



Public Library of Cincinnati and Hamilton County

Strategic Plan Community Forum

Tuesday, April 12, 2016 10:00a.m. to 11:30a.m. at Mariemont

Number of attendees: 14

How the library benefits you personally?

- Use dvds and the tower room downtown
- eBooks, used to get books wherever the books I want are
- Genealogy at downtown, downloads music, learning a new language.
- eBooks through overdrive and books on tape, use Zinio for magazines
- Reserves and checks out books and dvds to be sent to your local branch.
- Wonderful to be so close to libraries that have so much and so that people don't have to buy books
- Maker Space and children's programs

How the library benefits the community/What does the library do well?

- Computers are always in use and the library is almost too crowded, but having wifi is essential to the community
- Job researches and opportunities
- Homework help during the week and after school, the meeting rooms are something that the community doesn't utilize to the best of the ability
- Book clubs be able to reserve books and pick them up when they're all ready
- Children programs
- Small computers towards using languages studies
- Allowed to borrow for a month for when traveling for long periods of time
- Emails are wonderful in providing what to do and how you can do it.

What can the library improve upon?

- Genealogy, got rid of the desk so it is very hard to get someone's attention to find what you're looking for. The tablets are hard to use for staff and inconvenient for customers.
- Outdated CD collections
- More seamless instructions or online instructions on how to.
- Hard to find out what you're downloading from when you're downloading from the website
- Have a library application
- Computer assistance, the first level is great but trying to progress further is like hitting a brick wall
- You can lose or destroy up to 6 books a year
- Renewals and holds are great but the website could use some improvement, i.e. entering in summer reading programs read books to keep track of. It could be more interactive.
- Friends of the library books sale.
- Times of the library are difficult to follow and need more promotions



- Marketing – on television or billboards, posters, hours are posted
- Consistent hours
- Encourage students to use the library after school
- Meetup.com to have people with common interests to attend events.
- Had to move meeting from Anderson due to people with disabilities and it's not very walkable



Public Library of Cincinnati and Hamilton County

Community Forum

Mariemont April 13, 2016 7:00 p.m. to 8:30 p.m.

How does the library benefit you personally?

- Books, DVDs, Audiobooks, frequent user. Typically browse in person
- Magazines and books digitally, also come to browse the shelves. Bring grandchildren to browse and story time
- Checking out books at least once a week. Borrows DVDs both movies and TV. Children's books to look at the illustrations. Use the catalog to place holds, has usually 40 holds. Places holds on large print to get the best sellers faster. Search Ohio feature is great because you can get really anything you'd like.
- Westwood branch at least once a week to pick up holds. Don't browse much. Goes to main to browse once every few months. Downloads eBooks, looking to download magazines, uses many databases and the catalog.

How does the library benefit the community?

- Very positive, spending a lot of time with children and it's a positive place to bring children to discover the love of learning. It's a community spaces, you always see tutors, business people, job searching. Provides a lot of resources to those who do not have access to them.
- In the morning, you frequently see people of all ages lined up. Story times are packed; teens are coming over after school.
- Lots of programs, always interesting topics. Getting people together to work on jigsaw puzzles. Such a variety of things available and there is something for everyone.

What are the strengths of the library?

- Such a great variety of resources.
- The staff seems to be very well versed in recommendations or databases. Very courteous and nice. Always willing to help you.
- The size and scope of the collection. The idea that you can be anywhere and it can be shipped to your nearest location. Drive thru book drops are very helpful. Very convenient if you are always on the run. The automatic check out is very helpful. Freegal is great! Use it all the time.

What are some things the library can improve on?

- If there is a hold on the item, it should not be automatically renewed.
- OverDrive has some trouble when you try to return an eBook.
- More hours at the Mariemont branch. Inconsistent hours. Same at Westwood. Sunday hours as well. Would like to see 10-8.
- Placing holds and everything would be mixed up on whether it is ready or not. It should categorize and sort based on readiness.



- Some staff will say that the staff to please send an email downtown since they “don’t listen to the staff”.
- The desk free idea at the main library is difficult and not helpful. The library needs staff that is available and helpful. Clifton branch was confusing and needed a layout, couldn’t find anyone to help. The greeters at the Clifton branch were loud, always having conversations, and unprofessional for a library setting.

What are some of the trends that you think are going to influence the role of the library in the future?

1. 24/7 access: 3
 2. Unemployment: 2 votes
 3. Education: 2 votes
 4. Online resources: 2 votes
 5. Income: 1 vote
 6. DIY: 1 vote
 7. Smartphone: 1 vote
 8. WiFi: 1 vote
 9. Sharing economy: 0 votes
- 24/7 access: Access to locate physical items and download books right away. Homework services may be able to help late night.
 - Job numbers in the news is positive feedback about increased jobs, but you really see a lot of people that don’t have sustainable jobs. Having a free public library is going to be very important to these people. How does the library reach them?
 - Have the library market why they’re the best and what they have available.
 - Programming for the library is should have more author speakers. There is a lot they do well but there are some key things that need to be addressed.
 - Would like to see Cincinnati history digitally.
 - Increased smartphone usage because many have computers and people need access to those with staff who will guide them through.

What library services will be important in the future?

1. Print materials 3 votes
2. Preschool 3 votes
3. study 2 votes
4. programs 2 votes
5. collections 1 vote
6. computer 0 votes
7. Research 0 votes
8. creative spaces 0 votes
9. A/V materials 0 votes
10. eBooks 0 votes
11. cultural 0 votes



Public Library of Cincinnati and Hamilton County

Community Forum

April 13, 2016 at Madeira Branch 1:00 p.m. to 2:30 p.m.

How do you benefit from the library personally?

- Use the library catalog online to place holds and pick up books. Belong to a few book clubs.
- Online system has made it much more efficient to utilize and browse the selection with a house full of children. Utilize the enrichment activities (Crafts, learning times, etc) throughout multiple branches. Ability for research and homework help. Downloading eBooks for children as well. Able to access hard to find research tools.
- Use the catalog, also borrow books for children and myself. Borrow DVDs and attend children's programming.
- Uses for eBooks and also borrows books.
- Uses the library for history books and civil war. Magazines, using computers to send emails. Using computers for research.
- Online book reservations, time for holds has shrunk, likes to loan vs purchase. Borrow first, if I like it, I'll buy for my own collection. Occasionally borrow CDs. Availability for meeting areas within the facilities.

How does the community benefit from using the library?

- A place where some people will go to work – find it as a quiet place to get things done.
- Informal classes and schedule a session with a library for computer help.
- Homework help and after school. A resource for children.
- Many locations so they're very accessible.
- Very extensive collection, even more so than a book store. Free access for those who do not have technology/internet at home.
- Children playing educational games on the computers.
- Technology access for those who cannot afford it and introducing children to technology at an early age.

What does the library do well?

- Innovation and lots of improvements. Moved from VHS to DVD to sharing DVDs across the system.
- The enrichment component is not just about books, it's about learning and coming together, etc.
- Staff is willing and very patient to help. T
- The way they leverage the ability to move resources around to serve the entire network, it allows for a larger variety of materials to select from.
- The automatic renewals have been great.
- Children being able to access and effectively use the system with the online catalog.



What are some things that the library can improve on?

- No front desk. No idea who is a worker.
- There aren't enough books and there are a lot of computers.
- The quiet room is great, but the whole library should be a quiet place. School kids just come in and take over and aren't doing anything library related.
- Taking the human component more out of the library. The library is becoming less of a welcoming area.
- Children want to check out the eBooks, but the books is rarely available. Now they don't want to use it because it is never there. You can put a hold and pick up the hard copy faster than downloading an eBook.
- Don't get the personal one on one interaction and recommendations from a librarian.
- The courteous renewal need to be clear on when it is actually due. Perhaps have the auto renewal date.

What are some of the trends that the library will be influenced by in the future?

- Add: Trend to decrease the funding for libraries. The libraries in Ohio are losing state funding, and we can see the legislature cutting library funding.
- Technology: The library is about free access for all and the availability to information online. Filling the gaps between the haves and the have-nots. Increased availability of computers, applications, tablets, etc. Tech is the next socio-economic hurdle that the library will have to encounter. There are still holes of access to technology that the library needs to fill.
- The library is fundamental and helps fill the gap of the disparity.
- Expansion will be necessary because there are still many who want the physical collection, but we also need space for computers. Spaces will need to expand to meet this need. How do we approach this with the funding? Instead of taking up book space in the branches. Designate certain branches to be physical books, creating a technology driven library. Sharonville branch is a nice balance of the two.

What library services are going to become the most important in the future?

Top choices: Computers, School age children, spaces to study and work, and research resources.

Challenges for the creative spaces are for the children who have already been exposed to this. Some of the underprivileged children will have a difficult time adjusting.



Public Library of Cincinnati and Hamilton County

Community Forum Meetings

April 13, 2016

Monfort Heights 9:30am-11:00am

How do you use the library and how does it benefit you?

- Primarily for eBooks and movies, but husband only reads physical books.
- Zinio eMagazines, occasionally pick up a hard copy book, occasionally a DVD. C
- children's books, DVDs, music for kids, programs downtown, references library services to seniors who she works with.
- Uses books, DVDs, Magazines (physical and digital), husband uses audiobooks, daughter homeschools children so she checks out 10-20 books a week and also use the makerspace.

How does the library benefit the community?

- Connecting the community through programs, classes, etc.
- Groesbeck gives free lunch to poor children during the summertime. Not only feeding the children but also getting them into the library.
- Free access to computers and the Internet, allows for those who cannot afford it. Heavy computer usage and librarians offer individual trainings and classes.
- People coming in to apply for jobs.
- Some people coming in to enjoy the AC on a hot summer day. A "safe place" to go.
- The library is becoming more of a community meeting place, where clubs and churches used to be. Trying become a community hub. Seeing a church like Crossroads as a community meeting space, perhaps the library can seek to be in this type of market.
- How do people feel with the balance of new books vs new spaces? The books and shelves have a comforting feel. Think we'd struggle to make this an inviting space. Maintaining a solid section for hard copies while also being able to adapt to the technology trends. This can have an impact on how children's learning habits are being formed.

What does the library do well?

- Good on computers, people, and materials.
- One of the best collections around. Other cities and states do not have the collection.
- The library system seems very innovative in the sense of the makerspace and free computer usage. "In the Library" sends emails based on programs and finds books based on the emails.

What does the library need to improve on?

- Placing holds on dvds doesn't make sense.
- Could be utilizing resources more efficiently.
- Wishes more of the branches were open on Sundays. Broader, consistent hours. Uncertainty of operating hours may influence usage.
- Finds the Clifton branch confusing without the desk. Takes away from what you know what to expect. It's tough to distinguish who is a worker and who isn't.
- Feels like the library's Facebook isn't geared to promoting but feels that they aren't targeted posts. Most are posts about downtown, and they aren't engaging with those other areas.
- Catalog is difficult to use, so I just go to amazon to find the books then I write them down.

What trends do you think may influence the role of the library in the future?

- The sharing economy, there is a minimalistic movement going on. I read this book and I return it because I don't want it on my shelf anymore.
- Public education because in the future you're not going to buy a physical textbook. A school gives up a part of their curriculum. Is there an opportunity for the library to fill a role there?
- White oak garden center had given some supplies to those who need and partners with the library. Partner with the art museum and community members who already have an expertise and play a role that way.
- Art and music in particular is a place where the library can supply material and focus lectures with community partners. Cooking, sewing, basic skills that don't exist.
- Increased smartphone
- 24/7 access to library resources
- Acceptance of a shared economy. When does the library "stop" being the library? Making it more of an experience to come here (destination). Most interaction is over the internet. I still feel connected to the library and support on the ballot because I am still using it. The future is the programming of the library. Perhaps have a remote viewing of the author events that happen downtown. Maybe have the authors make the rounds, but the issue is having people show up.

Which library services do you view as the most important in the future?

- Print material for children is crucial. Not so much for adults but it's really inviting for the children and makes them want to read.
- See a shrinking need for AV materials with the emergence with streaming services. Don't feel that the library really has the responsibility to provide streaming services.
- eBooks, we want more.
- Cultural programs are great, especially when volunteers are running them.



Public Library of Cincinnati and Hamilton County

Community Forum Meeting (Board Members)

April 14, 2016 11:30 a.m. to 1:00 p.m. at Main Library

Introductions

- Scott Richards
- Missy Deters
- Bob Hendon
- Anne Keller
- Jim Witte
- Barbara Drauth
- Tom Huenefeld
- Mary Lu Aft.

How does the library benefit the community?

- Summer reading for children. How many children we serve in the Cincinnati area and helping avoid the “summer slide” is a huge benefit.
- The staff are very outgoing in the community and they adapt well with whatever branch they’re in. Each branch serves a different kind of population and community.
- The neighborhoods each have different needs and the library seeks to serve those needs. Serving people’s reading needs and the ability to get resources in a timely manner. The merchandising of the library allows for this.
- Library is able to direct the children and give them the thirst for knowledge.
- The summer lunch program and after school spaces for young children. The library gives them a place to go after school. It is a safe place for them to go and learn new things in their free time.
- Access to resources that very few households could afford on their own regardless of their situation.
- A desire to explore, experiment and to be innovative. The makerspace is a great example of that.

What do you think that the library does very well?

- Tremendous collection and availability of resources. Compares to the NY Public Library’s collection in size and content.
- Interacting with users face to face. Someone is going to be friendly, helpful and engaging on helping you get where you want to go. Staff goes above and beyond. Meeting with children after school, helping feed them, and if they don’t have the answer, they will find out for you.
- Everyone has a good feeling about the library, it’s a community pride that we have such a great system. How did the library affect you while growing up? Everyone has a story on how the library was there for them and what it did for them. The neighborhood touch and number of branches allows us to reach the community.



What do you think that the library can improve on?

- Not sure if the youth will have the same emotional connection as others due today. The digitalization may change the way our community views us in the future. It may be tougher as people are downloading more and coming into branches less. The convenience of drive by holds, downloads, etc., the convenience is not compelling people to come into the buildings. Do you lose something if they are not coming in? Even if they are using resources? Where does the convenience crash head on with program attendance? We may lose the emotional connection that is reinforced when they come into the branch. You have to hook the children while their young, in order to keep them around. More opportunities for children's programming and engagement with the library.
- The confusion about hours and the convenience of library branch hours.
- The quantity and quality of discarded books may need to decrease, sometimes it seems a bit extreme.
- The website is a little dated and cluttered. What can we do to make the library more like a business? Give recommendations for items they may be interested in. Make the library website function like an amazon, to find recommendations on types of books.
- Letting people know how much they have saved by borrowing from the Library rather than buying. Provide a recognition of value and allowing us to cross sell our resources. Sometimes they do not realize the amazing resources that are available. Challenges from amazon and some others: What happens when eBooks are free? Amazon Prime has a free library along with your subscription. The cost of eBooks may be driving amazon ahead. Schools are pushing the electronic books and how does that change the relevance of the library's delivery?

What are some trends?

- The newer generation having different views on physical books and buildings.
- Personal engagement and demographic shifts with age and ethnically.
- Library spaces to study and work.
- Community funding through partnerships to get the business community support. Coupons for neighborhood business on the receipts at checkout.
- Social service relationships in branches to relate to the communities they serve. What can the library offer those who need services such as daycare, or other social needs.
- An outreach program to help tutor kids or tax preparations, to create those connections to drive and actively invite them in.
- We also need to think about the non-users. How do we get enough people to know about ALL of the services we offer? How do we get the word out? Getting the right message to the right person at the right time.

What are the areas of importance for the future?

1. Educational resources for preschool aged children: 7 votes
2. Library spaces to study, work and access the internet: 6 votes
3. Cultural programs at library locations, such as musical concerts and exhibits: 4 votes
4. Print reading materials for adult 3 votes



5. Research collections: 3 votes
6. Computer hardware, online references, and other learning resources: 1 vote
7. Creative experience spaces: 1 vote
8. eBooks and other digital resources to read, listen or watch: 1 vote
9. A/V materials: 0 votes

Cultural: lectures would be interesting, some sort of history or current events. Everything at the library is free so we can expose the population to things that they wouldn't see.

Make resources available to those who are motivated to change. How do we want to get those people who are voting for our funding? It depends on who's point of view you're looking from.



Public Library of Cincinnati and Hamilton County

Community Forum Meetings

April 14, 2016 7:00 p.m. to 8:30 p.m. Monfort Heights Branch

Introductions:

- Bev lives right next to the Monfort heights branch. Likes to see all of the great traffic coming in and out, except for when they let a local business park in the lot. Especially during story times. Brings grandchildren to the story times and events at the library. Avid reader, belongs to one book club with church friends. Requests books from the library and gets great help from the librarians. Gets books for her mother. Uses the online catalog and renews books online. Attends the adult craft events. Great utilization of the space.
- Kaitlin is an avid user. She'll use audiobook and downloads. Using the catalog as well. Uses main library a lot and is a part of the CD of the month club. Jazz and experimental music time downtown. Maker space is great. Using print and digital resources.

How does the library benefit you?

- Being able to use all of the branches across the county.
- OSHER and OLLI helps citizens over 50 learn and keep up with technology.
- Navigating the library website is a great course available. Phone in questions to the virtual info center is a great feature

How does the library benefit the community?

- Really essential in a lot of the neighborhoods in Cincinnati. People count on the computer access, programs, and a safe place. It's a hub for community engagement and activity. Appreciate the outreach of the library, especially the relationship between museums and libraries.
- The programs for children of all ages and not just book related programs. An asset to the community, provide so many resources and they are open for suggestions.

How can the library improve?

- The parking lot and the spaces are small (here at Monfort), but personally the Monfort Heights/White Oak area could use a larger facility. But you can request books and it'll be here very quickly.
- Space and resources. Some people are waiting for computers and to use spaces. People want to use the resources without a lot of staff. After school libraries get slammed and cannot always handle to large amount of students coming in.
- The deskless libraries stress out the older users because they don't know who to talk to or where to go. It throws off their routine. Special clothes or a uniform would help distinguish this. People just prefer the desktop system. But people love the self-check.



What are some of the trends that will have an impact on the library in the future?

- DIY Opportunities as people want to do things themselves and the library is a place to learn some of these things.
 - As an older adult I need to be able to do things that younger generations are picking up easily
- Increasing internet availability. More people are looking things up before they go to do something. People will look at the catalog before coming in. They may do less wandering through.
- Changes to public education – libraries will have to change as education does with the needs of early literacy and pre-kindergarten readiness.
- Wider range of online usage
- Unemployment – the library has a lot of resources to help people in those categories, especially those over 50 who are laid off and have trouble finding work as an older person in the workforce. People can hone their skills and get help. Basic services like access to a fax machine.

What library service in the future will become the most important in the future?

- Library spaces to study and access the internet, cultural programs and creative spaces, access to digital content.
- Spaces to study and work, access the internet, educational resources for children.
- Print materials for adults and children.

What kinds of cultural programs should the library offer?

- The music programs and little art exhibits. Cultural diversity programs – opportunities to bring people together. Listening sessions don't occur at the most diverse branches.
- Meeting spaces in more diverse areas, there were no meetings held at any of those locations other than Main.
- Would like to see expanded hours at the Monfort heights. Only open in the mornings for two days of the week. Groesbeck has more morning hours but we also need the evening hours.
- Really good about responding to the community needs and there is a lot of goodwill towards the library in Cincinnati. Staying relevant without removing traditional library usage.
- How many books that are purchased and then they end up in the friend's shop. We have the new books and new movies.



Public Library of Cincinnati and Hamilton County

Community Forum Meeting (Stakeholders)

April 14, 2016 9:00 a.m. to 10:30 a.m. at Main Library

Introductions

- Derek Peebles – Associate VP of Youth services of the Urban League of Greater Cincinnati-
- Cheryl Albrecht –Associate Dean for Library services at the University of Cincinnati
- Dara Jenkins – Cincinnati Public Schools
- H.A. Musser – President & CEO Santa Maria Community Services
- Martha Wolf – VP of Human Resources at the YWCA
- Melanie McDonald – Executive Director of Southwest Ohio Neighboring Library Consortium
- Terri Alexander – Director of Information Systems at Foresee for Children
- Jim Ashmore- Hamilton County Job and Family Services
- Whitney Owens – Chief Learning Officer at Cincinnati Museum Center
- Tim McCartney – Chief Operating Officer Hamilton County Job and Family Services
- Mindy Rosen – Senior VP for Marketing and Communications at DCI
- Hillary Copey– Arts wave
- Allison – Arts wave
- Judith Serling-Sturm – Chair of Cincinnati Book Arts Society

How does the library benefit the community?

- The library's summer lunch programs – children have a place to eat lunch and be safe.
- Child/teen cards forgiveness – doesn't deter people from using the library due to fines.
- ConnectED initiative – getting cards in the hands of every child in the county.
- Access to free programming. Authors, poetry readings, etc. all of it is free.
- The libraries offer community spaces for all walks of life and people feel safe here. There is a library in just about every community – sometimes they are walkable. They see this as a gathering place and those places are harder to find.
- The summer programs are very inviting, family friendly (an older sibling could take them to the library). Connected to the community learning centers throughout CPS schools to get kids access to the free programs as well as summer programs and camps.
- The collections – making free information available for everyone. Where else would people get this information? The library is a starting point when learning something new because the collection has something on everything. Genealogy department is fantastic.
- The library staff is very committed in helping customers learn how to do new things. Breaking down barriers and helping people learn how to do new things. i.e. Using maker space tools.
- Organization's commitment to saying yes – "let's find a way to make this work" attitude (no excuses about budgets, funding, etc). You can always assume that the library is going to be there – it's the go-to place for when you need something. "I assume the library is always there.



It's almost like your skin, I just assume it's always there. It's always going to be an available resource. In that sense it can almost be forgotten because you can always assume it's going to be there." Great network in libraries in most communities, but some feel that they are aging and becoming outdated.

- The warmth of the spaces of branches. Regardless of the age of the buildings, people are always using it. The building feels good. The spaces seem to fit the specific community it serves.
- The self-checkout has been very helpful. Helps streamline and teach kids how to check out books on their own
- Homeschooling has been made much easier for parents who teach their children at home thanks to the teachers cards through the library.
- Book club program with books that you can keep for a longer period of time.

What can the library improve on?

- Youth do not see the relevance of coming to the library – marketing a way to connect the children and get them into the library. Finding a different way to make the library “cool”.
- People are comfortable in a library if they see themselves there. Staff diversity may be an opportunity – goes beyond Cincinnati, it's a regional issue. They have to see more people like themselves working in the library. The branches that are having success with the young people, may need to share how their vibe works for the youth in the community.
- Eliminate mixed messages, blaring classical music so that people do not congregate, signs that say “do not sit on the stoop”. Playing music intentionally in deter people from hanging out and congregating in front of the library.
- Creative space making and place making for the library – trying to make more public spaces for people to meet and congregate. The library is naturally a center for that, but it's kind of a closed off center. If you're a library person, you're a library person. But if you're not, then the library doesn't occur to you. The staff operating more in an asset based role, not just being librarians but also community connectors. The right person at the right location makes all the difference. The security and police officers involved in the library have to also take a connector role in the library and be a part of the community connection.
- Teens taking on a parental role for younger siblings – sometimes the barriers are just life in general. How can we connect with them where they connect at – via internet. It's not just bricks and mortars. With the low levels of connectivity, how do the teens get access – first they need connectivity, then they need the device, then they need to know how to connect.
- The library can play a role in developing spaces (creative spaces – perhaps in the Walnut Hills branch open space next door). An opportunity for the library to take initiative, and continue building community spaces and improving the library as a community asset. We have all of this history in Cincinnati, can the library take the first step in reaching out to community partners and say how can we get the word about “How can we make this space alive again, instead of an empty room?”
- Difficulty in marketing all of the entire breadth of what the library offers and time for everyone to take advantage of that. The library has so many services and so many people don't know that they exist.



- The website needs some work; it makes it much more difficult to renew items. It's not as engaging as it could be. The Library is place as well as digital, they have to do both. Instead of how many branches can we close, how many can we build on with our partners and create more community spaces that fit the needs of the community.
- Older patrons may be intimidated by the "new" libraries. People are feeling alienated because they cannot keep up with all of the new things going on.
- Cross-selling our resources – i.e. those who fax items may also be using other resources. When people were in the library, did they have a reason to stay longer? Were they doing anything else?
- Having a liaison or connection through the library to help facilitate partnerships is very helpful. There is a receptivity and creativity- this administration is open to changing and adapting. They have to be able to broadly meet the needs of everyone. "Do you all have a go-to person at the library?"—all said yes.
- A challenge is the operating hours, if you can't be open 24/7, find ways to see where you can be flexible to meet the optimal hours.
- There is also a social work role that librarians are playing today (i.e. homeless waiting to get in to warm up). Librarians aren't just about books anymore, there are many other pieces to their day. The west coast is hiring social workers into the library. Need to have a social worker in the library, or have social worker skills within the libraries. The frontline staff are dealing with things on a daily basis that we may not think about. Training and frontline staff trained by community organization experts. How can you care for those who are mentally ill, etc. while also not creating a barrier for those who are not? The library is in the social component whether they like it or not, how do we remove barriers for those who need help and those who are traditional users.
- The library also has an opportunity to establish a connection with the young professionals, as Cincinnati is losing young professionals to other cities. If you can capture the young, their mostly single and have a lot of energy to give. Engage young professionals through social or networking events. The digital piece is very important for attracting the youth. If amazon and other programs are less clunky than the library, why would the youth bother? Engaging in areas that they want to be (makerspace at Rhinegeist). Offer proposal or resume writing trainings for free.
- Be culturally relevant to those who have immigrated and become inviting through programming and offerings. Fundraising for those who love the library and would like to help funding other library services. It's an opportunity to do some funding for certain projects. "Top off" fines for donations. Workplace giving donations. There are some untapped potentials for this. We're hitting up large corporations, where we could be capturing the small businesses, etc.



What is the biggest trend that is going to have the biggest impact on the library?

- Technology-all evolving technology, especially mobile.
- Increased smartphone adoption – leveraging this will make the resources go even further.
- Formal education – librarians have always been great partners.
- Sharing economy – going to be a trend to watch. The library has been a sharing community from the get-go. How can you apply this in some cool and unusual ways?
- Computers and hardware – printers and fax machines are still necessary.
- A community hub to share ideas and come together in a safe place.
- Access to technology in public, in the home, and training to use the technology. Geographical, financial, educational
- Demographic diversification
- Income disparity – trying to serve multiple targeted audiences can impact how you set up the libraries. The need for community relationship building. Leverage the community resources.
- Mindful of the communities: try not to do everything for everyone. Partner with the community organizations, neighboring schools, don't duplicate services, but collaborate instead. Doing too much can spread you thin and take you away from what you're good at.
- What can we do to make it cool? Each branch should be very cognizant of the dynamic of the community that they serve. Not every branch has the same services. We can't take the cookie cutter approach.

Teen Spot Community Meeting Notes

Wisdom: From Northside uses books movies and Wi-Fi. Now a shelver at the library and used to volunteer. Used to coming here.

Isaiah: Been in and out of the city. Used the library in his younger teen years, helped him stay on the right track and keep his head on straight. The people at the teen spot really cared.

Cameron: From Cincinnati, usually comes to the library to check out books and use the Wi-Fi.

Aries: SCPA student from Kenwood/Oakley. Really enjoys being at the library and using it as a safe gathering place. Helpful resources here at the library. Used the makerspace to create buttons and vinyl printers for school projects.

Joe: SCPA Student, comes from school to get books about quarterly. Has to wait for his bus, so he hangs out at the makerspace

Robert: Use the library for different purposes: meeting space, internet services, help for projects, being able to use the maker space, checking out books.

Michael: to see friends, most go to different schools so this is a great place to meet. Recreational time – relax and hang out with friends. Use books to help with ideas for projects.

How does the library benefit others in the community?

- A place to where you can gain knowledge and a gathering place.
- Helpful for people who do not have a wifi or computer at home.
- For parents to have a place when they need to get picked up.
- The library is a safe space.
- Really nice to be able to hang out and it's really close and secure.
- Helps keep teenagers and younger adults to stay out of trouble.

Why may others not come to the library?

- Some have really busy schedules and they don't have time.
- Others don't want to come because they don't get along with some others who do come to the library.

What does the library do well?

- Welcoming people as they are.
- Friendly faces and warm welcomes.
- More specifically in the teen spot. K
- now how to handle teens and teenager situations.
- Open spaces, comfortable chairs, welcoming area.

What kinds of things do you think the library could do to improve?

- The Wi-Fi is sometimes slow.
- Update the adobe flash, sometimes they need to access things but they can't update it.
- Need more shelves, we're always getting new books but running out of place to keep them.

Programs

- The after-hours programs are really nice and when the maker space has programs. More music programs – music theory, teaching how to play, history of music, being able to play music in the library. Free lunches for the teens after school during the summer.

Trends

Top Trends: Internet (3), 24/7 access (3), Mobile Phone (2), Getting Jobs (2), DIY (2), Income (1).

Jobs- Have something that takes the open jobs from local companies and places them in a centralized are for those seeking employment. The library should play a role in helping teenagers find jobs. 24/7 access, having to stay later and later to finish homework—don't have access to internet at home because it's too expensive. Maybe open earlier on Sundays.

The Library focus in the Future

- Top focus trends: services for children and teens, places to study, maker space,
- Services: younger siblings that they have to watch over, helps keep tabs on the little ones and help figure out what they like. Still want to see programs for youth all around.
- Makerspace: Helps figure out and start to develop his own ideas. So this helps him get some inspirations for his creations. Most jobs not require tech experience. Using different tools to be creative will allow future skills to develop.
- Homework/study spaces: We have areas but sometimes it's too loud. Allows for meeting areas with friends and classmates.
- Books: Will still be here, the feeling of holding a book in your hand. There will always be people who want a book in their hand, a book always has one story in it.

- The library is a resource to success, all of the books I want are here and we use the computers. The resources are all here to achieve the things I want to do.

- I believe the library hours should be expanded on certain days.

- The library is always upping their game, especially when it comes to the maker space. It's a great space to meet.