

Appendix C

Lawrence Library - Focus Group # 1 Worksheet

The following document outlines the purpose, plan, and process for the first Lawrence Library in-person focus group.

Purpose

To gather in-depth responses and more detailed information to help inform the Lawrence Library long-range planning process.

Strengthen sense of connection between focus group participants and the Lawrence Library.

Plan

The focus group will consist of four sections:

- Introductions - explain the purpose of the session and walk everyone through the process, introduce all participants, including their connections to the library
- Exercise #1 gather spontaneous responses to the question, “what three words come to mind when you think of the Lawrence Library?” Details appear in *process* section below
- Questions and discussion - there are five questions that will guide the discussion:
 - What do you love about the library?
 - What do you value about the library?
 - How do you use the library today?
 - How would you like to use the library in the future?
 - What other libraries do you use and why? [Not sure about this one, don't want to stray off topic]
 - Additional questions may arise based on responses and discussion
- Conclusion - thanking everyone for their participation and support for the library

Process

This section looks at the logistics for the event.

- Personnel
 - Moderator - Greg Peverill-Conti from Library Land Project

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- Note-taker - TBD

Exercise #1

Each participant will receive three pieces of paper and a pen. They will respond to the question: “What three words best describe the Lawrence Library?” Each participant will write one response on each card. The responses will be collected, tabulated, and discussed. The responses will be captured on a whiteboard to facilitate discussion, as well as in the session notes.

- Materials:
 - Index cards/scape paper
 - Whiteboard or paper

Exercise #2

Tina is also planning the following mapping exercise that can replace or better yet, augment the one listed above.

Open Questions/Discussion

The exercise will lead into the questions and discussion. The moderator will pose each question in sequence to the participants. Data points from the survey will be used to foster discussion if needed. For example, the building itself is one of the things many people reported loving about the library. Another is the reported importance of the gallery, second only to accessing library resources.

During this section, the note-taker will keep as detailed a record of responses as possible.

Other Elements/Considerations

- What accommodations might be required and are they available?
- Will there be refreshments?
- Will the participants be able to sign up for updates and a way to contact them again?