GROTON PUBLIC LIBRARY
SOAR EXERCISE SUMMARY RESULTS REPORT 2023

LIBRARY TRUSTEES & ENDOWMENT TRUST TRUSTEES	STAFF
STRENGTHS - TOP 5 (in descending order)	**STRENGTHS - TOP 5** (in descending order)
1 Quality of Service and Employees	1 Cohesive, Friendly, Supportive, Knowledgeable, and Flexible Staff
2 Beautiful, Welcoming Facility	2 Library is Welcoming to All
3 Copious Amounts of Diverse, Engaging Programs for All Ages	3 Supportive Trustees and Management Team
4 Children's Department: Children's and Teens' Spaces and Programs	4 Attractive, Cozy Building in a Good Location; Different Spaces Meet Different Needs (study/meeting spaces, teen space)
5 Endowment and Trust Funds	5 Quantity and Diversity of In-Person and Virtual Programming for All Ages
OPPORTUNITIES - TOP 5 (in descending order)	**OPPORTUNITIES - TOP 5** (in descending order)
1 Need to Engage Children and Families who Don't Visit the Library	1 Need for Stronger, More Expansive Marketing of Library Programs and Services
2 Need for Life Skills Programs (sewing, cooking, changing tires, balancing a checkbook)	2 Need for More Direct Advocacy for the Library (voter support at Town meetings, active Friends group to help promote GPL)
3 Interest in More Family Events (all family members vs. specific age groups within families)	3 Untapped Local Populations (adults 20-30 years old, new residents)
4 Interest in Content Creation Technologies (access to devices, software, and training)	4 Digital Divide; Need for More Technology Support (devices, knowledge)
5 Underserved Populations (seniors, minorities, 25–35-year-olds)	5 Changing Demographics; Increased Racial and Ethnic Diversity

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ASPIRATIONS - TOP 5 (in descending order)		**ASPIRATIONS - TOP 5** (in descending order)	
1	Have a Secure Budget	1	Be Viewed as a Community Hub; People Think of GPL When They Need a Problem Solved
2	Be the Place that People Go to Try or Learn Something New; Expose People to New Ideas	2	Serve as a Safe, Inviting Third Space for All Local Demographics
3	Be Relevant	3	Facility Spaces Accommodate Diverse Patron and Staff Needs (individuals/groups, enhanced/increased programming space)
4	Be the Most Welcoming Place in Groton ("People who don't have another place to go feel comfortable going to GPL")	4	Staffing Level Ensures Optimal Operational Coverage, Consistency, and Productivity; Staff has Sufficient Uninterrupted Work Time (off desk, at home, etc.)
5	Be Universally Loved by Current Users and Residents of Groton	5	Serve as an Important Community Technology Literacy Resource
RESULTS - TOP 5*		**RESULTS - TOP 5***	
1	# of New Library Cards (x2)	1	Increased Engagement on GPL Social Media Accts (# followers, comments, likes, mentions, shares) (x7)
2	# of Millenial and Gen Z Life Skills Program Attendees	2	Increased Staff Job Satisfaction/Productivity (x5)
3	# of New IT Initiatives/Products Acquired	3	# of Visitors (foot traffic/gate count, by day/hour)
4	# of New Registrants/Attendees for Programs	4	# of Programs and Attendance (+/- year over year, but age group) (x2)
5	# of New Technology Facing Trainings	5	# of Collaborative Programs Offered

* SOAR exercise participants brainstormed a list of results (metrics) independently as a follow-up activity to each group's real-time session. Their results are sorted in descending order by the # of respondents who submitted each result and then alphabetically. See the RESULTS page of the *Groton Public Library SOAR Exercise Results Report 2023* for the full list.