

Belleville Area District Library
STRATEGIC RESEARCH EXECUTIVE SUMMARY
MISSION STATEMENT & VALUES

DECEMBER 2013
MARKETING COMMITTEE MEETING

PROCESS

Creating a Body of Knowledge

Demographics
VOC Research
Secondary Research
Trends



Synthesis & Analysis

"SO WHAT?"
K2Communication Analysis
Staff Workshop
Reviews w/ Leadership



Deliverables

Key Findings
Mission Statement
Value Statements

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Prepared by K2Communication Plus
September 2013

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- **Secondary Non-User Research**
- **User Profiles**
- **Trends**
 - Societal/Cultural
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RESEARCH RESOURCES/ SOURCES

The American Community Survey 5 Year Estimate
(uses 2010 Census data and projections)

SEMCOG (Southeast Michigan Council of Governments)
(uses 2010 census data and projections)

MOSAIC USA Interactive Guide
(uses 2010 census data and proprietary analysis)

Information gathered via in-person interviews July 2013.

- 33 community members participated
- Participants included a diversity of users/non-users, generations, life stage, role in the community and residency

Information gathered via community input online and @ library (50+ residents) –
3 Words that Best Describe What the Library Means To You

Information gathered via in-person interviews and the following sources:

- Boise Public Library Community Survey, March 2012
- Wisconsin Public Library – Attitudes, Opinion and Usage, July 2012
- PLA Webinar, November 2012
- PEW Research Center Internet & American Life Reading Habits, December 2011
- Canton Public Library Non-User Study, March 2003

Trend information shared from Canton Public Library (research conducted 2012) as well as additional research specifically for Belleville District Library

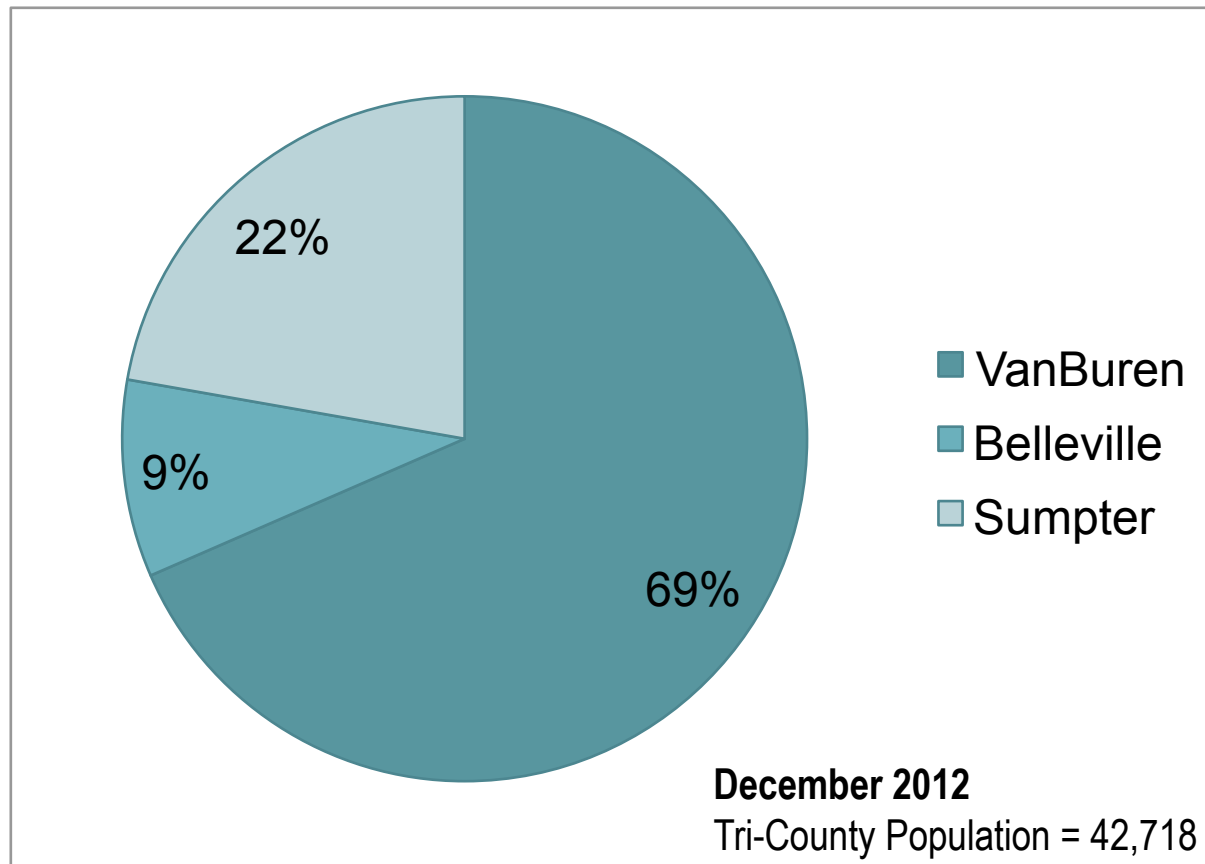
KEY FINDINGS: EXECUTIVE SUMMARY

This is a condensed executive summary of findings crafted from the research conducted for BADL.

In-depth research results and information are available via Library Director.

+ 48111 Demographic Statistics

2012 Population

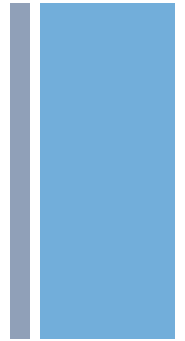


SOURCE: [SEMCOG](#)

BADL Strategic Research Project 2013

+ 48111 Demographic Statistics

DIVERSITY



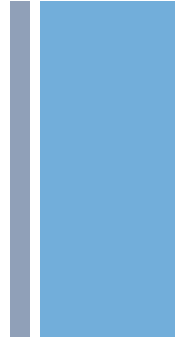
	White	Black	Hispanic	Asian	Multi-Racial
VanBuren	63%	28%	3%	1%	3%
Belleville	79%	14%	4%	3%	3%
Sumpter	82%	12%	3%	>1%	3%

SOURCE: [SEMCOG](#)

BADL Strategic Research Project 2013

+ Demographic Research

Key Findings



HOUSEHOLDS

- 63% are families (with children under age 18) 37% are “non family”
- 30% of “non family” households have only 1 person
- 13.5% family household have Single Female HOH

MATURE MARKET

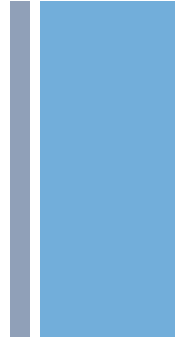
- 24% of total population is age 55+, 10% 65+
- Median household income drastically reduces with age
- Belleville has the largest percent of households with seniors (12%) followed by Sumpter (7%) and Van Buren (4%)

EDUCATION

- 52% of residents enrolled in educational programs are either in HS (grades 9-12) or College
- Within the community, 13% have bachelors degree, 9% have graduate or professional degree
- Van Buren has the highest percentage of graduate degrees (10%)
- Belleville has the highest percentage of residents that have not graduated H.S. (16%)

+ Demographic Research

Key Findings



ECONOMICS

- National average median HH income (2012) = \$51,017 source = money.cnn.com
- 2010 median HH income for Sumpter = \$57K, Van Buren \$54K, Belleville \$45K
- Expected +4% growth in 2013; 13% increase within the next 5 years (2018)
- Household expenditures are 94% of Median Household Income (\$2013 = \$48,585)
- Poverty in Sumpter = 13%, Van Buren 10%, Belleville 7%
- 17% of related children under 18 were below poverty level (9% of all families)
- 28% Female HOH and no husband below poverty level

BUSINESS SUMMARY

- Approximately 1,223 establishments; 14,123 Employees work in 48111 area
- 3.6% Self-employed workers
- 11.5% Unemployed (in Civilian labor force)
- Educational services, health care and social assistance account for 22% of employment; 18% mfg; 11% arts, entertainment, accommodation/food services; 9% retail

+ VOC Research Key Findings



PLACE

&

SPACE

- Social hub: connecting people, gathering for entertainment
- Multi-generational informational gathering place
- Community events: plan and host
- Meeting space

MORE (COMM)UNITY

- Being neutral, non-political
- Connecting people and organizations within the community
- Filling an emotional need of PLACE
- Filling the physical need for SPACE
- Partnering with others in mutually beneficial ways
- Setting an example for what community is/means

+ VOC Research Key Findings



Building the DNA

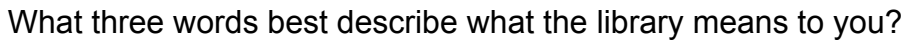
- Continuing to feed and grow staff into being literacy experts and community leaders.
- Understanding the diversity within the community and its implications and opportunities for materials, services and accessibility.
- Viewing technology as an empowerment tool for the community, the library itself and its staff.

+ VOC Research **Key Findings**



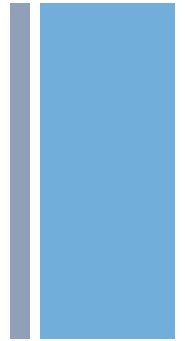
Dynamic **EXPERIENCE**

- Sharing your knowledge of and about the community – to the community.
- Continuing to create varied programs that have broad range and/or niche appeal.
- Addressing needs in the community that aren't being addressed (education, technology, employment).
- Exploring new program and service methodologies that will enhance the users experience.



+ Secondary Research – NON-USER

Key Findings



Building ENGAGEMENT

- Communicating library and community happenings, programs and services and the value they provide.
- Reaching out to community members that do not currently have access (physical, online, library cards).
- Choosing technology and services that do not compete (but complement) online offerings.
- Providing key resources to the time-crunched masses.
- Creating a comfortable, inviting experience for all.

+ Trend Research Key Findings



SOCIAL/CULTURAL

Interactive Engagement
Rise of the Entrepreneur
The Power of WE
What's the \$Deal\$?



INDUSTRY

Redefining the collection
User Experience
Mobile Library
Library as Place



TECHNOLOGY

Curation is the New Search
Teen Tech-ies
Convenience as Enabler
Next Gen Kids (2.0)

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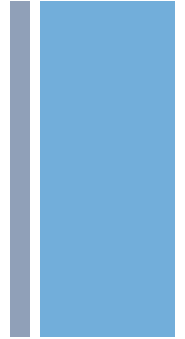


Deliverables

Key Findings
Mission Statement
Value Statements



MISSION & VALUES



Engage. Empower. Enrich.

ENGAGEMENT

- Being a key touch/access point and neutral intermediary for (government/community) information to the community.
- Bringing the community together to interact and collaborate on things that address community/public needs and help it to grow.
- Engaging the community with dynamic programming and resources.
- Networking with a purpose by connecting and partnering with local businesses, organizations and schools.
- Being good stewards of the public's funds by managing a balance between creating public value and managing the bottom line.

EMPOWERMENT

- Providing a dynamic SPACE where the residents can share thoughts, ideas, and services as/when/if needed.
- Empowering the community by providing seamless accessibility to materials and resources.
- Curating unique, fun and valuable experiences by leveraging unique expertise and guidance.
- Understanding and act upon the needs of the community to provide valued services, programs and collections.

ENRICHMENT

- Enriching lives by curating social, literary, and/or technological encounters that are unique, educational and fun.
- Providing a PLACE where everyone feels comfortable, safe and that they are valued.
- Inspiring by action and example that “anything is possible”.