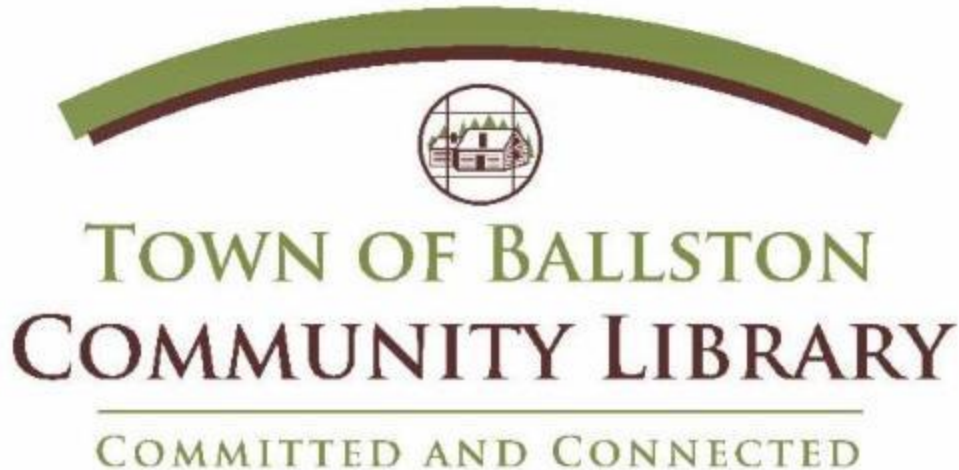


Town of Ballston Community Library

Strategic Plan

2017-2020



Mission Statement

The Town of Ballston Community Library shall develop and maintain facilities, resources, and services to meet the ongoing needs of all persons for education, personal enrichment, and recreation.

Community Vision

The Town of Ballston Library shall be the center of knowledge and life enrichment for all members of the growing community.

Commitment to Excellence

The library trustees will adopt policies to achieve long-range goals of recognition, support and sustainability for the library through excellent service, outreach and leadership.

Library Goals

1. **The Library will be relevant and sustainable. It will continue to play a significant role in the community, will embrace a leadership role and provide input for community planning and activities.**
2. **The Library building will be a comfortable, welcoming and well-maintained facility.**
3. **The Library will be financially sustainable with adequate resources and budget to enable it to maintain current high level of services to the community.**

Summary of the Planning Process

The Town of Ballston Community Library Board of Trustees took the initiative to update the library's 2013-2016 Plan through the work of the Board of Trustee Long Range Planning Committee, community survey, community focus groups, and facilitated meetings.

Focus Group Meetings were held in June, 2016 to develop the direction the library should take over the next 3 years, 2017-2020. Agenda items included:

- each participant's vision of the library
- an evaluation of the library's strengths and areas of opportunity
- potential action steps to meet goals discussed

All agreed that the library should continue to be a community gathering place. This expands the mission of the library beyond traditional library services.

Participants in these meetings also had a common vision of the library as a safe, comfortable location, suitable for enrichment and recreation, for all ages.

Survey results, conducted in the summer and fall of 2016, clearly show the support for current library programs and services.

Research Findings

Indicators Found via Focus Groups

Facilitated focus groups were held on June 16, 2016 with Board, Staff, and Community members. The library serves the Town of Ballston as well as the Town of Charlton and both communities were represented. The library is in the Town of Ballston and the majority of users and financial support is from the Town of Ballston, subsidized by an annual contract with the Town of Charlton.

Conversations were held to develop the direction the library should take over the next 3-5 years. This included the individual vision of the library, the strengths and opportunities and potential action steps to meet those goals.

The Town of Ballston has no “downtown center,” village green, or central market place. A need was identified for the library, with its location, visibility, convenience, and signage, to serve as a community gathering place. The library was recognized as a safe, comfortable gathering place for all ages.

Indicators found via Survey

Community surveys were distributed through the summer and fall of 2016.

Takeaways include:

- People are very satisfied with the service and products the library currently offers.
- The library is a very important community resource.
- All social media and other media outlets are needed to provide awareness of library services and programs (social networks and the internet as well as use of flyers, press releases and word of mouth.)
- Respondents were predominately over the age of 60, and comments from this group focused on increasing the comfort, lighting and shelf accessibility in the library.

Summary

The Town of Ballston Community Library is a safe, secure, central gathering place that is important to the community. The culture of the library is one where all users are welcome and their needs are valued.

The Board values the staff and the need to retain them by providing a good work environment, and competitive compensation. The Board supports current services for children and seniors and hopes to grow services for tweens, and working families, as well as future library users of all ages.

The location of the library reinforces its presence as a community hub. The library is convenient, accessible and has adequate parking. The helpful, well-trained, and friendly staff is very important to users.

Goals, Action Steps, and Measurements



GOAL 1

The library will be relevant, sustainable, and a center for enrichment for the community.

Action steps

- Continue to utilize the location of the library to increase visibility, recognition and brand awareness.
- Formalize a marketing strategy with monthly outreach using all media, ranging from traditional print newspapers and flyers to social media and online marketing, and reach beyond those in the “service area” to continue the demand for excellent programming.
- Increase recognition for existing partnerships, expand current partnering for programs and services. Utilize and track the outreach of partner organizations.
 - Identify library services and programs of interest to potential partner audiences.
 - Utilize multiple media outlets to reach larger target market.
 - Cross market library services to increase exposure to patrons.
 - Consider market partnerships with other libraries to expand library brand.
- Market specifically to new residents of the towns of Ballston and Charlton.

Build on current branding and marketing efforts to emphasize the positive impact that libraries have on the lives of community residents, the role of libraries in education, family life and life-long learning. Emphasize the positive impact the library has on both the Town of Ballston and Town of Charlton so residents will feel a sense of community and belonging.

Measurement

- Utilize the free Public Library Association survey product, *Project Outcome*, or a similar tool for measurement and assessment.
- Number of users and new users, changes in services to target populations
- Increases in the programs and services offered with a corresponding increase in attendance from the Town of Ballston and Town of Charlton
- New card holders



GOAL 2

The Library building will be a comfortable, welcoming and well-maintained facility.

Action steps

1. *Operations and maintenance of library facility*

- Clarify relationship with the Town of Ballston and consider feasibility of a Memorandum of Understanding (MOU) detailing roles and responsibility of Town and Library Board including both operation and maintenance of physical plant.
- Analyze facility operations budget and expenditures on a rolling five year basis in order to plan for future needs and increase efficiency.
- Review annual operations plan, schedule, and maintenance budget with the Town of Ballston.
- Identify repair and replacement funding sources for major systems.
- Review cost-savings and energy-efficiency potentials.
- Identify appropriate size and specifications, cost and potential funding source of an emergency generator.

Measurement

- Monthly building operating and maintenance budget in place
- Availability of power and associated services in emergency situation

Action steps

2. *Library Use*

- Use survey responses and staff suggestions to prioritize enhancements to the building including lighting, furniture, and accessibility.
- Explore options for enhancing the young adult space and programming.
- Review and consider changing hours to accommodate different times and days of operation.
- Take advantage of proximity to schools in consideration of marketing and outreach for programming and new program planning.
- Increase marketing and awareness of available library space for town wide events, presentations and group meetings.

Measurement

- Informal comments concerning ease of use, increase in in-house use by young adults, outside groups
- Informally survey, track, and measure impact.

Action steps

3. *Maintain current high quality of staff, services, and programs*

- Utilize SALS training and library training websites for staff development.
- Provide staff training goals and compensation scales with clear targets and incentives.
- Work actively toward providing competitive wages and benefits.
- Provide individual control over work areas.
- Clarify use of public spaces and public meeting rooms.

Measurement

- Customer satisfaction survey comments
- Staff retention
- Development of policies governing use of library space for tutoring, individual and group meetings as well as quiet activities



Goal 3

The library will be financially sustainable with adequate resources and budget for staffing needs, services and facility.

Action Steps

Resource Development

- Seek out and apply for relevant grants.
- Solicit donations.
- Partner with community organizations, businesses and individuals incorporating their interests.
- Reach out to current library users from Ballston and Charlton to assist in the promotion of the library and provide them with the advocacy tools they need.

Friends of the Library

- Welcome Friends to Library Trustees Board meetings and encourage that their voice be heard in library discussions.
- Identify ways to show greater appreciation and recognition for Friends support of library goals.

Measurement

- Number of grant applications
- Increased participation of Friends at Library meetings and functions

ADDENDUM

FOCUS GROUP SUMMARY

Survey results are available upon request

Town of Ballston Community Library

Focus Groups, June 16, 2016

Focus Group Meetings were held in June, 2016 to develop the direction the library should take over the next 3 years, 2017-2020. The agenda included:

- the individual vision of the library as institution
- the strengths and opportunities facing the library
- potential action steps to meet goals discussed

All agreed on the need for a community space for the Town of Ballston and sense of downtown center. There is a generally accepted vision of the library as a safe and comfortable gathering place for all ages. In addition, there is a universal sense that residents of both Ballston and Town of Charlton are unaware of all the excellent services and programs that the library currently provides.

Town of Ballston Community Library Board Members

Vision: The Town of Ballston Community Library is a safe, secure central gathering place of importance to the community.

Values: The Board highly values the staff and the need to retain them, values the support and services provided for children and seniors.

Concerns: There is a growing concern over *fiscal sustainability*. The Town of Charlton has decreased their support, with the current costs of operations increasing. Future impact of increased minimum wage and repair and operation of the physical plant adds to the cost burden. Another concern expressed was their *ability to maintain Library physical plant*. All wanted a clear memo of understanding with the Town delineating responsibility for the building, security issues and cost.

Library Needs and Growth Areas:

- year round services for teens and young adults, ages 12-30.
- Increased community outreach, publicity and positive branding of the library
- increase engagement / relationship with Friends of the Library
- clarify MOU with Town concerning building facility

Opportunities:

- Programming for high school students to read with young children
- Partnering with school music program for student community service credit
- Outreach programs for greater engagement of Charlton residents promoting music, Friends coffees in Charlton, grow book talk programs in evening hours.
- Partnering to increase variety and audience for programs both in Charlton and at the library: collaborate with book store for author talks, businesses that offer painting classes, craft classes, candle workshop, increase the use of community rooms for existing organizations so that the library is a gathering place for all and becomes a community hub.

Town of Ballston Community Library Staff

Vision: The library is a welcoming place offering great programming and individualized service

Values: The staff highly values the ability to provide personal service and programming for all age groups

Concerns, Needs and Growth areas

- There is a service gap for users *30 to 50 years of age*. The staff felt this demographic is hard to capture since they are very involved in their family life, work and school obligations.
- Changes in the library building has resulted in areas that lack illumination. Staff indicated the need for better lighting, easier ways to find popular materials, and more inviting places to sit and read.

Opportunities:

- Programming featuring speakers and authors, historical programs, museum passes,
- New tech/ equipment available to tweens and young adults for individual use
- Increased instruction on use of e-content and device transfer for adults
- Communications:
 - Expand outreach currently used for children's programs for adult programming
 - Greater visibility of in house flyers and use of media
 - Expand ease of use on website
- Greater advertising for new acquisitions
- Utilize Electronic sign as much as possible

Comments from the Director- Continue to communicate that the library values people, values new ideas and can accommodate change. Advance the engagement of community leaders so they regard the library as an important community resource.

Community Members

Two residents of Charlton attended who were library users, one woman in her 20s who uses the book program, and one retired business man. Town of Ballston residents included a non user and new resident senior who attends book programs, a working mother involved with the Town, a new resident with teens, a business owner and school librarian.

Vision and Strengths of the Library:

- The *location* of the library next to the school reinforces its presence as a community hub. Having the holiday tree lighting there is a positive example of a gathering place for community residents. The library is convenient with good parking.
- *Staff* is friendly and helpful

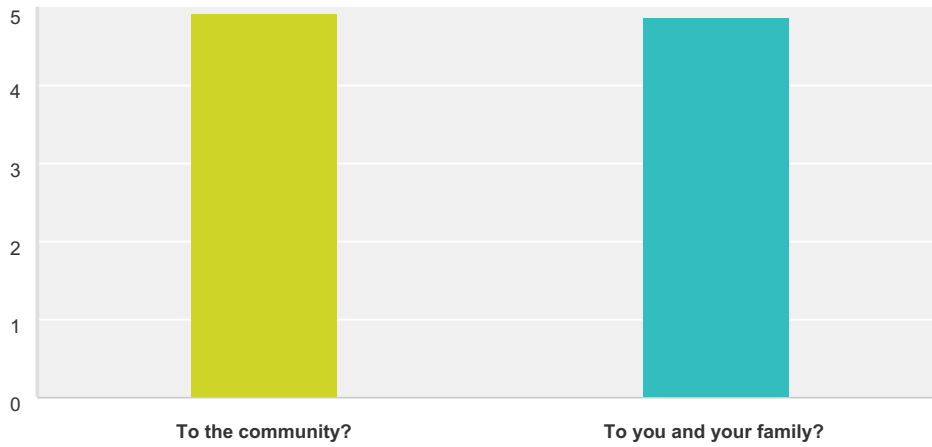
Opportunities:

- The number of Charlton users are increasing and new residents include professionals, who are likely to value the library.
- The library has many positive programs and services to promote and should use all available media.
- The area contains many types of community groups for cross programming to capture different users and expand outreach.
- The library space for young adults can be used for teen only movies and events, and can be transformed into a “bookstore like” area
- Proximity to school for student volunteers
- Space for community meetings and gatherings such as Community Vision Presentation

All welcomed the opportunity to provide input and direction for the Town of Ballston Community Library planning process.

Q1 How important is the library?

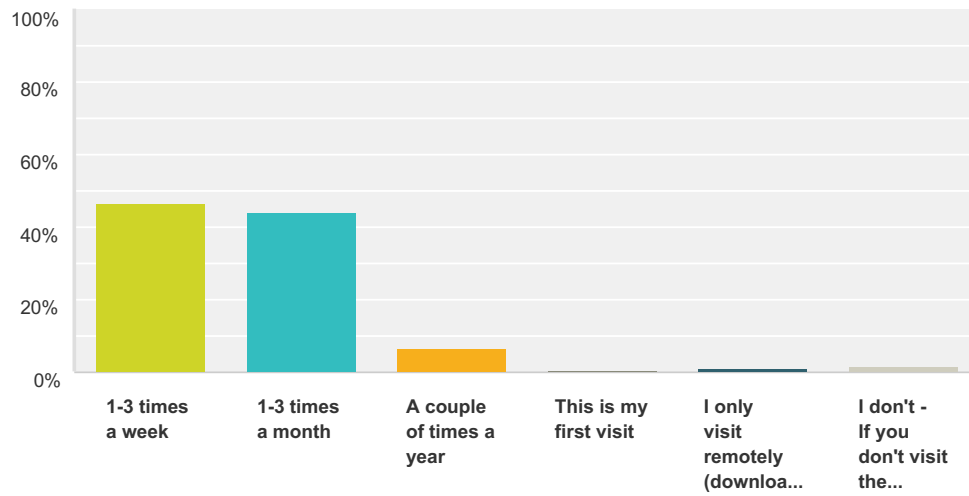
Answered: 223 Skipped: 0



	Not at all important	Not very important	Neutral	Somewhat important	Very important	Total	Weighted Average
To the community?	0.00% 0	0.00% 0	0.45% 1	6.31% 14	93.24% 207	222	4.93
To you and your family?	0.00% 0	0.00% 0	1.84% 4	8.29% 18	89.86% 195	217	4.88

Q2 How often do you visit the Town of Ballston Community Library?

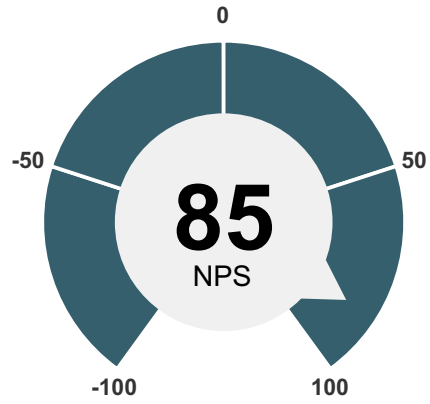
Answered: 223 Skipped: 0



Answer Choices	Responses
1-3 times a week	46.64% 104
1-3 times a month	43.95% 98
A couple of times a year	6.73% 15
This is my first visit	0.45% 1
I only visit remotely (downloadable audio-books and e-books)	0.90% 2
I don't - If you don't visit the library, what would entice you to change that?	1.35% 3
Total	223

Q3 How likely is it that you would recommend the library to a friend or colleague?

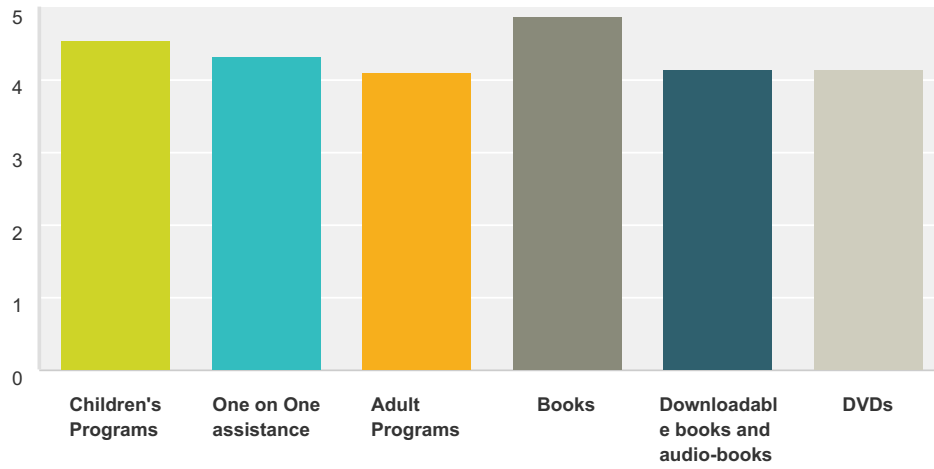
Answered: 221 Skipped: 2



Detractors (0-6)	Passives (7-8)	Promoters (9-10)	Net Promoter® Score
1% 3	12% 27	86% 191	85

Q4 How important are the following services provided by the library?

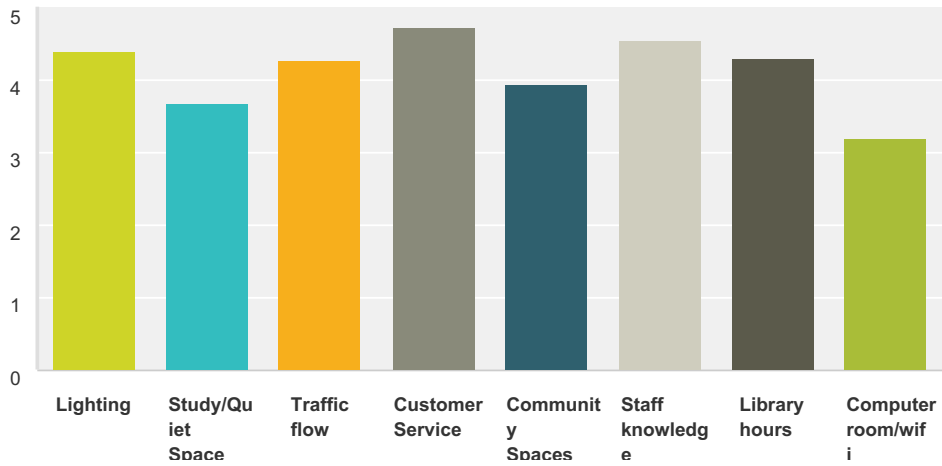
Answered: 221 Skipped: 2



	Not at all important	Not very important	Neutral	Somewhat important	Very important	Total	Weighted Average
Children's Programs	3.20% 7	0.46% 1	8.22% 18	15.07% 33	73.06% 160	219	4.54
One on One assistance	0.93% 2	2.78% 6	13.89% 30	27.78% 60	54.63% 118	216	4.32
Adult Programs	1.40% 3	3.72% 8	21.86% 47	30.23% 65	42.79% 92	215	4.09
Books	0.00% 0	0.00% 0	0.92% 2	11.01% 24	88.07% 192	218	4.87
Downloadable books and audio-books	2.80% 6	4.21% 9	16.36% 35	29.44% 63	47.20% 101	214	4.14
DVDs	1.40% 3	4.21% 9	14.49% 31	37.38% 80	42.52% 91	214	4.15

Q5 How would you rate the following?

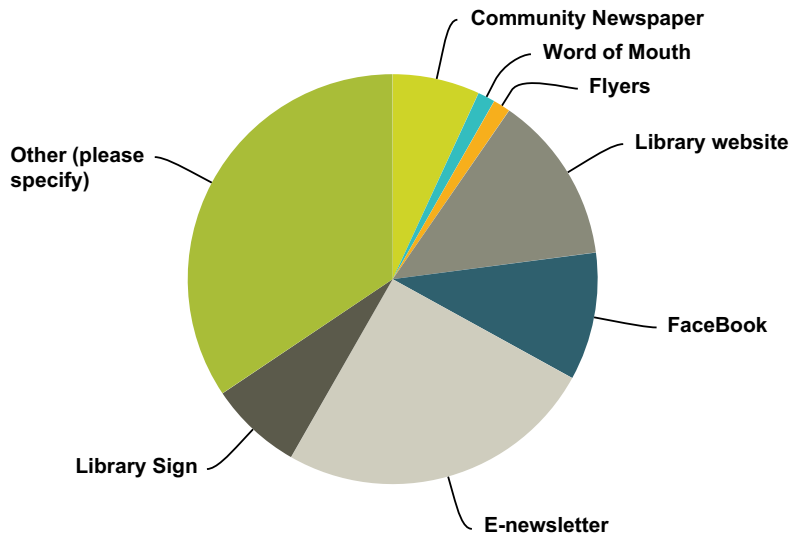
Answered: 218 Skipped: 5



	Excellent	Good	Fair	Poor	I don't know/use	Total	Weighted Average
Lighting	52.53% 114	41.47% 90	2.76% 6	0.92% 2	2.30% 5	217	4.41
Study/Quiet Space	34.72% 75	37.04% 80	7.41% 16	3.24% 7	17.59% 38	216	3.68
Traffic flow	42.79% 92	47.91% 103	6.51% 14	0.47% 1	2.33% 5	215	4.28
Customer Service	80.18% 174	15.21% 33	3.23% 7	0.00% 0	1.38% 3	217	4.73
Community Spaces	43.87% 93	35.85% 76	5.66% 12	0.47% 1	14.15% 30	212	3.95
Staff knowledge	69.34% 147	23.58% 50	2.83% 6	0.00% 0	4.25% 9	212	4.54
Library hours	43.06% 93	45.37% 98	9.72% 21	1.39% 3	0.46% 1	216	4.29
Computer room/wifi	33.80% 72	27.23% 58	1.41% 3	0.00% 0	37.56% 80	213	3.20

Q6 What is the best way to let you know about library events?

Answered: 218 Skipped: 5



Answer Choices	Responses	
Community Newspaper	6.88%	15
Word of Mouth	1.38%	3
Flyers	1.38%	3
Library website	13.30%	29
FaceBook	10.09%	22
E-newsletter	25.23%	55
Library Sign	7.34%	16
Other (please specify)	34.40%	75
Total		218

Community Survey 2016

Q7 What do you like most about the library?

Answered: 193 Skipped: 30

#	Responses	Date
1	Friendly people who work there	11/13/2016 6:09 PM
2	I can go there or order items on-line and save money on purchasing or possibly see if it's something I like before purchasing. I also like having access to books for sale on a regular basis, as well as the larger book sales that happen every so often.	11/13/2016 5:19 PM
3	I use it as a study space, I like the environment.	11/3/2016 6:40 PM
4	location movie check out time length	10/13/2016 6:50 PM
5	Beautiful and friendly for all ages	10/12/2016 10:54 AM
6	Well run, knowledgeable people.	10/6/2016 6:36 PM
7	accessibility and programs	10/6/2016 6:27 PM
8	Very friendly Staff. Love that you can pick up Field Goods at the Library.	10/6/2016 6:25 PM
9	location	10/6/2016 5:09 PM
10	Programs Love the Memoir Class!	10/6/2016 4:43 PM
11	Books	10/6/2016 3:48 PM
12	Writing class ; friendly staff.	10/6/2016 2:53 PM
13	memoir class	10/6/2016 2:50 PM
14	The staff is so helpful - so quick to point out new programs, DVD's or book - they know is a subject I'm interested in !!	10/6/2016 2:37 PM
15	Everything!	10/5/2016 1:00 PM
16	I like the variety of books.	10/5/2016 11:41 AM
17	I like the verity of books	10/5/2016 11:36 AM
18	Free programs especially memoir class	10/5/2016 11:32 AM
19	close to home Email & when books are due.	10/5/2016 11:24 AM
20	Conviently located. Ease of reserving materials. STAFF!!!	10/5/2016 11:14 AM
21	Holding senior classes.	10/5/2016 10:58 AM
22	Great customer service - Great resources -New book-selection is good-however additional copies - of best sellers would be nice.	10/5/2016 10:55 AM
23	Books and audiobooks.	9/22/2016 10:21 PM
24	Quiet, Friendly, Imformative.	9/22/2016 3:38 PM
25	focus on children	9/22/2016 3:28 PM
26	focus on children	9/22/2016 3:14 PM
27	Friendly, knowledgeable staff. Big selection of books, etc. to choose from.	9/22/2016 11:58 AM
28	The knowledge and helpfulness of the Staff.	9/21/2016 3:25 PM
29	Children's area.	9/21/2016 1:30 PM
30	Selection of fiction. Judy's book club.	9/21/2016 1:21 PM
31	The friendly staff and great selection of Books, DVD's.	9/21/2016 1:07 PM
32	Good selection for size	9/21/2016 12:49 PM
33	availibility	9/21/2016 12:46 PM

Community Survey 2016

34	children's programs	9/21/2016 12:42 PM
35	Children's programs	9/21/2016 12:37 PM
36	children's programs	9/21/2016 12:19 PM
37	Kid's programs	9/21/2016 11:54 AM
38	Children's Programs, Staff.	9/21/2016 11:33 AM
39	Story hours, music time.	9/21/2016 10:57 AM
40	the expansive audio book collection	9/20/2016 8:49 PM
41	The children's programs for my toddler, nice variety of books and DVDs for borrowing.	9/20/2016 5:32 PM
42	Helpful staff, variety of items available.	9/18/2016 12:20 PM
43	small town feel	9/17/2016 12:15 PM
44	The workers friendly and helpful. Summer reading program.	9/16/2016 3:20 PM
45	Children's programs	9/15/2016 3:54 PM
46	friendliness of staff	9/15/2016 3:50 PM
47	The children's programs	9/15/2016 11:43 AM
48	New titles available quickly	9/14/2016 10:16 AM
49	Friendly	9/13/2016 11:12 AM
50	Sense of community and the book and magazine selection	9/11/2016 9:32 PM
51	I Get into A lot of differant books I don't normally Read-Also I like looking at the magazines	9/8/2016 4:26 PM
52	The great Books	9/8/2016 4:07 PM
53	Great Staff.	9/8/2016 3:59 PM
54	Location, friendly.	9/8/2016 3:56 PM
55	Staff + Books.	9/8/2016 3:54 PM
56	location	9/8/2016 3:20 PM
57	Convenience Staff	9/8/2016 3:15 PM
58	Judy created and outstanding collection of audio books and provided great recommendations - Best in the area!	9/8/2016 3:07 PM
59	The service and the abundance of materials	9/8/2016 3:02 PM
60	We love the library!	9/8/2016 2:57 PM
61	The adult Monday evening Book Club.	9/8/2016 2:54 PM
62	Real Books.	9/7/2016 3:55 PM
63	Ease of use, helpful staff.	9/7/2016 3:45 PM
64	Karen-very nice and helpful.	9/7/2016 3:32 PM
65	Audio Books	9/7/2016 3:18 PM
66	Free books and DVD's to borrow.	9/5/2016 9:52 PM
67	Staff is so helpful	9/5/2016 12:35 PM
68	Friendly people, good amount of room to sit. Decent selection of books and online resources	9/5/2016 10:53 AM
69	DVDs	9/3/2016 9:28 PM
70	Museum passes and ebooks and children books	9/3/2016 2:32 AM
71	The better selection in the recent year or two of new books, fiction and nonfiction, and dvds.	9/2/2016 9:24 PM
72	Intra-library loan for books on topics that may not be readily available locally, but not sure if the book/resource is worth investing in.	9/2/2016 8:44 PM
73	The staff has always been extremely helpful.	9/2/2016 8:39 PM

Community Survey 2016

74	Location	9/2/2016 8:28 PM
75	Convenience	9/2/2016 5:30 PM
76	It has books. Lots and lots of books.	9/2/2016 5:19 PM
77	It is so easily accessible and I love that you have a big selection of large print. I also love that you allow the children to be children in their room.	9/2/2016 4:23 PM
78	The book sale section. I like to own my books.	9/2/2016 3:32 PM
79	I think the children's room is one of the best I've seen. The way the books are displayed and the kindness of everyone working there make it such a positive place for children to learn and to become engaged and dedicated readers for life.	9/2/2016 12:19 PM
80	Interlibrary loan and being in the Southern Adirondack Library System. I like that I can check out and return material from any library in the system. Also I like the ability to get Kindle books and movies at no cost.	9/2/2016 7:00 AM
81	Staff	8/31/2016 7:53 PM
82	Friendly	8/31/2016 11:17 AM
83	Friendly atmosphere.	8/31/2016 11:14 AM
84	Service from Staff/Wi-Fi/ Computing/ IT services	8/31/2016 10:49 AM
85	Staff, ambiance.	8/31/2016 10:44 AM
86	Overall it is a great library with an improved environment, helpful staff and strong book collection. The museum passes are fantastic!	8/30/2016 9:08 AM
87	I really appreciate: the location in BH, the friendly smiling staff, the books, inter-library loan service, the displays in glass case near door, and the gardens.	8/29/2016 4:33 AM
88	Community service	8/27/2016 8:01 PM
89	This is a library that people definitely make use of and value. I also see many folks bringing their kids to the library, which is a very good thing because this is an important part of educating them!	8/26/2016 10:34 AM
90	Children's programs	8/25/2016 8:35 PM
91	That we have this wonderful resource	8/25/2016 5:18 PM
92	Staff and selection and ease of use.	8/25/2016 4:31 PM
93	The friendly knowledgeable staff and the adult and children programs.	8/25/2016 9:28 AM
94	small town comm. library	8/24/2016 10:46 AM
95	The community and the resources.	8/24/2016 10:42 AM
96	People are helpful and friendly.	8/24/2016 10:24 AM
97	Friendliness. Not too big. Convenient.	8/22/2016 3:30 PM
98	Everything!	8/22/2016 1:46 PM
99	2 week DVD rental	8/22/2016 11:25 AM
100	Great staff, audiobook selection.	8/21/2016 5:38 PM
101	Everything. I am a real fan. Hard to pick one thing but I was first attracted by the large selection of audio books. Book selection is also great and, of course, the personable and knowledgeable staff.	8/20/2016 12:22 PM
102	Libraries overall are one of the best uses of our various tax dollars. This is especially true about this library.	8/20/2016 9:32 AM
103	The community feel. The feeling that everyone is equal when I come in.	8/20/2016 7:11 AM
104	The feeling of community	8/19/2016 9:06 PM
105	Access to a large number libraries friendliness of staff helpfulness of staff	8/19/2016 5:26 PM
106	Very large selection of large type books. Also, good selection of newly released books.	8/19/2016 2:50 PM
107	Good selection of books. Borrowing from other libraries is easy. I like that there are programs for a wide variety of interests. Staff is friendly and helpful.	8/19/2016 8:36 AM
108	The annual book sales, which are fun treasure hunts (and thanks to whoever donates all those great puzzles with adult-appealing themes and all the pieces there). Plus, I especially like your biography section.	8/18/2016 5:00 PM

Community Survey 2016

109	Friendliness.	8/18/2016 4:21 PM
110	Wonderful to have so close to home. Very nice recent improvements.	8/18/2016 4:09 PM
111	Staff.	8/18/2016 3:55 PM
112	It's availability in location and product.	8/18/2016 2:46 PM
113	Staff knowledge.	8/18/2016 2:25 PM
114	the people in the Library- they are Friendly, quick-knowledgeable. Always Ready to help you.	8/17/2016 12:37 PM
115	Variety of items - Books, E-books, Audio, Video.	8/17/2016 12:25 PM
116	The people and the kid's corner.	8/17/2016 12:07 PM
117	Books, CD's, Play Along's.	8/17/2016 12:04 PM
118	People.	8/17/2016 11:24 AM
119	Location/ easy parking, easy building access.	8/17/2016 10:18 AM
120	The selection of books is very good and even if it's not available, it's very easy to request a book using your website. The website is excellent.	8/17/2016 9:59 AM
121	online resources are great, I can order books and pick them up once they arrive	8/16/2016 7:29 PM
122	The welcoming atmosphere, the enthusiasm of the staff. The assortment of reading material.	8/15/2016 3:43 PM
123	Location. Ability to manage books etc., online.	8/15/2016 11:56 AM
124	very clean. friendly.	8/15/2016 11:43 AM
125	books and librarians.	8/15/2016 11:10 AM
126	Book Club	8/15/2016 10:09 AM
127	The helpful staff members, the children's room and variety of programming	8/13/2016 6:51 PM
128	Children's programs, downloadable books	8/13/2016 6:26 PM
129	Adult and children programs	8/12/2016 1:43 PM
130	I enjoy coming to check out books or pick up books that I have requested. Checking out books/ DVDs is what I primarily use the library for.	8/11/2016 11:57 PM
131	Programs.	8/11/2016 7:45 PM
132	Structure, organization.	8/11/2016 7:35 PM
133	Convenient location.	8/11/2016 7:27 PM
134	Range of NF & F books.	8/11/2016 7:02 PM
135	Books, Help.	8/11/2016 6:59 PM
136	Location, cleanliness, sense of order, areas provided for quiet reading, work, etc., availability of staff to help, etc.	8/11/2016 5:27 PM
137	The books of course!	8/11/2016 4:56 PM
138	the many, many books.	8/11/2016 3:35 PM
139	The quiet, choices of material, the smell of books, assistance.	8/10/2016 7:09 PM
140	Friendly and helpful staff	8/8/2016 12:43 PM
141	The friendliness of the staff and the quiet atmosphere.	8/6/2016 1:20 PM
142	- Staff - Book Selection	8/6/2016 1:14 PM
143	Computer room, DVD's, Recent non-fiction.	8/6/2016 11:26 AM
144	Staff! Kind, knowledgeable, and helpful!	8/6/2016 10:54 AM
145	The warm environment.	8/6/2016 10:39 AM
146	close...handy	8/6/2016 1:32 AM
147	Staff, selection of materials	8/5/2016 8:06 PM

Community Survey 2016

148	I go to the Burnt Hills library even though I have another library closer to me. I like knowing the people who work there, the warmth and friendliness. I really like being able to ask for a new author and have a person who knows what I like to read.	8/5/2016 9:37 AM
149	inter library loan	8/4/2016 11:27 PM
150	Everything!	8/4/2016 10:39 PM
151	Being able to reserve books using the website.	8/4/2016 8:29 PM
152	Access to Adult, Children, and YA books	8/4/2016 7:49 PM
153	The friendly community atmosphere. Museum passes. Books and recorded books	8/4/2016 7:17 PM
154	We love the children's area!	8/4/2016 7:15 PM
155	Books!!	8/4/2016 7:12 PM
156	Sense of community and love of books.	8/4/2016 7:04 PM
157	Variety of the types of media and books.	8/4/2016 6:51 PM
158	Accessibility to resources and customer service.	8/4/2016 6:45 PM
159	Books and the staff.	8/4/2016 6:20 PM
160	The books.	8/4/2016 6:14 PM
161	We are incredibly close and the children's area has more than enough to keep my children engaged	8/4/2016 5:37 PM
162	being able to check out books	8/4/2016 5:15 PM
163	Central location Ease of access Size of collections (not too overwhelming) Neighborhood feel	8/4/2016 10:57 AM
164	Summer reading challenge and helpful staff	8/3/2016 6:52 PM
165	The staff - that was easy. We like the sense of community, and the relationships we have developed with multiple librarians over the years.	8/3/2016 5:08 PM
166	Our books and interlibrary loan system are wonderful resources. I enjoy requesting and renewing books online. I also enjoy taking out children's books for my grandchildren.	8/2/2016 8:43 PM
167	great location	8/2/2016 3:54 PM
168	Books.	8/2/2016 2:11 PM
169	Friendliness of the staff, availability of many resources, inter-library loan system.	8/1/2016 11:27 AM
170	Friendly staff Choice of books to borrow. Book Group	7/31/2016 12:45 PM
171	Variety of materials.	7/31/2016 12:01 AM
172	Staff	7/30/2016 8:56 PM
173	Location and customer service	7/30/2016 5:08 PM
174	The staff, the collection, and the environment.	7/30/2016 10:58 AM
175	I like going into the library and being greeted by people I know. I adore Judy. She is the reason I kept going to this library. I like the friendly service and the help I get when needed.	7/30/2016 7:54 AM
176	Children's programming	7/30/2016 12:55 AM
177	I like the selection of books and the ability to use WiFi.	7/29/2016 9:47 PM
178	Kids books and activities.	7/29/2016 9:17 PM
179	Bookclub shelf; these are the best books in the library!	7/29/2016 8:47 PM
180	People are great and there is a great selection of books and movies...	7/29/2016 5:47 PM
181	Children's program & room	7/29/2016 5:22 PM
182	Great staff, good selection of books	7/29/2016 5:07 PM
183	The people and the welcoming atmosphere.	7/29/2016 4:50 PM
184	Audiobooks	7/29/2016 4:35 PM

Community Survey 2016

185	We really like the preschool/toddler programs and the downloadable books.	7/29/2016 4:30 PM
186	Recently published books and excellent film selection.	7/29/2016 12:51 PM
187	The staff! Always pleasant, knowledgeable, and eager to help.	7/29/2016 10:53 AM
188	Everyone that works there recognizes us and says hi when we come in...my entire family feels comfortable there, and loves going.	7/29/2016 10:03 AM
189	Access to books and audiobooks; proximity to home	7/29/2016 9:35 AM
190	Pleasant atmosphere. So relaxing.	7/29/2016 9:27 AM
191	Children's room/staff/programs/museum passes	7/29/2016 9:14 AM
192	Helpful, knowledgeable staff	7/29/2016 9:12 AM
193	The wonderful children's programs, room upstairs, and safe play to learn and grow	7/29/2016 9:09 AM

Community Survey 2016

Q8 What is the most important enhancement you would like to see at the library?

Answered: 140 Skipped: 83

#	Responses	Date
1	More AV: ie: more CDs, DVDs, Audio Books, etc	11/13/2016 6:09 PM
2	More DVDs, CDs (both music and audio books)	11/13/2016 5:19 PM
3	More digital access to textbook or ebooks would be extremely beneficial.	11/3/2016 6:40 PM
4	1. better book selection 2. children audio books	10/13/2016 6:50 PM
5	To continue doing a very proficient job with the community	10/12/2016 10:54 AM
6	Keep up the book selection	10/6/2016 6:36 PM
7	more announced computer courses	10/6/2016 6:27 PM
8	Happy you improved Library space for staff. No suggestion at the moment, very pleased	10/6/2016 6:25 PM
9	More desks to work at	10/6/2016 6:12 PM
10	Don't know?- Nice library.	10/6/2016 3:48 PM
11	The Community Room - a little warmer.	10/6/2016 2:37 PM
12	Ok as is	10/5/2016 1:00 PM
13	Continue on as you are!	10/5/2016 11:14 AM
14	I am satisfied with the service!!	10/5/2016 10:55 AM
15	more quiet space/privacy	10/3/2016 5:38 PM
16	I can't think of anything. You folks are doing a great job.	9/22/2016 10:21 PM
17	Open Sat till 5pm.	9/22/2016 3:38 PM
18	children's programs in summer	9/22/2016 3:28 PM
19	children's programs in summer	9/22/2016 3:14 PM
20	?	9/21/2016 3:25 PM
21	New puzzles or equipment in Children's area.	9/21/2016 1:30 PM
22	More current non-fiction	9/21/2016 1:21 PM
23	Perhaps more room for the children's activities - both children and adolescents need space that will not impinge on the quiet others need.	9/21/2016 1:07 PM
24	better chairs	9/21/2016 12:57 PM
25	Well lit reading areas	9/21/2016 12:49 PM
26	no opinion	9/21/2016 12:46 PM
27	earlier hours.	9/21/2016 12:42 PM
28	more adult programs	9/21/2016 12:37 PM
29	more adult programs	9/21/2016 12:19 PM
30	more morning hours	9/21/2016 11:54 AM
31	Classes for adults	9/21/2016 11:33 AM
32	N/a	9/20/2016 5:32 PM

Community Survey 2016

33	This is so important to me personally. I'm almost 76 years old and on the short side. I have to have someone go with me as I can't reach the top shelves for books that are there. Maybe a catcher type thing to put on the book and get it? Or a very sturdy step stool. Also, someplace closer to sit and check the book I'm considering. As it is, I have a few books in hand, walk to a table, check the book for interest and then return what I don't want and start over.	9/18/2016 12:20 PM
34	Limit New dvd to one week loan. One week is Long enough for anyone to watch a movie.	9/16/2016 3:20 PM
35	better arrangement of New/Popular materials, videos and LT	9/13/2016 11:12 AM
36	Continue to make it comfortable, quiet and inviting.	9/11/2016 9:32 PM
37	More teen programs	9/8/2016 4:07 PM
38	All good.	9/8/2016 3:56 PM
39	continued involvement in the community growth.	9/8/2016 3:54 PM
40	more books	9/8/2016 3:20 PM
41	N/A	9/8/2016 3:15 PM
42	better selection of e-books . improved study and teen space.	9/8/2016 2:57 PM
43	not sure	9/8/2016 2:54 PM
44	? Has what I need	9/7/2016 3:55 PM
45	N/A	9/7/2016 3:45 PM
46	Improved traffic flow.	9/7/2016 3:32 PM
47	Open earlier 1 day a week.	9/7/2016 3:18 PM
48	Improvement in usability of ebooks interface.	9/5/2016 10:53 AM
49	More adult community programs (and if they already exist, then more/better advertising/marketing), specifically to a young adult cohort (post-collegiate/pre-children age)	9/3/2016 9:28 PM
50	Later hours on Saturday.	9/3/2016 2:32 AM
51	Open a little later on Saturdays.	9/2/2016 9:24 PM
52	very pleased with current arrangement	9/2/2016 8:44 PM
53	More reading areas with comfortable chairs/couches, better lighting	9/2/2016 8:28 PM
54	I'd like to see employees and volunteers more alert to people who seem lost. More chipper and friendly at the main desk, that's for sure. There's a certain pall on the place far too often unless the patron is well-known to one of the workers. I wish they'd reach out more when people enter and make them feel more at home -- and approachable.	9/2/2016 5:19 PM
55	I like seeing more programs being offered. Thank you for all everyone does to make the library such a great place to visit!	9/2/2016 12:19 PM
56	More evening programs for adults. Also, I think it's very important that we reach the younger generations with respect to use of the library, literacy, reading, etc. Also, senior citizens are another demographic for which there should be more services, but being a senior citizen, I'm not sure what they want or need. I have been to a few library programs and enjoyed them and would like to have more of them.	9/2/2016 7:00 AM
57	Extended hours.	8/31/2016 7:53 PM
58	Keep it up!	8/31/2016 11:17 AM
59	Trim branches that block exit view. Whow pulling out	8/31/2016 11:14 AM
60	Better community events, Donations, etc.	8/31/2016 10:44 AM
61	Possibly open earlier....??	8/30/2016 9:08 AM
62	For our family, I would like it if the library were open more on weekends. Thank you for asking! :)	8/29/2016 4:33 AM
63	Friendlier staff	8/27/2016 8:01 PM
64	More areas for quiet study, and a more inviting reading atmosphere. The library layout doesn't seem to have much of a focus on reading, because most of the areas to sit are in the computer lab. The main sitting area upstairs is reserved for teens, and I rarely see anyone sitting there, so maybe make better use of the space? This doesn't leave adults many options for reading, especially since it seems like a much greater focus is placed on DVDs and audiobooks.	8/26/2016 10:34 AM

Community Survey 2016

65	More children's programs. More museum passes (perhaps to SUNY Poly's Children's Museum of Science and Technology).	8/25/2016 8:35 PM
66	Having museum passes is wonderful! Maybe expanding the selection (get passes for The Clark?) and/or getting additional passes for some of the current museums.	8/25/2016 5:18 PM
67	??	8/25/2016 4:31 PM
68	More comfortable chairs to sit and read for an extended visit.	8/25/2016 9:28 AM
69	more kid and adult programs	8/24/2016 10:46 AM
70	N/A	8/24/2016 10:42 AM
71	Longer hours. I would like a small cafe. More intensive programming: talks on topical areas, highlighting certain books each month on subjects such as baseball, women's rights, racism, space, etc.	8/22/2016 3:30 PM
72	I personally am very satisfied. It meets my needs. If space permitted perhaps more adult programs.	8/20/2016 12:22 PM
73	I'm impressed by how much you already offer. Expanded hours is the only thing I could suggest.	8/20/2016 9:32 AM
74	Less cars come with CD players, perhaps more playaways?	8/20/2016 7:11 AM
75	Better staff knowledge/efficiency of circulation staff	8/19/2016 9:06 PM
76	longer hours	8/19/2016 5:26 PM
77	Reduction of noise in the library. Perhaps a separate room for people who are tutoring students and/or just talking with the friends.	8/19/2016 2:50 PM
78	Newer non-fiction audio books.	8/18/2016 5:00 PM
79	Longer Hours.	8/18/2016 4:21 PM
80	I'm happy just the way it is.	8/18/2016 4:09 PM
81	more hrs.	8/18/2016 3:55 PM
82	Chairs with cushions. Turn the ac up a little bit.	8/17/2016 1:38 PM
83	this is the best Library-and I've been to in the area.	8/17/2016 12:37 PM
84	Longer Saturday hours.	8/17/2016 12:25 PM
85	Books.	8/17/2016 11:24 AM
86	More DVD's /Audio's upstairs, bring the books down. Can't do stairs - elevator is a pain.	8/17/2016 10:18 AM
87	With all the new renovations, I see little that needs to be improved on except to always be getting more copies of books! Also, as mentioned above, to improve the DVD selection set up.	8/17/2016 9:59 AM
88	Homeschool programming or vacation week programs during school year	8/16/2016 7:29 PM
89	more digital titles available to borrow.	8/15/2016 3:43 PM
90	I tutor at the library. We lost several available for working with another person. I would like to see the addition of a few more tables where it's okay to be talking.	8/15/2016 11:56 AM
91	more books. more e-books. easy access to website.	8/15/2016 11:43 AM
92	More Dungeons and Dragons / Relaxing Rulebooks (but everything is wonderful!)	8/15/2016 11:10 AM
93	A second computer upstairs to find books.	8/15/2016 10:09 AM
94	Additional programs for adults	8/13/2016 6:51 PM
95	More children's programs for preschool age (even if they do not relate to reading).	8/13/2016 6:26 PM
96	A smaller community room for small gatherings/meetings.	8/12/2016 1:43 PM
97	I would like for the library to keep better track of which books from series that are missing (i.e. the sequel to a book might be present, but not the first book). Also, longer hours on the weekend would also be great, even if that was to come at the expense of having to reduce hours on a weeknight.	8/11/2016 11:57 PM
98	Public computers upstairs. *Customer Service is friendly yet slow*.	8/11/2016 7:45 PM
99	Having the 1st book in each series, not just the 3rd or 5th.	8/11/2016 7:35 PM
100	More recent travel books. Museum Pass for the Clark Arts Institute.	8/11/2016 7:27 PM

Community Survey 2016

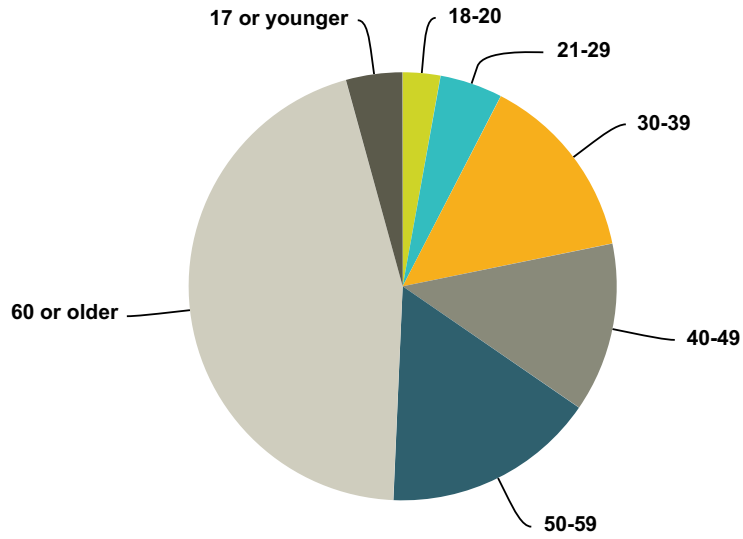
101	More e-books. Longer time to take out (two weeks is too short).	8/11/2016 6:59 PM
102	NONE	8/11/2016 4:56 PM
103	N/A	8/11/2016 3:35 PM
104	Other then later hours on Saturday, I am quite satisfied.	8/10/2016 7:09 PM
105	More book space	8/8/2016 12:43 PM
106	Determine if there is community support for a lecture services either here or at other libraries.	8/6/2016 11:26 AM
107	More teen programs (high school age).	8/6/2016 10:39 AM
108	more books	8/6/2016 1:32 AM
109	I don't know about enticements. I do request that my library remain warm and friendly and feel like home. I have been to other libraries in the area that are cold and impersonal. That is why I continue to drive to the BHBL community library.	8/5/2016 9:37 AM
110	Better selection of children's books (middle grades),	8/4/2016 11:27 PM
111	More children's titles, especially from popular authors.	8/4/2016 10:39 PM
112	More books!	8/4/2016 7:17 PM
113	More books about travel.	8/4/2016 7:12 PM
114	Better way for seniors reach bottom shelves.	8/4/2016 7:04 PM
115	Lecture series on timely topics. Day trips/ tours to destination or literary or cultural significance. Make space for 3-D printing in the computer lab.	8/4/2016 6:45 PM
116	More authors-trips.	8/4/2016 6:20 PM
117	The children's programming for this summer was sparse. Taking all of August off seems a little unreasonable (I know your short staffed). To limit reading times such as Baby Bookworms that meets twice a week for a half hour was a little surprising. On top of that I kept hearing that it was time consuming from your staff. Secondly, Saturday hours are very limited. We usually go to Clifton Park Library on the weekend as we can't seem to find a time on Saturdays and Sundays you are closed. Again, I understand the limitations on staffing and budget.	8/4/2016 5:37 PM
118	I would like to get more new books to come in at a time	8/4/2016 5:15 PM
119	Continuing to help staff maintain up to date knowledge on both print medium and the latest in electronic mediums	8/4/2016 10:57 AM
120	More reading challenges, they get my children motivated to read	8/3/2016 6:52 PM
121	No opinion	8/2/2016 8:43 PM
122	It is difficult for me to find books there. I am not sure why.	8/2/2016 3:54 PM
123	More teen Play-Aways.	8/2/2016 2:11 PM
124	More colorful paint on the walls, pictures, plants, and more colorful childrens area...make it visually appealing.	7/30/2016 5:08 PM
125	More consistency in staff knowledge, more contemporary fiction from new and upcoming authors.	7/30/2016 10:58 AM
126	The only enhancement I can think of is a drive through book return. it's helpful to people who have difficulty in walking and handy for others.	7/30/2016 7:54 AM
127	more senior computer/technology/I-phone/ I-pad/Facebook classes	7/30/2016 12:55 AM
128	I would like to see more community events.	7/29/2016 9:47 PM
129	More electronic books as I recommend them.	7/29/2016 9:17 PM
130	Computer room	7/29/2016 5:47 PM
131	More programs for young children	7/29/2016 5:22 PM
132	Updated children's room	7/29/2016 4:50 PM
133	More space	7/29/2016 4:35 PM
134	More copies of popular books/dvds available.	7/29/2016 4:30 PM

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135	You are already doing an excellent job, considering the small size of the library building. The new check-out desk and glass partition to the back offices looks great. You have a good selection of books; not only novels, but also cookbooks.	7/29/2016 12:51 PM
136	A second space for public meetings	7/29/2016 10:53 AM
137	Providing a quiet area for those who need absolute silence to work.	7/29/2016 10:03 AM
138	I can't think of anything off the top of my head. I wish you had listed some examples to consider.	7/29/2016 9:35 AM
139	extended Sat hours	7/29/2016 9:14 AM
140	I can't think of anything personally	7/29/2016 9:09 AM

Q9 What is your age?

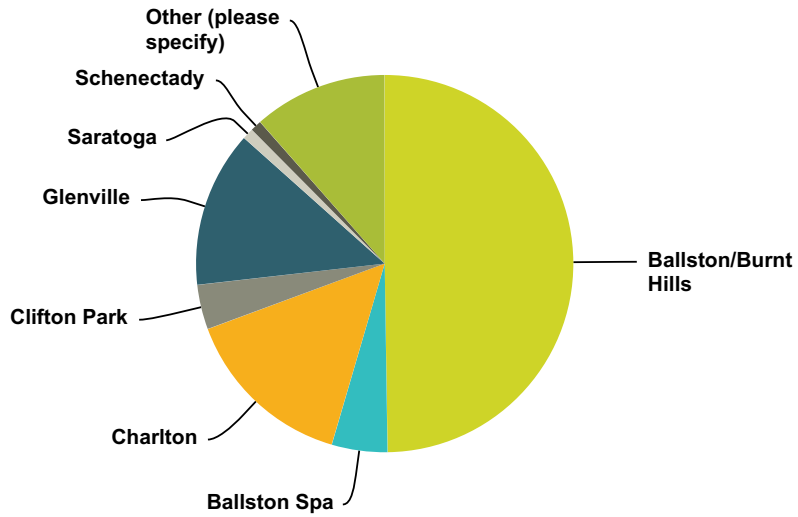
Answered: 211 Skipped: 12



Answer Choices	Responses	
18-20	2.84%	6
21-29	4.74%	10
30-39	14.22%	30
40-49	12.80%	27
50-59	16.11%	34
60 or older	45.02%	95
17 or younger	4.27%	9
Total		211

Q10 What town do you live in?

Answered: 209 Skipped: 14



Answer Choices	Responses	
Ballston/Burnt Hills	49.76%	104
Ballston Spa	4.78%	10
Charlton	14.83%	31
Clifton Park	3.83%	8
Glenville	13.40%	28
Saratoga	0.96%	2
Schenectady	0.96%	2
Other (please specify)	11.48%	24
Total		209