

FOCUS GROUP PARTICIPANTS (1/31/24 6:00-7:30 PM) = 8

1. WHAT ARE THE VERY FIRST THREE WORDS YOU THINK OF WHEN YOU THINK OF THE LIBRARY?



- Accessible
- Airy
- Community
- Consortium
- Convenient
- Educational (2)
- Free
- Fun (3)
- Helpful
- Interactive
- Quiet (2)
- Rainy Days
- Resources (2)
- Toys

2. PLEASE TELL US A LITTLE ABOUT YOURSELF AND THE LIBRARY SERVICES YOU USE (OR DON'T USE). WHAT ARE YOU LOOKING FOR WHEN YOU COME TO THE LIBRARY?

COLLECTIONS (13):

- **Reading-Related Materials (11):** Check out children's books (5) || Adult educational and business books (3) || Borrow Kindle/Libby e-books (2) || Book kits
- **Misc. (2):** DVDs || Homeschooling materials.

FACILITY (5): Craft station (4) || The dollhouse, puppets, and theater.

PROGRAMS (9): Activities (4) || Adult programs || Book clubs || Cooking classes || Storytimes || Weekend events

SERVICES (1): Museum passes

TECHNOLOGY (3): Use the computers (2) || Borrow a KOBO device.

LEAST USED MATERIALS/SERVICES (6):

- Doesn't use the computers but still considers them valuable. (5)
- Doesn't read the hardcopy newspapers.

IDEA: Establish a time limit for using the computers to minimize children's screen time.

COMMENTS/FEEDBACK (2):

- Mentioned a connection with the Family Resource Center.
- Visits to meet other parents and socialize.

3. THE LIBRARY OFFERS A WIDE VARIETY OF PROGRAMS FOR CHILDREN OF ALL AGES. DO YOU HAVE ANY SUGGESTIONS ON HOW WE CAN IMPROVE OR EXPAND OUR PROGRAMMING?

COLLECTIONS (2): Lend instruments || Offer materials about current events and different cultures.

FACILITY (8):

- **Grow the Space (4):** Increase the facility's capacity to meet space demands (e.g., expand the building). (3) || Expand the craft area.
- **Add Furniture/Materials (2):** Add more stations and materials to the craft area. || Offer building toys (LEGOS for boys and girls, Magna-tiles).
- **Misc. (2):** Improve the sightlines in the caregiver area || Offer school-aged children "Study Hall" space for school half days.

MANAGEMENT AND OPERATIONS (1): Increase the use of volunteers, especially seniors.

PROGRAMS (25):

- **Children's Program Ideas (11):** Add more Sing-Alongs (4) || More outdoor activities. For example, make use of the rail trail and conservation land. (2) || Craft activities || Guest puppeteers || Homeschooling activities || Organized sports (e.g., use basketball court) || Themed playgroups
- **Program Schedule Ideas (7):** More organized events/activities during school breaks (3) || Have later start times for afterschool programs || Offer more activities after school || Offer parenting programs on the weekend || Weekend programs
- **Enhance Storytimes (5):** Refresh Storytimes. Extend their duration, increase the variety of presenters, and use higher energy presenters. (4) || Offer time for socializing and group play after Storytimes.
- **Misc. (1):** Offer programs about current events and different cultures.

SERVICES (2):

- **Misc. (2):** Give families with new babies a Welcome Kit (e.g., tote bag, free book, milestone prizes). || Offer neurodivergent support and opportunities.

4. THE LIBRARY REACHES OUT TO THE COMMUNITY AT VARIOUS EVENTS AND LOCATIONS AROUND TOWN, LIKE GROTONFEST, TWOMEY CENTER VISITS, SCHOOL VISITS, ETC. ELEMENTARY CLASSES ARE EVEN BUSED TO THE LIBRARY ONCE A YEAR. WHAT ARE YOUR IDEAS FOR WHERE AND HOW WE CAN REACH GROTON KIDS, PARENTS, AND FAMILIES?

- **Potential Partnerships/Collaborations (4):** Contact community members and business owners to develop programs (bakers, hairstylists, construction companies, etc.). || Cultivate partnerships with scouting organizations || Collaborate with Music Together and Groton Hill Music to offer music-related programs (e.g., mini-concerts). || Partner with the Garden Club to develop/conduct classes and presentations.
- **Expand Marketing/Promotion Activities (3):** Increase the use of schools for promotion and marketing (2) || Add more information on GPL’s website and other community news and information outlets (Destination Groton, Talk About Groton, etc.).
- **Offer Mobile Services (3):** Bookmobile at Groton Farmer’s Market || Checkout capability at theme-based outdoor events || “Pop-Up” library at local sports events.
- **Misc. (1):** Conduct more social book group meetings off-site (e.g., cafes).

COMMENT/FEEDBACK (2): A bookmobile with a regular route would not work well with the town’s geography and wouldn’t add much value.

5. HOW IMPORTANT IS IT TO HAVE A GOOD LIBRARY IN OUR COMMUNITY?

VERY IMPORTANT (8-ALL):

- Especially valuable for new residents. It frequently influences home purchase decisions.
- It’s a critical resource for small towns with few gathering places.
- MVLC membership adds significant value.
- Visiting a library is a great way for children and adults to meet and make friends.

6. WHAT CHANGES OR ISSUES NOW FACING THE TOWN DO YOU THINK COULD IMPACT THE LIBRARY?

- Growth of cultural divisiveness. The Library can bring people with different views together in a neutral space.
- Need to increase awareness and support of neurodivergent individuals and community members with special needs.
- Upcoming budget override vote. Cultivate Library advocacy to galvanize support for the Library’s funding.
- Interested in more programs related to current world events.

7. WHAT COULD THE LIBRARY DO TO BETTER SERVE GROTON AND GROTON FAMILIES? WHAT ADVICE DO YOU HAVE?

- **Adjust Program Schedule (4):** Offer activities/programs/events with expanded hours that accommodate working families' schedules (e.g., weeknights and weekends). (3) || Offer more activities during school breaks.
- **Collections:** Create a Seed sharing bank and grow other non-traditional holdings
- **Facility:** Create a cordoned-off, safe, and padded space for crawlers.
- **Marketing:** Do a better job promoting what is available and cross-department marketing
- **Services:** Offer new residents a Library tour and a "Welcome gift."