



Athol Public Library

April 26, 2016

Young Adult Focus Group

What's new to you?

Did you come to the Library before it was renovated? What do you like about the New Athol Library? What would you change?



1. What do you like about the Library?

- Space
- Programs
- Sunlight
- Park
- People who are nice and helpful
- It's pretty cool!

2. What would you change?

- Add a food court
- Change the wall color of the teen area to something lighter...yellow0

What does the Library do, anyway?

Why do you come to the library?



3. Why do you come to the Library?

- Books to study
- Hang out with friends
- Play “attack”
- Computer access (wireless access)
- Computer for homework
- Renew books

Does the Library save you money?

Of the “things” (DVDs, CDs, Books, Magazines, Wifi, Computers, etc.) that you use from the Library, which of those “things” do you buy? Do your parents buy for you?



4. What media do you buy?

I buy for myself

- Video games
- Books
- Laptop
- CDs

Parents buy for me

- Books
- DVDs

What does the Library mean to you?

If there weren't a library, what would you miss the most? If you had fines over \$10 and could not use your card, how would you feel? What would you do?



ATHOL PUBLIC LIBRARY

568 Main Street, Athol, Mass. 01331

978-249-9515 • www.athollibrary.org

A member of the Central Mass. Regional Library System

5. What does the Library Mean to You?

Likes

- Pizza
- Friends
- Books
- Programs

Without a Library, I would

- Be mad!
- Feel guilty (perhaps that they did something to cause it not to be available)
- Upset
- Miss the people

What do you need to succeed?

Are there any services/programs not now offered by the library which you think the library should provide?



6. What is needed?

- Video game room
- Vending machines
- Language learning (French Club)
- Arts and Crafts
- Weekend Hours
- Study Rooms – No reserves

Is it “cool” to use the Library?

- Do your friends use the Library? What would you say to a friend who doesn't use the Library to get them interested in using the Library?



7a. Friends and the Library

- The teens that use the Library expressed that they felt that many of their friends were also library users.
- They also felt that seeing friends at the Library was one of the reasons they kept coming back.

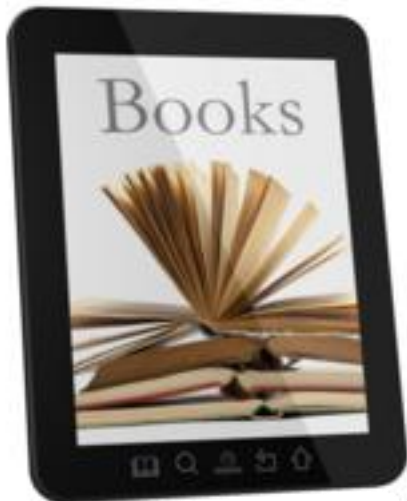
7b. Dear Friend who doesn't use the Library,
You should use the Athol Library because:

- This is Sparta!
- It's a good place to learn
- You can check out books and have extra time to keep them.
- You like to read

Really, dude, have you ever been there?

Do you share information?

If your friend did not know how to reserve a book from the Library or did not know how to get an ebook, stream movies, or download an audiobook from the library, how would you explain to them how to do that?



8. Streaming, ebooks, audio downloads

- Teens were at a loss for words
- No one could explain how to do this
- The interest level did not seem high, but there was some interest after a brief showing them possibilities at <http://digitalbooks.cwmars.org>

How much time do you have?

If the Library asked you to volunteer at the Library, would you?



9. Would you volunteer?

- No time, but would if:
- Food was involved
- If “community service” credit was offered
(This is required for all students at some schools)
- If it involves working with little kids
- If I knew how to sign up
- If it was publicized

Do you want to be reached?

How do you find out about programs offered at the Library



10. Do you want to be reached? How?

- By real mail. Personal letters from Ann are preferred.
- Google accounts held by some. Possible opportunity to form a google group email.
- Facebook for some, but not all

Where does money come from?

- How do you think the Library is funded?
Where does the food come from?
- Who buys the books?
- How does that stuff get online?
- When you are older, will you support the Library?



11. Where does money come from?

Teens seemed to be aware that Athol received

- A big check
- Town taxes
- Supported by the government
- And aware that staff was essential to the value of the library