



TOWN OF ACTON LIBRARIES

SOAR EXERCISE SUMMARY RESULTS REPORT 2023

AML AND CL TRUSTEES, AML FOUNDATION BOARD, AND FRIENDS OF ACTON LIBRARIES BOARD		STAFF	
STRENGTHS - TOP 5 (in descending order)		STRENGTHS - TOP 5 (in descending order)	
1	Dedicated, Hard Working Staff with Good Staff Leadership	1	Wide Array of Popular Services (study rooms, museum passes, laser printer, Library of Things, free supplies, email notification service)
2	Supports a Wide Range of Populations (diverse ages, languages, cultures)	2	Well-Trained, Forward-Thinking, Hard-Working, and Creative Staff is Dedicated to Meeting the Community's Needs
3	Engaged Community Believes the Libraries Add Positive Value to the Community	3	Great Customer Service and Strong Relationships with Patrons
4	Wide Variety of Programs Offered	4	Good Programming for Children and Adults
5	Children's Programs and Children's Staff	5	Excellent Collections, esp. Children's and Adult Nonfiction
OPPORTUNITIES - TOP 5 (in descending order)		OPPORTUNITIES - TOP 5 (in descending order)	
1	Need to Update Technology Processes and Equipment for Staff and Patrons (increase automation/efficiency)	1	Need to Enhance our Physical Space (accommodate more group work, address 2nd-floor noise issues)
2	Need to Adapt Space to Meet New Needs (add more meeting/collaboration spaces, redesign the Children's Dept.)	2	Need to Grow Collections (Library of Things, non-English Language materials, DVDs)
3	Need to Provide Technology Support for and Engagement with Growing Senior Population	3	Ever-Changing Technology (tech info/devices/space/support, AI growth, staff tech knowledge)
4	Need to Prepare for Community's Financial Challenges; Adapt to Economic Downturn	4	Interest in More Programming (local history, non-English language activities, options targeting 20–50-year-old adults)
5	Underserved/Untapped Populations (teens, young working adults w/o kids, new residents)	5	Need to Improve the Wayfinding/Accessibility of Space and Materials (e.g., reconfigure 2nd floor)



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ASPIRATIONS - TOP 5 (in descending order)		ASPIRATIONS - TOP 5 (in descending order)	
1	Be Known as a Vibrant, Robust Source of Free Info/Resources for All Community Members; Help is Always Available (“Be the West Concord 5&10 of Libraries”)	1	Operate with a Full Staff; Open Positions are Filled Promptly
2	Maintain a Strong Outreach Program (new residents, community Resource Center)	2	Sufficient Resources Enable Us to Expand our Services and Accomplish Short- and Long-Term Goals (funding, staff training, volunteer support)
3	Operating Hours Meet the Community’s Access Needs (e.g., more/adjusted hours)	3	Be Viewed as the Heart of the Community—a Safe, Welcoming 3rd Place
4	Be Popular with School-Aged Students	4	Be Known for Our Kind, Friendly, and Knowledgeable Staff; People are Comfortable Asking Any Question
5	Serve as a Trusted Authority and a Source of Facts and the Truth (“no fake news”)	5	Be Relevant and Viable; Be Viewed as a Critical Community Resource
RESULTS - TOP 5 (in descending order)		RESULTS - TOP 5*	
1	# Program Attendees (x5) (overall, by program, by type of program, by demographic, by age group, first-timers)	1	Operate with a Full Staff (x3) (Yes/No)
2	Increased Library Usage by All Ages (x4) (overall, school age children, teens, adults, seniors)	2	# of Visits/Door Counts for Times When Most People are Consistently in the Library Along with What Was Going On Then (x3) (exams, weather, programs, meetings...)
3	Increased Engagement on Library and Community Social Media Accounts (x3) (likes, mentions, shares, follows, comments, tags, feedback)	3	Increased Use of Website (x2) (e.g, returning visitor stats, pages with most usage)
4	# of New Library Cards Issued (x2) (overall, to school aged children)	4	Increased # Program Attendees (x2)
5	Increased Use of All Collections, Resources, and Materials by Type (x2) (overall, by demographic)	5	Increased \$ Donations to Friends and Foundations (x2)

* SOAR exercise participants brainstormed a list of results (metrics) independently as a follow-up activity to each group's real-time session. Their results are sorted in descending order by the # of respondents who submitted each result and then alphabetically. See the RESULTS page of the *Town of Acton Libraries SOAR Exercise Results Report 2023* for the full list.