



Griswold Memorial **GML**
LIBRARY
COLRAIN, MASSACHUSETTS

2020 Community Survey Summary Report

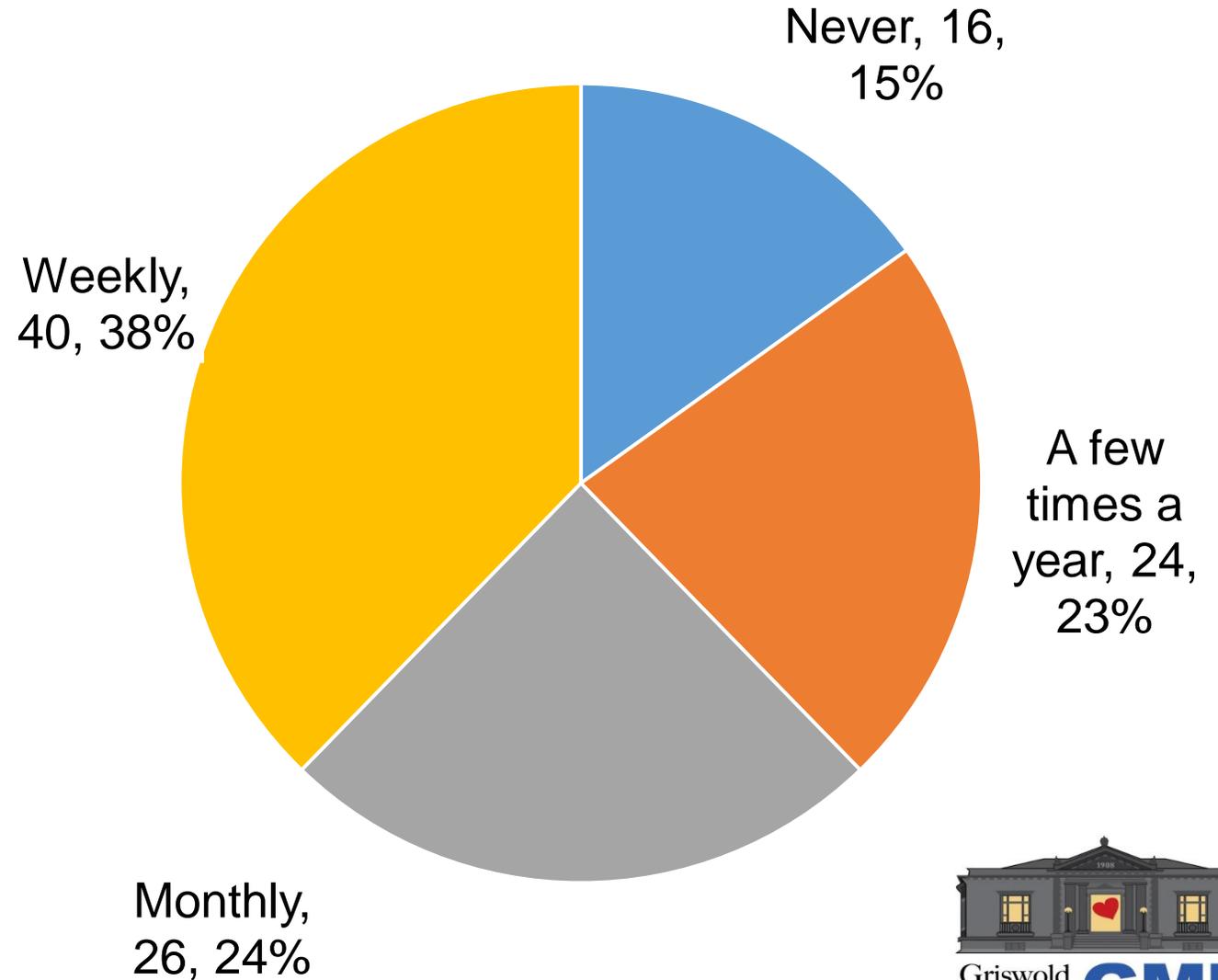
About the 2020 GML Community Survey:

- Distributed by mail in the 2020 Town Census, and available online via the library website and facebook pages, through Survey Monkey
- Nine questions, different from the 2015 survey questions, but similar in nature
- 106 responses in total (target sample size for a 95% confidence level with confidence interval of ten = 91). We aimed for a larger sample size, but were unable to solicit responses at the transfer station before social distancing measures went into effect.



How often do you use the library? (N = 106)

- More than half of all respondents (62%) use the library on a weekly or monthly basis
- Close to ¼ (24) come a few times a year
- 15% of respondents (16) said they never use the library



If you don't use the library, please tell us why not, and what might encourage you to reconsider? (N = 29)

- Note: responses to this open-ended question exceeded the number of respondents who said they never use the library (16). These responses were coded manually.
- Twelve respondents said they don't use the library because the hours are inconvenient, or they do not have time.
- Five respondents said that they don't use the library because the location is not convenient.
- Another five respondents indicated that they don't have any interest in using the library.
- Three people said they buy their own materials.



“Mostly use the library online and for parking lot internet access, later hours on Saturday afternoon are preferred.”

“I love our Colrain library but I work long hours and I am not in Colrain when the library is open.”

“I recently moved back to Colrain and am just getting back to it. It’s also nice to be able to get eBooks.”

“Well, it's mostly on account of limited hours that are open and it isn't part of our normal travel area.”

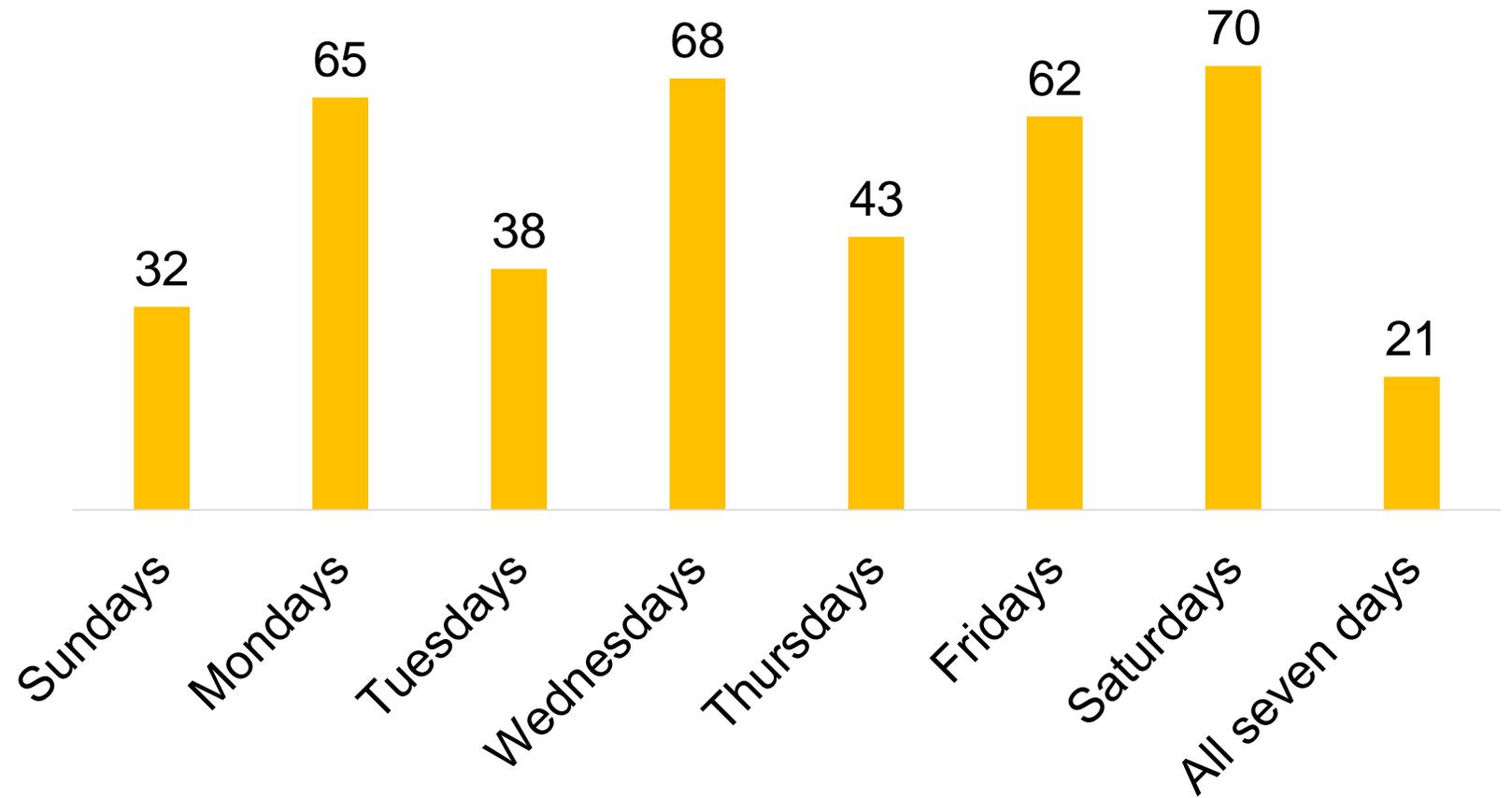
“Why? Internet replaced libraries.”

“Wanted to participate in the rewiring lamps program but not able to at the time it was offered.”

“I wish I did use it. The structure of my life right now does not allow me to do much.”

What days of the week would you like to be able to visit the library? (N = 88)

- More survey respondents said they would like to visit the library on Saturdays than any other day. At present, GML is open for three hours on Saturdays.
- Monday, Wednesday, and Friday were the next most popular days to visit the library. These days correspond to GML's current operating hours.



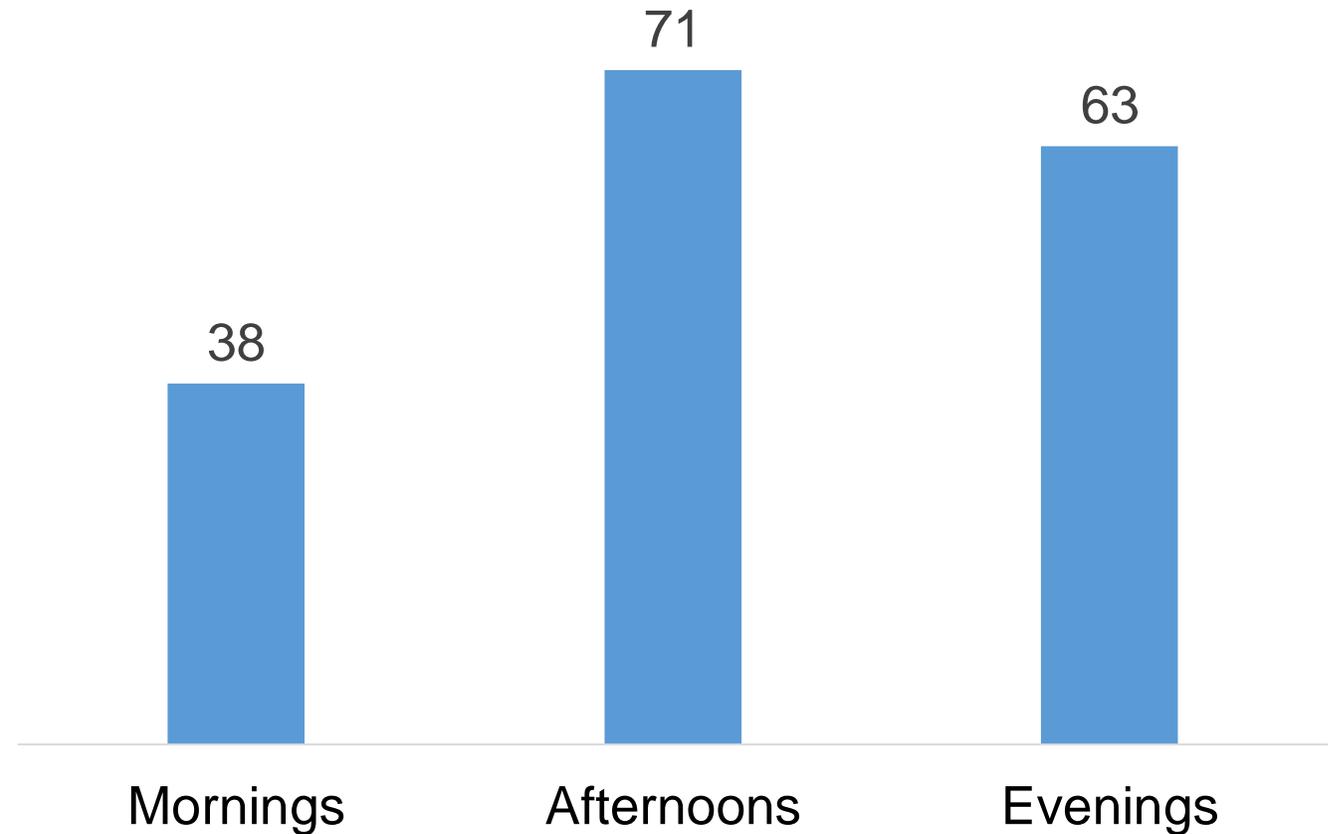
***Please note that GML'S operating hours, at present, are as follows.**

- Mondays, 3 – 8 p.m.
- Wednesdays, 10:00 a.m. – 8 p.m.
- Fridays, 3-8 p.m.
- Saturdays, 10:00 a.m. – 1:00 p.m.

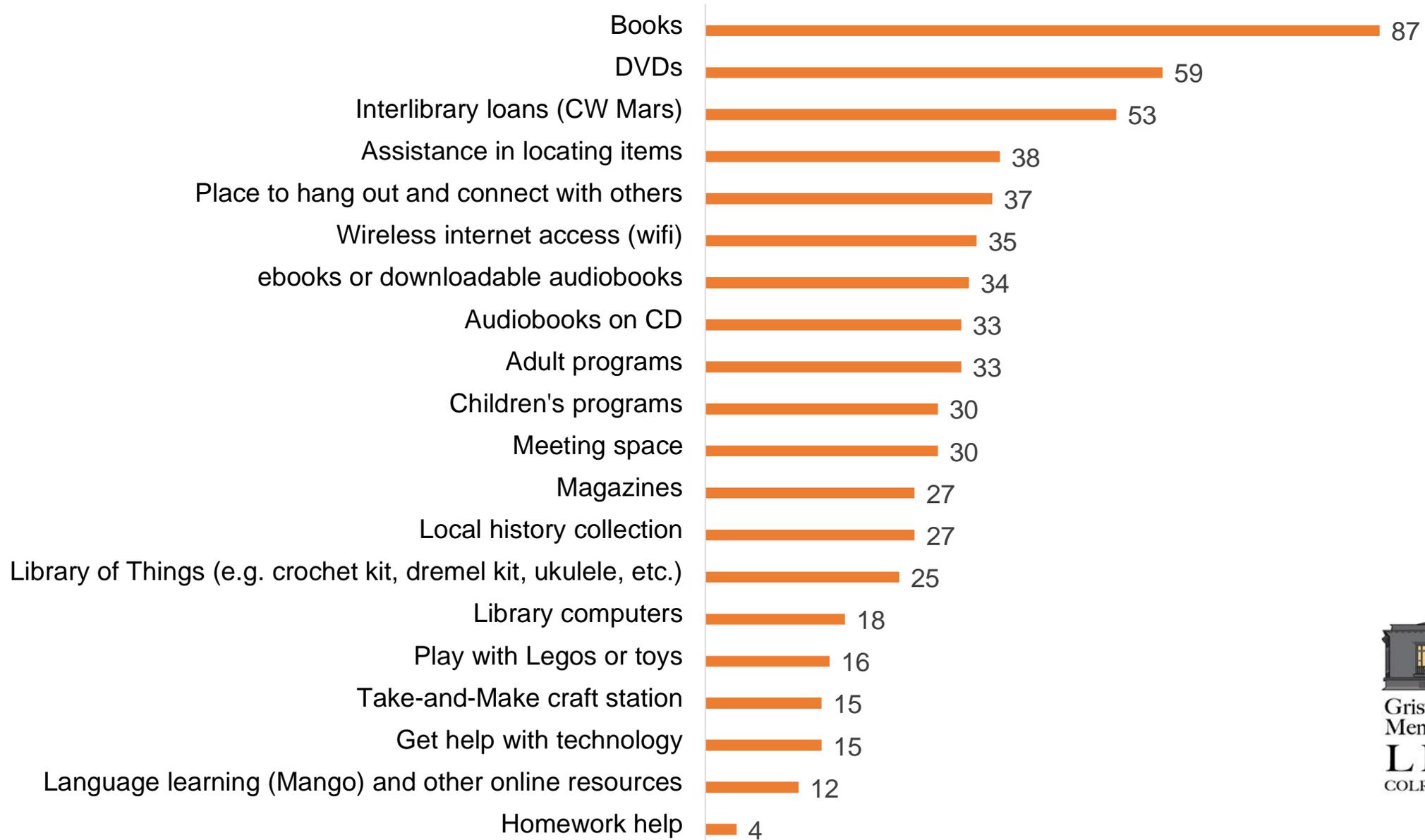


What times of day would you like to be able to visit the library? (N = 89)

- Afternoons and evenings were the most desired times to visit the library, according to survey respondents.
- Presently, the library is open just one hour on Saturday afternoons. It is open on Monday, Wednesday, and Friday afternoons and evenings, until 8. The library is also open on Wednesday mornings.



Which of the following resources and services are most important to you and your family? (N = 95)



- Books (87), DVDs (59), and ILLs (interlibrary loans) (53) were the top-ranked resources and services.
- Following materials, assistance in locating materials was the next most important service, with 38 survey respondents indicating this was important to them.
- Almost as many survey respondents (37) said the library was important as a place to hang out and connect with others.
- Another 35 respondents indicated that access to wifi was important to them or their families. Nearly as many (34) said they use eBooks and downloadable audiobooks.
- Adult and children's programming, and meeting space, were about as important as electronic resources and gathering space, each with more than 30 responses.
- Conversely, survey responses show that crafts, the library of things, technology help, the public computer, databases, and homework help are relatively underappreciated.

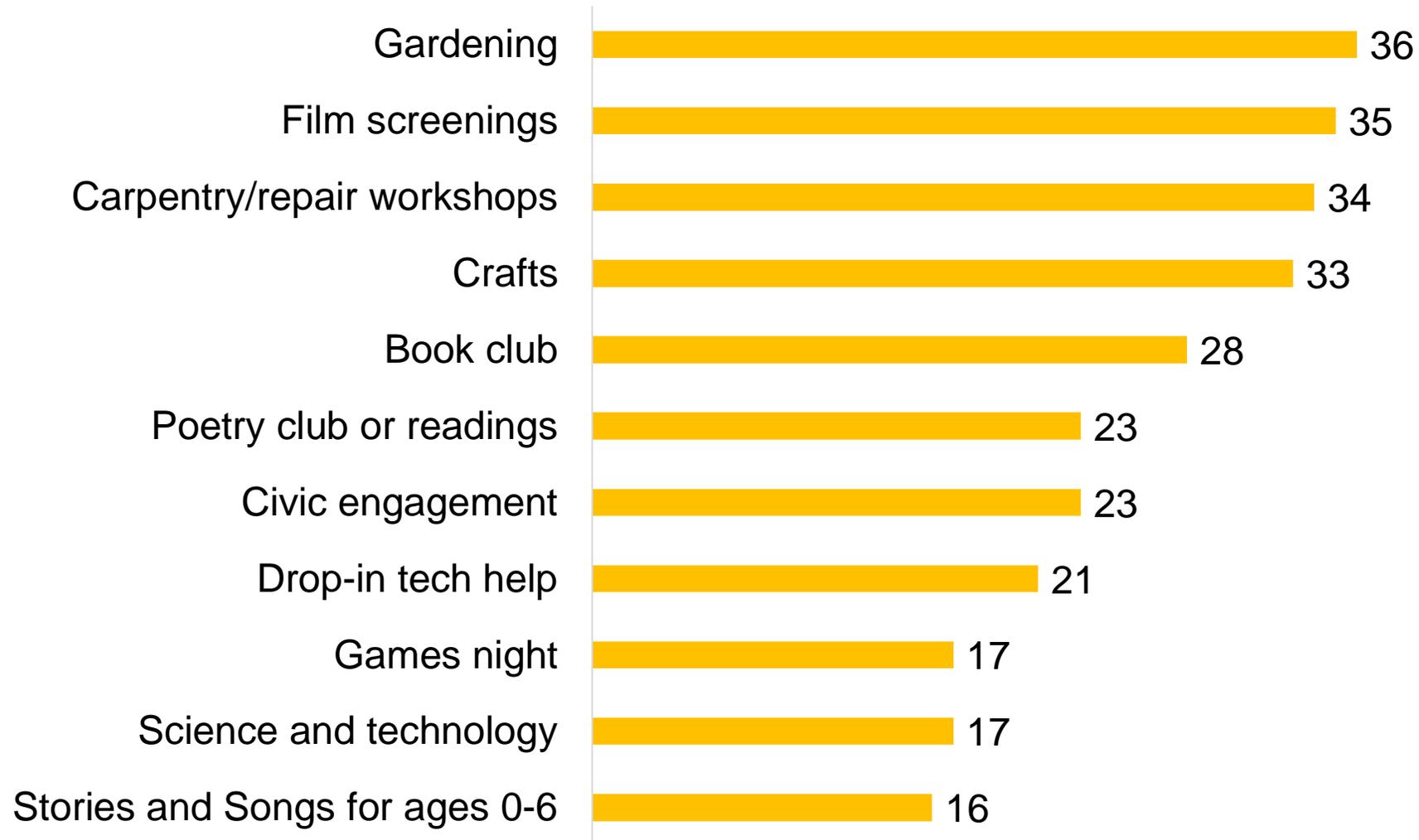


Survey respondents also wrote in what “other” library resources and services are important to them and their families:

- Museum passes (4)
- Copier/scanner (2)
- Quiet space for reading
- Summer Reading Club (raffle)



Which of the following types of programs would you be interested in attending, if any? (N = 80)



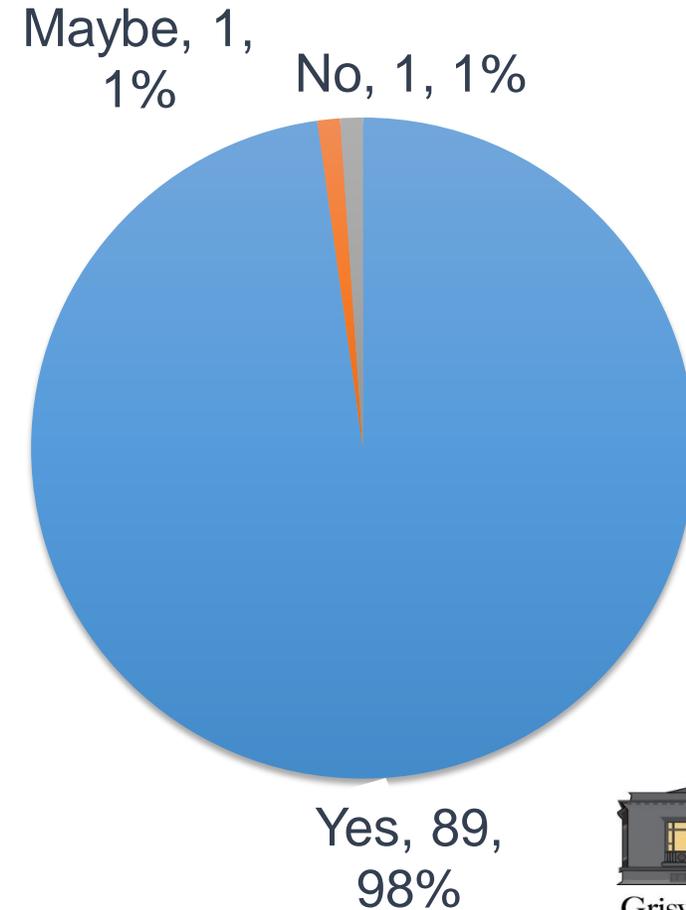
Respondents' suggestions as to “other” programs included:

- Cooking club (2)
- Children's book club
- Mini-festival/live music
- Author readings
- Hiking/nature walks
- Weekend children's programs
- Public speaking club
- Social/coffee house hours

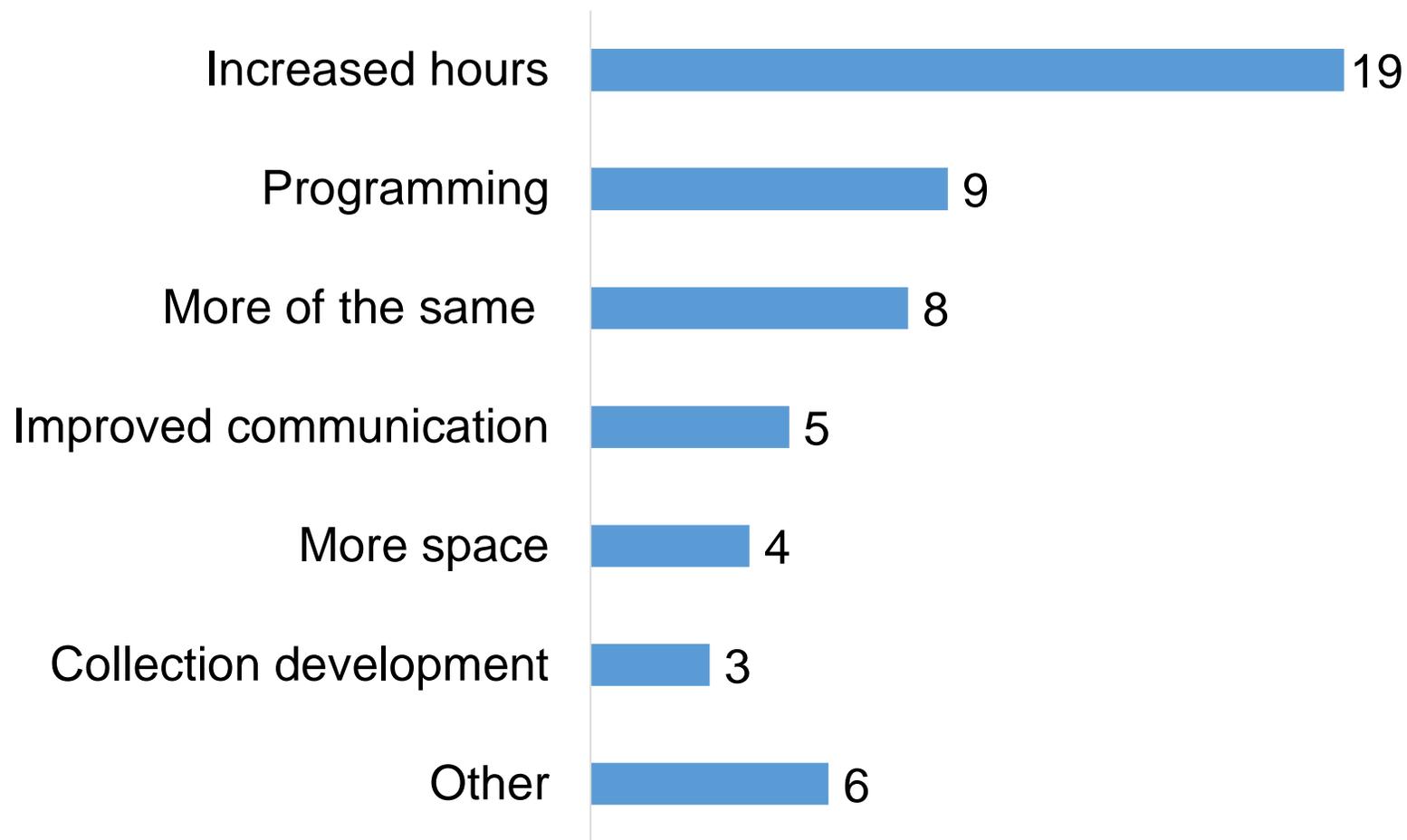


Would you recommend the library to others? (N = 91)

- 89 of 91 survey respondents (98%) would recommend the library to others
- One person was not sure if they would recommend the library
- One respondent said they would not recommend the library



How can the library improve its resources or services? (N = 48)



“A welcoming and resource rich community center.”

“It's a fantastic resource. We are so fortunate to have it.”

“Very comfortable, friendly welcoming space for us and our kids. We came for flu shots and loved the library. We are more oriented to the south and tend to use the Shelburne Falls Library. I guess we are out of the loop about Colrain Library kids' programs that might draw us up north again on the weekend.”

“A vital place in our town.”

“Vibrant and fun.”

“We brag about our excellent library, resources, and librarians!”

“I would highly recommend the library. It's well organized and the staff is very helpful. The current selection of books is great and it's easy to find things.”

“It's a great resource and community treasure.”

“Helpful, pleasant staff who do whatever they can to assist.”

“Our library is always welcoming. Chelsea and Kate are very helpful and generous with their time and expertise. Plus, it is always FUN at our library. I often see friends or meet new people. Also, the building itself is lovely.”

“I love our library. It is ours! It is local. I love running into people there - I love browsing the shelves when I have time.”

“It's a great resource that offers a lot in a town that doesn't have a lot.”

Other responses as to how library resources and services could be improved did not fit into these themes.

These included:

- Drop off for donated books
- More evening and regular events - push for role as town's community hub.
- Once the coronavirus is done with it would be good to have a coffee shop type of community time at the library.
- Provide coffee. Snacks for sale.
- Encourage more patrons to use CW Mars.
- Always keep up with technology



Notes:

- Prior to closing in response to the coronavirus pandemic, the Board of Trustees had begun hosting a monthly program, “Second Saturdays,” an opportunity to meet and greet visitors, and to share coffee, tea, and treats.
- Visitors are welcome to enjoy outside food and drink in the library. Offering/selling coffee and/or treats during regular hours could deter people from visiting local businesses.
- GML recently submitted a grant proposal worth \$5,000 to the MBLC/LSTA to facilitate gardening workshops with local presenters



Conclusions:

- Respondents to the GML Community Survey included library users and non-users alike, but across the entire sample, the majority were library supporters, as indicated by a 98% net promoter score.
- GML can be proud of its collection and resource sharing (ILL/CW Mars), as these were more important to survey respondents than other resources or services. As well, the collection was named only three times in response to a question as to how the library could improve.
- Responses indicate that many people still think of the library in a strictly traditional notions of books and reading, rather than as a place for gathering, connecting and learning. These results indicate a need for highlighting and promoting new resources and services, including the Library of Things, programming, and a welcoming and inclusive place for connecting people and ideas.
- Limited hours present a barrier to access for a number of respondents. In answer to an open-ended question as to how the library can improve, 19 respondents (40% of those who answered the question) wrote about increasing the library's operating hours.



Conclusions, continued:

- Library staff contribute meaningfully to patrons' experience; assistance in finding materials was the fourth most popular answer to a question asking about the importance of various resources and services. In response to the question, "Would you recommend the library to others?" ten percent of responses specifically mentioned the helpful and/or friendly staff.
- Wifi and eBooks are important to survey respondents, but hardware, other electronic resources, assistance with technology, and homework help were less so. This may indicate a need to develop and promote these resources and services, and to seek partnerships to support this work.
- In general, responses to the GML community survey reveal a need for improved communication as to available resources, services, and programs.
- Respondents showed an interest in more weekend programs, and gardening, film screenings, carpentry/repair, and crafts workshops.
- Space was less a concern for survey respondents than any of the above resources or services.



Thank you!

What are your initial feelings and thoughts, after reading this summary report of the 2020 community survey? Please take a moment to share your feedback with the GML team (Chelsea, Kate, the GML Board of Trustees, and Friends of the Library).

Please email us at Griswold@colrain-ma.gov, or send us a note:

Griswold Memorial Library
PO Box 33
Colrain, MA 01340

We look forward to hearing from you!

Sincerely,

Chelsea Jordan-Makely, Library Director
on behalf of Griswold Memorial Library

