



## 2022 Library Visit Interview Form

**Library Name:** Everett Roehl Marshfield Public Library

**Certification Grade:** 1

**Date of visit:** 8/1/2022

**Library staff present at the visit:** Jill Porter

**SCLS staff present:** M. Van Pelt

**Amount of time spent at visit:** 10:15 – 4:15 6 hours

**[Please limit this section to the answers to the specific questions, and include as much detail as possible. Report other information or observations in the “other information” section below.]**

1. How are you and your staff doing?

Pretty darn well. Circulation is struggling a little. Ratio of loans loaned to borrowed is 2.5 to 1. The local holds project may impact that. They are having to hire more circulation staff to handle the load. They went live on LINKCat 9/2021. The Marshfield Library demographic of users is seniors or very young. The average age for patrons is 60 and they are not comfortable with technology. Their customers don't place holds and the lack of local broadband service discourages remote use.

2. What are the next projects (big or small) on your library's to-do list?

Strategic plan. The last one is now obsolete. They were waiting until after COVID. The board asked Jill to do it. She will get staff input and then public groups. I shared that SCLS can help her with it and that Shawn would be the contact person.

Marketing plan- They have (1) 20 hr staff person dedicated to creating a marketing plan in 2023.

3. Are there service changes or new services from the last two years that you plan on continuing?

Hybrid programs for adults especially e.g. author events, local history and genealogy. The book groups like it. Programming numbers are static on participants. Feel that gas prices, driving at night, cruddy weather is negatively impacting the in-person attendance.

Planning on training staff to better evaluate collection development and acquisitions. Training will extend to evaluating programs, including budgeting and the ROI of programs along with creating new ones. She wants to get the staff to understand budgets, programming, marketing, and collections.

4. How can SCLS help?

In regard to the Ad-hoc work groups and committees like Local Holds, Multi-Part Dvds, Delivery Cost Formula, please schedule meetings with more advance notice.

Send out the agendas and materials well in advance also. SCLS can't expect its members to be fully involved if they don't have the information or are well informed of the issues with enough time to process the topic.

The standard meetings like Administrative Council, Technology and Delivery are fine.

5. Is there anything else you'd like to share or discuss?

**Other information gathered at the visit (interesting tidbits, general impressions of the library, or alternative topics):**

I was there on Harry Potter Day and offered a pin for my Hogwarts School. The girls restroom had a sign to watch out for Moaning Myrtle. The Youth Services office was renamed the Room of Requirement.

Jill and I talked non-stop for the entire visit along with lots of laughing.