

**BOULDER PUBLIC LIBRARY
SWOT ASSESSMENT SUMMARY – STAFF
4/4/06**

MAJOR STRENGTHS	MAJOR WEAKNESSES
<ul style="list-style-type: none"> • Broad definition of information has resulted in wide-range of valued offerings • Well-used traditional services (circulation increasing) <ul style="list-style-type: none"> - Collection development team has made noticeable improvements - Integration of traditional services and cultural programming viewed as a model for other libraries • Electronic resources, wireless internet heavily used • Literacy program recognized statewide • Well-used community center <ul style="list-style-type: none"> - Facilities are busy - Diverse base of users • Extensive resource sharing with other libraries • Strong Main & Neighborhood Branch System <ul style="list-style-type: none"> - Main Library building is large and attractive - Neighborhood branch libraries strongly supported/appreciated by neighborhood residents - Carnegie Branch is preserving community's history • Good reputation, locally and regionally <ul style="list-style-type: none"> - Outreach efforts have resulted in Library being respected in diverse parts of community (Conversations in English classes, Spanish classes for Library patrons, Noches Latinos) • Staff <ul style="list-style-type: none"> - Willing to meet challenges, take on more - Well educated, experienced staff members - Newer staff bring new ideas & are receptive to change 	<ul style="list-style-type: none"> • Lack of adequate funding <ul style="list-style-type: none"> - Positions cut = existing staff stretched very thin. - Customer service hours reduced. - Minimal time for outreach to schools, community groups - Lack of staff time & financial resources to be as professionally involved, visible as desired. - Lack resources to optimally keep up with technology • Main Library Building <ul style="list-style-type: none"> - Lacks flexibility & adequate space for collaborative work spaces, computers, meeting rooms - Difficult to maintain building security, enforce building rules; no trained staff to deal with problem patrons • Siting of Library Branches <ul style="list-style-type: none"> - Carnegie feels isolated & no parking - Other branches not geographically spread - No branch in North Boulder • Staff-Related <ul style="list-style-type: none"> - Need to better connect work groups - Need to diversify staff - bring in staff from a variety of cultural backgrounds, with emphasis on Spanish-speaking staff. • 3-Library Consortium can complicate management of ILS needs; revenue derived from it is beneficial.

MOST SIGNIFICANT OPPORTUNITIES / CHALLENGES

- Maintaining relevancy of the library in the community
 - Need for on-going assessment to determine what the highest value is to the community: what should we be doing and how do we offer these services
 - Lack of community knowledge regarding the range of services offered.
 - People take for granted the Library will be there.
 - How to market library services, value of the library to community (need a plan and funding to implement)
- Changing demographics with different needs & expectations
 - Growing senior populations could result in a larger pool of volunteers and users of library services/programs.
 - Growing senior population may not be as able to access physical libraries, but may not have technology skills to access information remotely. More seniors may be home-bound or living in senior housing facilities.
 - There is an increasingly diverse community to serve. Boulder has a growing population of low-income and non-English speaking residents.
 - Generations growing up with computers and search engines such as Google, have different expectations about how to access information than previous generations.
 - Boulder is well-educated, aware community.
 - If children become users of the library early in their lives, they probably will be life-long users/supporters.
- Information technology will continue to offer both opportunities and challenges.
 - Faster, more efficient access to information.
 - Major challenge to keep up with changes in technology. New technologies are expensive.
 - Library often has to offer and support multiple generations of technology simultaneously.
 - Need for educating people on how to access, evaluate and use all the available information will continue.
 - If Boulder were to become a wireless city, there could be less need for library's wireless capability.
- ILS (Integrate Library System) and information technology vendors providing services to public libraries lag behind Google and Amazon type services in their ease of use.
 - They are not user-friendly and the interfaces are clunky.
 - BPL is tied into vendor relationships; dependent on vendors; vendors slow to change.
- Alternative funding mechanisms
 - Creating a Regional Library Authority (RLA) would provide opportunities for collaboration, more sustainable funding.
 - A Library District is another possibility.
- Partnerships and/or collaborations
 - There are a number of organizations with which the Library could form new or stronger partnerships or collaborations. These include: other libraries, local school districts, CU, Boulder History Museum, other City Departments.
 - Neighboring communities have developed new libraries and expanded their services - how to do more resource sharing
 - Business Relationships: Although there is a good relationship with the Chamber, beneficial relationships could be developed with individual business, especially technology firms (for sponsorships, donations, etc.)