

POS Focus Group
Dutchess County Youth Services Staff
February 27, 2006

Challenges / Issues

- English as a Second Language:
 - Significant increase in patrons for whom English is a second language
 - Languages they are dealing with: Spanish, Russian, Chinese, Korean, Albanian, Croatian, and Punjabi
 - Need more bi-lingual materials in all formats, however budgets do not accommodate this need
 - Difficult to communicate with parents who don't speak English about basic library services
 - Some who don't speak English are illiterate in their native language
 - Increased need for computer classes in foreign languages
- Technology
 - Parents looking for help using the Internet so they can help their kids with homework
 - Increased need for library staff to help patrons one-on-one to learn about the library's electronic services (OPAC/HomeACCESS)
 - Large segment of population is unaware of HomeACCESS
 - Big demand for computer classes: parents, seniors
 - Helping patrons use computers/Internet large demand on staff time
- Marketing
 - People don't know what is available through the library
 - Especially technology/electronic resources
 - Local teachers are unaware of what the library has to offer
- Managing Expectations
 - Kids want the same technology they have at home available at the library
 - iPods
 - Color printers
 - Downloadable audiobooks at their reading level
 - Families from Westchester Co./NY metro area expect more
 - People do not understand how libraries are funded
 - "Patrons always want more."
- Collection Development
 - Difficult overall
 - All these new formats but no increase in budget – "buying less and less in print"
 - How to pick between computer resources (databases) and print resources
- Teachers
 - Are not aware of what the library has to offer
 - Send kids in with unrealistic assignments
 - Print vs. online issue
 - Still tough to connect with teachers
- Programming
 - Increased demand for baby and toddler programming
 - Strain on staff (not on materials budget)
 - Competing with

- fee-based programs in the community (Gymboree, paid pre-school programs, etc.)
- pre-K and full-day Kindergarten programs through the school district

System Services

- Need central person to act as a clearinghouse for information/trends/program ideas
 - Via phone/email
 - Listserv postings
 - Willing to answer specific research questions
- Program materials very valuable
 - Multi-language/bi-lingual resources needed
 - Baby/toddler programming resources needed
- Movie program resources (booking of 16mm or DVDs)
- Increased need for joint marketing of services all member libraries offer:
 - Request-a-Title/OPAC
 - HomeACCESS
 - Summer Reading Program
- Continuing Education:
 - Basic Circ processes/procedures
 - Book Banquet
 - Early Literacy
 - Weeding
 - Collection Development
 - Legal Issues
 - Performer's Showcase
- Web Site – "great!"
- More comprehensive support of Kids' Expo
 - Organization
 - General display and handouts provided by MHLS

How do you define quality service?

- Fast response to patron requests
- Thorough response to patron requests
- Ability to get items from other libraries, quickly
- Understanding lifestyles of patrons and making our services relevant to them