MIAMI PUBLIC LIBRARY

Miami, Oklahoma

COMMUNITY NEEDS ASSESSMENT

2019

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Introduction

The Miami Public Library serves the citizens of Miami and Ottawa County in the northeast corner of Oklahoma. Miami is a small rural community less than 20 miles from the Missouri and Kansas state lines. The community is headquarters for nine federally recognized tribes - Miami, Ottawa, Peoria, Quapaw, Modoc, Shawnee, Eastern Shawnee, Wyandotte, and Seneca-Cayuga. The leaders of these tribes hold a monthly Intertribal Council meeting in the community. A tenth tribe, the Cherokee, owns land in the southwest corner of Ottawa County. This offers the community a rich multicultural heritage. Route 66, an icon of historical significance as well as pop culture, runs right through the town.   Located on Route 66 and the centerpiece of Miami's 66 Cultural District is the beautiful Coleman Theatre, which attracts visitors from around the world. With its Spanish colonial mission-style exterior and Louis the XV interior, this historic vaudeville theatre knows no rival. Miami is also home to a junior college, Northeastern Oklahoma A & M College.

The Miami Public Library was the last library in Oklahoma built with a Carnegie grant. The original building was built in 1921. The present building was built in 1962 over the original basement. An addition was built in 1987 and houses the Children's department. The library is open 7 days a week, including some evening hours. The library operates under the Library Director, with six full-time staff members, three part-time staff members, and two pages. A six member Library Board, appointed by the mayor, meets monthly to monitor and evaluate the effectiveness of the library, to set policies, and to plan long term goals. A Friends of the Library group helps to support some library projects with membership dues, book sales, and items such as book bags and earbuds which may be purchased at the front desk.

Public libraries have historically provided information, and that primary mission has not changed. What has evolved is the format and means of access to information. Libraries today are technology centers, providing access to the internet and electronic resources, and importantly, providing instruction in the use of these technologies. Through these technologies, libraries help community members build employment skills and opportunities, learn how to find reliable health information, connect with online government services, and enrich their education. Public libraries also serve an important function as community centers with a variety of educational and life-enhancing classes and events for all ages, meeting spaces both formal and informal, and comfortable, safe places to spend time.

Over 13,096 people hold Miami Public Library cards and the library has 47,912 physical items including books, books on CD/tape, VHS/DVDs, as well as magazines, newspapers, and microfilm. In addition, the library provides access to 54,546 electronic items including downloadable eBooks, magazines, and audio books as well as a variety of electronic resources, all available at the library website: www.miamipl.okpls.org. Patrons can access the library catalog from the website and can renew books and place holds from their home computers. The library has 12 computers available for public use and provides free wireless access as well. Videoconferencing equipment is available for use in the upstairs meeting room. Multiple children's programs are held throughout the year such as the Summer Reading Program, Lego League, S.T.E.A.M., Art in April and 1,000 Books Before Kindergarten. Let's Talk About It, Oklahoma, a monthly reading and discussion series, is held 10 months a year. The library has an extensive genealogy department and classes on beginning genealogy are held every spring. The library offers basic adult (over 16) literacy classes. Students are matched up with trained

volunteer tutors for weekly one-on-one instruction and the classes and materials are free. The library is also the lead organization in the Health Literacy Project, a cooperative partnership between the Miami Public Library, Northeastern Tribal Health Systems, INTEGRIS Miami Hospital and Ottawa County Health Department. The Health Literacy Project is funded through the Oklahoma Department of Libraries with a federal grant from the Institute of Museum and Library Services.

In order to meet future needs strategically and to best serve the citizens of Miami, the Miami Public Library has undertaken a community needs assessment. Through this process we gain a better understanding of our community and can therefore create programs and build services and technology that most benefit our residents. The information gained from the assessment, as well as some surveys and focus groups, will guide the Miami Public Library Board and staff in developing a three-year strategic plan that will identify the library's service priorities and guide resource allocation.

Methodology

The methodology of the Community Needs Assessment consisted of eight components and included both quantitative (statistical and documentary data about the library and community) and qualitative (surveys and focus groups) research techniques. These components, all included in this report, were:

- Demographic profile
- Community profile
- Library profile
- Edge Survey
- Impact Survey
- Community survey
- Focus groups
- Library trend analysis

The demographic and community profiles draw upon data from the US Census Bureau, Oklahoma State agencies, and local organizations.

The library use profile is an analysis drawn from the library's collection of data submitted through their annual reports to the Oklahoma Department of Libraries.

The Edge Survey is part of a management and leadership toolkit designed to help public libraries better serve their communities through improved public access technology. It is based on a national set of benchmarks created so that public libraries can evaluate and develop their technology services.

The Impact Survey was an online survey tool designed specifically for public libraries that want to better understand their communities and how people use their public technology resources and services. This tool was developed at the University of Washington Information School with the support of the Bill and Melinda Gates Foundation. It is no longer available.

The community survey data is drawn from a 10-question survey that was available in both paper and digital formats on the library website, on the library Facebook page, and at the front desk.

The focus groups/stakeholder interviews data is based on meetings with five different groups of 6-10 individuals.

The library trend analysis focuses on reports and studies from national library organizations and academic research.

Demographic Profile

The following demographic profile provides information about the makeup of the people of our community. Understanding who exactly the library serves allows the library to tailor services to meet existing needs and plan for future growth and changes. Data in this profile is sourced primarily from the U.S. Census Bureau with comparisons between the 2010 Census and the 2013-2017 American Community Survey.

Population

The population of Ottawa County and of Miami have dropped slightly over the past seven years.

Table 1: Population

Geography	2010	2017	% Change 2010-2017
Ottawa County	31,848	31,725	-0.4
Miami	13,574	13,428	-1.1
Oklahoma	3,675,339	3,896,251	6.0

Source: 2010 US Census, 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Population projection for Ottawa County in 2022: 32,367

Source: Oklahoma Department of Commerce-*Oklahoma state and county population projections through 2075*

Housing Characteristics

Although the number of occupied housing units have remained fairly stable, there is a considerable increase in the number of renter-occupied housing. Almost 600 more units are rentals in 2017 compared to 2010. There has been a corresponding drop of 574 less owner-occupied housing within the past seven years. In an affordable housing community project, Rt. 66 Landing, developed by Oklahoma Affordable Housing Partners, added 24 new housing units for seniors in the historic Mining and Exchange building located a block south of the library. In addition, they added 18 new single-family homes to empty lots in town.

Table 2: Housing

Miami	2010	2017	% Change 2010-2017
Occupied Housing Units	5,146	5,168	0.4
Owner-occupied	3,457	2,883	-17
Renter-occupied	1,689	2,285	35

Source: 2010 US Census, 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Table 3: Miami Households 2017, by percentage

Household Size	
1-person household	31.9
2-person household	31.7
3-person household	15.7
4-or-more-person household	20.8
Household Type	
Family households	**62.4**
Married-couple family	39.4
Other Family	23.0
Male householder, no wife present	6.0
Female householder, no husband present	17.0
Nonfamily households	**37.6**
Householder living alone	31.9
Householder not living alone	5.7
Presence of Children	
With related children of householder under 18 yrs	33.9
No related children of householder under 18 yrs	66.1

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Age

The median age for Miami residents was 36.4 years in 2010, lowering to 33.9 years in 2017.

Table 4: Age	City/Town		County		Oklahoma	
	2010 %	**2017 %**	**2010 %**	**2017 %**	**2010 %**	**2017 %**
Less than 5 years old	7.9	7.9	6.6	7.0	7.0	6.8
5 to 14 years (9 yr. span)	12.9	13.1	13.2	13.7	13.7	13.7
15 to 19 years (4 yr. span)	8.8	8.6	8.3	7.6	7.1	6.7
20 to 34 years (14 yr. span)	20.3	21.9	17	18.2	20.7	21
35 to 44 years (9 yr. span)	11.1	10.3	12.2	11.3	12.3	12.2
45 to 64 years (19 yr. span)	22	22.2	25.6	24.5	25.8	24.7
Age 65 and older (20 yr. span+)	16.9	16	17	17.8	13.4	14.7

Source: 2010 US Census, 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Veterans

Miami has 901 veterans.

Source: 2017 American Community Survey: American Fact Finder, US Census

Our community has an active American Legion that provides funeral detail with military honors for eligible veterans. Their Post Flag Detail puts out approximately 440 or more American flags throughout the Miami area 10 times per year. The community has an annual Veteran's Day parade. One of our focus group members is a Vietnam veteran and he stated that the community has been very good to veterans.

Race and Ethnicity

Table 5: Race alone or in combination with one or more other races	City/Town, %	County, %	Oklahoma, %
White	80.2	79.8	79.7
Black/African American	3.3	1.8	9.1
American Indian/Alaska Native	24.7	26.3	13.3
Asian	1.5	1.2	2.7
Native Hawaiian/Pacific Islander	1.7	1.0	0.3
Other	2.7	2.2	3.2

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Note: some individuals identifying as more than one race may be counted more than once.

Table 6: Hispanic or Latino	City/Town, %	County, %	Oklahoma, %
Hispanic or Latino (of any race)	6.4	5.4	10.1
Mexican	5.1	4.4	8.3
Puerto Rican	0.3	0.1	0.3
Cuban	0.0	0.1	0.1
Other Hispanic or Latino	1.0	0.8	1.4

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Language

English remains the principal language spoken at home by residents of Miami (95% of residents in 2010; 93% in 2017); however, the proportion of non-English speaking households is rising. In 2017, people 5 years and older in Miami that speak a language other than English is 7% while in 2010 it was 5.4%. The Spanish language predominates in terms of non-English language spoken at home.

Table 7: Speak a Language Other Than English	City/Town, %	County, %	Oklahoma, %
Spanish	4.4	4.1	6.9
Other Indo-European languages	0.6	0.5	0.9
Asian and Pacific Island languages	1.6	1.0	1.5
Other languages	0.4	0.5	0.7

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Employment

The three largest employers in Miami are:

1st: INTEGRIS Miami Hospital – 375
2nd: NEO – 350
3rd: Walmart – 316

Source: Miami Regional Chamber of Commerce

The top five industries and how many employed:

1. Health care and social assistance – 837
2. Retail Trade – 641
3. Manufacturing – 588
4. Educational services – 518
5. Arts, entertainment, and recreation – 517

Source: 2017 American Community Survey, American Fact Finder, US Census

Percentage of unemployed in Ottawa County, July 2017, not seasonally adjusted: 4.9%

Percentage of unemployed in Oklahoma, August 2017, not seasonally adjusted: 4.5%

Source: Oklahoma Employment Security Commission

Income

Median income is that amount at which half of the individuals, households or families have incomes above this amount and the other half has incomes below this amount. In reviewing the poverty statistics for our City, we noted that the percentage of persons in poverty in Miami has risen incrementally each year from 18.4% in 2010 to 24.7% in 2017.

Table 8: Income (in 2017 dollars)			
	City	**County**	**Oklahoma**
Median Household Income	$35,566	$38,472	$49,767
Per capita income in past 12 months	$18,237	$19,415	$26,461

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Table 9: Poverty			
	City, %	**County, %**	**Oklahoma, %**
Persons in poverty	24.7	21.8	16.3

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Education

Compared to the state, we are less educated with approximately one out of every seven people holding at least a bachelor's degree.

Table 10: Education			
	City	**County**	**Oklahoma**
High school graduate or higher, % of persons age 25 yrs +	84.5	84.3	87.5
Bachelor's degree or higher, % of persons age 25 yrs +	15.0	14.0	24.8

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Health

Public libraries are positioned to increase health literacy in their communities. According to a 2015 Pew Research Study, 73% of people who visit public libraries in America go looking for answers about their health, using library computers or seeking assistance from librarians for health and wellness issues, including learning about medical conditions, finding health care providers, and assessing health insurance options.

Oklahoma is ranked as one of the unhealthiest states in the nation, listed in 47th place in America's Health Rankings by the United Health Foundation. This ranking is based on 33 health measures from their 2018 Annual Report. Many of the indicators in the report relate to conditions such as poverty and limited access to primary care.

Top Health Concerns

According to the State Department of Health report, *State of the County's Health* (2017), Ottawa County top health concerns include: Smoking – Tobacco is the leading contributor of preventable deaths in the United States. Oklahoma consistently has one of the highest rates (23.3%) of adult smokers in the country, while Ottawa County rate is at 26%; Obesity – Obesity, defined as having a BMI of greater than 30, is a primary cause of adult deaths and increases risk for several chronic diseases such as heart disease and type 2 diabetes. Obesity continues to rise in Oklahoma and is now at 35% while 37.9% of adults in Ottawa County are obese; Children's Health and Behavioral Health are also listed as flagship issues for Ottawa County. Diabetes is also prevalent, with 15.4% of all adults diagnosed with the chronic disease.

Poor diet is another leading contributor to adult deaths. While it can be characterized in many different ways, a common proxy measure is assessing fruit and vegetable consumption. Oklahoma has typically ranked as one of the worst states for fruit and vegetable consumption among adults. In this particular measure, Ottawa County is a bit ahead of Oklahoma, but still considerably below the recommendation consuming only 62.1% of the recommended servings of fruit and 27.3% of the recommended servings of vegetables.

Physical Fitness

Physical inactivity was reported to be a leading contributor to almost 1 in 10 adult deaths in the U.S.

Table 11: Physical Fitness			
	County	**Oklahoma**	**United States**
Physically Inactive Adults, percent	35.5%	36.4%	24%

Source: 2017 Ottawa County Health Profile, Oklahoma Department of Health

Top 5 causes of death for in Ottawa County: Heart Disease, Cancer, Stroke, Chronic Lower Respiratory Disease, and Unintentional Injury.

Uninsured

Percentage of the civilian noninstitutionalized population of Miami without health insurance: 16.9%

Source: 2013-2017 American Community Survey 5-Year Estimates, US Census Bureau.

Many of the health care organizations listed below are working diligently toward improving our health. The library is a strong partner in these efforts through the Health Literacy Project, a cooperative partnership between the library, Northeastern Tribal Health Systems, INTEGRIS Miami Hospital and Ottawa County Health Department. The Health Literacy Project is funded through the Oklahoma Department of Libraries with a federal grant from the Institute of Museum and Library Services. Through this grant and partnership, we have added gardens to the Ottawa County Health Dept., the Ottawa County Boys and Girls Club, and the L.E.A.D. (Local Environmental Action Demanded) Agency. Numerous programs have been provided at the library and other key agencies including healthy cooking classes for both children and adults, diabetes prevention, tai chi and yoga. The library is also an active participant in the Ottawa County Farmers Market providing recipes and samples of prepared market produce.

Health Care Organizations

Hospitals: INTEGRIS Miami Hospital, 200 2nd Ave. SW
                    Willowcrest Hospital, 130 A St. SW

Clinics: Northeastern Tribal Health Systems
                    INTEGRIS Express Care Clinic, 21 W. Central
                    INTEGRIS Miami Physician's Clinic, 30 B St. SW
                    Sunshine Clinic, 310 2nd Ave. SW, #101
                    NEO Foot and Ankle Clinic, 21 13th Ave. NE
                    Mercy Clinic Family Medicine, 10 S. Treaty Road
                    INTEGRIS Doctors' Office Center, 310 2nd Ave. SW
                    Miami Women's Clinic, 310 2nd Ave. SW

Rehabilitation hospitals and services: INTEGRIS Miami Therapy Services 310 2nd Ave. SW
                                                            NEO Orthopedics & Rehabilitation, 2225 N. Main

Hospices: INTEGRIS Hospice Miami, 115 S. Main
Encompass Home Health and Hospice Care, 101 S. Main

Other: Davita Tri-State Dialysis Center, 2510 N. Main
Grand Lake Mental Health Center, 120 S. Treaty Rd.
INTEGRIS Generations, 200 2nd Ave. SW
INTEGRIS Diabetes Center, 203 2nd Ave. SW
INTEGRIS Home Care, 119 S. Main
Behavioral Health, 200 2nd Ave. SW

Community Profile

The library partners with various organizations within the community. Resources among these community groups can be shared, recommended, and used to their best benefit.

Libraries

The following are libraries in the county:

School: The five elementary schools, middle school, and high school all have libraries. However, none of them have librarians.

Academic: Northeastern Oklahoma A&M College Library

Tribal: As listed on respective websites –
  Eastern Shawnee: Tribal Library (with its own page on the website)
  Miami Nation: Myaamia Heritage Museum & Archive
  Modoc Tribe: Tribal Resource Library & Genealogy Center
  Ottawa Tribe: Tribal Archives Library
  Peoria Tribe: Tribal librarian (but nothing listed about library)
  Quapaw Tribe: Tribal Library (with its own page on the website)
  Seneca-Cayuga Tribe: Information not available
  Shawnee Tribe: Information not available
  Wyandotte Tribe: Basic library program (which says there are seven internet accessible workstations)

Schools

The following schools are located within Miami:

Elementary: Rockdale, Roosevelt, Nichols, Washington, Wilson

Middle School: Will Rogers Middle School

High School: Miami High School, Alternative School

College/University: Northeastern Oklahoma A&M College (two-year)

Within Ottawa County: Northeast Tech, Afton Campus, 19901 S. Highway 69 Afton, OK

Social Service Providers

Table 11: Social Services

	Number in Miami	Number in county (excluding city)
Nursing homes/rest homes	2	2
Day care centers, adult	0	0
Child care service	5	4
Chemical dependence treatment	5	0
Youth organizations and centers	10	24

Community Organizations

Table 12: Community Organizations

	Number in Miami*
Churches/Religious Organizations	31
Civic clubs	3
Other clubs	5
Fraternal organizations	2

*estimate

Cultural Organizations

Museums: Myaamia Heritage Museum and Archive
               Dobson Museum
               Shawnee Cultural Center
               Route 66 Vintage Iron

Theaters: Coleman Theatre
               Cineplex

Arts
Organizations: Miami Arts and Humanities Council
               Miami Little Theatre

Government Offices

City/Town: City of Miami, 129 5th Ave. NW, Miami, www.miamiokla.net

County: Ottawa County Courthouse, 102 E. Central Ave., Miami, www.ottawa.okcounties.org

State: Oklahoma State Capitol, 2300 N. Lincoln Blvd., Oklahoma City, OK, www.ok.gov

Federal: U. S. Capitol, First St. SE, Washington, D.C., http://www.visitthecapitol.gov/

Tribal: Eastern Shawnee, 12755 S. 705 Rd., Wyandotte, OK, www.estoo-nsn.gov
               Miami, 3410 P St., Miami, www.miaminaton.com
               Modoc, 22 N. Eight Tribes Trail, Miami, www.modoctribe.com
               Ottawa, 13 S. 69A, Miami, www.ottawatribe.org
               Peoria, 118 S. Eight Tribes Trail, Miami, www.peoriatribe.com
               Quapaw, 5681 S. 680 Rd., Quapaw, OK, www.quapawtribe.com
               Seneca Cayuga, 23701 S. 655 Rd, 10 Hwy, Grove, OK, http://sctribe.com/
               Shawnee, 29 S. Hwy 69A, Miami, www.shawnee-tribe.com
               Wyandotte, 64700 #. Hwy 60, Wyandotte, OK, www.wyandotte-nation.org

Library Profile

Annual Report Statistics

The library reports annually to the Oklahoma Department of Libraries on services provided, materials purchased and circulated, program attendance and much more.

Source for the following information: library annual report data as collected by the Oklahoma Department of Libraries and compiled by Bibliostat Connect.

2017 Annual Report Data

Annual library visits: 54,992

Annual reference transactions: 4,628

Registered users: 13,096

Total staff (FTE): 10

Print materials: 44,670

e-Book collection: 42,927

Audio collection: 1,850

e-Audio collection: 10,937

Video collection: 1,392

e-Video collection: 682

Print serial subscriptions: 80

Circulation of all materials: 74,773

Yearly programs: 233

Yearly program attendance: 4,768

ILL received: 70

ILL provided: 195

Weekly hours: 61

Internet computers used by general public: 10

Uses of public internet computers, per year: 16,641
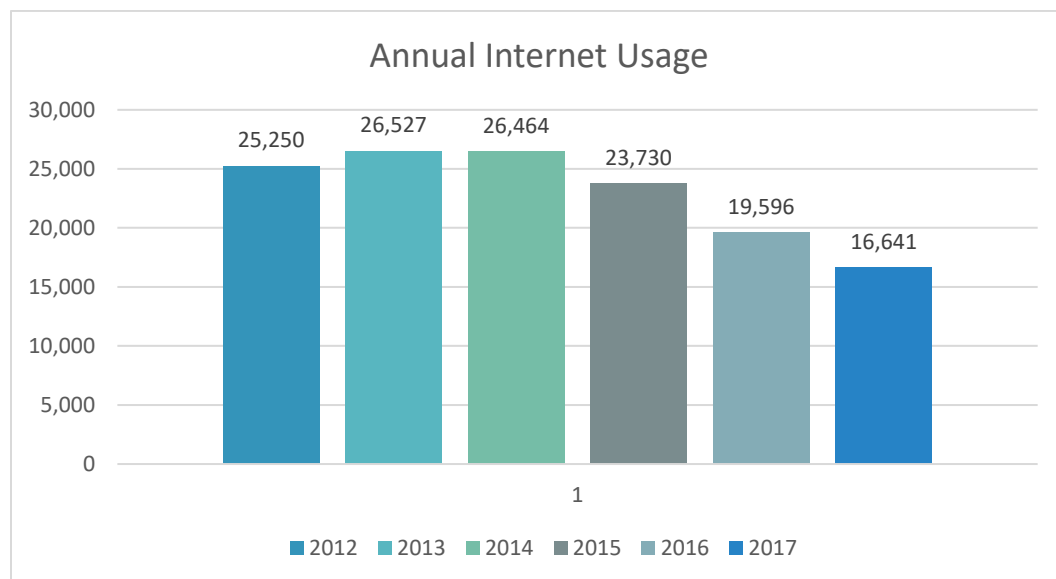
Wireless sessions: 1,620

Annual operating revenue: $561,587

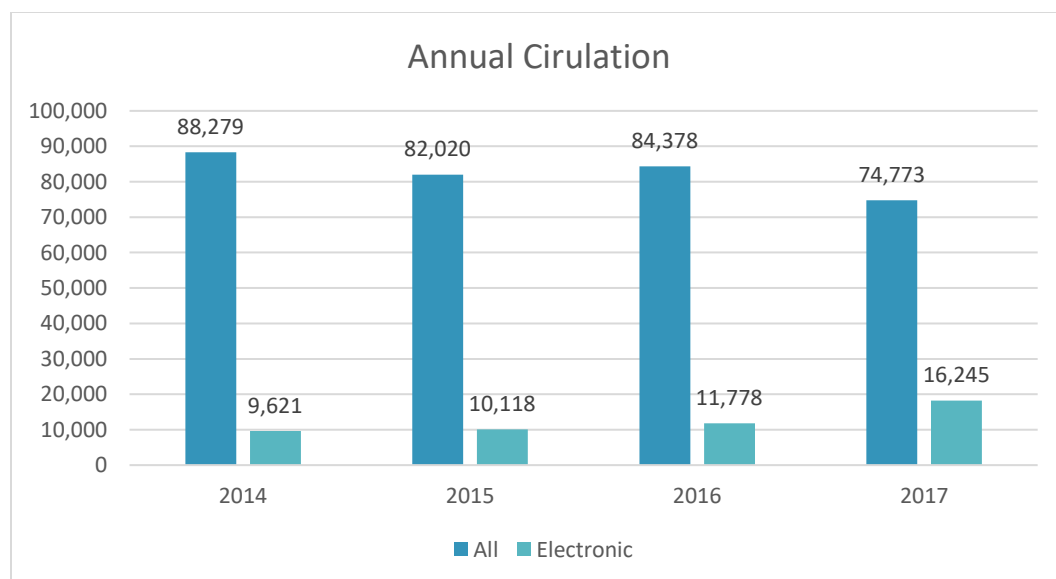Annual total operating expenditures: $533,547 ($19,587 to City, $8,453 carryover)

Library usage over time

The following tables provide a broad view at a few important measurements that reflect the changes in library usage over the past several years.
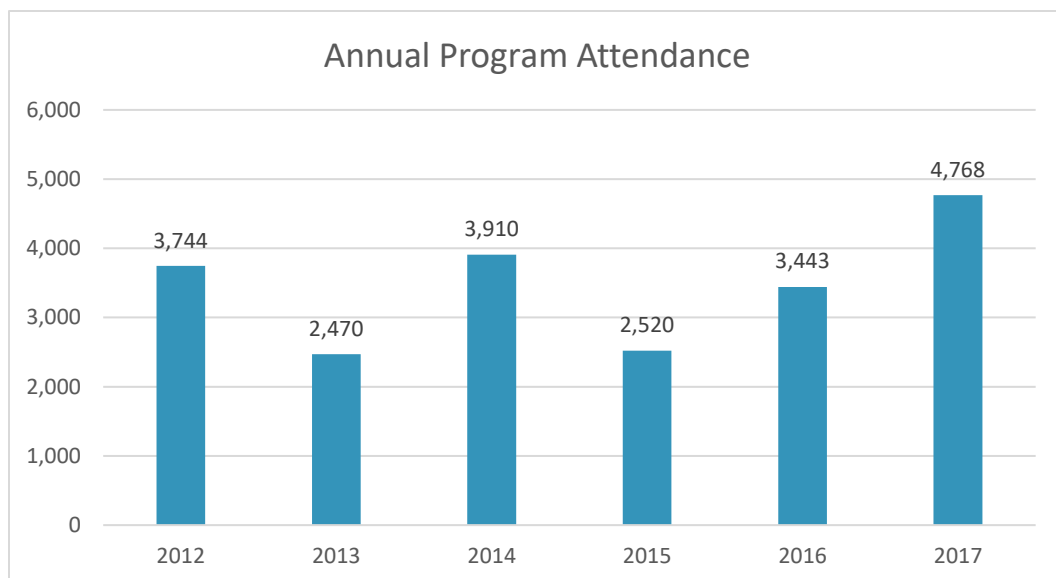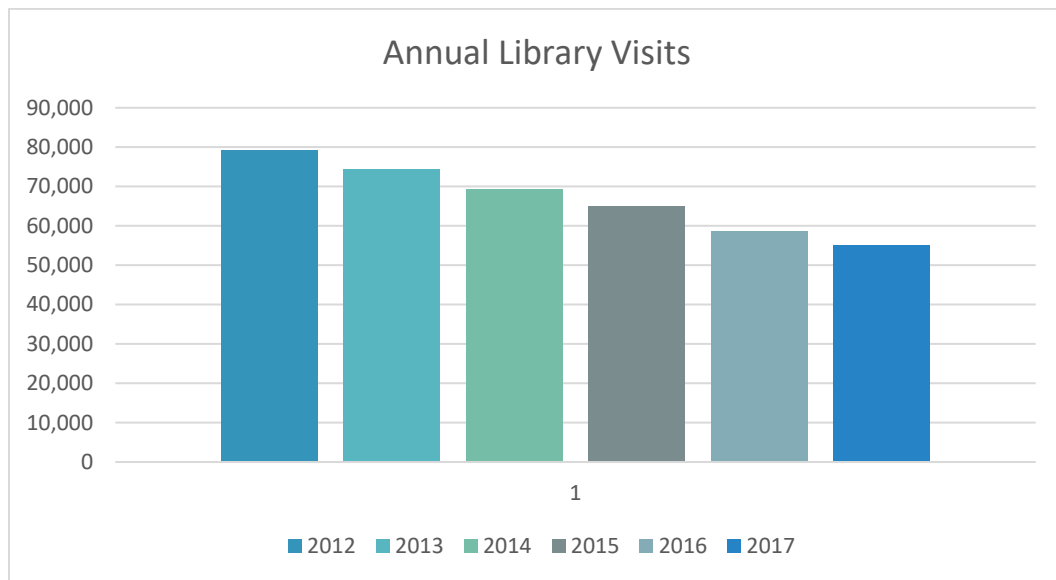
Computer usage is lower which may be due to the prevalence of smartphones. The Census Bureau indicates 73.9% of our community members have a computer. However, this does not necessarily mean that digital literacy has improved. In addition, according to the Census Bureau only 61.7% of our community members have broadband in their homes.

Physical material circulation is going down (-15% from 2014-2017), but electronic circulation is rising (69% from 2014-2017). These statistics indicate that the library should consider using more of its material budget to purchase library-owned electronic copies to supplement those belonging to the Oklahoma Virtual Library.

These statistics indicate fewer library visits. However, in 2017 program attendance increased by 38% compared to 2016. We are offering more off-site programming such as nutrition programs at the Ottawa County Farmers Market and the Ottawa County Boys & Girls Club and preschool story hours at Head Start. This provides us with an opportunity to expand our presence/visibility in the community.

Annual Library Visits

2012 2013 2014 2015 2016 2017

Annual Program Attendance

Year	Attendance
2012	3,744
2013	2,470
2014	3,910
2015	2,520
2016	3,443
2017	4,768

The Edge Survey

The Edge Survey is part of a management and leadership toolkit designed to help public libraries better serve their communities through improved public access technology. It is based on a national set of benchmarks created so that public libraries can evaluate and develop their technology services. The library has participated in the survey 3 times. Attached in the Appendix is the report on the results of the latest survey which was taken in February of 2019.

Compared to other U. S. libraries within our peer group (defined by service population size and number of service outlets), we scored higher in all three strategic areas. However, we scored lower in two of the ten benchmarks and there are several areas for improvement. The benchmarks can be categorized by level of difficulty and we are currently looking at benchmark indicators categorized at Level #1. These will be our priority in the coming year. They will be included in final year of our Technology Plan 2017-2020.

Impact Survey

The Impact Survey is an online survey tool designed specifically for public libraries that want to better understand their communities and how people use their public technology resources and services. The survey results describe how patrons reported having used the public access technology provided by Miami Public Library and the outcomes they experienced as a result. The library has taken this survey twice when it was offered through the Oklahoma Department of Libraries. The latest survey was made available to the public in both paper and digital formats on the library website, on the library Facebook page, and at the front desk. Attached in the Appendix is the Brief Report on results of the survey that ran from Sept. 18 to Oct. 13, 2017. 109 individuals completed the survey.

The results indicate that 44% of public technology users at Miami Public Library used the library's public computers or wireless connection for employment purposes. This included such activities as searching for a job, filling out an online application, creating a resume, and even doing some online training. This demonstrates the need for the two computers we have designated as being for job related activities. They are in a separate area close to the front desk for easy staff help. The remaining 10 public access computers can also be used for job related activities when needed.

Community Survey

The library provided a Customer Survey from Nov. 26 to Dec. 21, 2018. The survey was available in digital format on the library's website and also accessible through the library Facebook page. Paper copies were available at the front desk. 108 individuals completed the survey. The top 3 reasons people said they keep coming to the library were the friendly, helpful staff; their love of books; the variety of books, DVDs, and audio books that we have. The top 3 things they wished the library had more of were more books/authors that they like; new release videos; and more children's activities. Computers/wireless service, the library website, and children's programs were the top 3 services and programs that survey respondents participated in. Art classes, author visits, evening book clubs, and gardening programs were the top 4 new programs respondents said they would be likely to attend.

Internet access/computers, Summer Reading Program, and the Adult Literacy program were chosen as the most important things that the library offers. Reference materials, adult book discussions and health-related programs were selected as least important although many responders commented that they didn't feel they could answer that question due to the importance of everything we do.   Many compliments and suggestions were added at the end. A copy of the survey results is attached in the Appendix.

Focus Groups and Stakeholder Interviews

Five focus groups met at the library from Dec. 2018 through Jan. 2019. Participants were asked eight questions and spent time discussing each. What they like most about living in this community includes the small town feeling of community and friendliness, everyone knows everyone; the public schools and NEO; the opportunities such as Miami Little Theatre, variety of art activities and programming, library activities, art fests; organizations and what they do for the community such as Hearts and Hammers, Boys & Girls Club, United Way, civic groups such as Rotary, and the tribes; the murals, Coleman, and Dobson Museum are also loved. When asked how they think the community was changing, they mentioned physical changes such as the improvements to infrastructure, the property clean-up, new starter homes, and the murals; economic changes such as declining job market and wages, high business turnover, increasing poverty; environmental concerns such as Goodrich and potential poultry processing; and community changes such as city revitalization, the murals, the Farmer's Market, and the Community Garden. The library's role in the community is viewed as multifaceted with the primary role being education, and other important roles including providing digital access, social connections, activities for children and teens, and outreach beyond the library walls. Asking them what they think is great about the library elicited a list of almost everything we do including website, our programs and classes, our new books selection, our mural, our location, our Wi-Fi, and particularly our staff. Many suggestions were made for things that were not so great including with many of them relating to building arrangement or appearance. Other needs included better signage outside, teen programming and materials, and more marketing/publicity. Ways that the library might better serve the public included: classes offered evenings and weekends such as Spanish classes, sign language classes, advanced level computer classes, personal device classes, gardening classes; a newsletter; tools or other items that could be checked out; coffee; more music related items including programming, CDs/DVDs, and music appreciation in technology form; and some high dollar items such as a bookmobile, a 3-D printer, and a gardener. Some of the main threats they saw for the future included funding, technology and its constant changes, reliance by many on digital, and limited building space. Some of the main opportunities the focus groups saw included a bigger reach through technology (library website, OverDrive, etc.), our community's positive quality of life, and our ability to provide the human touch which is lacking in digital interactions. The groups also shared a long list of other suggestions for us to consider in going forward. A full copy of the responses from all five focus groups is attached in the Appendix.

Library Trend Analysis

Librarians today are often asked the question, "Aren't libraries going to be obsolete since we have the internet and e-books now?" No, libraries are not going to be obsolete; in fact, with the internet, libraries are needed more than ever. In today's technological world, it is virtually impossible to find success if you can't access the Internet or if you don't have the skills to use the Internet once you have accessed it. Many vital tasks these days can only be accomplished online, especially filling out job applications and accessing government services. In 2015, only 67% of adults had broadband at home[1]. Oklahoma falls in the bottom quarter of states in households that have broadband subscriptions[2]. Where do those that don't have broadband access the internet? Their local public library.

Public libraries are important to individuals, families, and communities. In the 2012 Pew Research Center's Internet & American Life Project surveys, 76% of Americans reported that libraries are important to them and their families, while 91% reported that public libraries are important to their community as a whole[3]. In the previous 12 months, 59% of Americans ages 16 and older had at least one of the following interactions with a public library: 53% visited a library or bookmobile, 25% visited a library website, and 13% used a handheld device such as a smartphone or tablet computer to access a library website[4]. Many Americans interact with their public libraries, and almost all find these experiences to be either very positive (57%) or mostly positive (41%), while only about 1% report that their experiences were negative[5].

In 2009 45% of the 169 million visitors to public libraries used a library computer or wireless network to access the Internet, even though more than three-quarters of these people had Internet access at home, work, or elsewhere[6]. People use public computers at the library because they do not have access elsewhere, need faster Internet speed, want technical help from a librarian, compete for access to a computer at home, or simply want to be in the library atmosphere[7]. Public Internet access has become an integral function of today's libraries.

Internet is important for public libraries because it is essential for success in American life. High-speed Internet, or broadband, is a communications infrastructure network and a foundation for economic growth, job creation, global competitiveness, and a better way of life[8]. Access to the Internet is so important, the term "digital divide" is used to describe the gap between those who have access and those who do not. Without access the Internet, an individual's ability to fully engage in society is significantly obstructed, especially in education, employment, government, civic participation, and socialization[9]. Access to the Internet has evolved from a useful resource to an essential one, and the failure to close the gap for at-risk populations will only further the divide for future[10].

Availability of the Internet is not the only issue. A person needs to have "digital literacy"—the skills and abilities necessary to navigate the technology[11]. Digital literacy education must be provided in order to successfully close the digital divide[12]. "Digital inclusion" is policy developed to address the digital divide and promote digital literacy through outreach to unserved and underserved populations[13]. Digital inclusion means that all community members understand the benefits of information and communication technologies; have equitable and affordable access to high-speed Internet-connected devices and online content; and can take advantage of the educational, economic, and social opportunities available through these technologies[14]. Digital inclusion builds healthy and prosperous

communities in areas of economic and workforce development, education, health care, public safety and emergency services, civic engagement, and social connections[15].

Public libraries have become community technology centers, offering high-speed broadband, public internet access computers, digital resources, and importantly, training to help library patrons learn how to use the technology. The transformation into technology centers brings challenges to libraries. Keeping up with changing technology requires steady funding to purchase equipment, materials, and software and technical knowledge to know how to make it all work. Rural libraries face even more challenges as they struggle with limited funds and low staff numbers.

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Conclusions

Highlights and key themes that emerged from the Miami Public Library Needs Assessment include:

Demographics: The poverty level of our community has risen 6.3% since 2010 along with a 35% increase in the number of renter-occupied homes. This might indicate a need to revisit library policies to make sure we are not creating barriers for the community we are trying to serve.

Library Profile: Library Internet usage has decreased as smartphone ownership has increased. However, digital literacy has not necessarily followed. While people are no longer wanting to register for scheduled computer classes, there is an increase in the number of people wanting technology help on demand. It is critical that people have this help especially for job related work, but there is a cost to this in staff time. The use of electronic materials is increasing (69%) while use of physical materials is decreasing (15%). Electronic resources tend to be more costly than physical resources. We will need to look at our budget and determine what shift we might make in material purchases. While our door count has decreased (30%) our program attendance has increased (27%), due in part to outreach programming. This is an important service of all libraries, but there is a cost to this in staff time.

Edge Survey and Impact Survey: Both surveys deal with library technology. Edge reflects how well we are following best practices and the Impact Survey reflects how our technology is used. While our overall Edge score is in line with peers, there are areas that need improvement. We should especially look at those that are considered Level 1 improvements. The Impact Survey indicated that 44% of our technology users are connecting either through our computers or our wireless for employment purposes. While we have made it easier through having two computers designated specifically for job related activities, we might also look at other ways to help those searching for work or trying to apply for a job.

Community Survey and Focus Groups: Three key themes that showed up in both the survey and the focus groups were: 1)More marketing; 2)Teen activities/materials; 3)Building needs. These are areas that we will focus on in our three-year strategic plan.

Thank You

The Miami Public Library would like to thank those many individuals who took the time to participate in the survey and those who took time to participate in a focus group. The ideas presented gave us fresh perspectives with which to view the work that we do and the needs that should be addressed. We wish we could follow every single suggestion! We are trying to incorporate the suggestions that repeatedly came up as key themes in the survey and in discussions with focus groups, within the constraints of our budget. Your help as a participant was invaluable.

City Council, Library Board, Friends Board, and Staff

City Council

Rudy Schultz, Mayor

Brian Forrester, Council Member

Vicki Lewis, Council Member

Ryan Orcutt, Council Member

Doug Weston, Council Member

Dean Kruithof, City Manager

Library Board

Mabel Dowler, President

Tracy Delano, Vice-President

Nancy Gee, Co-Secretary

Julie Smith, Co-Secretary

Paul Marquez, Member

Ray VandeGiessen, Member

Friends of the Library Board

Paul Marquez, President

Diana Duran, Vice-President

Cecilia Houseman, Secretary

Becky Baird, Treasurer

Library Staff

Judy Beauchamp, Children's Librarian

Barabara Becker, Genealogy Librarian

Diana Duran, Literacy Coordinator

Gay Fairchild, Administrative Services Librarian

Jennifer Fairres, Technical Services Librarian

Terry Gilbert, Technology Manager

Marcia Johnson, Library Director

DeAnn Mattingly, Library Assistant/Building Custodian

Rhett Mullin, Library Assistant

Alyssa Randolph, Library Page

Jason Smith, Adult Services Librarian

Appendix A: Edge Survey

file:///C:/Users/mjohn/Documents/Edge%20Assessment%20Feb.%202019.pdf

Appendix B: Impact Survey

file:///C:/Users/mjohn/Documents/Impact%20Survey%20Brief%20report.pdf

Appendix C: Customer Survey

MIAMI PUBLIC LIBRARY
CUSTOMER SURVEY RESULTS
(2018)

1.   **If you visit the library often, what keeps you coming back?**

21	Children's Programs	39	Variety of Books, DVDs, Audio Books
5	Let's Talk About It, Oklahoma	41	Love Books
19	Computers / WiFi Access	3	Health Related Programs
4	Genealogy Research/Classes	2	Literacy Program
54	Friendly, Helpful Staff		Don't Use the Library

Other:
- Kids also love books
- Lego League
- Lego, kids social opportunities
- Use of upstairs room
- Quiet meetings
- Love your "new" books display
- Copy and fax machines

2.   **What do you wish we had? Choose top 3.**

6	Digital Music	15	More Opportunities to Learn Things
16	New Release Videos	3	Better Music Selection
36	More Books / Authors That I Like	4	Teen Programming
7	More Computers	9	More Online Materials
11	More Entertainment Programs	16	More Children's Activities

Other:
- I am happy
- Everything
- More & Better Printed Magazines, e.g.: Art, History, News and Humor, Like The Onion, McSweeneys, Nat'l Lampoon
- Adult Art beyond coloring
- Language sets (ie: Spanish, Italian)
- All is well
- Birds and Blooms magazines
- Nothing more for me

- More information about the Superfund site
- More activities catered to homeschoolers
- More comfortable seating
- More information on activities
- I homeschool so the library is a major resource, but I also feel like my technology skills have lagged and it would be harder for me to handle finding a job. I would love some opportunities that would ready my son and me for the future after homeschooling.
- None

3.   Do you ever use these library services or attend these programs? Check all that apply.

13	eBooks	13	Adult Programs such as Let's Talk About it or Adult Winter Reading
5	Digital Audio	5	Genealogy Classes
1	Digital Magazines	21	Children's Programs such as Lego League or Art in April
25	Library Website	1	Adult Literacy / ESL Classes
26	Computers / Wireless Internet	14	Children's Summer Reading Program
15	Interlibrary Loan	9	Health Programs such as cooking demonstrations or Tai Chi

Other:
- Not yet
- Computer classes
- Check out library books
- Book sale
- Book clubs / Reading clubs
- Read the papers
- Read books
- I wish we could take part in the reading program. I love when you bring in special guests, unfortunately we have been involved in camps during the day and that is what keeps us from it. But my son is a huge history buff so he will beg to attend the adult programs throughout the year.
- My daughter is too young for some of the children programs but she will participate when she's old enough. She is currently doing 1000 books before kindergarten.

4. **If you use any of the items listed above, what suggestions do you have for how we might improve them? Check all that apply.**

8	Offer More Health Cooking Classes	12	Do More Advertising of Programs
8	Offer More eBooks	16	Offer Family Programs for All Ages
4	Less Wait Time for eBooks, Digital Audio Books	15	Offer More Programs During Evenings or Weekends
15	Offer More Programs for All Ages of Children (Birth to 18 years)	4	Provide Faster Internet
4	Bigger Variety of Programs	5	Provide More Technical Support on Computers/Devices

Other:
- An incredible job is already done by library & staff.
- I am pleased
- Provide one late night a week (longer hours)
- Newsprint & Magazines (WSJ - Business Week - Weekly Standard - etc.)
- Host adult book clubs
- Current employees have always been helpful, but wish I could attend workshop.
- Satisfied
- Don't have suggestions
- Show films of how things are made.
- Provide earphones free to patrons while using the computes.
- None
- Health classes with info for lead, cadmium, and zinc. Safe drinking water.
- Newer released movies
- I would like more book less ebooks, 75% you don't have the book, just ebook.
- I don't know. It is hard to do more advertising because I love your book suggestions on FB but I rarely see discussions on that. I think it would be cool to do a young teen/teen book club. I know when we went to LEAD and the kids were talking about reading one would say, "I read this book and then others would say 'Me too!'" But I don't know how we could do participation because sometimes it feels like people don't want to attend those type of events.
- Everything is wonderful

5. **What new programs would you be likely to attend? Choose top 3.**

11	Book Club During the Day	9	Musical Performances
16	Book Club During the Evening	15	Local History Program
15	Children's Book Club	16	Gardening Program
9	Brown Bag Programs During Lunch Hour	6	Computer Classes
23	Author Visits	6	Financial Planning and Money Management
23	Art Classes	2	Planning for Retirement
13	Coloring Club Program		

Other:
- None
- It's only letting me select 1, so my other 2 would be: coloring club & art classes (for adults)
- Gardening Program
- I'd also be interested in book club during the evening and some financial planning / money management. The survey would only allow me to choose 1.
- Brown bag and art, wouldn't let me pick 3
- Book club during day, author visits and art classes, could not click all three
- Cooking
- This only allows one! Day Bk club, local hx & music
- This only allow for choosing one: Book club, author visits, and musical performances. Not that I don't like the other stuff, but those would be my top 3. I always get jealous by what Joplin, Fayetteville, St. Louis, Rogers, and Bentonville offer.

6.   **Of all we offer, what do you think is most important to the community or to you? Choose top**

40	Internet Access / Computers	17	Books / DVDs / Books on CD
19	Technical Support on Computers/Devices (e.g. laptops, Kindles)	1	eBooks / Downloadable Audiobooks
21	Adult Literacy Program / ESL Classes	10	Health-Related Programs
5	Adult Book Discussions	10	Genealogy Workshops
34	Children's Summer Reading Program	5	Reference Materials
6	Adult Winter Reading Program		

Other:
- Staff
- No concern
- I think internet access / computers is very important too.

7.   **Of all we offer, what do you feel is least important to the community or to you? Choose top 3.**

3	Internet Access / Computers	5	Books / DVDs / Books on CD
5	Technical Support on Computers / Devices (e.g. laptops, Kindles)	8	eBooks / Downloadable Audiobooks
3	Adult Literacy Program / ESL Classes	10	Health-Related Programs
10	Adult Book Discussions	9	Genealogy Workshops
2	Children's Summer Reading Program	12	Reference Materials
8	Adult Winter Reading Program		

Other:
- All are important
- All are important to community
- VHS tapes
- Love Lego League!

- All important
- All important
- They are all important
- I feel these are all important
- I don't use computers so to some folks that would be the most important.
- If workers can have snacks to eat then we too should be allowed to have something but not anything messy, like crackers or hard candy.
- They are all important. Can't pick a least important.
- Na
- Nothing is not important!! But what I selected is what I'm least likely to use
- These are all important
- I'm not sure how many reference materials are utilized. I think their important to have in the library but maybe only keep a few printed at a time, and have a sign saying "more available upon request." Just a thought.
- All is important to someone!
- Not applicable
- Don't feel comfortable answering that question
- These are all important

Additional Comments/Suggestions:
- Encourage senior adults to read and suggest a limit   10-15   25-35**.** My goal is to read 100 - 200 books a year and do very well making it.
- Love the library! Great community asset. Maybe a Facebook presence reviewing or announcing new acquisitions.
- Question: Would a traveling branch library be useful to schools, hospitals, and senior care facilities?
- Keep the staff
- Thank you for all your time! ☺
- I am very proud of our library. Staff very friendly & helpful. Environment relaxed, friendly, progressive.
- Updated & comprehensive telephone numbers, i.e. Phone books, Access to A. T. & T. / Bell Tel. Co information
- More yearbooks
- Wish children's workshops had better hours to attend
- You all do a great job!
- Acting classes, early morning classes in the summer (older student)
- Bring back the newsprint & magazines you previously provided
- None
- Amazing atmosphere, very friendly and polite staff. Nothing needs work! 5 stars. Thanks for putting up with my dad's electronics lessons.
- More Stephen King books please!
- New book & acquisition suggestions by author or subject (non-fiction) from library patrons.
- The library and everyone here are great!
- The staff is excellent, above & beyond!
- Emails or texts about upcoming events.

- None
- A lot of books are in ebook. Would like to see more books in book form.
- Relocation of genealogy section to west end of library, or upstairs, away from the children's section!!!
- None
- I think the library meets a large amount of our area needs. I enjoy reading and finding more material for my kids to read especially during the summer. The staff are wonderful and friendly. They are always ready to help.
- No
- If you do not have it already, it would be nice to be able to select a book list online and schedule it for pick up.
- The super friendly and helpful staff make the library awesome!!!
- I love what you guys do! More adult (and children) classes/activities in the evenings and weekends would be most helpful to me.
- Teen programs would be good to keep them involved in the library. All age family programs throughout the year.
- None
- Nope not at all
- I love that you are open seven days a week! And the staff at our library is AWESOME. Thank you for all the services you provide to our community!
- I love the library and the staff. They're the best! It can be challenging working with the public every day but the MPL staff is amazing. I'd love to see a fresh coat of paint, new signage, new decals with hours / operations for the MPL. And I think including the art from the Miami Arts & Humanities Council is terrific. More of that kind of artwork for / on the MPL would be great.
- Please remember the library is there to serve those people who can not afford to purchase their own materials.
- Remodel library – e.g. update flooring or whatever else is needed. Library needs sprucing up and made more inviting.
- Would like more popular audio books.
- More info specific to living in a Superfund site
- None
- Getting a homeschool co-op together for activities once a week would be great! Many homeschoolers are having to go to Grove for that type of thing.
- Resume writing and job search programs
- None
- I would like to see workshops for kids, conflict management, test taking tips, how to take notes, how to fine tune research, how to deal with bullies!
- More information about activities. A lot of people work in the evenings so day activity availability.
- We've great teachers in our community, varieties of expertise, maybe programs with them? Kelda Lorax/gardening, Hank Coiner/hx or firearms, Nancy Gee/anything, Wanonia Schmidt/native crafts, Paul Barton/native social dances, Kay Boman-Harvey, French or Mexican stories. Creative writing readings.
- Cherokee language classes
- N / A
- Bigger teen section

- None
- As a homeschooler I often feel left out for a chance for my child to show his gifts and talents. I think it would be neat if we had contests or displays open to kids in the community to show talents in science, history, art, engineering. I would love if we could bring in local farmers and craftsman and do fairs for the kids. I think it would be awesome if we could partner with Rebecca Jim at LEAD to bring science to kids here and show why it is fundamental to care about our local environment and ways that we can take part in it. I think it could be awesome if we brought in the Miami Little Theatre to do plays and skits and even partner to do a class kind of like what Trike Theatre does in Bentonville. It was so good when B was younger to learn how to control his body. I just, OH, how I wish that the library would be seen as a hub for the community. Even doing a fundraising night where you could have people dress up as their favorite literary characters, drinks and cocktails donated by local businesses wanting to show off their wares and feed on goodwill, and maybe have the theatre do a skit, and the college singers and musicians exhibit their talent. I just think if our community could rally together we could have that small town feel that people watch Gilmore Girls for.

Appendix D: Focus Groups

Focus Groups
Dec. 2018-Jan. 2019

1. *What do you like most about living in this community?*

Easy to maneuver in, no lines, not much traffic
People recognize you, remember faces, feels like family
History of the area, families live here generation after generation
One school, support of MPS and NEO
Cute town
Lots of opportunities, MLT and art activities
Safety, can ride bikes in neighborhood, homeschooling welcome here
Library opportunities, Art in April, Dads and Donuts, partnership events like Mural Fest
Embrace the culture of the area
Community friendliness
Small town feeling
Feeling of community
Light traffic
Stress that the Coleman Theatre (and library) are for the county, not just Miami
Feeling of being safe living here (also knowing the fire chief, police chief, etc.)
Organizations within community are very helpful towards citizens (Library, Hearts and Hammers, Boys
and Girls Club, Extension office, United Way etc.) providing resources that people need
United Way really works well
Meals on Wheels great
Tribal involvement and help in community – Pelivan, recyling
Murals
Silent movies at the Coleman and other
Small town
Seeing people I know everywhere
Takes a village to raise children, help the elderly – we support each other
Surprising variety of arts programming
Good school system and community support for schools
Family oriented, especially good for families
Glad to get home to Oklahoma after I travel
Belonging to the Miami library
Great library – focused on all age groups
Small town, friendly people
First place my grandchildren want to go is the library; Library favorite place in world Very comfy feeling,
slower pace in small town, the slowness (speed limit) forces you to take in all of the city, interesting stuff
here
Town is pro-active in sports, up to date on things like frisbie golf and volleyball
Need brochure like the Welcome Wagon used to distribute info to newcomers
Library so tired looking but is much better now
Mural is an eye catcher
Not too big, quite a few amenities

Living in a smaller town gives a feeling of community
People know each other by name which is nice
Local stores friendly (ex. Ace Hardware staff meet you at the door)
We have people who take pride in the community and want to invest in our community and want recognition for our community (Mural fest, Coleman, NEO statue)
Artwork on library/paintings raise the level of pride/guests were impressed
There is a stability that comes from being so small
Excited about different "Art Fests"/something fresh coming in/celebrating a lot of talent here
This town has treated the Veterans very well, Viet Nam vets feel comfortable with people knowing they were there
Organizations (Lions, Rotary, Kiwanis) are active in the community and want to help the community
Dobson, Coleman unique things that other towns our size don't have
NEO is a great asset to the community (the students, football team, rodeo, agriculture, etc.) and local kids are lucky to have it so accessible

2. ***How do you think this community is changing?***
Parents aren't as involved with their children
Hope going forward – do more to revitalize the City
Discouraging when people don't care
More community involvement to try to keep town up (e.g. Mural Fest, Farmer's Market, housing clean-up)
Murals are inspiring – take pictures in front of them
Property cleanup by city is good
Too many casinos in town (where the Indians get their money to help)
Frequent turn over in businesses (Restaurant closings)
Good community efforts (ex. When B&G Club moved, lots of help)
Library community garden, Farmers Market
Improvements in infrastructure
Job market is not good here (esp. for middle class)
Poor county and rural area
Job loss to other towns
Increasing poverty
Challenges to organizations in learning to work with those in poverty and supporting, but not enabling them, community working on this and not ignoring
More mobile
More opportunities due to low cost of living
NEO is getting better w/improvements – one of best 2 year schools, challenging curriculum
Younger demographic seems more tolerant toward diversity, and we are becoming a more diverse community
More health-related involvement for community from INTEGRIS, Native American Tribes, POCI, etc
Can see lots of work going on around here, service trucks all around the City
Social media helps inform citizens (City Facebook)
City is working on clean up since flood, but need to do code enforcement street by street (uniformly instead of complaint driven)
Animal shelter is appreciated, City needs spaying and neutering enforcement/education Need community push on pet responsibility

Casinos – creates jobs and supposed to be giving money to help kids go to college; how many lives have casinos destroyed?

Don't believe it is

The community is lacking in jobs, no economic development, restaurant poor

Businesses have a high turnover rate here

We are too close to Joplin

Employers don't keep up with the cost of living

Teachers are going across the state line

Worried about poultry process plants coming here (health effects will be bad), don't want that kind of money

Problems are not unique to Miami

Miami was doing great when Goodrich was here, lots of activities at night, people were prosperous, good hourly wage

There's a balance there between the environment and the activity

But Goodrich left us with health problems, and an eyesore

Don't like the condition of a lot of the houses

New smaller starter homes to replace some of the eyesores is a good idea

A lot of homes and buildings that were run down have been taken down

Small businesses downtown are improving and more starting up

City Christmas tree lighting

Miss the big sidewalk sale we used to have, not possible now because we don't have as many downtown stores, but this (store closings) is going on all over the United States - people shop online

3. What role do you think the library plays in the community?

Library is a hub could connect so many things

Library brings people together

Helps develop a love of reading

Suggestion; plan a library family night w/food. Invite nonprofits so that people can sign up to volunteer, find out what services are available in the area and meet new people.

Toddler time, read to stuffed animals, etc. need time to get with other parents

Library evolving with community and becoming more of community hub (Makespaces, tai chi, different elements, yoga, cooking, etc.)

Lego league is my sons favorite time of week, perfect if your child is not athletic, get socialization

Was shocked to see that you want kids here (wasn't aware of that)

Helped my kids learned to love to read

Can connect you if they don't have something

Loves STEAM

The Library plays a critical role in the community by providing services, programs and education to citizens (Internet, Free Books, Free computer classes, Children and adult programs, Literacy classes, nutrition, etc.).

Broad spectrum of things to access offers lots of things, education

To encourage teenagers to come to library

Also the social aspect is very important

Providing computers

Offers resources, education

Draws people to improve themselves

Access to technology

Working on developing own role, different things being used like exercise, Lynda.com, OverDrive, reaching far beyond the walls here

Bridge to so many things, connects

Turns kids on to reading, builds a lifelong attitude about it

Community Garden and Farmer's Market – library has had a part of all these different aspects in community

Education

Stability for families

Library is free

Opens the world, don't even have to leave the city

This library was my home as a child, books my friends, still have my very first card

Enjoyment of reading, etc.

More important time than ever for libraries to sell themselves and what they offer

Like to stay in the library and read and have a book in my hand but frustrating if library doesn't have the physical book I want, but only has in ebook format

Love reading to kids and grandkids, teaching family members to read

Library looked at like human Google search, can find whatever answers you need, and if you can't find it, there is someone here to help you, being part of a cool club

Fosters imagination and thinking – like movies in your head

Books impact your views

Access to things you might not have thought of

Variety of opportunities at library for those in poverty, opens door to every child in our community

Children in poverty cannot get transportation to library

Sometimes schools have field trip to library, more exposure

No where to sit while grandson is on computer so I sit in genealogy dept.

Big role

People can come in and search for job applications online (only way it is done now) which is boost to the economy

Computer classes and online stuff provided

People don't have to buy books, library is so good as source for information besides newspapers/magazines/television

Provides something for our children and youth, we don't have much here for that

Vital role for children

Judy is doing an amazing job, so many activities, Legos, Steam, Early Literacy

Transportation can be an issue – Would be good to have a mobile library for kids with no transportation/so important for them to have access to books

Huge impact – wifi, online learning, but also personal engagement which is really important in our technology age

All the literacy – financial literacy, health literacy, all this free information at your fingertips and people who can help you – not all online!

As a senior citizen I appreciate the library, no longer buy books and library has new books by current popular authors

You are greeted out loud and told to have a good day when you leave

Genealogy classes are very good

Literacy program extremely important, don't know where else they could receive this training free for adults

Love the library staff, always welcoming, it is hard to work with the public

People 30-50 need to get back into trying the library again

Library has presence at Farmer's Market, Community Garden, impressed by all the outreach, and a lot of it is just "seed sowing" because you don't always know what will be the result
Starting seed library with LEAD agency
Beyond building – takes it out to where people are

4. ***What do you think is great about the library?***

Summer program is great but too short.
Personalization – staff is helpful, love staff, they know to recommend
Facebook posts are very helpful and love book recommendations.
Online tools and databases
Adult literacy programs
ESL classes
Writing classes, Genealogy
STEAM has been huge for my older daughter and younger one can't wait
Kids Club
Speakers
Something for everybody
Suggestion: would like to learn Spanish
The Library has a great staff who is willing to help in any way they can
Well staffed, enough people to answer questions, not a high turnover
The location is good (on Main Street)
Material selection is good (New books good)
Usually learn what's new from the staff
Love the mural
Need to know percentage of county users (as opposed to City)
Library staff awesome
Programs that are offered
Facility – comfortable, welcoming
Website – easy to use lots of materials
Continual push to expand into new areas
Checking out books, ILL
Basement is awesome for sorting books
Children's program outstanding
Accepts used books all the time
Staff are friendly and courteous
New books in all the time
Text messages for reserves and overdues.
Very welcoming
Staff so good to help out
Teen section nice
At each stage of my life, always something here
New displays nice with book facing out
Wi-fi provided
I don't have wifi and I can come in here w/iPad and complete my work and send to my employer
Can get reserves and orders in any format I want
Love that you can check your account online
Love automatic renewal

Charging station
Younger high school staff, I like that, it is a great first job
Love the arts programs for kids, so important
Summer Reading Program – OK City Zoo, Marionettes, etc. that kids here wouldn't get opportunity to experience if it weren't brought here

5. *What do you think is not so great about the library?*

Teen section doesn't have enough books, my daughter has trouble finding things
Summer programs, BGC does not send enough supervision and can be overwhelming to our kids because kids are not under control (we are glad they can come though)
Teen area too small
Not much involvement for teens which would be a way for them to get involved in community, not much to do in Miami for them esp. evening
No teen programs
Summer reading program too short
Need private areas for people to work
Suggestions:
- board game/video game room (had in Rogers)
- babysitting class
- CPR class (teens and adults)
- evening teen program
- life skills class
- stuffed animal sleepover (Joplin) Teens took pictures of staff animals doing shenanigans
Local talent brought in (Fayetteville does) e.g. MLT doing a skit and then teach a theater class (or learning life skills through theater)
Need more variety in the multimedia section, esp. music
E-books are limited
Need access on Main Street
Need to advertise more – maybe weekly column on what library offers, radio advertising, need to put it out in a million different ways, mostly I learn what's going on from staff
Need program design for teens (hs & college) especially teen boys
More teenage boy books (huge decline in boys reading)
More parenting classes to involve kids in reading
Need more publicity
Book Drop on handicapped side needed
Better signage on Main Street that tells what is going on like NEO –
Lot of people don't know what's going here, have to do all kinds of publicity
Meeting room "redo"
Need designer advisor
Too much noise in library, voices get so loud, hard to concentrate
There are challenges with the building, need a capital outlay project
Need a new computer lab instead of have them all out in the center
Need computer lab dedicated to children
Does not want computers separate where children cannot be observed, would need glass walls
Middle of library not good place for computers
Privacy is an issue for individuals,
Space is an issue, need more room

Maybe build up

How does movie section work?

The library is dated looking and needs a facelift (Paint, New signs etc.), love the mural, maybe paint the steps to look like books, but needs to keep same character (not remodeled)

Computers full, need more technology

Quite frequently must wait (maybe have laptops and iPads people can use while here)

Staff need to get out from behind the counter more and out in the stacks, roving people to help

If you see someone wandering, try to help them, may need to ask them instead of expecting them to ask you

Staff need name tags so that people know they work here

Put out a sign out that says "Please ask for help"

Remodel the Teen section, it is lacking

Form a teen advisory board for teens and tweens, use teen volunteers

No attraction at end of 5th grade, need more outreach past that age

Have a mobile library around town

Update teen materials

Backroom needs painted, space is too small

Basement needs help

6. **What might the library do to better serve your needs and encourage you to use the library more?**

Spanish classes so they can communicate with peers in community

Book club for kids – book reviews – readers advisory

Newsletter w/book reviews/Facebook posts for kids to do/reader submitted

Sign language class

Gardening class

L.E.A.D. Agency

Have a variety of classes (learning new things) that are offered at different times (weekends and evenings)

Advanced level computer classes needed

More programs for home schooled kids during the day

Use of library space for home school or let them know what they could do

Bookmobile

Need gardener

Outreach

Programs that are good, but how to get people to attend

3-D printer, lab (Joplin Library)

Coffee shop to make more of hang-out place to socialize, even just a coffee pot

If I used it much more, I'd have to put a bed in here

Need classes to learn how to use E-books, have already used flyers

Card catalog is frustrating to use, need help to learn how to use

Having a library with tools to check out (or sewing machines, Grove, art like MPL used to have)

More info about music, CDs or DVDs of musical performances

Music appreciation in tech form

Updated versions of music

Free concerts

More art displays from local artists

Art for different causes (Breast Cancer, Vets, different things that affect us all, etc.)
Student art is up so high now that you can read what the students have written about it, curate and display it so it can be read
Used to be able to check out art here – you could check out for a month, took lots of space
Comprehensive list of all services that library has in brochures and posters, need to post a list of ALL our services
People don't know about interlibrary loan

7. ***Thinking about the future, what threats and opportunities do you see for this library?***
Limited space
Internet
People don't come to or consider the library (just download book), but if we bring in more and publicize will get more people involved
Suggestions:
      Pedestrian walkway
      Library Annex, possibly for teens
      Bigger, better signage, sidewalk display about events in front of front door, easy to drive
      by and miss it
      Programs in the middle of the day for home schoolers
Funding is a threat for the library
Republicans in the legislature
Digital is threat
Opportunity for grants, but difficult to attain
Peoples interests in online materials compared to physical materials
Getting kids more interested in reading
Classes for parents to get their kids to read
Bookmobile
Funding
Technology – keeping up with it all, changes rapidly
Opportunity to reach more through using technology – website, OverDrive
Keeping up with how you communicate (lots of changes in uses of social media)
OverDrive – how they decide what to get
Cooperation between school libraries and NEO
Aging building, needs to be maintained
Changing demographic
Overwhelming illiteracy
Future of the city as a whole – declining population and no new industry
Positive quality of life in this community
Technology (E-books) which perpetuates the belief that books are becoming passé
Electronic books help expand the audience and maybe they will come to read regular books
Libraries are human beings; we want to see a human being
Lack of appreciation for books by kids
Schools are now using ebooks
Home is critical to teach kids to love books
Parent shift work makes it difficult sometimes
Screen addiction
How could you merge - eBook Club at the library

More marketing needed – as a community center
Pelivan or public transportation needed
Homebound volunteer
Lack of funding is a threat
Ignorance of what the library means to community
Loss of library educators which is a de-valuing of librarians
Not having a tax write-off for donations
Not having funds for the library
Could we make it a County Library instead of a city library so that we could get City/County funds and maybe tribes could contribute
Getting the word out
Not drawing economic diversification of people, want everyone to be able to use the library
May could look into some sort of borrowing system with NEO

8. **Is there anything else you'd like to share or suggestions you might have about the library to help us plan for the future of library service in Miami, Oklahoma?**

Specifically, things for homeschoolers- programs in middle of day, Spanish class, craft, monthly, folk music, a place to meet for homeschooler group, for moms and their children, a month's theme like an impressionist dressed like Abe Lincoln for Feb., authors
More education on current events (climate change etc.)
Self-checkout would be great
Healthcare classes (how to sign up Medicare and Medicaid)
Make sure City Council is informed
Target Council with everything – brochures, invitation to every event, etc.
Promote the ability to make memorial donations, endowment
Maybe board could help with a fundraising campaign
Part-time outreach person
Target and present electronic resources to businesses/employers
Also overall presentations
Hire a young person part-time who has social media savvy and dedicate them to marketing
Advertising at post office, because everyone goes there
Put at welfare/WIC office
Flyers sent to schools or flyer that says "do you know that your library …"
Movie theater shorts
Senior center.
Magnets.
Newspaper needs more info on what library has to offer besides just new book listings.
More visible signs outside of library – I didn't know it was here at first
Digital signs (need grant?).
It has the best location being on Main, need a Reader Board sign
Advertising on items such as coffee cups at cafes, etc.
Community service workers passing out flyers or read to kids
Does library have a regular story hour
Get city movers and shakers to read to children like mayor, police chief, etc.
Advertising through utility bills
Presentations to schools like beginning of year in costume
Emphasizing the "How To" books

Need a post that we would be receptive to have volunteers (e.g. serve as a literacy tutor, join FOL and help with book sale)

Too much is not known about the library

Kids can be targeted to pass things out in the community

HS kids want a Chapters atmosphere

Have a celebration of the library where volunteers can come in, have a food cart, in parking lot, bring books outside, bring your own lawn furniture – could include authors that are local that could come to the library and artists that are local, multifaceted celebration

Marketing suggestions

Have a sidewalk sign or banner that tells what's going on today

Quarterly a mailer in the Utility bill

CVB/Chamber brochures – table tent for activities

If businesses would pass out brochures or have door decals

Teens need Instagram; Teen Advisory Board

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We especially want you to know that we appreciated your time and thoughtful answers to the questions. While we wish we could implement every suggestion, we could only pick out the ones that came up the most in conversation. However, we will continue to read over what was said and look for potential additions to what we offer.