

Wichita Public Library Branch Review

October 27, 2017

PUBLIC POLICY AND MANAGEMENT CENTER



WICHITA PUBLIC
LIBRARY

RESEARCH QUESTIONS

- * What are the purposes of the branch libraries?
- * What are branch models?
- * How are resources distributed?
- * What are user and non-user perceptions?
- * How do we compare to peer communities?
- * What are the recommendations to increase market and services?
- * How do the branches connect to the Advanced Learning Library?

RESEARCH STRATEGIES

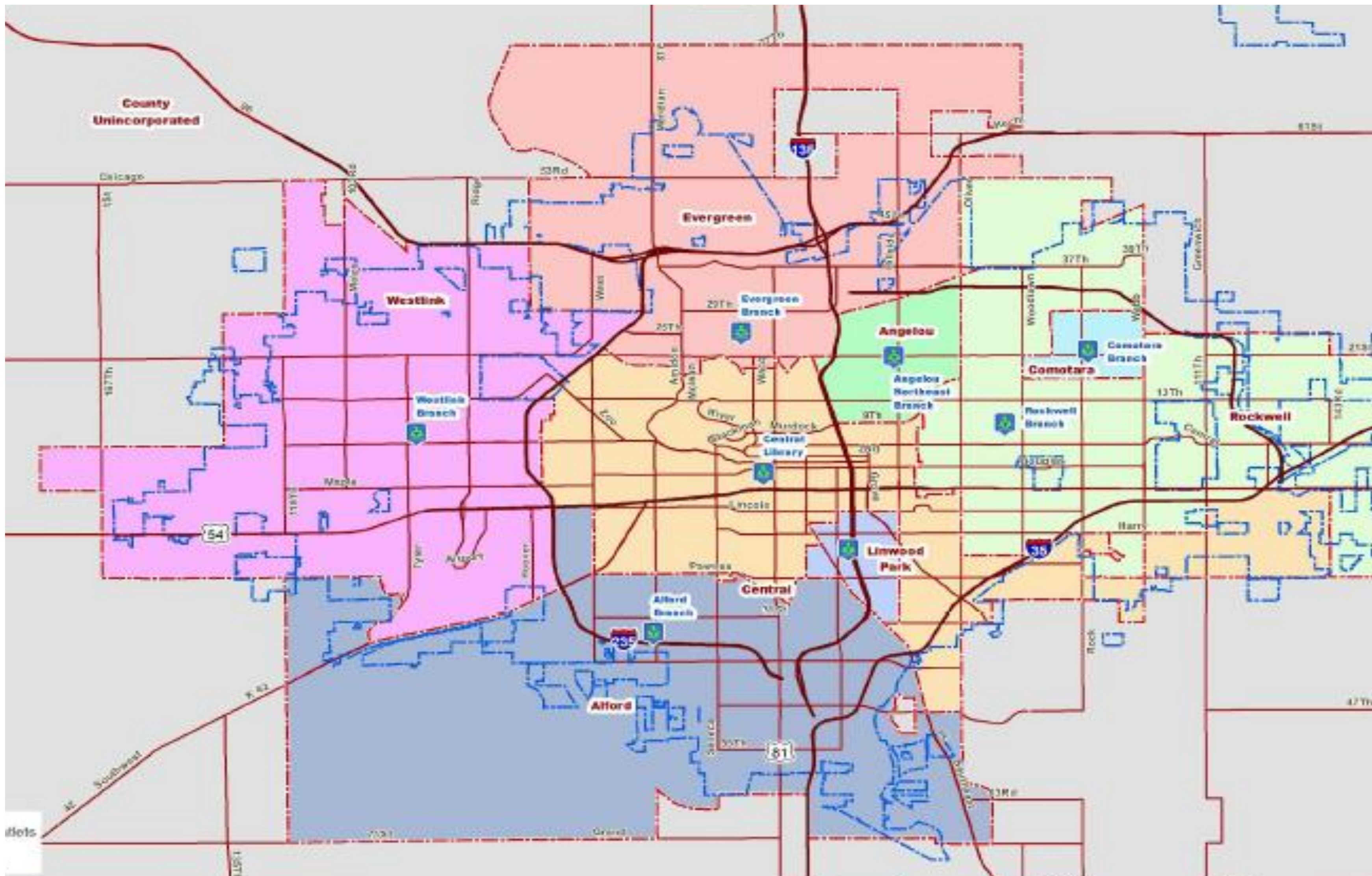
1. In-person surveys at branches (460)
2. Observations at branches (250)
3. Focus groups
4. Online survey (1,840 responses)
5. User data: check-out data; computer data
6. Geocoding user data with Census data
 - Check-out density
 - Technology users
7. Market segmentation

KEY FINDINGS

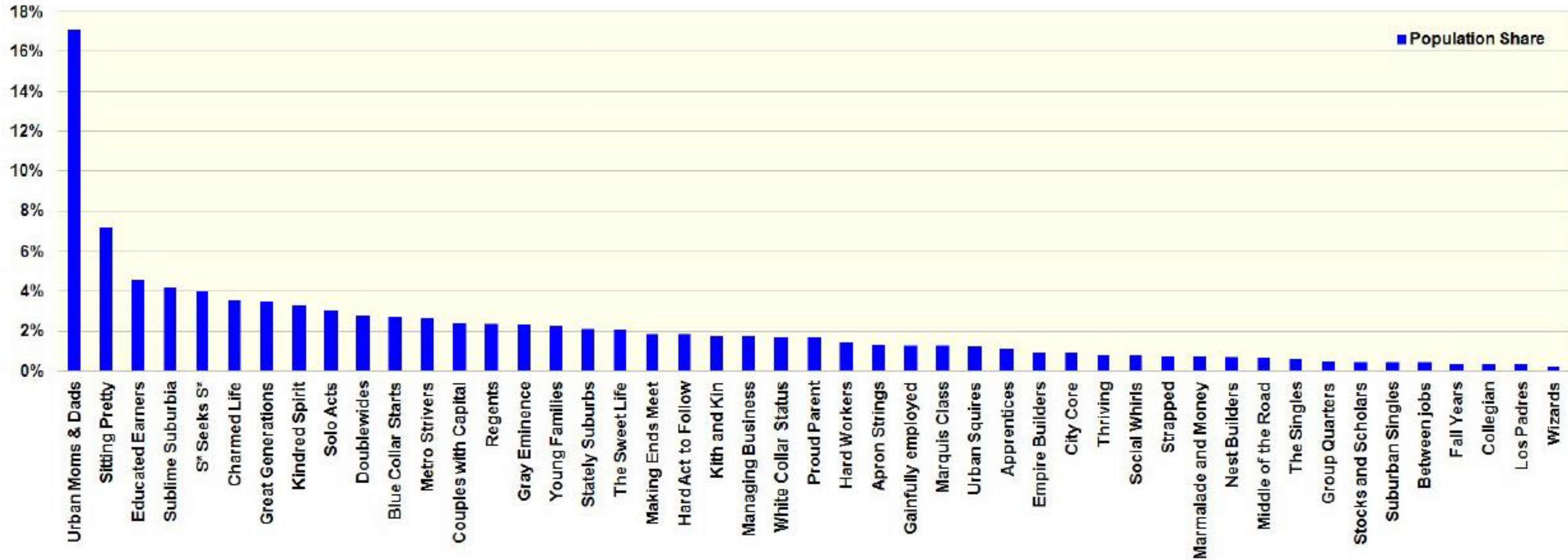
1. Community Support
 - High satisfaction of library users (Over 80% for all branches)
 - High appreciation for library services (97% from online survey 1,840 respondents)
 - High appreciation for library services by nonusers (71%)
2. Branches Serve Important Roles in Their Neighborhoods
3. Minor Maintenance and Programming Changes Have Potential to Further Increase Branch Value

MARKET ANALYSIS & FINDINGS

- * Take a page out of the private sector book
- * Uses data to move libraries to a demand based approach
 - Demand based is market oriented and customer driven
 - Customer driven = tailoring services for customer's needs, interests, and concerns
- * Uses data to identify service gaps
- * Identifies areas of opportunity for growing customer base



WICHITA MARKET SEGMENTS



WESTLINK

- * Westlink has a significant number of markets to serve
- * Working, middle income families in urban or suburban environments
- * Second to Comotara, the Westlink service area primary market segments have:
 - higher education attainment
 - higher income levels
 - more technologically advanced
- * Space, parking and location a concern at Westlink, more than other locations

“WESTLINK IS YOUR LINK”

- * Provide additional resources for technology savvy market (e-books)
- * Create plans to address the space issue
 - Consider new location
 - Establish new partnerships for shared space
 - Mobile or “pop-up” libraries to serve large geographic area
- * Provide physical “make-over” at existing facility
- * Accommodate working families, including an environment that appeals to people with more leisure time

ROCKWELL

- * There are more than 24 different market segments represented
- * Large diversity of market segments creates significant demands on the variety of collections, programming and service needs
- * Unlike other branches, due to the geographic size and population diversity, no generalizations about the service area can be made
- * Rockwell is a microcosm of the broader community
- * A portion of customers do not have technology alternatives

“ALL YOUR TASTES IN ONE PLACE!”

- * Create the “bookstore” environment
- * Explore alternative options (“pop-up” libraries, bookmobiles)
- * Operate Rockwell as a test location for proto-typing new programs and services planned for the Advanced Learning Library
- * Focus role in growing digital literacy
- * Utilize the diversity of markets at Rockwell to pilot test outreach, programming and services for the broader system

RECOMMENDATIONS FOR ALL BRANCHES

1. Update buildings and environment
2. Develop unique branch experience
3. Expand community services and programs
4. Increase partnerships
5. Explore strategies for gaining new audiences using market segmentation analysis
6. Expand public engagement at branches

RECOMMENDATIONS FOR ALL BRANCHES

7. Reduce barriers to service
8. Re-evaluate fee policies
9. Leverage customer loyalty
10. Identify and measure strategic impacts
11. Align priorities with resources

FINDINGS INTO ACTION

- ✓ Architectural assessments of all branches completed
 - Short and long term needs identified
 - Plan for coordinated maintenance management created
- ✓ Acquisitions/collections decisions changing to better match market segment information
- ✓ Program offerings changing to align with segment interests
- ✓ Meeting room rental policies updates to eliminate fees for neighborhood groups and homeowners associations

NEXT STEPS

- * Continue transition to outcomes measurement
- * Deliberate policy questions
- * Connect branches to Advanced Learning Library
- * Create plan for community coverage
- * Adopt branch strategic plans
- * Align resource with expectations

TO LEARN MORE

Find the branch review report and this presentation here:

<http://wichitalibrary.org/About/Pages/reports.aspx>

Contact us!



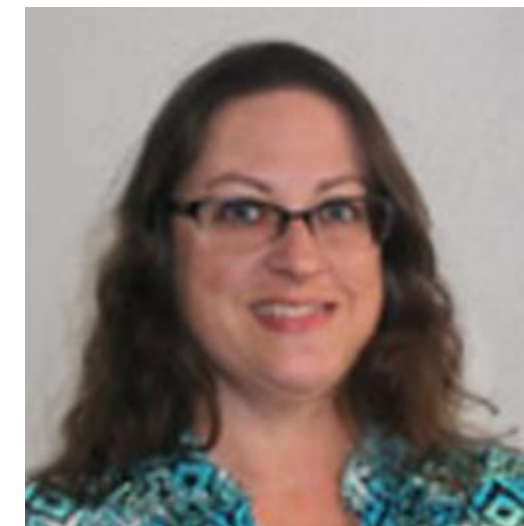
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