2018

Final Report

STATE LIBRARY OF NORTH CAROLINA NEEDS ASSESSMENT

SLNC STEERING COMMITTEE

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Introduction

The State Library of North Carolina's senior administration appointed six volunteers, representing each of the four State Library sections, to a Steering Committee. The Steering Committee was charged with gathering information to be used later—after a new State Librarian was hired—to create a strategic plan for the entire State Library. The committee decided to assess the needs of patrons and non-patrons and to look for future trends.

The Steering Committee members included two (2) representatives from the Library for the Blind and Physically Handicapped (Allen Wight and Todd Clayton), two (2) representatives from the Government & Heritage Library (Becky Forbes and Jennifer Davison), one (1) representative from Library Development (Lauren Clossey), and one (1) representative from State Library Administration (Jackie Haske). Timothy Owens, the Assistant State Librarian, was an advisor to the group and attended many of the meetings. Maureen Sullivan was a consultant on the project. This project was funded with LSTA as a 2017-2018 Statewide Leadership Project.

The Committee began meeting in May 2018 to discuss the group's purpose and projected outcomes. Maureen Sullivan helped the Committee create group agreements to follow, assisted in forming a timeline to stay on task, advised on each phase of the timeline, and provided suggestions on collecting information for the strategic plan.

The Committee drafted two surveys, for which it was determined to be necessary to include Public Library Directors and Public Library Staff, Government & Heritage Library patrons, and Library for the Blind and Physically Handicapped patrons. These two surveys, the User Survey and the Library Staff and Director Survey, were made available on July 25, 2018. The results of those surveys, with summary, follows.

SLNC User Survey Results

Q1 How frequently do you use the resources/services of the State Library of North Carolina?
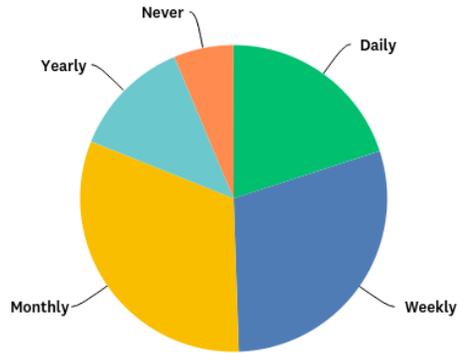
Answer Choice	Percent	Response
Daily	20%	19
Weekly	29.47%	28
Monthly	31.58%	30
Yearly	12.63%	12
Never	6.32%	6

Most responses indicate that people use our resources at least **monthly**. **Weekly** was the second most popular choice.

SLNC User Survey

Q2 How do you prefer to use the resources/services of the State Library of North Carolina? Please select all that apply.

Legend: ■ Online ■ In-person ■ Email ■ Telephone ■ Not Applicable

Online 48%

In-person 21%

Email 16%

Telephone 13%

Not Applicable 2%
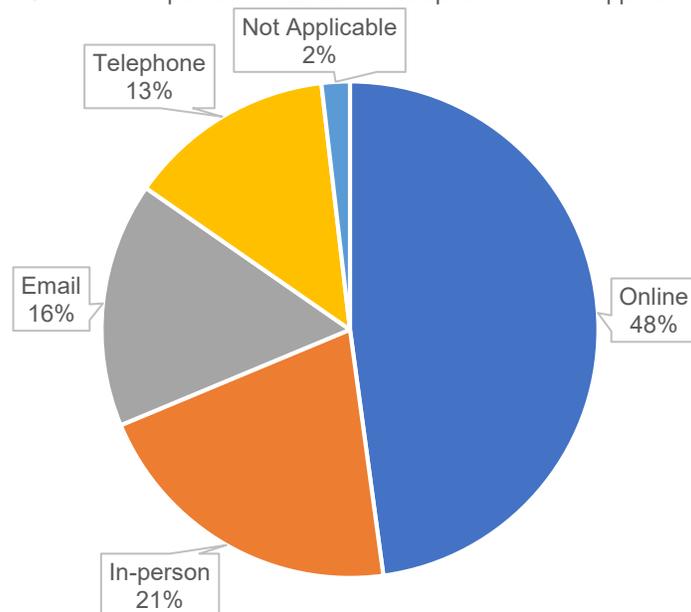
A total of 95 respondents answered this question, with 48% preferring to use the **Online** resources for research.

In-person, 21%, was the next method patrons choose to use the State Library's resources/services.

Email and **Telephone** were a close third and fourth with 16% and 13% respectively.

SLNC User Survey

Q3 Which of the following resources/services of the State Library of North Carolina do you use most often? Please choose up to three.
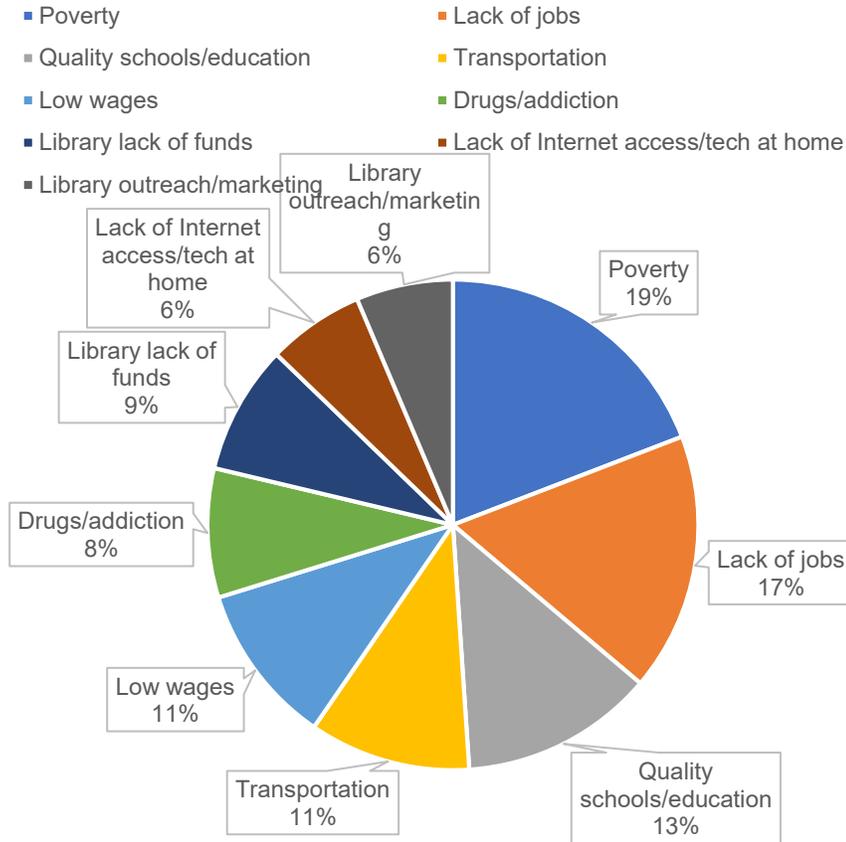
- SLNC Digital Collections
- GHL (reference services, borrow books, databases)
- LBPH (audio, braille, large print books)
- Ncpedia
- Continuing Education workshops/online resources
- Other
- Library Consultant Services
- Grants (LSTA, Edge Technology)

Grants (LSTA, Edge Technology)
6%

SLNC Digital Collections
25%

Library Consultant Services
7%

Other
9%

Continuing Education workshops/online resources
10%

Ncpedia
11%

GHL (reference services, borrow books, databases)
18%

LBPH (audio, braille, large print books)
14%
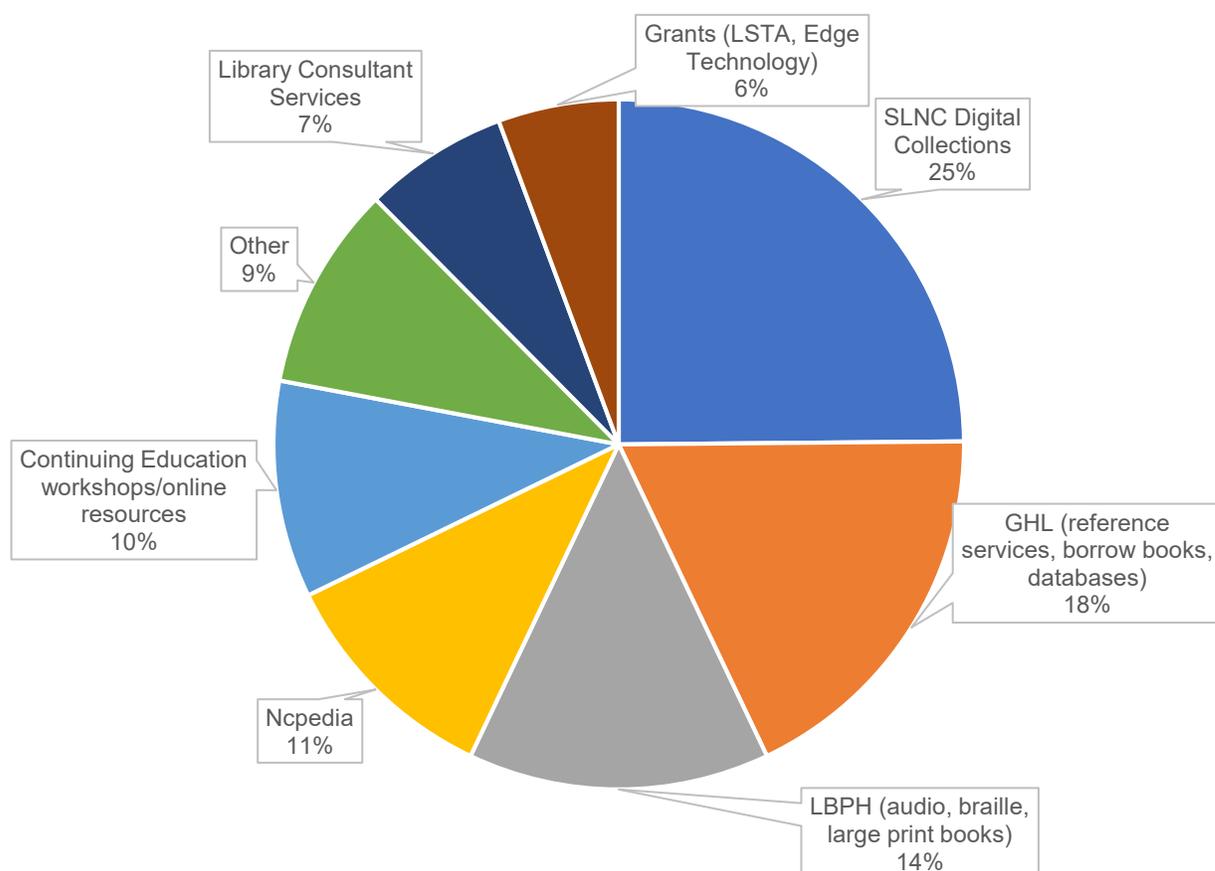
Respondents used the State Library of North Carolina **Digital Collections** the most at 25%, with the use of **Government and Heritage Resources** in second place with 18%, and the **Library for the Blind and Physically Handicapped** (LBPH) coming in close at third with 14%. In the **Other** category, the most noted response was job postings or job listings.

SLNC User Survey

Q4 In your opinion, what are the top two challenges facing your community?

- Poverty
- Lack of jobs
- Quality schools/education
- Transportation
- Low wages
- Drugs/addiction
- Library lack of funds
- Lack of Internet access/tech at home
- Library outreach/marketing

Library outreach/marketing 6%

Lack of Internet access/tech at home 6%

Library lack of funds 9%

Drugs/addiction 8%

Low wages 11%

Transportation 11%

Poverty 19%

Lack of jobs 17%

Quality schools/education 13%

Response	Quantity	Percent
Poverty	9	19%
Lack of Jobs	8	17%
Quality Schools/Education	6	13%
Transportation	6	11%
Low Wages	5	11%
Lack of Library Funds	4	9%
Drugs/Addiction	4	8%
Lack of Internet Access/Tech at home	3	6%
Library Outreach/Marketing	3	6%

The responses for this question correlate with the economy. **Poverty** was the largest community challenge at 19%.

In direct relation to poverty, **Lack of Jobs** came in as the second largest community challenge at 17%.

Quality schools/education came in just a little under jobs at 13%.

Transportation and **Low Wages** both weighed in at 11%, which helps explain Poverty as the highest community challenge. Transportation included getting to and from the library or to and from work and medical appointments.

Lack of Library Funds did not score as high as the economic levels, but it did get 9% of the responses. Examples of needed funding included libraries staying up on technological advancements, and library wages.

More community-related issues of **Drugs/Addiction** and **Lack of Internet access/tech at home** are both related to the top double-digit responses at 8% and 6% respectively.

Library Outreach/Marketing rounded out the responses at 6% where respondents mentioned public misconceptions about the libraries resources and services available.

A total of 25 respondents skipped the question.

Q5 The State Library of North Carolina works with libraries throughout the state and supports new programs and services. If offered, which of the following would you most likely use? Please choose up to three.

Answered: 84   Skipped: 11
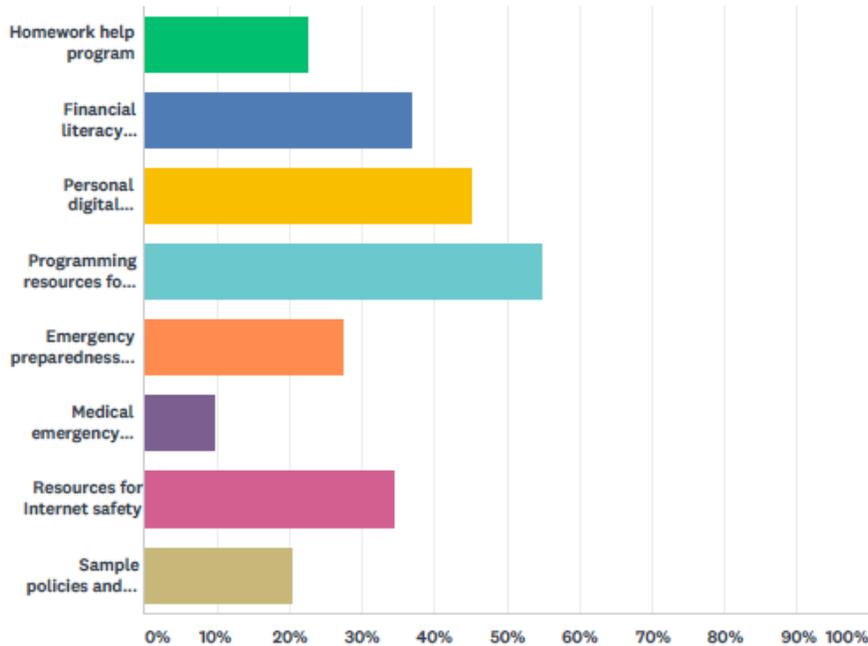
ANSWER CHOICES	RESPONSES	
Homework help program	22.62%	19
Financial literacy resources	36.90%	31
Personal digital archiving	45.24%	38
Programming resources for libraries (such as book clubs)	54.76%	46
Emergency preparedness resources	27.38%	23
Medical emergency information such as opioid overdose	9.52%	8
Resources for Internet safety	34.52%	29
Sample policies and procedures	20.24%	17
Total Respondents: 84		

Out of 95 respondents, 84 answered this question and 11 skipped it.

Over half (46 people) would most likely use **programming resources**, such as book clubs, if offered through their local library.

Over a quarter but less than half would likely use the following, if offered through their local library. In ascending order: **emergency preparedness resources (23 people)**; **internet safety resources (29)**; **financial literacy resources (31);** and **personal digital archiving (38).**
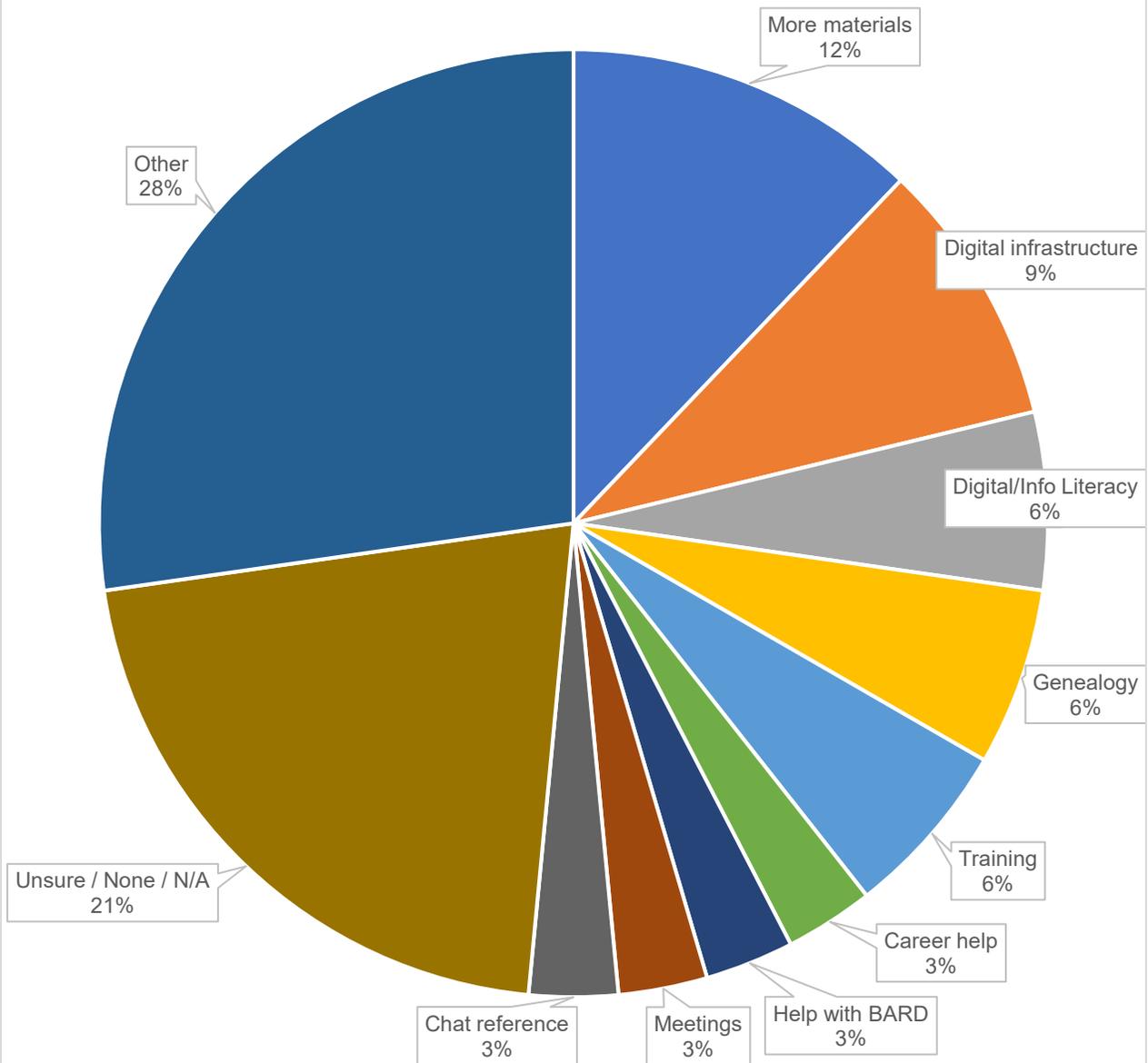
Under a quarter indicated they would likely use the following, if offered through their local library. In ascending order: **medical emergency information (8 people)**; **sample policies and procedures (17)**; and **homework help program (19).**

Given that participation in this survey was voluntary, it is best not to assume that the order of priorities of the respondents reflect the order of priorities of local communities. If additional surveys are offered in the future, it may be beneficial to compare the responses to this one to see if the order of priorities stays the same, or changes in determining which new resources to offer.

SLNC USER SURVEY

Q6 What other resources/services would you like to see the State Library offer?

- More materials
- Digital infrastructure
- Digital/Info Literacy
- Genealogy
- Training
- Career help
- Help with BARD
- Meetings
- Chat reference
- Unsure / None / N/A
- Other

More materials 12%

Digital infrastructure 9%

Digital/Info Literacy 6%

Genealogy 6%

Training 6%

Career help 3%

Help with BARD 3%

Meetings 3%

Chat reference 3%

Unsure / None / N/A 21%

Other 28%

Response	Quantity	Percent
More materials	8	12.1%
Digital infrastructure	6	9.1%
Digital/Info Literacy	4	6.1%
Genealogy	4	6.1%
Training	4	6.1%
Career help	2	3.0%
Help with BARD	2	3.0%
Meetings	2	3.0%
Access to County Records (other)	1	1.5%
Arts/Sciences programs (other)	1	1.5%
Cards (other)	1	1.5%
Chat reference	2	3.0%
Combined e-rate (other)	1	1.5%
Competitive salary (other)	1	1.5%
Digitization service (other)	1	1.5%
Financial literacy (other)	1	1.5%
History (other)	1	1.5%
IT Support (other)	1	1.5%
LBPH - manipulate descriptive movies (other)	1	1.5%
Literacy - Special Needs (other)	1	1.5%
Longer time with books on tape (other)	1	1.5%
Look up station (other)	1	1.5%
Mentally handicapped help (other)	1	1.5%
Mobile services (rural) (other)	1	1.5%

Oversight for town officials (other)	1	1.5%
Small business help (other)	1	1.5%
Transportation (other)	1	1.5%
Unsure / None / N/A	14	21.2%

The largest category of responses was **Unsure / None / Not Applicable**, which comprised 21.2% of the answers.

More Materials was the largest substantial category, with a breakdown of more materials including 3 respondents asking specifically for LBPH materials (general, kids braille, and newly blind resources) with the remaining being literature, magazines, and general. Aside from LPBH, it is unknown if the request for more materials refers to the State Library's offerings, or the local library materials of the respondent.

Digital Infrastructure was another large theme, but it is unknown how many of these answers refer to the State Library. Answers included online books requests, online renewals, digital downloading, hotspots, databases, etc.

Next, there were 4 responses related to **Genealogy**, and answers included volunteer genealogy assistance, more outreach, and more research help.
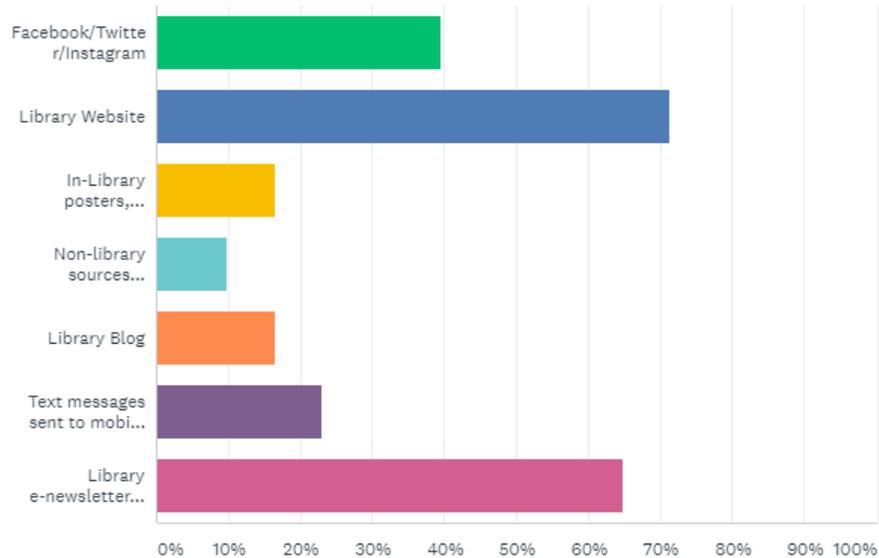
For LBPH, help with **BARD** was brought up specifically twice.

Most of the remaining answers were unique ranging from financial literacy to longer time with books on tape.

Q7 What is the best way for the State Library of North Carolina to share current information with you? Please choose up to three.
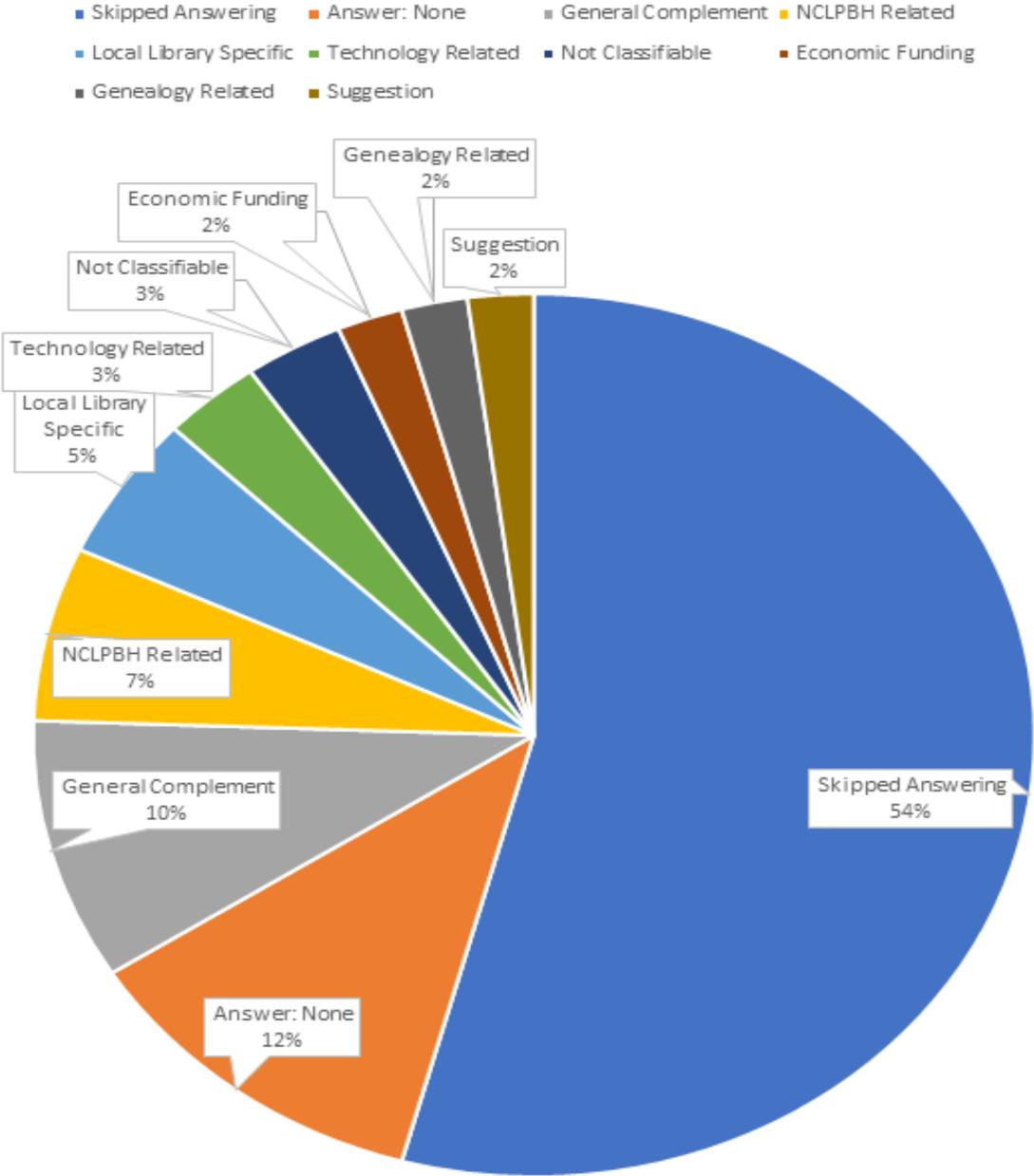
Answered: 91   Skipped: 4

ANSWER CHOICES	RESPONSES	
Facebook/Twitter/Instagram	39.56%	36
Library Website	71.43%	65
In-Library posters, flyers, bookmarks	16.48%	15
Non-library sources (newspapers, radio, blogs, etc.)	9.89%	9
Library Blog	16.48%	15
Text messages sent to mobile device	23.08%	21
Library e-newsletter or email	64.84%	59
Total Respondents: 91		

There were 91 respondents, with 4 participants skipping the question. The **Library website** was by far the most preferred way for the State Library to share information with users, with 71% of responses. The second most popular method of communication, with nearly 65% of responses, was a **library e-newsletter or email**. Social media outlets such as **Facebook, Twitter, and Instagram** received nearly 40% of responses.

Other responses given were communications via **text messages sent to mobile devices** (23%), **in-library posters, flyers, and bookmarks** (16%), and a **library blog** (16%), followed last by **nonlibrary sources such as newspapers, radio, and blogs** (10%).

Q8 What additional feedback/suggestions would you like to share?

- Skipped Answering
- Answer: None
- General Complement
- NCLPBH Related
- Local Library Specific
- Technology Related
- Not Classifiable
- Economic Funding
- Genealogy Related
- Suggestion

Genealogy Related
2%

Economic Funding
2%

Not Classifiable
3%

Technology Related
3%

Local Library Specific
5%

Suggestion
2%

NCLPBH Related
7%

General Complement
10%

Answer: None
12%

Skipped Answering
54%

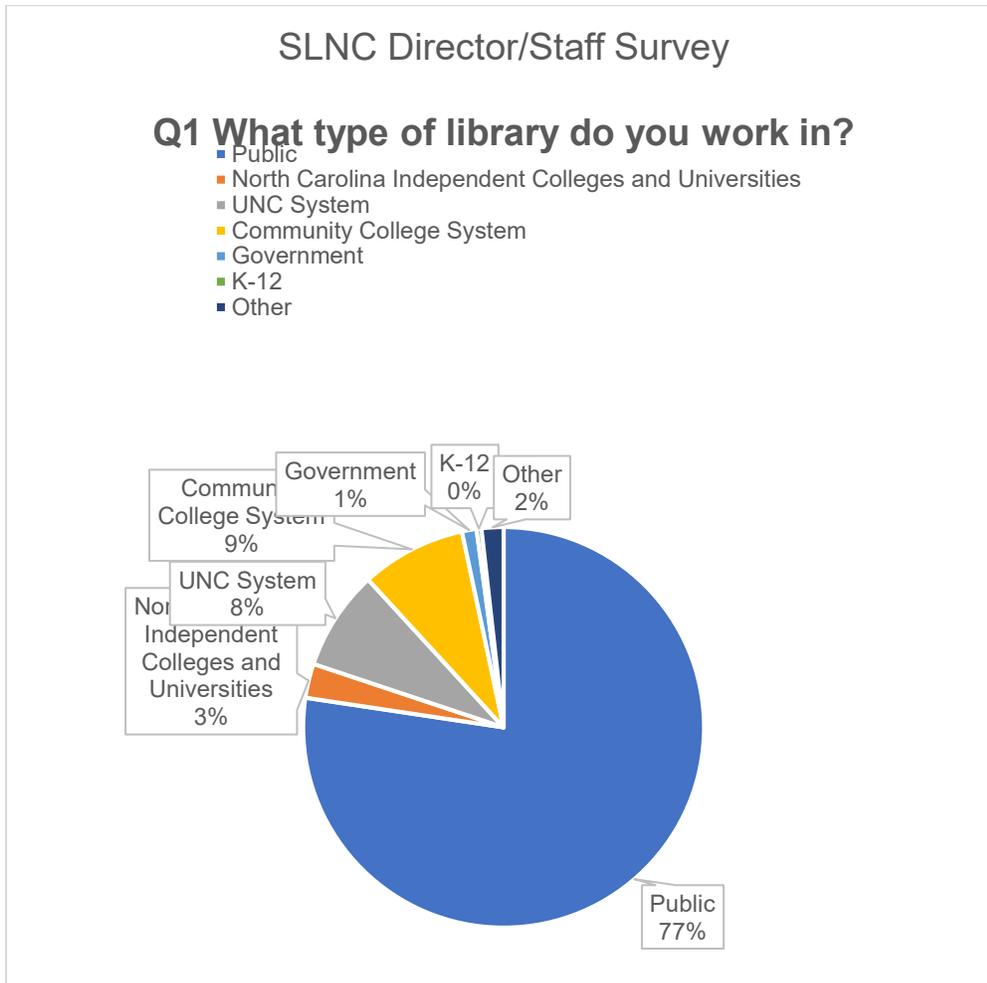| Responses	Quantity	Percent
Skipped Answering	51	54.8%
Answer: None	11	11.8%
General Complement	9	9.7%
NC LPBH Related	6	6.5%
Local Library Specific	5	5.4%
Technology Related	3	3.2%
Not Classifiable	3	3.2%
Economic Funding	2	2.1%
Genealogy Related	2	2.1%
Suggestion	2	2.1%

The percentage total equals 100.9% due to rounding.

Unfortunately, two/thirds of the individuals who took this survey either chose to **skip** this question or answered **none.** Therefore, the information we can obtain from it is limited.

The remaining one/third of answers referenced **specific libraries**, **lack of technology**, **economic funding**, **compliments,** and responses which **can't be categorized**.

It is possible many respondents felt that the other questions allowed them the opportunity to express any concerns they had.
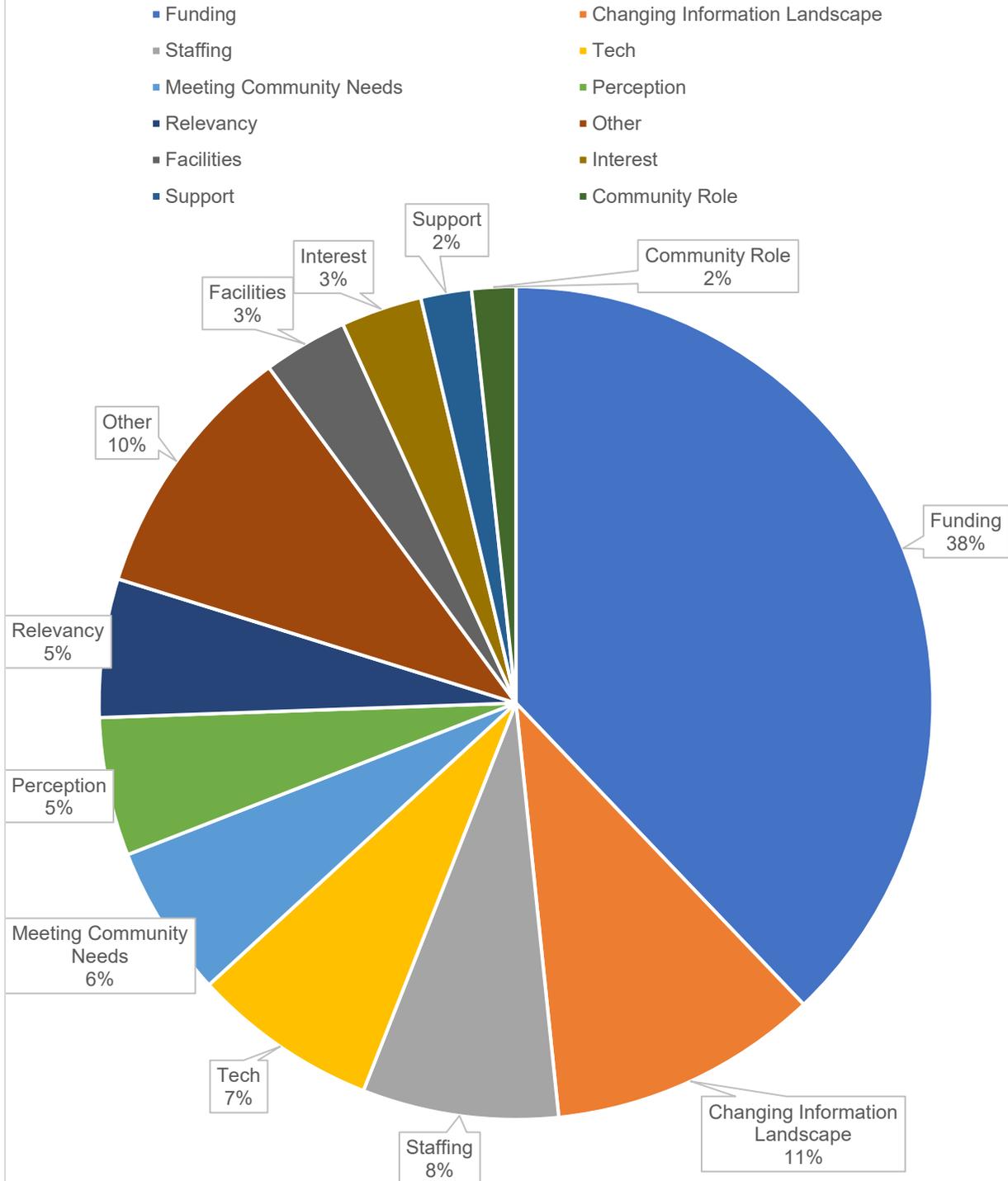
Library Staff and Director Survey Results

SLNC Director/Staff Survey

Q1 What type of library do you work in?

- Public
- North Carolina Independent Colleges and Universities
- UNC System
- Community College System
- Government
- K-12
- Other

Community College System 9%

Government 1%

K-12 0%

Other 2%

UNC System 8%

North Carolina Independent Colleges and Universities 3%

Public 77%

Answer Choices	Quantity	Percent
Public	393	77.36%
North Carolina Independent Colleges and Universities	14	2.76%
UNC System	41	8.07%
Community College System	43	8.46%
Government	6	1.18%
K-12	2	0.39%
Other	9	1.77%
Total	**508**	

SLNC DIRECTOR / STAFF SURVEY

Q2 What do you think is the greatest challenge library institutions will face during the next five years? (For example: lack of funding or the changing information landscape.)

- Funding
- Changing Information Landscape
- Staffing
- Tech
- Meeting Community Needs
- Perception
- Relevancy
- Other
- Facilities
- Interest
- Support
- Community Role

Support 2%
Interest 3%
Facilities 3%
Community Role 2%
Other 10%
Funding 38%
Relevancy 5%
Perception 5%
Meeting Community Needs 6%
Tech 7%
Staffing 8%
Changing Information Landscape 11%

Responses	Quantity	Percent
Funding	289	38%
Changing Information Landscape	80	10%
Staffing	58	8%
Tech	55	7%
Meeting Community Needs	45	6%
Perception	41	5%
Relevancy	41	5%
Other	77	10%
Facilities	25	3%
Interest	24	3%
Support	15	2%
Community Role	13	2%

There were 503 responses to this open-ended question. **Funding** was the most identified challenge by far, with 289 responses indicating some sort of funding issues. Largely, the issues were identified as "Lack of funding." Often, an individual response for funding issues also included the theme of Staffing (see below).

Changing Information Landscape was the next most identified challenge, with a hefty 80 respondents listing it. Largely, the issues were identified simply as "Changing information landscape." In some cases, the Changing Information Landscape was tied to Meeting Community Needs and/or funding and Technology.

Staffing, **Technology,** and **Meeting Community Needs** were the next three most identified, with around 50 respondents listing each of those challenges. Staffing issues were tied to retirement, budget and salary, retention, decrease in staff, finding qualified staff, and more. Technology issues were mostly about keeping up with changing technology and adapting to it.

Perception and **Relevancy** each had 41 respondents listing these challenges. For reporting purposes, these are two separate categories. It should be noted that in Steering Committee discussion, these two categories are similar enough in nature that, if combined, it would be the third most identified challenge.

Other noteworthy challenges were identified as **Facilities**, **Interest**, **Support**, and **Community Role**.

The **Other** category included themes with fewer responses. There were 77 Other responses in total, described in the table below.

Breakdown of Other

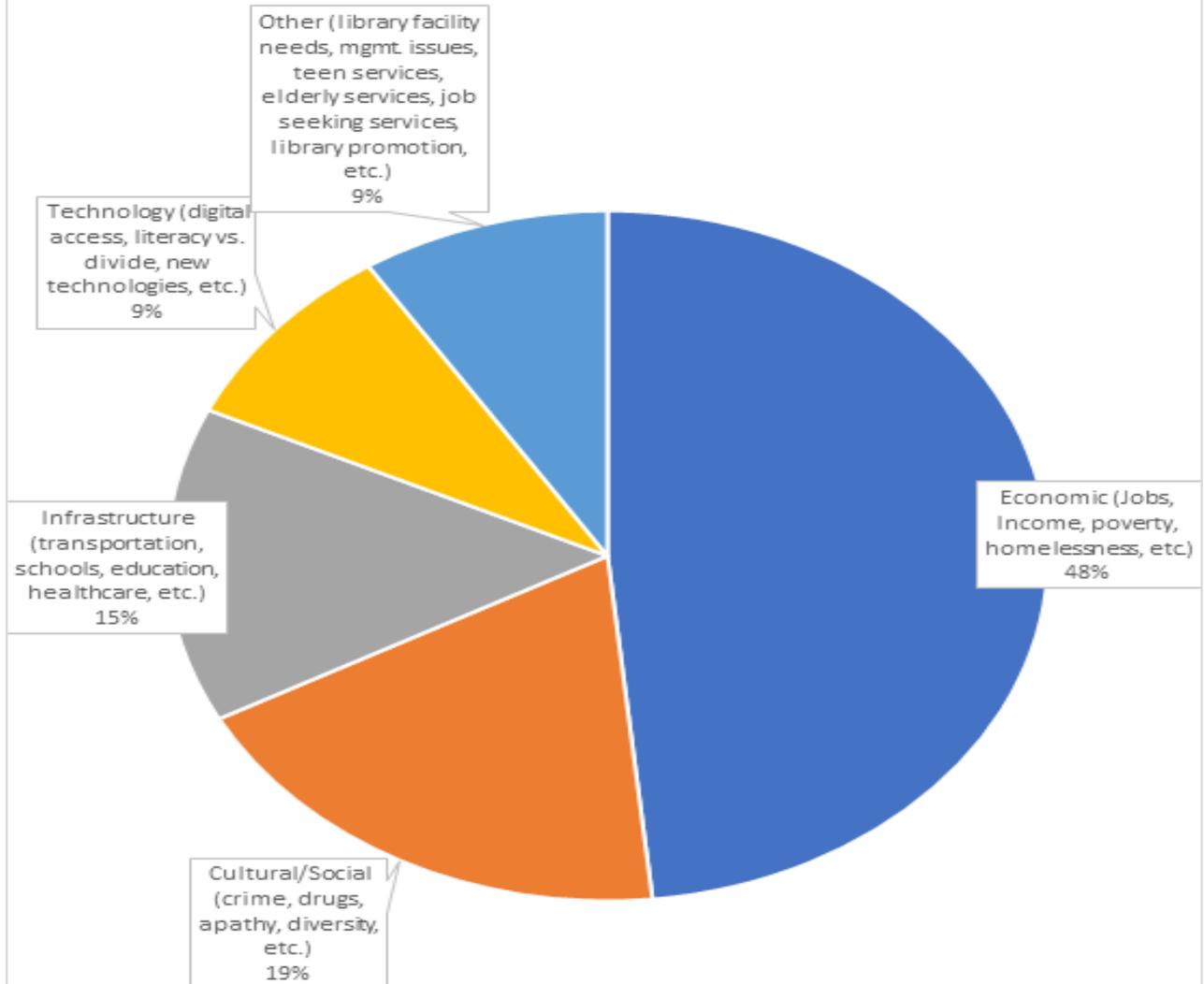| Response	Quantity	Response	Quantity
Marketing	11	Advocacy	9
Digital Divide	6	Access	5
Homelessness	5	Fake news	1
Leadership (lack of)	4	Functions	1
Infrastructure	3	Growing Economy	1
Politics	3	Identity	1
Drugs	2	Information Literacy	1
Focus	2	IT infrastructure	1
Investment	2	Lack of support (including government)	1
Partnerships	2	Literacy / critical thinking	1
Respect (lack of)	2	Mental Illness	1
Training	2	Mission	1
Competition	1	Net Neutrality	1
Digital preservation	1	Security	1
Disabled patron services	1	Wages	1
ESL	1	Wasteful management/funding	1
Expectations	1		

The Steering Committee discussed the inter-relatedness of many of these categories of challenges. Lack of funding leads to not having up-to-date technology, and the changing information landscape leads to not meeting community needs, for example.

The Steering Committee also discussed how there is little the State Library can do by way of funding issues, other than LSTA grants and State Aid. Therefore, the Steering Committee thought that the most worthwhile theme for further investigation would be the **Changing Information Landscape**. We expect inter-related themes to arise during Community Conversations surrounding this topic.

SLNC DIRECTOR / STAFF SURVEY

Q3 In your opinion, what are the top two challenges facing your community?

- Economic (Jobs, Income, poverty, homelessness, etc.)
- Cultural/Social (crime, drugs, apathy, diversity, etc.)
- Infrastructure (transportation, schools, education, healthcare, etc.)
- Technology (digital access, literacy vs. divide, new technologies, etc.)
- Other (library facility needs, mgmt. issues, teen services, elderly services, job seeking services, library promotion, etc.)

Other (library facility needs, mgmt. issues, teen services, elderly services, job seeking services, library promotion, etc.)
9%

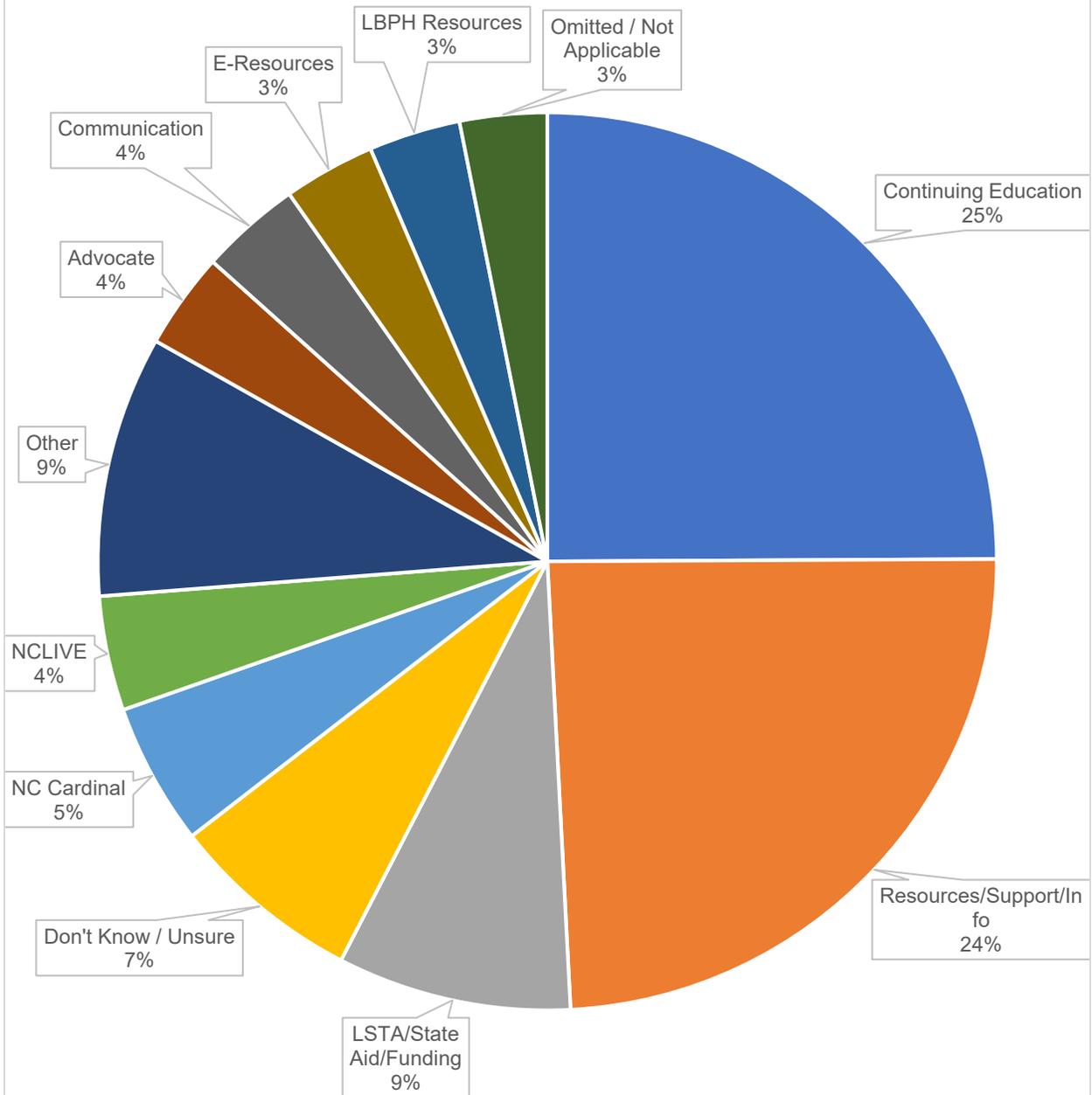Technology (digital access, literacy vs. divide, new technologies, etc.)
9%

Economic (Jobs, Income, poverty, homelessness, etc.)
48%

Infrastructure (transportation, schools, education, healthcare, etc.)
15%

Cultural/Social (crime, drugs, apathy, diversity, etc.)
19%

Upon examination of the 920 answers to the question, we classified the answers under five broad categories:

Responses	Quantity	Percent
Economic (Jobs, Income, poverty, homelessness, etc.)	445	48.4%
Cultural/Social (crime, drugs, apathy, diversity, etc.)	173	18.8%
Infrastructure (transportation, schools, education, healthcare, etc.)	136	14.8%
Technology (digital access, literacy vs. divide, new technologies, etc.)	82	8.9%
Other (library facility needs, mgmt. issues, teen services, elderly services, job seeking services, library promotion, etc.)	84	9.1%
Total:	920	

From the responses, we determined just under half (48%) could be classified under **Economic**, while another 19% could be classified under **Cultural/Social**. Another 15% could be classified under **Infrastructure**, while 9% could be classified under **Technology**. The remaining 9% could be classified under **Other**.

Clearly, economic issues are perceived to be the major issue facing the communities of the respondents. Issues which are mentioned under the other four categories may be caused or aggravated by the economic issues.

SLNC DIRECTOR / STAFF SURVEY

Q4 What does the State Library do best?

- Continuing Education
- Resources/Support/Info
- LSTA/State Aid/Funding
- Don't Know / Unsure
- NC Cardinal
- NCLIVE
- Other
- Advocate
- Communication
- E-Resources
- LBPH Resources
- Omitted / Not Applicable

LBPH Resources 3%

Omitted / Not Applicable 3%

E-Resources 3%

Communication 4%

Advocate 4%

Other 9%

NCLIVE 4%

NC Cardinal 5%

Don't Know / Unsure 7%

LSTA/State Aid/Funding 9%

Continuing Education 25%

Resources/Support/Info 24%

Responses	Quantity	Percent
Continuing Education	151	24.9%
Resources/Support/Info	147	24.3%
LSTA/State Aid/Funding	51	8.4%
Don't Know / Unsure	42	6.9%
NC Cardinal	31	5.1%
NCLIVE	25	4.1%
Other	57	9.4%
Advocate	21	3.5%
Communication	22	3.6%
E-Resources	20	3.3%
LBPH Resources	20	3.3%
Omitted / Not Applicable	19	3.1%

There were 473 responses to this open-ended question. **Continuing Education** was the largest category, with 151 responses. This included training, workshops, professional development opportunities, and more.

There were 147 responses regarding **Resources, Support and Information** in general. A sample of answers include, "provide a wealth of resources for patrons," "Well thought-out programs and resources," and "support all libraries regardless of size." These answers were lumped together as a similar theme.

Funding/LSTA grants/State Aid was the third largest category.

A significant portion of answers were **unsure** or **didn't know**, showing a potential gap in promoting our offerings.

Other noteworthy things the State Library is best at includes **NC Cardinal**, **NC LIVE**, **Advocacy**, **Communications**, **E-Resources**, and **LBPH Resources**.

There were 24 **Other** responses, which included 5 or fewer responses of that theme. Here is the breakdown of the Other responses.

Breakdown of Other

Response	Quantity	Response	Quantity
Outreach	5	Genealogy	2
Youth Services	4	NCKids	2
Data	3	Collaboration	1
Job Info	3	LD	1
Archives	2	LibGuides	1
Consultation	11	Helpful/Friendly Staff	8
History/State Info	7	Trends	7

Overall, 19 answers were **omitted** or **not applicable**. A sample of these responses included, "This is too broad," "There used to be more sharing of trends, knowledge, and opportunities. That does not seem to be of high importance now," and "No comment."
One answer that potentially could be explored during Community Conversations mentioned that "no one has time to" take some of our offered trainings. Offering more virtual trainings, pace-yourself video trainings on our website, etc. might help solve this issue. Community Conversations may reveal other ways to help with perceived training issues.

Q5

Which of the following State Library of North Carolina resources/services do you, your staff, or your patrons use most often? Please select all that apply.

Answered: 497   Skipped: 14
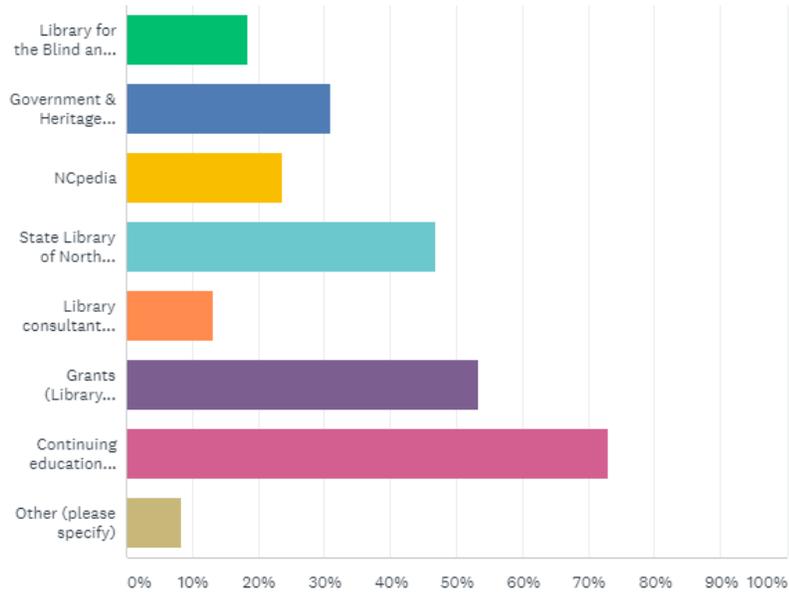
ANSWER CHOICES		RESPONSES	
▾ Library for the Blind and Physically Handicapped audio, Braille, or large print books		18.51%	92
▾ Government & Heritage Library (reference services, borrow books, databases)		30.99%	154
▾ NCpedia		23.74%	118
▾ State Library of North Carolina digital collections		46.88%	233
▾ Library consultant services		13.28%	66
▾ Grants (Library Services and Technology Act, Edge Technology, conference scholarships, etc.)		53.32%	265
▾ Continuing education workshops and/or online resources		73.04%	363
▾ Other (please specify)	Responses	8.45%	42
Total Respondents: 497			

This question garnered 497 total responses, with 14 participants choosing not to answer.

The State Library's **Continuing Education workshops and online resources** had the highest response rate, with 73%. IMLS and Edge **grants** including scholarships received the second

highest response rate with 53%. The third highest rated answer choice was the **State Library of North Carolina digital collections**, with 47%.

Other responses given were the **Government and Heritage Library** (reference services, borrowing books, databases) with 31%, **NCpedia** with 24%, and the **Library for the Blind and Physically Handicapped** audio, Braille, or large print books with 19%. **State Library Consultant Services** received a 13% response.

Library Directors/Staff Survey

Q6 If offered, which of the following services/programs might your patrons/staff use in the future? Please choose up to three.

Answered: 504   Skipped: 7
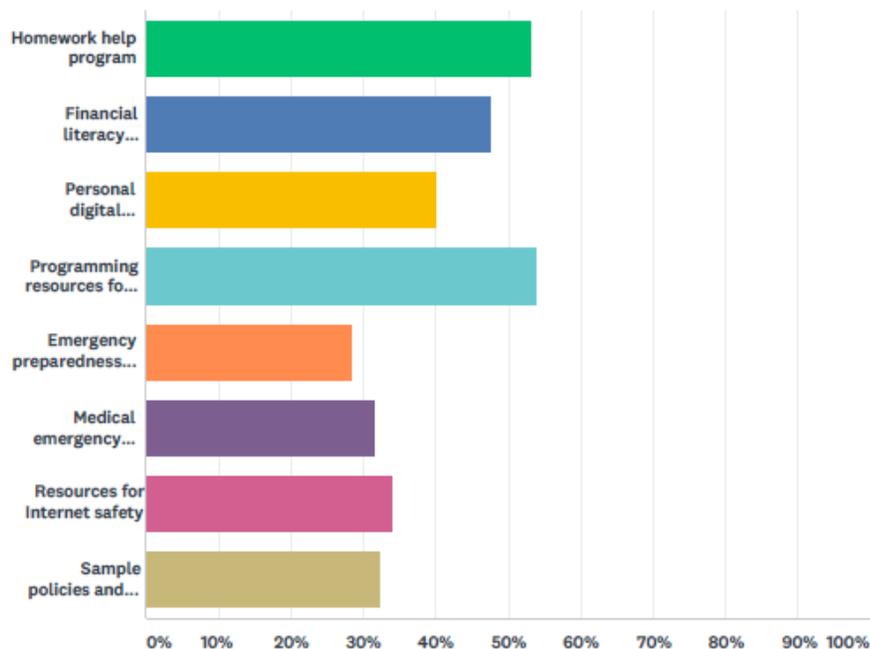
ANSWER CHOICES	RESPONSES	
Homework help program	53.17%	268
Financial literacy resources	47.42%	239
Personal digital archiving	39.88%	201
Programming resources for libraries (such as book clubs)	53.77%	271
Emergency preparedness resources	28.37%	143
Medical emergency information such as opioid overdose	31.55%	159
Resources for Internet safety	33.93%	171
Sample policies and procedures	32.14%	162
Total Respondents: 504		

Out of the 511 individuals who took the Library Directors and Staff Survey, 504 answered this question and 7 skipped it.

Over one half of the individuals believed that the following resources might be used by their patrons and/or staff if offered by their library. In ascending order, the resources are**: homework help program (268 people)** and **programming resources for libraries (271).**

Over one quarter but less than half of the respondents believed that the following resources might be used by their patrons and/or staff if offered by their library. The resources in ascending order are: **emergency preparedness resources (143 people)**, **medical emergency information (159)**, **sample policies and procedures (162)**, **internet safety resources (171)**, **personal digital archiving (201)**, and **financial literacy resources (239).**

SLNC Director/Staff Survey

Q7 What other new services/programs might you, your staff, or your patrons use?

- Outreach
- Professional Development
- Resources/Services Libraries
- Resources/Services Patrons
- Programming
- Grants
- Misc.

Miscellaneous

Grants 2%

Outreach 3%

Professional Development 15%

Programming 14%

Resources/Services Libraries 9%

Resources/Services Patrons 51%
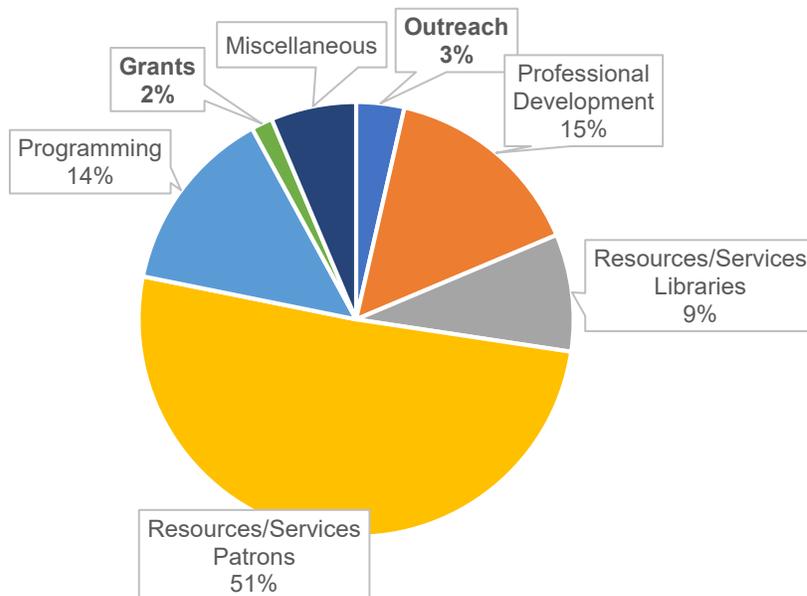
This open-ended question provided many suggestions with 352 respondents answering the question and 159 respondents skipping the question.

In order to analyze the responses, broader categories were created for similar suggestions.

The overarching theme focused on **Resources/Services for the Patrons**. This category received majority of the votes with 51% of the responses. This category includes digital literacy, technology resources, and coding classes for patrons.

Professional Development came in second with 15% of suggestions, which includes management training and training for working with specific populations, such as the homeless population.

Programming rated third place with 14% of the responses, which includes ideas such as programming kits for various age and ethnic groups, as well as wellness programs for the patrons such as mental health and physical health.

Resources/Services for Libraries had 9% of the votes, which encompasses expanded digital resources and multilingual collections.

Miscellaneous had 6% and includes broadband access in rural areas and more meeting spaces.

Outreach and **Grants** were the lowest scoring categories with 3% and 2% respectively. The main suggestions for **Outreach** was to advocate for the libraries and market the services found in the libraries. **Grants** includes Makerspace grants and more grants in general.

Q8 What do you see as your library or library system's greatest needs over the next five years? Please choose up to three.
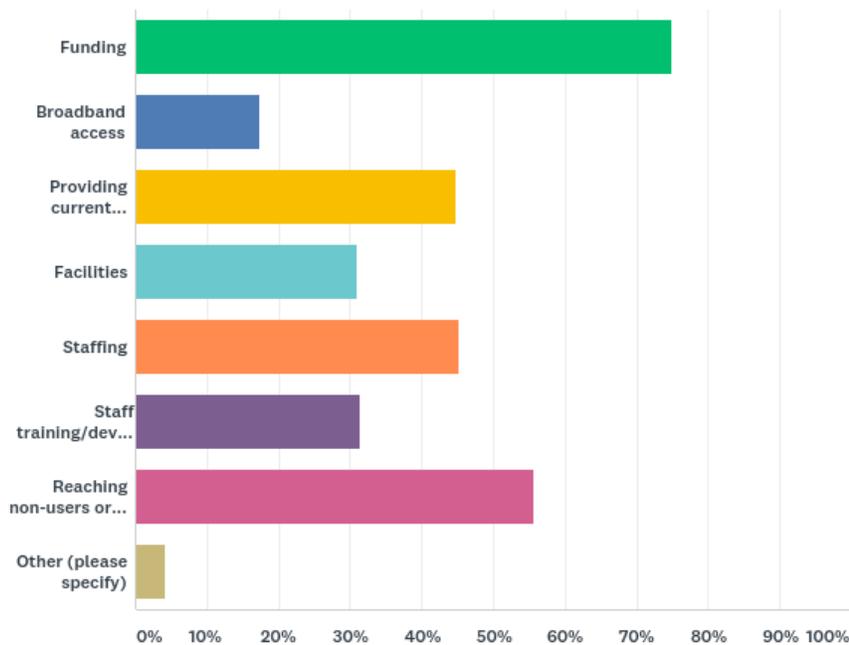
Answer Choice	Percent	Responses
Funding	74.85%	381
Broadband Access	17.29%	88
Providing current technologies	44.79%	228
Facilities	31.04%	158
Staffing	45.19%	230
Staff training/development	31.43%	160
Reaching non-users or underserved populations	55.60%	283
Other	4.13%	21

Funding was the greatest need by far, followed by **Reaching non-users or underserved populations**. **Providing current technologies** and **staffing** were also identified as great needs.

For the **Other** category, the following were identified: repurposing facilities, pay, publicity, demonstrating value/defining the mission, express services, drop in door count, political pressure, innovative programming, drug addiction, and LGBTQ+ issues.

Q9 What is the best way for the State Library of North Carolina to share current information with you? Please choose up to three.

Answered: 504   Skipped: 7
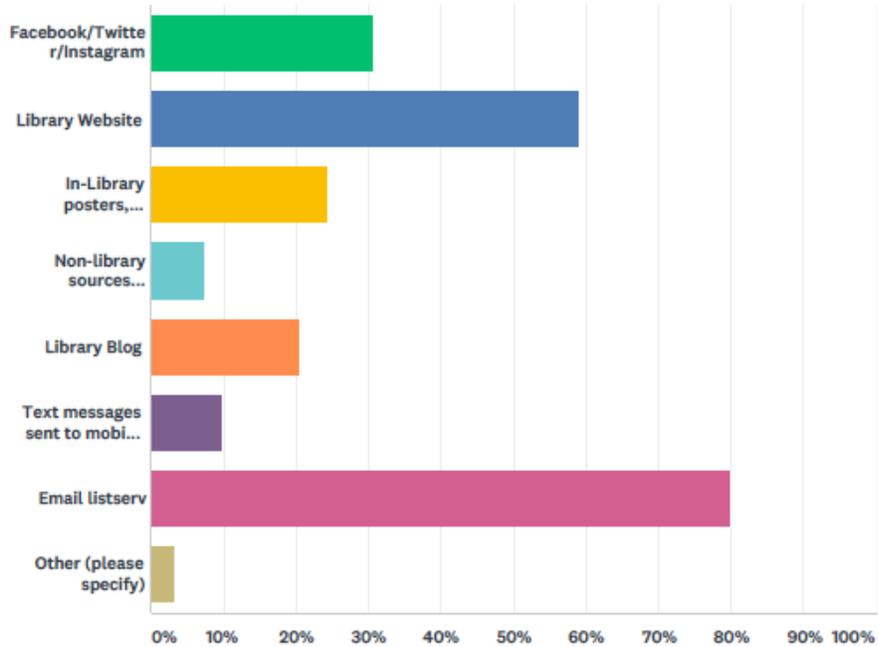
ANSWER CHOICES	RESPONSES	
Facebook/Twitter/Instagram	30.56%	154
Library Website	58.93%	297
In-Library posters, flyers, bookmarks	24.21%	122
Non-library sources (newspapers, radio, blogs, etc.)	7.34%	37
Library Blog	20.24%	102
Text messages sent to mobile device	9.92%	50
Email listserv	79.96%	403
Other (please specify)	3.17%	16
Total Respondents: 504		

Out of the 511 individuals who took the Library Directors/Staff Survey, 504 answered this question and 7 skipped it.

More than three quarters of the respondents prefer the State Library of North Carolina to share current information by **Email listserv (403 people).**

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More than half but less than three quarters prefer the State Library of North Carolina to share current information by **Library Website (297 people).**

More than one quarter but less than half prefer the State Library of North Carolina to share current information by **Facebook/Twitter/Instagram (154 people).**

Less than one quarter prefer the State Library of North Carolina share current information by the following methods, in ascending order: **Other (16 people)**, **Non-library sources (37)**, **Text messages sent to mobile devices (50)**, **Library Blog (102)**, and **In-library posters, flyers and bookmarks (122).**

There is great variation in how the respondents prefer to receive current information from the State Library of North Carolina. It would appear most have preferences for email and library website communication, and that nondigital formats such as in-library posters, flyers and bookmarks are preferred over certain digital formats such as text messages to mobile devices. Whether the preferred means of communication will change may be reflected in future surveys if this question is asked again.

SLNC Director / Staff Survey

Q10 What additional feedback/suggestions would you like to share?

Kudos ■ Outreach ■ Professional Development ■ Resources ■ Grants/Funding ■ Misc. ■ N/A

N/A
28%

Kudos
45%

Misc.
6%

Grants/Funding
4%

Resources
5%

Professional
Development
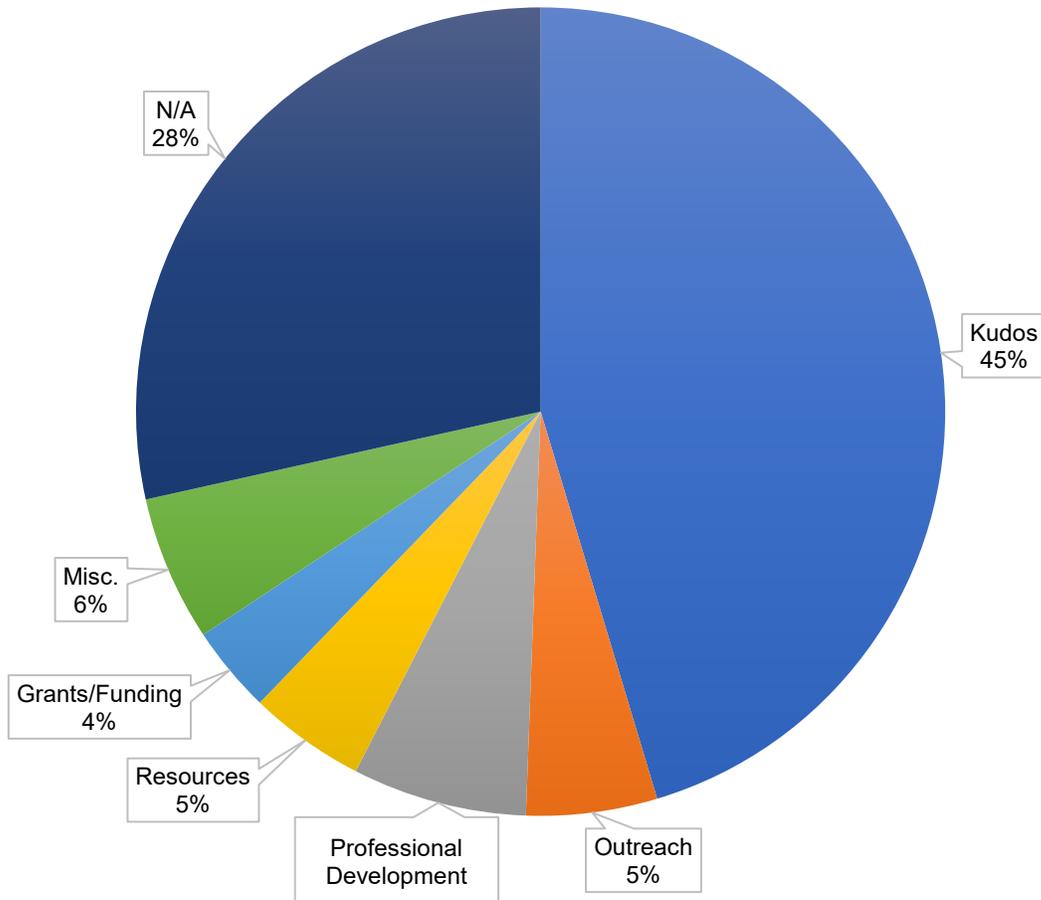
Outreach
5%

Response	Quantity	Percent
Kudos	78	45%
Professional Development	11	7%
Miscellaneous	7	6%
Resources	6	5%
Outreach	6	5%
Grants/Funding	5	4%
None / Nothing / NA	49	28%

The largest category of responses came from **Kudos**, where the State Library received compliments on our service to the public libraries, such as "Keep up the good work" and "Thank you for all you do!"

None / Nothing / NA was the second biggest response category, bringing in 28% of the totals.

Professional Development scored third place with 7%. Feedback provided ideas such as learning what other library systems are doing and encouraging collaboration to share beneficial ideas with libraries across the state.

Miscellaneous scored fourth place with 6%. This category included suggestions for Homeschool Centers within local libraries and Mobile Library services, like a Bookmobile, to help serve the rural communities.

Resources and **Outreach** were tied in the fourth theme that came out of the survey, with 5% each. Resources such as bilingual books appeared in several comments. Outreach provided good ideas, especially one asking for a webinar about "What the State Library can do for you."

Grants/Funding came in as the lowest at 4%. Some suggestions were more funding opportunities and resources for underprivileged small rural libraries.

A total of 351 respondents decided to skip the question.

Community Conversations

The original plan was to have a series of community conversations along with the needs assessment surveys; however, the surveys took longer than anticipated to finalize, and developing a plan for the community conversations was put on hold until after a new State Librarian is hired.

The consultant, Maureen Sullivan, provided some training for the community conversation volunteers on July 22. Two community conversations were led by the consultant, on July 22, 2018. Jennifer Davison was present as a note taker. NC Department of Natural and Cultural Resources staff and state agency library staff were invited to the conversations.

The steering committee decided to go ahead with a planned community conversation at LBPH on October 12, 2018. The group included members of the LBPH book club and members of LBPH's friends group board of directors. Gina Powell and Jennifer Davison were scheduled to hold the community conversation, but Gina was unable to participate, and Jennifer went ahead and facilitated the conversation and took notes.

A. DNCR Staff Feedback

4 participants from Archives, Arts Council, Historic Publishing, Museum of History
- Opportunity for collaboration, economy of scale, that is good for taxpayers; alternative to academic library, access to databases and research; access to DB's - would like a few more - willingness to collaborate - welcome through email or in person; appreciate holdings are not just NC (people move to other states that border NC);
- Opportunities - greater collaboration; national archives history hub - a way to give answers to patrons - an opportunity to bring in library, sites, archives, more efficient if all had a shared platform for questions and a way to funnel them - people can google and see answers - next few decades be more collaborative about all things NC - NCpedia has multiple entries for the same entity - could be helpful to look at resources and create a more comprehensive presence ; surprised at how fuzzy curators were about what can be done in library and what can't be - maybe orientation or training that can be offered for curators to learn about library resources - department doesn't train employees about what is available - doesn't understand mission of state library (arts council) - need resources for local people about grass roots culture - i.e. that local arts council/library has information about local history/culture
- Always a desire for more programming - more collaboration with archives with workshops for shared audiences (genealogy) ; entire department could participate with program development - history library the pace is sometimes a challenge to put together work grounded in research - more familiar with tools would help - ad hoc initiatives happen and maybe should be coordinated throughout the department - not each group has to do everything - know what everyone is doing - opportunities to work collaboratively on shared anniversaries or hand off to others - libraries and archives can help by planning out digitization projects -

- ⅓ of community arts councils don't have a professional person staffing arts councils and rely on libraries - thank you for that
- Library as a physical space for work - open stacks access
- An example is History hub not one owner - multiple experts
- Culture changing in the last few years - compliment - lots of opportunity to continue to innovate - forward thinking in the library; library is a problem solver.

B. State Agency Library Staff Feedback

2 participants from NC Community College System, 1 from Department of Labor

- Appreciates the family history - have we considered working with the Mormon libraries and connect people to resources
- Continuing education, cardinal resources for kids, voice and face of librarians across state
- Appreciate the cataloging service, appreciates ability to take cataloging assessment
- Lyrasis membership and discounts has lapsed at cc and continued access
- LibGuides is most critical value – CC is concerned that it might end
- Broadband access in rural areas is concern
- System office provided database for anatomy that has been discontinued - would like to see state library step up and provide it
- CC provide ILL services - don't have the budget to continue
- Staffing and library space is being overtaken by tutoring, writing centers, and other services that can get federal money - physical space is changing and can be good and bad
- CC Staff are not being replaced or don't have background
- CC Budgets are slashed and can't keep all databases
- Can the state library knock sense into legislature to protect the money allocated for materials to the community colleges (currently at the discretion of each CC president)
- Feast or famine
- CC now submitting electronic form for cataloging so don't have to mail books to Raleigh
- Staffing an issue at agency libraries too
- Circulation is ¼ of what was 15 years ago - streaming video service cut down circulation
- NC Cardinal - evergreen has been very clunky - public library model being imposed on agency libraries -
- Appreciate state library agency meetings that haven't been happening lately – would like to reinstate
- Catalog own material would be nice – GHL cataloging staff is great but would be nice not to have bring material over
- Blocks holds for patrons and do work arounds to request materials
- NC live participation is helpful for all
- Rooms that could be used for training like a computer lab?
- Want to be more involved and interact more - get people in library

- Invite agency library staff to agency library meetings
- Have an understanding of what is happening with the state library for community college library staff so that can be a liaison to community colleges and k-12
- Libraries struggle with promoting themselves - all need help with promoting services and value

C. LBPH Board and Book Club members feedback

8 or 9 participants

- The focus of this conversation was the Library about the Blind and Physically Handicapped. The library was complimented several times during the conversation. LBPH was called the "best tax supported organization." And it was mentioned that staff are friendly and helpful. There was strong support for special programming and the book club.
- What does the State Library (LBPH) provide that you value?
- Opportunity to read
- Offers opportunities to volunteer
- Special section where record local books and magazines produced in North Carolina – very valuable
- Where do you struggle getting your information needs met?
- Not enough access to braille
- Online catalog is unwieldly and difficult to use
- How might the State Library help you meet these needs?
- Improved catalog design
- Need a Braillist on staff
- Hours at LBPH – add Saturday hours or make hours longer – once a month – sometimes not able to get questions asked during current hours
- LBPH isn't fully utilized – it could be a quiet space to read, more opportunity for people to come in for programs. Much could be done on a Saturday. Kids could come and read with a guide dog; maybe could be a program with public libraries and other counties
- Room with technology for patrons to use
- In what ways might the State Library strengthen its service to the library community and/or the citizens of North Carolina?
- Being able to do more outreach/programming events around the state – do more of that
- Volunteer to go to adult centers, nursing homes to promote LBPH and do more outreach
- Maybe target nursing homes
- Volunteer base across the state – need to develop
- Library lease will be up in 4 or 5 years
- Accessibility is very important – new building needs to be close to bus – within city – good size space – easy to get to

- Need additional accessible computers

Next Steps

This report will be sent to all library staff and made available on the library's website. The team will give recommendations/lessons learned to the senior management team. This will not be publicly available.

The current team will disband and a team that will focus on the community conversations will be formed in 2019 if the new State Librarian chooses to continue information-gathering. There is already a group of volunteers that participated in the consultant's training in July 2018. The Steering Committee recommends new team members be chosen from this pool.

Conclusion

The information gathered from the needs assessment surveys and community conversations, as well as the Steering Committee's analysis of the information, provides potential paths for the incoming State Librarian, should they wish to pursue a larger Strategic Plan. Our blind and handicapped patrons rely on timely access to materials and services. Our genealogy researchers look to us for support and guidance. The State's many information organizations rely on us for resources and information. *Their* patrons are *our* patrons.

Appendix

A. User Survey

The **State Library of North Carolina** envisions a future in which all North Carolinians have access to exceptional library services and to the information resources they need to achieve their personal, educational, and professional goals. The State Library's services include [North Carolina history and government information](), [materials for users with visual impairments and physical disabilities](), and [support for libraries and library staff]()

This survey is anonymous and will only take a few minutes to complete. The results of this survey will help us identify opportunities to support exceptional library services in North Carolina.

1. How frequently do you use the resources/services of the State Library of North Carolina?

   A. Daily
   B. Weekly
   C. Monthly
   D. Yearly
   E. Never

2. How do you prefer to use the resources/services of the State Library of North Carolina? Select all that apply.

   A. In-person
   B. Telephone
   C. Email
   D. Online
   E. Not applicable

3. Which of the following resources/services of the State Library of North Carolina do you use most often? Please choose up to three.

   A. Library for the Blind and Physically Handicapped audio, Braille, or large print books
   B. Government & Heritage Library (reference services, borrow books, databases)
   C. NCpedia
   D. State Library of North Carolina digital collections
   E. Library consultant services
   F. Grants (Library Services and Technology Act, Edge Technology, Conference Scholarship)
   G. Continuing education workshops and/or online resources
   H. Other (box for answer)

4. In your opinion, what are the top two challenges facing your community?

5. The State Library of North Carolina works with libraries throughout the state and supports new programs and services. If offered, which of the following would you most likely use? Choose the top three.

    A. Homework help program

    B. Financial literacy resources

    C. Personal digital archiving

    D. Programming resources for libraries (such as book clubs)

    E. Emergency preparedness resources

    F. Medical emergency information such as opioid overdose

    G. Resources for Internet safety

6. What other resources/services would you like to see the State Library of North Carolina offer?

7. What is the best way for the State Library of North Carolina to share current information with you? Please choose up to three.

    A. Facebook/Twitter/Instagram

    B. Library Website

    C. In-Library posters, flyers, bookmarks

    D. Non-library sources (newspapers, radio, blogs, etc.)

    E. Library Blog

    F. Text messages sent to mobile device

    G. Library e-newsletter or email

8. What additional feedback/suggestions would you like to share?

B. Library Director and Staff Survey

The **State Library of North Carolina** envisions a future in which all North Carolinians have access to exceptional library services and to the information resources they need to achieve their personal, educational, and professional goals. The State Library is composed of three distinct parts that work together to realize this future: the Government and Heritage Library, The Library for the Blind and Physically Handicapped, and Library Development.

This survey is anonymous and will only take a few minutes to complete. The results of this survey will help us identify opportunities to support exceptional library services in North Carolina.

A. What type of library do you work in?
B. Public
C. North Carolina Independent Colleges and Universities
D. UNC System
E. Community College System
F. Government
G. K-12
H. Other (free text box if possible)

2. What do you think is the greatest challenge library institutions will face during the next five years? (For example: lack of funding or the changing information landscape)

3. In your opinion, what are the top two challenges facing your community?

4. What does the State Library of North Carolina do best?

5. Which of the following State Library of North Carolina resources/services do you, your staff, or your patrons use most often? Select all that apply.

A. Library for the Blind and Physically Handicapped audio, Braille, or large print books
B. Government & Heritage Library (reference services, borrow books, databases)
C. NCpedia
D. State Library of North Carolina digital collections
E. Library consultant services
F. Grants (Library Services and Technology Act, Edge Technology, conference scholarships, etc.)
G. Continuing education workshops and/or online resources
H. Other (box for answer)

6. If offered, which of the following services/programs might your patrons/staff use in the future? Please choose up to three.

    A. Homework help program
    B. Financial literacy resources
    C. Personal digital archiving
    D. Programming resources for libraries (such as book clubs)
    E. Emergency preparedness resources
    F. Medical emergency information such as opioid overdose
    G. Resources for Internet safety
    H. Sample policies and procedures

7. What other new services/programs might you, your staff, or your patrons use?

8. What do you see as your library or library system's greatest needs over the next five years? Please choose up to three.

    A. Funding
    B. Broadband access
    C. Providing current technologies
    D. Facilities
    E. Staffing
    F. Staff training/development
    G. Reaching non-users or underserved populations
    H. Other (free text if possible)

9. What is the best way for the State Library of North Carolina to share current information with you? Please choose up to three.

    A. Facebook/Twitter/Instagram
    B. Library Website
    C. In-Library posters, flyers, bookmarks
    D. Non-library sources (newspapers, radio, blogs, etc.)
    E. Library Blog
    F. Text messages sent to mobile device
    G. Email listserv

10. What additional feedback/suggestions would you like to share?

C. Community Conversation Script

[NOTE: This may be tailored to fit the characteristics and needs of individual groups.]

Welcome everyone.

Describe the purpose of the forum: "The State Library soon will begin to prepare its next strategic plan. An important early step in the process is to hold community forums to gather ideas and perspectives about library service from the different communities served across the state. This is your opportunity to share your suggestions about how the State Library can best serve your library."

Invite each person to do a self-introduction:

    a. Name
    b. Anything about yourself that might be relevant
    c. Address this question: What do you appreciate about the State Library?

First discussion topic: What does the State Library provide that you value?

Second discussion topic: What are the two or three major challenges that you and your library face?

Third discussion topic: How might the State Library help you with these?

Fourth discussion topic: In what ways might the State Library strengthen its service to the library community?

Close by thanking everyone.

[NOTE: An alternative question for some might be, "where do you struggle?"]