



**VILLAGE COUNCIL
AGENDA FOR SPECIAL MEETING OF JANUARY 14, 2020
395 MAGNOLIA RD.
ASSEMBLY HALL
PINEHURST, NORTH CAROLINA**

3:00 P.M.

1. Call to Order.
2. Library Needs Assessment Kickoff Presentation.
3. Adjournment.

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement.



**LIBRARY NEEDS ASSESSMENT KICKOFF PRESENTATION.
ADDITIONAL AGENDA DETAILS:**

FROM:

Natalie Dean Hawkins

CC:

Natalie Dean Hawkins

DATE OF MEMO:

1/17/2020

MEMO DETAILS:

Debbie Joy, from Library IQ, will present the Council with an overview of the Library Services Needs Assessment, per the Council request for an on-site kickoff meeting. As previously shared with the Village Council, the purpose of this kickoff meeting is to inform the Council and the public of the process the Village and its consultant will use to assess the community's desires for library services in Pinehurst, highlight key points of community engagement, and obtain any feedback from the Village Council.

ATTACHMENTS:

Description

📎 Library IQ Presentation



LIBRARY SERVICES NEEDS ASSESSMENT

Pinehurst, North Carolina

January 14, 2020

STRONG LIBRARIES = STRONG COMMUNITIES



Why are we here today?

- ✓ Review Needs Assessment Process
- ✓ Highlight Points of Engagement
- ✓ Collect Feedback
- ✓ Identify Next Steps



LibraryIQ's Role:

- ✓ Uncover
- ✓ Understand
- ✓ Synthesize

Village of Pinehurst residents' need and demand for library services.



Assessment Outcomes:

- ✓ Clear insight into what the community wants and will support
- ✓ Priorities for improvement
- ✓ Options for funding and operation



Opportunities for Engagement: Get Involved & Share Your Voice

Identify what you need and want from the Given Memorial Library

- ✓ Many opportunities for participation
- ✓ Online and in person
- ✓ Stay tuned – engage.vopnc.org/library

Work to Date:

- ✓ Planning
- ✓ Data gathering
 - Statistics
 - Population demographics
 - Growth projections
 - Economic climate
 - Educational & cultural climate
 - Historical context



Next Step: Public Engagement & Input

Critical to understanding public perception and desire for library services. Tools include:

- ✓ Public Online Survey
- ✓ Public Input Workshops
- ✓ Community Conversations
- ✓ Personal Interviews
- ✓ Supplemental Survey



Public Online Survey: Casting a Wide Net

- ✓ Online survey available Jan. 27-Feb. 28 on engage.vopnc.org/library
- ✓ Paper version available at Village Hall, Given Memorial Library and Public Input Workshops
- ✓ Survey emailed to 5,000 Village residents
- ✓ Village of Pinehurst to promote via eNews, website, social media and press releases

Public Input Workshops: Extending the Net

- ✓ Tuesday Feb. 18, 6-8 p.m.
- ✓ Wednesday Feb. 19, 10 a.m.-noon
- ✓ Presentation highlighting modern library services
- ✓ Residents indicate which services they would definitely use, likely use or definitely not use
- ✓ Services mirror those listed in online survey
- ✓ Laptop station for completing online survey & paper copies available

Community Conversations: Collecting Live Feedback

- ✓ Four 1 ½ hour diverse focus groups with 12-15 participants from the community
- ✓ Participants will represent every neighborhood, age, library patron/non-patron, etc.
- ✓ Want to participate? Applications available on engage.vopnc.org/library and accepted until Jan. 17
- ✓ LibraryIQ will facilitate conversations and data collection

Personal Interviews: Exploring Stakeholder Perspectives

- ✓ Village of Pinehurst Council Members
- ✓ Village of Pinehurst Staff
- ✓ Given Memorial Library Staff and Volunteers
- ✓ Student Council Groups



Supplemental Mailed Survey: Validating Findings

- ✓ Random survey of 400 Pinehurst households
- ✓ Public feedback on findings from online survey, public input workshops and community conversations
- ✓ Results will be incorporated into final report
- ✓ Independent assessment of community interest in potential solutions identified by Library IQ

Analysis: Demographic Trends & Projections

- ✓ Assess library services in nearby communities
- ✓ Define Pinehurst library needs today and tomorrow
- ✓ Identify relevant future services for Given Memorial Library



Assessment Timeline

- ✓ Phase One: Data and Information Gathering
January 15 – February 15, 2020
- ✓ Phase Two: Public Engagement, Input & Analysis
February 16 – March 30, 2020
- ✓ Phase Three: Develop Recommendations and Report
April 1, 2020 – June 15, 2020
- ✓ Phase Four: Prepare and Deliver Written Report
June 16, 2020 – June 30, 2020

Deliverable: Library Services Needs Assessment

- ✓ Comprehensive report for Village of Pinehurst Council to share with:
 - Library stakeholders
 - Community leaders
 - The public
- ✓ Onsite presentation of findings and recommendations

Project Result

- ✓ Priorities for improvement are identified
- ✓ Village of Pinehurst can plan for library services

