



CHARLTON PUBLIC LIBRARY

SOAR EXERCISE SUMMARY RESULTS REPORT 2023

CPL BOARD OF TRUSTEES, CHARITABLE TRUST BOARD, AND FRIENDS OF CPL BOARD		STAFF	
STRENGTHS - TOP 5 (in descending order)		STRENGTHS - TOP 5 (in descending order)	
1	Welcoming, Knowledgeable, Friendly Staff and Library Director are Responsive to Patrons' Needs	1	Welcoming Atmosphere
2	High-Quality, Interesting Variety of Programs for a Wide Range of Patrons; "Something for Everybody" (e.g., speakers at Dexter Hall)	2	High Quality Customer Service; Staff Goes Above and Beyond for Patrons
3	Connection with CWMARS Catalog	3	Dedicated, Knowledgeable Staff
4	Availability and Accessibility of Physical and Digital Materials	4	Strong Personal Connections to Patrons
5	Creative Children's Librarians	5	Variety of Programming
OPPORTUNITIES - TOP 5 (in descending order)		OPPORTUNITIES - TOP 5 (in descending order)	
1	Need for a Robust Marketing Plan that Includes Using Diverse Platforms (social media, website, etc.)	1	Need for Someone to Coordinate Programming
2	Need for Dedicated Teen Space and More Teen Programs (e.g., for after-school programs)	2	Need for Someone to Focus on Marketing/PR Activities
3	Potential New and Expanded Local Partnerships (area schools, local businesses)	3	Need for More Staff
4	Untapped Local Populations (e.g., teens, 18-25-year-olds, homeschoolers, new residents)	4	Need to Rethink the Library Page Position ("drains the staff to continually replenish teen pages")
5	Need for Adults and Children to be Aware of CPL Programs and Services	5	Need for an Outreach Program



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ASPIRATIONS - TOP 5 (in descending order)		ASPIRATIONS - TOP 5 (in descending order)	
1	Staff Delivers Outstanding Service ("when you need something, we can get it for you")	1	Community Believes the Library is Relevant, Even as Technology Changes
2	Community Uses CPL's Diverse Offerings (meeting space, materials, etc.)	2	Be a Great Place for Community Members of Any Age and Ability
3	Serve as the Hub of the Community, Especially for the Arts	3	Operate with Enough Staff to Meet the Operational and Staff Goals (e.g., mitigate staffing level challenges with vacations/days off/sick time)
4	Library Funding Supports All of CPL's Needs (facility, operations, etc.)	4	Community Understands All the Library Offers
5	CPL's Happy Staff Feel Supported and Recognized	5	Town Administration Appreciates and Values Library
RESULTS - TOP 5 (in descending order)		RESULTS - TOP 5*	
1	High Staff Retention	1	# of Programs Offered for Diverse Target Audiences
2	# Visitors (people counter)	2	Increase # New Program Attendees
3	Annual Budget Requests are Supported/Approved (Y/N)	3	Increased # and Variety of Programs Offered that Appeal to a Wider Range of Resident Interests
4	Increase in Positive Survey Feedback	4	Increased # Library Visitors/Increased Foot Traffic in the Building
5	# Teen Programs Offered	5	Increased # Patrons of Diverse/Marginalized Groups Use the Library

* Staff SOAR exercise participants brainstormed a list of results (metrics) independently as a follow-up activity to their 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 *Charlton Public Library SOAR Exercise Results Report 2023* for the full list.