WINTER PARK LIBRARY

Community Assessment 2023

LIS 6511 Collection Development, Spring 2023
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WHY A NEEDS ASSESSMENT?

Executive Summary

While the Winter Park Public Library has undergone a massive physical transformation recently, we recognize that updated appearances do not negate the need to constantly evaluate how we are serving our community. Just as our building has transformed, so has our community over the years. An evaluation of how we are serving this community is best achieved through an official needs assessment, complete with a review of findings and an action plan that will address the most pressing needs we identify. This needs assessment is only regarding the collection of materials we have available, and will not address general library policies, events, or staffing concerns.

To accomplish this, we will bring together the following input:

1. Demographic and community analysis

2. Circulation trends

3. Feedback from the community, in the form of both surveys and focus groups

Once these collections of information are assembled, we will review and analyze them to discover what needs are not being met as well as what we are doing effectively right now. Then we will identify resources that we can provide to best meet the needs of this community. Lastly, we will determine the action items that will bring these aims to fruition.

This document will outline the data we had access to as well as the ways in which that data was collected.

METHODOLOGY

Demographic and Community Analysis: Methodology

To better serve the Winter Park Library's current, potential, and future patrons, we must first understand the community – the people who live and visit, the city's cultural and geographic makeup, and the connections between. A demographic and community analysis provides a way to formally research and document what is usually an informal internal process of continuing to keep up with what is happening in Winter Park. For the demographic analysis of the library's community, we used information obtained from the United States Census Bureau for the city of Winter Park, Florida. The U.S. Census Bureau's data primarily comes from the 10-year Census conducted in 2020 and the American Community Survey conducted in 2021. These statistics provide us with essential information about Winter Park residents that goes beyond what a survey conducted by the library could encompass. In addition to the Census statistics, we used local resources and outreach to local organizations to gain a fuller perspective. The City of Winter Park and the Winter Park Chamber of Commerce were excellent sources of knowledge for an in-depth look at the city. This gathering of established information provided the groundwork necessary to then conduct independent research specifically on the library's collection.

Circulation Trends

Using the Library Journal's Index of Public Library Service, we track the following metrics and have gathered them here to identify trends in the collection:

- Visitors to our library
- Attendance at library events
- Physical items checked out
- Digital items checked out
- Computer sessions
- Wifi sessions
- Database utilization

The collected data is from the 3rd quarter of 2022, which is the most recent quarter with audited/finalized data.

Feedback from the Community: Focus Groups and Surveys

To collect feedback from the community, we conducted focus groups and administered a survey, to get a broad collection of data and as many points of view as possible. While the surveys give an overview of how the collection and facility is being utilized, also conducting focus groups allows for more nuance to understand the strengths and areas to improve the collection. Another concern that this combination of methods addresses is the needs of different types of user groups.

Although the majority of Winter Park Library cardholders have full-service Winter Park resident cards, we want to make sure the collection and library is serving and has the potential to serve all cardholders and community members. Four focus groups were set up – one for employees of the library, one for full-service cardholders, one for partial-service cardholders, and one for self-described non-users of the library. Questions were tailored for each group and the sessions moderated by a research company that we hired for the task. Due to the fluctuating availability of focus group participants, some sessions were held in-person at a library meeting room and some sessions were held online through a video-conferencing application. Focus group sessions lasted between 20 and 45 minutes with audio recordings of the sessions being transcribed and summarized by the independent research company who assured participant privacy by not disclosing names, among other measures taken. Then both data sets of the text transcription and summary were shared with library administrators, staff leadership team, and the collection development manager who were able to further analyze, consolidate, and draw conclusions from the data.

Focus group and survey participation was completely voluntary, and participants were found in several ways – including through internal staff communication systems, bookmarks placed in books on hold, flyers in the library and at check-out stations, a City of Winter Park newsletter, community organization

meeting mentions, and word of mouth by staff to patrons in-person, over the phone, or at outreach events. Multiple advertising methods were used to reach both active library patrons and non-library users. Generous donations from our neighbors at Trader Joe's grocery allowed us to provide $5 gift cards to non-employee focus group participants and a randomly selected 35 survey participants – out of those who provided an email address for the purpose of the raffle.

Surveys were administered at the library and online and were made available to anyone living in Winter Park or anyone using the library. Available in both English and Spanish, the 20-question surveys were conducted over the course of three months. They included a mix of multiple choice, yes or no, multi-answer selection, and open-ended questions. The survey question range was primarily written and constructed by library staff, however the transactions and compiling of surveys was assisted by the independent research company. The paper surveys were placed in a box that was managed by the research team and the distribution and collection of the online surveys was conducted through their software. As with the focus groups, survey data was transcribed, summarized, and both data sets shared with the internal library research team. The Winter Park Library research team further compared and analyzed the focus group and survey data with the demographic and community assessment and the library circulation trends to propose the action plan at the end of this report.

WHO DO WE SERVE?

Demographic and Community Analysis

The Winter Park Library (WPL) is a long-standing community library established in 1885 that has successfully re-opened its doors as of December 2021. In a new location and modern facility that matches the artistic, assistive, and aspirational vision set forth by the city of Winter Park and its residents, the WPL is ready to fulfill these expectations and more. The Winter Park Library resides in and fundamentally serves the residents in the city of Winter Park, a city municipality within the broader Orange County, Florida. Winter Park is a well-established "urban village" (City of Winter Park, *About,* n.d.a) just north of the city of Orlando.

The Winter Park Library's new 35,155 sq ft facility shares a pavilion with the new Events Center on the corner of the large multi-use Martin Luther King Jr. Park on the west side of the city (World-Architects.com, 2022). This location is centrally located on West Morse Blvd just off busy North Orlando Ave and now more accessible by car with a larger parking lot, by bus with a nearby LYNX stop, and by biking and walking with the bordering sidewalks and entrance from the park. With our improved physical spaces, increased collections capacity, and broader services offerings, WPL is entering the second year of this new operation by returning to the Winter Park community for guidance on how to continue to serve our patrons and partners. The library's mission to "transform lives and promote literacy, creativity, school and career readiness, inspiration, culture, and community engagement" (Winter Park Library, *Our Next Chapter*, n.d.b) centers our focus as we learn through this community assessment what directions the library collections will grow.

In addition to receiving some funding from the State Aid to Libraries Grant program and library fundraising efforts, the Winter Park Library receives funds from the Winter Park city property taxes (Winter Park Library, *Get a Card,* n.d.a). Therefore, our primary constituents are Winter Park residents, who are eligible for a free library card, whereas other types of cards exist for certain non-resident groups. These non-resident cards cover patrons who are Winter Park city employees; business and individual members of the Winter Park Chamber of Commerce; residents of Maitland or Orange County; Rollins College students, faculty, or staff; teachers, media

specialists, and school librarians at Central Florida schools, and those who choose to simply pay for a non-resident card (Winter Park Library, *Get a Card,* n.d.a). While the WPL values every patron, no matter the card type, the focus of the community assessment will be on Winter Park residents, with consideration for these other groups when relevant.

According to the U.S. Census Bureau's 2020 Decennial Census, the city of Winter Park has an estimated 30,000 residents in its 10-square miles (U.S. Census Bureau, 2020b). The age groups of the residents are reasonably distributed with 17.3% under 18-years-old, 60.2% between 18 and 64 years-old, and 22.5% 65-years-old and over (American Community Survey, 2021). Figure 1 portrays the age distribution of residents and Figure 2 shows the age distribution of children and teenagers in the city.

Figure 1

Age Distribution of Winter Park Residents
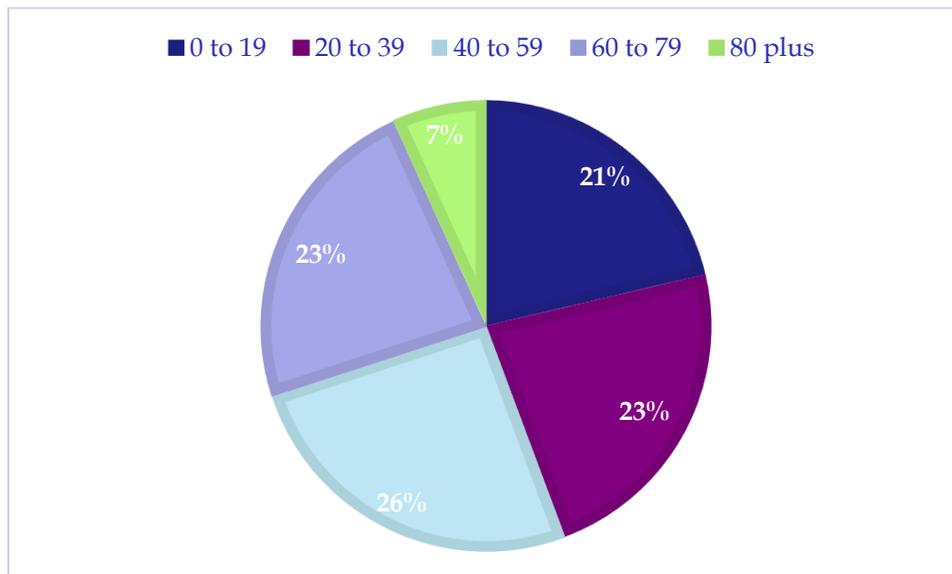
Note. Statistics from the American Community Survey (2021).

Figure 2

Age Distribution of Winter Park Residents Ages 0 to 19
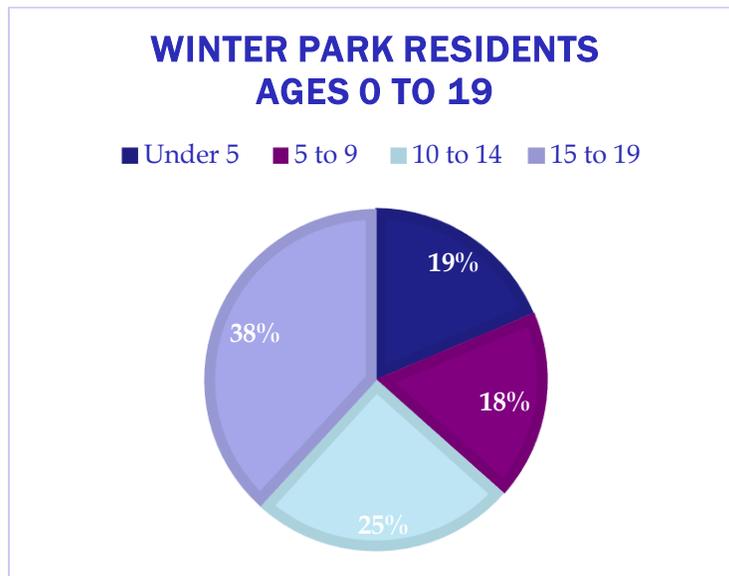
Note. Statistics from the American Community Survey (2021).

The racial and ethnic make-up of the city includes people identifying 76.7% as white, 7.2% as Black or African American, 3.6% as Asian, and 9.6% as two or more races, with an additional 11.8% of any race identifying as Hispanic or Latino (U.S. Census Bureau, 2020b). Most – 66.8% – of Winter Park's residents own their home, where overall household types include 44.4% currently married, 33.9% never married, 13.1% divorced, and 7.5% widowed (U.S. Census Bureau, 2020). Languages spoken at home goes beyond the 83.2% of the population that only speaks English to include 16.8% of residents speaking a language other than English – with 8.6% speaking Spanish, 5.1% speaking another Indo-European language, and 2.6% speaking an Asian and Pacific Islander language at home (American Community Survey, 2021).

Another important population statistic to consider when evaluating a collection and services, 10.1% of the population has a disability – with the largest group being people with ambulatory difficulties (American Community Survey, 2021). Figure 3 portrays the range of disabilities seen in Winter Park that the library can further accommodate.

Figure 3

Types and Frequency of Disabilities among Winter Park Residents

Note. Statistics from the American Community Survey (2021).

Looking ahead to 2027, the city government of Winter Park estimates that not only will the population size grow and further diversify racially and ethnically, but the average home value and average household income will also increase (Esri, 2022).

Winter Park continues to flourish economically for the businesses and residents who occupy the city. The industries the Winter Park Chamber of Commerce identifies as the strongest are "Professional, Scientific, & Technical Services; Finance & Insurance; and Real Estate & Rental/Leasing... [because] they have significantly higher development vs. the national average" (2022). Despite a dip in job availability

in 2020, the number of jobs available has steadily increased in the city, again above the national growth rate (Winter Park Chamber of Commerce, 2022). Most – 61.3% – employees work for a private company, but 19.5% of residents are self-employed, 10.8% government workers, 8.2% non-profit workers, and a not-insignificant 0.3% are unpaid family workers (American Community Survey, 2021).

In 2021, Winter Park residents had a higher median household income ($88,688) than the rest of Orange County and the city of Orlando (U.S. Census Bureau, 2020a and 2020b). Additionally, 21.4% of Winter Park city residents earned $200,000 or more that year (U.S. Census Bureau, 2020b). Economic struggle still exists in the city, and higher-than-average rent and housing prices make it difficult for people in lower-income brackets to live within the city limits – single family home price per sq ft is 44% higher than the Orange County average (Winter Park Chamber of Commerce, 2022). The 2021 poverty rate for Winter Park was 8.8%, with 30% of households making under $50,000 (American Community Survey, 2021). Additionally, the new Winter Park Library location is within a mile of three affordable or public housing buildings in Winter Park (Winter Park Housing, n.d.). The WPL continues to find ways to support the local community, and thanks to the new location we hope to be able to reach more patrons of all income levels from all backgrounds than ever before.

The city of Winter Park may be known for its historic shopping and dining district on Park Ave, but the city also has a culture of art, history, and education. In addition to the free or low-entry fee art museums and galleries – the most prominent being the Charles Hosmer Morse Museum of American Art and the Cornell Fine Arts Museum at Rollins College – the city also hosts numerous outdoor art festivals throughout the year (City of Winter Park, *Arts & Culture*, n.d.b). Several preserved historic homes reside in Winter Park, including the home, studio, and garden of famous sculptor Albin Polasek, offering residents and visitors an opportunity to learn the history of the city. Other historic organizations preserve, research, and educate – such as the Winter Park Historical Museum, the Winter Park Historical Association, and the Hannibal Square Heritage Center (City of Winter Park, *Outside Organizational Support,* n.d.d). Other important special-interest organizations that reside in Winter

Park are the Winter Park Garden Club serving education and outreach, the Bach Festival Society of Winter Park featuring classical artists and inspiration through music, and Writer's Block Bookstore, a local mainstay that the WPL has partnered with in the past.

Winter Park also hosts non-profit organizations that contribute vital support to the community within the city and beyond. While the Winter Park Health Foundation focuses generally on healthy families, the Conductive Education Center of Orlando (CECO) and CIL address the specific needs, services, and advocacy for people living with disabilities. Finally, the Winter Park Library might not be geographically within walking distance to many K-12 schools, but it is close to multiple higher-education schools. Though it is relatively small, the city of Winter Park can be considered as an educational hub containing Rollins College near the old WPL location, a Valencia College campus now just one block away, and Orange Technical College's East Campus. School enrollment of Winter Park residents shows this prominence of education with 36.7% enrolled in undergraduate college and 4.2% enrolled in graduate or professional school (American Community Survey, 2021).

Circulation Statistics

In-house data collection from quarter 3 (April 1 – June 30) of 2022 revealed the following numbers that we used as reference in our needs assessment (City of Winter Park, *Outside Organizational Support*, n.d.d). Figure 4 shows the percentages of different card types for current library patrons.

1,122 Average Daily Physical Checkouts (101,172 in total)

178 Average Daily Digital Checkouts (15,999 in total)

158 Average Daily Database Utilization (4,753 in total)

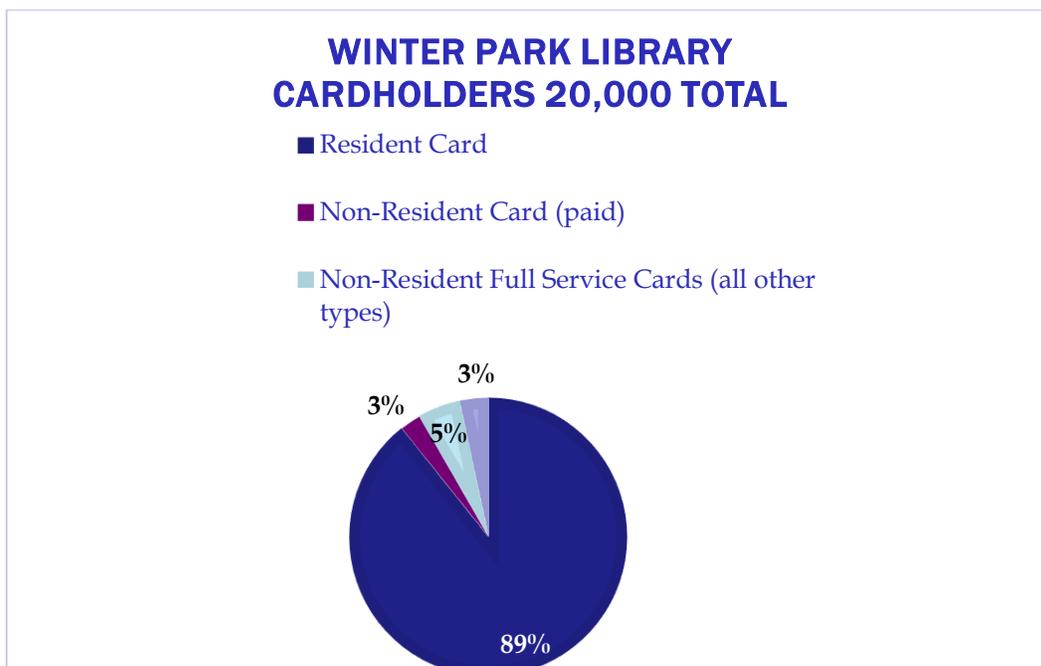707 Average Daily Wi-Fi Sessions (21,211 in total)

111 Average Daily Computer Sessions (3,352 in total)

336 Average Daily Attendance (10, 105 in total)

1229 Average Daily Visitors (36,862 in total)

Figure 4

Distribution of Current Patron Card Types

WINTER PARK LIBRARY CARDHOLDERS 20,000 TOTAL

- Resident Card
- Non-Resident Card (paid)
- Non-Resident Full Service Cards (all other types)

3%
3%
5%
89%

FOCUS GROUPS

Focus Group 1

(Internal- this session included 12 employees of the library.)

*Moderator should note that this is about our collection, both physical and electronic, and is not intended to address matters of policy, staffing, or events.

1. What are the strengths of our collection as it stands today?

2. What areas do we need to improve on?

3. What materials requests do you most often receive?

4. What complaints do you hear the most often about what we have to offer?

5. Do you feel that our collection adequately represents the diversity of our community?

Results

(1) For strengths, the group generally felt that the collection had a good selection of classics, fiction, and mystery novels. For nonfiction, cookbooks and pop culture and religious materials were all mentioned.

(2) Areas needing improvement include weeding out older information books when new research is available, for instance, books on topics like ADHD and other medical conditions- the library carries older titles which are updated or contradicted by newer titles, and this becomes confusing for patrons to navigate.

(3) Most often requested items vary greatly, but participants indicate that these requests are often due to mentions on social media or blogs they read. Requested items have been cookbooks, mysteries, biographies, self-help, financial literacy, fiction, and more.

(4) Complaints from patrons centered around expanding a few genres, including romance and young adult. Also there seems to be one persistent patron who always requests more westerns.

(5) Most of the participants agreed that the collection has adequate representation for the community this library serves, but a few were quick to mention that they felt the library should have a more diverse collection, as the community for this library is not as diverse as many surrounding areas.

Focus Group 2

(External group A- this session included 18 people who are not financially connected to the library as employees or donors, but who are patrons/users of the library and its services/programs. This group contains ONLY full-service cardholders.)

*Moderator should note that we specifically want to focus on the collection of materials offered by the library.

1. What is your favorite section/genre in our library?

2. Do you think there is a good selection of materials available to you in that section?

3. Can you always find what you're looking for when you come to the library?

4. Have you ever submitted a request for us to add something to the collection?

5. Are you aware of the electronic materials we have available/do you access those?

6. Do you prefer physical materials or electronic materials, if both were available?

7. Do you think the library's collection represents the diversity of this community?
8. Is there anything you would like to see added to the Beyond Books collection?

Results

(1) Though a few were resistant to naming one favorite, genres listed included new fiction, romance, young adult, cookbooks, and history.

(2) Most respondents indicated that they found a good selection in their preferred genre.

(3) There was a good deal of discussion during this question- most participants indicated that they could most often find what they were looking for, but on occasion had needed to go elsewhere for the material they were looking for.

(4) This was a near 50/50 split of people who had and who had not submitted a request for an item to be added to the collection. There was some confusion from one participant about how to do that without speaking with a librarian, though several other participants were quick to tell her where the information is on the website.

(5) Most participants said they knew electronic materials were available, but many indicated that they had never downloaded the apps to access them, so they had not attempted to use or search them. A few participants were very familiar with the digital materials and knew how to access them.

(6) Fifteen participants said they preferred physical materials, 2 people preferred electronic, and one participant said they did not have a preference and would access whichever was available without a wait list.

(7) All participants agreed that the collection is a very diverse collection, and representative of the community.

(8) This group mentioned adding maps, projectors with screens, and gardening tools.

Focus Group 3

(External group B - this session included 12 people who are not financially connected to the library as employees or donors, but who are patrons/users of the library and its services/programs. This group contains ONLY partial service cardholders.)

*Moderator should note that we specifically want to focus on the collection of materials offered by the library.

1. What is your favorite section/genre in our library?

2. Do you think there is a good selection of materials available to you in that section?

3. Can you always find what you're looking for when you come to the library?

4. Have you ever submitted a request for us to add something to the collection?

5. Are you aware of the electronic materials we have available/do you access those?

6. Do you prefer physical materials or electronic materials, if both were available?

7. Do you think the library's collection represents the diversity of this community?
8. Is there anything you would like to see added to the Beyond Books collection?

Results

(1) Genres mentioned by participants included fiction, general reference, cookbooks, mystery, biography, and financial/law books. One participant noted her particular interest in the special collections as they apply to her genealogy research, and the specific reason why she signed up for a reciprocal card.

(2) All participants indicated they found a good selection of materials in their preferred section.

(3) Eleven of the twelve participants agreed that they could usually find what they were looking for, while the last participant said he didn't always know what he was looking for, so he didn't feel that he could give an accurate answer.

(4) Five participants had submitted an online request for materials.

(5) All participants were aware of the electronic materials and all indicated that they had accessed electronic materials at least once.

(6) In this group, half of the participants indicated no preference between formats. Five said they prefer physical copies of materials, and one preferred electronic format, because she could not incur late fines with digital materials.

(7) After some debate regarding the makeup of the Winter Park community, the general agreement was that the diversity of the collection matched the diversity of residents of Winter Park, but probably did not match the diversity of all cardholders.

(8) Several ideas were provided here including: sewing machines, cameras, board games, art, a Cricut machine, charged battery packs, pressure cookers, carpet cleaners, and yoga mats.

Focus Group 4

(External group C- this session included 10 people who were not connected in any way to the library/ self-identified non-users of the library)

*Moderator should prompt with examples, if needed, during responses for Question 2, to encourage "outside the box" thinking from participants.

1. What kind of materials do you think are in our library?

2. What type of materials, if they were available, might tempt you to check something out from the library?

3. Are you more interested in physical copies of books and magazines, or would you prefer an electronic version?

Results:

(1) Answers included books, magazines, encyclopedias, dictionaries, books on tape, movies/DVDs, and one person mentioned bicycles.

(2) Included in the responses were sewing machines, musical instruments, seeds, board games, video games, Cricut machine, 3D printer, projector and screen, CDs, record players, and one person said "books that a library wouldn't have" and when asked a follow-up about this, she specified "witchy books and books on tarot cards".

(3) Most participants said they prefer physical copies of items. One participant said she prefers e-books to standard books, but for magazines, she still prefers physical copies. This prompted 2 people to add that they do prefer digital format for audiobooks because they don't like to fuss with CDs.

SURVEYS

A 20-question community user survey was given to library patrons and members of the Winter Park community. The survey was available in both English and Spanish, both online and on paper. 200 paper surveys and 150 online surveys were completed, for a total of 350 surveys over the course of three months. The goal of this survey was to collect responses to a series of questions regarding the Winter Park Library's current collection, asking the community about their opinions, as well as about their library usage and overall experience. We will use the results of this survey to help assess deficits in our current offerings with the aim of expanding the collection to better serve our patrons.

Survey Questions

See Appendix for survey sample with answer options.

1.   Are you currently a member of the library?

2.   What kind of card holder are you?

3.   What is your age range (circle one)?

4.   Do you have any school aged children?

5.   Do they enjoy coming to the library?

6.   What are their age ranges (circle one/more than one)?

7.   Do you use the internet or have computer access at home?

8.   How often would you say you visit the library?

9.   Why do you most often visit the library?

10.   On your most recent visit did you find what you were looking for?

11.   If you could not find what you were looking for, what was the reason?

12.   When browsing, do the materials appear useful or up to date?

13.   How would you rate the usefulness of the current materials for selection?

14.   How would you rate the ease of access to the collection and its presentation to the public?

15.   Do you use eBooks or Audiobooks?

16.   How would you rate the library's current selection of eBooks and Audiobooks?

17.   Is there an area of the collection which you think needs to be improved or expanded upon?

18.   Is there another area not listed that needs improvement?

19.   Would you like materials in another language? If so, which language?

20.   Do you have any general suggestions or comments?

Results:

Of 350 respondents, 284 were members of the library, whereas 66 were not.

Of the 350 respondents, 175 were resident card holders, 20 were non-resident, 50 held full-service business cards, 10 had reciprocal cards, 29 had curriculum cards, and 66 did not have a library card but still participated in the survey.

Of the 350 respondents, only 15 were below the age of 18, whereas 134 were between the ages of 19-29, and 66 were 30-39, indicating higher numbers than other areas, which may be in part to students using the library to study while in school. Survey participants under the age of 18 were approved by and supervised by their caretakers, as verified by the independent research company. In the later years, between 40- 65 and older, the numbers are still relatively high, though this of course is only a small sample.

Detailed Results:

- 11-18 (15)
- 19-29 (134)
- 30-39 (66)
- 40-55 (42)
- 56-65 (45)
- 65 or older (48)

For questions 3 through 6, of the 350 respondents 182 said they had school-aged children. 170 said yes, they enjoyed the library, with 65 being under five, 55 being 5-10, 34 being between 11-15, and 28 between the ages of 16-19.

Of 350 respondents, 265 said they had access to the internet at home, whereas 85 do not.

121 people said they visit the library every day, 111 people once a week, 45 people once a month, 28 people said once every three months, 18 once every six months, and 25 once every year.

Of 350 people, most chose that their main reason to come to the library was to browse the collection at 129, followed by computer access at 88. To borrow books totaled 44, 12 to study, 28 to use print services, 25 to attend programs, 4 to use the maker space, 2 to read the newspapers, and 18 for research purposes. Figure 5 portrays this data set to understand what brings people into the library.

Figure 5

Results from Survey Question 9- Reason for visiting library
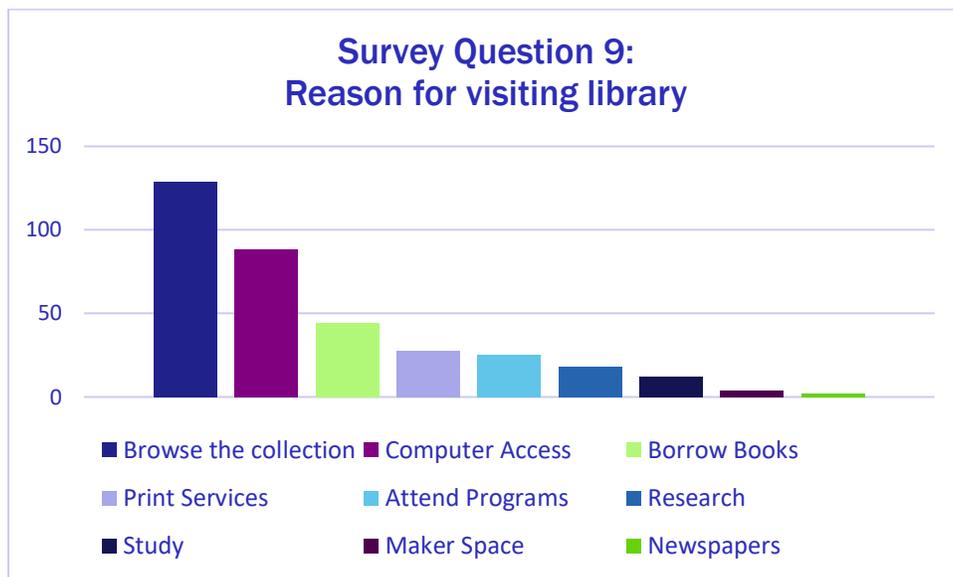
For question 10, 278 said that yes, on their most recent visit they found what they were looking for. 72 did not. When asked in question 11 what the reason was 27 said it was checked out, 12 said we did not have materials, 3 said the material was outdated, and 30 said they were able to place a hold.

Of those 350 respondents, 15 said the materials are out of date or not useful, versus the 335 that said the materials appeared up to date and useful.

For question 13, in relation to usefulness of the collection, 146 said excellent, 130 said good, 20 said fair, and 4 said poor.

For question 14, in relation to ease of access to the collection, 220 said excellent, 105 said good, 22 said fair, and 3 said poor.

Of 350 respondents, 136 said they used eBooks or AudioBooks, whereas 214 do not, leading us to believe most people may still prefer physical items or just do not know about the service.

Of the 136 people who said they used eBooks and Audiobooks, 75 rated the current collection as excellent, 42 said good, 17 said fair, and 2 said poor.

For question 17, the answer with the most responses was Non-fiction, with a total of 88, followed by children's books at 75, fiction at 58, reference materials at 32, books on CD at 29, travel guides at 27, comics and graphic novels at 21, newspapers at 8, large print at 7, periodicals and magazines both tying at 2, and biography at 1. Figure 6 shows this dataset to understand the areas of collection improvement.

Figure 6

Results from Survey Question 17- Areas of the collection to improve
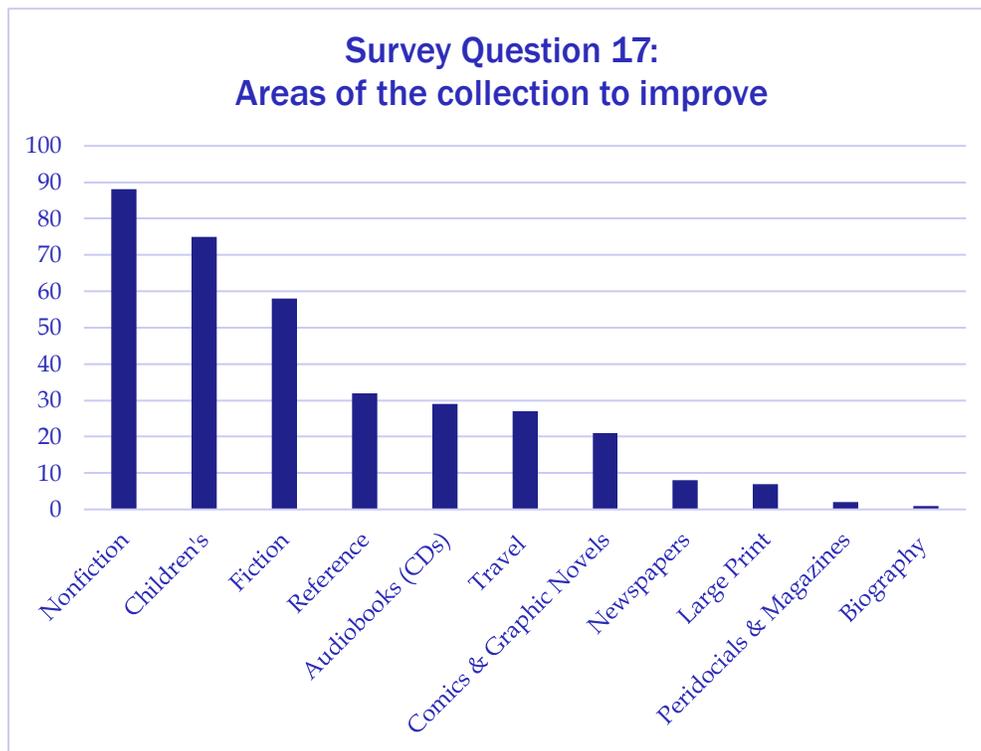
For other areas that need improving, comments were left such as additional items for the Romance section, Western, or Science Fiction areas. Some would like to see more fantasy in the collection. Others would like to see specifically more poetry.

When asked if they would like to see materials in another language, of 350 respondents, 62 said yes. The most popular language choice was Spanish with 48 notes, followed by Chinese at 12, and Farsi at 2.

Of 350, only 278 left comments. They ranged anywhere from complimenting the library and its staff, to saying they wish we had more parking, though one stood out and was mentioned repeatedly, it being the need and desire for a more accessible materials selection including braille books and an expanded large-print section.

ACTION PLAN:
NEXT STEPS

Beyond Books Collection

Within the past year, the cost of groceries has increased by 13.5% which is the largest increase in over 40 years (Wiener-Bronner, 2022). Other costs, like home internet service, have also increased, to the point that 18% of households do not have this service (NTIA, 2022). Our community surveys show a disproportionately higher number of households (24%) without home internet service. With these basic costs of living rising, and based on the feedback we received in our focus groups, we would like to take action to help balance the financial impact of inflation on our community by adding more items to our Beyond Books collection. First, we will increase our Mobile Hotspots by 10% and our Seed Library by 50%. In addition, checkouts from the Seed Library will expand from 5 packets per season to 10 packets per season. We will also add a sewing machine, a projector and screen, a food dehydrator, and a canning set to our collection for checkout.

Materials to Support Financial Literacy

Noting the above information about the financial strain many are currently experiencing, we will expand our collection of books related to the following areas: financial planning, financial literacy, frugal living, and homesteading. Because only 38% of survey respondents reported accessing digital materials, and because our circulation statistics show that less than 14% of our daily checkouts are for digital materials, the bulk of these acquisitions will be physical copies of the books, with only 15% of the new materials purchased being e-books.

Resources Accessible to All

According to Section 504 of the Rehabilitation Act, "no otherwise qualified person with a disability shall, solely by reason of his or her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any program or activity of a public entity" (U.S. Department of Housing and Urban Development, 2023). "Person with a disability" means "any person who has a
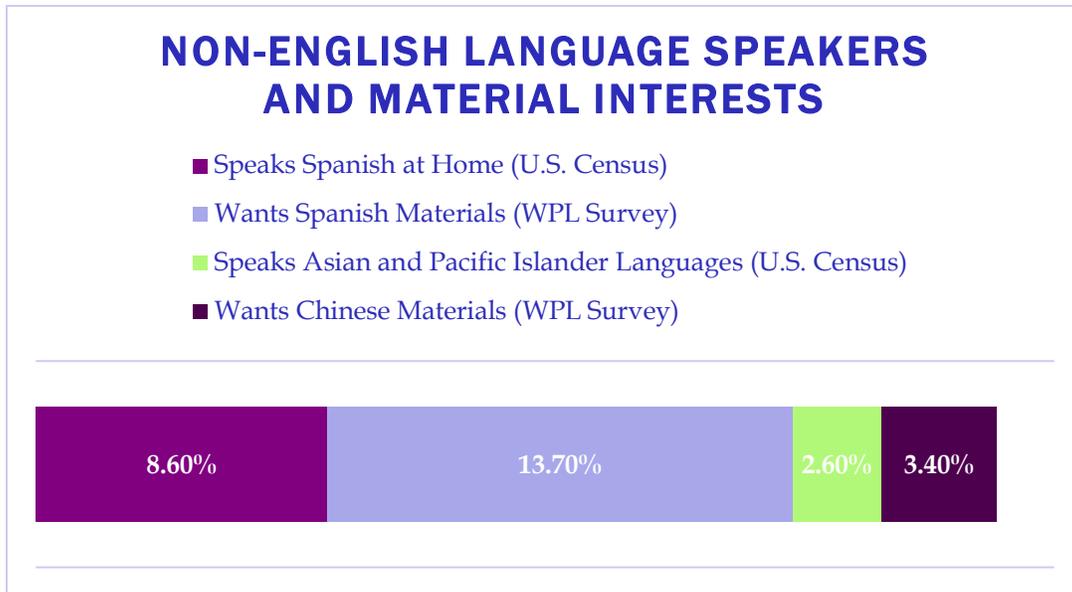
physical or mental impairment which substantially limits one or more major life activities including walking, seeing, hearing, speaking, breathing, learning, and working, has a record of such an impairment, or is regarded as having such an impairment " (U.S. Department of Housing and Urban Development, 2023). Keeping this in mind and using the focus group and survey question results to justify the expenditure, we will increase and expand our current digital audiobook collection, offer more books on CD of all genres and types, and add more braille books to our library for check-out. In addition, we will strengthen our large-print selection and offer other items such as magnifiers for check-out with our Beyond Books program.

Non-English Language Collection

According to the U.S. Census statistics and our own findings through the library survey, there is a growing population of multilingual speakers in Winter Park who are looking for more availability of library materials in their native language. As shown in Figure 7, the survey results portrayed a higher interest of library materials in other languages than the population percentage of residents who speak a language other than English found through the Census. This greater interest by Winter Park Library patrons means this part of the collection needs expansion, particularly for the second most spoken language of the city, Spanish. The current Spanish collection covers English as a Second Language (ESOL) materials primarily with some popular fiction and nonfiction also included. Areas of the Spanish collection that will be addressed include increasing the children's Spanish and bilingual materials, adding Spanish non-fiction titles across subjects (such as cookbooks, how-to manuals, history, and science), and evaluating the availability of eBooks and audiobooks in Spanish. Other language materials that are not currently in the collection will be evaluated to determine the best way to provide support – such as beginning to acquire Chinese to English language resources.

Figure 7

Comparison of interests and percentage of Non-English Language speakers in Winter Park

NON-ENGLISH LANGUAGE SPEAKERS AND MATERIAL INTERESTS

- Speaks Spanish at Home (U.S. Census)
- Wants Spanish Materials (WPL Survey)
- Speaks Asian and Pacific Islander Languages (U.S. Census)
- Wants Chinese Materials (WPL Survey)

8.60%	13.70%	2.60%	3.40%

Note. U.S. Census statistics from American Community Survey (2021).

Makerspace Materials

Since it is common knowledge that learning through fun helps with retention and participation, and because we recognize low participation with our current makerspace, we want to put a focus on this area. While the library has an innovative makerspace in the new location, it is apparent from the surveys and attendance statistics that it is not well-known and is being underutilized. To help advertise the makerspace and support the artistic endeavors of the city, the library will increase collection materials about tools and resources in the makerspace. This will include DIY manuals, history of the technology, and more. These materials will then be used in displays and marketing materials to connect patrons with the makerspace. There will also be makerspace activities specially made for our neurodivergent patrons for when there are cases or oncoming cases of sensory overload. This will include creating sensory-friendly kits within the collection for use in-house and eventually for check-out.

Sharing the Results of the Assessment

The action plan developed through this needs assessment will be shared in three ways. First, the information will be presented at the next Board of Trustees meeting. Then it will be shared in the monthly managers' meeting, and the managers will share with their departments, so all employees will be aware of the upcoming changes. Finally, a notice will be placed on our website and a link provided in our email newsletter to patrons who have signed up to receive it, so that the community can see how we plan to expand the collection to better serve them, and how we made those decisions. Going into our second year of operation in a new location, we at the Winter Park Library are excited to uphold our values by centering the community we serve in all areas of service, especially in regards to our growing collection.

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APPENDIX

Appendix A

Example of Winter Park Library Survey

Winter Park Library Community Survey

The Winter Park Public Library is asking for user input on the standing of our collection and services in comparison with current patron needs. Community guidance will assist us in bringing you the resources you both want and require. Please spare us a moment of your time by answering these few questions in order to provide us with valuable data that will ultimately allow us to enhance our collection's relevance to the city of Winter Park.

1. Are you currently a member of the library?   Yes__   No__

2. What kind of card holder are you?

Resident card holder__

Non-resident __

Full-service / business card __

Reciprocal card ___

Curriculum card ___

I do not have a card __

3. What is your age range (circle one)?

- 11-18
- 19-29

- 30-39
- 40-55
- 56-65

- 65 or older

4. Do you have any school aged children? Yes__ No__

5. Do they enjoy coming to the library? Yes__ No__

6. What are their age ranges (circle one/more than one)?

- Under 5
- 5 –10
- 11-15

- 16-19

7. Do you use the internet or have computer access at home? Yes__ No__

8. How often would you say you visit the library?

- Everyday __
- Once a week __
- Once a Month __
- Every three months __

- Every six months __
- Once a year __

9. Why do you most often visit the library?

- To browse the collection. __
- To use the computer or access the internet. __
- To borrow books. __
- To study in a quiet place. __
- To use their printing and fax services. __

- To attend programs. __
- To use the maker spaces and studios. __
- To read the newspaper or magazines. __
- For research purposes. __

10. On your most recent visit did you find what you were looking for?
Yes__ No__

11. If you could not find what you were looking for, what was the reason?

- It was checked out. __

- The library did not have any materials on the subject. __
- The material was outdated or of no use to me. __
- I was able to place a hold on the material __.

12. When browsing, do the materials appear useful or up to date? Yes __ No __

13. How would you rate the usefulness of the current materials for selection?

Excellent __ Good __ Fair___ Poor __

14. How would you rate the ease of access to the collection and its presentation to the public?

Excellent __ Good __ Fair___ Poor __

15. Do you use eBooks or Audiobooks? Yes__ No__

16. How would you rate the library's current selection of eBooks and Audiobooks?

Excellent __ Good __ Fair___ Poor __

17. Is there an area of the collection which you think needs to be improved or expanded upon (you may check more than one)?

Large print ___ Fiction__ Non-fiction __ Periodicals and Magazines ___ Travel Guides ___ Children's Books ___ Young Adult ___ Graphic Novels and Comics ___ Reference Materials ___ Biography ___ Books on CD___ Newspapers ___

18. Is there another area not listed that needs improvement?
_____

19. Would you like materials in another language? Yes __ No__

If so, which language? _____

20. Do you have any general suggestions or comments?
_____
_____