 - No promotion in Depew
- No way to see online what books have ten copies (a separate ten copy section)

21st Century Wish List

- Open 24/7
- Dedicated tech staff
- A bigger parking lot
- More instruction on computers, iPads, technology etc.
- More collaboration with community organizations
- Programs that reflect media
 - Chesterton
 - Someone from Albright Knox doing a webcast to libraries because they set up a Monuments Men program
- More community use of rooms
- More toddler programs (3 years old)
- More exciting volunteer opportunities
 - The Erie County Senior program has a list of volunteer programs
- More marketing of events and programs
- Improve the ladies' room
 - It's very dark
 - Not always perfectly clean
- Automatically opening doors
- Rethink the music borrowing system
- More patron input on book selection
- Make statistics available in a more timely fashion
 - Instant access by logging in online
- Senior home outreach
 - Shuttle to library

Clarence Public Library, Retired Adults Focus Group and survey responses

Weaknesses

- Entrance should be in another location
- Automated doors aren't open long enough
- The website couldn't be worse if it tried
 - nonsensical layouts
 - Visually unattractive
 - catalogue information is bad
 - ^ This is coming from someone who has created a couple websites
- Inter-Library Loan done on paper, it should be automated
- Not enough new books available
- Old books still in the new books
- "I should be learning what is the latest and greatest, like in a bookstore."
- more programs and marketing
 - more programs from the various community organizations at the library
 - Community partnerships
- Moms not controlling their kids (not all, but often)
- Self-checkout loses communication and interaction
 - Lost a lot of volunteers because of self-checkout
- More marketing "I didn't realize that was going on"
- Ring of knowledge emails have a lot of great information, but are bogged down by too much information. It is hard to see right away what the program is.
- "BE OPEN EVERYDAY BE OPEN LONGER HRS., ESPECIALLY FRI. NIGHTS!!! HAVE MORE UP TO DATE MATERIALS SO OFTEN I HAVE TO WAIT FOR INTERLIBRARY MTRLS. they arrive quickly but still not to have them available is quite annoying...sometimes you have to order just to see if it is "the" book you want

because you can't flip through it etc. Plus takes more time & gas to come back. Very hard for working people. It would also be nice if there was a second story...different niches for reading and encouraging study. Ours seems impersonal."

- "genealogy, online databases, digitization"

21st century Wish List

- All new books arrive promptly, instead of waiting 6-8 months
- Expand the religion collection
- More subscriptions to a greater breadth of research resources
- Totally instant access to E-books
- Institute a color-coding of used books, so you have better turnover
- The desk area needs to be restructured. It isn't welcoming or efficient. The traffic flow needs to be improved
 - new book displays need to be placed in an exciting way
 - create focus points and conversation centers
- Science should have practical applications in the library in order to expand the importance of science in the community
 - Maybe use a 3D printer to make the appropriate parts for applications
- Fingerprint ID, rather than ID cards
- Theater Style screening room to show films and hold discussions
- A community film mini-school/club
- "Open Everyday"
- "More programs for adults"
- "Film center"

Town of Clarence Public Library, Community Partners Focus Group

Weaknesses

- Host more events for small businesses
- Needs a small business resource center
- More collaboration with small businesses
- Spirit of "librariness" is not maintained
 - Traditional library competes with community center
- Intra-library meeting room coordination
 - Have a central calendar
 - Can only be used by the community, maybe
 - "The county is the system, so why is it limited to community, why not use the whole system?"
 - Limiting
 - Share programs across the system
 - Save time, effort, and money
- No separate place for tutoring
 - You have to control the volume of your voice
 - the location of your materials
 - privacy necessary for student as well
- Unfortunate that there isn't enough money to have staff on Sundays
- Few people attend some of the programming
 - Sometimes staff appears because community members don't show up
- classes
- business use
- Streaming videos
- Monitors throughout the library for marketing and streaming
- Balance between traditional library and new library
- If you use computers, start using books and vice versa
- More literacy focused in the library
 - English as a second language
 - "Should be a nice place to come and help with your struggle"
 - Usually in churches or schools, but why not Library?
- More public space
 - Libraries were not designed to be both libraries and community centers
- "The downtown library is filled with computers, but we can do a little better"
- Lend/rent tablets and E-Book readers
 - the only thing to use it for is reading, not video/internet use
- Expand the number of e-books available
 - "there aren't enough"
 - Some lending is only seven days
- Additional security
- Early hours for meeting and other public use
- Sunday Hours
- Libraries should open at 8am and close at 10pm across the system
 - with enough staff for everyone
- The separate times are confusing and inconvenient
- As financially self-sustaining as it can be
 - I am able to spend 25 cents per book
 - there is no encouragement for the users of the library to fund the library

21st Century Wish List

- local library email blasts
 - A question like: "Would you like to receive? If so, put your email"
- Online registration database
 - When you want to see an author, click here to register
- Tutoring rooms
- Small business resource center
- Community room with a kitchen
 - cooking events

Town of Collins, Retired Adults Focus Group

Weaknesses

- Increase the amount of quilting books

21st Century Wish List

- Dedicated tech help
- Better A/C
- More hours
 - "I don't know when the hours are"
(summer/winter switch)
- More consistent hours

Concord Public Library, Retired Adults Focus Group Weaknesses

- Needs more hours
- No after-hours usage
- Closed on Wednesdays (due to Town Auction from the past)
- Library closed on a snow day
 - "That's when you want the kids here"
- Not enough school kids/teens coming in
- No teen programming
- The school has to reach out to the system
- A lot of room in the library that is not getting utilized
 - Nothing goes on
 - Meeting room doesn't get used much
 - Things in town hall could be done here
 - Boy scouts and girl scouts, etc.
 - There are lots of book clubs
- Book Group thrown out
 - On Fall mornings, the book club was welcome, but later they were told, "no room for it"
 - Now the book club meets in a different building
 - Unfriendly staff caused the permanent move
 - "This was my library, if you don't want to welcome me, tell me why"
- Previous administration not welcoming (or open to new ideas)
- Staff lacks training and enthusiasm for what they do
- Customer service adjustment needed all around
 - "I got some attitude and it's like, 'How dare you?'"
 - Clerks need customer service training
- "I love a library when I go in and the displays are out and someone is enthusiastically saying, 'I love this book'"
- Not enough books
 - 1400 books doesn't seem like very many
 - Half are for younger readers
- Not a balanced enough collection (too many quilting novels)
- "Whoever selected the books for this library didn't have a broad outlook"
- Best-sellers are not represented here
- Placement of materials not easy for access
- The actual library isn't large enough for a wheelchair
 - The room needs to be arranged for the limited mobility or other disabilities

21st Century Wish List

- More books
- A Review of what's new
- Communication to encourage youth interest in the library
- Libraries need to be updated for younger generations
 - Age specific programs and book clubs
- A vibrant environment that includes mixed media and accessibility to it
- Training for new technology (although there are classes)
- Stimulate and teach people who are out of school
- Hold and market more events and programs (art shows and music programs, writing programs)
- Concord has a lot of cultural activities and centers that the library should collaborate with
 - Fiddle Fest June or July (28th)
 - Art Crawl on Main St in May
 - Pageant of the Bands
 - Dairy Fest (middle of May)
- Share programs from other libraries
 - Have a speaker from downtown come to Concord library (and others)
- Have it become a Gathering place, add a heart
 - "I don't think of it more than a cold building"
- Have it known you can talk in a library
 - Hold discussion groups
- Have food
- Loaning out equipment (like kindles and other tablets)
- A/V loaning
- A mobile application
 - "If it connects the local libraries, that's one way to get the kids in"

- People outside of the system should be informed that they have the ability to use this library
 - For example from Cattaraugus County

Eden Library, Retired Adults Focus Group Weaknesses

- Funding
- Underserved areas
- Some of the best parts aren't publicized as well, and people don't know about them
- Central orders the books, rather than the librarians
 - "I have a hard time finding anything interesting"
 - "The collection is not as good"
 - "Central decides what they think we want, but it should be locally decided"
- Too much waste of printed materials
 - Too much weeding and downsizing collections
 - Too many copies of a book

21st Century Wish List

- More of what we've got
- Books, books, books
 - physical copies
- Coffee shop
- More of a community center
- More activities
- Have a higher standard with the books
- Encourage people to explore things that aren't just on best-seller list
 - Expand and elevate their intelligence
- Be more educational
- Be a place to learn and grow
- Should be challenging and not just recreational
- "As a country, we have dumbed down a lot of things. We need change, and libraries are a place where that could happen"
- Adult education
- Working together with community organizations
 - Working with universities and schools for programs
 - University Express (like in Orchard Park)
- People
- "Keep this building in our community"
 - "We don't have anything else, this is it"
- Art gallery
- Auditorium
- Film viewing center
- Keep up with technology, be current

East Delevan Branch

Weaknesses

- Need an elevator
 - Building is not ADA compliant
 - Restrains people that need to use stairs
 - Bathroom downstairs
 - Events are downstairs
 - Disabled can't always get down
- Handicap Parking spaces
- NA/AA meeting in the library is inappropriate
 - Meetings occur when children could be here
 - Limit the participation in the community room
- More Hours
- Tech classes

21st Century Wishlist

- ADA accessible
 - Elevator
 - Bathrooms
 - Parking
- US flag out front
- Internet safety programs
- Behavior policy
- Beef up security
 - Look out for troubling people, people who don't respect the building
 - Walk around, make his rounds
 - Go outside
- Make the outside look nicer
 - Add some greenery
 - flower pots
- 8 am to 10 pm Mon-Sun
- For some of the more adult centered programs – have them in the evening
 - Those who are working, can't attend them
- Have this be a shelter to be warm or cool in extreme weather (Code Blue shelter)
- Good evacuation site
- Free lunch program over the summer for the kids
- More professional development for adults
 - More business writing
 - Resume writing
 - Job development program
 - Drop-in center
 - Computer skills
- More marketing of what is available
- Sunday hours at Central
- Redo the children's room at Central (Not so open)
- Upgrade technology

Elma Public Library

Weaknesses

- Don't want them to shut down libraries
 - So many people need them
 - The kids have to go there
 - You're better off going to the library to research
 - Can't always rely on the computer
- Small libraries don't always have what you want
- The Central Library is supposed to have books the other libraries don't
- The County catalogue is missing books that should be there
- Not a full collection of an author
- In D.C there are 7 main libraries with satellite libraries and a hub for a collection of books
 - There were volunteers to get the books
- Can't volunteer enough at the library, you can only be a friend
- Make more use of volunteers
 - Even though they aren't always consistent
 - Even high school students to teach technology use
- Friends are valuable but they have a limited use because they can't volunteer enough
- The local librarian doesn't choose books to fit the community
 - The committee to analyze books is being used downtown
- **Survey:**
 - "Publicize in each library what is new and what is coming in. Homeschool groups for different ages. More study guides for civil service exams"
 - "I think there are too many branches"
 - "The library tries to do too many things. Each library tries to have some of everything-fiction, nonfiction, CDs, DVDs, music, computers, so consequently no one has a really good supply of anything. Too many selections in the nonfiction area are skewed to the ideology of one particular political party. Certain libraries in the system seem to be too oriented to one or two demographic groups"

21st Century Wishlist

- Full author collections
 - If there is a set (like a trilogy), the whole set should be in one library (typically the largest in the area)
- "I want to see them stay open"
- Open every day, that would be wonderful
- Hire full-time librarians
- More hours
- More adult programming (computer)
- Use the library to have research programs to teach students how to properly research
 - Someone available regularly
 - Collaborate with local schools
 - If there are research projects, there could be a list to help in the library
 - One on one help
- Collaborate with schools to find out what the kids are learning to be able to help
- When people are on the county line they should be given a break when using other county libraries
- **Survey:**
 - "I don't have confidence they would know what to do with the resources and I don't ever expect them to be available as long as local politicians have the building of another football stadium in mind"

Frank E. Merriweather, Jr. Branch, Community Weaknesses

- More free parking (In the day it's hard)
- "Underestimated how much it would be used by the community"
 - When we have events, extra chairs are needed
 - Build another floor
- Exterior needs to be maintained more
 - "I come in often carrying trash"
- Hand towels in the men's room
- Buzzer at the Bathroom to let us in
- We need to add more space to keep people from doing crime
- Expand the computer labs
- Classes for children in safe computer usage
- Access to programs kids need for research and writing
- Length of borrowing time needs to increase
- This is the place to go on the internet, so how can we renew online?
- Recruitment of more people not normally represented
 - "Unaware of any black male librarians"
- "No minorities on the board. Where's our representation? What's wrong with our elected officials in this area allocating funds to this library?"
- "No changes to library governing systems before we have more minorities on the board"
- "The things people want aren't counted when it comes to funding this place"
- "We don't have that? Why not? This is a poor area, so we need more funding."
- "We do not need to pay for the person trying to make a change in the funding system to the library system"
- Change how we go after a grant
 - Aim for the usage of the library
- More access to civil service jobs
- Equal number of books and materials per capita as the suburbs have

Partners Focus Group 21st Century Wish List

- Culturally appropriate material selection by people who understand their community
- Keep books and materials, not all virtual
- If we are focusing on science and technology, let the library have kits and devices to help us
- Passes from the library to go to other cultural assets in the city (museums, etc.)
- Get more programs to keep people coming
- Pro-quest subscription
- "I would like to have some power to make sure those things can be accomplished"
- "Those things will never be a reality unless this community has power to make that happen"
- "When the library becomes independent, then it has to be written that the community will have the power, when the vote comes"
- Changing station for babies
- Child seat attached to the stalls for improved safety
- Expand into the old library nearby, become a hub, with this library (FEM) being the center
- Let the users determine whether new expansions fit community needs
- "We are voicing these things, but if we don't get the info back (We have different realities)"
- "I don't see our opinions causing changes"
- Staff needs to be trained and understanding
- "We are looking for, 'Let us make this happen'"
- "If you want me to vote for this, I have to be guaranteed you know what I want for this"
- The people governing the library come down to see what the people want
 - The board must be accountable for things that happen and must explain
- Look at different ways to determine library hours
 - based on children usage
 - computer hours
 - Circulation
 - Overall usage
- Different demographics need the libraries open at different times. Open at least 10 hours a day
- Better customer service
- Governance that represents what people want

- A functioning governance
 - “The reasons trustees are here are not for the library’s sake”
 - “The politicians have stuck their heads in the sand, and that needs to change”
- The fines need to be reduced. Replicate NYC’s “Amnesty Week” where you get a last chance to clear your fines
- “We need to shut the whole system down for a year before we get what we want,” “I hope not”
- Recognize all communities, even minority community as taxpayers

Grand Island Memorial Library, Parents Focus Group

Weaknesses

- Have food/snacks available (coffee)
 - Particularly during story hour, etc.
- Promoting new/different books (librarian's choice)
 - "I wish someone would have a time once a week where they talk about interesting or new books"
 - Promote new/unknown authors
- East Clinton Branch doesn't have a large periodicals collection (get more copies as well)
- Increase marketing
 - Direct mail
 - "People don't know all the things available"

What would you like to see in a 21st century library?

- Café
- Keep the (real) books
- More programs (for kids and families)
- Author visits
 - Local authors
- Programs to learn how to use tablets and other technology
- More tablets and tablet lending
- More computers
- Tech-savvy staff
- Stay current with respect for the past

Hamburg Public Library, Community Partners Focus Group

Weaknesses

- Too loud
 - Very annoying when people are talking out loud
 - Silence allows you to focus
 - Caused by patrons and staff
- The seating could be more comfortable
- Separate the library for different functions
 - Need conference room with a/v capabilities
 - Need reading rooms
 - Spaces where you can have your own identity (for teens and kids)
 - Computers should be separated, not in the center
 - "This is a library, not a computer lab"
 - Keep the computers near the other devices that are used by computers
- Need an outside courtyard space
- Air conditioner is broken, and it's too hot in here
- Not enough technology
- Needs more marketing, flyers, ads, and stuff in the library
 - For meetings, reading, and tutoring
- Needs more community programming
- More historical/cultural displays
- Not enough discussion groups
- The hours are too inconsistent
 - Open the same time every day, maybe stay open later
- Are the books on the shelves still relevant?
 - They do weeding, but not enough
- No recycling bin

21st Century Wish List

- Bigger
- A performing arts theatre, doesn't have to be large
- A green space with a sculpture garden (or local art displays)
- An area that can be multipurpose
- A sun room
- A balcony
- Planetarium
- A lounge area
- Comfy chairs
- Shuttle bus for disabled people to get to the library
- A coffee shop/café
- Better lighting, some spots too dark, and some spots too light
- Well lit parking area
- Better signage, to be able to find things easier
- Number/letter the signs like a supermarket
- Be more like Barnes and Noble
- More programs
- Cultural activities
- More authors come
 - Do book studies
 - Discussions
 - For children and adults
- Be able to watch a movie and have a discussion
- Classes held at the library
- More genealogy resources
- Self-checkout
- Conveyer belts bringing you in
- Conveyor book return (with RFID)
- The ability to take out tablets, etc.
- Be able to use audio visual equipment at the library (In an A/V room)
- More copies of the best sellers, sometimes you are on the list forever

Lackawanna Public Library, Community Partners Focus Group

Weaknesses

- Library calendars are planned early
 - Planning should be done within 6 months
 - Library could mesh more with organizations
- Bring back the café
 - Had cookies and coffee in a little space with a volunteer

21st Century Wish List

- Have each branch have its own events based on community and neighborhood interest
- A few more dedicated children's activities
- More classes specialized for child care providers
 - Instructors that could advocate our programs and our site: Child Care Resource Center (Care and Learning Council, Childcare and Aware America)
- More field trips to the library
- More outreach

Lancaster Public Library, Adults Focus Group

Weaknesses

- Tech-savvy staff (“don’t tell people it’s not their job to help with technology”)
- Worried that new tech leads to people losing jobs
- Needs a better website (easier to navigate)
 - The website is deep, there are a lot of steps
- More programming for people between children and seniors (ages 18-55)
 - “If you don’t have a kid, they don’t care”
- More acceptance for older single people
 - “You don’t belong here because you don’t have a kid”
 - 50 year old kicked off computers
- Spaces for someone to sit alone rather than only group tables (more intimate)
- The men’s bathroom needs work
- Needs parking
- (The whole system) 20-25% of adults in the county are illiterate
 - The library doesn’t really attack this problem
 - The area could address the problem
- English as a second language
- Need ASL staff members
- Needs more marketing
 - “How would I found out about any of these things?”
 - Needs to be more direct
 - Emails
 - Newsletters
 - Goes right to Lancaster Library instead of Central
 - Needs to do more Social Media
- “It’s my understanding and belief that ordering books as it’s structured, someone in central orders for all the libraries. This is aggravating because people want different books for different locations”
 - Navigation around social media
 - “There are many in other libraries... OK, why do we in Lancaster only have 1?”
- Multi-generational programming; Integrating all members in one group
- Partnering with other intercultural and historic institutions
- Open 7am to 11pm
- More technology
- More laptops
- Take out tablets and laptops (x2)
- Video camera availability
- Effort put into literacy
- Greetings when you walk in to welcome you into the library
- Multi-level parking ramp with direct access to this building
- Separate [parents] room for young mothers to change kid/nurse kid privately
- New furniture
 - Nice leather couches (around the fireplace)
 - More comfortable furniture
- Coffee bar
- More plants
- A community bulletin board that anyone can post on
 - No asking for permission and one board at either entrance
- Make the library look modern, up-to-date, and helpful
- Create a public access channel
- Street signs pointing to the library location
- Publicize that any resident of NY can have a NYPL account
- A user guide or class for the website
- More bestsellers
- More eBooks
 - I’m #99 of #149
- Enhance classic film collection
- Folks of Erie County should have access to college libraries

21st Century Wish List

- Take kids who need community service hours and have them teach workshops
- Workshops geared towards adults

Niagara Branch, Parents Focus Group

Weaknesses

- Thursday they open at 3pm (disappointed)
- Develop the point that it is a community focus
- More staff stability
 - A lot of rotation of staff, even managers
- The staff should reflect the community
- Core language programs to reflect the community (particularly Spanish)
 - Be more multilingual, there are Vietnamese, Burmese, Arabic, Thai, etc.
- There was a program to help Spanish community to find jobs and write resume
- A lot of organizations could have better collaboration with the library
- Outreach to schools
- Have the community volunteer with all aspects of the library
 - Get books
 - Run programs
- Set up a volunteer program
 - Need more planning
 - There is intense unnecessary training
 - Bring the talents and resources to other libraries too
 - "If we really need more resources, take advantage of our skills"
- Have a little advisory board to set up a plan
 - What kind of books should you be getting?
- Not enough books for computer literacy
- More marketing

21st Century Wish List

- Good staff that takes advantage of the best means (computer, books, etc.) to inform you
- Vital community service focused on learning
- Something that attracts both children and the oldest people in the community
- Collaboration with community organizations
- Make the library people centered
- If the library is a community center, you still need people
- All the administrative things can be automated, but not the helpfulness of the staff
- Make sure that there is still staff
- Have a staff that reflects the community
- Up-to-date equipment and books
- Keep books
 - "It's still all about the library... as a book place"
- You need someone to recommend books to you
 - "I just read this, this just came in, you should check this out"

Orchard Park Public Library, Adults Focus Group

Weaknesses

- More hours
- The hours are not coordinated, if one is closed on Friday, the other is too
- Improve computer class instruction
 - Teachers lose the students' attention, which is counter-intuitive
- Lack of neighborhood libraries in walkable communities
- No library service from the libraries closed by red/green
 - The best libraries have expanded hours, the lessened hours are unfortunate
- Urban/suburban split where suburban is better off
 - Lack of resources at home means libraries are necessary
 - Better balance
 - Diminished hours downtown (Which is supposed to be a hub)
- Not enough computers; everyone on one
- No bookmobile
- Library's priorities
- (Central) The Second floor should be open for Library Business
 - Closed the teen room
 - Used to be a good business library (for self-employment), and vocational resources
- Too little foreign language materials
- Books you expect to see are gone (Like the language dictionary)
- Community involvement isn't inherently shown (It's there, but needs to be shown)
- Lack of understanding of what libraries mean
- Worried when they hear district library; they think more taxes

21st Century Wish List

- Guaranteed library funding (adequate funding at least) most important
- Shouldn't depend on county executive
- Open five days a week at least
- Full time hours
- Location
- Walkability
 - Easy ways to get to the information
- Good staff
 - Well educated
 - Communicative
 - Helpful
- Smoothly run
- Technology
- Keep books
 - Specific types of books benefit from existing physically (Cook books, crafts, etc.)
- Regular opinion gathering
- Open communication (two ways)
- Flexible space
- Private and quiet study spaces

Orchard Park Public Library, Teen Focus Group

Weaknesses

- Nonreaders feel unwelcome
- Not enough teen programs (especially in summer, with only the [Kids] Battle of the Books)
- Needs a Teen Battle of the Books
- Not enough computer program lessons (like programming and Photoshop)
 - These are tough to schedule in school
- Series aren't shelved together
- Incomplete series
- EBook availability is poor (You have to put a hold on them)
- There are still VHS tapes "Why do you wanna watch that when you've got Blu-ray?"
- Not enough up-to-date movies and DVDs
- Held books don't arrive and there is no communication
- DVDs are in poor condition
- Sometimes there is too much noise

21st Century Wish List

- Serve hot chocolate ("What if you had to pay for it?")
- Designated snack room, like a lounge (open to everyone)
- Entire Doctor Who section (All BBC, in fact)
- Immediate shelf copies of new books
- Recommended book section (staff picks, bestsellers)
- Themed bookshelves (much like Barnes and Noble)
- Book delivery system
- Extensive teen programming (Teen Battle of the Books)
- More activities for the community (like this)
- Real book club/library club (tailored to certain themes/genres)
- Tablets to use in the library, so you can walk around
- Very excited about a 3D printer
 - "I feel like there are more things the library could benefit from than a 3d printer"
 - "It takes up a lot of room and resources"
 - "What would we use it for?" "Why would we need one?"
 - "I can make my tech project"
 - "I could make jewelry" "and sell it"

Riverside Branch Adult Focus Group

Weaknesses

- A really good storyteller, great with kids, got laid off (Miss Nancy?)
- “With downsizing, not as much money for meetings or space”
- Some branches selling their books, extremely cheap too
 - “Just getting rid of them rather than even fundraising”
 - “If they were trying to raise funds, it would make more sense”
- Access to books
- When a book comes, holds can be placed but the books aren’t ready for free (Maryland does it)
 - “I don’t want to pay \$3 every time”
- There is no storage in the library
 - The coat room is storage

21st Century Wish List

- Better hours
- Books you can reserve online for free
 - Maybe a charge if the book isn’t picked up
- More computers “seems to be what people are needing”
- Non-fiction research books outdated so quickly, that it should just be online
 - However, fiction not so much
- More space within the library
- Meeting space is important, more meeting room
- Take over the nearby buildings and go down to the corner
- Kids should have their own little area
 - A room for them to be a little more boisterous
- More programs geared towards kids and teens
 - “Those are the people that are going to be paying the taxes”

City of Tonawanda Public Library, Retired Adults Focus Group and survey results

Weaknesses

- Parking lot
- New chairs (for the computers)
- Storage area for the books in the book sale
- Expand the meeting room
- Improve the collection
 - Non-fiction collection is weak
 - Librarians should know their collection
 - Desperately needed
- “Who decides the collection?”
 - People who work downtown don't have any idea what we need down here
 - “Librarians were given checklists with book reviews to decide, every month”
 - “You looked at the paper, you looked at the computer, you discussed with your fellow librarians, you considered your library's budget, and you decided for the community what books to get”
- The DVD collection is weak
 - “It is what I would call ‘crap”
 - “Who's ordering it? Does it come from downtown?”
- Limited shelf space
- People are using other libraries because we don't have the books
- 95% of what I read has to be ordered from other libraries
- “The coordination from central is questionable. Does it exist?”
- There should be:
 - Leadership
 - Models
 - Meetings downtown
- The administration downtown has been cut back
- Not enough staffing, due to budget issues
 - Part time workers doing the work of full-time employees
 - It is stressful because trying to do work in only 19 hours a week what you need 40 hours
- Better communication between this branch (and others) and central
- The library website used to be easy and fun, then they changed it and now it's horrendous and not easy
 - “I want to bash my head in”
 - Ordering online is not user-friendly
- Have quality programs without having to spend 300 or 400 dollars on them
 - “To hand over 2000/3000 dollars, to me, that's a lot of money”
- “Collection Development”
- “get rid of the 'floating' materials such as the audio books...keep them at one 'home base”
- “I don't always get notifications that an item I requested has arrived, so I miss borrowing it and have to pay fees.”
- “Allow renewals for items even when hold request placed”
- “When I return a book, sometimes it doesn't scan correctly and it looks like I didn't return it on my online account. Also, when my account says I owe money, I go to the library to pay it and the librarian says I don't owe anything, then I have to remind her to check my account more carefully.”
- “More school-aged programs”
- “Use resources more for education and less for entertainment. Entertainment is personal and does not build character. Education exposes our users to new ideas which may ultimately benefit everyone.”
- “Let people know they are still open. a number of libraries have closed”

21st Century Wish List

- More parking
- Having a new building and combining the two
 - Using land that will be available to the city
- More storage
- Have a dedicated quiet space
- The desk out front isn't designed right
- A café
- “If it's more modern, you'll get more people in, get more people to look at the books”
- Have proper staffing

- Not as much of a push for technology
 - “The kids are saying, ‘I want the book in my hand”
 - Lancaster allows you to check out a nook, “granddaughter said ‘I don’t really want that, it hurts my eyes”
 - “We don’t want to use that, we want the books”
- Keep the books and keep them strong
- Greater coordination of service with the city government, schools, and historical societies
- More computers for adults to use (They are always busy)
- More computers dedicated to the catalogue (more catalogue terminals)
- Future users of the library, who are using the facility now, get their input on what they want to see
- More children’s programming
 - They don’t even know where the building is
- “Better selection of books, current, newly published books ordered in a timely manner(whether they be ebooks, audio books, or books)”
- “-wireless wifi for laptops ... both the computer's and patron's personal computers -self check ins ... let the patrons discharge their own books so they know its removed off their card.”
- “More computers and technology.”
- “More e-books”
- “More books available from popular children's series like Rainbow fairies.”
- “Stick with the basics. The tech wave may be short lived as people start developing vision problems from reading screens. Kindle is convenient for travelling but we will always need books. The internet is full of undocumented information, a 21stcentury library should be a bastion of RELIABLE truth.”
- “More music labs”

Town of Tonawanda Public Library, Kenmore Branch

Weaknesses

- Some of the activities for the older kids don't include a lot of younger kids
- More toddler to 6 year old programs (on weekends)
- Newer books
- Newer E-Books
 - On a waiting list forever, usually

21st century Wish List

- Digital periodical subscriptions
- More seminars/classes for adults and kids
- More family activities (weekly family activity)
 - In the summer it is every other week
- Community events
- Multicultural events
- Supervised daycare area (be educational, read a book)
- More computers (x2), more technology, stay up-to-date
- Check out laptops and tablets
- Café
- Resource center for people looking for jobs/ community offers
- A local employer could post a job listing
- Enhance programs for and with technology
- Bookmobile that goes to schools or daycare centers, where the library gets involved
- Give each child a book in poorer neighborhoods
- Hear back after sending a request (best case: fulfill the request)
- Rebind unbound books
 - The library won't rebind if it's older than 6 months
 - Kids' books often in poor condition
- Better internet access
- Wi-Fi outside

**West Seneca Public Library, Adult Focus Group
Weaknesses**

- More programs
 - Lectures
 - Courses
 - Another library has a yoga program
 - More programs for kids
- Marketing
 - Partner with schools for program marketing (Send flyers, teacher advocates)
- Older kids helping out at the library

21st Century Wish List

- Be Cutting Edge to Survive
- Combine brick & mortar and virtual
- Integrate technology
 - Add public computers
 - Keyboard Classes
 - Computer courses (Supplement Schools)
 - Social Media (Update every week on what's going on with the library)
 - Using SMS
 - Networking libraries
 - Teleconference
 - Webinars
 - Workshops
- Classes to keep parents up-to-date on what their kids are learning
- Social interaction
- More meeting space
- More marketing (See more about the library, more often)
- Library is the most reliable resource

