# Table of Contents

Executive Summary........................................................................................................4  
Library Description........................................................................................................4  
Mission Statement.........................................................................................................4  
Key Ideas......................................................................................................................4  
Theoretical Foundation.................................................................................................5  
Market Audit and Research..........................................................................................6  
  Analysis......................................................................................................................6  
  Environmental Scan.................................................................................................7  
  SWOT.........................................................................................................................8  
  Original Data..............................................................................................................9  
Market Segmentation.................................................................................................9  
Service Identification.................................................................................................10  
Mission Statement.....................................................................................................11  
Program Goals...........................................................................................................11  
Timelines/ Actions......................................................................................................11  
Communication..........................................................................................................13  
  Promotion................................................................................................................13  
  Message....................................................................................................................13  
  Publicity....................................................................................................................14  
  Advertising.............................................................................................................14  
  Advocacy.................................................................................................................14  
Internal Marketing.....................................................................................................15  
Evaluation..................................................................................................................15  
Reflection....................................................................................................................15  
Appendixes...................................................................................................................16  
  WOWW Poster 1: Lion, the Witch and the Wardrobe..............................................16
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookmarks</td>
<td>17</td>
</tr>
<tr>
<td>WOWW Poster 2: Wizard of Oz</td>
<td>18</td>
</tr>
<tr>
<td>White Board Mock-up</td>
<td>19</td>
</tr>
<tr>
<td>Secret Shopper Form</td>
<td>20</td>
</tr>
<tr>
<td>Evaluation Form</td>
<td>21</td>
</tr>
<tr>
<td>Preregistration Form</td>
<td>22</td>
</tr>
<tr>
<td>Branding</td>
<td>23</td>
</tr>
<tr>
<td>T-Shirt 1 Design</td>
<td>24</td>
</tr>
<tr>
<td>T-Shirt 2 Design</td>
<td>25</td>
</tr>
</tbody>
</table>
Executive Summary

Library Description

The Mountain Valley Public Library has been the center of Rexburg, Idaho since 1923. It was recently renovated and expanded in 2012. Before the renovation, the building had an upstairs and a basement for a total of 12,000 sq. feet. After the renovation, the building tripled in size and spread to the neighboring lots for a total of 37,000 sq. feet. The Centrals Public Library is a tax-supported, independent, local government entity existing under the laws of the State of Idaho. The library is governed by a Board of Trustees, consisting of seven local elected officials. They serve for 5 years each, without pay. The board meets every third Tuesday of the month at 5:30 p.m. and encourages the public to attend meetings or add issues to the agenda. The library director acts as a secretary for the Board of Trustees, but does not have voting power. The director of the library is expected to carry out policies established by the board. The library staff consists of the library director, three full-time librarians, and ten part-time library aides, as well as an ever-changing volunteer team. The library has a collection of more than 95,000 items. The book wagon provides outreach services to local retirement centers and daycares.

Mission Statement

The Mountain Valley Public Library will provide our community with an inviting center for information, instruction, learning, leisure, and cultural opportunities. We will do this by:
1. Assembling, preserving, and making available materials, resources and technology in various forms.
2. Making collection development, patron services, and staff training a priority.
3. Supporting the ideals of intellectual freedom.
4. Giving a positive, and friendly environment for the community to gather.
5. Serving as a center for lifelong learning and the enjoyment of reading.

Key Ideas

This strategic plan takes the mission of the Mountain Valley Public Library and combines it with the ideas offered by the Tween Advisory Council. The new event is called Which Once Will Win or WOWW. This is a similar event to the Book to Movie Club already being held at the library for adults. Tweens (children age 10-14) will read a book, then they will meet once a month to watch the book’s accompanying movie. After a discussion, they will get to vote on which version won in their minds, the book or the movie.
Theoretical Foundation

The idea for a book to movie club isn’t new. For example, The Tivoli Free Library (N.Y) has a book to movie program for adults. They read one book each month, like a book club. Then they hold a potluck dinner and watch a movie adaptation for the book. They call their program Book to Movie Club. The campaign is run mostly by word of mouth. Participants are encouraged to make suggestions for upcoming book-and-movie choices so there’s more variety in genre. St. Mary’s Public Library (Ontario) also hold a Book to Movie Club the first Saturday of every month. They have a half hour social before the movie starts early in the afternoon. They advertise for the event on their book club page on their website and on their Facebook page as well. One more example is the Jones Library (MA). They hold a Book to Movie Club every third Wednesday of the month, usually in the evening. They advertise the event as part of their book clubs on their website.

Our program is different from these because of who we are hosting it for, in this case, the Tween demographic. This age group can easily be overlooked. They don’t quite fit in with the little elementary school kids or with the big kids in high school. Our library has recently developed a Tween Advisory Council. “Involving tweens in programming has a dual benefit, according to Heather McCue, Richland Library’s children’s librarian. First, the programs are more likely to appeal to their target audience. Second, the tweens on the board will most likely make a concerted effort to attend events because they feel a sense of ownership and are invested in their success.” (Stuck in the Middle, 2016) We have held an adult Book to Movie Club for the last year. It has been extremely popular. The Tween Advisory Council asked if they could have a similar club for their age group. After some deliberation, they came up with the abbreviation WOWW, (Which One Will Win?).

“Theens are children who want to be teens but aren’t quite old enough yet. The United States has approximately 20 million tweens. Annually, this demographic spends about $1,442 each, or about $28.4 billion total, of their own cash, according to C&R Research Inc.’s ‘YouthBeat Syndicated Report, Fall Wave 1’ study. But that figure is only the start. Factor in the purchasing power that their parents spend on them, and that jumps to at least $260 billion a year.

Here’s what they spend the money on:

- 82% on video games, music, movies, books, videos/DVDs, virtual worlds, etc.
- 57% on food/beverages.
- 42% on toys (games/dolls/collectibles)
- 40% on clothing/shoes/accessories” (Marketing Sherpa, 2016)

Eighty-two percent of Tweens spend their money on movies and books. It makes sense then to gear our programs to this interest.
Marketing to this age group can be done in the traditional ways (bookmarks, posters, etc.), however, this group has also been “born into” technology. So using it to reach them is a must—Facebook, webpage, emails, text alerts, etc. “[An important characteristic to know about tweens is their comfort with technology. Today, this market has access to much of the technology that teens and adults use, such as e-mail, the Internet and cell phones. ‘This group is definitely savvy about the Internet,’ says Donohue. Tweens use the Web to research products and services that interest them and their families.” (Mummert, 2004)

Sources:

Market Audit and Research

Analysis

Rexburg has unique dynamics in regard to its clientele. The town itself has a population of around 40,000; however, 25,000 of that number are students at the local university. The Central Library has activities and events for all ages to serve the diverse reader population including, free internet access in the Children’s, Teen, and Adult sections of the library. The library offers services to the large population of older readers, as well as materials for those with disabilities, including Idaho State Talking Book Service, an expansive Large Print Books section, and Audio Book section. The library serves more than 36,000 patrons, including families, students from the university, and seniors. With 49.6% of the population between the ages of 20 and 45, and the distinction of having the lowest median age (23.3%) in the nation. Rexburg population is in large part, young and vibrant. The population is 95% white, 4% Latino, and 1% other.

The only brick and mortar competitors in this area would be the university library or the Walmart in town. The nearest Barnes and Noble is a forty minute drive away. Amazon and Audible can be online competitors as resources for materials, and Google is an online competitor for information sources.
Marketing activities:

**Radio:** Central Library has a running contract with the local radio station 97.3. Many businesses use this for their overhead music, since it is an “easy-listening” station. Our head of marketing meets with the radio station each month to plan the following month’s ads.

**Signage:** Signs are printed and posted in the library foyer as well as the corresponding area for target audience. Smaller posters are created for distribution at local businesses. Several businesses in the area have event boards that they allow community members to post information.

**Facebook:** Facebook page is maintained by 3 staff members with weekly posts to remain current.

**Donors/Partners:** Current agreements for donations include Rock Creek Dentistry, Johnsons Foods, the Health Clinic, and the Heart First Children’s Association.

Environmental Scan

**Political**

Most people in this area are registered republicans. There is also a large portion of registered democrats who identify as conservative.

*The conservative mindset influences the types of activities that are more in demand. The library needs to satisfy the majority while still providing for the minorities in the area.

**Economic**

According to Sperling’s Best Places Report, “the unemployment rate in Rexburg, Idaho, is 3.10%, with job growth of 4.42%. Future job growth over the next ten years is predicted to be 45.75%. The median household income is $25,606.” The unemployment rate is less than the national average, but it is a concern to locals. The university students struggle to find jobs in the area because so few businesses are in Rexburg. Land prices sky-rocketing in recent years coupled with the difficulty in getting a liquor prevents stores and restaurants from investing in the area.

*This impacts the library because they rely more heavily on the resources provided for free that they would have to pay for if they went elsewhere—computers, DVD rentals, entertainment.

**Socio-Culture**

The town itself has a population of around 40,000; however, 25,000 of that number are students at the local university. With 49.6% of the population between the ages of 20 and 45, and the distinction of having the lowest median age (23.3%) in the nation, Rexburg’s population is in large part, young and vibrant. The population is 95% white, 4% Latino, and 1% other.
Sperling’s Best Places report also states that “93.41% of the people in Rexburg, Idaho are religious, meaning they affiliate with a religion. 1.41% are Catholic; 91.56% are LDS; 0.39% are another Christian faith; 0.00% in Rexburg, Idaho are Jewish; 0.00% are an eastern faith; 0.00% affiliates with Islam.”

*The religious mindset influences the types of activities that are more in demand. The library needs to satisfy the majority while still providing for the minorities in the area.

**Technology**

The Mountain Valley Public Library has recently created a Makerspace that includes recording software, photo manipulation software, and a 3D Printer. Technology changes so quickly that libraries always need to keep their eye on incoming trends to stay relevant.

**SWOT**

**Strengths**
- Our Staff’s excitement for literature. Customer service is nearly non-existent at the chain stores nearby. Our staff are enthusiastic about programs and materials that we offer.

**Weaknesses**
- Lack of materials. Tight shelving space means few copies of any one thing on the shelf, which in turn means longer wait time on Reserved Materials. Competitors like Amazon or Walmart have larger supplies of most products we carry.
- Outreach with local schools is weak. More communication with the schools and the teachers and librarians would result in better awareness with our target audiences, and therefore increase participation in events and programs.

**Opportunities**
- As we develop the Tween and Teen Advisory Groups, we can stop wasting money on activities or materials that these age groups don’t necessarily want or need.

**Threats**
- Finding funding when budget cuts happen constantly is a challenge. It’s hard to stay current with materials and technology, as well as customer service when there isn’t a budget for them.
One way to collect data is to use Mystery/Secret Shoppers. A library creates a scoresheet that evaluates things like cleanliness, customer services, signage, etc. This is a good form of evaluation because it isn’t personal. It isn’t about any single individual’s habits, reactions, or performance but the performance of the library, the circulation department, or information services as a whole (Applegate, 76) This is a good way to take the things that the library thinks are important and see them in action through the patron’s eyes. (See Appendix A)

Sources:


Market Segmentation

The targeted age group for this program is the Tween demographic. For this particular activity, we are targeting middle school and early junior high school age kids, somewhere between 11-14 years old.

“Tweens range in age from 8-14, or roughly 4th-8th grade. They’re “in between” childhood and adolescence. Libraries can serve this unique population by creating programming that is geared toward tween interests. Tween programming should be less childish than programming for preschoolers or elementary-age children. Addressing the hyper-social needs of this group is important in order to make them feel welcome in the library.” (Crowley, 2016)

The WOWW book club is a great way to hit that middle range talked about in the article, Betwixt and Between, “Libraries could learn from the demographic and marketing studies of tweens. Clearly what libraries offer this age group needs to be less childish than something availed to preschoolers or elementary school age children. At this same time, what libraries offer should not be so sophisticated as to make tweens feel uncomfortable and frustrated.” (Farris, 2009)

In a presentation given to the Memorial Library, Lisa Kropp, the assistant director for the Lindenhurst Memorial Library, said the following, “Kids feel pressure from everywhere. The library can be a sanctuary away from school expectations and the Common Core. Giving them a little bit of independence is a good thing.”(Giving Teens, 2016)

In describing the developmental stage where tweens are at, John Fetto, author of the article, Caught in the Middle, says, “These 'tween years are psychologically complex, to say the least.
Julie Halpin, CEO and founder of The Geppetto Group, sums it up like this: When a child reaches their 'tweens, they come to realize that they are essentially at the bottom of the social food chain. In order to move up the chain, they are under constant pressure to understand what's going on in the world. The last thing 'tweens want is to feel dumb, a reminder of their transitional status.” (Fetto, 2001)

Sources:


Service Identification

According to the BCG Matrix, the WOWW activities would fit in the Cash Cow category. The beauty of this program is that it can be used with new titles or older ones. The library can use the books and DVD’s that are already in stock. The only cost would be for the price of popcorn, which is fairly cheap. Activities like this are easy to plan and carry out, but can still draw a large audience for participation.

Mission Statement

The Mountain Valley Public Library will:

- Assemble, preserve, and make available materials, resources, and technology to the community in a variety of forms;
- Support the ideals of intellectual freedom;
- Provide a positive, friendly environment for the community to gather;
- Serve as a center for lifelong learning and the enjoyment of reading.

This program will be using all four parts of our mission statement. We will make available
resources, both in materials used for the book club, as well as making the participants familiar with the community room and the technology available as a resource in that venue. We will honor intellectual freedom by choosing a variety of books, diverse in genres and topics. We hope to provide a positive atmosphere during this activity while helping patrons in the tween age group become more familiar with the titles available in our library.

**Program Goals**

1. Participants will be able to come together with other members of their community and age group to learn how to compare and contrast film with literature.

2. Participants will become more familiar with a variety of literature and movies and be given the chance to voice their opinions about the stories chosen.

**Rationale for program:**

There is already have a loyal tween following that comes monthly. Mountain Valley Public Library has a craft once a month and a STEM activity once a month. This will be an easy addition to what the library is already doing.

**Timelines/ Actions**

**Publicity**

- **Two Months**
  - Arrange for February ad to run on 97.3 radio station starting January 29.
- **One Month**
  - Display large posters in foyer
  - Hang flyers around town on local activity boards
  - Distribute bookmarks at checkout
  - Post on “Tween Spot” on library website and Facebook page.
- **2 Weeks**
  - Send out emails to the local middle school and junior high school
- **Day of**
  - Put a reminder up on Facebook page.
Preparation

Two Months
- Reserve Community Room, projector, and popcorn maker

One Month
- Print out large posters for library foyer
- Print out flyers to hang around town on local activity boards
- Print bookmarks for distribution at checkout and January’s Tween Craft Activity.

2 Weeks
- Check popcorn and bag supply. Buy more if needed

Day of
- Set up chairs, bean bag chairs, and projector
- Make popcorn. Put in bags
- Set up whiteboard with voting options in foyer

Program

Two Months
- Choose book. Encourage Tweens to preregister so there is a count of how many books will be needed for checkout

1 Month
- Announce book choice. Have extra copies set aside for those who want to participate Announce at all Tween activities in February

Day of:
- Show movie.

One Week Later:
- *Which One Was Better* Debate and vote
- Encourage kids to put their vote on the whiteboard set up in the foyer
- Announce March’s Book

Resources
- Two staff members available to assist with activity
- 2. Bags of Popcorn Kits (24 count) Cost: $34.83
- 3. Popcorn Bags (500 count) Cost: $14.50
- Posters for foyer Cost: $5.00
- Posters for Community Boards (10 copies) Cost: $15.00
- Bookmarks Cost: $3.00
- 4. Projector
- 5. Bean Bag Chairs
Communication

Promotion

Because Tweens are “kids who want to be teens,” we have created a logo that is bright to appeal to the “kid” side, but still has a funny graphic to go with the program. The program itself is called WOWW (Which One Will Win) using the same coloring as the graphic image for the campaign. The font is ITC Bookman, and the colors are red, yellow, teal, blue, and black. These colors, images, and font are used throughout the marketing of this program.

WOWW is the Tween version of the adult Book to Movie Club. The Tween Advisory council requested that the library start this program, so word of mouth should be a powerful marketing tool. Also, there are other Tween activities already in place. The library will be announcing the WOWW concept and posting signage to peek interest in the event. Free t-shirts, provided by our sponsors, will be given to anyone who participates in the WOWW program.

Message

A large whiteboard will be featured in the foyer, where participants can vote whether they thought the book or the movie won that months battle. This should create questions and interest in the program. Most people have read at least some books that have become movies. And most people have a favorite adaptation, making this a relatable visual to increase participation. (See Appendix B for example)

Public Relations

One of the most powerful strategies for public relations is word of mouth. A person might ignore a commercial, but they’re more likely to listen to a friend, coworker, or family recommendation for a product or event. The first way to promote this service begins with word of mouth. The Tween Advisory Council came up with this idea, so they are invested in the concept. They are bound to tell their families and friends. There are also several Tween activities throughout each month. Librarians will be giving announcements at each of these events. We already have an adult Book to Movie Club, so announcements will be made at these events too. Hopefully, parents will want to get their children involved if they already have good associations with the idea from their own experience.
Using social media can also be helpful. Some of the Tweens already have a Facebook page, so you can connect that way, but even if they are too young, most parents have one. It’s an easy and familiar way to get and give information. We will be creating posts and links for the WOWW Program on Facebook.

For this program, we are encouraging, but not requiring preregistration. Not only will this help us know how many people are coming to movie nights, it’s also a way to get books reserved beforehand. Another perk is if they are willing to give a phone number, then the library will be doing text bursts using TextMarks. This will be especially useful to this age group since they usually depend on parents for transportation. Sending a message to the parents the day of will help the child and the parent remember where they’re supposed to be that evening.

Example Message:
Don’t forget WOWW tonight for Tweens!
February Story: The Lion, the Witch, and the Wardrobe
6PM at Mountain Valley Public Library

Publicity

For this marketing plan, we are creating posters for the library foyer and the section that is relevant to the event (Adults, Teens, Tweens, and Children). We will also be creating smaller posters for community boards around town. We have created bookmarks to be handed out at other Tween activities (STEM night and Craft Night). QR Codes are included on these posters for easy information look-up. Each of the posters, bookmarks, and online postings advertising the event will have the WOWW logo for uniformity.

There will be a large whiteboard in the foyer for the Tweens to vote on after each book is read and movie watched. This will be used for a way to get Tweens actively involved in the activity, as well as drawing interest to new participants. Included is a mock-up of the whiteboard organization and the t-shirt designs for giveaways (See Appendix).

Advocacy

The Mountain Valley Public Library has many elements to its advocacy plan. The library hopes to change the perception that the library is only a place to check out books, and change that to a community awareness of all that the library has to offer (technology, Makerspace, programs, etc.) Most people aren’t going to take librarians as seriously in an overarching campaign like this. Of course librarians love libraries and think they are relevant. It’s their job. Programs, such as the WOWW nights, get people invested and introduced to what the library has to offer beyond
books. Beyond word of mouth that inevitably comes with a positive experience, the library will also work to stay current with its Facebook page. If people know it is reliable and accurate, they are more likely to come back. Whereas, if they visit the page just once, and its information is outdated, the chances of them ever coming back to it as a resource are almost nonexistent. It would be helpful for the library to have a year-in-review at the end of every year. They could publicize it on their website, in their signage, in emails, and on Facebook to get the word out about what programs and resources have made a difference every year.

**Internal Marketing**

It’s important for library staff to feel invested in programs and initiatives. A library is only as good as its workers. Few people appreciate being dictated to, even in the work setting. Creating feelings of trust and openness, so workers feel comfortable giving feedback and suggestions in staff meetings, will help promote unity and help everyone feel involved in what’s going on in the library. For example, if new technology comes out, everyone should be trained on it, so no one feels inept if asked for help by a patron. In regards to this campaign, the library needs to make sure everyone is trained on how to use the projector, and everyone is informed that this new program is happening. The more that the staff know, the more they can pass on to the patrons.

**Evaluation**

Participants will be encouraged to fill out an evaluation form before leaving for the evening. Evaluation forms and anecdotal records will be reviewed and recorded to help improve next month’s WOWW activity, then filed in the Tween activity file for future reference. (See Appendix)

**Reflection**

This program will open up opportunities for the Tween age group, who in the past has been somewhat neglected. Taking an old idea and making it new, instead of starting from scratch can be a good way to innovate with what you already have. Everything doesn’t have to be brand new to make an idea of a fresh feel to it. The Mountain Valley Library might even come to the point where we have a Book to Movie Club for each of the age groups. For example, the Children’s department could do one for books like *Where the Wild Things Are*, *Jumanji*, or *Polar Express*. We could also add one to the Teen department for books like *Hunger Games* or *Walk to Remember*. Evaluating and improving the Tween WOWW Program for now, will help the library decide if this is a viable option in the future. Using the “voice of the people” in with the Tween Advisory Board will help keep ideas relevant and age appropriate. It will also help budget costs because money won’t be wasted as often on activities that flop.
The Lion, the Witch, and the Wardrobe

Read the book this February.

Come for the movie Feb. 27 6 PM

Free T-shirts

Cast Your Vote

For Tweens Ages: 10-14

Register early at: MVPL MVPL.org/Tweens/Woww.com

Call (208) 356-4261
Which One Will Win?!

February Challenger:
The Lion, the Witch and the Wardrobe by: C.S. Lewis

Tweens: Age 10-14
Start your February Book vs. Movie Challenge now!
Read the story then come compare it to the film February 27. Movie Starts at 6PM.
Popcorn Provided. Voting afterwards!

Call (208) 336-4261 with questions.
The Wizard of Oz

Read the book this March.

Come for the movie Mar. 25 6 PM

Free T-shirts

Cast Your Vote

For Tweens Ages: 10-14

Register early at:
MVPL MVPL.org/Tweens/Woww.com

Call (208) 356-4261
Which One Will Win?

Book

Movie

Cast Your Vote Here

Free T-shirts for all Participants
Come join the fun!

New Book Every Month
Movie Night every 4th Friday
6PM

Register and see what your friends are saying about WOWW!
MVPL.org/Tweens/Woww.com
Thank you for participating as a Secret Shopper at the Mountain Valley Public Library! Each question is scaled 1, 3, or 5, with 1 being the worst, 3 being medium, and 5 being the best. Just put a check in the box below the score that best describes the experience you had during your visit. Thank you again for your time and input!

### Parking

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>3</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Lot was full or overcrowded</td>
<td>• The lot was more than half full</td>
<td>• Parking was easy to find</td>
</tr>
<tr>
<td></td>
<td>• It was difficult to find a space</td>
<td>• Still able to find a spot in a relatively short time</td>
<td></td>
</tr>
</tbody>
</table>

### Availability of Spaces

### Cleanliness and Appearance

#### Library Sections

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>3</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Trash cans overflowing</td>
<td>• Some visible debris</td>
<td>• No visible debris</td>
</tr>
<tr>
<td></td>
<td>• Debris on floor or chairs</td>
<td>• Some materials not put away</td>
<td>• All materials are put away or shelved</td>
</tr>
<tr>
<td></td>
<td>• Stacks of materials not put away</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Children
- Teen
- Adult

### Bathrooms

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>3</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Trash cans overflowing</td>
<td>• Some visible debris</td>
<td>• No visible debris</td>
</tr>
<tr>
<td></td>
<td>• Debris on floor, counters, or in stalls</td>
<td>• Paper products low</td>
<td>• Paper products are well stocked</td>
</tr>
<tr>
<td></td>
<td>• Paper products out</td>
<td>• Some areas could use some cleaning</td>
<td>• Sinks, floor, and counters are clean</td>
</tr>
<tr>
<td></td>
<td>• Sinks, floor, or toilets need cleaning</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Main Bathroom
- Children’s Bathroom
### Signage
#### Library Sections

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 1 | • Little to no signage visible  
    • Signage that is available is worn down or out of date | 3 | • Some signage visible  
    • Signage that is visible may have some errors, or is hard to read |
|   |   | 5 | • Signs are well placed and eye catching |

- Children
- Teen
- Adult
- Reference Desk
- Entryway

### Machines

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| 1 | • No directions posted for operation | 3 | • Some directions are posted for operation  
    • Assistance from an employee may still be needed |
|   |   | 5 | • Directions are posted and easy to follow without assistance |

- Computers
- Copy Machine
- Self-Checkout Stations

### Service
#### Employees

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• Couldn’t find an employee for questions or assistance</td>
<td>3</td>
</tr>
</tbody>
</table>
|   |   | 5 | • Greeted by an employee  
    • Assistance was helpful |

### Engagement

### Materials/Service

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• The items or service I needed were not available</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>

### Availability
Program Evaluation Form

At Anytown Public Library, we continually strive to improve our programs. Your input into the program you recently attended will assist us with this process.

Program Location:
☐ Branch XXX    ☐ Branch XXX    ☐ Branch XXX

Program Attended: __________________________________________

Presenter's Name: _________________________________________

Date: ______________________

Your Name (optional): ___________________________ Phone or email: _______________________

Please indicate your level of satisfaction with each of the following:

Program met my expectations  poor fair satisfactory good excellent
Program content  poor fair satisfactory good excellent
Ability of presenter to communicate content  poor fair satisfactory good excellent
Content and usefulness of handouts  poor fair satisfactory good excellent
Area in which program was held  poor fair satisfactory good excellent
Convenience of program day and time  poor fair satisfactory good excellent
Overall, how would you rate this program  poor fair satisfactory good excellent

If you answered “poor” or “fair” to any of the above please indicate your reasons:

________________________________________________________________________

Did you use library resources or check out material as a result of this program? Yes  No

Would you recommend this program to friends or family? Yes  No

How did you hear about this program? _______________________________________

What changes, if any, would you recommend for this program? _______________________

Do you have any suggestions for future programs? _________________________________

Additional Comments: _______________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Thanks for providing your feedback!
Branding
Don't Judge A Book By Its Movie