



So, You Think You Want To Do a Community Needs Assessment?



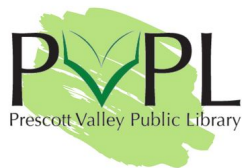


Who are we?

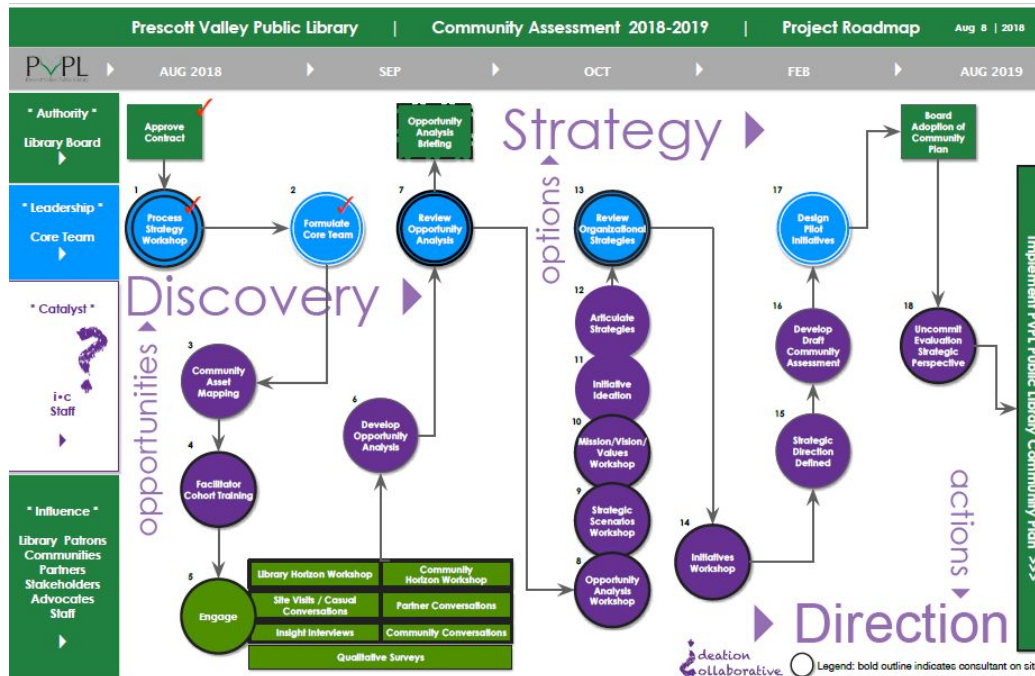
Casey Van Haren
Community Services Director -
Library, Arts, Parks & Recreation

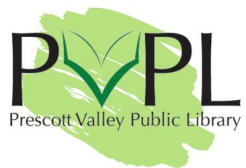


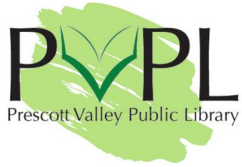
Michele Hjorting
Prescott Valley Public Library
Adult Services Lead Librarian



So, you think you want to do a community needs assessment? Start here!







This Was Our Process

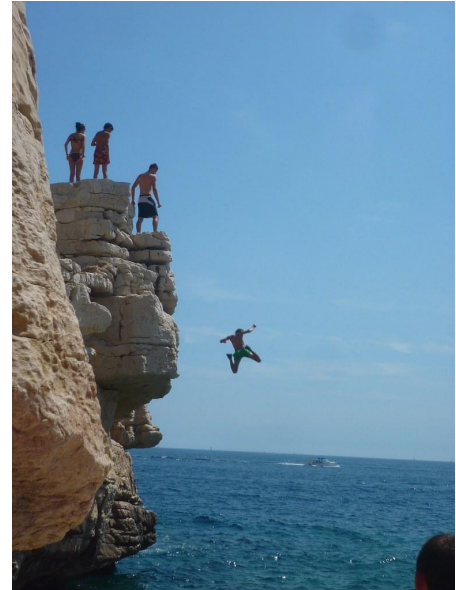
How we started

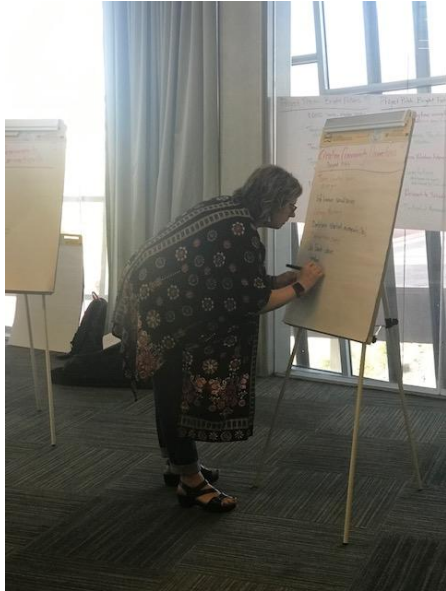
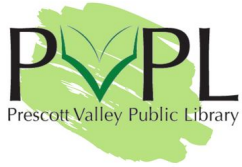
What our mistakes were

Our BIG AHA!

How we shifted direction

Success!





No Direction

Wrote LSTA Grant in 2018 for \$30,000

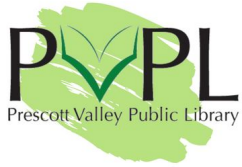
Step 1- Formally hired consultant

Step 2- Met with consultant for 9 hours to go over entire year long process. *(WHOA! 9 hours???)

Step 3- **Selected and trained staff to facilitate community conversations.

*We will refer back to this

**And this one too!



Mistakes? Not Us...

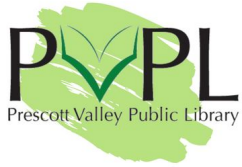
NINE HOURS of Trusting the Process

Not including all staff

Assumptions

Survey! Baaaad





Our big AHA is starting

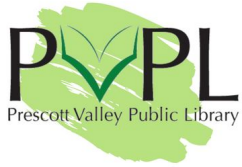
Community Conversations

(Ir)Relevant Topics

- Transportation
- Housing
- Water
- Limiting Growth



Lack of Communication from Consultant

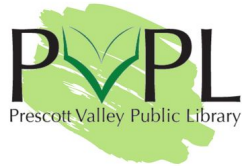


Our big AHA, finally

First accidental Community Conversation

Redirection



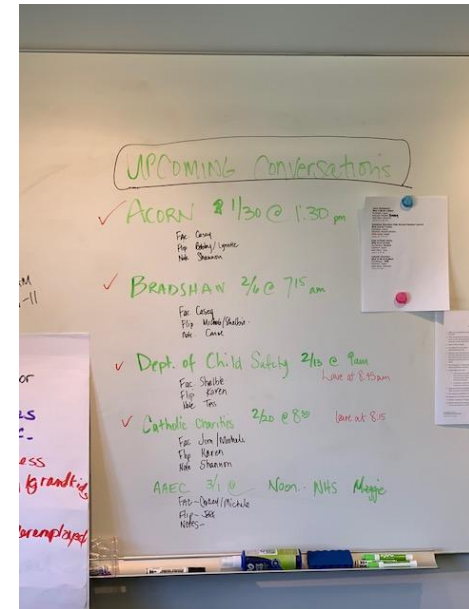


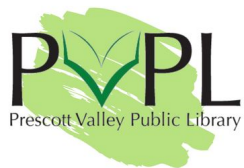
Take Control - The New Way

Explain Why you are Doing This

Don't Waste Time of the Group

Tailor Questions to the Group



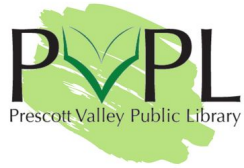


The Redirect

RIPL

Jamie LaRue



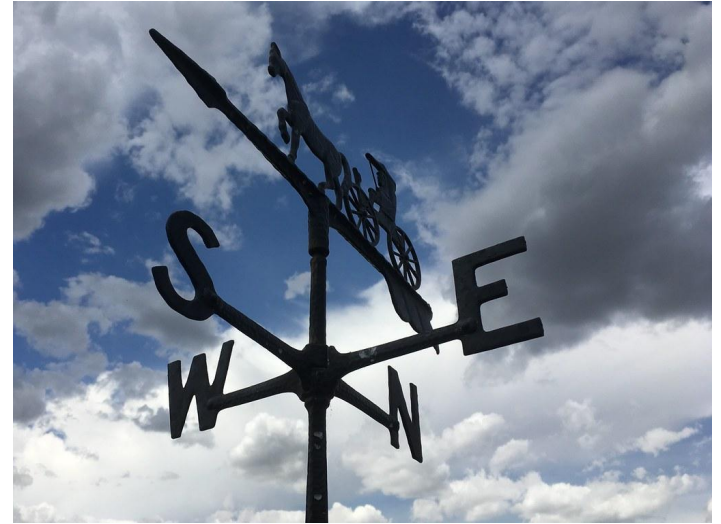


Success - finally!

Data

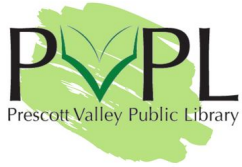
Direction

Priorities



What we did - the nuts & bolts





Know Who Makes Up Your Community - AKA Asset Mapping

Arts and Culture

Education

Government and social services

Health Care

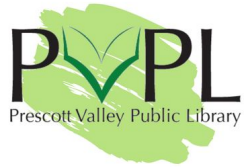
Faith based organizations

Recreation

Business and Technology

Core Team



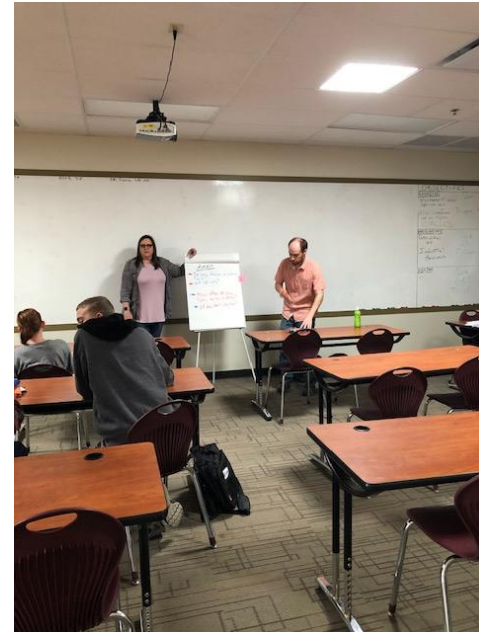


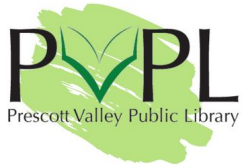
And Now....The Nuts and Bolts

Facilitator

Flip Charter

Deep Note Taker





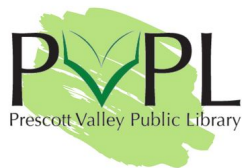
Facilitator

Before starting the conversation, make sure to have library staff introduce themselves and what role they are doing.

Facilitator:

- Should be someone who likes to talk to people!
- Leads/guides the conversation
 - ask the questions
 - checks in with the flip charter and note taker to make sure they are writing everything down
 - thanks everyone for their participation

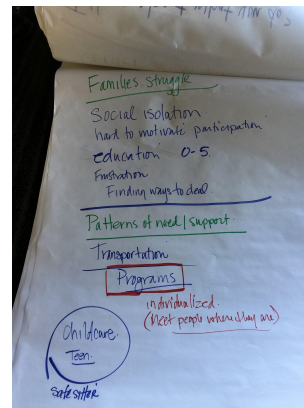
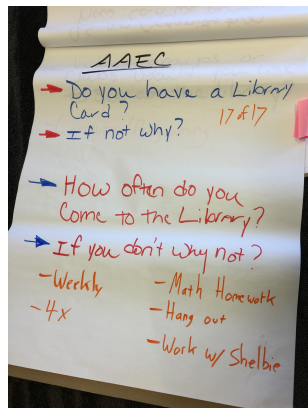


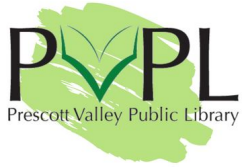


How to Flipchart!

The Flip Charter:

- Have good writing
- Ability to paraphrase/capture the essence of the conversation
- Bullet Points
- Alternate Colors



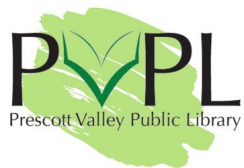


Deep Notetaker & Time Keeper

Deep Notetaker

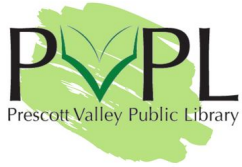
- Have good typing skills
- Time Keeper
- No BIAS





Practice Roles





Tools of the Trade

Laptop

3M Super Easel Sticky Pads

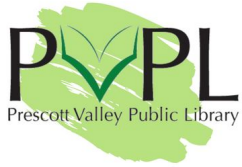
Easels and a carrier

Good colored markers

Rolling cart

Library Resources





Get Out! Into the community! AKA Outreach

Schools

Parent Teacher Organizations

Moms groups

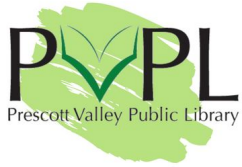
Police Department

Faith based organizations

Social Service organizations

Teens





We asked questions like this...

Do you have a library card? Why or why not?

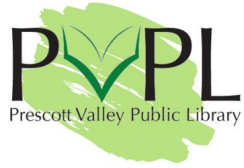
What would you like to see from the library?

How can the library partner with you?

What patterns of needs or trends do you see in our community?

What do you see families struggle with?

What library services/programs would you like to see us offer?



What We Found Out

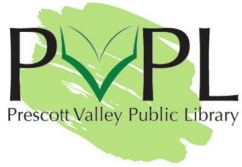
The library needed to redirect services to these key priorities:

Build Bright Futures-invest in the youth of Prescott Valley

Community and Civic Engagement-Prescott Valley residents have a deep interest in having ongoing meaningful discussions and building a stronger community.

Build Our Team-Invest in the needs of our team. A well trained staff is a benefit to the community.





How We Are Doing It...

Early Literacy

Internships for Young Adults

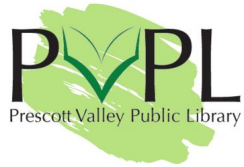
LGBTQ Youth

Community and Civic Engagement

Small Business and Tech

Staff Development and Training





Mission and Vision

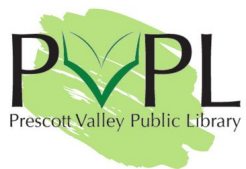
Mission

Compassionate and knowledgeable library staff welcome, enrich and inspire all in our community to learn and grow together.

Vision

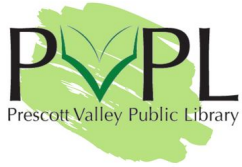
Building Bright Futures





Who's gonna do
it?





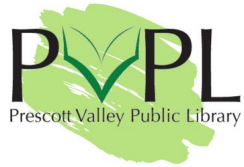
Lessons Learned (Reflections)

Consultant?

Staff Field Guide did not resonant with staff - too complicated

All staff should be involved in the process to ensure staff buy in

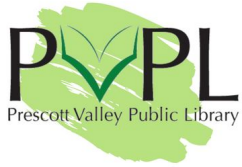
We are relevant!



AND THEN..... COVID

COVID changed everything! (Well almost)





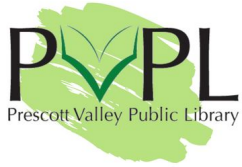
Our New Path

Our library stayed open (yes, really!)

Back to ground zero

We will be talking to our community again





Thank you!

Questions? We can help! Really!

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