

Alabama
LSTA Five-Year Plan
Results

Library Administrators Meeting
January 2017

Chart #1: Many Facets

How the current services discussed align with 12 service areas.

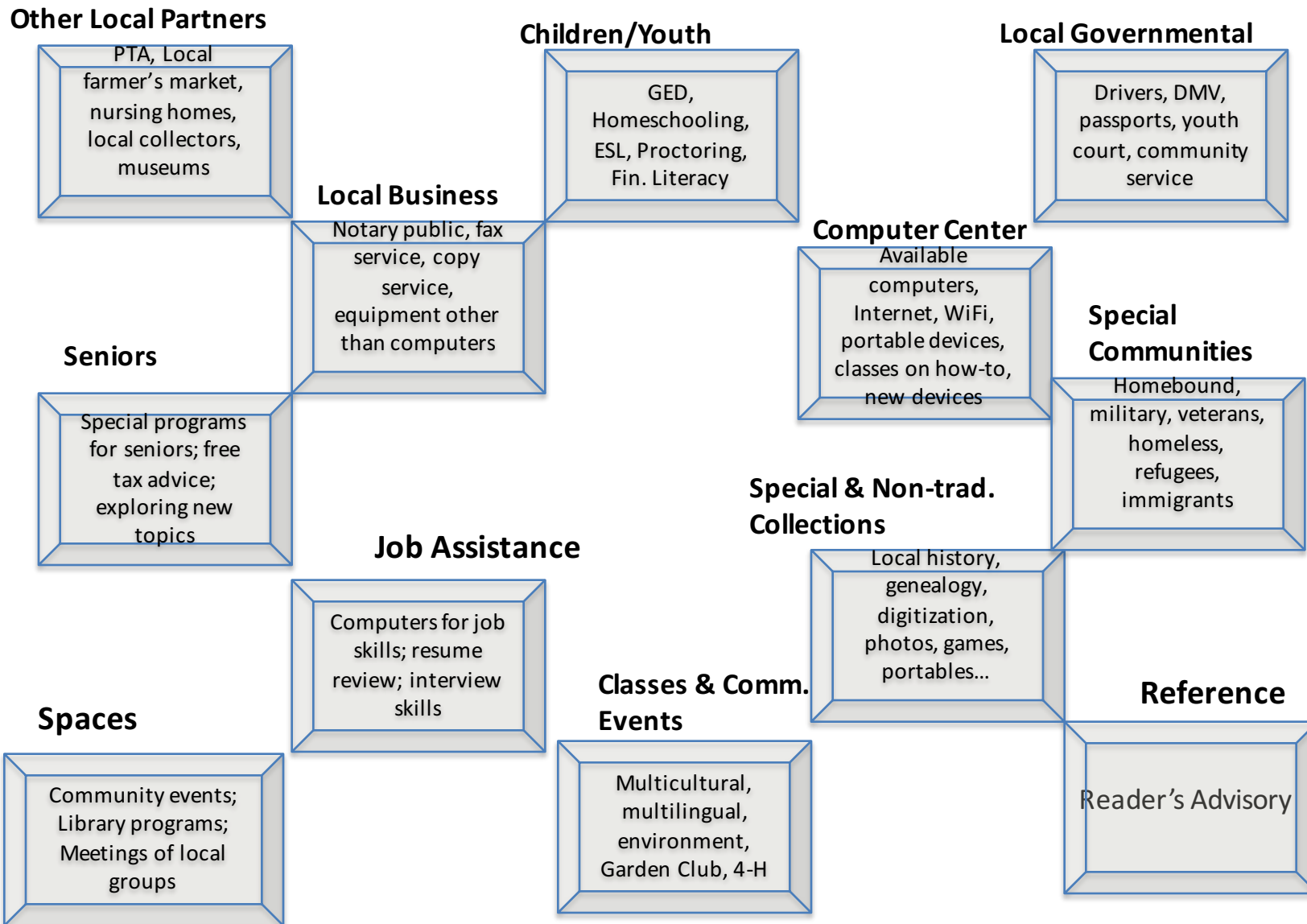
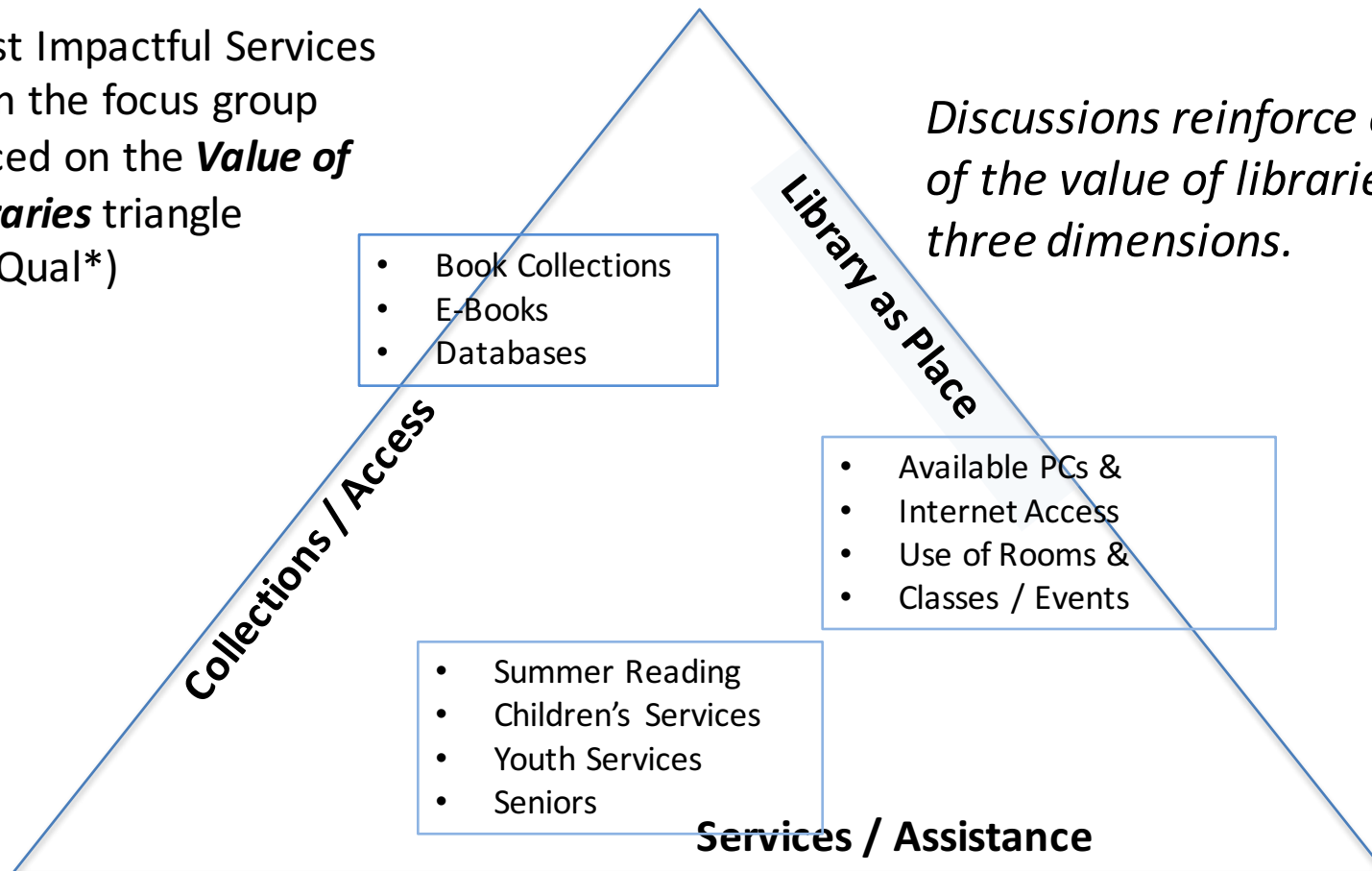


Chart #2: Library Value & Current Services

Most Impactful Services from the focus group placed on the **Value of Libraries** triangle (LibQual*)



Discussions reinforce our views of the value of libraries and its three dimensions.

*www.libqual.org

Chart #3: Current Services with Most Impact

Traditional services are still discussed as having the greatest impacts currently.

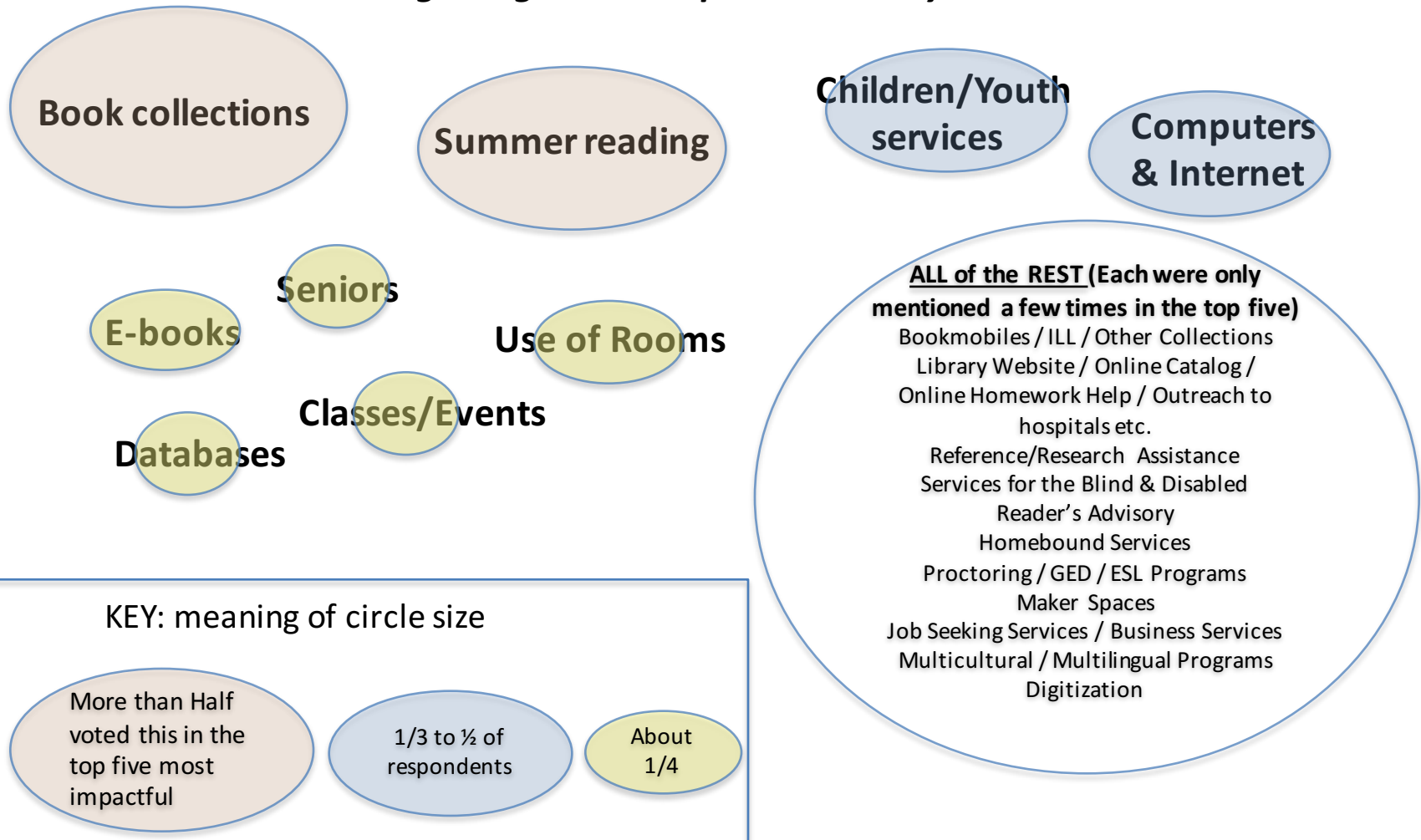


Chart #4: "Consensus" View of Library Impacts

Community (focus groups) and Users (survey) and Staff (survey)

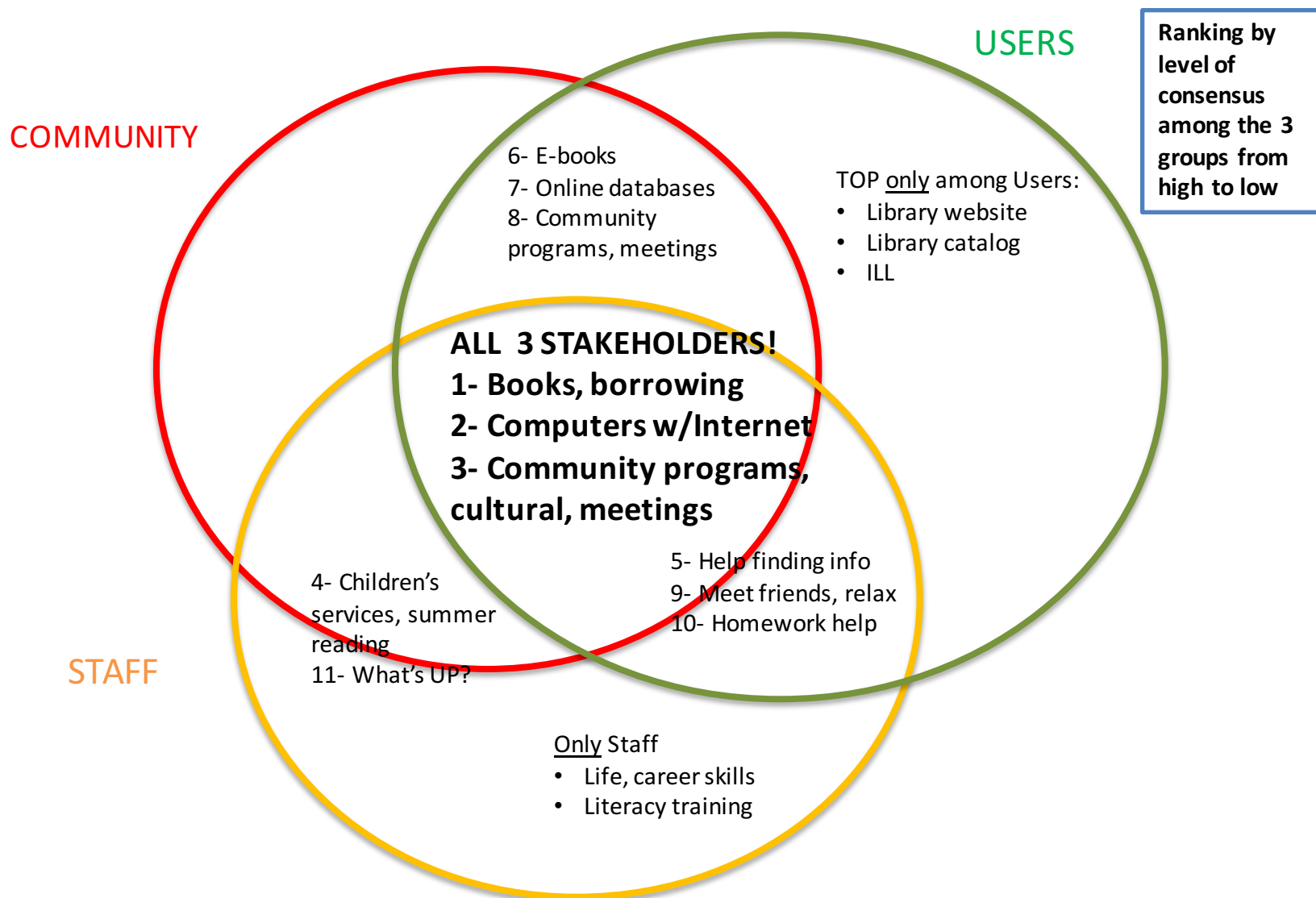


Chart #5: Most Important Future Services

New Services = Most involve partnerships with groups in the area.

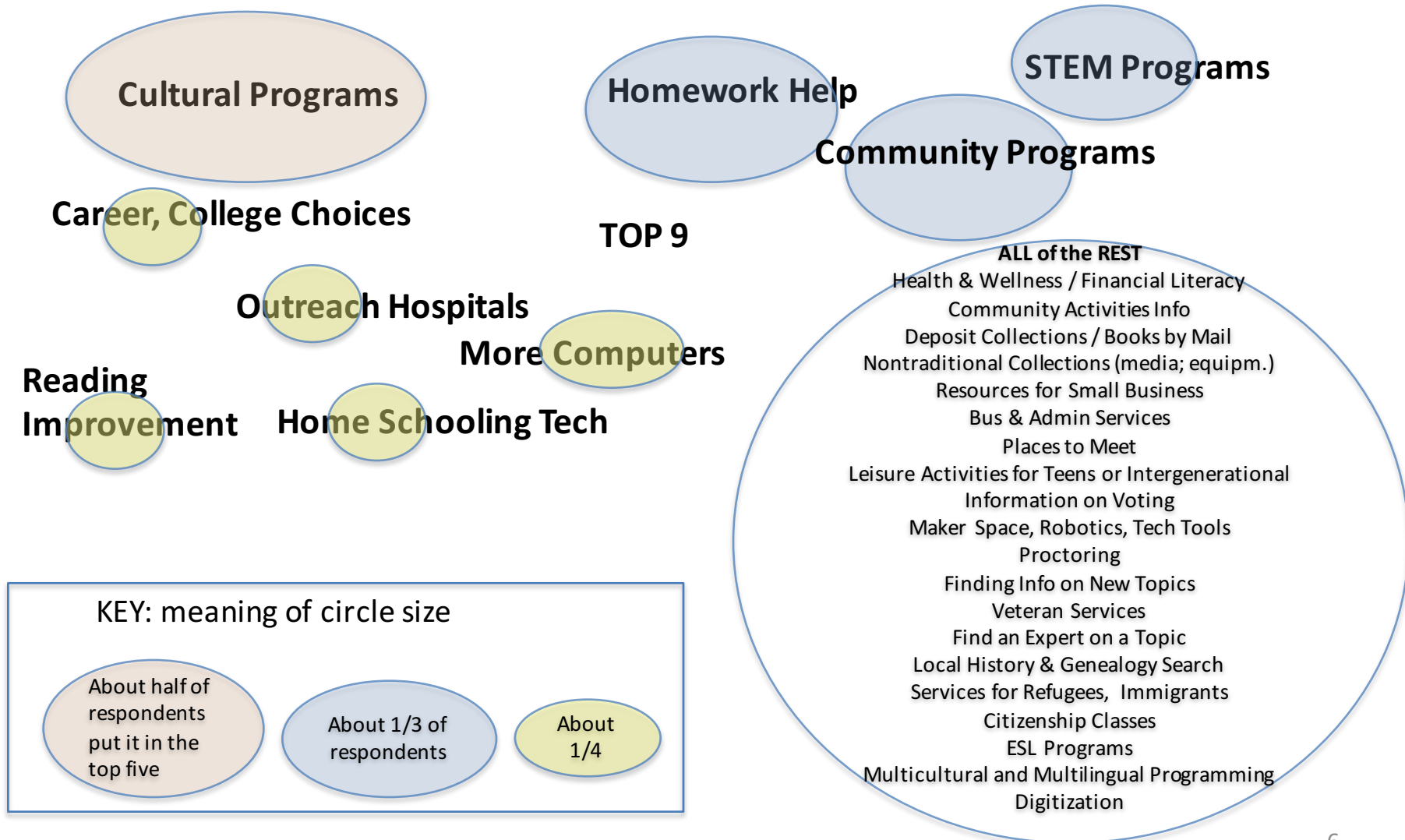


Chart #6: Partnering is Key for New Services

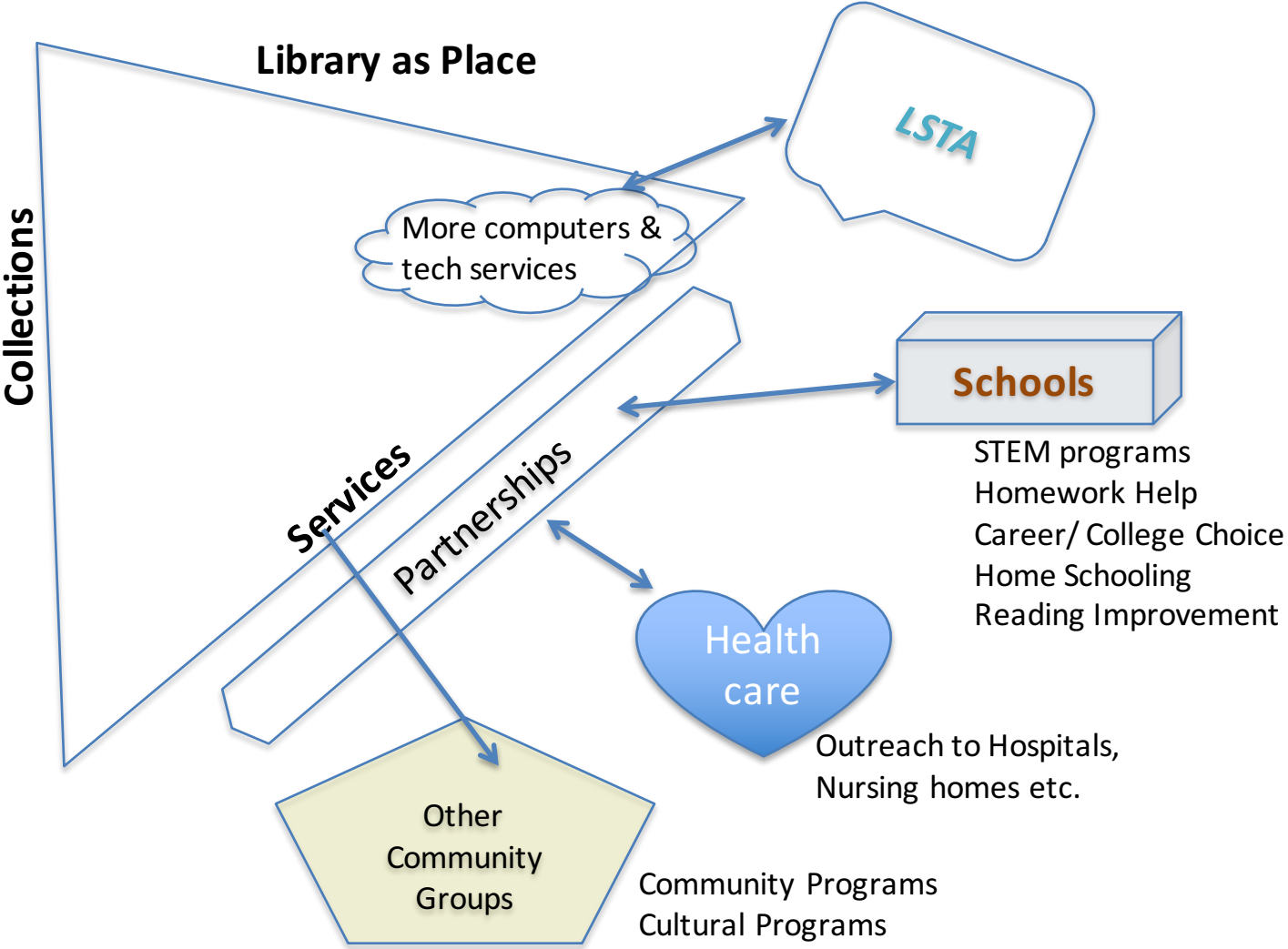


Chart #7: Overcoming Barriers

Barriers to Using Libraries

- Think it costs \$\$ to use (cultural barrier)
- Not allowed (immigrants)
- They only have books
- I'm not good at learning
- Not energized to seek

Not Aware or Incorrect Assumptions

- a. Advertise: "Yes, the library is still here!"
- b. Outreach: to immigrants, migrants, people from other cultures.
- c. Offer what they need! – ESL programs, Citizenship classes.
- d. Come -- Learning happens here.

- Felt spurned before
- Spanish-speaking
- "I will be a burden"
- Not a good reader
- Immigrants allowed
- Bad experience w/lost book, fines

Do Not Feel Welcome

- a. Train staff on customer service.
- b. Feel urgency to welcome and help.
- c. Use bilingual market materials.
- d. Promote Spanish-language collections.
- e. Create more comfortable, welcoming spaces.

- Technophobe
- Have own devices
- Library just "not cool"

Technology - Too Little or Too Much

- a. Host maker spaces.
- b. Use pop-up computer labs in the community.
- c. Host STEM programs.

- No transportation
- Limited hours
- Assume can't get card
- Google/Amazon easier
- "Little Caesar's it ain't"

Access Problems/ Perceptions

- a. Advertise everywhere.
- b. Use the word "free".
- c. Need to be more flexible and agile in offering new services.

Chart #8: Library Workforce Development

Which Sources of Training or Help Did You Use?

(in 2015 or 2016)

Percent of total # of respondents that said YES. n=463. (multiple response)

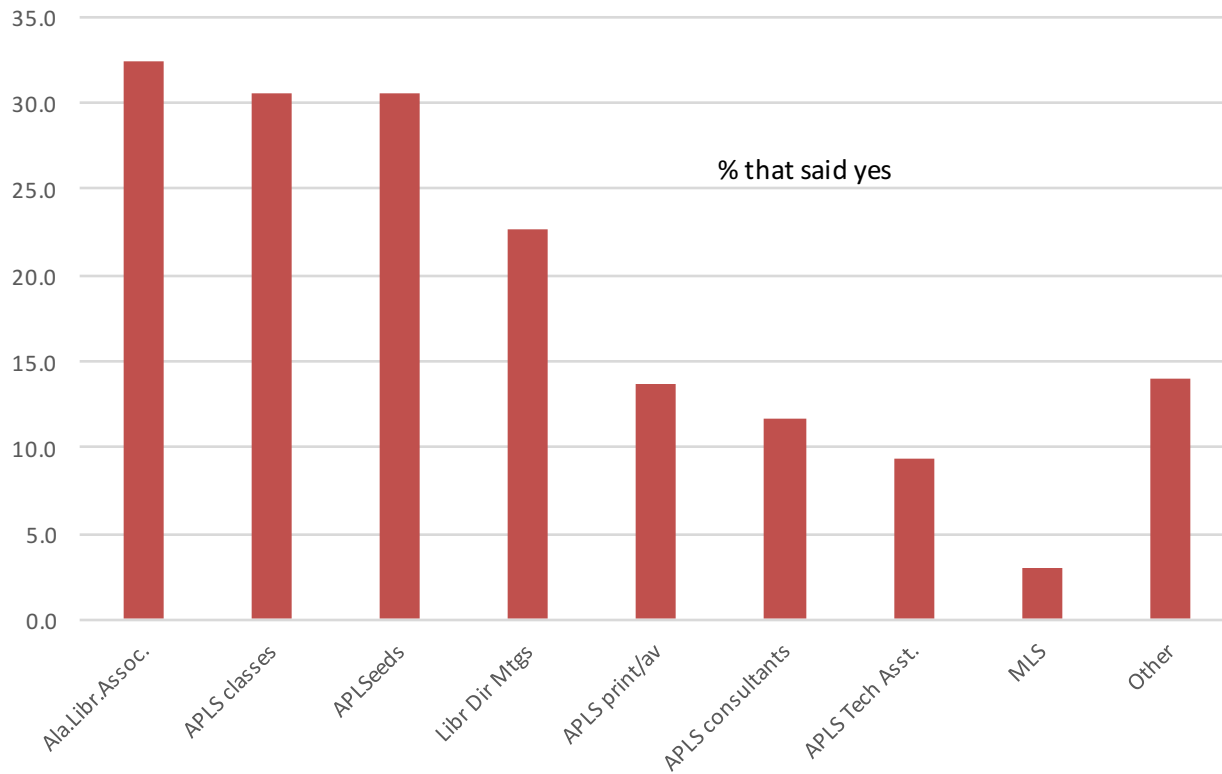


Chart #9: Library Workforce Development

And Which Skills Did You Acquire? (2015-2016)

Percent of Total; n=463 (multiple response)

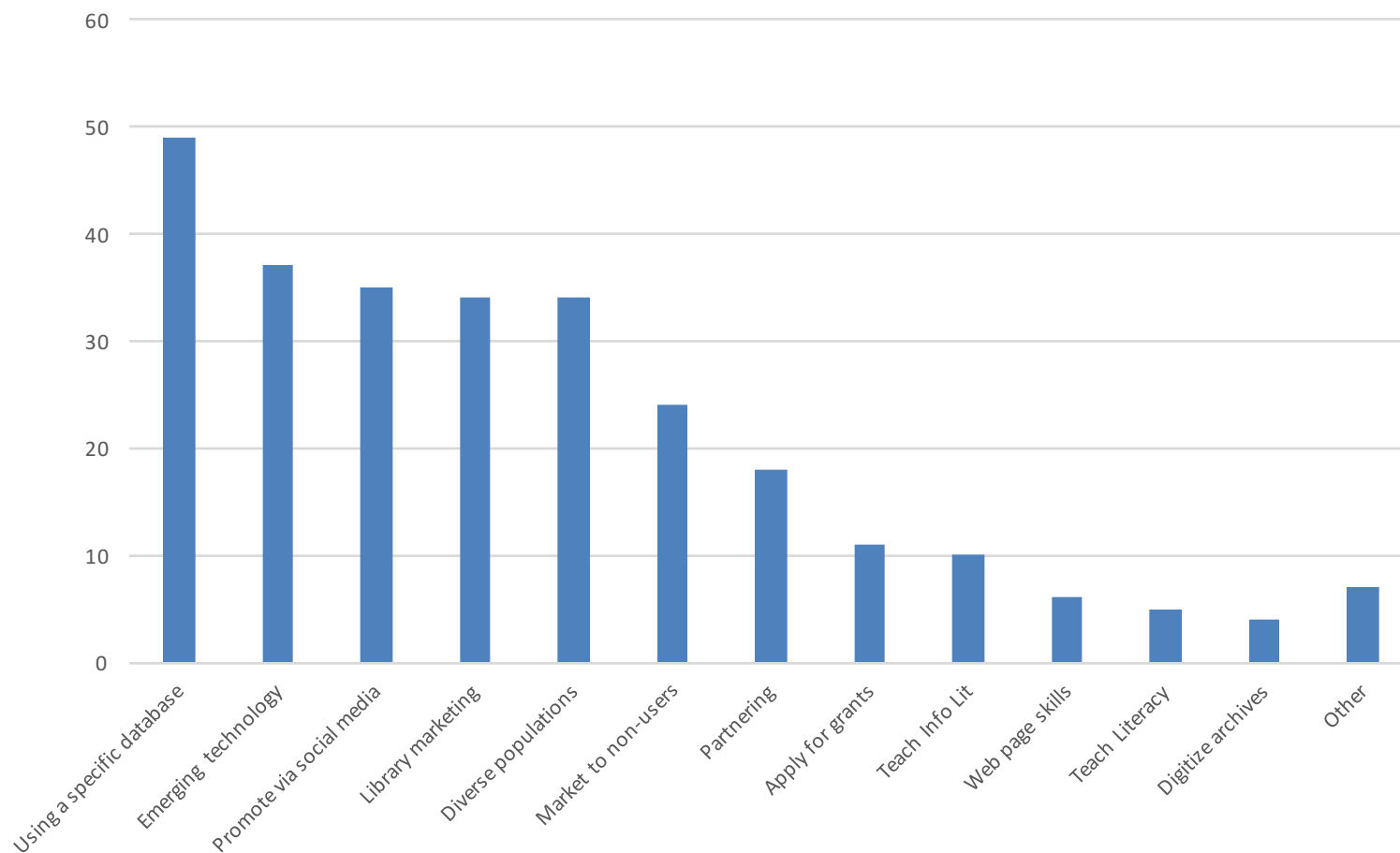


Chart #10: New Skills Acquired by Locale

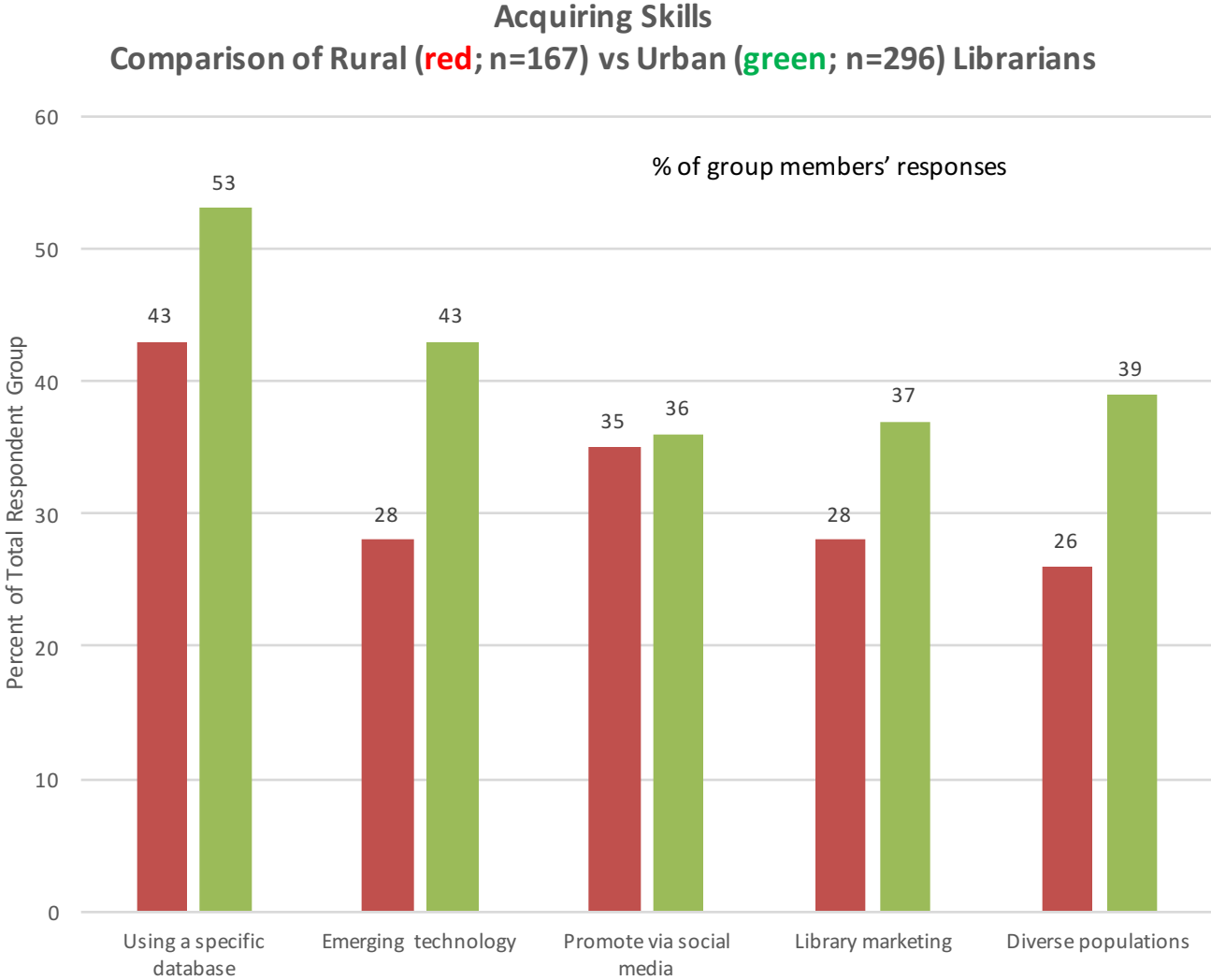
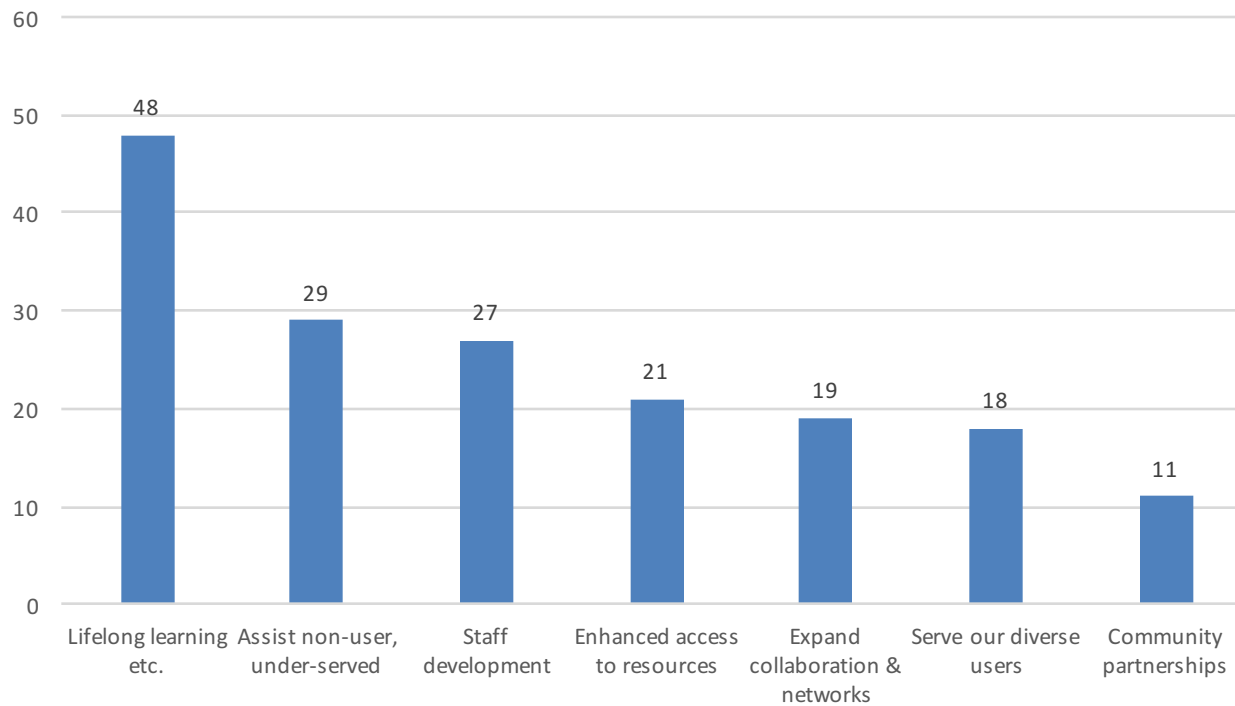


Chart #11: Staff Evaluation of LSTA Priorities

On the Staff Survey, respondents were asked to name their two priorities from among seven national goals that LSTA set for public library priorities in the next five years (2018-2022). Percent of total (n=463)

Of the 7 National Goals, What Are Your Top Two?
Staff survey; percent of total (n=463)



What Can APLS Do to Assist Alabama Libraries?

Staff Survey; n=463

Responses to open-ended question can be grouped into these suggested areas:

1. More training needed.
 - a. Suggested form of training: webinars
 - b. Suggested training topics include: computers, emerging technologies; continuing education; MLS curriculum; new trustees or directors
 - c. Suggested targets for training: staff at all levels
2. More funding overall and for training (plus info on training sources).
 - a. Grant applications
3. Local programming support.
 - a. For children, youth, teens; disabled, poor, underprivileged
 - b. On literacy, diversity, careers, children & youth
 - c. With partnerships and library as community center
4. More technology needed. Basics: more up-to-date computers
5. More marketing assistance. Advocacy, TV/radio, advertising

😊 Overall, there was **general praise for APLS** in helping libraries with resources, grants, training, teamwork, info sharing, and *APLSeeds*.

With a few suggestions: more frequent field visits, better communications, regional workshops, & more and enhanced consultations.

LSTA 2018-2022 Plan: Potential Focus

1. Services for diverse populations.
2. Importance of collections.
3. Barriers and lack of public awareness.
4. Library as place.
5. Library workforce development.