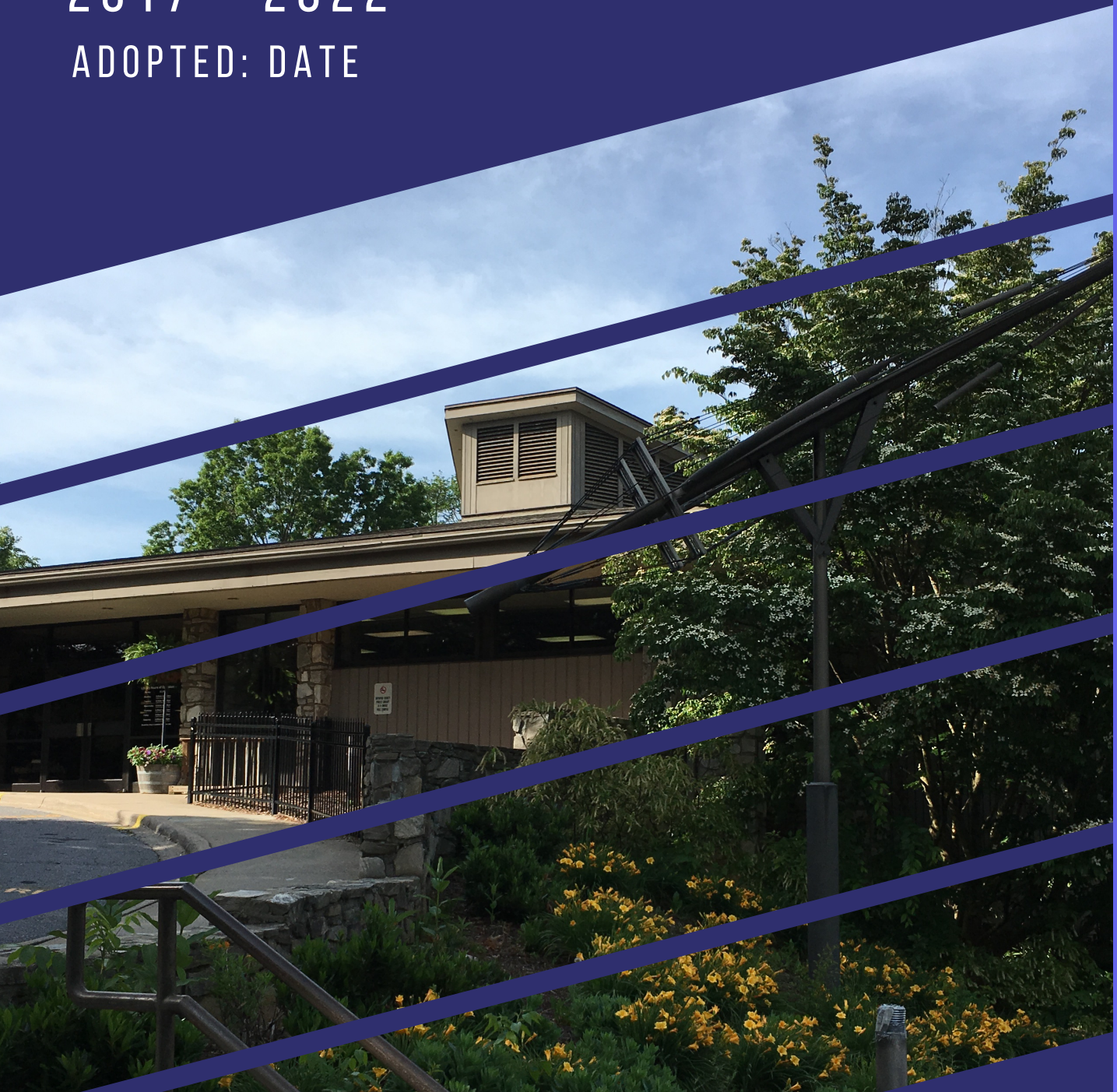


STRATEGIC PLAN
**HAYWOOD COUNTY
PUBLIC LIBRARY**

2017 - 2022

ADOPTED: DATE

CONNECT, DISCOVER, GROW





Connect to each other.

Community members of all ages coming together to dig for fossils during the library's Summer Reading Program.

Discover new skills.

Learning how to make cosplay costumes at Library-Con, an annual comic-con-type event at the Waynesville Library.



Grow into a lifelong learner.

Children learning how to make a tepee for climbing vines in the Giving Garden, an educational demonstration garden located behind the Canton Library.

Inspiring our community to connect, discover and grow.

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Introduction

The Library of the Future

While public libraries across the nation have transformed through the years to meet the needs of an ever-evolving society, there are critical roles the library plays that have remained constant throughout changes in information dissemination: that of “public square” and “equalizer.”

Beyond serving as a repository for information, the public library serves the essential democratic function of bringing community members together from all backgrounds and providing information access to all. As Chief Library Officer at New York Public Library Mary Lee Kennedy has stated, “Public libraries didn’t start out as only repositories for books. They were places for dialogue and conversation. They were ‘knowledge tanks,’” (Garmer, p. 10).

So what does the future of access, learning and community engagement look like in the library of the future? It will look the same in many respects – libraries must remain “places for dialogue and conversation” – but technology needs to be interwoven into the fabric of what libraries offer: “not simply a service offered to patrons” (Garmer, p. 4). In order to continue to serve the important function of societal equalizer, libraries need to work to close the digital gap by offering high-speed internet connectivity and current technological resources, both in and outside of the library.

“Libraries are infrastructure for the mind.

... also serves as a much needed community center.



Children developing early literacy skills with the help of iPads provided by Haywood County Public Library.

Offering current technological resources within the library’s walls enhances the ability of libraries to continue to be collaborative spaces in the 21st century: “Physical facility planning [needs to be] integrated with IT infrastructure planning” (Institute of Museum and Library Services, p. 21)

Bringing what the library has to offer outside the facility and into the community is also a prevalent trend in today’s libraries. From children’s programming at day cares to a resurgence in book mobile service to pop-up libraries, library outreach is being promoted nationally. However, in order for libraries to grow outreach services, increased financial support is needed as significant staff investment is required (Bejaj et al., p. 13).

Others have suggested libraries harness technology to increase learning opportunities. Aside from providing Internet access, what is the library's role "on the

Internet as the place where people go for information” (Garmer, p. 22)? Nationwide, libraries have been experimenting with offering MOOCs, opportunities to earn an accredited high school diploma and career certificates. Most libraries offer informal learning programs, from early literacy programs like story times to do-it-yourself programs where participants learn new skills. There is a move from people going to the library to consume information to going to the library to produce things, such as community gardens or 3-D printed prototypes for new ideas. (Bolt, p. 8)

Libraries are also experimenting with loaning new sorts of items, like sewing machines, musical instruments, tools and more.

Will libraries move from a totally physical environment to a totally virtual environment, from having an individual focus to having a community focus, to providing collections to providing space to create? As is most often the case with dualities, most libraries will find themselves somewhere in the middle, closer to one end of the spectrum or the other depending on the needs of the community they serve.

What will the future of the Haywood County Public Library look like? This strategic plan will outline the library’s path forward over the next five years based on the input received from county leaders and residents via focus groups, interviews, surveys and public meetings. Library staff feedback and library system data were also taken into thoughtful consideration.

“Change with the future so people can continue to use the facility.”

While to evolve with the times requires transformation, this constant will remain: Haywood County Public Library will continue to strive to be the hub of the community like the public squares of old.

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The Library of Yesterday

In 2016, Haywood County Public Library celebrated 125 years of library service to the residents of Haywood County, N.C. Established in 1891, the first library in Haywood County operated out of a room above the law office of W. B. Ferguson in Waynesville. The founding members of the library collected \$500 by requesting that each library stockholder pay a \$5 subscription fee to be able to check out books. With the \$500, books were purchased to fill the one-room library. Only three years after its inception, the library moved to a larger space located in the upstairs of the Bank of Waynesville in order to accommodate the library's growing collection and demand for its services. In 1912, the library moved once again due to growth, this time to its own building in the former First National Bank on Main Street in Waynesville, with residents raising the funds for the down payment for the purchase of the building.

On the other side of the county, the Canton Women's Club formed the first library in Canton in 1915 in a store front on Main Street, raising the funds to do so through teas, bazaars, suppers and public subscriptions. As with the library in Waynesville, growing success led the library to first relocate to the Champion YMCA in the 1920s and then to a Champion-owned building on Bridge Street. Thanks to the support of Champion President Reuben B. Robertson, the Canton Library moved to a new building on Park Street in the heart of downtown Canton in 1954.

“ I loved libraries growing up!! My library was my safe place. ... I could breathe there. The ocean of books meant anything was possible. ”



Left: The former First National Bank in Waynesville. Right: Dedication of the W. B. Ferguson home as the new Haywood County Public Library in the 1950s.

After a brief closing in the mid-'30s due to the Depression, the Waynesville Library organized on a county-wide basis in 1943 (with the Canton Library remaining independent), and county commissioners appointed the library's first Board of Trustees. A year later, the library hired its first paid librarian, and within three years library circulation tripled. A bookmobile purchased by public subscription went into operation in 1948 and soon had more than 70 regular stops.



Haywood County Public Library's first bookmobile went into operation in 1948.

By the 1950s, the Haywood County Public Library in Waynesville was again in need of more space to meet demand. In 1954, the family of W. B. Ferguson donated his house to the library as a memorial, and with the aid of community-wide fundraising, the house was renovated and opened as the new library, where the library remained for nearly 30 years.

In 1972, Haywood County Public Library and the Canton Public Library consolidated, unifying the county's library services. The current library in Waynesville was constructed on the Ferguson property in the early 1980s, funded by an Appalachian Regional Commission grant, as well as county and private funds. A dedication of the new building was held in 1981, with the county's first librarian, Margaret Johnston, in attendance.

A new library for Canton followed not long after, with library leaders selecting the site of the former Pennsylvania Avenue Elementary School in Canton. After not one but two fires destroyed the school, funds were raised for a new building to be erected on the site, which incorporated some of the brick and a few other architectural remnants of the school. In 1989, the new Canton Library opened to the public.

After bookmobile service stopped in 1996, there was a need for additional brick-and-mortar libraries to serve communities outside of Waynesville and Canton. A full-service library in Maggie Valley opened in 2001 in its current location in the Maggie Valley Town Hall building. A few years later in 2004, a library opened in Fines Creek in its current location in the old Fines Creek School.

In order to provide even greater access to more materials, Haywood County Public Library joined the NC Cardinal consortium in 2012. Member libraries across the state use a single online catalog and share resources, thus providing Haywood County residents access to more than 5 million items within the catalog.



Haywood County Public Library today has four branches located in, pictured L-R clockwise: Canton, Fines Creek, Maggie Valley and Waynesville.

The Library of Today

It has been more than three decades since the construction of the most recent Waynesville Library building, and during that time, much has changed in the world of libraries as card catalogs have been replaced with online public access catalogs and public computers have become a critical library service as technology access is now an essential part of navigating modern life. Many in our community depend on the library to not only access the Internet, but to also navigate the information superhighway. The library's technology instructor stays booked offering everyone from beginners who are unsure of how to navigate a mouse to more advanced technology users one-on-one instruction at both the Waynesville and Canton library branches.

Information formats and methods of dissemination have also changed considerably in the last three decades, from records to cassettes to CDs to downloadable digital audio files, for example. Haywood County Public Library is part of the North Carolina Digital Library, which gives library card holders the ability to borrow ebooks, digital audio books and more. Card holders also have access to free downloadable music and music videos through Freegal, free downloadable magazines through Flipster, children’s ebooks and games through TumbleBooks and online historical records through Ancestry.

Haywood County Public Library now offers a digital local history collection, a body of photos and documents from the history of Haywood County that is searchable in an online database. There are hundreds of items awaiting digitization, but with limited staff, getting the artifacts digitized is a very slow process.

In addition, Haywood County Public Library now offers more programs to people of all ages than ever before, from children’s story times to adult do-it-yourself classes to family-friendly movie screenings. People come to the library in search of face-to-face community time, which has become harder to find in the digital age.

Today, Haywood County Public Library is confronted with the challenge of continuing to offer quality service in a 21st-century technological world in library buildings designed before the digital information age; updated infrastructure is required to meet the needs of device-porting library users. Plus, with a projected population growth of 10,000 more residents in the next 15 years and a continued increase in demand for library materials and programs, the library is faced with limited hours and the prospect of increasing space constraints, as well as a shortage of staff to support users, maintain the collections, grow the digital collection, and continue to develop both library and outreach programs.

This strategic plan is an integral part of the effort to determine how to best allocate limited resources to meet the needs of today’s library users.

“ I feel like for a town of our size, our library is antiquated, and needs new space, new materials and a new focus on updating the children's area and materials. ”

Data Collection & the Strategic Planning Process

The Library Task Force used a variety of data inputs to shape the strategy. These inputs included multiple surveys, including a county-wide survey and focus groups. Data on library usage and programming were also included in the strategic planning process. All of the data can be found in the appendices that accompany this strategy.

The Community Survey (Appendix A), executed in collaboration with the Public Policy Institute at Western Carolina University in the Spring of 2017, received 741 responses from Haywood County residents. The content of the survey was guided by input from the community gathered in a series of 15 focus groups held in Fall 2016 (Appendix B).

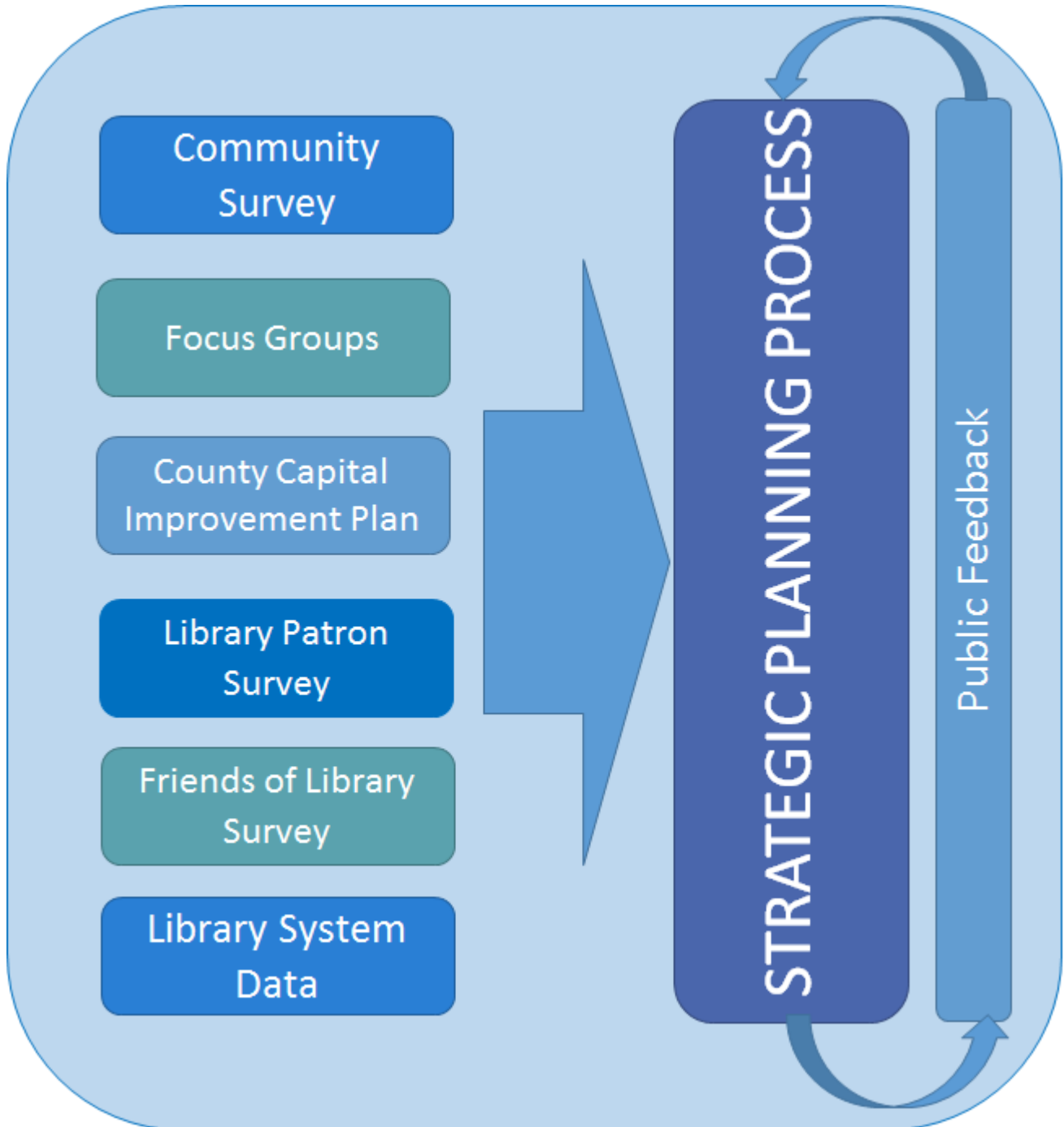
Appendix C contains information on the library from the Haywood County Capital Improvement Plan.

This plan accompanied the 2016-2017 budget presentation but was not adopted by the Board of County Commissioners.

In January 2015 the Haywood County Public Library System conducted a survey of library patrons, with 696 responses. (Appendix D).

In 2014 the Friends of the Library surveyed their membership to assess their views on possible library renovation and a potential capital campaign; there were 85 responses (Appendix E).

Appendix F contains data on the library system including circulation, programming and utilization of the meeting rooms in the Waynesville and Canton branches.



GUIDING PRINCIPLES

MISSION STATEMENT

Inspiring our community to connect,
discover and grow.

IT IS OUR VISION TO ...

Offer the tools and resources to enable people to learn.

Meet and anticipate the changing needs of the community.

Provide reliable, excellent, friendly service to all.

Stand together to serve all citizens.

Bring people together to learn from each other.

OUR CORE VALUES

**Lifelong Learning, Service to the Community,
Customer Service, Teamwork, Reliability**

SUMMARY OF STRATEGIC GOALS

Goal 1 – Increase Library Access

Goal 2 – Enlarge Collections

Goal 3 – Expand Programming

Goal 4 – Foster Participation in the
Digital World

Goal 5 – Strengthen Community
Engagement

Goal 6 – Honor & Promote Appalachian
Cultural Heritage

GOAL 1 - INCREASE LIBRARY ACCESS

Provide access to library resources and services to meet the needs of all library users.

All four library branches will be open more hours and days to meet public demand. Both the Waynesville and Canton libraries, the two libraries that serve the largest communities in Haywood County, will be open seven days a week with flexible operating hours that provide library services during both day and early evening time periods. The specific opening and closing times will fluctuate to maximize availability to both seniors (the most frequent library users as determined by multiple surveys), while seeking to serve working residents and students through the addition of evening hours.

Additionally, the goal for the two smaller library sites, Maggie Valley and Fines Creek, is to expand service to three days a week. Community input is significant in determining opening and closing times, as well as any desired weekend service that may vary by specific library site. Efficient use of library staff, with constraints on budget, may result in opening and closing times that vary by day of the week, in order to provide library services later in the day.

With additional operating hours and the potential for greater traffic by an increase in library users, the library may need to improve parking, as well as examine access from the parking areas to library entrances. In addition, the library will need to explore ways to provide better access for library users with disabilities, with measures such as adding automated doors to all entryways at all libraries and installing assistive technology to public computers.

The library will also increase access to resources and services by improving virtual access through a redesign of the library's website, providing electronic resources access to all county students, and increasing the number of digital resources that are offered. Free technology instructional opportunities will be expanded so that more users can take advantage of online resources.

Within this goal, library services may expand to include a bookmobile and/or technobus that would provide outreach to individuals who live in outlying areas; charter, private and/or parochial schools; as well as child and adult day or long-term care facilities that have recurring library needs and individuals who are less able or unable to visit a library site.



There is no other facility in a community that can inspire and educate the entire population. The hours [of] the facility should provide opportunity for working adults to have time to visit the facility. After-school programs for students would offer help in subjects in a tutoring setting. More genealogy access would be helpful both in printed material and genealogy websites.



GOAL 2 - ENLARGE COLLECTIONS

Offer print and digital collections that meet user demand and satisfy interests across all ages and aspects of life.

Haywood County Public Library provides print and digital collections for all ages, beginning with early childhood through retirement age.

This goal envisions a range of print, audio, and video collections, with an ever-expanding collection of electronic resources, that meets the demand of library users. A sufficient materials budget is required to purchase the number of copies required to limit wait times for popular titles. This applies to both print and digital titles as e-resources are costly and continue to increase in popularity.

The library system will maintain a systematic method of seeking formal and informal feedback from patrons and staff concerning which resources and topics are both popular and useful. These periodic updates will inform the collections as resource requirements shift, to ensure that patron demand matches materials available.

Additional educational resources will be offered to youth and educators, such as more STEAM (Science, Technology, Engineering, Arts and Math) materials, as well as take-away bags of resources that teachers can check-out. When appropriate, the reading level of youth materials will be indicated on the resources.

Library staff will also provide ongoing instruction to patrons on how to best access library resources, both print and digital, and how they can be used to meet educational goals and make informed decisions.



Need bigger selection of books, new books.

Would love for our library to have a larger selection.

Expand e-book variety and more copies of popular books.



GOAL 3 - EXPAND PROGRAMMING

Serve as a community educational center for all ages by providing programming opportunities for personal growth, learning and social enrichment.

Haywood County Public Library serves as a community hub by bringing community members of all ages together. Programming is a very popular library service, and one that the community would like to see expanded. Survey results indicated a desire for both more youth and adult programming opportunities.

While the library has always supported early literacy with story times and other programming for youth, as an educational institution the library will continue to expand its programming to address various other literacies – health, finance, digital etc. – through partnerships with other county departments, local community organizations, nonprofits and others.

The requirement to provide multi-use space for programming with young children and teens is crucial to the success of this goal. Currently, many of the story times at the Waynesville Library are held in the hallway due to inadequate space for children’s programming. Separate enclosed areas for noise abatement are necessary for young children to engage in story times and teens to engage in hands-on, small-group activities without disrupting other library users. Additional space with multi-purpose capabilities will also afford the library the opportunity to increase STEAM (Science, Technology, Engineering, Arts and Math) programming to youth.

During 2016, the library received national recognition for its innovate “Plug In and Read” program for children to develop early literacy skills with the help of Smartboard instruction and educational apps on iPads – a merger of the traditional reading function the library has served with 21st century technology that may not be available to all Haywood County families. Such initiatives will continue to provide inspiration to youth along with the more traditional children’s programs such as story times, summer reading programs and print collections with wonderful board, picture, chapter and informational books.

Adult programming ranges from health programs to do-it-yourself craft classes, to movie screenings, to discussion series on local, state, national and international topics. Aspects of this goal mesh with other goals, including the technology training needed to function in the 21st century and to the expansion of the honor and promote Appalachian Cultural Heritage goal by conducting such programs as the Mountain Artisan Series offered at the Waynesville Library. Other possible areas of adult programming expansion include programming for teachers and more social enrichment opportunities, which are of particular importance to retirees and adults with disabilities, for example.



We love the programs the library puts on. I hope the library keeps doing what it's doing, only bigger!



GOAL 4 - FOSTER PARTICIPATION IN THE DIGITAL WORLD

Provide digital access and instruction so the community can engage in the digital world.

Haywood County is a magnet for residents who desire to live in a community of natural beauty with mountains and wilderness areas. Unfortunately, the mountainous landscape and sparsely populated areas inhibit cost-effective means to provide access to online services to all county residents. Fortunately, the library offers public computers, printers and Wi-Fi, as well as public access to faxing, copying and scanning – and desires to be the “option of choice” for the technology needs of residents in the future.

The library envisions better access to computers and web-based services, with the addition of assistive technology to public machines and scheduled periodic upgrades and updates to both hardware and software to increase effective access to the online world. Regular updating, which is essential for technology to stay current, will require a stable, annual technology budget. Each library will have the necessary technology to support users' needs, such as printing capabilities and methods for users to be able to save their work.

Space needs include a wide range of options, from seating with proximity to outlets for individuals with devices desiring to access Wi-Fi, as well as those who prefer the available public computer workstations. Separate, multi-purpose rooms need to be equipped with the technology (laptops or tablets available for use in the library) and infrastructure to support a wide array of programming. The library must offer robust Wi-Fi capabilities for individual use as well as to be able to offer small-group meeting opportunities. The library will also need to increase its technology instruction offerings as people continue to adapt to our ever-increasing technological world and as new technologies develop.

The library offers card holders access to electronic resources, from e-books to databases of online journal articles to access to an online public access catalog, NC Cardinal, to request resources from across the state. As demand for such options grows, additional funding will need to be allocated.

“ *Every town/city needs a public library – books, research, computers, internet, fax, scan etc. Every family with children does not have a home computer, internet, nor can some families afford it.*

[The library] does have to keep up with modern technology.

”

GOAL 5 - STRENGTHEN COMMUNITY ENGAGEMENT

Bring and promote library programs, resources and services to the community.

Haywood County Public Library has four separate libraries located throughout the county, but not all residents are aware of all the resources and services the library offers and not all can visit a library location. For these reasons, the library provides outreach to nursing homes and a few daycares by providing them with materials and occasionally programs. The library also strives to reach underserved populations – one such example is Las Bibliotequitas, an award-winning library initiative to reach out to the Hispanic community by providing access to books in both English and Spanish for all ages at two sites in the county frequented by that population.

The library will expand its outreach offerings to include additional nursing homes, adult care centers and daycares, and identify currently underserved populations. To reach those who cannot visit a library location, the library will explore adding bookmobile and/or technobus service.

Additionally, further developing partnerships with the school system; local municipalities; as well as civic and nonprofit organizations would allow the library to extend its reach. The library will also explore partnering with local community centers to provide library resources and programs, which is of public interest as expressed in the focus group sessions the library conducted in the fall of 2016.

All library programs – events, classes, workshops etc. – are advertised via flyers in the libraries, as well as on the library’s website, and most are publicized through local media outlets. Many are also publicized through other regional news outlets. The library will explore other means of advertising its programs, resources and services as many in the community are still unaware of what the library has to offer. One such possibility is partnering with another county department or local organization to develop an activity application of local attractions that would include information on the library. Another is having a dedicated outreach librarian who can go out into the community to talk about all that the library has to offer.



Take the library to the people and show them its value to the community.



GOAL 6 - HONOR & PROMOTE APPALACHIAN CULTURAL HERITAGE

Preserve local historical artifacts and provide displays and programming that highlight the unique aspects of Haywood County's rich Appalachian cultural heritage.

Haywood County Public Library has a North Carolina Room located at the main library in Waynesville that contains a unique collection of local and N.C. historical materials. Moreover, Haywood County's Historical and Genealogical Society provides considerable volunteer support to maintain the collection and aid user research.

The current space is not engineered to provide for climate considerations that defer deterioration of priceless artifacts, nor is the space of sufficient size to store the increasing donations of historical materials or offer access to view the materials per public interest. The equipment needed to scan and review documents also needs replacement. There's a need to develop a plan for the continued preservation and digitization of historical material, as well as to examine ways to improve public access.

At present, there is one library staff member who works to digitize materials on a part-time basis. Additional personnel is required in order to digitize all of the materials on hand that have yet to be digitized – and the number of items keeps growing as donations are received. Such personnel could also be responsible for collecting, recording and otherwise preserving oral histories of distinct residents, especially where a cultural anomaly might be otherwise lost. One of the most important roles libraries play is that of local history gatekeeper.

Moreover, per public request, the library will improve the local history sections at all branches, and expand secure displays of historical artifacts at all libraries and at other public buildings that would attract visitor interest in Haywood County.

In addition, through outreach to local foundations and partnerships with other organizations the library will increase programming that highlights Appalachian culture.

“

I would like to see more funding be put into the historical and genealogical aspects of the library.

”

Acknowledgments

Haywood County Public Library wishes to acknowledge the contributions of the following groups and individuals who assisted in the development of the strategic plan:

Library Task Force

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Mannie Dalton Crone*
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Unless otherwise attributed, quotes found throughout were taken from comments written by respondents to the Community Survey facilitated by WCU.

Appendix A: Community Survey

Public Policy Institute
Western Carolina University
2017 Haywood County Library Survey



EXECUTIVE SUMMARY

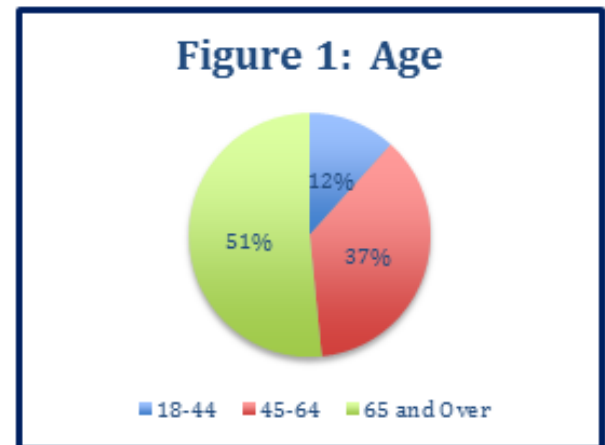
In February 2017, the Public Policy Institute (PPI) at Western Carolina University (WCU) facilitated a survey for the Haywood County Library System to be used in their strategic planning process. The survey explored citizen attitudes and community usage of the library. We received 714 usable responses. The survey found several points of interest for library leaders:

- Concerning current usage, 18% (128 respondents) indicated they use the library “daily,” 29% (206 respondents) indicated “weekly” usage, 28% (197 respondents) said “yearly,” and 25% (179 respondents) said they “rarely” or “never” used the library.
- The top 3 uses of the library system included checking out books and other materials (86%), reading/studying/doing homework (21%), and participating in adult programs (19%).
- The top 3 improvements respondents believe are needed for the library system: increased physical collection (54%), expanding hours/days library is open (42%), expanding adult programming (27%).
- Fifty-six percent of survey respondents (398 respondents) indicated they would support additional public funds (including an additional tax increase) to improve the library system.
- The top reasons given by non-library users as to why they do not use the library included “no need for the library” (35%), locations are not convenient (28%), hours are not convenient (28%), collection is insufficient (17%), and that “programs do not interest me” (17%).
- After controlling for other factors, older respondents and those with children are more likely to use the library. As to support for public funding, more frequent users, older respondents, and those with children are more supportive of increasing public funding, while those that have lived in the county longer are less supportive of increasing public funds.

I. SURVEY METHODS & SAMPLE DEMOGRAPHICS

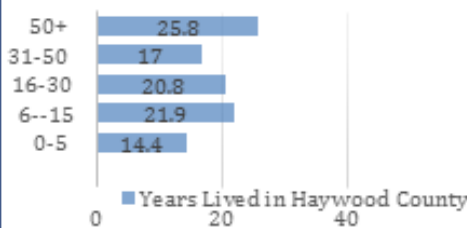
The Public Policy Institute worked with the Haywood County Library in order to conduct this survey. The survey was mailed to approximately 4,500 property owners at their listed primary address. The properties were from all over the county with an attempt to provide proportional representation based on the geography of the county. Our mailing list was provided by Dona Stewart, Haywood County Administrator/Program Evaluator. The surveys were printed and mailed from the Print Shop at Western Carolina University. From the initial mailing, we received 714 usable responses, for a response rate of 16%.

Of the 714 respondents, 59% self-identified as female, with the remaining 37% self-identifying as male, with other/nonresponse being 4%. The sample slightly over represents the female population, as U.S. Census data for Haywood County identifies 52% of county residents as female in 2015.¹



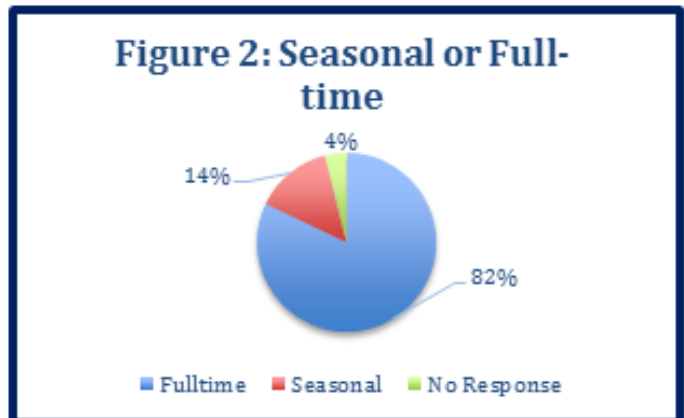
About 51% of respondents of this survey stated they were over the age of 65 (see Figure 1), compared to the 23% reflected in U.S. Census data.² In the survey, 37% of respondents stated they were between the ages of 45 and 64, while 12% were between the ages of 18 and 44. 2015 U.S. Census data for Haywood County shows 69.3% of residents are between the ages of 18 and 65. The average age of the respondents was 63 years old.

FIGURE 3: YEARS LIVED IN HAYWOOD COUNTY



The average time respondents resided in Haywood County varied. Fourteen percent of respondents stated they lived in the country between 0-5 years, 21.9% stated they lived in the county 6-15 years, 20.8% between 16-30 years, 17% between 31-50 years and the plurality of respondents, 25.8%, stated they lived in the county for over 50 years (see Figure 3). On average, people stated they lived in the county 32.5 years.

The vast majority of our respondents (82%) stated they live in Haywood County full-time while 14% stated they are seasonal residents, while 4% of respondents did not respond (see Figure 2). As to children in the home, 80% of respondents stated they had no children in the home and 20% had kids under 18 in the home. This is relatively close to the 2015 U.S. Census, which reported that 18.4% of Haywood residents have a child under 18 living in



¹ <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

² Ibid.

the home.³

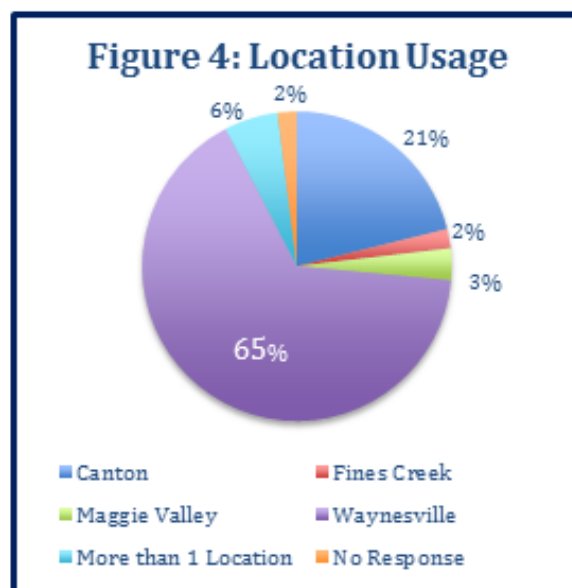
II. SURVEY RESULTS

The survey asked many questions concerning current usage of the library, reasons for using, potential improvements needed, support for increased funding for the library system, and demographic characteristics of the respondents (see the Appendix for full wording of each question and response percentages).

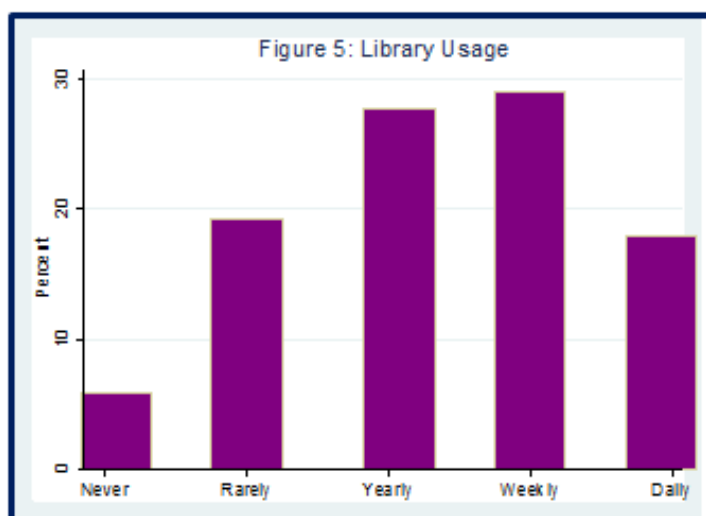
A. Current Usage

Most (65%) people (458 respondents) stated that they used the Waynesville library branch. Canton was the second most used library branch (21%, 147 respondents) among our respondents (see Figure 4). As to usage, 18% of respondents stated that they used the library “daily,” 29% said “weekly,” 28% said “yearly,” and 25% said “rarely” or “never” (see Figure 5).

We also asked respondents the main reasons that they used the library. Respondents could select up to three choices each. Here we report the percentage of respondents that listed each use, therefore the percentages



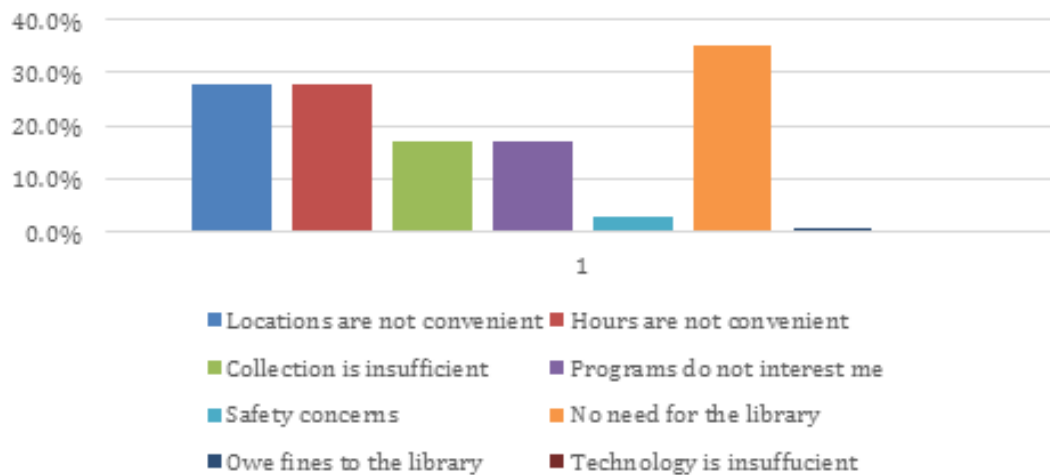
collectively will add up to more than 100%. As shown in the Appendix “Q3,” almost all respondents (86%) reported that they checked out books or other materials while at a branch of the library. This was by far the most often-cited category of usage. Over one-fifth (21%) said they use the library to read, study, or do homework. Many also stated they use technology at the library, such as using the Internet (16%), library computers (14%), or use the library’s fax, scanner, or copier (18%). Other activities included about one-fifth (19%) that use programming aimed at adults, 10% using youth programs, and 13% using the available community rooms.



We also asked how respondents received information about the library. Again, respondents could select more than one choice. The most often indicated source of information was through the newspaper (50%), followed by word of mouth (43%), library signs and flyers (40%), the library web page (27%), and library staff (21%). Less respondents indicated that they received their information from social media (16%) or the library newsletter (11%). Eight percent of respondents indicated they were not interested in library programs (see “Q4” in the Appendix below).

³ Ibid.

Figure 6: Reasons For Not Using The Library Which Were Most Often Mentioned By Participants



We also asked why respondents *do not* currently use the library. A plurality of respondents (35%) stated that they had “no need” for the library. Others suggested that the library locations were not convenient (28%) and hours were not convenient (28%). Other reasons survey respondents stated that they did not use the library included

not being interested in the programs and the insufficiency of the collections (17%). Safety concerns as a reason survey respondents do not use the library was selected by 3% of the survey (21 respondents). Finally, less than 1% of survey respondents (5 people) listed owing fines to the library and the insufficiency of technology as a reason for why they do not use the library.

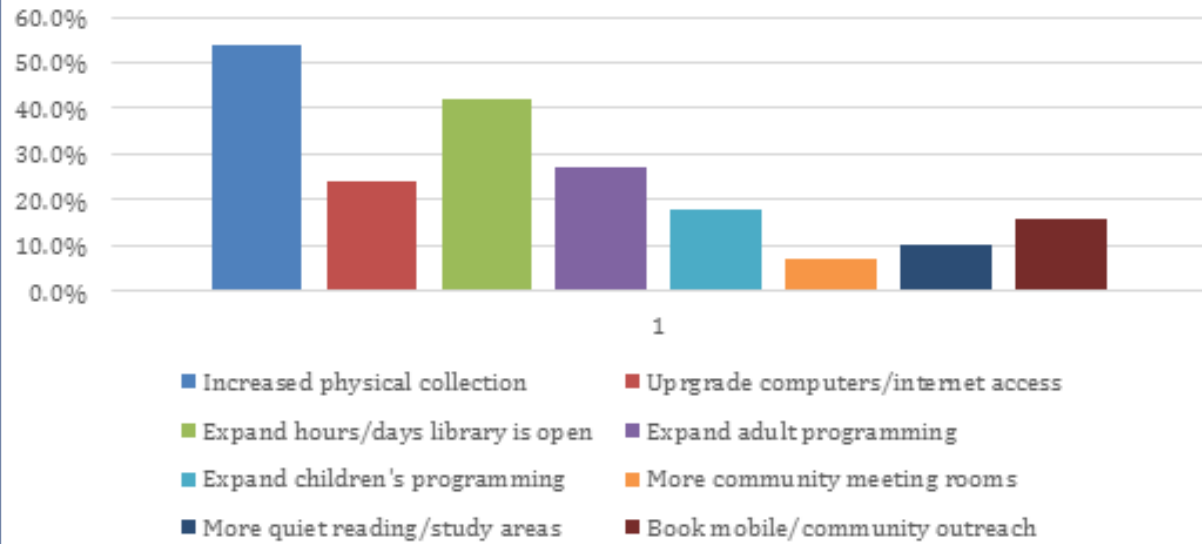
In looking at only those respondents that say they do not currently use the library, the most often cited reason was they see “no need for the library,” indicated by 44% of the non-library uses (15 respondents in total). Other reasons for not using the library included about 27% of non-users (12 respondent) saying the locations were not convenient, about 7% (3 respondents) saying that library hours were inconvenient, and about 11% (5 respondents) saying that programs did not interest them. Again, this represents only “non-users” which was a small section of the overall sample (45 total respondents).

B. Improvements Needed & Future Support

Respondents were also asked what improvements they would like to see in the library system. As displayed in Figure 7, responses varied and again they were allowed to select up to three choices. The most often listed improvement, noted by 54% of respondents, was that the physical collection (books and print resources) should be increased. Almost half (42%) indicated that they would like to see the hours and days of library branches expanded, while 27% also indicated a desire for more adult programs. Upgrades to computers and Internet access was noted by 24% of respondents and more children’s programming was seen as a need by 18% of respondents. Lesser noted improvements included the addition of a book mobile and more community outreach (16%), more quiet areas (10%), and more community rooms (7%).

Respondents were also asked if they would be more likely to use the library if improvements were made. Here we see that 56% indicated they would be more likely to utilize the library with improvements, 38% said “possibly,” and 6% said improvements would not make a difference. If we limit the responses to only those that said they do not currently use the library, 15%

Figure 7: Improvements Which Were Most Often Mentioned By Participants



indicated they would be more likely to use the library, 45% said they would possibly be more likely, and 39% indicated that they still would not use the library even with improvements.

Finally we asked if respondents would support additional public funding “and a possible tax increase” to improve the library system (see “Q8” in the Appendix. Overall most respondents showed support for increased funding as 56% answered “yes” while 36% said “no,” they would not support additional funding.⁴

C. Usage and Needs across Different Locations

We also analyzed the responses based which branch use. We divided the data based on the self-reported branch used and looked for differences in the usage and the perceived improvements needed. It must be noted that we must be cautious in drawing too strong conclusions based on the small number of respondents split up by branch use. For example, we only had 14 respondents (2% of the total sample) that stated they primarily use the Fines Creek library branch.

Table 1 displays the current usage divided by branch. A few general trends emerge. For example, the most often cited use across all branches was to check out books or other materials. Use of technology, such as the Internet, computers, fax machines, and scanners, were fairly consistent, with some differences across the different branches. The use of youth programming and meeting rooms were less at the Fines Creek and Maggie Valley branches, but that could also be a function of capacity, as these smaller branches may have less space and may offer less programming than the larger branches at Canton and Waynesville.

⁴ We note, however that this is the most conservative measure as 56% of all respondents (including those that left this question blank) indicated support of increased public funding. If we exclude those that left this question blank 61% (398 respondents) said they would support increased funding while 39% (255 respondents) said they would not support additional public funds.

Table 1: Usage by Branch Location

	Check out books	Read/study	Use internet	Use computers	Use fax, scanners, or copiers	Youth programs	Adult programs	Use meeting rooms	Family history research
Canton	90% (132)	20% (30)	18% (26)	16% (23)	22% (32)	16% (23)	17% (25)	14% (20)	12% (18)
Fines Creek	79% (11)	7% (1)	43% (6)	43% (6)	29% (4)	0 (0)	14% (2)	7% (1)	14% (2)
Maggie Valley	96% (22)	17% (4)	26% (6)	22% (5)	30% (7)	0 (0)	17% (4)	0 (0)	13% (3)
Waynesville	88% (403)	22% (99)	14% (64)	12% (55)	17% (76)	10% (46)	21% (97)	15% (67)	14% (63)

We also divided the data by branch used to examine opinions on needed improvements. Again, we caution reading too much into these results for the smaller branches based on the small number of respondents identifying these branches as their primary use location. However, Table 2 does show some general trends across all branches. For example, the most often cited improvement needed across all branches was the desire to increase the physical collection. Expanding the hours and/or days of operation was also an often-cited need. Finally, technology upgrades were also mentioned across all branches.

Table 2: Needed Improvements by Branch Location

	Increase physical collection	Upgrade computers and internet	Expand hours and/or days	More adult programs	More youth programs	More meeting rooms	More quiet space	Book mobile/ more outreach
Canton	50% (74)	24% (35)	39% (57)	33% (48)	26% (38)	7% (11)	8% (12)	22% (33)
Fines Creek	71% (10)	43% (6)	71% (10)	14% (2)	21% (3)	0 (0)	0 (0)	21 (3)
Maggie Valley	65% (15)	35% (8)	61% (14)	22% (5)	4% (1)	9% (2)	13 (3)	17% (4)
Waynesville	57% (262)	36% (101)	43% (198)	28% (127)	18% (81)	8% (35)	12% (55)	14% (66)

D. Open-ended Comments

In addition to the structured questions with set responses, we also allowed respondents to provide their own comments. The prompt for this question was “Please share any other comments, information, or suggestions you may have concerning the Haywood County Public Library System.”

In total, 313 respondents (44% of the sample) shared their written comments. These ranged from short statements such as “great place” or “more programs for seniors,” to much more detailed responses covering multiple issues. To quantify these written responses, we first read through all responses to identify general categories for the topics discussed by the respondents. This led to nine categories of general topics based on the content, included an “other” category for something that did not fit our list. As displayed in Table 3, the most often comments were supportive statements. Examples here included comments such as “I think the library is doing a great job now and I’m pleased to support the building and collection of books and magazines and newspapers,” to “For a community of this size I have been very impressed with the library’s collection. Most of the books that I read are gotton [sic] there. Thank you for being there!”

Based on the committee’s interest, we also created a category for specific comments that did not support higher taxes. Overall, 22 respondents (7% of those that wrote comments and 3% of the entire sample) wrote separately over their concerns over more taxes. Many of these were against tax increases in general and did not specifically target the library system. Examples of these comments included “No new taxes!!” and “I would support nothing in Haywood County that would take another tax increase.” Others did mention the library more specifically, such as “I do not feel that taxpayers money should be wasted on a library. The library served it’s [sic] purpose years ago, but has since become obsolete. In this day and age, nearly everyone has internet access and utilizes this as a source of information.”

Comment Topic	Number	Percentage
Supportive statements	91	29%
Against higher taxes	22	7%
Expanded hours needed	34	11%
Expanded print materials needed	17	6%
Expand other materials (audio books, e-books)	23	7%
Building renovations needed	23	7%
Improve advertisements of events or programs	8	3%
Improve expand other programs	22	7%
Other	73	23%

Comments in the “Other” category were indeed varied, ranging from comments on the annual book sale, to noise issues, to comments about the survey itself, to statements about why the respondents do not currently use the library that much, such as part-time residency. The full comments have been made available in a separate file for review.

E. Multivariate Analysis

In order to delve a bit more deeply into these findings, we conducted statistical models on the current usage question (“Q1”) and the support for increased funding (“Q8”). In these statistical models, we can isolate frequency of use and support for increase funding after controlling for other

factors, such as age, years living in Haywood County, and fulltime or part time residency. This allows us to determine if, within a margin of statistical significance, there is a relationship between these factors and current usage or support for increase funding based on our survey results.

In looking at who uses the library more often, we see that age matters, as older respondents were statistically more likely to be frequent users of the library than younger respondents. Also, those with any children in the home are more likely to use the library than those without children. However, we find that those that have lived in the county longer and those that are full-time residents are less likely to use the library than were newer county residents and those that do not live in the county full-time.

In turning to what factors influence support for additional library funding, we see that (after controlling for other factors), those that frequent the library more often are also more likely to support increased public funding. Older respondents and those with children in the home are also more supportive of additional funding, including tax dollars. However, again, those that have lived in the county longer are less supportive of additional public funding for the library. There are no differences between support from fulltime residents or those that live in the county part time.

III. Conclusions and Moving Forward

Overall, the survey results provide a useful and interesting snap-shot of the current usage and public opinion concerning the Haywood County Library System. However, as with any survey such as this one, there are potential limitations that should be noted. First, as with any voluntary survey there could be a potential bias in that those more interested in the library and perhaps more frequent users might be more likely to answer the survey. While we did receive many responses from infrequent users (179 or about 25% said they rarely or never used the library), it is possible that bias may be present based on who responded. Relatedly, our average respondent tends to be older than the overall county population. While it is not unusual that older individuals are more likely to answer surveys, it is something worthy to note in a sample such as this. We can examine sampling weights which may help to make the results more in-line with a truly random sample.

In moving forward, the Public Policy Institute would be happy to explore the data further as needed. For example, it may be of interest to examine those infrequent users in more detail or examine other combinations (such as exploring the needed improvements for those nonusers). If there are other questions of interest that may be answered from this data, we would be happy to look further into our responses. It may also be of interest to examine the data using more multivariate analyses and expand on “Section C” above. For example, tracking responses to “needed improvements” after controlling for other factors could be one possibility.

Overall, we are grateful for the Haywood County Library System for providing our students and staff the opportunity to help with this project. As part of the University’s outreach mission to be an asset to the region and our important role in training our students to be future leaders, we are excited to continue to help with this important study. Please do not hesitate to contact us if we can be of further help.

APPENDIX: Question Wording and Results

Q1 How often do you or members of your household visit any of the Haywood County libraries?

<i>Every few days or more</i>	18%
<i>Every few weeks</i>	29%
<i>A few times a year</i>	28%
<i>It has been a year or more since I've visited a Haywood County library</i>	19%
<i>I have never visited a Haywood County library</i>	6%

Q2 If you use the library in Haywood County, which branch do you visit most often?

<i>Canton</i>	21%
<i>Maggie Valley</i>	3%
<i>Fines Creek</i>	2%
<i>Waynesville</i>	66%

Q3 What are the 3 main things you typically do (or would do) when you visit a library branch?

<i>Check out books or other materials</i>	86%
<i>Read/ study/ do homework</i>	21%
<i>Use library internet (wireless)</i>	16%
<i>Use library computers</i>	14%
<i>Use fax, scanner or copier</i>	18%
<i>Attend youth library program</i>	10%
<i>Attend adult library program</i>	19%
<i>Use a community meeting room</i>	13%

Q4 What are the 3 main ways you find out about library programs?

<i>Library website</i>	27%
<i>Social Media (Facebook or Twitter)</i>	16%
<i>Newspaper</i>	50%
<i>Library newsletter</i>	11%
<i>Signs of flyers in the library</i>	40%
<i>Word of mouth</i>	43%
<i>Library staff</i>	21%
<i>Not interested in information on library Programs</i>	8%

Q5 Indicate the 3 main potential improvements your household would use.

<i>Increased physical collection</i>	54%
<i>Upgrade computers/ internet access</i>	24%
<i>Expand hours/ days library is open</i>	42%
<i>Expand adult programming</i>	27%
<i>Expand children's programming</i>	18%
<i>More community meeting rooms</i>	7%

<i>More quiet reading/ study areas.....</i>	<i>10%</i>
<i>Book mobile/ community outreach.....</i>	<i>16%</i>

Q6 What are the 3 main reasons why you do not use the Haywood County Public Library System more often

<i>Locations are not convenient.....</i>	<i>28%</i>
<i>Hours are not convenient.....</i>	<i>28%</i>
<i>Collection is insufficient.....</i>	<i>17%</i>
<i>Programs do not interest me.....</i>	<i>17%</i>
<i>Safety concerns.....</i>	<i>3%</i>
<i>No need for the library.....</i>	<i>35%</i>
<i>Owe fines to the library.....</i>	<i>0.7%</i>
<i>Technology is insufficient.....</i>	<i>0.5%</i>

Q7 Would you utilize the library if improvements were made?

<i>Yes, definitely.....</i>	<i>49%</i>
<i>No, absolutely not.....</i>	<i>6%</i>
<i>Possibly.....</i>	<i>34%</i>

Q8 Would you support additional public funding and a possible tax increase to improve the Haywood County Public Library System?

<i>Yes.....</i>	<i>56%</i>
<i>No.....</i>	<i>36%</i>

Q9 Open Comments

Q10 With which gender do you identify?

<i>Male.....</i>	<i>37%</i>
<i>Female.....</i>	<i>59%</i>
<i>Other/ <u>Did not respond</u>.....</i>	<i>4%</i>

Q11 In what year were you born? (By age groups)

<i>18-44.....</i>	<i>12%</i>
<i>45-64.....</i>	<i>37%</i>
<i>65 and over.....</i>	<i>51%</i>

Q12 How long (in years) have you lived in Haywood County?

<i>0-5.....</i>	<i>14%</i>
<i>6-15.....</i>	<i>22%</i>
<i>16-30.....</i>	<i>21%</i>
<i>31-50.....</i>	<i>17%</i>
<i>50+.....</i>	<i>26%</i>

Q13 Do you consider yourself a full-time resident or seasonal resident? (Check one)

Fulltime resident..... 82%
Seasonal resident..... 14%

Q14 How many children of the following ages are in your home?

0 Children under 5 years old..... 93%
1 Child under 5 years old..... 4%
2 Children under 5 years old..... 2%
3 Or more children under 5 years old..... 0.1%

0 Children between 5-13 years old..... 89%
1 Child between 5-13 years old..... 7%
2 Children between 5-13..... 4%
3 Or more children between 5-13 years old..... 1%

0 Children between 14-18 years old..... 92%
1 Child between 14-18 years old..... 6%
2 Children between 14-18 years old..... 1%
3 Or more children between 14-18 years old..... 0%

Q15 What is the primary language spoken in your home?

English..... 97%
Spanish..... 2%
Other..... 1%

Appendix B: Focus Groups

In Fall 2016, county staff conducted 15 focus groups with numerous community organizations at their locations around the county and held public sessions at the library branches.

Participants were asked to consider the following question “Looking at the community 5 to 10 years from now, what new or expanded role do you see the library playing?” Participants were organized into small groups and responses were written on large sheets of paper. Each participant was given 3 stickers to place on their top 3 priorities across all groups.

Major Themes

A number of major themes emerge from a review of the top priorities in the focus groups. Nearly all of the top priorities fall within the themes listed below. These themes may be a useful input into the ‘visioning’ process for the library system and help guide the formulation of mission, goals and objective in the strategic plan.

1. More Library Access

It is clear that many people in the community love their libraries – and want more of it. The desire for the existing branches to be open longer hours, and more days (especially weekends), was raised over and over again.

2. A Library “Without Walls”

Many of the ideas focused on the library strengthening its outreach role and doing more activities out in the community. A book mobile was recommended by many of the groups, with one recommending it come with ice cream and music. Transportation (shuttle) to the library and book delivery was also suggested as ways to bring the library to those who may not be able to get there on their own. Community centers were interested in stronger partnerships with the library, with the potential for co-sponsored programs (e.g. book clubs) or the book mobile to use their locations. The community centers would also like the opportunity to display at the library branches on a rotating basis.

3. Greater Access to Internet and Up-to-Date Technology

Better internet access at the library (both at terminals and WiFi) was seen as a critical need. Keeping computers and peripherals (printers, scanners, etc.) up to date and providing

assistance, including possible classes, on how to use the technology was often mentioned. Related to this issue is the desire for greater access to digital resources. In general, many of those in the focus groups did not have much information on the current resources already available, this may be an opportunity to increase awareness of current resources already available.

4. A Stronger Role in Children and Youth Literacy and Education

One element of this is a closer partnership between the library and the school system and home schooled parents on areas such as programming and materials. Specific suggestions included a curriculum database for teachers, grab and go bags with manipulatives and classroom resources that could be borrowed by teachers.

Many of the groups, even those composed of people without young children, noted the strength of the library's programming for children and recommended building this. A need for a dedicated space for children's story time at the Waynesville library was also noted.

Teens seem to fall into a 'gap' between children and adult foci of the library. However, some priorities related to teens include the need for homework help (mentioned by a teen) and working more closely with the middle school on development of teen collection (so leveling is consistent). Helping teens develop skills for the transition to adulthood (e.g. how to apply and interview for a job) was also suggested.

5. A Base for Historical Research

There is a very strong interest in the community in local historical research. This was noted at the meeting of the historical society as well as at community center meetings. Priorities include resources to conduct research (computer databases) as well as helping to provide a venue to share research (rotating displays was suggested). In addition, there is a need to be improved measures to maintain the security of historical archives.

Detailed Focus Group Results: Top Priorities

The following table provides the top 3 priorities for each focus group. In some cases there was a "tie" among the top 3 priorities so more than 3 priorities are listed.

Focus Group	Number of Participants	Top Priorities Identified
Local Interagency Coordinating Council	9	streaming video curriculum database career enhancement library shuttle expanded hours
Fines Creek Community Association Board	8	expanded hours children's programming broadband/internet
Maggie Valley Town Officials and Staff	6	more days/expanded hours increased marketing/advertising expanded local history section
Haywood County Lead Teachers	9	bookmobile with ice cream & music grab and go book bags drop off & pick up resources for classrooms
Library System Staff	13	more staff updated technology resources, book mobile teen skills development literacy programs
Beaver Dam Community Association	5	library-community center partnership book exchange/paperbacks bookmobile
Bethel Community Association	23	expanded access to archives/genealogical research association displays in library book delivery
Council of Governments	21	up-to-date computers, printers & internet coordinate with school system expanded publicity for library programs broadband digital access order books on line facilities upgrade library as repository of local history expanded hours/more days workforce/technology training research hub expanded downloadable info

Focus Group	Number of Participants	Top Priorities Identified
Waynesville Library Public Session	11	quiet, secluded reading area in Waynesville Sunday hours, longer weekday hours
Canton Library Public Session	6	homework help bilingual staff more computers
Library Board of Trustees	6	open 7 days a week, expanded hours system wide expanded programming, space for children's area increased internet access
Canton Library Story Time	6	continue story time (excellent) partner w/local schools for book 'levelling' craft story time on Tuesday is great continuous summer programs continuing education in new technology
Pigeon Community Center	2	more bilingual staff more adult craft programming more outreach to kids (summer and afterschool)
Historical Society	9	more computer stations to support historical research secure archives in NC room continue/expand Haywood County database online access to WCU libraries and other counties
	123	

Detailed Focus Group Results: Additional Ideas Generated

The table below provides a list of all the other ideas that were not in the top 3 but received at least one "vote" from the focus group. The number of votes is indicated in parentheses.

FOCUS GROUP	ADDITIONAL IDEAS
Local Interagency Coordinating Council	iPads to check out (2) iPads for in-house use (1) coffee bar (1)
Fines Creek Community Association Board Meeting	Genealogy, history room (4) IT/technology training (3) Activity mapping (1) Coffee bar(1)
Maggie Valley Town Officials and Staff	Partnering with town on programs (3) More visible road sign (1) Children's programming (1) Maintain children's collection (1)

FOCUS GROUP	ADDITIONAL IDEAS
Haywood County Lead Teachers	Book Buddy Reading Program (4) Online Resources for Classroom & Home (4) Professional Development Resources for Teachers(4) Advertise Summer Programs in Schools
Library System Staff	Fully Staffed NC rooms (1) Archive standard climate control Waynesville(1) More school outreach (1) More hours at all locations (1) Local history and interests online (1) IT dedicated to the library (1) Staff development (1) Security (1) More parking (1) Stronger creative influence (1)
Beaver Dam Community Association	Expanded computer access(2)
Bethel Community Association	Longer Checkout Times (4) Bethel Community Library – have a small branch onsite (3) Bookmobile (3) Digitize old issues of “The Mountaineer” (3) Guest Speakers on Saturday (3) Increase the number of audio books (3) More education about library services (3) Special room for pet appreciation (2) could be used when children read to animals Services for the Handicapped and Disabled (2)
Council of Governments	<u>Sub-Group 1</u> Expanded hours for all branches (3) Outdoor recreation at the library (1) Extracurricular clubs for high-school students Push reading books, not just devices <u>Sub-Group 2</u> Books on Wheels (like Meals on Wheels) e.g. Bookmobile <u>Sub-Group 3</u> Access to different libraries throughout state (1)
Waynesville Library Public Session	State of art computers in own space/wireless (3) Teach love of books/print to children (2) More non-fiction books (2) Computers with voice over for visually impaired (1) Equipment borrowing tools, sewing machines (1) Used books for sale all the time (1) Library café (1) Wider magazine selection; knitting, hobbies, layman science (1) Secondary, larger meeting area (1) Access to Foundation Center Fundraising Database (1)

FOCUS GROUP	ADDITIONAL IDEAS
Canton Library Public Session	Knitting classes in Canton (1) Arts/crafts (1) Volunteer/internship opportunities (1) Continue to pursue and pay competitively helpful, kind staff such as you now have (1) Change policy on not sending our products out of county for 3 months (1) More reading incentive programs (1) Expanded hours including weekend (1) Expand PBS DVDs (1) Access to historic newspapers on microfilm (1)
Library Board of Trustees	Book mobile for outreach (2) Expanded programming for young adults/teens (1)
Canton Story Time	More technology (children's) (1) Continue music on Sundays (1) Summer camp (1)
Pigeon Community Center	More movies More adult activities Book club in partnership with the Pigeon Center (joint programming) More Spanish materials & programs Technology classes
Historical Society	Link all historical groups together (4) Countywide outreach to all communities (4) Rotate historical exhibits to all branches/town halls (4) New microfiche machine with save capability (4) High quality printers from microfiche (1) Expand amphitheater space (1) Pay as you Go Copier in NC room (1)

Appendix C: County Capital Improvement Plan (unadopted)

Following is the page from the Haywood County Capital Improvement Plan, which accompanied the 2016-17 budget, that pertains to the library. The plan was never adopted by the Commissioners.

BUILDING THE FUTURE

While certain programs went without updated facilities, it was due to the age of the buildings and not the importance of the service provided. It has become evident that a few other facilities of Haywood County government are deemed inefficient both in staff organization usage as well as becoming inefficient related to cost of utilities, etc. In addition to the projects currently being constructed, as mentioned, the Board of Commissioners has determined that the Animal Services facility does not allow for optimum animal adoption services and does not provide for efficient management of other animal control services. The Haywood County Library Foundation has presented a plan to renovate the current Haywood County Library in Waynesville. This renovation would include expanding the children's section enabling for more children's programming. Fund raising programs are expected to provide a portion of the funds necessary to begin this project within the next five years. The board also recognizes that the county recreation programs would benefit by having parks within the county, but outside of the city limit of the towns to provide recreation programs to all children and adults in the county.

Animal Services – Due to the fact that the County Animal Services building has become inadequate to handle the number of animals that go through the department annually, plans are being formulated to build a new Animal Services and Adoption Center. It is anticipated that coordination with the local non-profit animal adoption agency will allow for an efficient center based on humane treatment of small animals and would allow for more pet adoptions countywide. A foundation has been formed, with a local veterinarian at the helm. The hope is that the foundation will raise enough money to cover some of the upgrades and high tech equipment of the adoption center. The commissioners purchased land last fall in the Clyde area to house the new facility. A feasibility study has been contracted that will present the square footage necessary to accommodate the trend in animal services; an architect was selected and plans are being drawn, with the intention of beginning construction in late summer. The total cost of this project is estimated at \$3.3 million. The plan is to obtain a USDA loan that will be amortized over 40 year, which is expected to cost less annually than a conventional 10 year installment loan.

Library – At a recent Board of Commissioners' work session, a concept drawing was unveiled by the Haywood County Library Foundation to renovate the current Waynesville Library branch, an estimated \$6 million project that will include a two story addition, and relocating the children's section to the first floor from the basement area. Over the next few months, the county administration will be working with the Library Director to formulate plans for funding and designing the potential renovations.

Recreation - In 2010, the County purchased a parcel of land in the north end of the county for a park that is planned as baseball and soccer fields, and includes parking and a walking trail. Money has not been earmarked to complete the park yet, however grants may be available through the state Parks and Recreation fund. While anticipating grant funding, the commissioners have moved forward with a master plan for the property that will include 4 baseball fields, two soccer fields, a walking trail, picnic facilities, concession stand and restroom facilities.

Appendix D: Library Patron Survey of the Waynesville Library

In January 2015, the Haywood County Public Library system conducted a survey of library patrons; the survey focused on the patron’s view of the services and physical facilities at the Waynesville Library. Printed copies of the survey were available at all library branches, and the survey was posted on the library website. A total of 696 patrons responded to the survey, though as is typical for surveys, many respondents did not answer every question.

Library Usage

Nearly all respondents had a Haywood County Library card.

Question: Do you have a Haywood County Library card?

Do you have a Haywood County Library card?		
Answer Options	Response Percent	Response Count
Yes	94.3%	640
No	6.0%	41
<i>answered question</i>		679
<i>skipped question</i>		17

Question: How often do you visit the Waynesville library?

Nearly two-thirds (63.9%) of patrons visit the Waynesville library weekly or monthly.

How often do you visit the Waynesville Library?		
Answer Options	Response Percent	Response Count
More than once a week	23.5%	161
More than once a month	40.4%	276
Several times a year	23.2%	159
Rarely or never	13.3%	91
<i>answered question</i>		684
<i>skipped question</i>		12

Question: Do you use another public library in Haywood or in an adjacent county?

Nearly one-third of respondents use another library branch or library in another county.

Answer Options	Response Percent	Response Count
Yes	32.8%	224
No	67.2%	458
<i>answered question</i>		682
<i>skipped question</i>		14

Question: If you do not use a Haywood County Public Library facility more than once every few months, please tell us why (check any that are applicable).

Access to the internet at home and the availability of books online and through direct purchase were cited as the major reasons patrons did not use the library more often.

Answer Options	Response Percent	Response Count
I am reading on my Kindle, iPad or other electronic device	51.8%	103
I use the Internet to answer my research questions	62.8%	125
I buy my own books	34.2%	68
I use the library at my school or college	13.6%	27
The library is not conveniently located	5.0%	10
Library programs are not sufficiently interesting to me or my family	4.0%	8
Other (please specify)		58
answered question		199
skipped question		497

Question: Do you use the internet at?

Answer Options	Response Percent	Response Count
Home	51.5%	357
Work	3.2%	22
In the Library	5.6%	39
More than one of the above	37.5%	260
Don't use or no access	2.2%	15
answered question		693
skipped question		3

Question: What are your main reasons for coming to the library?

Borrowing books was by far (87%) a main reason patrons use the library, followed by borrowing music, audiobooks and other audiovisual materials (38.4%). Twenty percent of respondents indicated doing research or attending a library program as a main reason they come.

Answer Options	Response Percent	Response Count
To borrow books	87.0%	580
To use the children's area	11.8%	79
To do research or get information	20.1%	134
To use the teen area	1.3%	9
To use a computer	11.7%	78
To use the wireless Internet access	9.1%	61
To read newspapers and magazines	19.8%	132
To do homework or study for school	3.3%	22
To attend children's programs	5.7%	38
To attend other library programs	20.2%	135
To borrow movies, music, audio books and other audiovisual materials	38.4%	256
To use the North Carolina Collection	7.2%	48
To find a quiet place to work or study	10.8%	72
To attend a meeting	13.0%	87
Other (please specify)		49
answered question		667
skipped question		29

Question: Did you find what you were looking for on your last library visit?

Nearly all (95.4%) patrons found what they were looking for during their last visit to the library.

Answer Options	Response Percent	Response Count
Yes	95.4%	629
No	4.6%	30
Other (please specify)		18
<i>answered question</i>		659
<i>skipped question</i>		37

Opinion of Library Facilities

Question: Please tell us what you think of the Waynesville library building. Please rate the attractiveness of the exterior.

Nearly all respondents describe the attractiveness of the building exterior as Excellent (41.5%) or Good (55.8%).

Please tell us what you think of the Waynesville Library building Please rate the attractiveness of the outside (exterior)		
Answer Options	Response Percent	Response Count
Poor	2.7%	18
Good	55.8%	367
Excellent	41.5%	273
Other (please specify)		42
<i>answered question</i>		658
<i>skipped question</i>		38

Question: Please rate the attractiveness of the interior of the building.

Similarly, nearly all respondents rated the attractiveness of the interior as Excellent (30.6%) or Good (64.1%).

Answer Options	Response Percent	Response Count
Poor	5.4%	35
Good	64.1%	417
Excellent	30.6%	199
Other (please specify)		42
<i>answered question</i>		651
<i>skipped question</i>		45

Question: Please rank the convenience of the library's location.

Nearly all respondents found the convenience of the library's location to be Excellent (52.8%) or Good (45.4%).

Answer Options	Response Percent	Response Count
Poor	1.8%	12
Good	45.4%	304
Excellent	52.8%	354
<i>answered question</i>		670
<i>skipped question</i>		26

Question: Please rate the ease of parking.

While most respondents rated the ease of parking as Excellent (35.7%) or Good (55.1%); 9.2% rated it as poor.

Answer Options	Response Percent	Response Count
Poor	9.2%	60
Good	55.1%	360
Excellent	35.7%	233
Other (please specify)		48
<i>answered question</i>		653
<i>skipped question</i>		43

Question: Please rate the handicap access of the building.

Handicap access to the building was rated as Poor by 10.4%, while 63.8% rated it Good or Excellent (25.7%).

Answer Options	Response Percent	Response Count
Poor	10.4%	54
Good	63.8%	330
Excellent	25.7%	133
Other (please specify)		101
<i>answered question</i>		517
<i>skipped question</i>		179

Question: Please rate the arrangement of materials. Is it logical, easy to find things?

A majority of respondents (60.8%) rated the arrangement of materials as Good, 37.1% rated the arrangement Excellent, only 2.0% selected Poor rating.

Answer Options	Response Percent	Response Count
Poor	2.0%	13
Good	60.8%	388
Excellent	37.1%	237
Other (please specify)		27
<i>answered question</i>		638
<i>skipped question</i>		58

Question: Please rate your feeling of safety in the building.

Nearly all respondents (98.2%) rated their feeling of safety in the building as Excellent (54.9%) or Good (43.3%).

Answer Options	Response Percent	Response Count
Poor	1.8%	12
Good	43.3%	281
Excellent	54.9%	356
Other (please specify)		18
<i>answered question</i>		649
<i>skipped question</i>		47

Question: Please rate the lighting of the building.

Lighting was rated as Excellent (38.4%) or Good (54.8%) by most respondents.

Answer Options	Response Percent	Response Count
Poor	6.7%	44
Good	54.8%	358
Excellent	38.4%	251
Other (please specify)		24
<i>answered question</i>		653
<i>skipped question</i>		43

Question: Please rate the adequacy of the restrooms.

While most respondents rated the adequacy of the restroom as Good (62.3%); 11.3% rated them as Poor. This question received one of the highest numbers of Poor responses in the survey.

Answer Options	Response Percent	Response Count
Poor	11.3%	70
Good	62.3%	385
Excellent	26.4%	163
Other (please specify)		73
<i>answered question</i>		618
<i>skipped question</i>		78

Question: Please rate the cleanliness of the building.

Nearly all respondents rated the cleanliness of the building as Good (54.1%) or Excellent (43.7%).

Answer Options	Response Percent	Response Count
Poor	2.2%	14
Good	54.1%	349
Excellent	43.7%	282
Other (please specify)		11
<i>answered question</i>		645
<i>skipped question</i>		51

Question: Please rate the level of noise in the building.

The noise level was rated as Excellent (38.2%) or Good (58.1%) by most respondents.

Answer Options	Response Percent	Response Count
Poor	3.7%	24
Good	58.1%	376
Excellent	38.2%	247
Other (please specify)		38
<i>answered question</i>		647
<i>skipped question</i>		49

Question: Please rate the comfort of the seating.

Most respondents found the comfort of the seating to be Excellent (27.9%) or Good (67.2%).

Answer Options	Response Percent	Response Count
Poor	4.9%	31
Good	67.2%	422
Excellent	27.9%	175
Other (please specify)		42
<i>answered question</i>		628
<i>skipped question</i>		68

Question: Please rate the adequacy of the library's display space.

The most common rating of the display space was Good (66.0%), followed by Excellent (28.1%) and Poor (6.0%).

Answer Options	Response Percent	Response Count
Poor	6.0%	38
Good	66.0%	421
Excellent	28.1%	179
Other (please specify)		26
<i>answered question</i>		638
<i>skipped question</i>		58

Question: Please rate the adequacy of the library's meeting spaces.

The adequacy of the library's meeting spaces was rated as Good by 66.9% of respondents and Excellent by 25.3%. Of the respondents, 7.8% rated the meeting spaces Poor.

Answer Options	Response Percent	Response Count
Poor	7.8%	40
Good	66.9%	344
Excellent	25.3%	130
Other (please specify)		109
<i>answered question</i>		514
<i>skipped question</i>		182

Question: Please rate the adequacy of the library’s public computers.

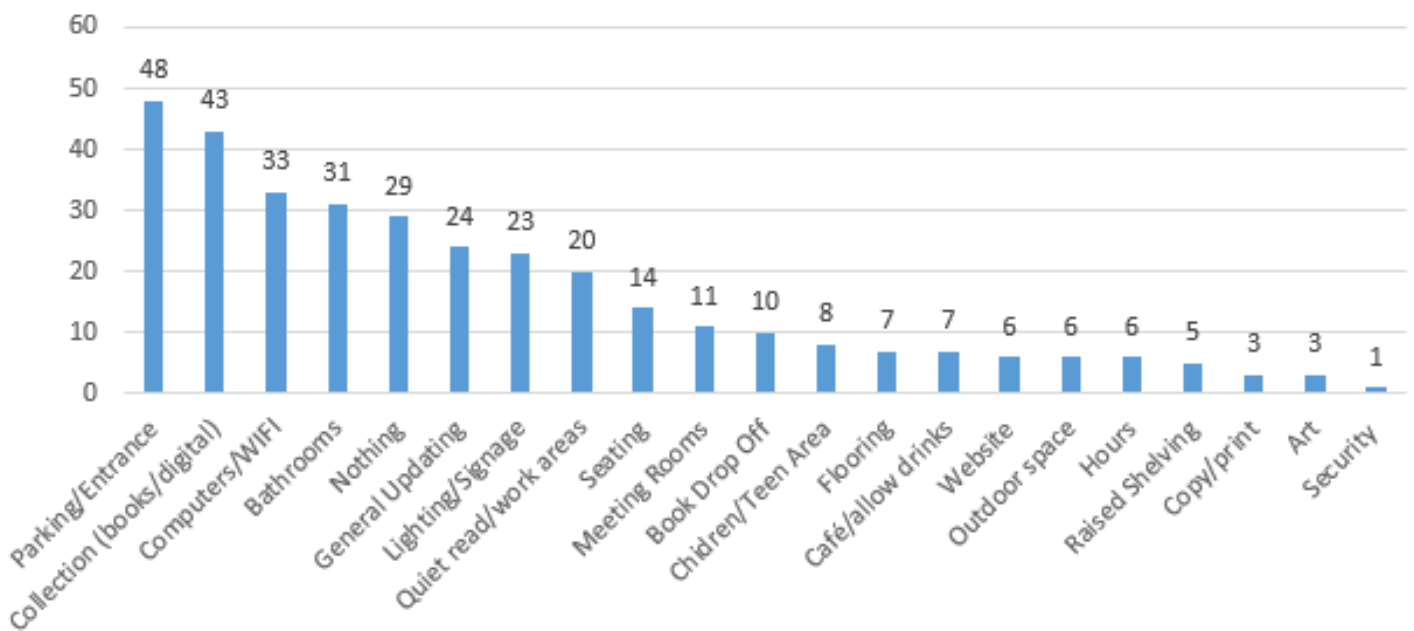
The Poor rating for the library’s computers, at 12.7% was the highest Poor rating in the survey. A further 66.0% of the respondents rated the computers as “Good”, while 21.3% rated the computers Excellent. This was the lowest “Excellent” rating of the survey.

Answer Options	Response Percent	Response Count
Poor	12.7%	59
Good	66.0%	307
Excellent	21.3%	99
Other (please specify)		142
<i>answered question</i>		465
<i>skipped question</i>		231

Question: What are the most important things you think we should improve in renovating the Waynesville Library?

This is an open-ended question to which the respondents provided a written response. In the chart below the responses have been sorted into categories. The number represents the number of times the category was mentioned – for example 48 respondents mentioned improving parking. If a respondent mentioned both parking and bathrooms in their response to this question, their response was counted in both categories.

Q29: Most important things to improve in renovation



Demographic Characteristics of Respondents

Question: What is your gender?

The survey respondents were primarily female (71/7%).

Answer Options	Response Percent	Response Count
Female	71.7%	490
Male	28.3%	193
<i>answered question</i>		683
<i>skipped question</i>		13

Question: What is your age?

Nearly half the respondents (49.9%) belong to the 55 to 74 years old age category; 26.3% were between the ages of 35-54 while 9.4 were over the age of 75.

Answer Options	Response Percent	Response Count
less than 18	2.2%	15
18 to 34	10.2%	70
35 to 54	26.3%	181
55 to 74	49.9%	344
75 up	2.0%	14
75 or older	9.4%	65
<i>answered question</i>		689
<i>skipped question</i>		7

Question: What is the highest level of education you have completed?

A majority of the respondents had either graduated from college (29.9%) or completed graduate school (30.5%).

Answer Options	Response Percent	Response Count
middle school	1.5%	10
high school	5.7%	39
some college	19.3%	132
associate's degree	13.2%	90
Graduated from college	29.9%	204
Completed graduate school	30.5%	208
<i>answered question</i>		683
<i>skipped question</i>		13

Appendix E: Friends of the Library Survey

In the Fall of 2015, the Friends of the Haywood County Public Library surveyed their membership to assess their views on possible library renovations and determine their potential involvement in a capital improvement fundraising campaign. Eight five (85) members responded to the survey; there are approximately 300 members in the Friends of the Library.

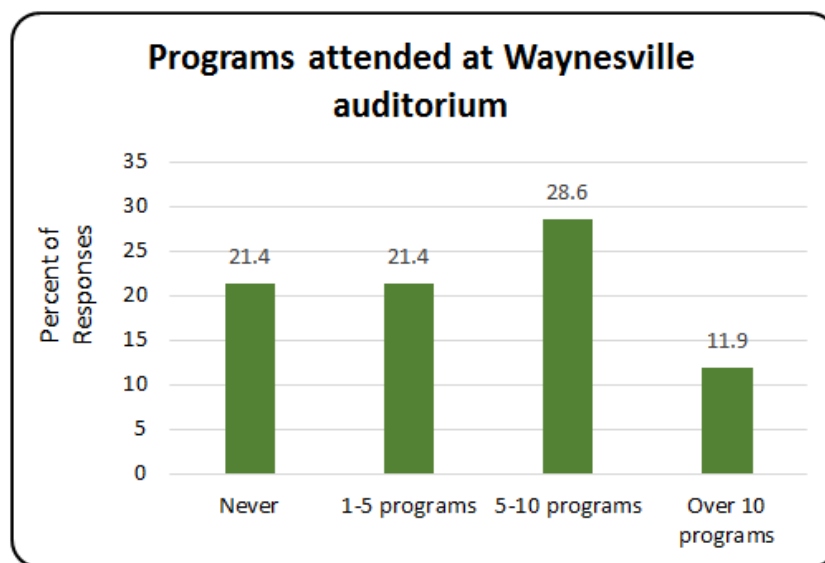
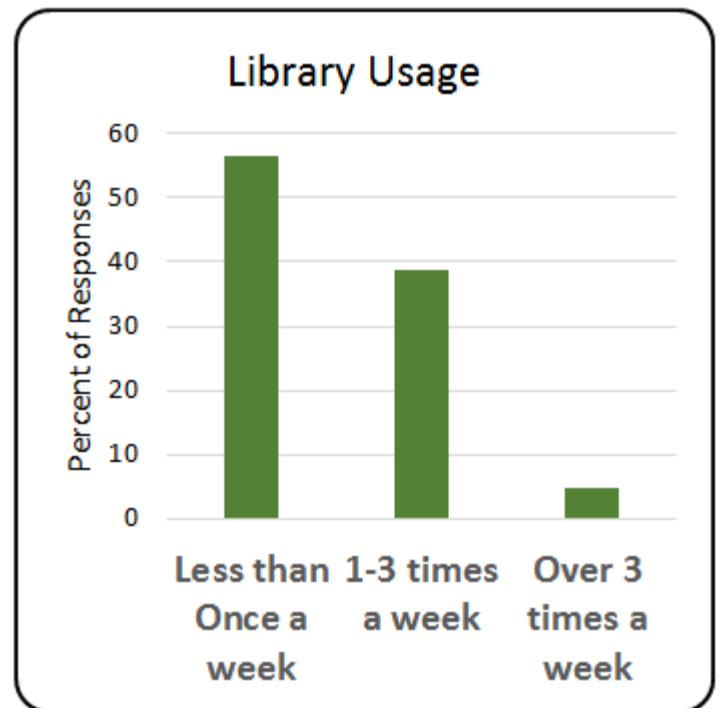
Characteristics of Respondents

Every member (100%) who responded to the Friends of the Library (FOL) survey stated that the library is "very important" to Haywood County.

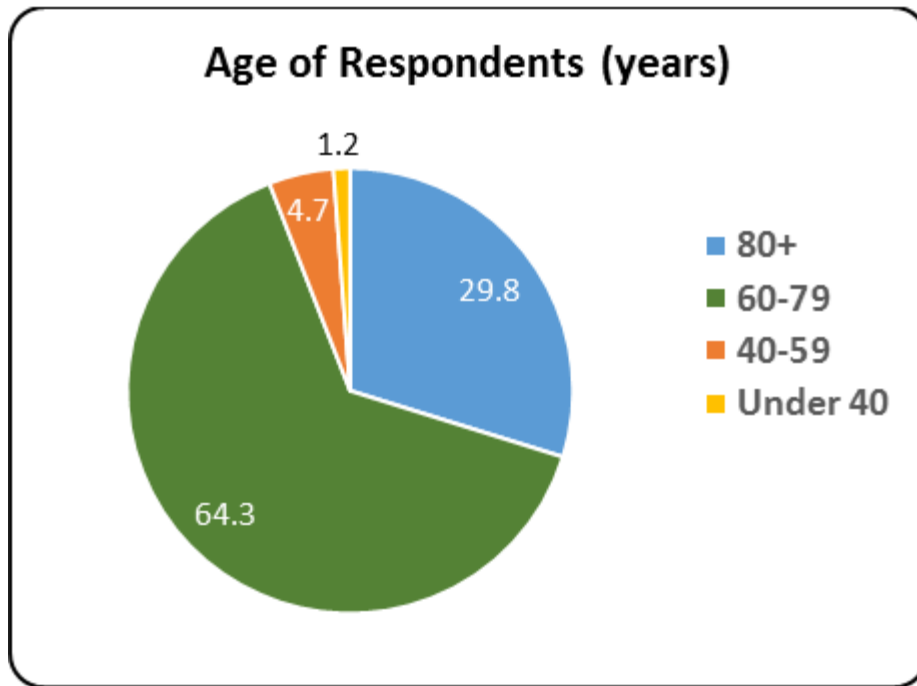
Over half of FOL respondents (56.5%) use the Haywood County Library less than once a week, 28.8% use it 1-3 times a week, 4.7% used the library over 3 times a week.

About half (50.6%) of respondents use online resources from the library, 49.4% do not.

While 21.4% of FOL surveyed have never attended a program at the Waynesville branch auditorium, 21.4% attended 1-5 programs, 28.6% attended 5-10 programs and 11.9% attended over 10 programs.



Nearly one-third of respondents were 80 years old or older, 64.3% were between the ages of 60-79, and 4.7% were between the ages of 40-59, while 1.2% were under the age of 40.

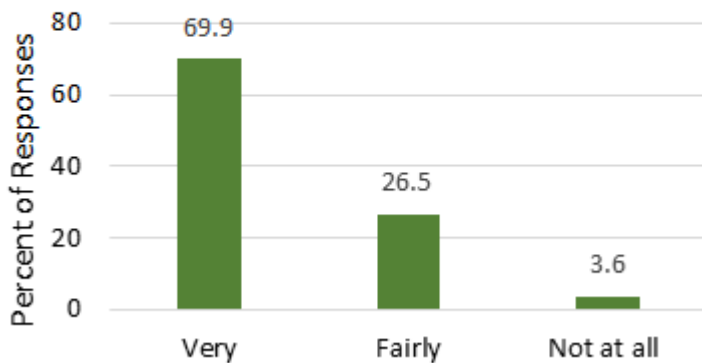


View of Proposed Renovations

About two-thirds (65.4%) of respondents felt library hours should be expanded, 32.1% did not support expanded hours.



Importance of Adequate Meeting Space

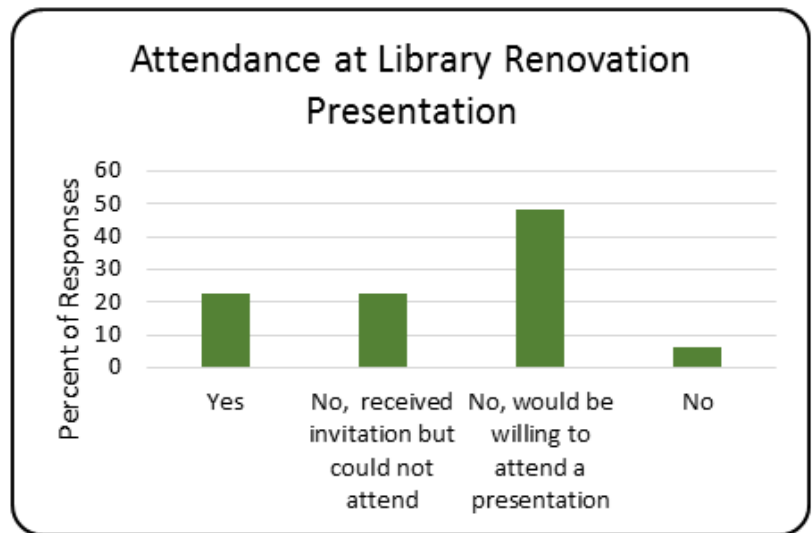
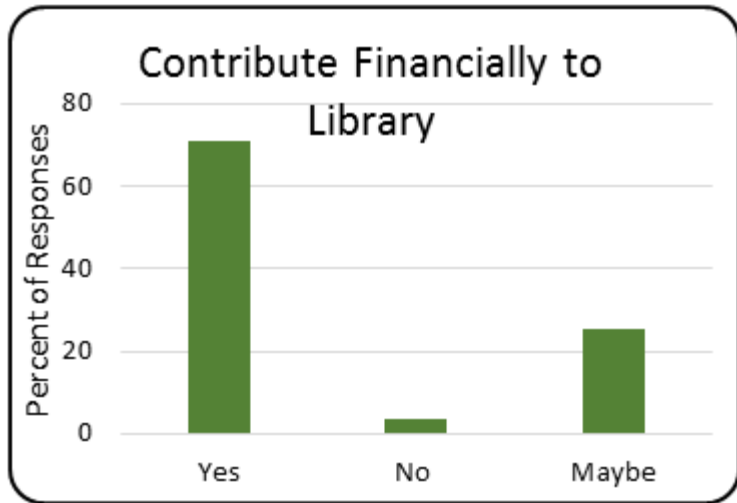


Nearly 70% (69.9%) of respondents felt that adequate meeting space at the library was "very important," 26.5% thought it was "fairly important," and 3% felt it was "not at all important."

72.5 % of respondents reported "sometimes having trouble" parking, 27.5% reported that there is "always plenty of parking." No respondents reported "always have trouble."

Support for a Capital Campaign

Of those surveyed, 22.8% of those surveyed had attended a library renovation presentation, a further 48.1% would be willing to attend one.

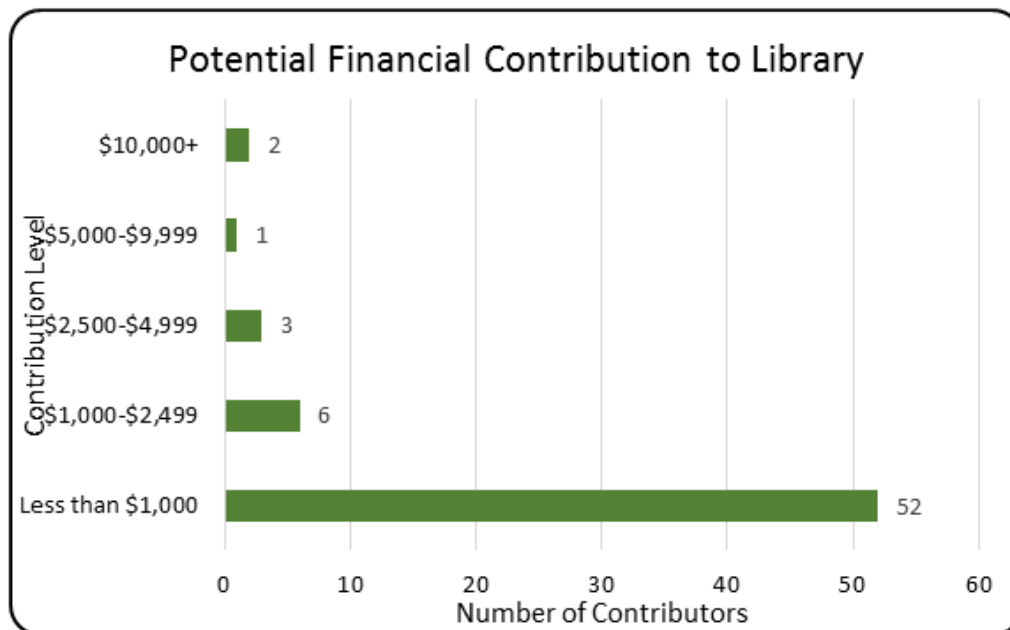


70.7% of respondents stated they would contribute for a campaign for a rejuvenated, renewed and renovated library. A further 25% indicated they would “maybe” contribute, 3.6% were not willing to contribute.

The most common contribution level was “Less than \$1,000” (82% of respondents). The \$1,000-\$2,499 level best describes the potential contribution of 9.4% of respondents, 4.7% selected the \$2,500-\$4,999 level, 1.5% choose “\$5,000 - \$9,999” and 3.1% opted for “\$10,000+”.

If all respondents donate the maximum amount in their contribution level, \$112,000 would be raised.

7.9% of FOL respondents would be willing to serve on a capital campaign, 68.4% would not be willing, while 23.7% responded “Maybe.”

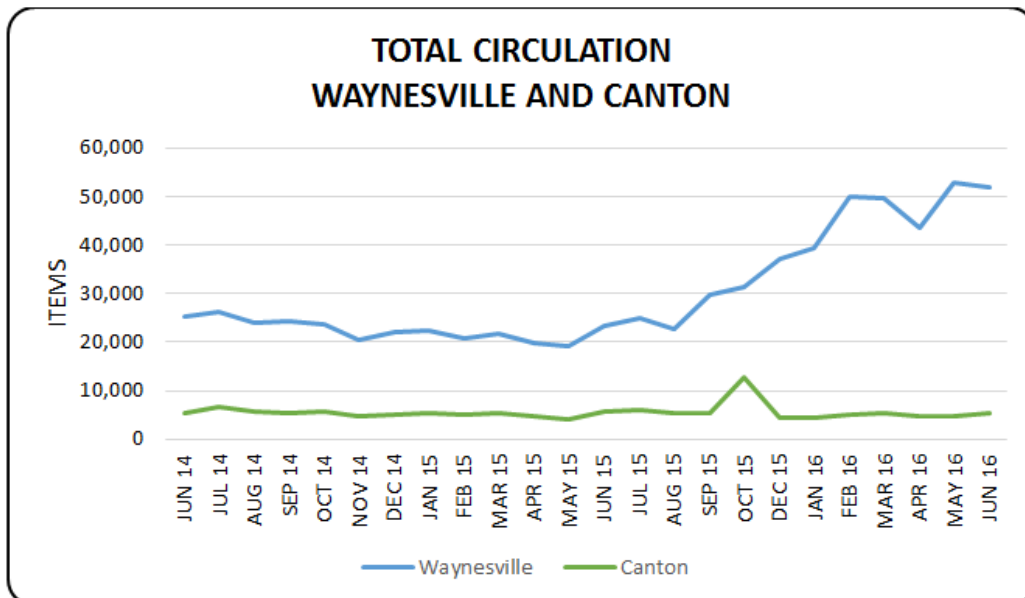
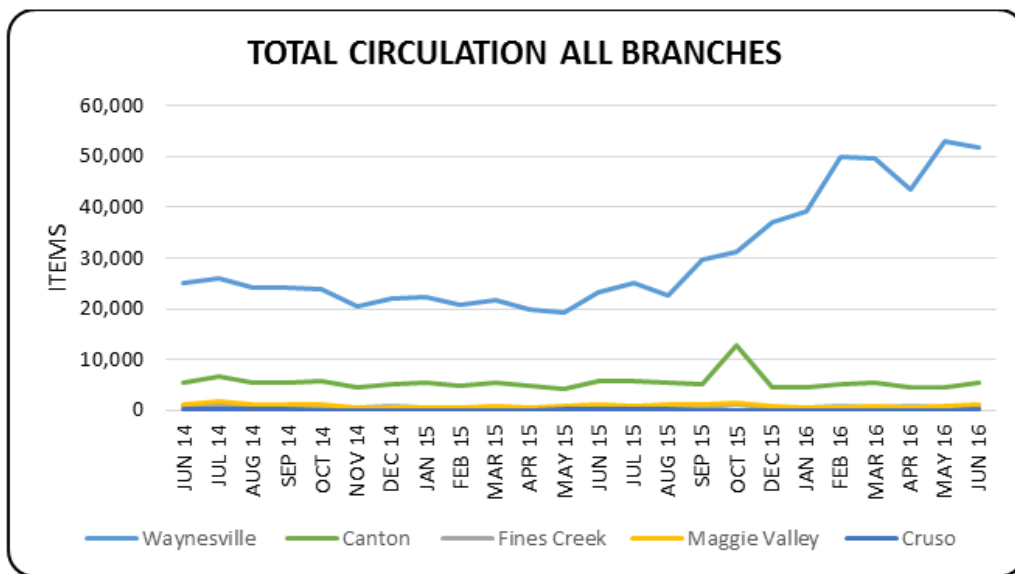


Appendix F: Haywood County Public Library System Data

This analysis uses data regularly collected by library staff. Much of this data is reported monthly to the Library Board of Trustees and annually to the State of North Carolina. This study is intended to guide long-range planning for the system, and provide information for assessing the system's resource needs, to include staff and physical infrastructure.

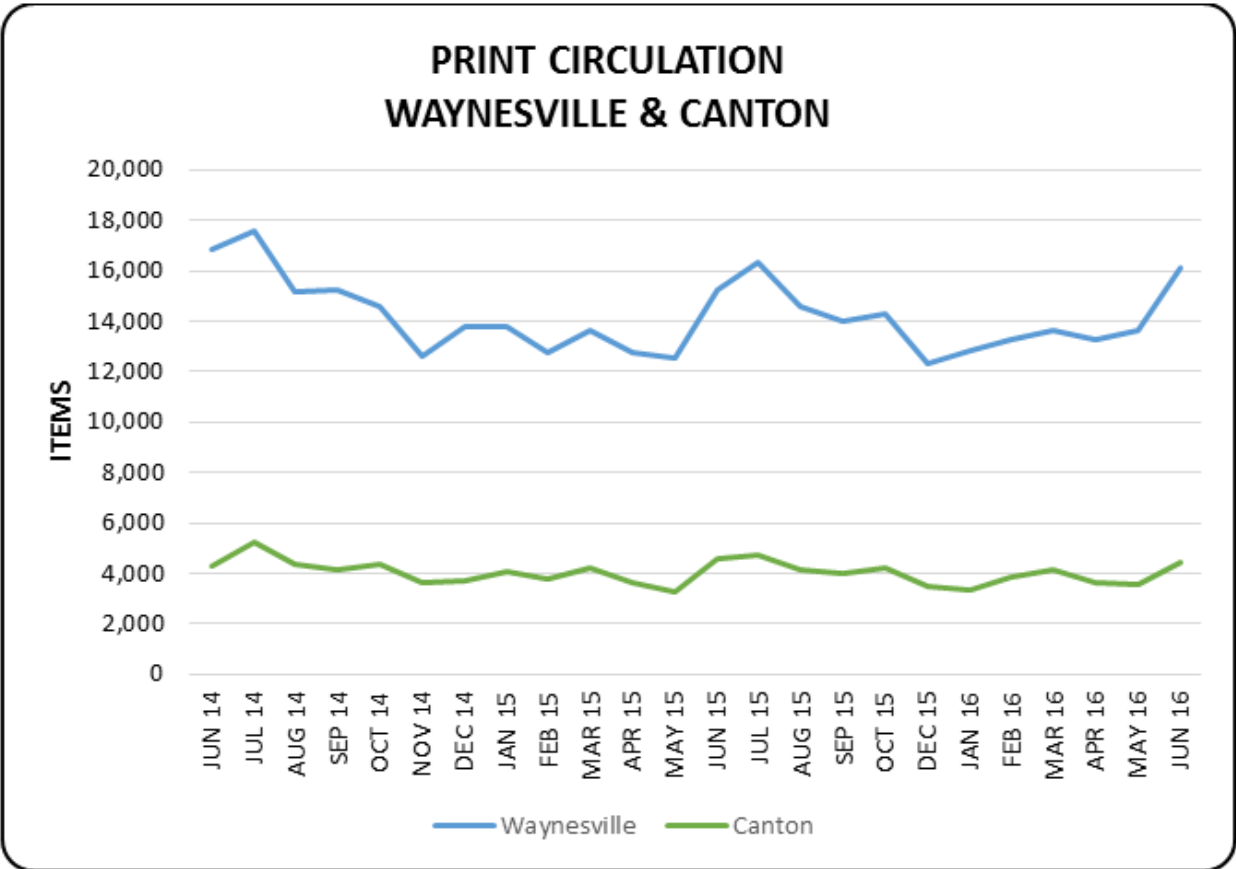
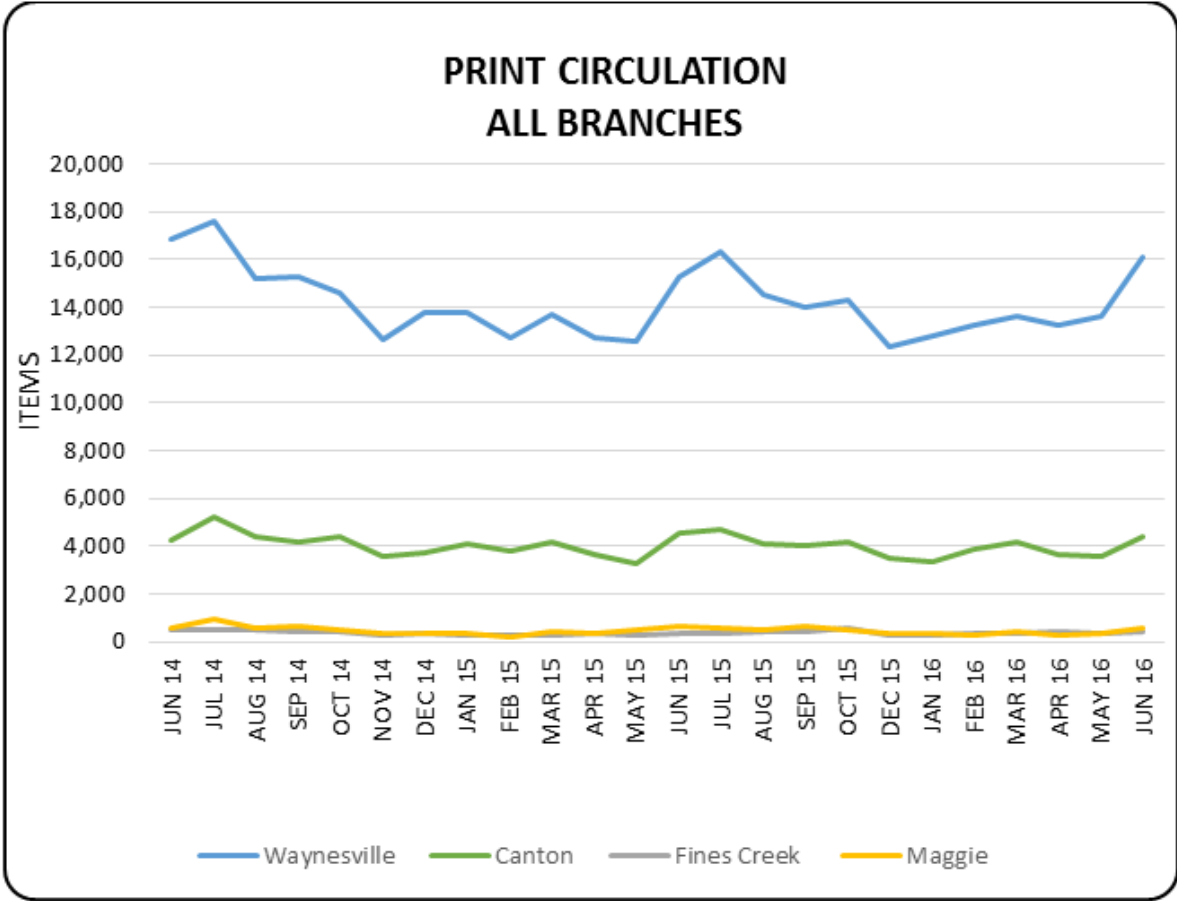
Total Circulation

The Waynesville branch, unsurprisingly, has the highest total circulation in the system, followed by the Canton branch. Data for the Waynesville branch show a steady increase in circulation beginning in August 2015. This is in part due to the expansion of electronic materials, which are all accessed through the Waynesville branch website.



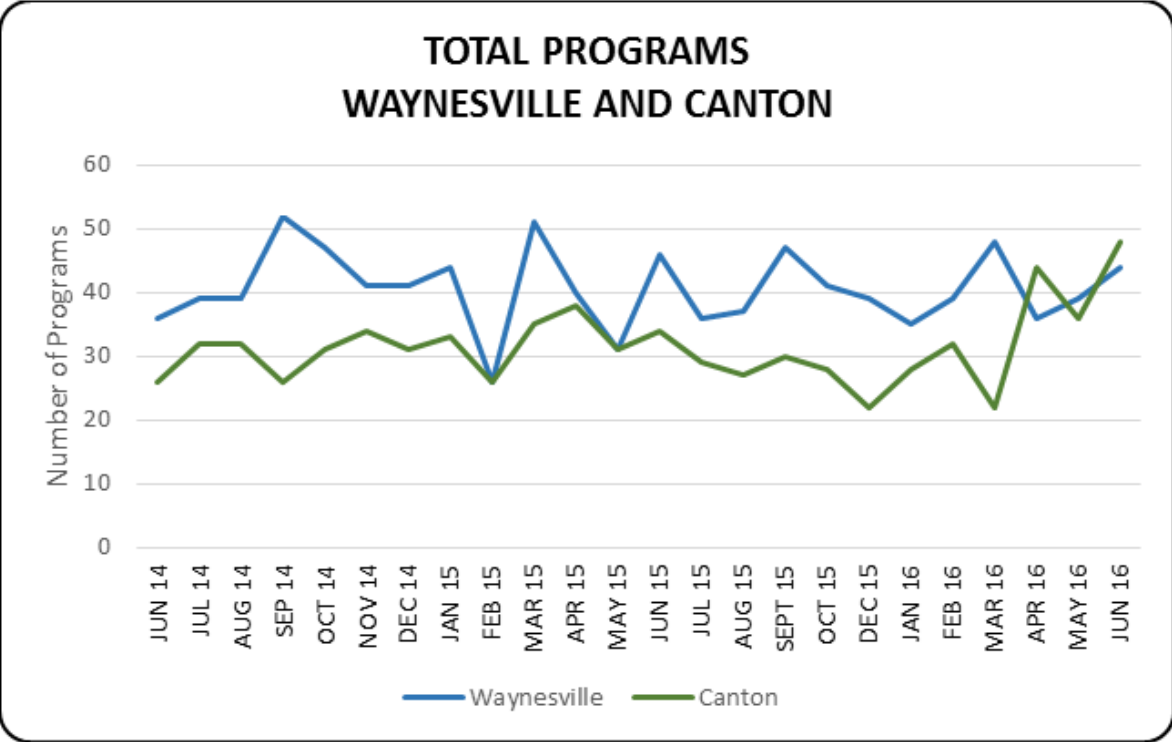
Print Circulation

Print circulation includes both the initial checking out as well as renewal of library items. Waynesville and Canton have the highest print circulation.

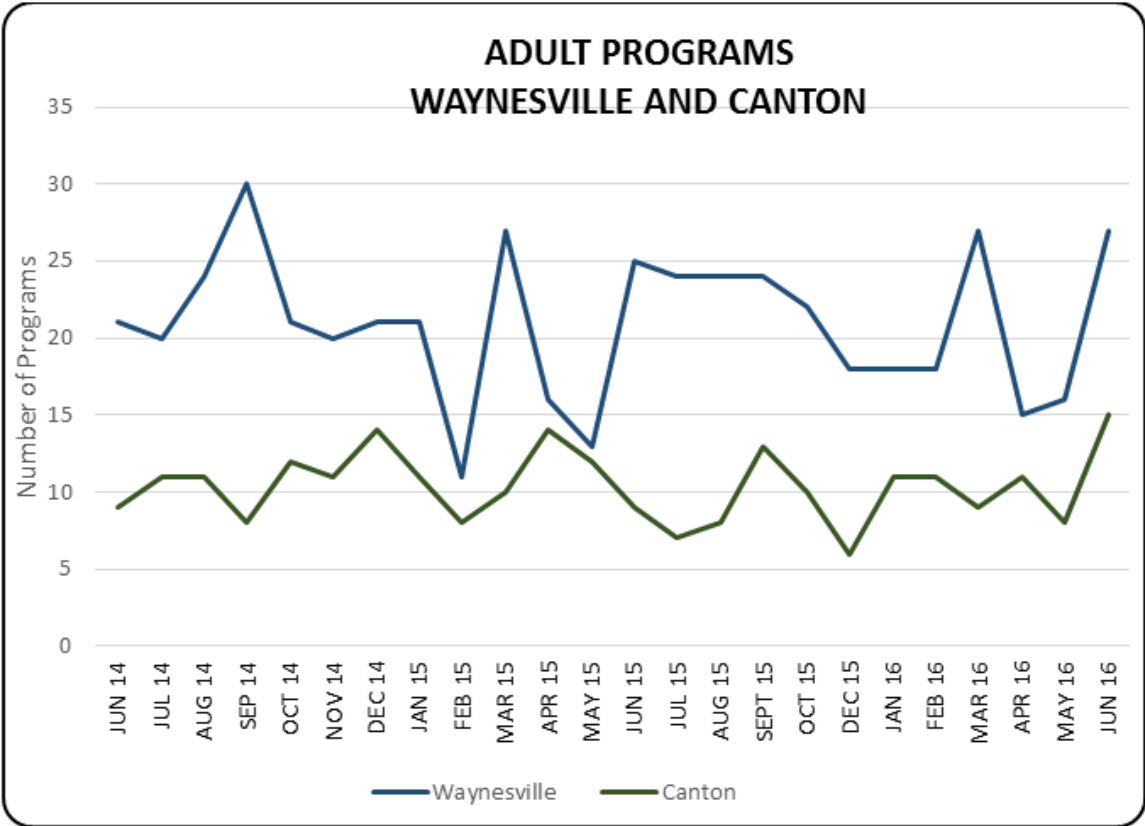


Programming

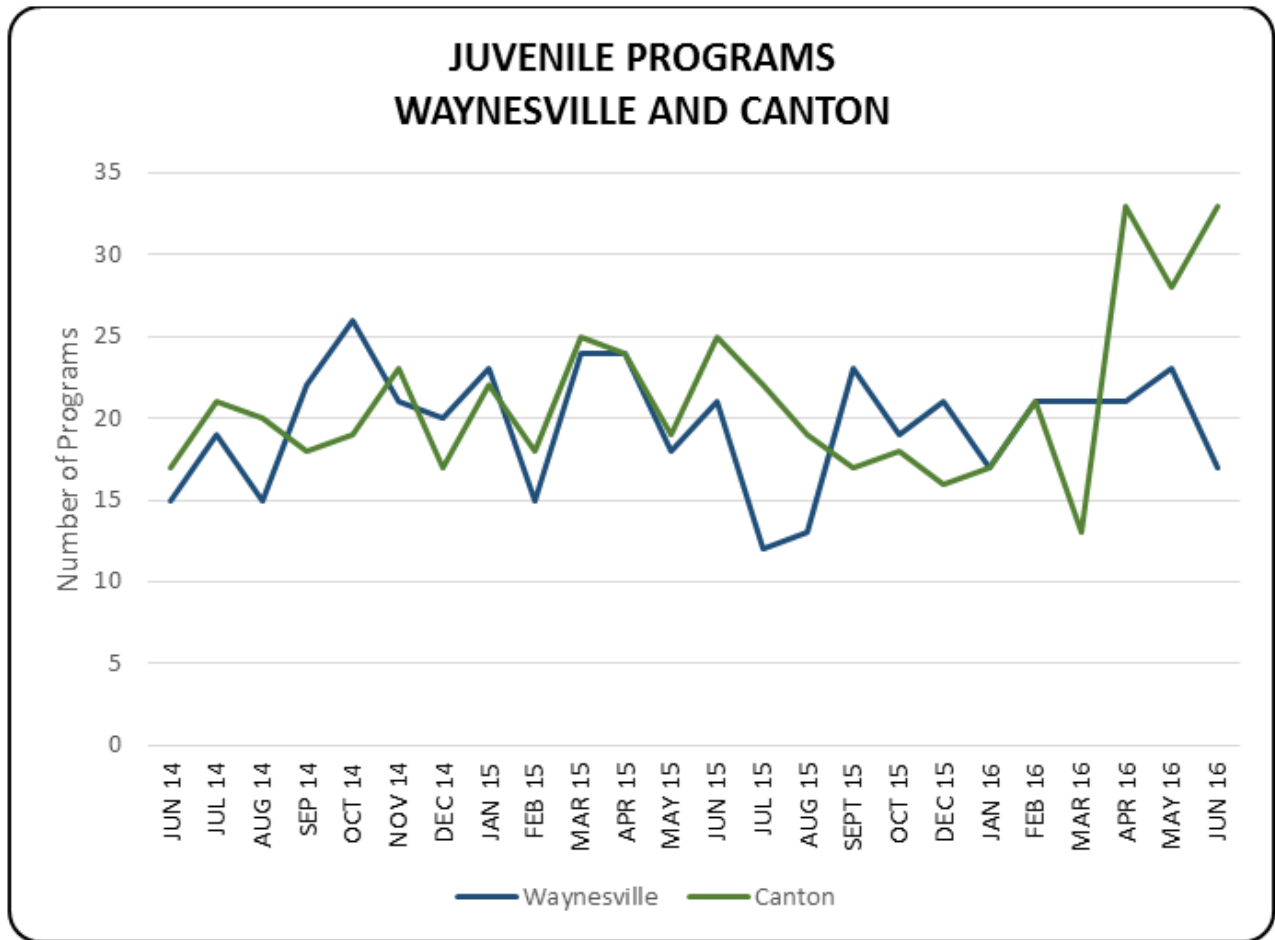
Total Programs includes both adult and juvenile programs, offered by the library, inside their facility. The number of programs in Canton has recently matched or exceeded the number of programs in Waynesville. Programming is still in developmental stages at Fines Creek and Maggie Valley.



The Waynesville branch typically offers more adult programs than the Canton branch.

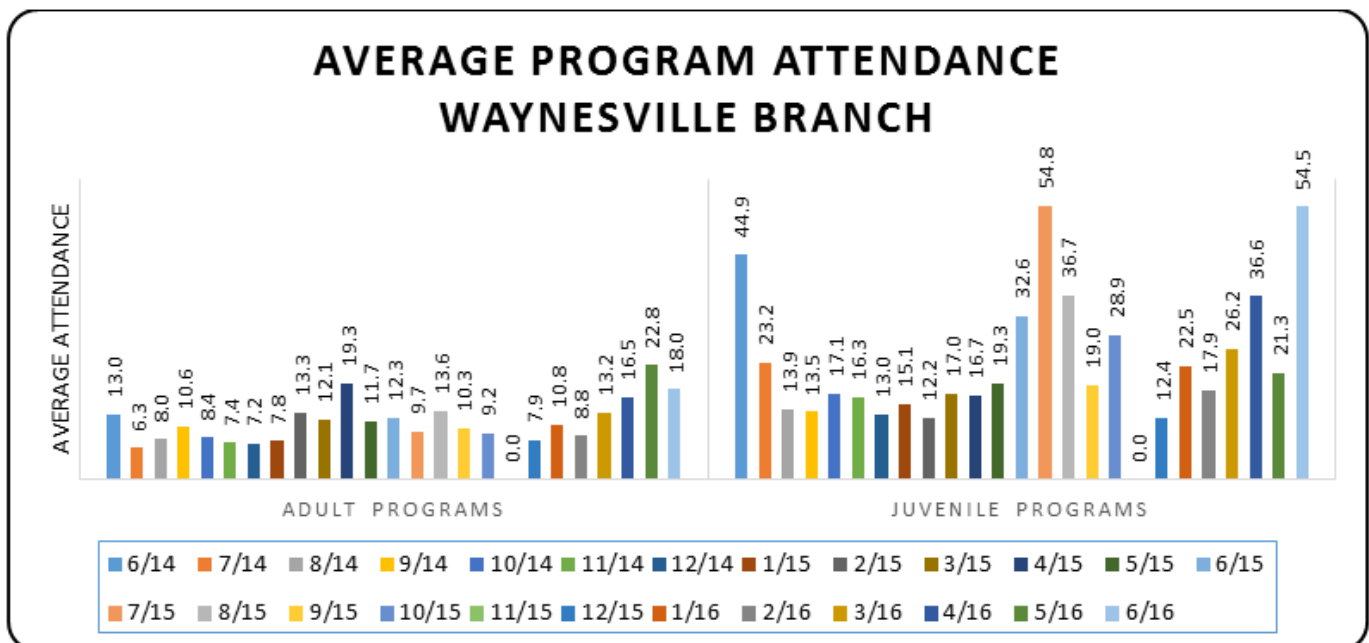


The Canton branch typically offers as many or more juvenile programs than the Waynesville branch.

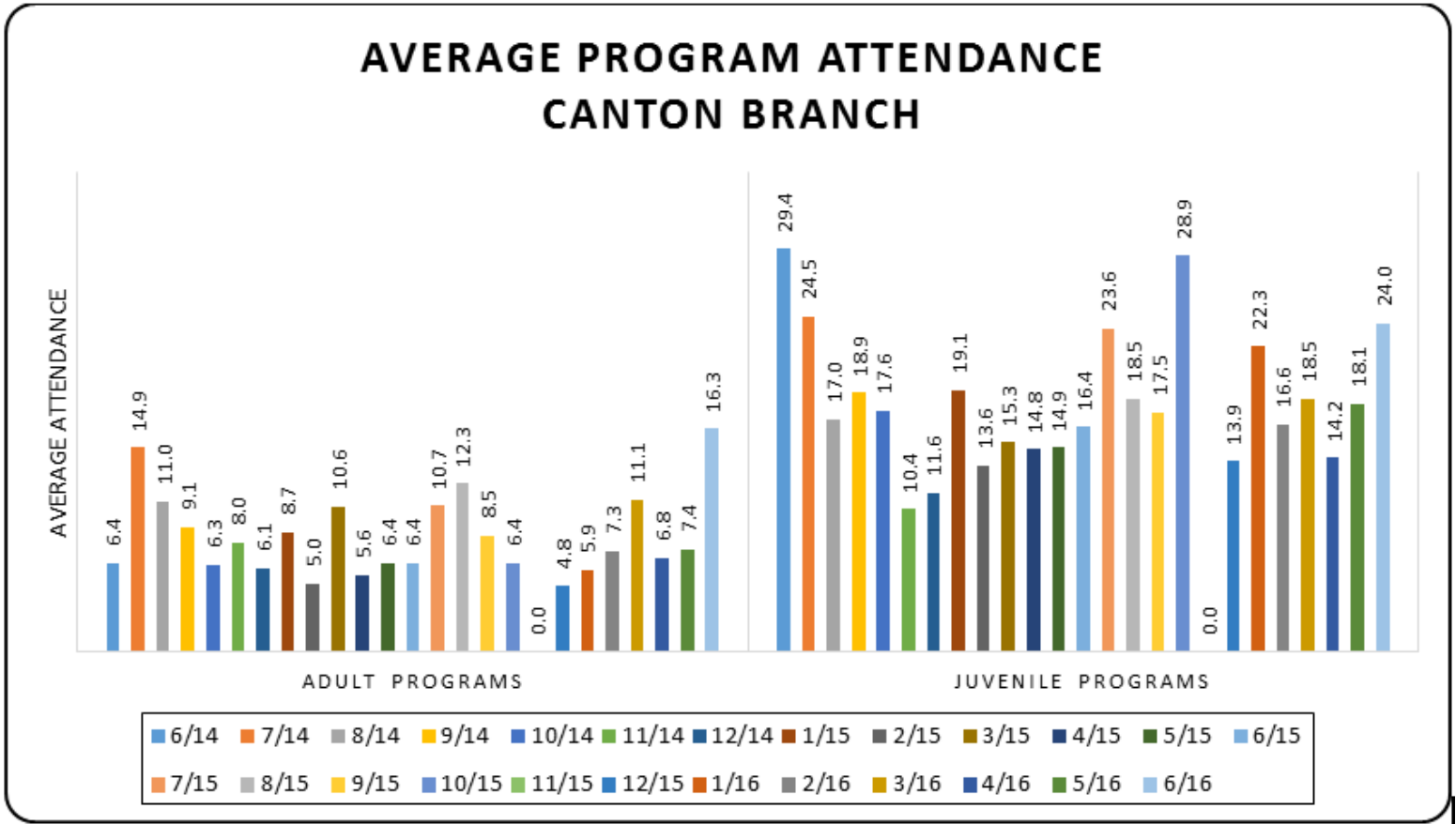


Average Program Attendance

The charts below identify the average program attendance, on a monthly basis, between June 2014 and June 2016. For adult programs in Waynesville, the total average attendance between June 2014 and June 2016 was 11.59 persons. For juvenile programs in Waynesville, the total average attendance was 24.4 persons at a program.

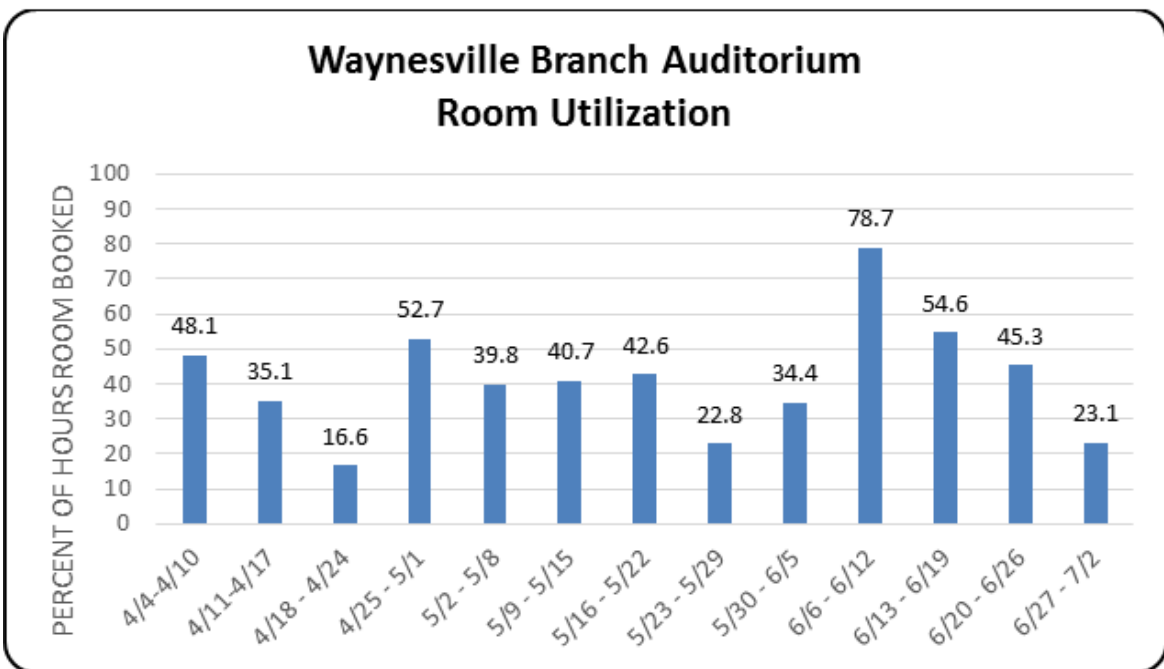


For adult programs in Canton, the total average attendance between June 2014 and June 2016 was 8.41 persons. For juvenile programs in Canton, the total average attendance was 18.3 persons at a program.

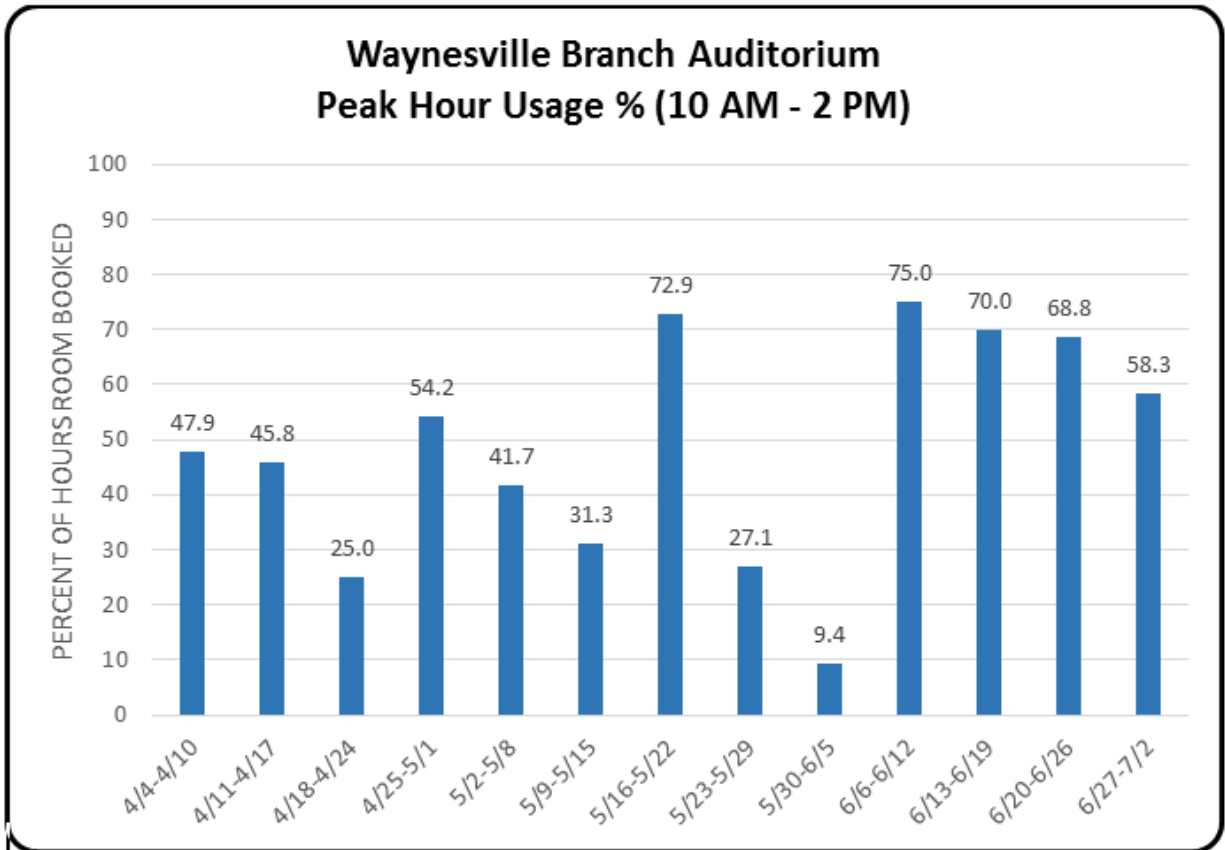


Room Utilization

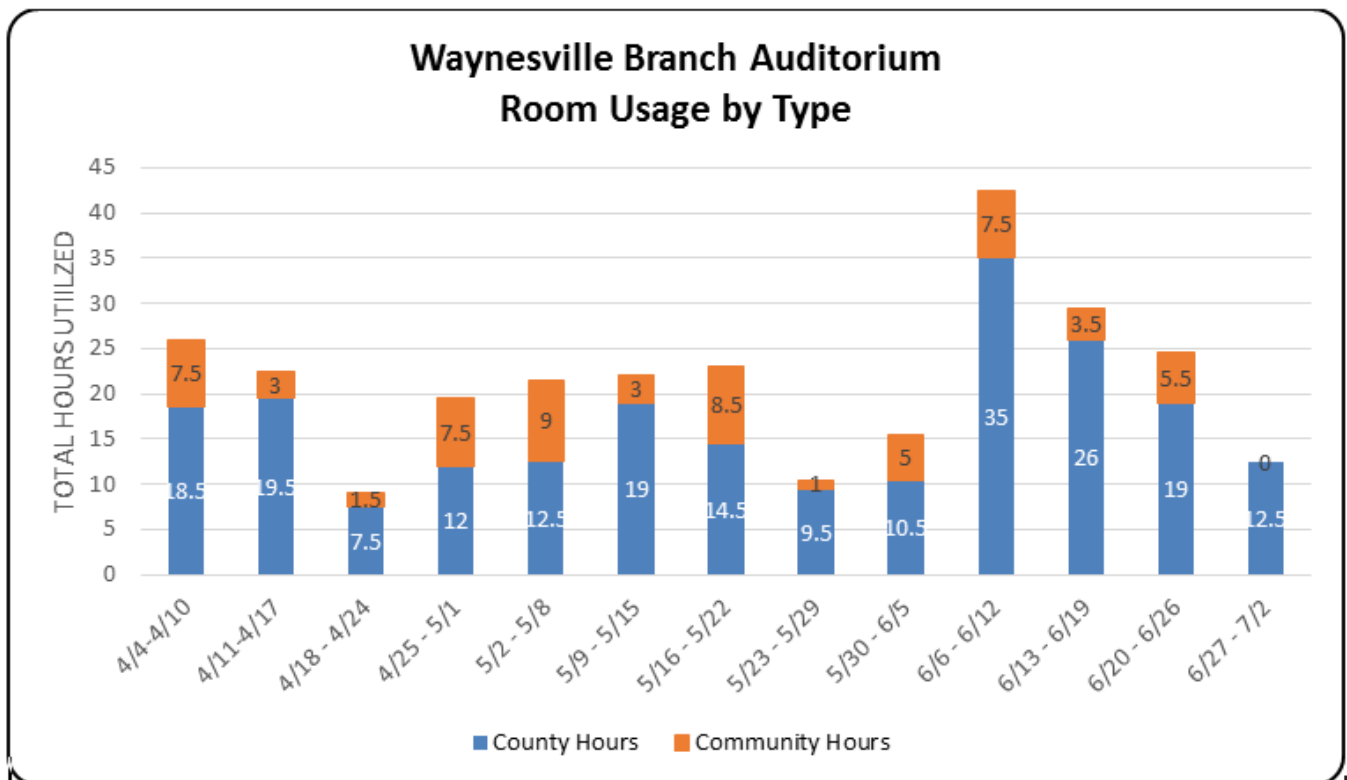
During the months of April, May and June 2016, the amount of time the Waynesville auditorium was utilized, based on total hours of availability (hours library is open, less hours set aside for maintenance), ranged from 16.6% to 78.7% per week. The average utilization, across the 13 week period was 41.1%.



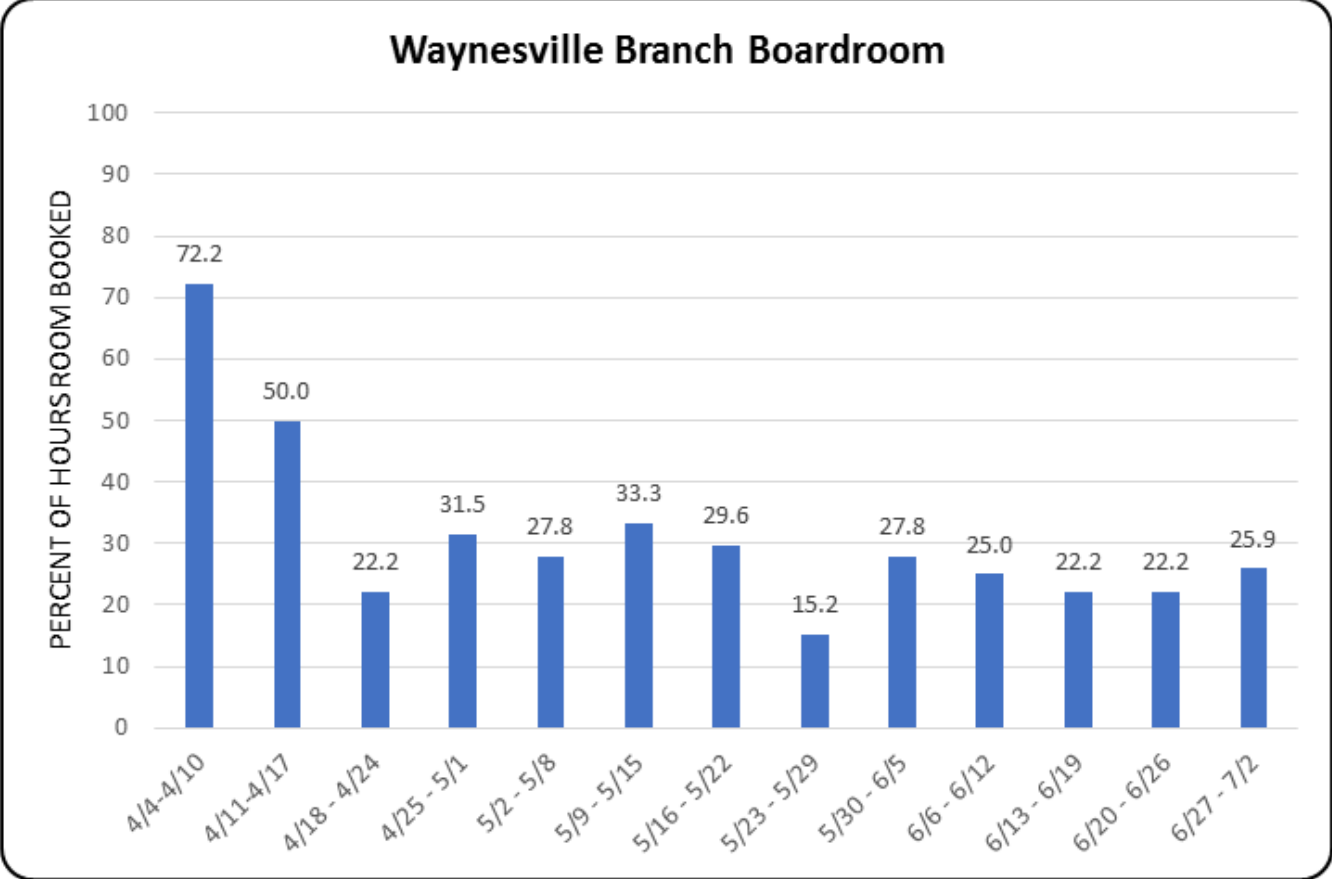
At the request of the Haywood Library Board of Trustees, meeting room utilization was also analyzed for "peak" hours of activity, between 10 a.m. – 2 p.m., the time when most groups want to use the available meeting rooms. The utilization of the Waynesville auditorium ranged from 9.4% of the hours available to 75.0% per week; with an average of 48.26%.



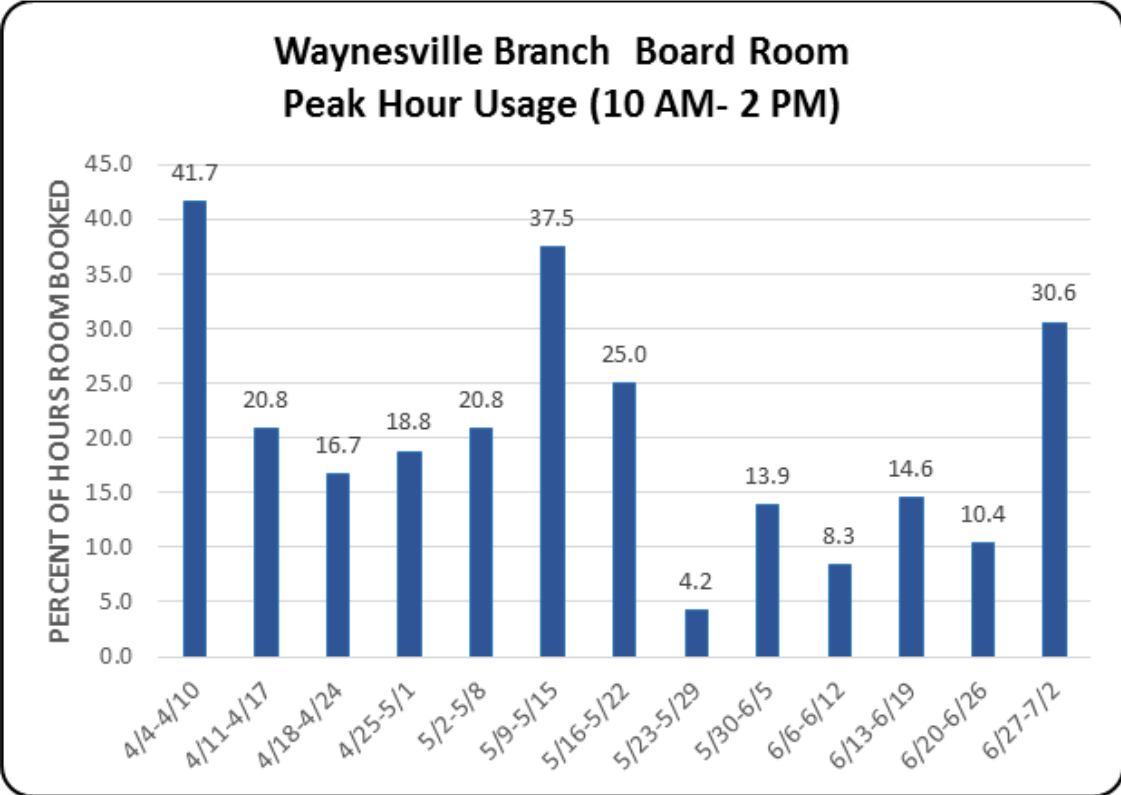
During this three month timeframe, the auditorium was utilized primarily for library or county events (76% of total); community events constituted 24% of total hours the room was utilized.



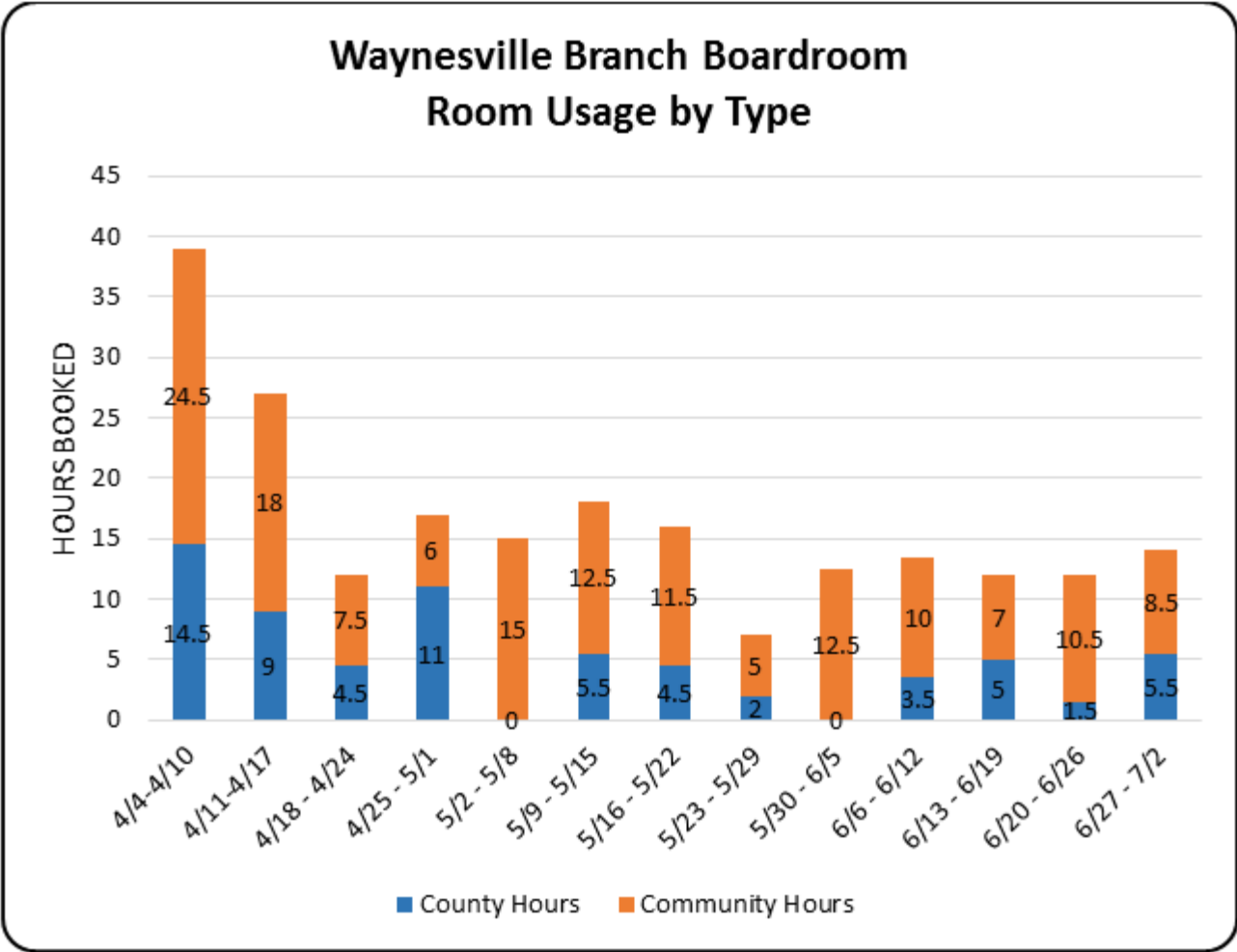
During the months of April, May and June 2016, the amount of time the Waynesville boardroom was utilized, based on total hours of availability (hours library is open, less hours set aside for maintenance), ranged from 15.2% to 72.2% per week ; with an average of 31.1%.



During the “peak” hours of 10 a.m. – 2 p.m., the Waynesville Board Room was utilized from 4.2% to 41.7% of the hours available, for an average of 20.2%.



During this three month time frame, the boardroom was utilized primarily for community events (69% of total); county events constituted 31% of the total hours the room was utilized.



Haywood County Public Library System

Inspiring Our Community to Connect, Discover and Grow

Access

Collection

Programming

Digital World

Community

Appalachian
Heritage

Staff

Infrastructure & Technology

Additional Space

Planning the Future of our Library System



Fines Creek Library

190 Fines Creek Road
Clyde, NC 28721
(828) 627-0146



Maggie Valley Library

3987 Soco Road
Maggie Valley, NC 28751
(828) 356-2541



Canton Library

11 Pennsylvania Avenue
Canton, NC 28716
(828) 648-2924



Waynesville Library - Main

678 South Haywood Street
Waynesville, NC 28786
(828) 452-5169

www.haywoodlibrary.org