

SERVICE PRIORITIES – SWOT ANALYSIS

COMMONS

A library that provides a COMMONS environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

A. STRENGTHS

1. Location in communities
2. Neutral location and safe
3. Recognition for the library/exposure

B. WEAKNESSES

1. Lack of meeting rooms (older branches are too small)
2. General access
3. Library charges fees for meeting room use
4. Need staff to set up the rooms (extra custodial staff for maintenance, after hours meetings currently are hard to handle)
5. Lack of technology in meeting rooms

C. OPPORTUNITIES

1. Reach more/different people, including more retired people (who are lonely and disconnected)
2. Improve access (such as bus stops at libraries)
3. Get more involved in the community
4. Coffee shops and other nontraditional services (synergy with CTT)
5. Fax, business machines, etc.
6. Commons use policy

D. THREATS

1. Using up available parking
2. Security
3. Retrofitting building spaces
4. Policies and practices must change

CULTURAL AWARENESS

A library that offers CULTURAL AWARENESS service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.

A. STRENGTHS

1. Community has diverse groups with which the Library can partner
2. Multicultural programming, bilingual programming (starting)
3. Some Special collections (starting)
4. Can research cultural heritage in Genealogy Department

B. WEAKNESSES

1. Need more staff from the culture
2. Need to train staff to deal with the culture
3. Collections
4. Dynix (library computer system) -- English only
5. Signage

C. OPPORTUNITIES

1. Develop local partnerships
2. Staff development (training)
3. Fosters respect
4. Buy more "right" materials in languages other than English
5. Recruit diverse staff at all levels

D. THREATS

1. Insufficient staff training
2. Monolingual staff are threatened (newness--change is hard and scary)
3. Certain groups might feel ignored
4. Staff salaries
5. Physical access to buildings

CURRENT TOPICS AND TITLES

A library that provides CURRENT TOPICS & TITLES helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

A. STRENGTHS

1. Free materials
2. Public interest level remains high because new items are always being published
3. RAP (rapid availability program) in place
and
3. Moving toward getting DVDs

B. WEAKNESSES

1. Public not getting enough copies of high demand items fast enough
2. Lack of high-demand formats
3. Current reserve policies (fees and lack of customer-placed holds)

C. OPPORTUNITIES

1. Make the Library user-friendly (emphasize customer satisfaction)
2. Collection improvement (more current topics materials, collections updated and weeded, and improve Spanish collection)
3. Streamline ordering processes
4. Merchandising -- Displays and new-book areas

D. THREATS

1. Staff perception of dumbing down the collection by buying more high demand items and fewer other items
2. Dynix (the current library computer system that provides the on-line catalog, and circulation and reserve functions)
3. General access, especially signage within libraries
4. Static displays

GENERAL INFORMATION

A library that offers GENERAL INFORMATION helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

A. STRENGTHS

1. We do it now (have some training in this area, are familiar with it, and it supports our values)
2. TexShare databases provide access to magazines and newspapers
3. Provide materials not normally available to public, such as expensive business materials
4. Internet information resources
5. Staff networking

B. WEAKNESSES

1. Technology--antiquated hardware, computer down time
2. No faxes, scanners, laptop ports, copy cards, credit cards, etc.
3. Collection ancient and revered
4. Need more training, particularly in electronic resource use

C. OPPORTUNITIES

1. Expand technological infrastructure
2. Staff training and cross-training
3. More non-traditional reference, such as by e-mail
4. Information kiosks in malls

D. THREATS

1. Age of technology
2. Staff morale and frustration (shift from print to electronic information, the age and condition of Library's technology, and necessity of showing patrons how to use technology)
3. TexShare is in funding danger

INFORMATION LITERACY

A library that provides INFORMATION LITERACY service helps address the need for skills related to finding, evaluating, and using information effectively.

A. STRENGTHS

1. Free computer classes
2. Internet computers available in Library
3. Has information
4. Good customer services
and
4. Good databases

B. WEAKNESSES

1. Enough dedicated staff (Library has only one computer instructor)
2. Update and maintain technology
3. Access
4. Limited time and knowledge for staff/Customers need one-on-one
5. On-line public access catalog (OPAC) not user friendly

C. OPPORTUNITIES

1. Restructuring of staff duties
2. Signage and placement of collection, more locator maps, and tours
3. Training for staff

D. THREATS

1. Lousy equipment
2. Staff is overwhelmed and does not like this function
3. Access – uneven from library to library

LIFELONG LEARNING

A library that provides LIFELONG LEARNING service helps address the desire for self-directed personal growth and development opportunities.

A. STRENGTHS

1. Collections and on-line databases
2. Internet
3. Free information and classes
4. All areas of library contributing to lifelong learning
5. Interlibrary loan (ILL) services
6. Outreach

B. WEAKNESSES

1. Dated collection
2. Technology and hardware outdated
3. Library needs to be more user friendly – physical layout
4. Juggling staff back and forth limits development of skills and expertise
5. Programs – hours, schedule, variety of topics
6. Restrictive policies on Internet and computer usage
7. Marketing and advertising

C. OPPORTUNITIES

1. Refine and redefine collection
2. Partnerships
3. Allow patron participation and opinion

D. THREATS

1. Keeping up with technology
2. Customer responsiveness - Unable to know patron demand/unwilling to hear patron demand
3. Possibility of building it and no one will come
4. Procedures and policies

LOCAL HISTORY AND GENEALOGY

A library that offers LOCAL HISTORY & GENEALOGY service addresses the desire of community residents to know and better understand personal or community heritage.

A. STRENGTHS

1. Strong collection
2. Great staff
3. Popular service, in and out of state
4. Classes
5. Always needed

B. WEAKNESSES

1. Location/Centralized access
2. Obsolete technology
3. Anglo orientation
4. No storage or environmental control
5. Language barriers

C. OPPORTUNITIES

1. Move services to more accessible building
2. Broaden ethnicity, include more ethnic groups
3. Digitize information
4. Collaboration with local groups

D. THREATS

1. Increasing competition
2. No preservation planned
3. Access

Service Priorities – Staff Planning Advisory Committee					
October 29, 2002					
Committee Priority	Service Response	1st Choice	2nd Choice	3rd Choice	4th Choice
	Business & Careers				2
	Commons				1
	Cultural Awareness				4
1	Current Topics & Titles	18			
	Formal Learning Support				
2	General Information		11		
4	Information Literacy	1	4	8	
3	Lifelong Learning	1	5	12	
5	Local History & Genealogy				8