

Haverford Township free Library 2005 National Library Week Survey Summary

The results between the 2005 National Library Week (NLW) survey and the 2003 survey are remarkably similar. This is especially intriguing since the NLW survey was only distributed in the library whereas the 2003 survey was mailed to all Haverford Township residents listed on the tax rolls. Used together, the surveys are informative tools and indicators that will influence growth and change in the library's collections, services, programs, and policies.

It was heartening to note that customers have recognized improved customer service. Staff has attended a number of on and off site workshops centered on providing improved services. Customer service continues to be a priority. Library staff will spend time on ensuring and enhancing positive skills.

Parking continues to be the number one complaint for library customers. It is raised over and over again as the reason people go to other libraries. The parking situation is a hindrance to the library's growth. Library staff can help by pointing out alternative parking. Customers who want or need to park only in the lot will not be satisfied with on street parking.

A growing concern to library customers is the size and quality of the building. A significant percentage found both to be less than adequate. Customers want more space for study, programs, collections, and teens. Building and parking restrictions have the potential to make one's visit to the library less than desirable. Building and parking concerns must be priorities for improvement.

Customers come to the library for a multitude of reasons including to borrow material, use computers, attend programs, work or study, and read magazines. Those who took the survey would like to see the majority of library collections increased. Customers especially want greater selections of books on tape and CD. Collection size has a direct relationship to building space and funding. Although the quantity of material may be hampered by size and funds, it is imperative that the quality of material is not compromised. The library must ensure that our collections are current, reflective of what the community wants, diverse in genre and format, and enticing.

Customers also want more computers to access the Internet, for software applications, and to access the catalog. Again, space and budget make these improvements difficult. However, the library needs to plan for more systems to satisfy public need. The library must also influence the Delaware County Library System to expand and modernize its technology services.

Programs for children, teens, and adults are a library staple. Customers do not seem to be aware of all that we offer. We will continue to explore better methods of marketing our programs. We will regularly evaluate library programs to ensure that we are offering programs that interest and attract a diverse audience. We will work toward providing programs specifically requested by customers (such as more children's crafts) and developing programs for age groups we are currently not reaching.

It is impossible to have everything everyone wants. It is not impossible to provide the best collections, services, programs, and customer service. Haverford Library will use the survey results to continue the process of evaluation and growth.