FALMOUTH MEMORIAL LIBRARY SURVEY

Planning to support the technological needs of our community.

What we already know about our community

- Approx. 62% are over 40 years of age.

- 66.8% of those between 45 & 64 years old have a Bachelors degree or higher.

- 79.5% of those between 35 & 44 years old have a Bachelors degree or higher.

- The median household income is $94,942.00 and the mean household income is $114,799.00.

- 60.9% are married and 29.6% of those married have children under 18.

What those numbers mean

- Falmouth has an older population that did not grow up with computers.

- Our community is well educated:
  - *Which often means they don't mind learning new things*
  - *And they (usually) appreciate library services.*

- We have good paying jobs.

- We are mostly family oriented.

What technology services we already offer our community.

- Public computer access
- Microsoft Office Software
- Internet access – Wired and Wireless
- Printing, Photocopying, and Scanning
- Publically Borrowable Cameras
- Borrowable Kill-O-Watt electricity meters
- Online Viewing & Registration for Library Events
- Document Magnification
- Publically Accessible Telescope
- Technology training page on our website.
  - http://www.falmouthmemoriallibrary.org/research/technology-training

…… continued on next slide… yes we do all of this and more!

Technology programs already at FML

- Drop-in Tech Help with Falmouth High School Technology Team
- Falmouth Library iPad Group
- Reference & Technology assistance from Laura
  - Specialties: downloading e-books & searching online resources.
- Children's & Apple help from Will
  - Specialties: Apple computes & devices
- Book A Librarian – for technology help

What we need to learn.

- What does our community want us to offer technologically speaking?

- Do they know about all the services we already offer?
  - If they do know what services do they know about and/or have used.
  - If they don't know…we need to find better ways to inform them.

- Can we currently (or after the expansion) find ways to support what our community expects of us.

- Are we (as a staff) ready & able to support our communities technology needs?
  - If not how do we best prepare for meeting their needs.

We need to --- Survey --- our community

- Potential survey questions include, but aren't limited to:

1. How many times in the past year have you been to the library?
    1. Never, Once, Once a Month, Twice a Month, Once a Week, Twice a Week, I Practically Live There, Other: _____

2. Where is the first place you go if you need technology help?
    1. Family member, Friend, Co-Worker, Tech Store (ex: Best Buy, Apple Store), Internet, Instruction Manual, Library, other:_____

3. How often do you use technology at the library?
   (examples: Computers, Internet / Wi-Fi, Copier, etc…)
    1. Never, Once, Once a Month, Once a Week, Twice a Week, Every Day
       Other: _____

4. Have you ever attended a library technology related program?
    1. Yes, No
       If Yes which one: _____

Potential survey questions cont.

1. Did you know that the library offered the technology related services below? (before today) – check all that you knew about.
    1. (list all library tech services + other _____ incase we forgot one)
2. What kind of technology services do you think the library should offer?
    1. _____
3. Would you consider asking a librarian for help with technology?
    1. Yes, No
       Why / Why not: _____
4. Do you think it's important for the library to offer technology related services?
    1. Yes, No
    2. Why? _____

Potential survey questions cont.

1. If you have used library technology related services before were you satisfied with the service?
    1. Yes, No
    2. Why / Why not?:_____
2. What is your age?
    1. 5 – 11, 12 – 18, 19 – 25, 26 – 35, 36 – 45, 46 – 55, 56 – 65, 66 – 75, 76+, Prefer not to answer
3. What gender are you?
    1. Male, Female, Other, Prefer not to answer.
4. What level of education have you completed?
    1. Grammar School, Middle School, High School, Some College, Associates Degree, Trade School, Bachelors Degree, Masters Degree, PHD, Other:_____, Prefer not to answer.

Other Stuff We May Want To Do.

We librarians may want to do a few other things (beyond the survey) in order to get a feel of what our community expects of us technologically speaking.

1. Simply ask them when they are here.
2. Hold a community discussion on the future of the library.
3. Ask / conduct random customer interviews with a set of predetermined questions.
4. Possibly conduct a short user test of the libraries website with some predetermined tasks to make sure it is working as customers expect.

Also always remember staff are customers too!