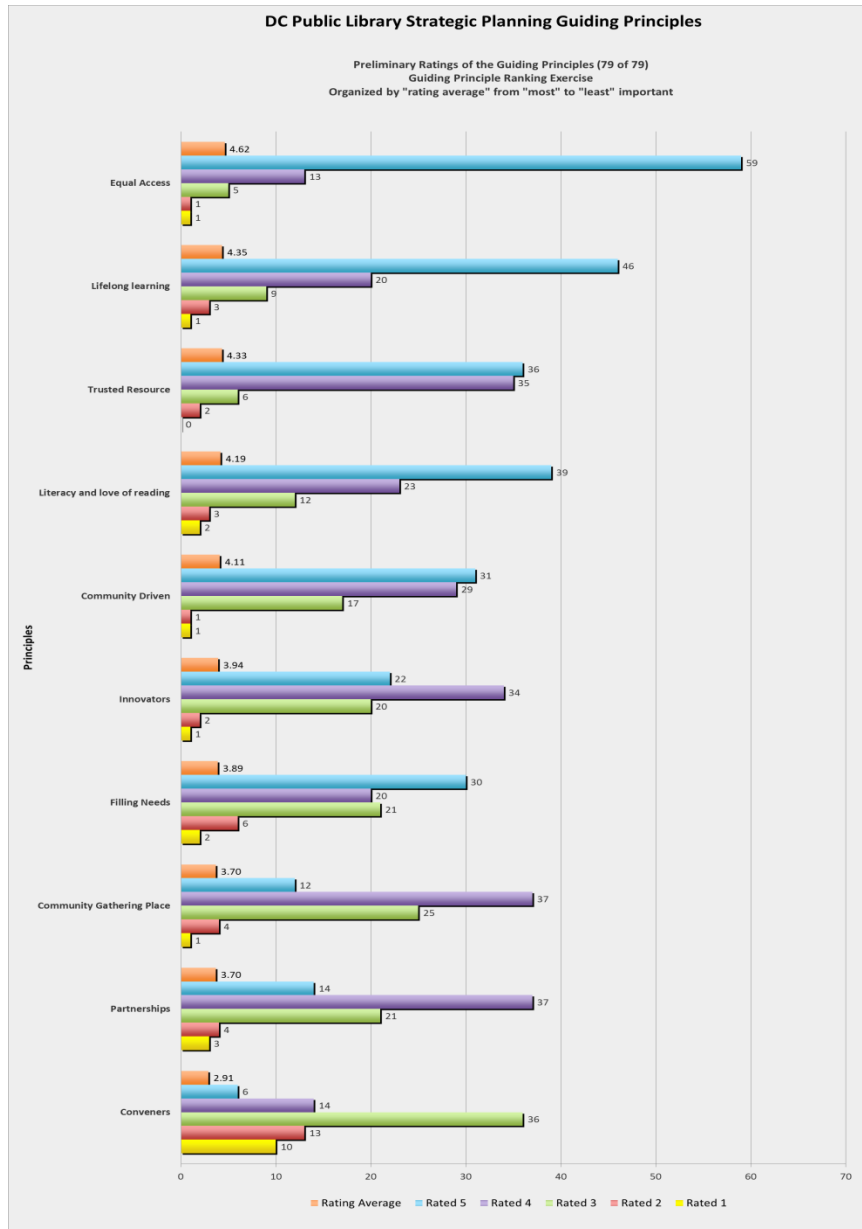


Staff Focus Group Report

Staff Focus Group Summary

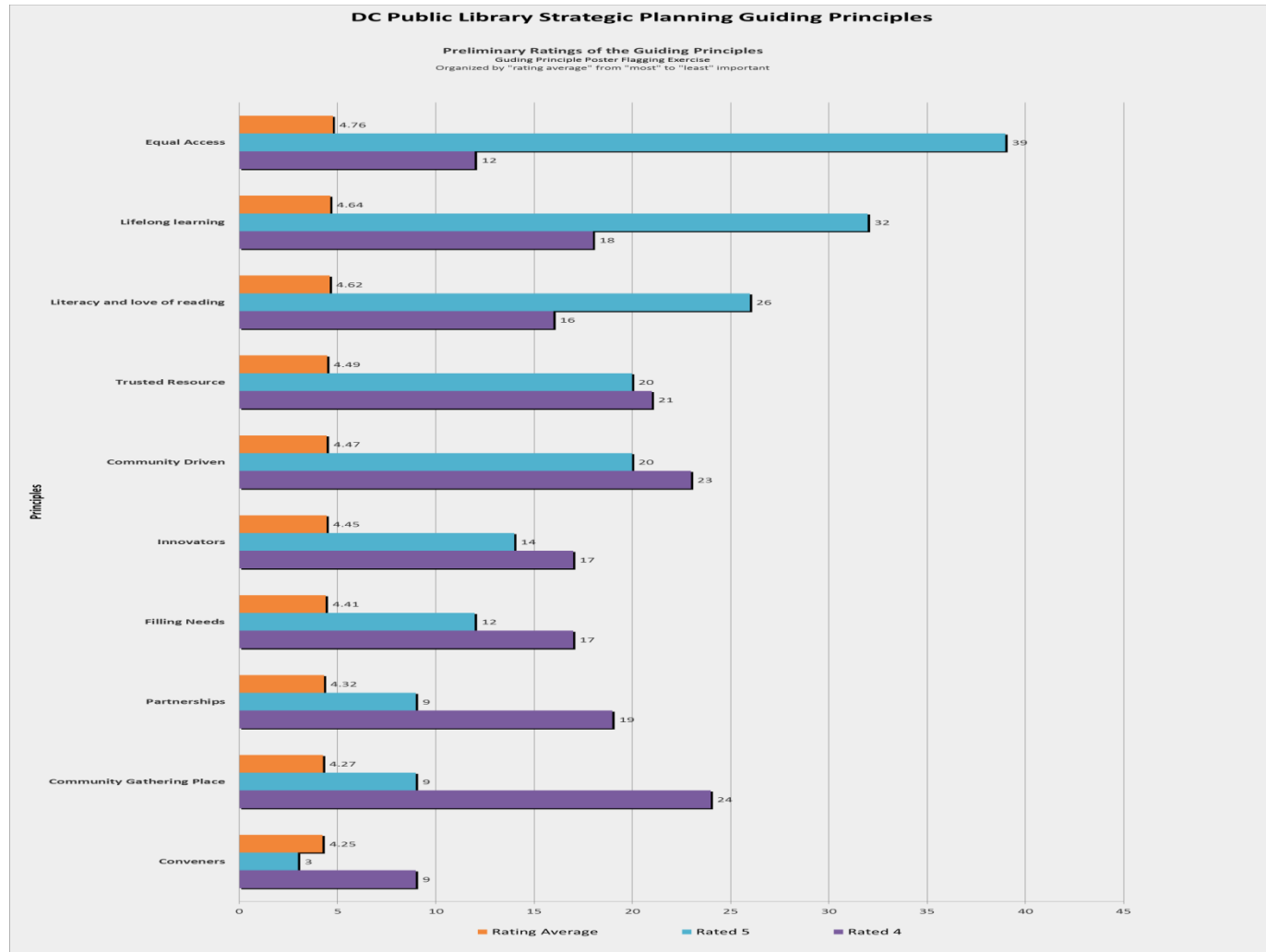
- Convened a total of ten staff focus groups with 79 participants.
 - 24 managers participated in three of these sessions
- Results include:
 - Reports on two guiding principles exercises
 - Summarized responses to open-ended focus group questions

Guiding Principles Results (individual worksheets)



Guiding Principles Results

(fewer choices/most important principles)



Responses to Questions: Who do we serve now?

Code	Count	Cases
children (birth-5)	20	9
homeless	15	9
General Public	15	7
seniors	12	9
immigrants/non-English speakers	12	6
differently abled - people w/ mental and physical disabilities	11	8
adults	10	8
teens (13-19)	10	6
parents/families	9	6
students	9	5
youth (6-12)	8	4
adult learners/low digital literacy	7	6
underserved populations	6	6
job seekers	6	5
educators/schools/daycares	6	4
tourists	4	3
researchers	4	3
Minorities - Af Am, LGBT	4	3
low income	4	2
at risk/disconnected youth	3	3
affluent population	3	2
non-users	3	2
community groups	3	2
small businesses/entrepreneurs	3	2
dc metro area	2	2
professionals	2	2
returning citizen	2	2
caregivers	2	2
government agencies/non-profits	2	2
tech saavy users	2	2
working/middle class	1	1
mentally ill		

Responses to Questions: What changes would you like to see in terms of who we serve?

Code	Count	Cases
diff abled - people w/ mental and physical disabilities	9	6
seniors	7	5
home bound	5	5
millennials	5	4
homeless/vulnerable populations	4	4
ESL/ELLcommunity	4	3
STAR audience (families w/ birth-5)	3	3
returning citizens	3	3
non-users/affluent community	3	3
Generation X	2	2
youth/tweens	2	1
theatre community	1	1
not homeless	1	1
students - undergrad and graduate	1	1
educators/teachers	1	1
dropouts, adults w/ literacy needs	1	1
teens	1	1
computer illiterate	1	1
caregivers	1	1

Responses to Questions: How do we serve now?

Code	Count	Cases
space (work/social/study)	15	8
programs	13	7
access to computers/internet/wifi/tech	12	7
space - free shelter/safe place	12	6
social services - connect with	12	4
meeting rooms	11	5
collection - books, magazines, videos, e-books	9	7
computer assistance/instruction	8	7
ESL/ELL Programs/Services	7	5
programs - birth to 5/storytime/STAR	6	4
outreach, provide	5	5
innovation - tech/info/programs/services	4	2
literacy/GED info/services	3	3
civil engagement - voting, debates, forums	3	2
job seeker assistance	3	2
Accessibility Services	2	2

Responses to Questions: What changes would you like to see in how we serve these populations or community members?

Code	Count	Cases
space - organization of, make flexible, comfort of, use in new ways ie. generate revenue	18	6
outreach - in community, to seniors, early literacy, non-users, affluent	15	6
partnerships - non-profits, gvt agencies	12	5
mobile/pop-up library - more than books	11	7
partnerships - w/ community entities (businesses, churches, embassies)	11	5
marketing - rebrand/change, market free services	11	5
marketing - define audience, use social media, QR codes	8	6
social/health/human services - connect people with	8	4
staff training - Health and human services, customer service	8	4
website/app - improve	6	5
ESL/ELL Translation - translation and programs	6	4
collection maintenance - add new items, weed old items, digitize historical items	6	3
staffing model - need to improve model, i.t. staff at branches	5	4
data - need data on patrons	4	4
decentralize services offered only at MLK - i.e. adaptive, adult lit services	4	4
partnerships - schools/post secondary schools/educators	4	4
IT - upgraded/improved, innovative	4	3
programming - community centered, varying from branch to branch	4	3
sharepoint/wiki - better internal exchange of resources to assist customers	3	3
innovate - unexpected interactions, programs, services	3	3
computer classes - need additional	3	2
returning citizens - programs/services for	3	1
STAR Workshops/early lit	2	2
differently abled - additional services for	2	2
programming - creative/DIY/Maker	2	2
programming - money management	2	2
job seeker services	2	1
hours - re-eval, make flex/dynamic	2	1