



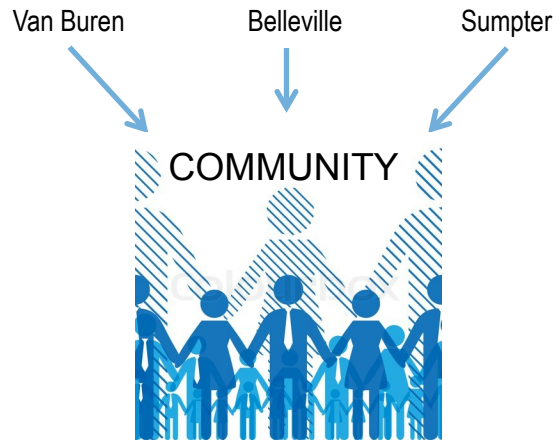
# VOC RESEARCH FINDINGS

**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

- **48111 Demographic Statistics**
  - Household Types
  - Mature Market
  - Economics
  - Employment
  - Education
  - MOSIAC Profiles
- **VOC Research Findings**
  - Community
  - The Entity
  - Experience(s)
- **Secondary Non-User Research**
- **User Profiles**
- **Trends**
  - Societal/Cultural
  - Industry
  - Technology

# + VOC Research Findings COMMUNITY



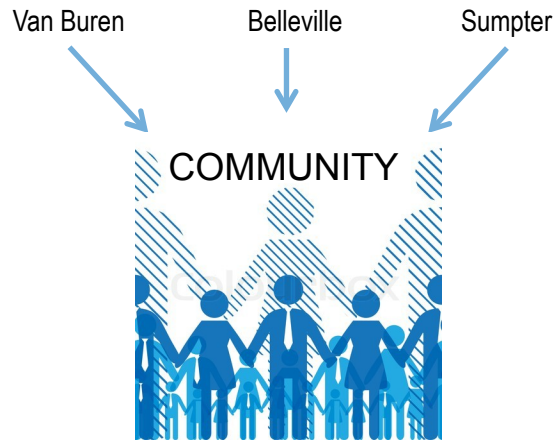
Belleville Area District Library  
is seen as being *truly community minded*.

It is viewed as one of the only *neutral* entities that represents all three communities – with no political agenda.

Community members want BADL to continue to “*grow in community*”, not just in size.

# + VOC Research Findings

# COMMUNITY



## PLACE

&

## SPACE

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

## Belleville Area District Library

has an opportunity to fill a gap in the community by thinking about “Place” AND “Space”.

Community members see BADL as a place where they **belong**. It’s a place to see people and be seen. It’s familiar, comfortable and feels as much as a **community gathering place** as it does a library.

There is also a need to fill a void for **physical space that is accessible** to the community.

BADL is viewed as the primary organization that is positioned to **plan and host large community events**.

# + VOC Research Findings

## COMMUNITY



PLACE



SPACE

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### Belleville Area District Library

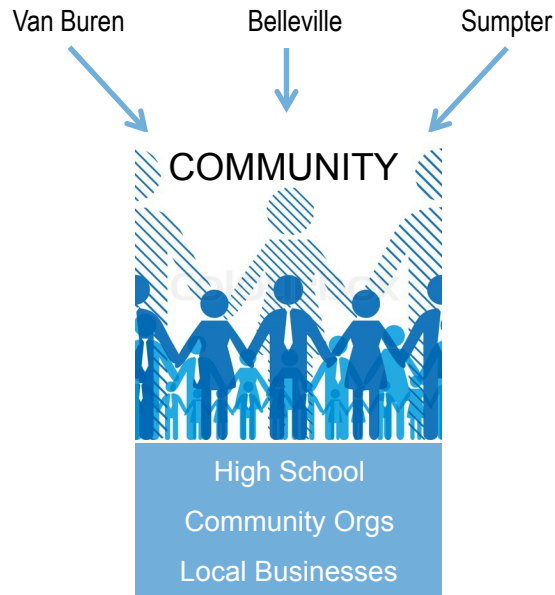
is uniquely positioned to create and nurture lasting partnerships within the community.

It has the ability to **strengthen current** relationships as well as **create new** ones.

BADL has the opportunity to connect with **sustainable** business partners where a **mutually beneficial relationship** can blossom over time.

Looking into the future, BADL can expand their reach and reach goals by **sharing services** with others in the community when/where appropriate (HS Technology Lab, Historical Museum, and other local businesses).

# + VOC Research Findings COMMUNITY



**PLACE**

**&**

**SPACE**

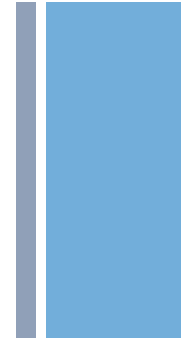
- Social hub: connecting people, gathering for entertainment
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## MORE (COMM)UNITY

- 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 Findings

# A VALUED ENTITY



In order for BADL to be valued as a successful, community entity, it must continue to excel in three major areas:



NOTE: *Individually and Collectively*

## + VOC Research Findings

# A VALUED ENTITY



### **BADL's staff is viewed as a KEY asset for:**

- Showing interest in patrons, spending time with them and treating them as equals
- Setting the pace of overall library experience: friendly, easily approachable and accessible
- Portraying opportunities to young (and old)
  - Passions in life are good
  - Anything is possible
  - You can do what you love
- Encouraging people to try new things, seek out, push boundaries

## + VOC Research Findings

# A VALUED ENTITY



**DIVERSITY in the Community Means:**

**Variety of Access Points + Broad Range of Materials & Services**

- Foundational goal of accessibility is to encourage “literacy” - traditional and beyond (functional, cultural, new media)
- Not everything has to be in-house. Leveraging other resources (libraries, services, online curated experiences) can enhance BADL’s offerings. People understand, accept and appreciate BADL’s ability to do this seamlessly.
- Reach out and expand accessibility to physical locations and select demographic groups. Explore niche users.
- Expectations for the future are that BADL will continue to offer a diverse, but balanced collections (books vs. video vs. technology, topics, generational interests).
- The library is a place to experience and gain information on local history and culture. Current model, having community “playing a part” is working.
- Continue development of traditional collections, however community anticipates non-traditional tools/resources as/if they meet community needs (seasonal, business growth, farming)
- Provide tools/means to develop and support 21<sup>st</sup> Century skillsets (projects, meeting rooms, speakers)



# + VOC Research Findings

## A VALUED ENTITY



### Technology as an Empowerment Tool

#### The Great Equalizer

**Technology can provide avenues to academic and career success that many people in the community do not have access to.**

- Develop a balance between entertainment and tools/connections that offer value and cultivate literacy for your multi-generational audience.
- Utilize technology to create a draw – provide an electronic destination comparable to others in the area.
- Plan for digital growth – 21<sup>st</sup> Century and beyond

#### Tools & Resources

**New media literacy is relevant to the community.**

- Share how, when, why technology is relevant to every/anyone
- Market technology tools and curate programs as “problem solvers”
  - *Need a recipe? Buying a car? Rough month \$\$ wise?*
- Explore generational differences, plan for and accommodate accordingly. Develop a strategy to acquire, communicate, and teach/experience.
- Core resources are relied upon as/when needed (printers) – filling a gap in the community.

#### Service Enabler

**Overall improved efficiencies will make staff (even more) productive and proficient.**

- Some patrons are interested in and will utilize self-managed/personal accounts.
- More online resources and curated experiences will empower staff to become experts – but not be replaced.

## + VOC Research Findings

# A VALUED ENTITY



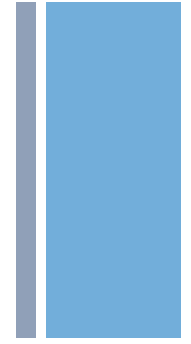
Building the DNA

- 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 Findings

# EXPERIENCE(S)

Belleville Area District Library  
has the opportunity to provide an  
enriching encounter for every patron.



## Diversity of Patrons

BADL is a multi-generational community with residents that fit into a multitude of life stages.

Consider:

- Age
- Generation
- Family/Marital status
- Socio-economic status
- Education
- Lifestyle
- Cultural background

## Diversity of Needs

Because of the diversity of the community, the needs are also wide-ranging and complex.

Consider:

- Literacy
- Education
- Technology
- Employment
- Finances
- Entertainment
- Information
- Communication

## Resources and Methods

In order to provide a dynamic experience that meet the needs of a diverse community, BADL must be open to embracing a multitude of resource and service methodologies.

Consider:

- Active vs. Passive
- Private vs. Group
- Enrichment (Research vs. Entertainment)
- Cultural (Local vs. World)
- Location (inside vs. elsewhere)
- Curated/Packaged vs. Individualized

+ VOC Research Findings  
**EXPERIENCE(S)**



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.