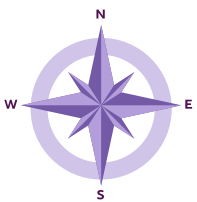


Strategic Plan

24 | 28

Input Summary

Following a human-centered design-thinking approach, the input received through a survey and think-tank style workshops centered on the three main areas established from the SWOT analysis:



Explore



Experience



Enjoy



TABLE OF CONTENT

01 OVERVIEW

02 SURVEY

- A EXPLORE
- B EXPERIENCE
- C ENJOY
- D DEMOGRAPHICS

03 WORKSHOPS





Overview

This document offers a snapshot of statistics and comments for the survey and workshops. A copy of extensive results can be found at: www.townofbourne.com/library/pages/bourne-library-strategic-plan

Driven by curiosity with gaining insight from various perspectives, the method of input utilized follow a design-thinking based approach in order to achieve the identified purpose and objective encircling the problem needing solved:

PURPOSE

“The Library Board of Trustees and staff are interested in generating public opinion as to what should happen next in terms of library services and facilities so that we may better serve our vibrant and diverse community and realize the library’s full potential to have a positive impact in the lives of residents of all ages, backgrounds, needs and abilities.”

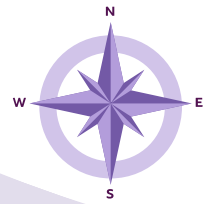
OBJECTIVE

“The success of the library creating a positive impact will be achieved when decisions about its future are aligned with the needs of all people it serves.”

PROBLEM

“What services will the community need for the next 5+ years, and where should they be offered?”

Survey



Explore



264 Survey Responses Received

01

Describe What Comes To Mind When You Think Of The Bourne Library As It Is Today

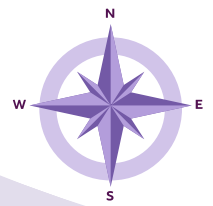


For a town this size, this small library is doing a great job. Would really like the town behind renovations and expanding.

Friendly supportive staff and an excellent well organized Friends group. Pleasant environment....large amounts of second floor wasted space.....excellent programming with limited staff in a building that is well used.

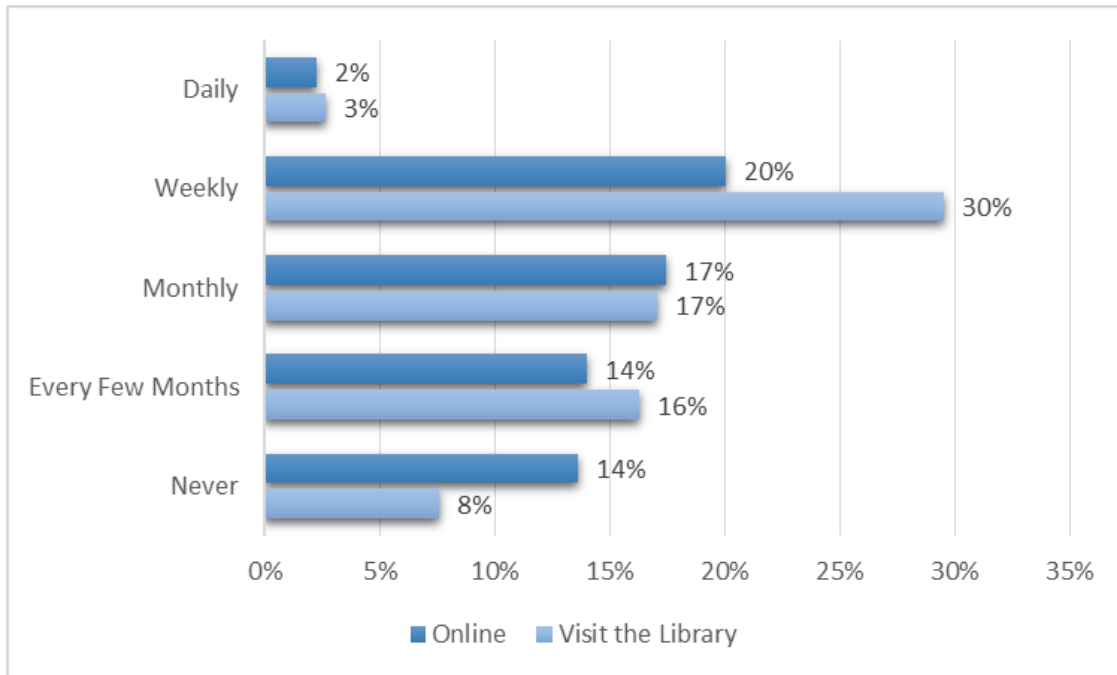
The staff is very helpful and the online accessibility is great for reading the latest publications. The building however is embarrassing.

Survey

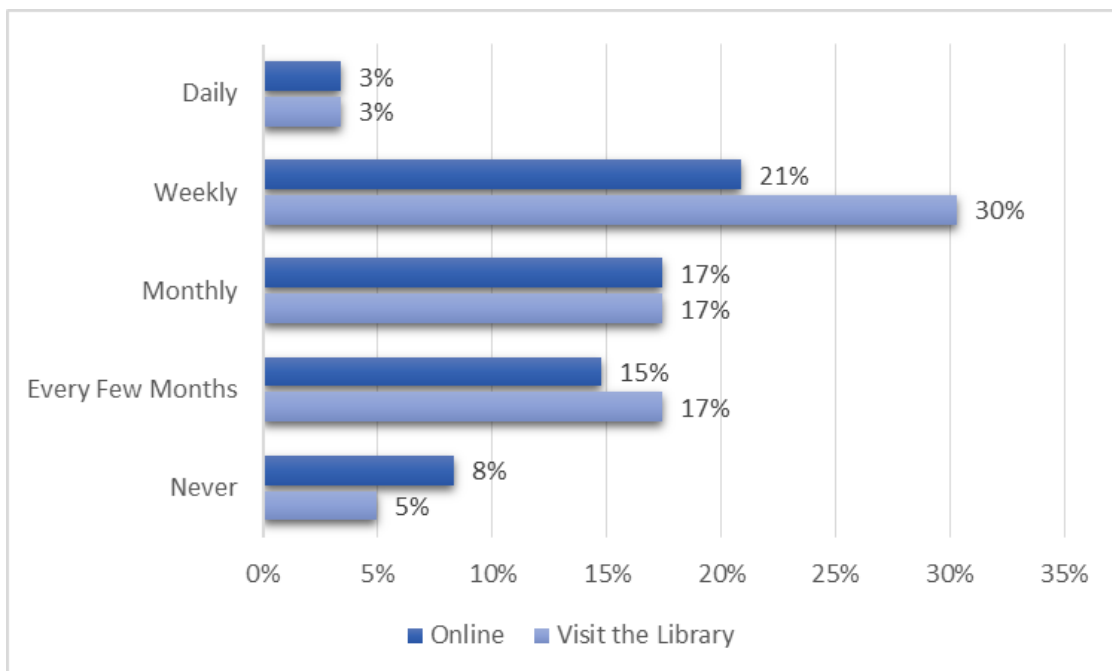


Explore

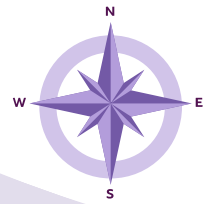
02 Before The Pandemic How Frequently Did You Visit The Bourne Library Or Use Our Digital Services



03 After The Pandemic How Frequently Did You Visit The Bourne Library Or Use Our Digital Services

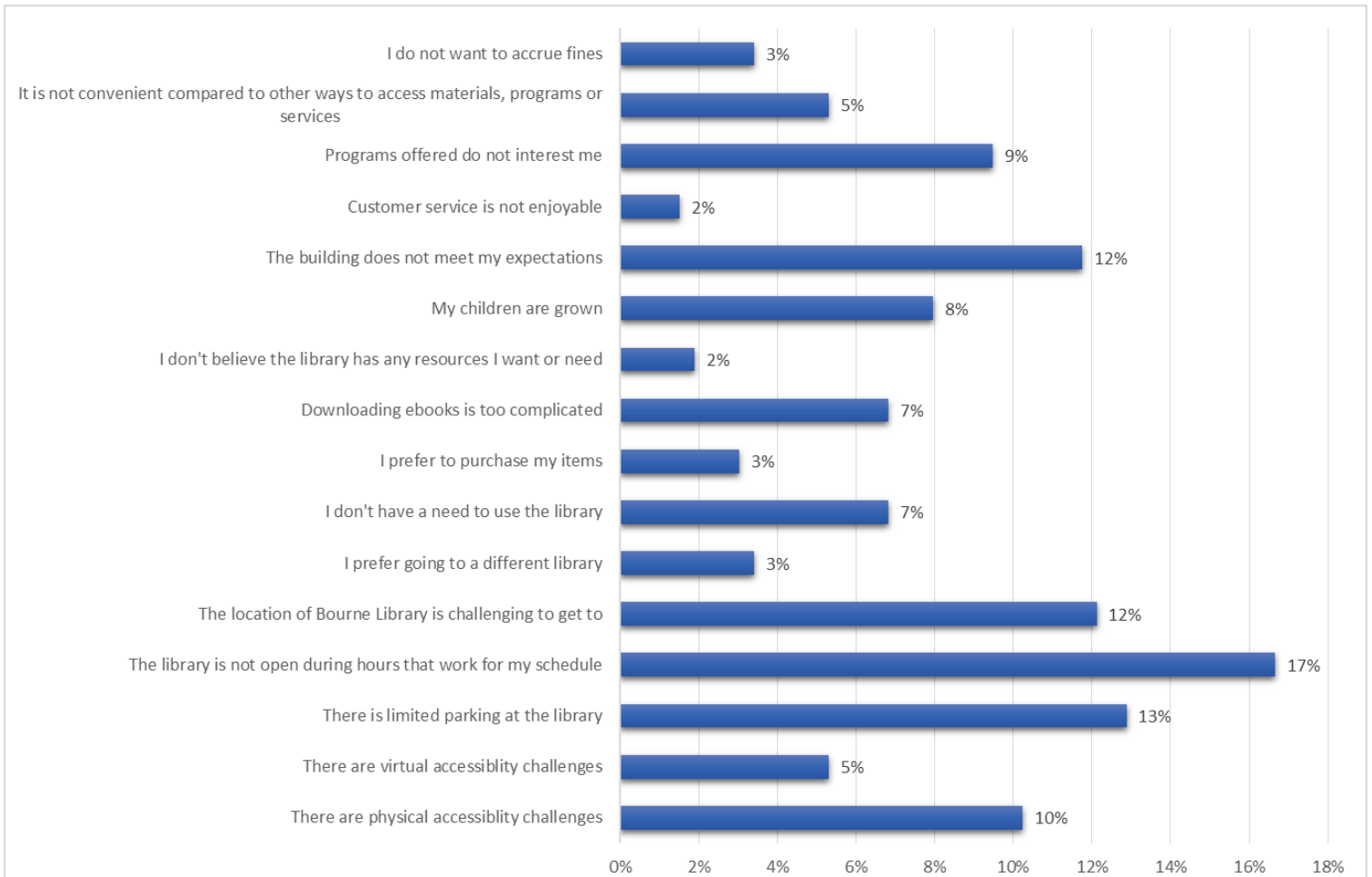


Survey



Explore

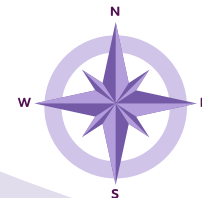
04 What Barriers in Person Or Virtually Do You Experience That Dissuade You From Utilizing Materials Services Or Programs Offered Through The Bourne Library



We need a Branch Library on the Buzzards Bay/Sagamore side of the bridge

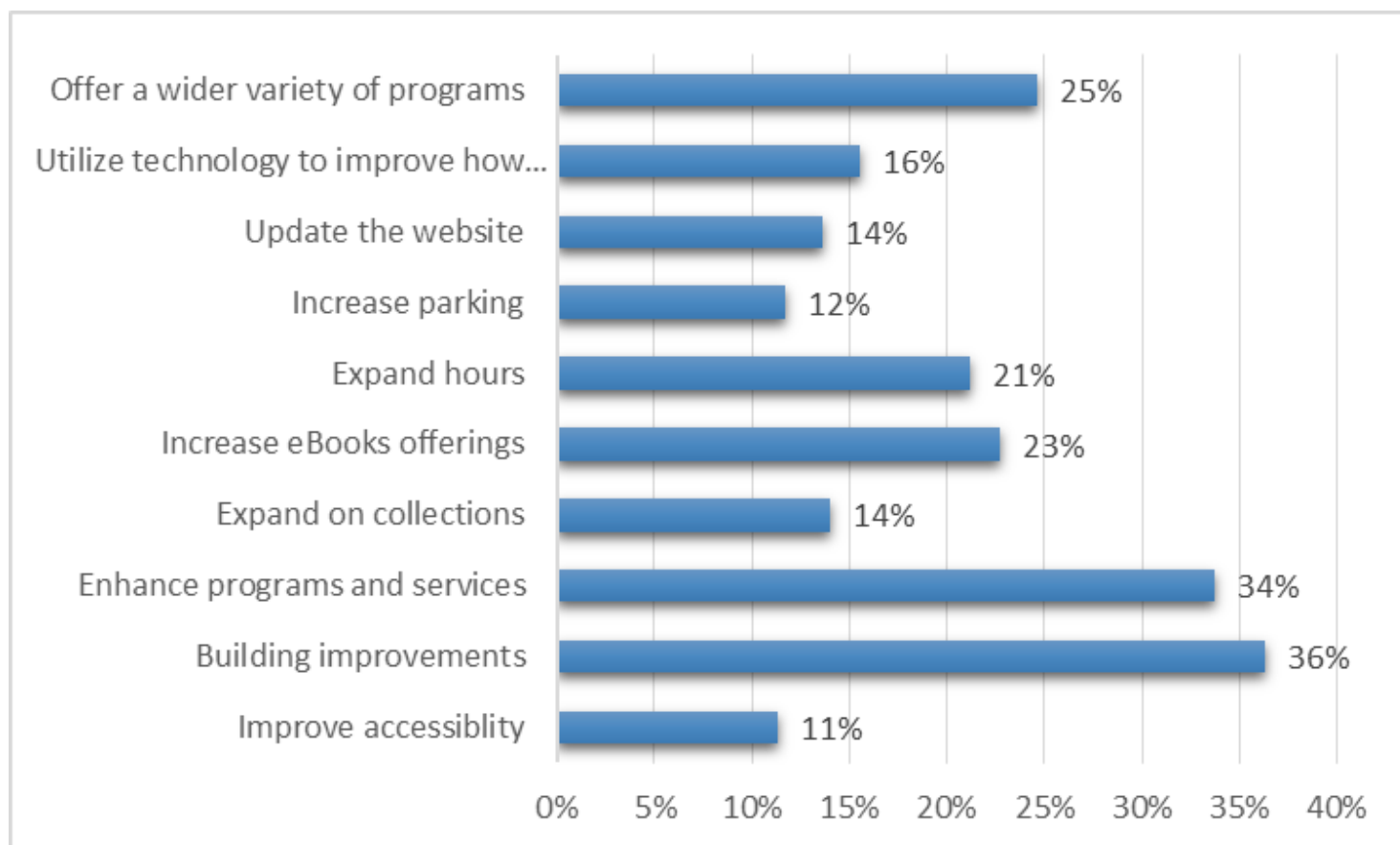
Hard to get to during the summer

I live over the bridge and traffic is more challenging than before the pandemic.



Survey

05 What Could The Bourne Library Do To Better Meet Your Needs

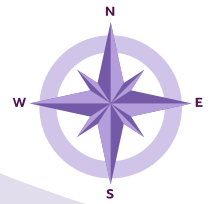


Improvements in physical space for children, teens, young adults.
Improvements in entrance to Library to be more welcoming and less confusing, Improvements in reference area and meeting spaces.
Improvements to restrooms.

Better marketing of benefits to use library resources

Stop using the bottom shelves. It is too hard to see the book titles.

Survey



Explore

06 Can You Elaborate On What Types Of Technology Or Areas You Suggest Incorporating To Better Serve

I would like to have the website offer more information regarding programs and other opportunities. I personally do not have Facebook so if information is provided via that platform I do not have access to it

Zoom is great when unable to attend functions

Educationally, perhaps a video demonstrating how to read to children

New system doesn't always work when using self check out

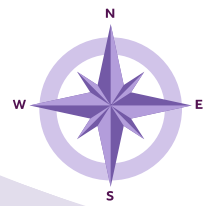
Workshops on how to download books and explaining other access to other online services. These workshops should occur multiple times per year.

Better website. It really needs updating.

Increased availability of digital librarian for assistance with ebooks

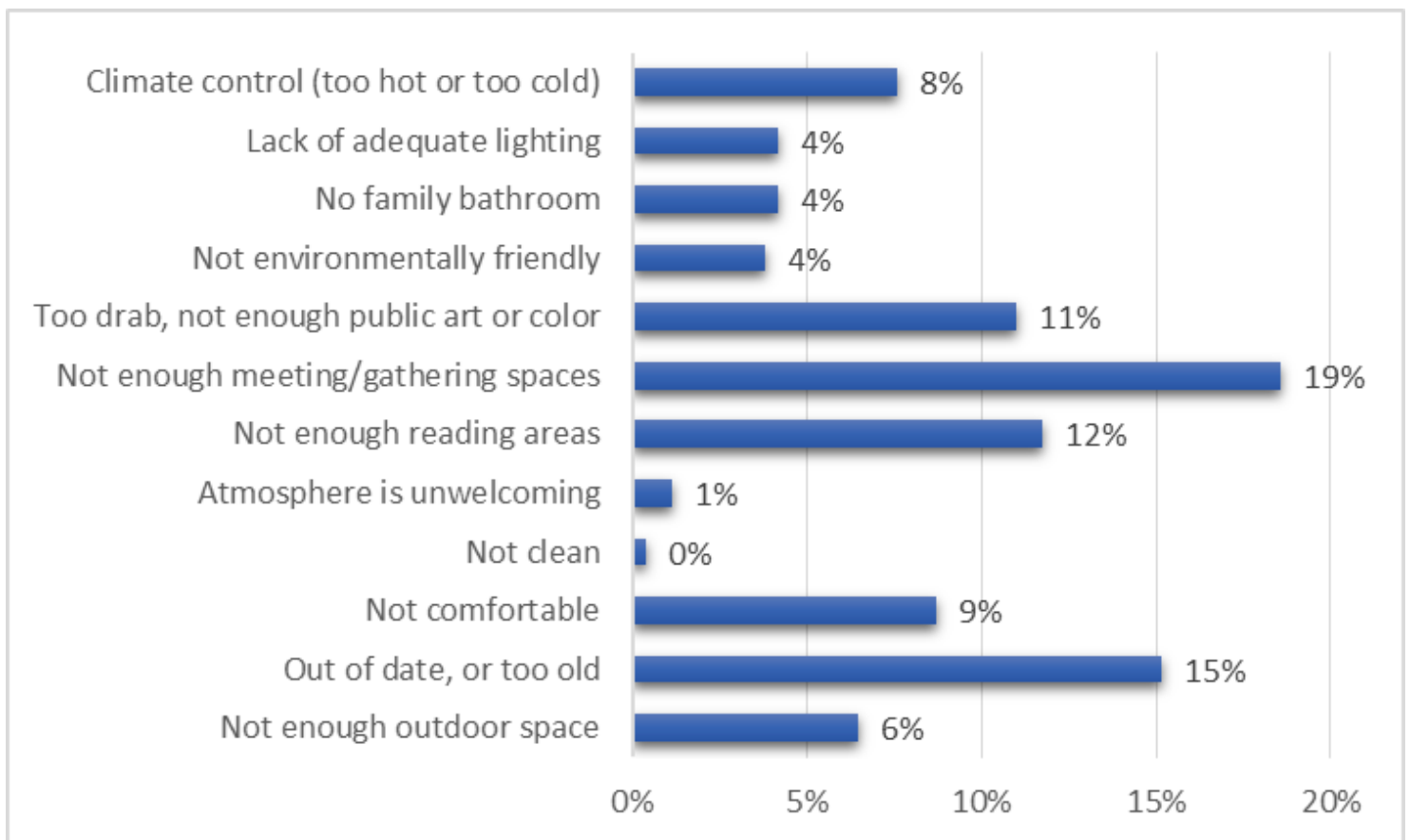
More up to date desktops and charging stations.

Survey



Explore

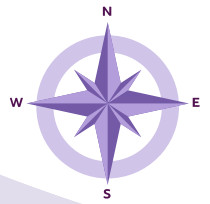
07 How Does The Building Not Meet Your Expectations



Technology center for hybrid virtual meetings

Wheelchair access needs improvement...
width of wheelchairs is too tight of a fit

Update seating & landscaping for library concerts or events



Explore

Survey

08 If You Use Other Libraries What Do You Enjoy At Those Other Locations You Wish Was Offered In Bourne

access activities adult appeal **areas** art available bigger **books**
 bourne bridge building chairs children clubs comfortable community
 computer enjoy **falmouth** friendly groups hours kids larger light
 local location mashpee meeting natural nice offered open play plymouth
 programs **reading room** sandwich seating selection
space staff state stay think updated welcoming work

Larger counter for the self serve Check out area.

Self Checkout where you access your account then drag book across counter and it scans. Library in El Cajon CA has this feature.

Sandwich library is so bright and cheery now and I like the artwork too. Old building with a modern twist.

Ability to have a digital library card. Most people have cell phones.

Have accessibility to handicapped/disabled people through the use of elevators.

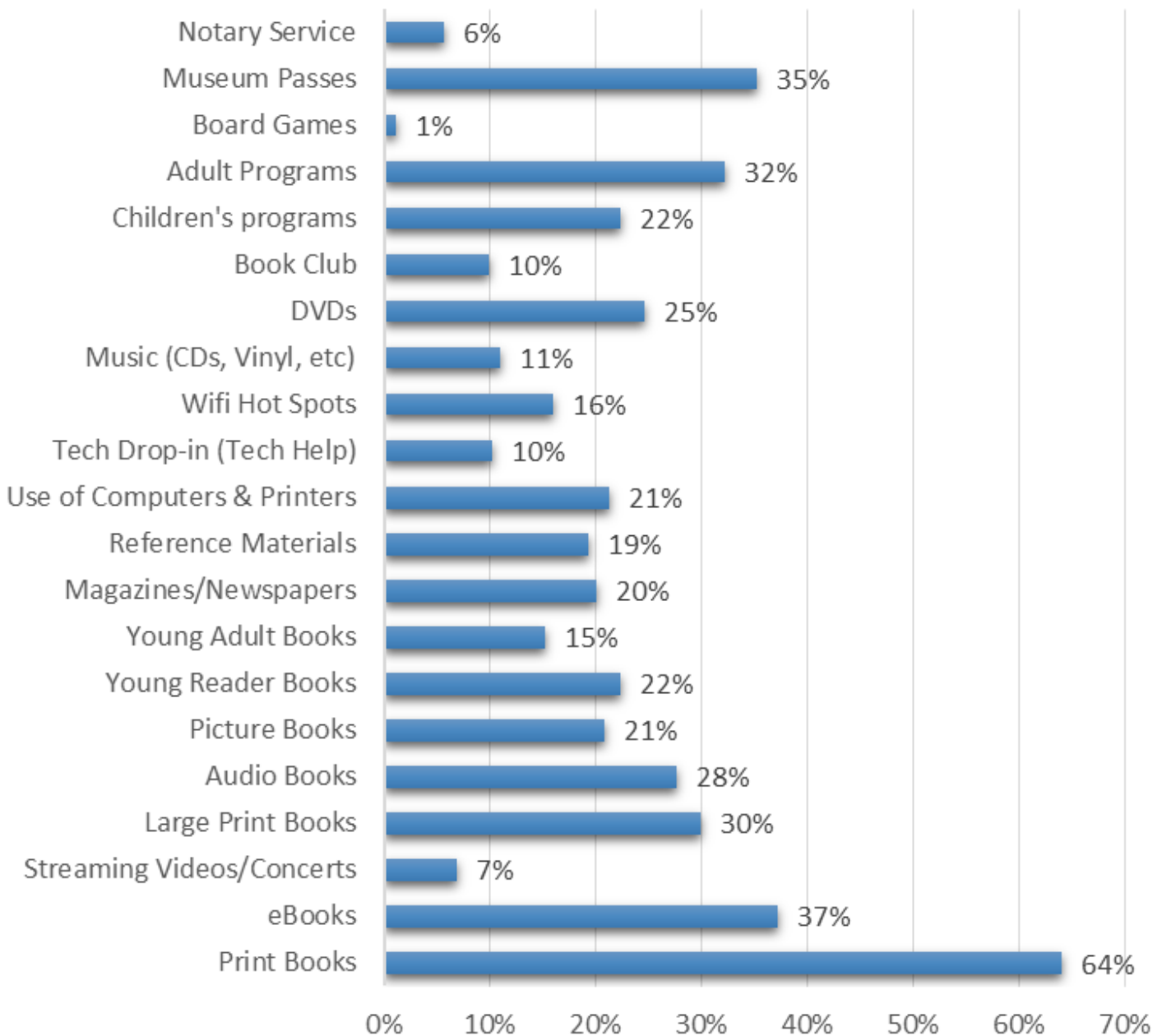
Survey



Experience

09 What Types Of Resources Services Or Programs Have You Utilized Or Checked Out Through The Bourne Library

Resources Utilized

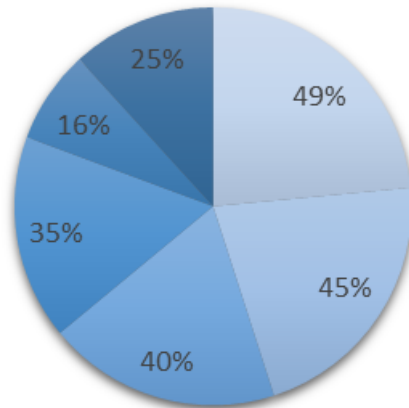


Survey



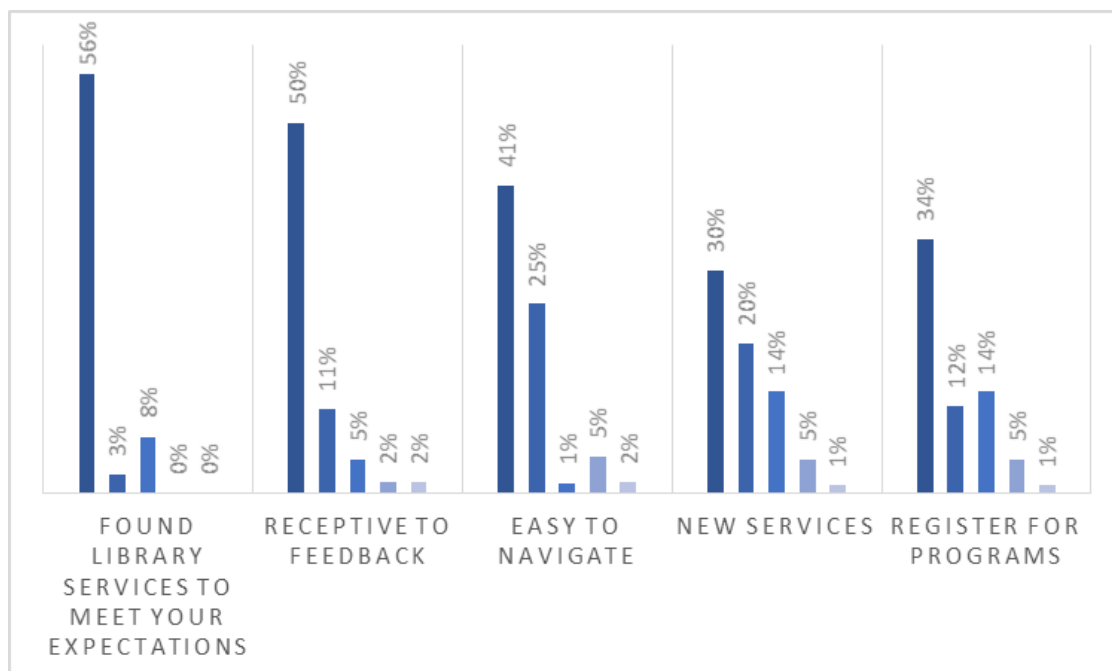
Experience

10 When You Visit The Library And Want To Explore You...



- Wander around
- Browse the new item shelves
- Browse the displays
- Talk to a staff member
- Browse magazine or newspaper section
- Use the online catalog

11 One A Scale Of 1 To 5 - In The Past Six Months Have You...



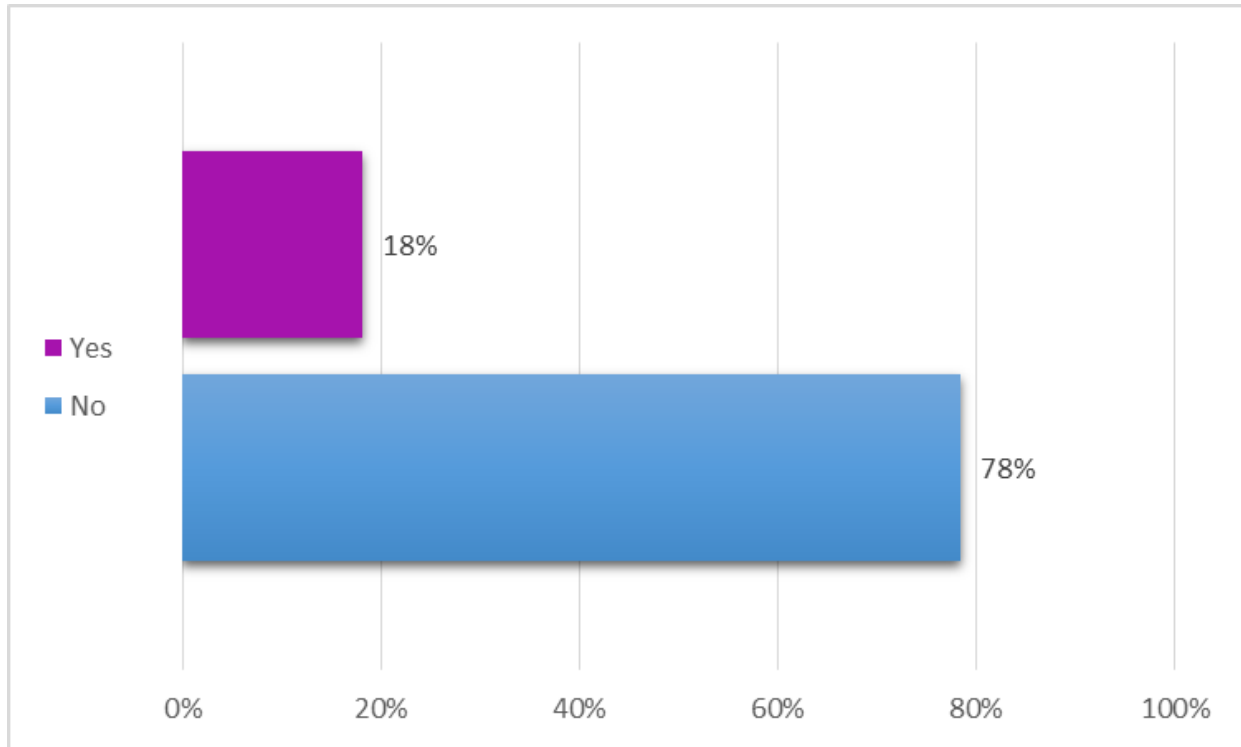
Survey



Experience

12

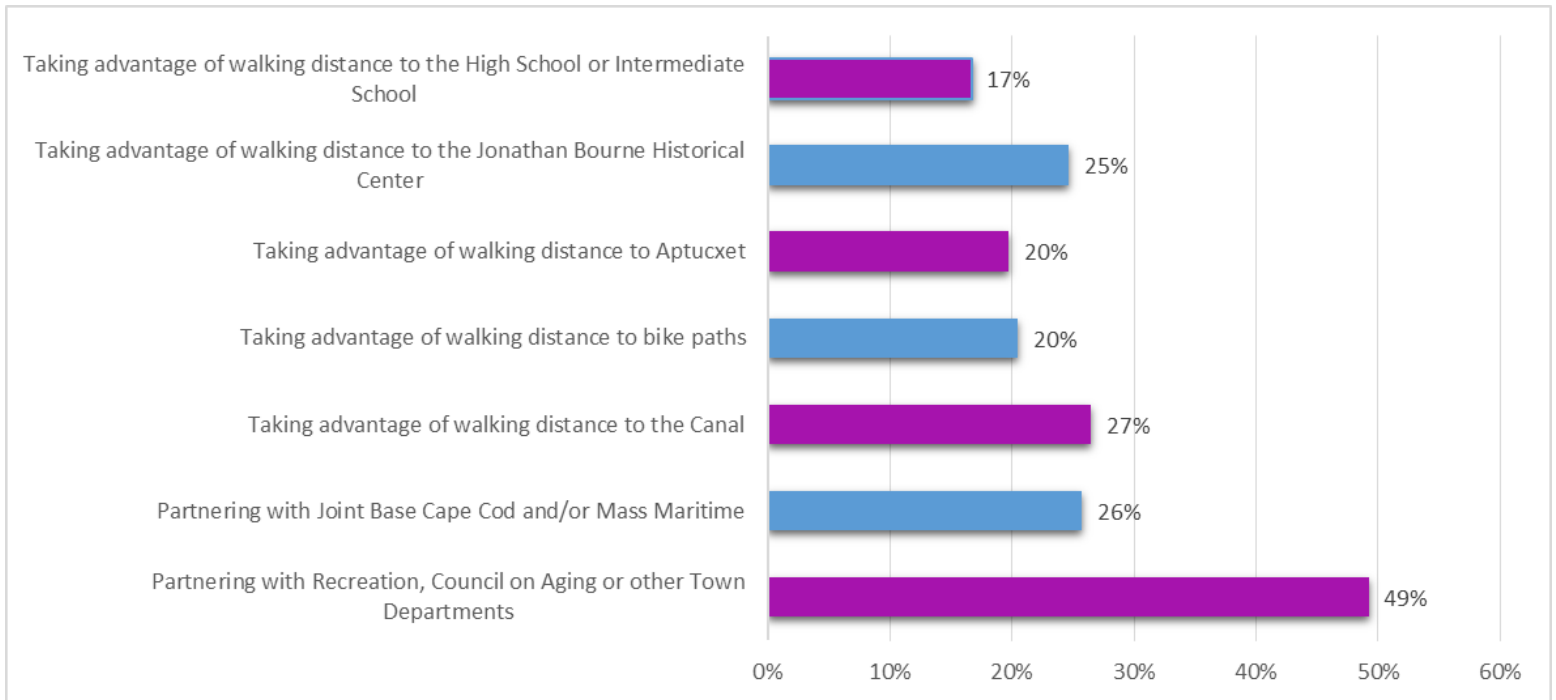
Did You Know The Bourne Library Will Soon Be Implementing A Library Of Things?





12

What New Opportunities Do You See The Library Being Able To Offer



WALKING CLUB AND OR GUIDED TOURS TO EXPLORE
CONSERVATION LANDS AND TRAILS

GETTING SPEAKERS FROM WOODS HOLE OCEANOGRAPHIC
INSTITUTE ON AN OCCASIONAL BASIS

OFFERING PROGRAMS, BOARD MEETINGS AND FRIENDS
MEETINGS AT TIMES WHERE WORKING PARENTS/ PEOPLE CAN
ATTEND. MORE TEEN VOLUNTEERING OPPORTUNITES

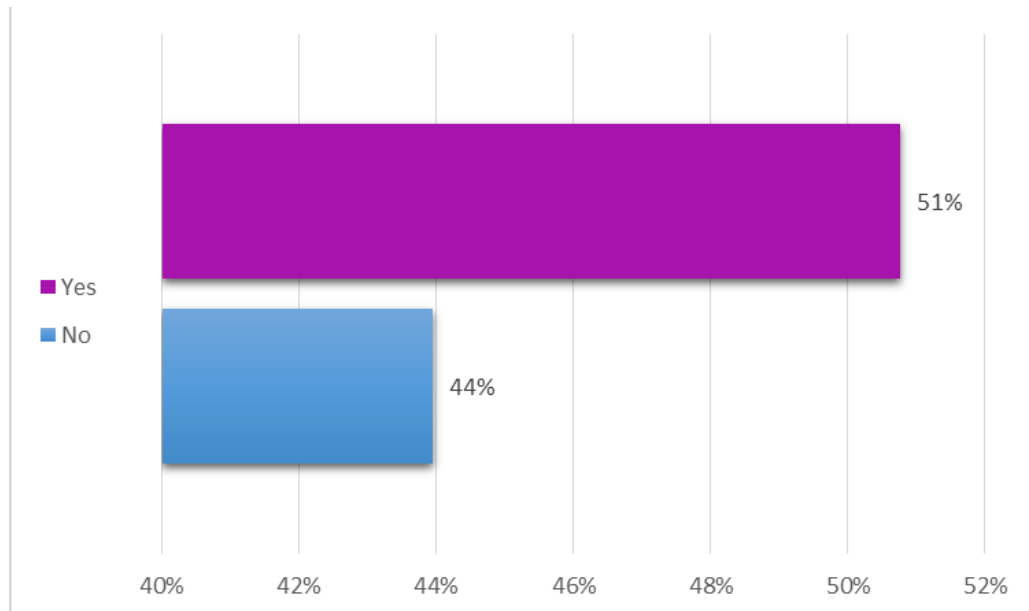
JUST BE A LIBRARY!

Survey

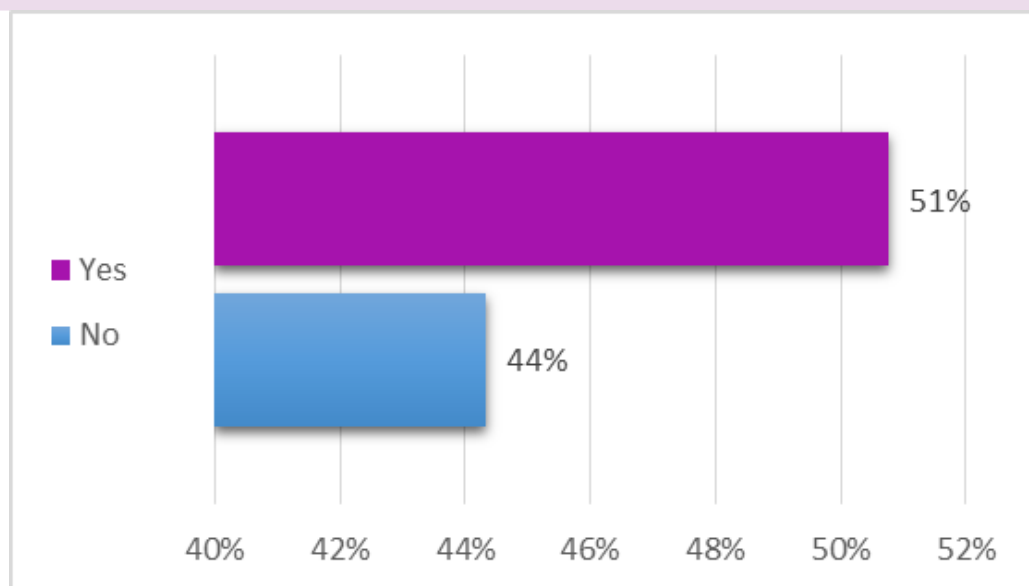


Enjoy

13 Do You Think Of The Bourne Library As A Place To Visit With Friends Or Meet New Ones



14 Do You Visit The Bourne Library As A Venue For Various Forms Of Entertainment



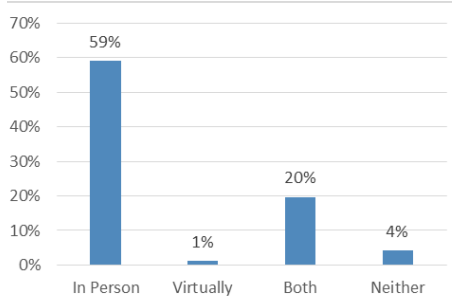
Survey



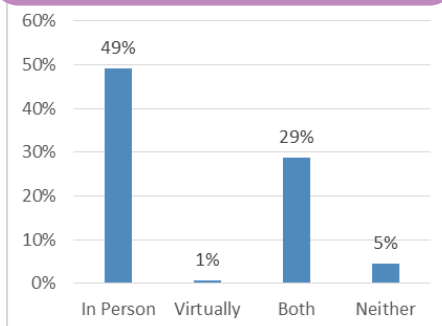
Enjoy

15 What Forms Of Programming Could The Bourne Library Offer For You To Consider Visiting In Person Or Virtually

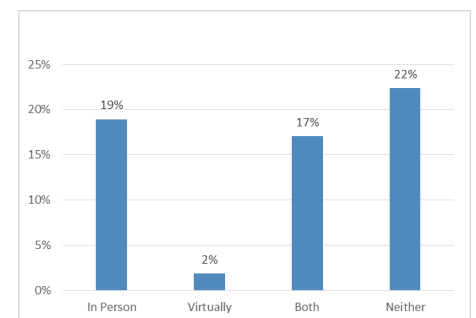
CONCERTS



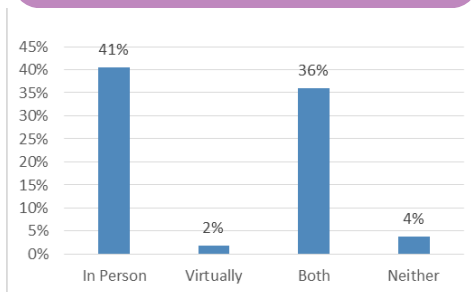
AUTHOR TALKS



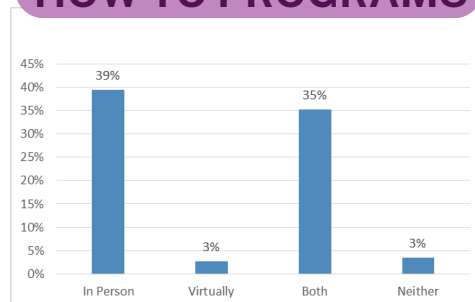
POETRY READINGS



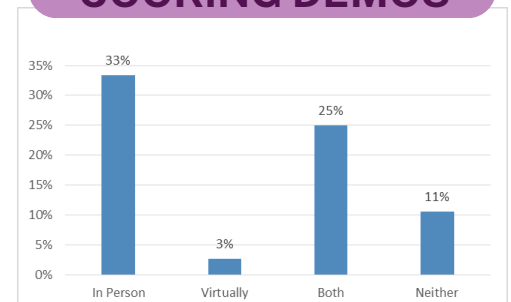
LECTURES



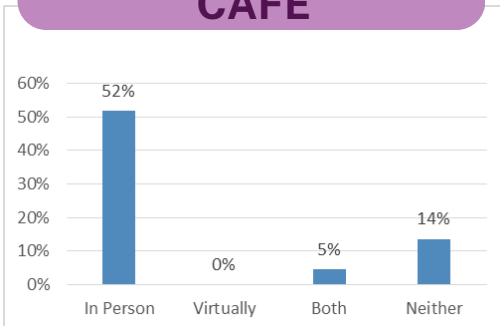
HOW TO PROGRAMS



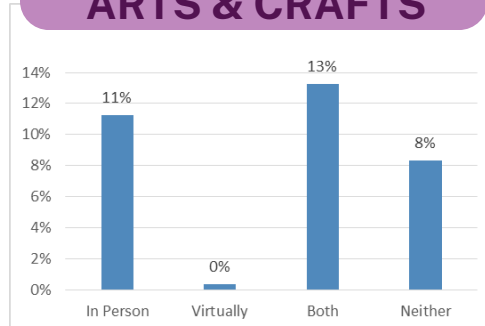
COOKING DEMOS



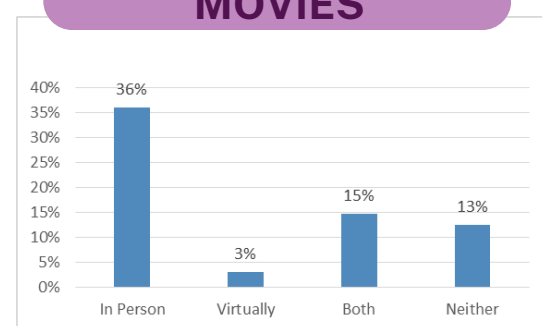
CAFE



ARTS & CRAFTS



MOVIES

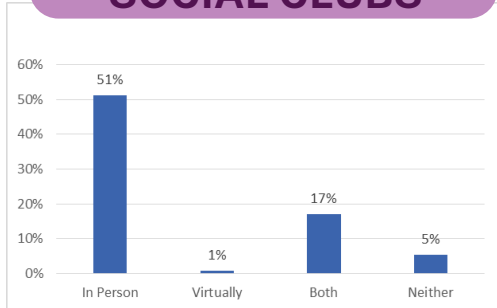


Survey

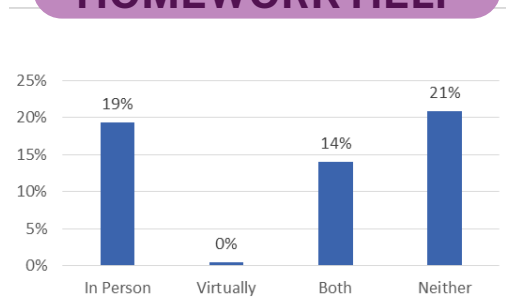


Enjoy

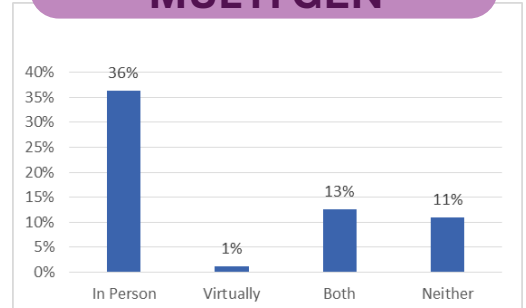
SOCIAL CLUBS



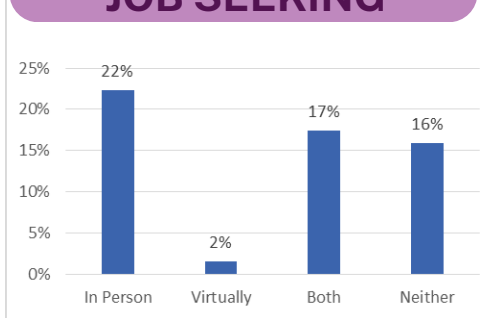
HOMEWORK HELP



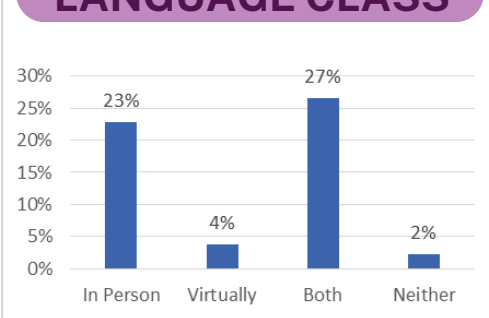
MULTI GEN



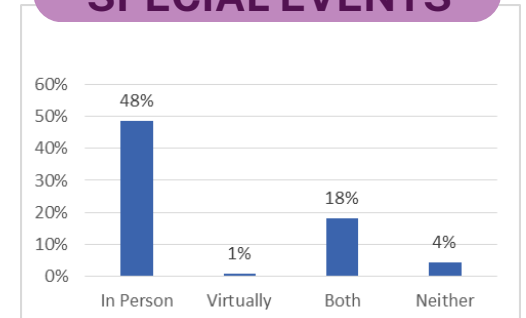
JOB SEEKING



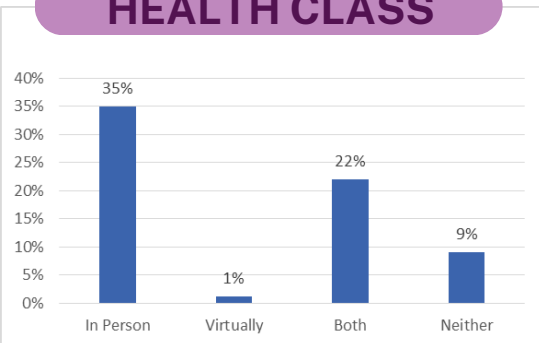
LANGUAGE CLASS



SPECIAL EVENTS

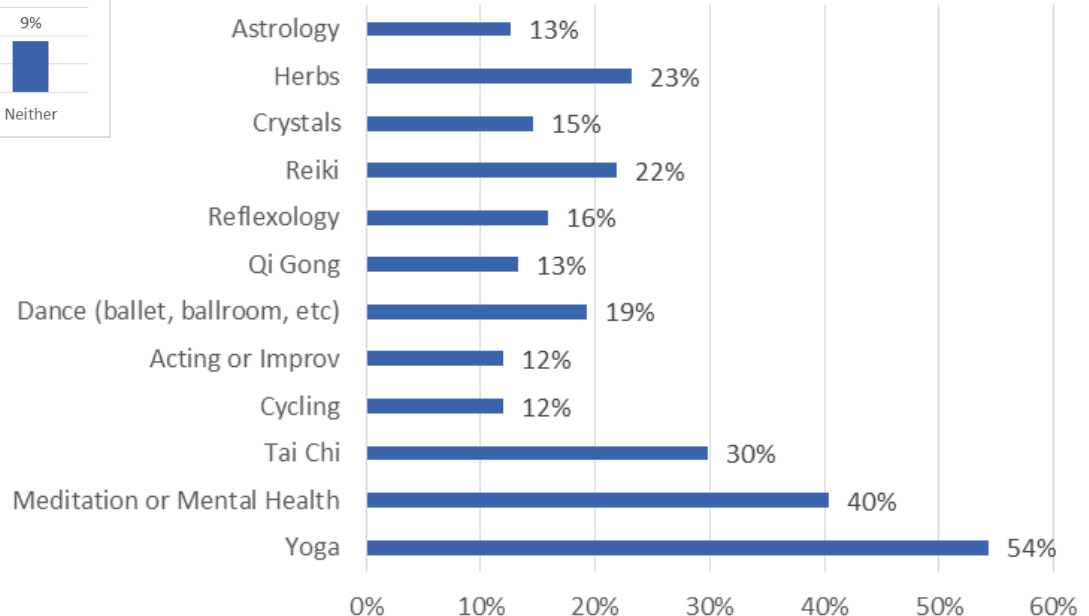


HEALTH CLASS



15

What Forms Of Programming Could The Bourne Library Offer For You To Consider Visiting In Person Or Virtually

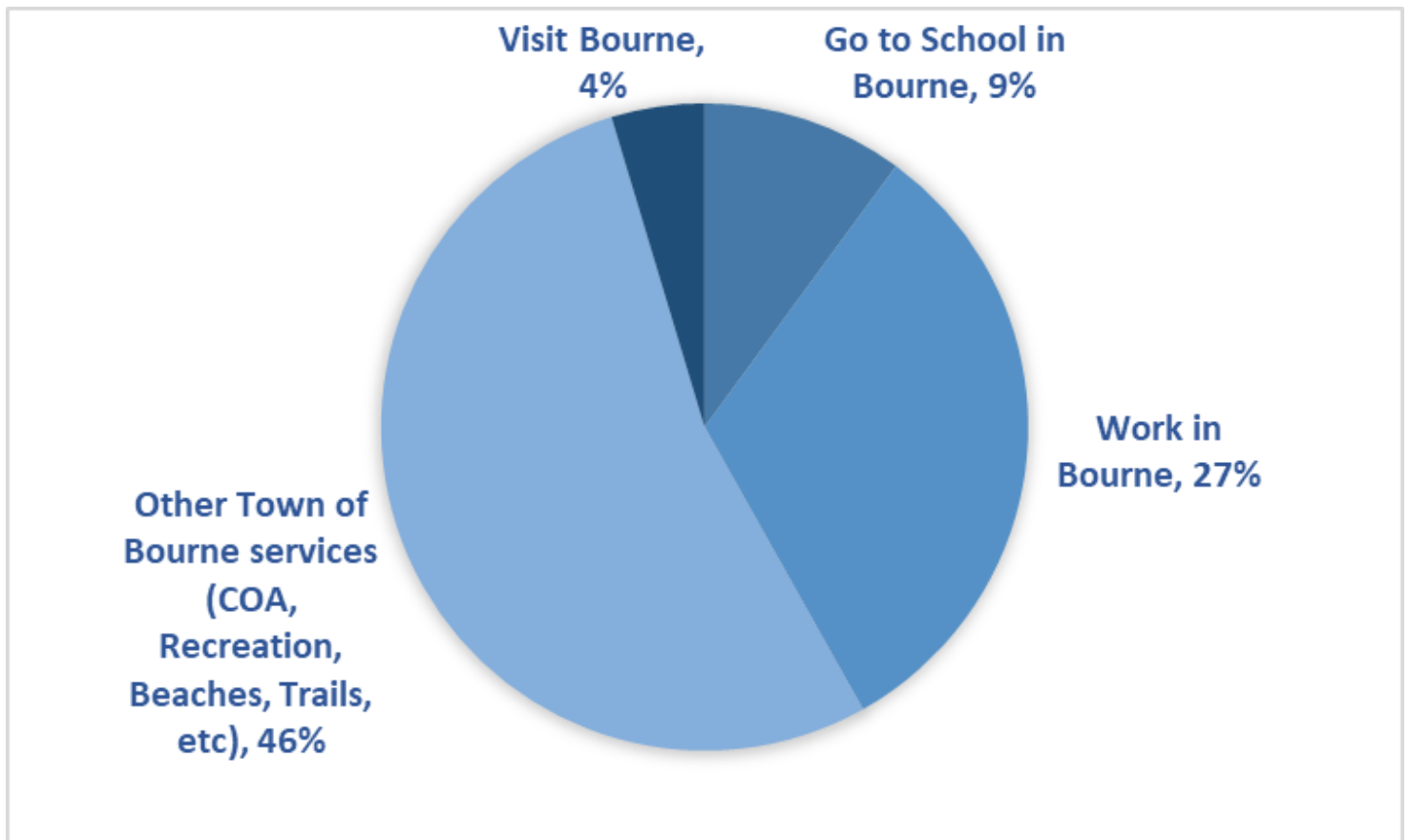


Survey

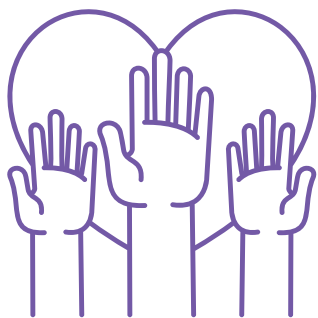


Enjoy

16 How Else Do You Experience Bourne



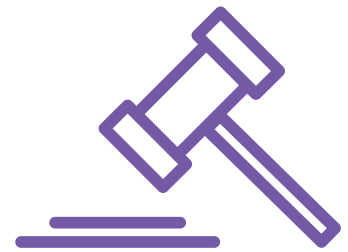
VOLUNTEER



ATTEND CHURCH



TOWN MEETING

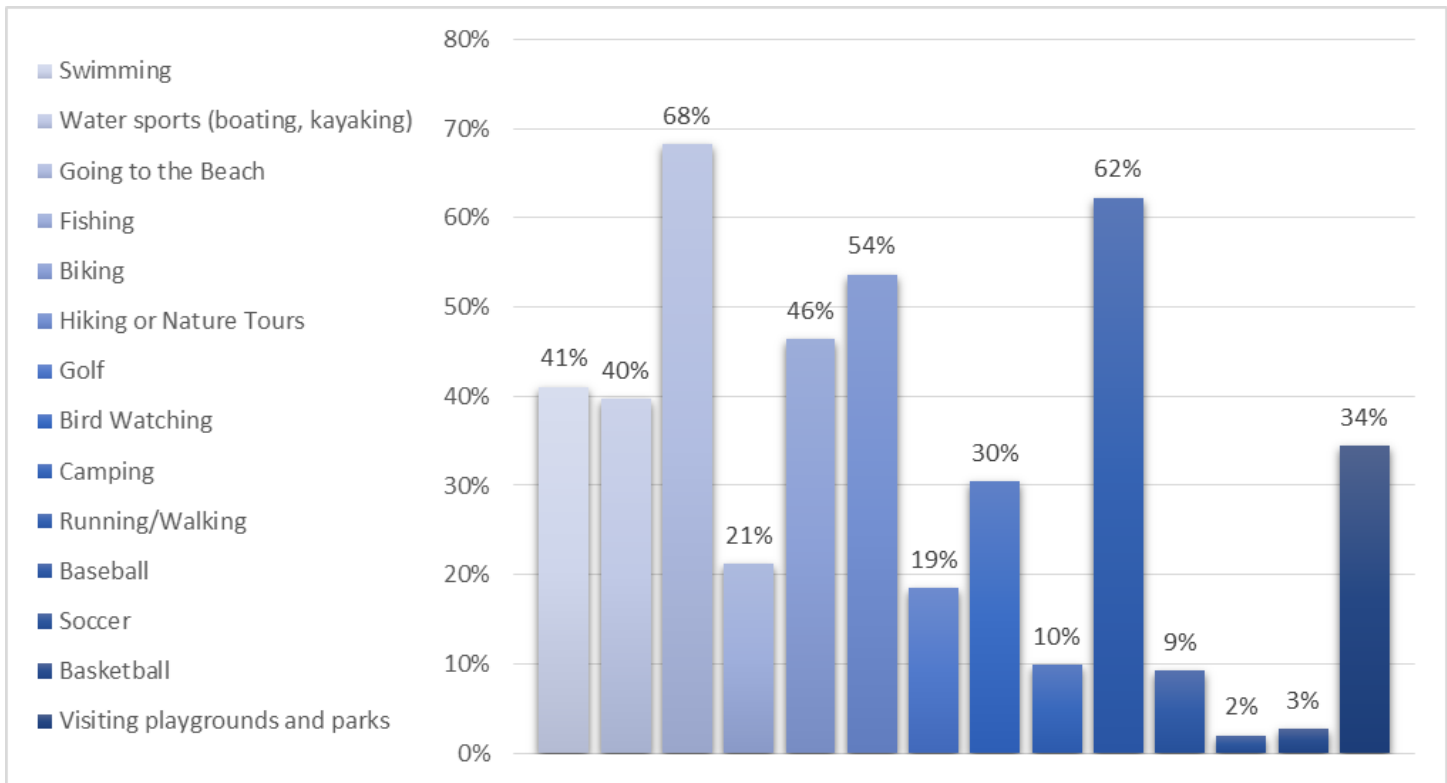


Survey



Enjoy

16 What Do You Do For Fun - Outdoors



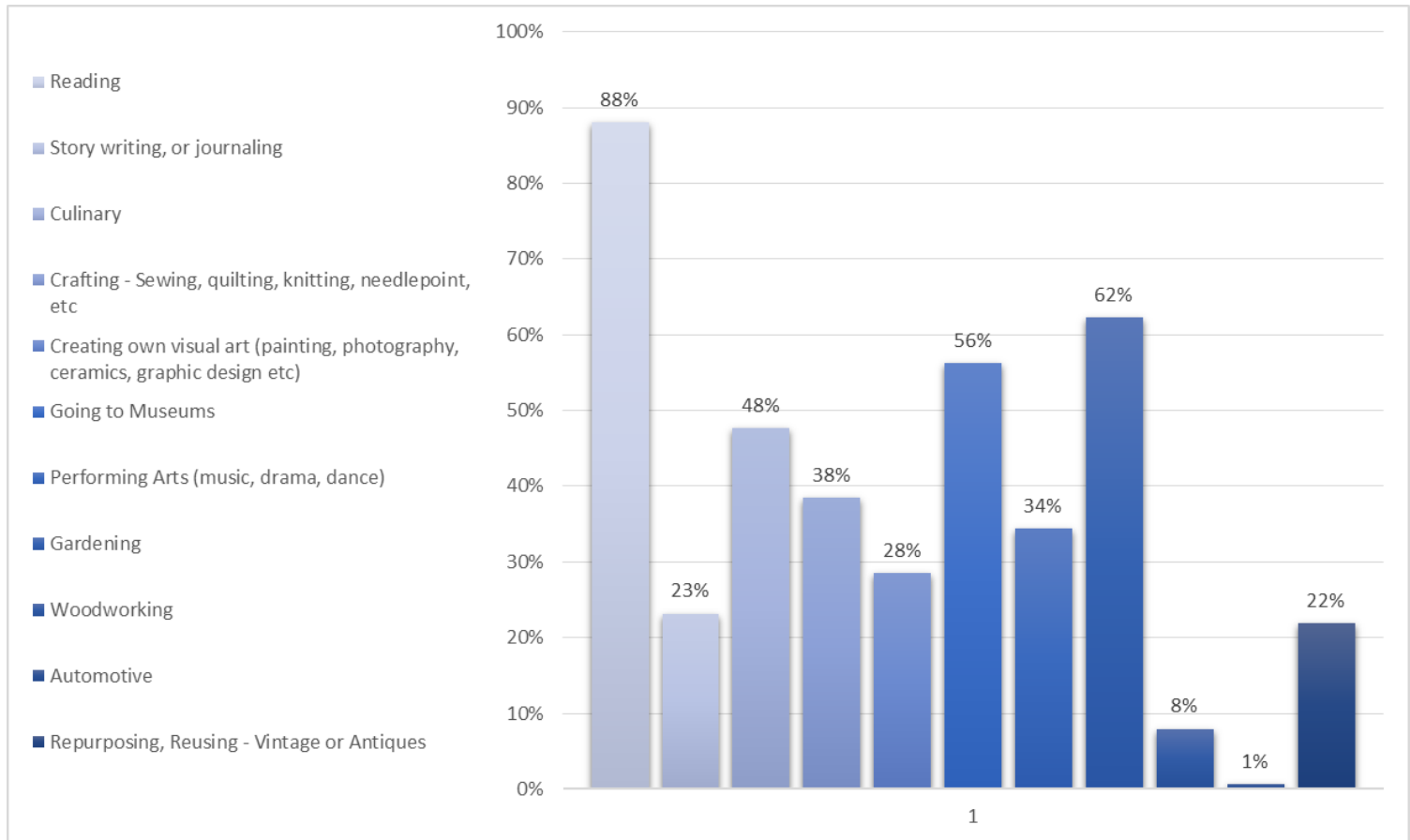
concerts
 local
 Volunteer
 sailing
 shooting
 playgroup
 foods
 games
 Yoga
 fairs
 trash
gardening
 cultural
 Pilates
 boating
 reading
 Braves
 Photography
 Dog
 travel
 children's
 events
Pickleball

Survey



Enjoy

16 What Do You Do For Fun - Creative

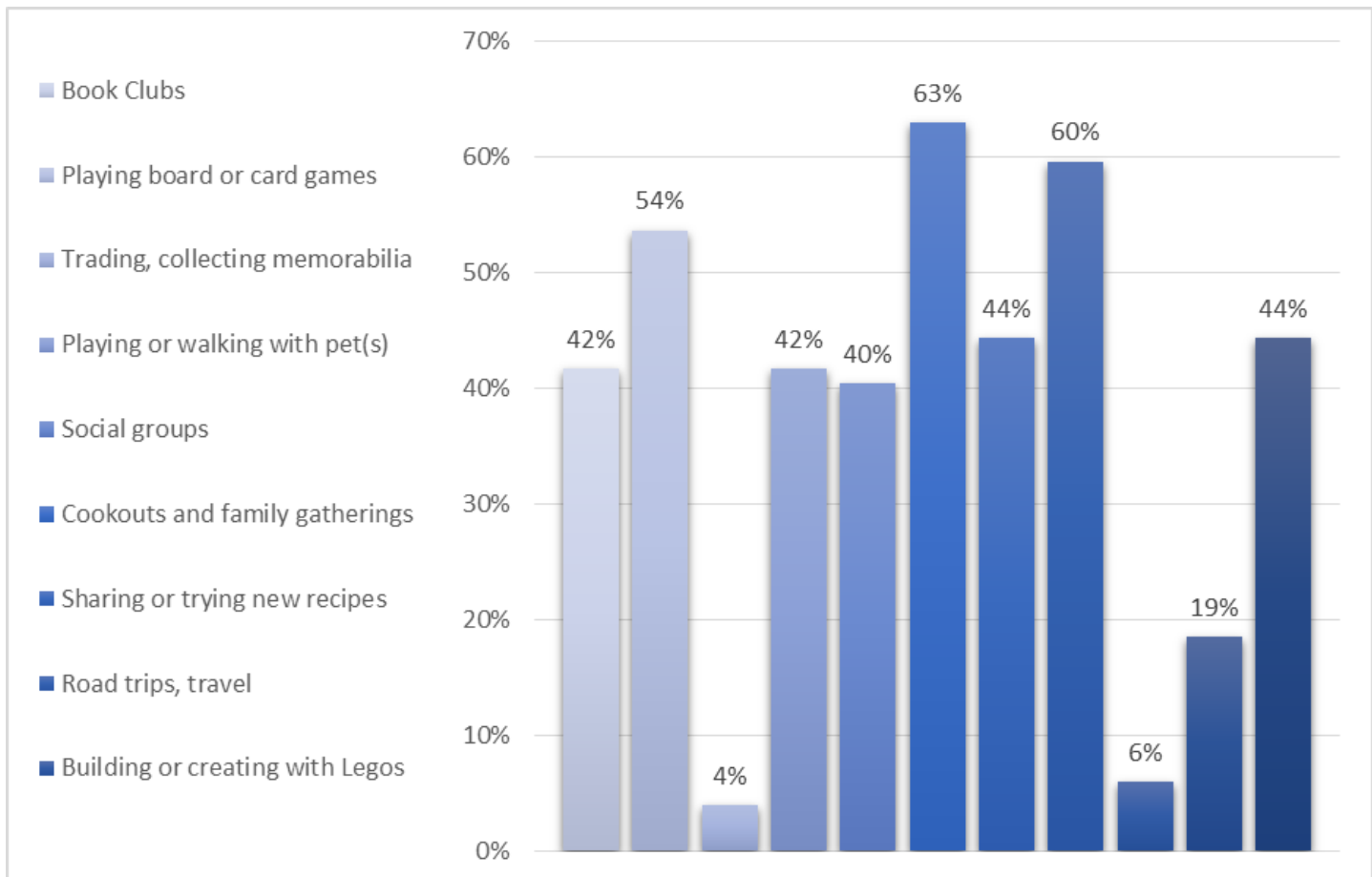


Survey



Enjoy

16 What Do You Do For Fun - Family

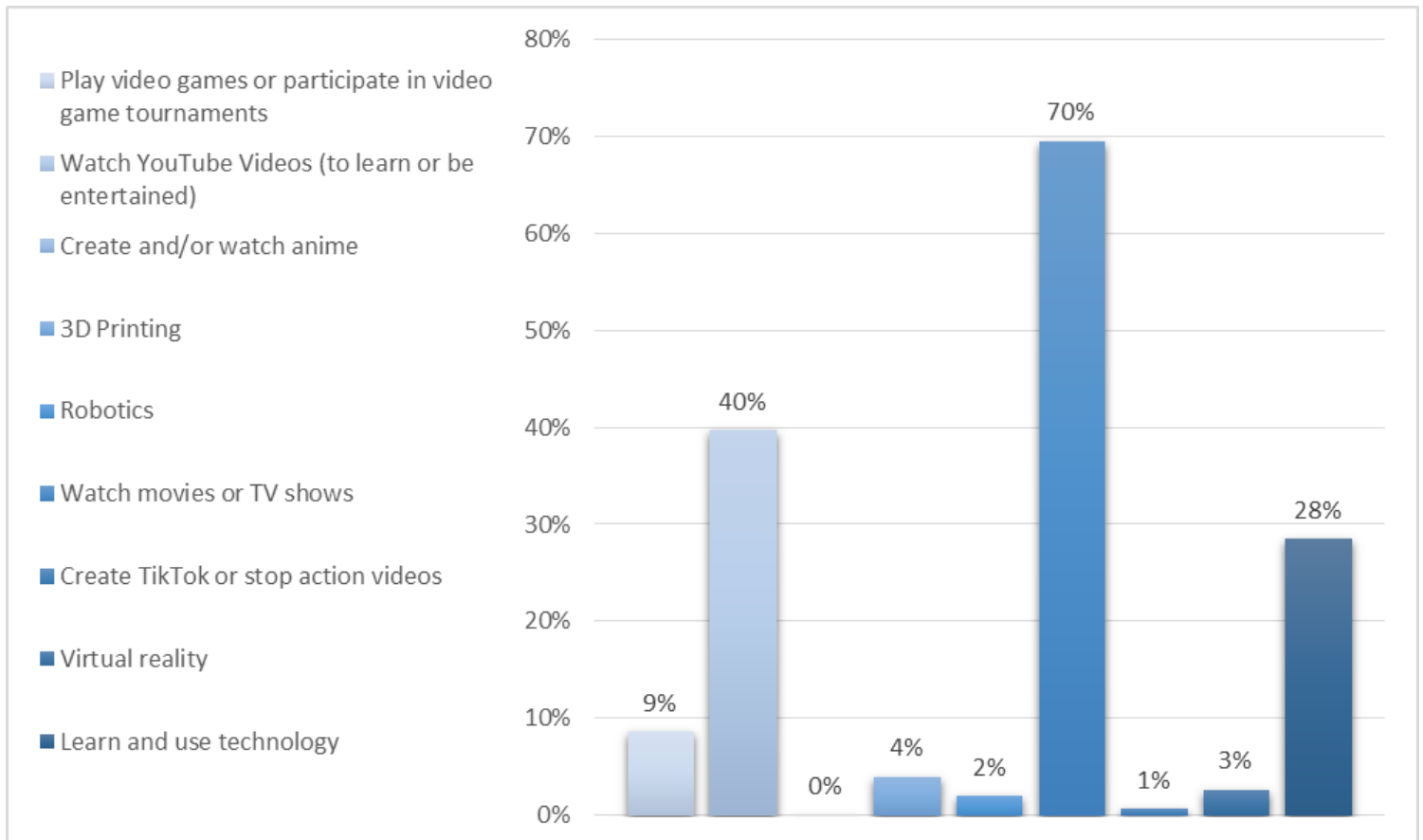


Survey

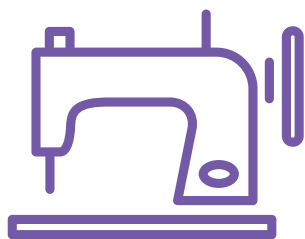


Enjoy

16 What Do You Do For Fun - Technology



SEWING



SOCIAL MEDIA

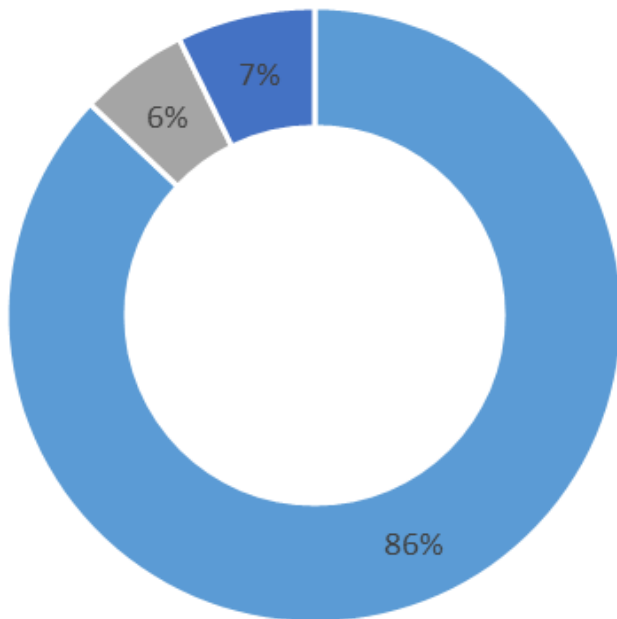


Survey

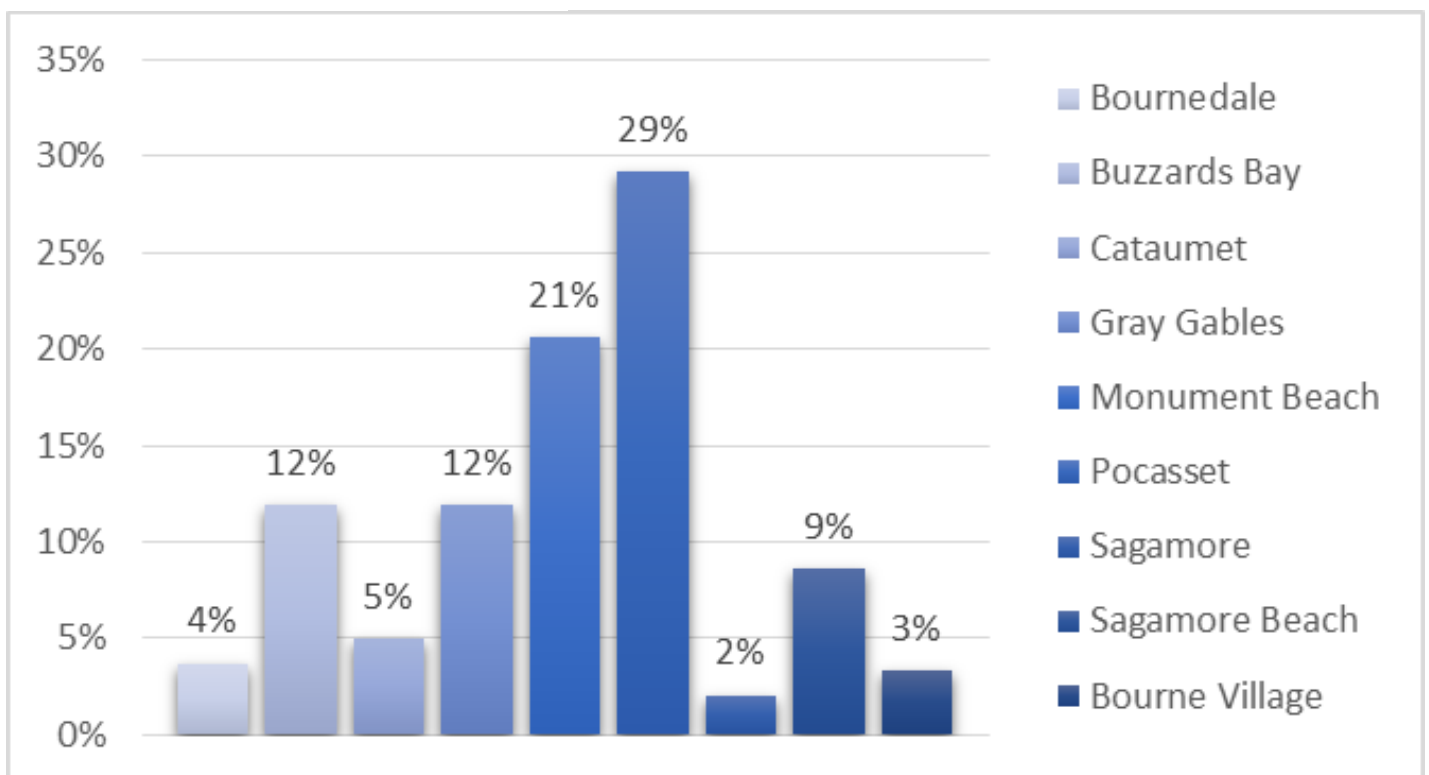
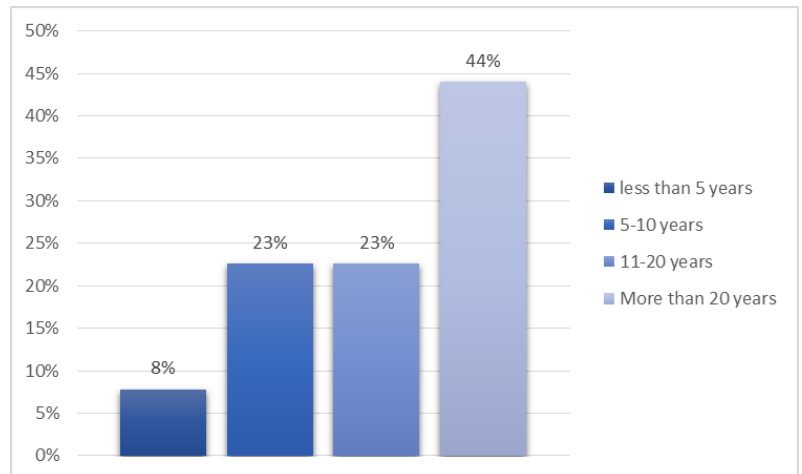


DEMOGRAPHICS

RESIDENCY



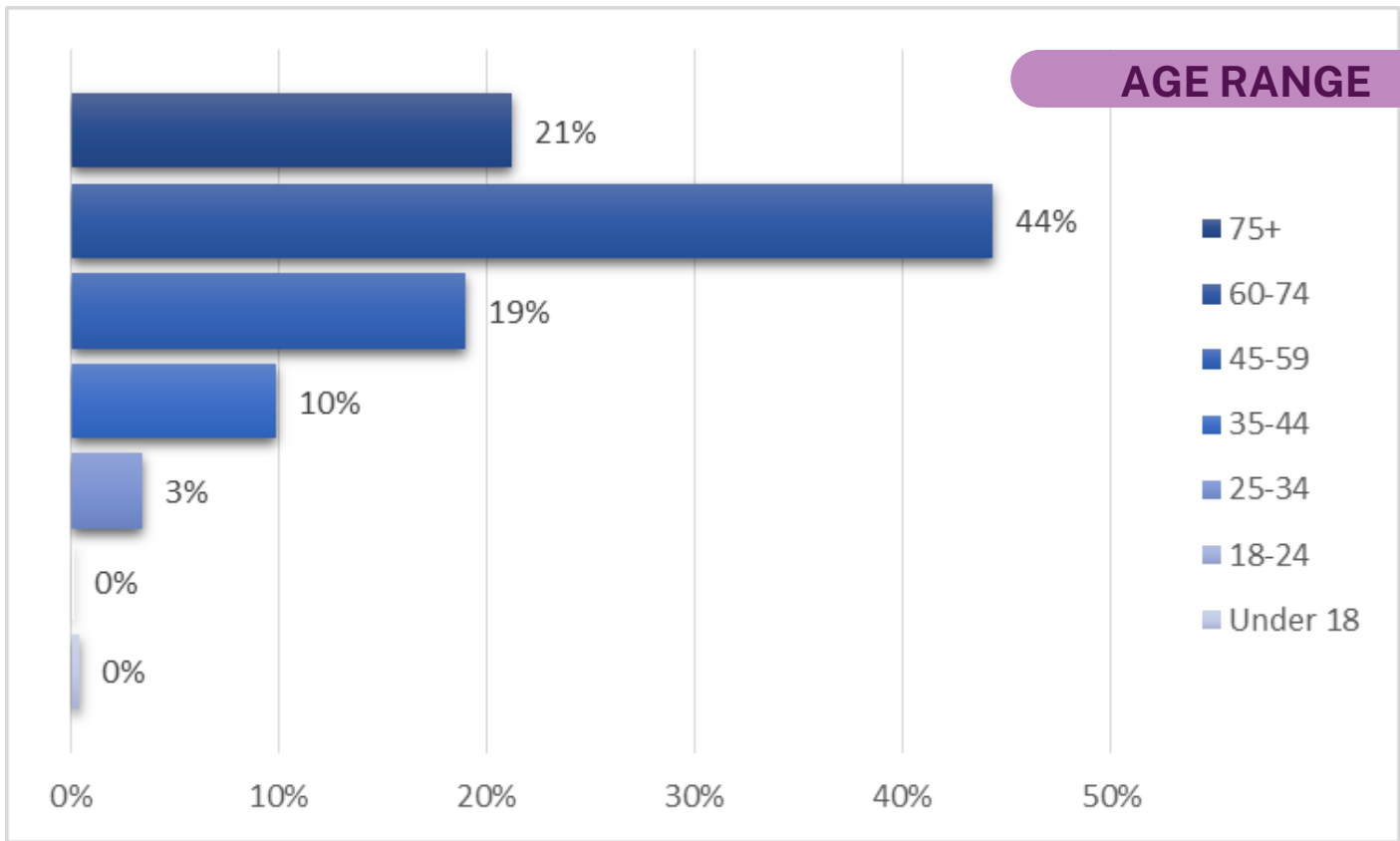
- I live full time in Bourne
- I live part-time in Bourne
- I do not live in Bourne



Survey



DEMOGRAPHICS



21% Respondents with Children in Household

Average # of Children in Household **2**

Survey



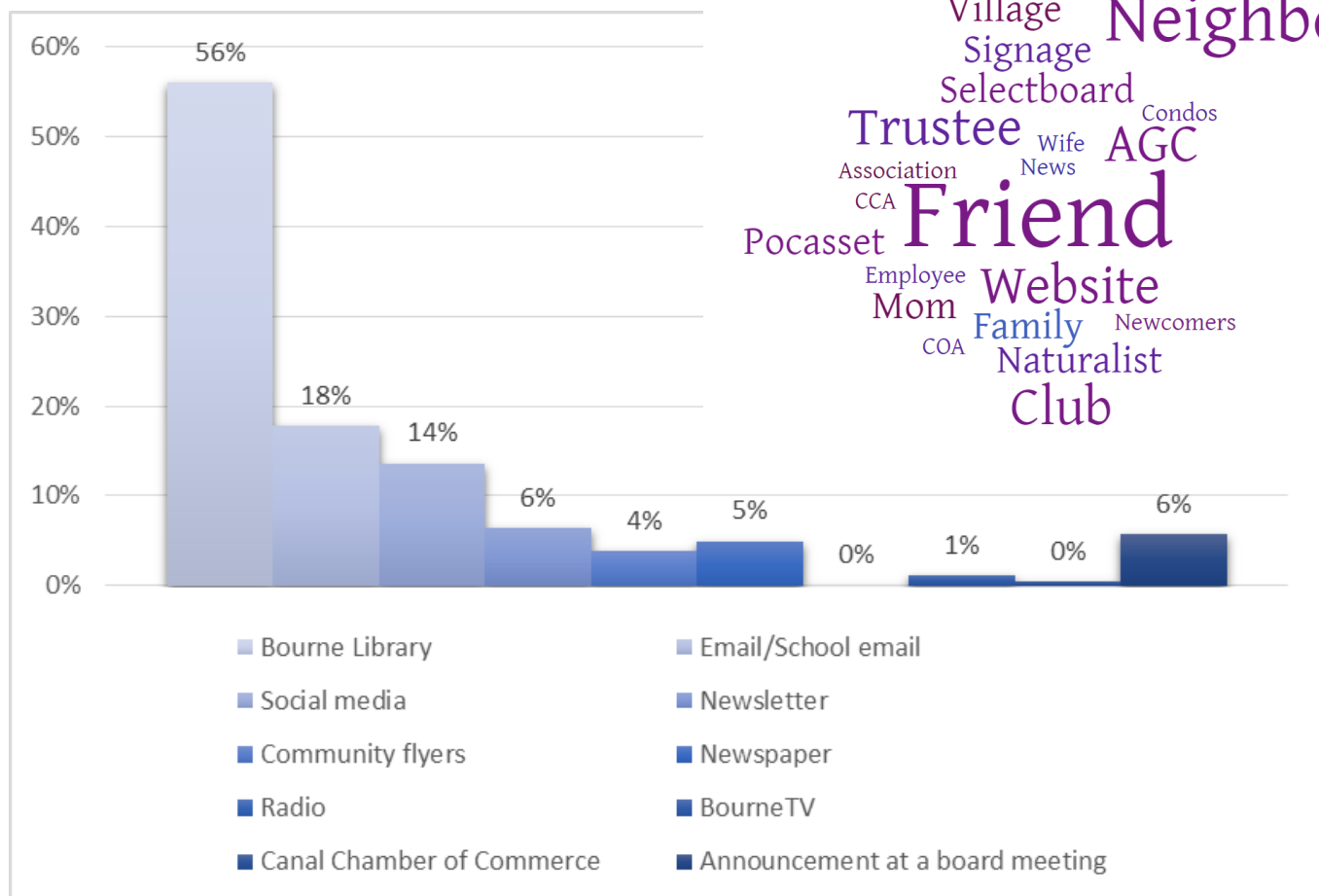
DEMOGRAPHICS

100%

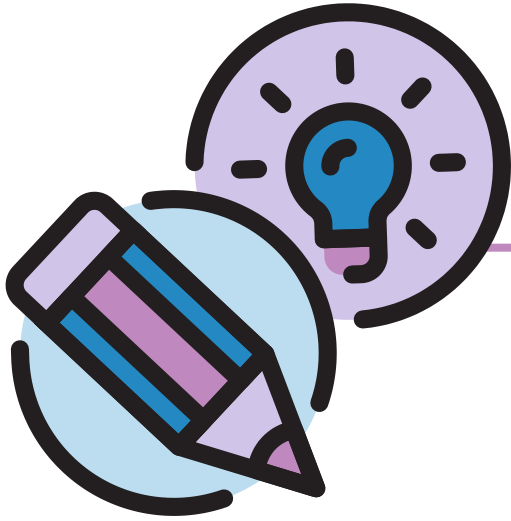
English as Primary
LANGUAGE



How did you hear about the survey



Workshops

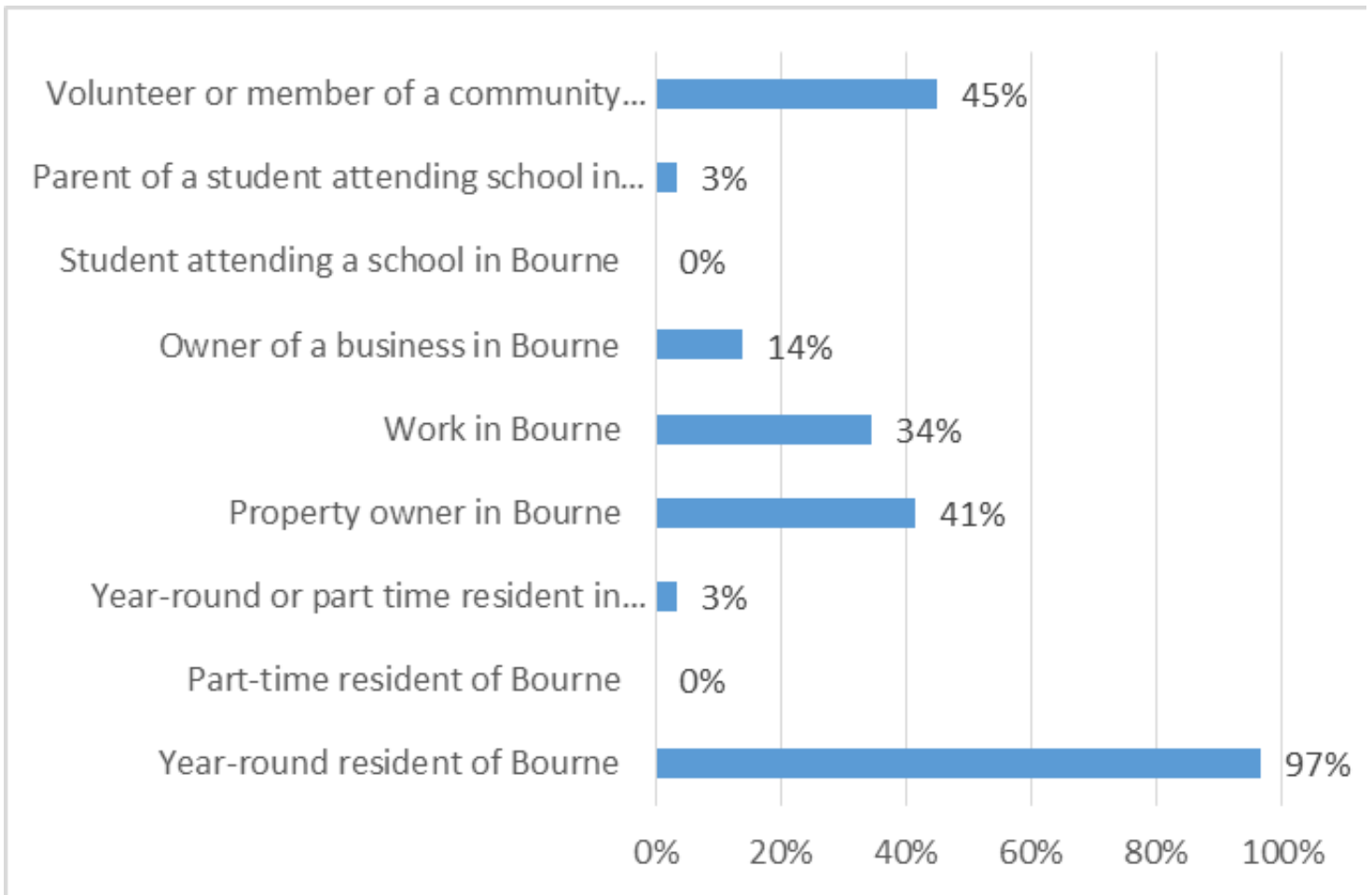


THINK-TANK

2 In-Person

1 Virtual

40 Total Participants



Workshops



Q.2

What are the Library's challenges today and in the future?



THE STEREOTYPE OF A “LIBRARY” IS WORKING AGAINST BOURNE IF CHANGE DOESN'T HAPPEN.

WHAT IS THE IDENTITY OF THE JBPL???

Workshops



Q.3 What is your future vision of library services in the Town of Bourne?



Bourne will always be divided physically by the canal. Hopefully with the new bridges and a library designed for or expanded for our needs can become a cultural and educational crossroads for Bourne where young, old, educated and those desiring to be educated can meet and share ideas, expanding their horizons.