

# Five Messages We Heard During Our Focus Group and Community Surveys

## 1. **“It wouldn’t be much of a library without books”**

- When asked to identify their main reason for coming to the Library, the majority of patrons said to borrow books.
- An average of 1 out of every 3 adult fiction books checked out is less than 6 months old.
- The cost to purchase books has **increased** 13% since 2009.
- Our materials budget has **decreased** 9% since 2009 and will **decrease** 25% more if the tax levy vote is defeated.

## 2. **When asked for one word to describe the Geneva Public Library, the words ‘welcoming’ and ‘accessible’ were used over and over again.**

- Our staff add value to the Library. Our patrons rely on the knowledge of staff for everything from reading recommendations to technology assistance.
- Our community relies on the Library for access to the Internet, Literacy Volunteers tutoring, and meeting space.
- A no vote means the Library will cut open hours by 10%, reduce 3 staff positions, and cut essential patron support services like computer help hours.
- **What is welcoming about fewer staff and fewer essential services? What is accessible about fewer open hours?**

## 3. **“I come in the back entrance just so I can experience the joy of the children’s room”**

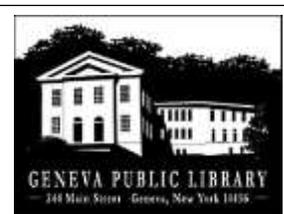
- The children’s area and events and services for children are the core of the Library.
- Children in poverty may hear 30 million fewer words by their 4<sup>th</sup> birthday leading to a gap in vocabulary, reading, and test scores that is hard to overcome.
- A vote to pass the tax levy means more preschool story times, more baby lapsits, the continuation of 1000 Before Kindergarten, and more books in the hands of children and parents.
- **A vote to reject the tax levy means fewer words for children to hear, fewer books for children to read, and less joy for everyone to experience in the children’s room.**

## 4. **People want the Library to collaborate with others in the community on programs and projects.**

- From Musical Moments at local churches to book displays after movie screenings to Story Times at local daycares, Geneva wants to see its library out in the community.
- The Library has made great strides to move out among the community. Our staff work with local business for library card sign up promotions, lead activities at PAWS nights and Geneva Night Out and sit on the boards of other non-profits.
- A yes vote means an expansion of this philosophy. A no vote means pulling outreach staff back behind desks.

## 5. **The Library is great but Geneva wants to see even more from its library.**

- Though 85% of community survey responders indicated they are satisfied with the library, they also repeatedly expressed a desire for **more** books, **more** hours, **more** technology, **more** parking, **more** services, and **more** innovation.



SAVE THE  
DATE

**LIBRARY VOTE**

Tuesday, May 17

11:00 AM- 8:00 PM.

North St. Elementary,  
400 North St.