

APPENDIX 2.1
Summary of Focus Group Comments

Round Rock Public Library
Round Rock, Texas

<i>What is good about RRPL?</i>	<i>What is not so good?</i>	<i>Why doesn't everyone use the Library?</i>	<i>What's the Library's role in providing service to people with special needs?</i>	<i>What contributions would you make to improve the Library?</i>	<i>What improvements would you make?</i>	<i>How should we market the Library to you?</i>	<i>What is the future of the Public Library?</i>
Poetry	Distance from outskirts of the City	Cost	Provide assisted technology	Automatic nonresident renewal fee via credit card	Send out eNewsletter sooner	Facebook (II)	Name and purpose may change
Meeting room space	Quiet area	Access to materials	Provide more stools for lower shelves	Big company sponsorships	Troubleshooting & how-to laminated instructions for the computer volunteers	Announcements during storytime	Book mobiles
Reference, ask a librarian turnaround time	Phone recording, no live person to answer the phone	Bureaucracy	Braille	Donate money	Partner with Texas State students to video record library programs	Blog	Less books, more programs
Graphic Novels	Need more advanced computer software training for adults (graphic design, etc.)	Communication	Library version of the play for all park	Donation drive	More wheelchair access	Email	Still be a safe place to take kids
Children's collection, resources (II)	Cannot log history of books (customers cannot retain their check out history)	Bookstores	Encourage open access	Increase taxes	Open later	RRISD (II)	Respond to community
Adult programs like Indian Spices and Gardening	Round Rock Reads ended	Busy schedule	ADA government building regulations (II)	Volunteer	Coffee bar (II)	Austin American Statesman	Information Interpreters – provide guidance, research (II)
Online catalog	Need more computers in kid's area	Convenience	Seek grants, sponsorships to pay for adaptive technology	Volunteer from home	Drive thru	Twitter	Virtual branch
Book club	Children computer problems (busy after storytimes, kids don't know they need headphones, technical problems)	Don't know where it is	Staff trained in sign language		Programs like the Holocaust at Georgetown	Monthly magazine like in Georgetown	More than just books
Ability to put books on hold that are on the shelf	Parking (IIII) - "circling the block trying to find parking at certain times of the day"; "crossing street with kids and books is a safety issue"	Don't know how fun it is	Staff training		Satellite libraries (Westside)	Have a booth at special events like market days	Community space
2 nd floor separate from kid's area	Miss people behind the counters	Electronic devices			Delivery service (II)	Water bill (II)	Western civilization depends on it
New book rack	Kid's section too close to doors	Focused only on children			Location in shopping mall	Community Impact (II)	Digital
eNewsletter	Limit for check outs	Going to the library is not a family activity for everyone			Book drops across the City	eNewsletter	It will become like church (not everyone goes, but those that do go for fellowship)
Rockssanne (II)	Web site – add local user reviews	High transient population			Online book lists	RSS feeds	Free
Genealogy (III)	What is there for the elderly?	ILL is not an easy system to use and don't want to pay for it			Partnership with Dell	Library 101 class/tour (Mocktails)	Must show return on investment and value
Quiet space for study Art	Overdrive More computers	Intimidating (II) Just use school library			University partnership Facility should keep up with city growth	Partner with Express Cable channel	Quality of life

(#) = number of identical responses, e.g. (II) = 2 identical responses

APPENDIX 2.1
Summary of Focus Group Comments

Round Rock Public Library
Round Rock, Texas

<i>What is good about RRPL?</i>	<i>What is not so good?</i>	<i>Why doesn't everyone use the Library?</i>	<i>What's the Library's role in providing service to people with special needs?</i>	<i>What contributions would you make to improve the Library?</i>	<i>What improvements would you make?</i>	<i>How should we market the Library to you?</i>	<i>What is the future of the Public Library?</i>
Children's programming (III)	Need more space (II)	Lack of awareness, publicity (III)			New facility should be icon structure like Seattle	HOAs (II)	
Miss Virginia	Need library on wheels for elderly and nursing homes	Lack of digital archives			Look at different models, not traditional branches	Beer coasters	
Online resources	Need safer, cleaner, more light in parking garage	Lack of transportation			Downtown is changing, move library to near Baca (II)	Nonprofit networking group	
Community Helpers Program	Can't pay fines online	Lack of transportation options in City (II)			County system	Social media, not print	
Clean bathrooms	Technology in computer room	Location – too far from West side			Like Georgetown – add café, art, more public space	Full page ads like PARD in newspaper	
Game day	Online catalog is not accurate	Marketing			Partner with other organizations to offset price of branch Bookmobile (II)	Television ads	
Hours	Space (II)	Missing something for the middle group				Radio	
Integrated in the community (II)	Hours – need more on Sunday and consistent hours on Tuesday	Missing style			Tutoring services	Marquee signs	
Location (III)	Need sound proofing (meeting rooms)	More choices in the community			Book giveaway day	Billboards	
Large print books	Search results on catalog unexpected ("I do not expect zero results when I search the library catalog")	Need new cooking and fashion books			Speaker series	*Self-promoting, don't need to promote to nonusers	
Online account access	Need facility maps, floor plans	Needs more exposure			Library bus (transportation to facility)		
Safe & clean	Book drop (have to get out of car to return)	New people don't know about it			Check out devices		
Computer classes	Branch – West	No satellite location			eNewsletter		
Staff are outstanding, helpful (III)	Need spell check on catalog	Non-English language barriers			More staff & high pay		
Book sale	Book drop blocked by restaurant deliver trucks	Nonresident fees (III)			Increase hours on Saturday		
Collection -- diverse, balanced, popular, great (II)	Collection weeded too soon	Not aware of databases			Flex hours during year		
Staff -- Children's Librarians, Miss Jane	Nonresident fees	Not comfortable – poor lighting and seating			Central library larger		
Open children's area	Kids afraid to go into teen room ("Am I allowed in")	Not readers			Branch library for kids, seniors, people without		
New check out system (II)	No lounge area in kid's section	Only for families					
Children's area	Space for check in area	Only for poor people					
Ability to request items from home	Physical space during summer	Other libraries					

(#) = number of identical responses, e.g. (II) = 2 identical responses

APPENDIX 2.1
Summary of Focus Group Comments

Round Rock Public Library
Round Rock, Texas

<i>What is good about RRPL?</i>	<i>What is not so good?</i>	<i>Why doesn't everyone use the Library?</i>	<i>What's the Library's role in providing service to people with special needs?</i>	<i>What contributions would you make to improve the Library?</i>	<i>What improvements would you make?</i>	<i>How should we market the Library to you?</i>	<i>What is the future of the Public Library?</i>
Pre-k & toddler programs	Book drops in other locations	Parents don't understand value					
Literacy room	Series books (difficult to find and figure out order)	People are more self-contained					
Newspaper archive	Access to inappropriate material on children's	People don't think about it					
Quality materials	Separate kid's area, not enough windows in kid's area	Popular myth of the internet					
Overdrive		School library (II)					
Databases from home		Selection of books					
ILL (II) – Mary & Chip's personal touch		Social groups					
Put books on hold		Socioeconomic					
Mango Languages		Tech computer books are old					
Improved in years		Technology playing catch up					
Accessible		Time pressure to return items					
Open every day		Traffic					
Computers		Younger generation living in cyberspace					
Staff awareness							
Suggest a purchase							
Summer Reading Program							
Texshare databases							
Volunteers							
Well decorated							