Appendix 2: SOAR Exercise Results

Strengths
- Staff and volunteers
- Trustees, Friends and support groups
- Programs- variety
- Accessible space
- Modern building and facilities
- Easy parking
- Near schools
- Creativity
- Attractive displays
- Newsletter
- Communication
- FUN!
- Request-able and variety of materials
- Something for everyone!
- Accessibility of community room/availability
- Art gallery
- Social media presence
- Study spaces
- CWMars
- FT children's librarian
- Connection to community
- Community involvement
- Receptive to requests
- Cleanliness
- Appearance- welcoming
- Helpfulness of staff to patrons and each other
- Positive atmosphere
- Collection (including digital)
- Physical layout
- Interior design
- Location of genres
- Study areas
- Content of collection
- Children's room
- Community room
- Non-fiction section quality
- Friendly customer service
- Welcoming space for all age groups
- Diverse and relevant collections
- Creative, fun and informative programming for all ages
- Pathways for Parents collaboration

Opportunities
- Health and wellness programs
- Cross-generation programs
- More hours (Wednesday morning)
- Assisting in career choices
- Programs for special needs- sensory activities

- Additional staffing
- Reaching young professionals
- Advertising
- Connecting with working professionals
- Connecting with schools
- Connecting with colleges
- Compensation
- Advocacy
- Reaching out and diversifying marketing
  - Marketing intern
  - Marketing classes
- Culture, learning, travel programs
- Non-fiction book club
- Connection to school system
- Connection with Southwick community
- Connection with state and local departments
- Scale of 1-10, what is most important to patrons?
- Help with marketing
- More community outreach
- More programs for parents
- Baby programs
- Continuing to grow programs for families
- Continue to update physical spaces
- More outreach- senior centers, schools, places people congregate- how do we inform them of all the library can offer?
- More use of social media

Aspirations
- More staff- substitutes
- Very busy, bigger building
- Another community room
- Coffee/eating area- food zone
- Reaching professionals through programming
- Better programming technology
- The library be a place people go to first!
- Charging stations
- More resources and staff for technology instruction
- To see the library promote more state, private, educational and federal websites
- Climate control
- A bigger children's room with more shelving and reading nooks
- Community to know more about "behind the scenes"- understanding how much we do, process, foster some pride
- Non-fiction book club
- Utilize our beautiful outdoor space- collaborate with other organizations- gardens/pollinator corridor
- Think beyond physical space- visits to community events
- Better compensation for staff- sick/personal time for PT staff
- Increase services requires increased staff or staff hours

Results
- Increased use from young professionals

- More adult programs during the day
- Communication- ask a librarian
- Collaboration- with other libraries, schools, senior center
- Increased utilization of current resources
- Marketing campaign/plan
- When we ask how people heard about a program and they say "word of mouth"
- When we have more engagement and support by decision makers in the community- more patrons, higher door count, what we are doing, etc.
- Stakeholders being invested
- Feedback from patrons
- More attendance at programs
- Data collection- surveys
- More usage
- Visitation numbers increase
- More library cards issued
- Higher circulation statistics
- More people aware of all that their library has to offer and more people talking about their library
- Library becomes a community center; a gathering space for diverse activities and interests