

USER PROFILES

User profiles were created based on the VOC research conducted with community members. Profiles reflect key findings from the research and are loosely based on actual participants lives and perspectives.

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Meet The Bostwick's



Sam and Patty Bostwick have lived in Belleville for the past five years. They are within biking distance to the library, which works out well since the kids (Ethan is 6 and Emory is 3) often beg them to go.

Sam has started growing produce which he sells to local restaurants and sometimes at local farmers markets. Patty is a math specialist and tutors students on the side to make extra income for the family.

Both Sam and Patty grew up going to the library and feel that it is important to instill the value and enjoyment of reading in their kids.

Library is a destination – provides family time and a variety of **activities for everyone** in the family.

Money is often tight, therefore the library has become part of their family **entertainment/activity plan**.

Entire family checks out books, videos, music on a **weekly basis**.

They actively use and **monitor their account online** (multiple people, multiple check outs, multiple visits).

With Ethan now in school, they imagine library to be a huge **resource for homework** and **extra help**.

They rely on the library as a source for **community information – what's happening, when and where**.

Kids take part in the reading program each summer, it provides extra **encouragement to read**.



Meet Jack and Jeanne



Jack and Jeanne moved from Nashville, TN in 2003. Jeanne is a retired teacher, Jack retired NASA engineer.

Having raised five children, Jack and Jeanne relish their post-retirement life and experiences. They are into music, country line dancing, and traveling (among a multitude of other activities).

They feel it is important to stay connected to the community they live in and give back. They attend community meetings and share their knowledge and skillsets when and wherever possible.

Still enjoy **new and unique experiences** that teach them something new and connect them to the community.

Rely on the **inter-library loan services** to gather materials that cover their broad range of interests.

They feel that technology is advancing quicker than they can keep up, even though they **try to stay current on what's out there and how to use it.**

Firmly believe that everyone should and can play a part in ensuring that **literacy (in it's many forms) is a priority in the community.**

View BADL as a **source for culture and information.**

They frequently use **resources that provide a world-view**, broadening their horizons on history and travel.



Meet Marcy



Marcy moved to the area in 2002 and has been a BADL patron ever since. She's a voracious reader. She's been known to read three or more books at one time.

Marcy works in accounting at a local automotive company. She works hard and long hours, but values her downtime. She enjoys spending time with friends and family, cooking and reading. She is a member of two book clubs and a gourmet cooking group.

Big supporter and member of the **Friends of the Library**. Frequently buys books, reads them (maybe in one night) and donates them back.

Loves the **social aspect** of the library, Has belonged to book clubs as long as they've existed.

Is a self-proclaimed **"Non-Techie"** type of person. Has a laptop used mostly for work and email. She's yet to figure out all that her smart-phone has to offer.

While Historical Fiction is her favorite thing to read, she'll also check out other **materials on a variety of topics** like gardening, cooking and crafting.

She looks to her **friends and members of the club to recommend** things to check out or buy.



Meet Clarisa



Clarisa is eleven years old and goes to Haggerty Elementary. (Next year she will be a Middle Schooler!) She lives with her Mom and six year old sister Andie.

Clarisa has “grown up” at BADL and has such a fondness for the library that feels like home to her. She loves everything about it – the books, music, videos and the programs that she frequently attends.

She loves music almost as much as she loves books/reading. She listens to music on her iPod. She shares her Mom’s laptop computer to do school projects, play games and connect with family members living in other states.

She has a **strong personal connection to the staff**, they know her name, what she likes and what she might be interested in.

She’s an expert at **managing her own account on-line** to keep track of what she’s checked out, what she’s ordered (via interlibrary loan system) and when everything is due.

Technology is a part of her life...(DSI, Ipod, Laptop, Iphone, Wii) but she still loves books and always sees herself going to the library for them.

She loves learning and **excels best at project based learning and in groups**.

Her Mom sees a **shift in her technology and library needs** as Clarisa get older and has more school homework and projects.



Meet Mr. Shephard



Mark Shephard is a 24 year old High School Math teacher in the Plymouth Canton School District. This is his second full year teaching and coaching girls tennis.

He currently lives in Sumpter with his parents and is looking forward to the day when he has a home of his own.

Having grown up utilizing BADL as a resource, Mark views the library as a valuable partner for both his personal passion (robotics) and professional future.

Primarily uses the library to help supplement his students “tool-box”. He finds value in knowing what the library has and can offer to his students as a **shared resource** when school services are not available.

Incorporates **real-world experiences and examples** in to his lessons to broaden students learning.

Sees community events and programs as ways to **encourage kids to develop critical skillsets** (presentations, tech literacy, collaborating).

Supports utilizing technology to **increase accessibility and broaden the libraries offerings** .

Limited personal use of the library, however encourages students to utilize resources and take advantage of all that it has to offer.



Meet Ruth Ann



Ruth Ann moved into the Belleville area when she was 11 years old and has been a BADL user since high school.

She loves reading and while she still enjoys a physical paper book, she's become accustomed to reading on her Kindle. She also listens to audiobooks on the 30 minute drive to/from work. Books – in any form – are a way to lose time and get lost in a different world.

Technology plays an important part in Ruth Ann's life. She sees it as a key to the future.

Understands technology and has always embraced it. Views **incorporating changes in technology as part of a organizations DNA**, it's vital for future growth.

She's frequently on-the-go and relies on **technology to keep her connected**.

Believes that within the a good community you need a **strong library and strong schools**.

Views the library as a cool place to go to **interact with a broad spectrum of people in a safe and friendly environment**.

Values the programs offered by BADL that teach her **something new and provide a unique experience**.

