



Strategic Plan

2021 - 2025

Committee Members

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Appendix A: Town Hall Library Patron Survey March 31, 2021

Introduction

The Town Hall Library has a long history of provision of community-inspired spaces and patron-centered services to the Greater North Lake Area since it opened May 1, 1966.

With the support of the Town of Merton, the Friends of the Town Hall Library, the Town Hall Library Foundation and many generous donors, the Town Hall Library has grown through multiple expansion and remodeling efforts designed to provide enhanced services to this ever-expanding community.

It is in this tradition that the Strategic Plan Committee provides this vision for continued growth over the next five years.

Planning Process

- | | |
|------------------|--|
| January 18, 2021 | THL Library Board approves starting the Strategic Plan 2025 process |
| January 28, 2021 | The committee members met at the library to discuss the strategy |
| February 5, 2021 | THL Patron survey posted on THL website and paper copies were available at the library |
| March 31, 2021 | Last day of submission of Patron Survey |
| April 5, 2021 | Strategic committee members met at the library to review the survey responses |
| April 29, 2021 | Committee members discussed the strategic goals for the next five years |
| May 3, 2021 | Draft of Strategic Plan 2025 completed by Kaushalya Iyengar |
| | Final meeting of Strategic Plan 2025 Committee to approve draft/finalize plan |

SURVEY QUESTIONS YES Unsure High Medium Low

Overall usage of THL library	44.6
Preference of other libraries over THL	8.3

Reasons for visiting THL in last 6 months

Entertainment programming	87.6
Teen programs	5
reference help	2.5
	22.3

Library Hours

Satisfied	87.6
Not satisfied	12.4

Importance of THL

THL enhances quality of life clean and appealing places	90.9
THL provides valuable services to children	81.8
THL provides valuable services to Teens	92.6
THL provides valuable services to Adults	77.7
THL is a community gathering place	57
THL is a place to go relax	78.5
THL Exposes to new ideas materials and experiences	54.5
THL provides access to information	58.7
THL with new technologies	67.8
THL promoting literacy and love of reading	87.6
THL Marketing and promotion for programming and services	71.9
	85.1
	58.7

THL fosters literacy through programming for Teens &

Children	58.7	22.3	
Help people learn technology	43	24	
Help find information	63.6	19	
Help provide safe place to meet as a community	70.2	14.9	
Help provide access to entertainment	66.9	13.2	
Expansion of McBroom room		14.9	36.4
Restroom updates		8.3	33.1
increase in study rooms		8.3	47.9
library signage		9.1	34.7
Expand services to seniors residences		28.1	48.8
Increase in programming for adults		16.5	56.2
increase in programming for teens		27.3	47.9
increase in programming for children		36.4	42.1
			21.5

Types of programming

Gardening	51.2
Local history and people	48.8
author talks	43.8
cooking	42.1

Times preferred for programs

Morning	23.1
afternoon	26.4
evening	50.4

Cities lived in

Town of Merton	45.8
Hartland	14.2
Village of Merton	11.7

User's age

Under 17	28.3
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18-24	20.8
32-38	7
52-58	14.2
45-51	10
59-64	11.7
over 71	28.3

How do you hear library news

Website	83
FB	24.4
Flyers in the library	32.8
Library monthly calendar	40.3
Twitter	3.4

Employment status

Retired	44.5
Full time	23.5
part time	12.6
business owner	10.9
homemaker	7.6

Income level

250, 000 or more	6.8
100, 000 or more	40.2
75,000 -99,000	11.1
50,000-74,999	9.4
25,000-49,999	6
less than 25000	2.5

Total survey responses-121