

MEMORIAL HALL LIBRARY

S.O.A.R. EXERCISE 2021 - SUMMARY RESULTS REPORT

BOARD OF TRUSTEES AND FRIENDS OF MEMORIAL HALL LIBRARY OFFICERS		STAFF	
STRENGTHS - TOP 3		STRENGTHS - TOP 3	
1	High Quality, Varied Programs for All Ages	1	High-Quality Customer Service
2	Expansive Collection; Large Variety of Digital & Physical Materials (esp. with MVLC/ILL)	2	Innovative, Responsive Staff (always growing collections, introducing new programs/services)
3	Well-Funded; Financially Secure	3	Programming (all ages, online and in-person, career skills programs)
OPPORTUNITIES - TOP 3		OPPORTUNITIES - TOP 3	
1	Community Interest in Receiving Information about Town Activities From a Single Source	1	Need for Additional Local Social Services/Safety Net Programs & Resources (e.g., mental health, homeless/housing-insecure, job searchers)
2	Need for Seamless Town-wide Wireless Access	2	Growing Interest in Technology Materials, Instruction, & Support (digital resources, virtual programs, instruction/classes, one-on-one tech support)
3	Community is Unaware of Library's Many Offerings, Especially Young People	3	Underserved Local Populations; Need for More Outreach/Support (new residents, homebound, new immigrants, LGBTQ, BIPOC)
ASPIRATIONS - TOP 3		ASPIRATIONS - TOP 3	
1	Be Inclusive & Progressive; Welcome Everyone (people of different backgrounds, faiths, socioeconomic statuses, gender identities, etc.)	1	Be Viewed as a Safe, Inclusive, Welcoming, & Empowering Place—A Place People Look Forward to Visiting
2	Be Culturally Aware; Meet Multicultural Needs	2	Community Views Staff as Approachable, Compassionate, & Informed; Patrons Feel Heard
3	Be Viewed as Technology and Ideas Leaders	3	Be the Go-To Place for Information; Serve as a Hub for Social Resources & Support
RESULTS - TOP 3		RESULTS - TOP 3	
1	Receive Ample Funding (Y/N)	1	Increased # Library Card Holders
2	Increased # Attendees at Diverse Programs	2	Increased # New/Repeat Visitors
3	Increased % Staff Diversity (increasingly reflects community demographics)	3	Increased Positive Patron/Community/Staff Feedback