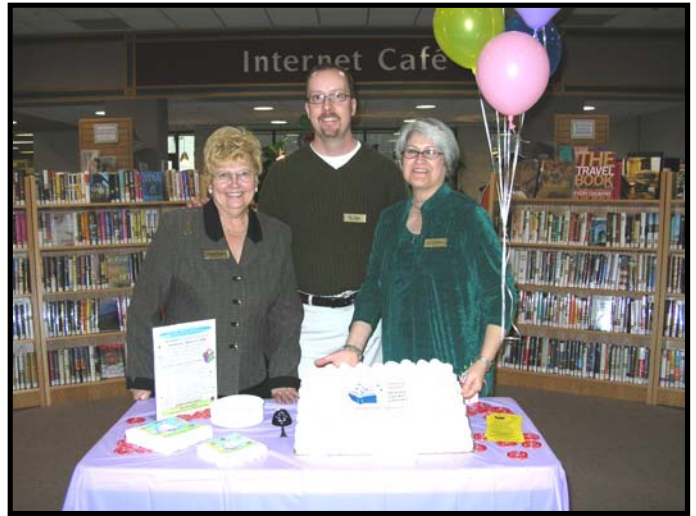


# Feedback from Mount Laurel Library Customers

March 23, 2005

We used the first anniversary of unveiling the Trading Spaces: Reinventing the Library Environment project to gather more feedback from our customers.



*Pictured from left, Angel Kuntz, Head of Circulation, Dan Trivett, Head of Youth Services and Library Director, Joan E. Bernstein.*

We used multiple methods to get customer feedback:

1. We staffed a Feedback Table with library administrators and librarians from 9:30 AM to 9 PM.
2. We offered a chance at donated raffle prizes for anyone who gave us written feedback. Staff were also empowered to write down verbal customer comments on the anonymous feedback form.
3. An anonymous customer feedback form asked:  
What works well for you? (What do you like?)  
What could be improved? (What don't you like?)  
What do you think our next steps should be?
4. We offered "May we Quote You" Forms for customers to give quotes with permission to use with their names.
5. Three poster-sized "Happy Anniversary" and "Thank You" cards were placed on tables in the library with markers nearby for people to sign.

A summary of all comments and sample forms are attached.

## About Trading Spaces: Reinventing the Library Environment project

*The Trading Spaces Project was an initial creation of the South Jersey Regional Library Cooperative (SJRLC) and the New Jersey State Library. The goal of the project was to reinvent a library environment through use of retail merchandising practices. The \$45,000 budget for the project was a three-way split from the State Library, SJRLC, and the Mount Laurel Library.*

*SJRLC used additional funds to retain the services of Dave Genesy, Director of the Redwood City (CA) Public Library and the premier library merchandising consultant in the US, as consultant to the project. In addition, the Mount Laurel Library redirected local funds for new collections and services to support the project.*

*"The Mount Laurel Library has succeeded beyond our wildest dreams with the Trading Spaces Project," says Karen Hyman, Executive Director of the South Jersey Regional Library Cooperative. " We are anxious to see the full impact on use and satisfaction of their customers and transformation of more libraries in NJ."*

*To further the goals of the project, SJRLC Program Coordinator, Peter Bromberg, developed a Trading Spaces Resource Page at [www.sjrlc.org/tradingspaces](http://www.sjrlc.org/tradingspaces).*

Summary from the anonymous feedback forms:

What works well for you?  
*(What do you like?)*

- The DVD library; new books on display; separating novels from mysteries on Display; being able to order and renew On-line; the ittsy-bitsy key ring library card!
- I love the new transformation; the spaces are friendly and inviting
- Wonderful collection of movies; the ability to get almost any book, etc.; the courteous and very helpful staff; most inviting surroundings; access to computers
- The fact that I can access On-line features (Data bases, library book availability, inter-library loans) from home; what is available is mind boggling! And the fact that I can do research at the library and E-mail it home to print it, is a magnificent feature
- The change that has helped me the most is the Children's area. I have 9 children and it was difficult to keep them happy before as I looked. Now I can hardly get them home (only 4 living home now). Also, the number of people available to help, as compared to before.
- I enjoy coming to the Library with my family. We participate in all of the children's programs and they are unbelievable. Mr. Dan, Ms. Julie and Ms. Myrna create an atmosphere of fun, comfort and enjoyable learning. Thanks to them my children are exposed to a variety of genres and a world of different possibilities.
- Great coffee bar
- Computers (games for kids and searches for grown-ups).
- Wish list [for new items]; DVD's & CD's; A great staff!; WEB site renewal
- The convenience of computer renewal; one week DVD's
- The computer access; the pleasant people that work here, the CD & Video rentals
- Like having more seating available. Liked Self-Checkout! Online renewals
- Computer access is great; so are your summer concerts
- More DVD's, more manga; more anime DVD's
- Update on new books, DVD's
- The Teen Zone; more computers
- Like selection of DVD's for free
- The new open area in the Children's section; Online renewal
- The Teen area; magazines (and borrowing); Chess Night!
- Large assortment of CD's & DVD's; use of computers; my questions are always answered
- The Children's area; the DVD's area, also the programs for children are very good, lots of variety in what is offered
- The children's activities are great; we like to reserve books Online
- We love renting videos and coming to Toddler time!
- Kids DVD's; computer games
- Using Library number to use computers and pay to print; general layout, bright and comfortable; easy drop off of books
- The computers, books and Internet café
- I think it's great what you're doing; what's happened this last year is unbelievable!
- A world of good reading and such great staff!
- Great selection of latest books, CD's, movies, computers; great setup
- I think it works great. Especially liked the goodies.

## What works well for you? (*What do you like?*) ...continued

- The Children's area is so cozy and pleasant. The people are very friendly and helpful; the selection of books, videos, audios, etc. is great
- The Children's station is fantastic. I enjoy the Adult section with couches for comfort reading.
- Great movies!
- Teen zone; books on tape
- Can't think of a thing to change
- It is like being in a spacious conservatory instead of a stuffy library.
- We love the computers, Children's section and all the wonderful programs for Children. The Internet availability is great! Thank you!
- Internet Café; movie checkout
- Computer accessibility in getting books from either this location or elsewhere.
- The increased number of Books on Tape especially the non-fiction. The DVD collection has stopped our use of the video stores. We like the large Kid's section. All of the computer terminals are a plus.
- Large selection; state of the art
- I love the Library and the new way you're displaying the books and other materials. I have bought a card at the Burlington County Library for years but you have everything I need, so I'm not buying a card anymore.
- I like the place better now than how it was before.
- Visiting from Indiana, studying in Camden and working in Mount Laurel Library has been a great resource for my projects. I've even gotten my roommates interested in the Library.

What could be improved?  
(*What don't you like?*)

- It's very hard to find books in the Children's section. I don't know how to make it easier but looking sideways through 3 shelves of "S" books while keeping an on a 2 year old is very tricky.
- More evening, weekend story programs for kids for working moms, current programs aren't convenient.
- More classic DVDs; you do a great job!
- Librarians could encourage quiet by speaking in lower tones. The area is so big that sound really carries. I don't want total quiet, but hearing so many different conversations does not make the library a calm, inviting place to sit and work, explore new books, etc. It's now harder to know what materials are due when- without having to go find the one slip of paper. Much easier with the card in the book and the nice summary. I've had more library fines recently. Provide option to have phone call or E-mail a few days before an item is due, instead of a week too late.
- Children's computers - can use more - there is always a line when I've had grandchildren here. Printers frequently don't work on children's computers.
- More DVD's
- You need a security guard.
- Hours, more computers
- More PC's
- I don't like the fact you can no longer see across the library because of the new shelf arrangement.
- More adult programs. Have a full coffee bar- like Starbucks.
- Self Check Out machine was a great improvement. Please bring that back. It was wonderful to help get in/out quickly.

## What could be improved? (*What don't you like?*) ...continued

- I would like to see a limit on the number of DVD's that can be taken out at one time (would like to see five).
- Family game nights. Not sure when they are, what games or for what age. For example feature a Bingo night.
- I've got numerous requests for FAX machines. Movie night. More musical programs. Senior education at the senior center across the street encouraging new membership at the Library.
- I like everything.
- I'd like to be able to borrow teacher resource books on current learning (Differentiated instruction, learning centers, cooperative learning, inclusion) they get expensive to buy especially when, as a special education teacher, I keep changing grade levels!
- More books on law; more videos; Michael S. Shuman books, Ronald Reagan
- I'm pretty happy with all your changes.
- Like it all.
- Everything is fantastic.
- Eastampton has a very friendly "Homeschool Section". Local support groups list their locations and times of meetings. Events are listed and curriculum suggestions are also posted. Homeschool special events are also performed there.
- More books on tape. I miss the rotating South Jersey tapes for the expanded variety. Additional DVD's - we have enjoyed the historical series like the Hornblower DVD's from A&E. Another series in the same time frame is the Sharpe series with Sean Bean.
- Have a job search section like at the County Library. Allow membership at the County Library.
- Please provide a list of classics by age including Shakespeare, ancient Greek classics, and poets.

- After hours laser tag! Block off the main book selves (out of bounds), turn off the Lights, battle around the new book "blockades". I've always thought this would be neat. I don't have high hopes, but with supervision it might work well. (see sketch ... note: not attached to summary)
- Access to county systems and universities on home computers.
- Add some sound barriers around small group areas. Improve ability to subselect books, CD, etc. when looking for items in the catalog. Often too many items may appear and there's a need to exclude/include material types, what's checked in/out, etc.
- List mailed out of new releases of DVD's and videos; maybe have a playstation/games
- More programs for children. Maybe adult/parent university programs with guest speaker on parenting issues, visiting authors, etc. Bring back self-checkout!
- I think the older children (maybe 8-15) could benefit from the many programs that the Library offers. But they need something on their level. I know my 10-year old loves to read. But some kind of crafts, history or science experiment group would be good.
- A permanent sign near front door or Circulation Desk that directs people to her Collection and say something like "Alice Paul, Hometown Hero/ Mount Laurel native". Also, copies of video/DVD version of HBO's - Iron Jawed angels for borrowing in "her" room so people can connect the dots that this was her story.
- More Internet computers
- Keep it up! Everything is great.
- Communication of activities more in the local papers.

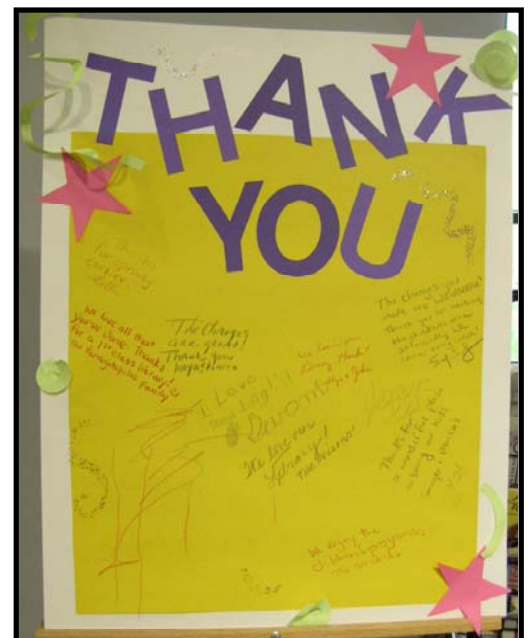
What do you think our next steps should be?

## What do you think our next steps should be? ...continued

- More magic programs, puppet shows, kid's programs.
- Drop off room for kids with TV/DVD; comedy CD's.
- More lights in row areas.
- Lounge chairs?
- Get more customer service; organize a fundraiser to get more money for books.
- Keep up the good work
- Make the Alice Paul collection more visible and accessible during all library hours (if it isn't already). It was one of Mount Laurel's shining lights in history and most people in this town don't know her wonderful story (Iron Jawed Angels by HBO) or the fact that her birthplace is within walking distance with tours available. She's a role model for young girls and boys from Mount Laurel.
- Covered greenhouse outdoor café with fresh-brewed coffee.
- More after school activities for kids ages 8 -15.
- Would like a Yugi-oh tournament here.
- Genealogy Internet references.
- Enjoy it.
- Expand medical and legal references sections
- Have a Home Schooler's Day, suggestions from local families who Home School
- Express Checkout
- Keep up with technology
- Better signage directing people to Alice Paul room.

## Thank you card comments

- Thanks for opening earlier -- S Butler
- We love all that you've done - thanks for a first class library! -- The Panagotopulos family
- The changes are great! Thank you -- Kaya & Kiarra
- I love reading -- Devon
- We love our library, thanks! -- Kaitlyne & John
- The changes you made are wonderful! Thank you for making the Children's Area so friendly, we come every week -- SJ
- We love our Library! -- The Rollins
- Thanks for a wonderful place to bring our kids -- Sawyer & Marza
- We enjoy the Children's programs -- The Stridicks
- The improvements are great but the staff is the best!  
-- Erin & Eileen
- This is a wonderful library!
- Thank you Mr. Dan & Miss Julie! You've done a MARVELOUS job! Our family loves all the changes - we're here all the time!
- I have used the library much more in the past year than in all the years before this one! Thank you!
- Great place, great people. Thanks ----- Maya Odell
- Thanks sooo much for my homework help; you guys always help out in many ways. Thanks! Lolayne
- Thanks a lot ---- Karishma Triyedi
- What a delightful experience the library has provided for my granddaughter Albie & I. Thank you Mr. Dan & Miss Julie  
-- Lynne Freedman & Albie Sittineri



*One of the two Thank You cards we used*

## Happy Anniversary card

- Thanks for such a wonderful Library and staff - we love it here!!!  
-- Michelle & Brianna Rubin
- Happy anniversary! --The Niyogi family
- The anniversary was GREAT! Best wishes to one of the BEST-ever public Libraries! -- Norma Blake, State Librarian
- Happy anniversary -- Phil Roman
- Oh the places you'll go! -- C.B.
- Wonderful! ----- Bob Lazar
- It's a long way from the Book Mobile of the late 60's -- Chris Hallam
- Congratulations!!! -- D. Calvanico
- Happy anniversary -- D. G. W.
- Congratulations! ----Jean Newton
- Wonderful, wonderful, Love it! -- B. Mattson
- Congratulations --- Wanda - Tax Officer
- Great service - very professional and friendly personnel --Beth Collins
- Thanks for "updating" and being so friendly ----- Renaud family
- Congrats! --- the Braun family
- Great Job! Smiles from me!
- Great fun! Happy anniversary --- Tom Viviano
- Thanks for being the best!!!
- Impressive ---- Emily Wong
- The coolest library ever! ---- Kate Maich
- Our "home" away from home - many thanks! ----- Moorestown Area Quilters!



## "May We Quote You" comments

*(we have permission to use these with name/town attribution)*

- My son Ethan, 18 months now, gets excited when he enters the Library. He knows exactly where the children's section is and runs over with great interest. --Alon Baker, Mount Laurel
- The Library has been an invaluable partner in several research and writing project; the staff has been uncommonly helpful. More than that: the Library is a wonderful destination and resource for the entire community.  
--Jon Hechtman, Mount Laurel
- I am proud of our Library. -- Ruth Gandek, Mount Laurel
- This Library is extremely "up beat", has all sorts of activities, has the newest books, CDs, tapes, etc. The ongoing book sale is my favorite. The children's book and PC programs are very much enjoyed by my granddaughter.  
--John Kowalewski, Mount Laurel
- I enjoy all of the improvements made recently; you have an abundant number of CD's, continuous new revolving DVD's, new book additions, a pleasant quiet reading area. All of the personnel in the Reference Area are well informed, courteous, patient with computer expertise. Requests from other libraries has been very responsive, the availability to charge out magazines is an excellent approval.  
-- Albert Kaplan, Mount Laurel
- The pleasantly innovative and informative approach to "Librarying" brings me to the Mount Laurel Library time and time again! I wish other libraries would adopt your magical format.  
■ John Mitchell, Chadds Ford, PA (library member)
- Mount Laurel Children's Section is tucked and tufted like a snug little nest lined with wonderful stuff. My 5 frisky fleglings here feel cozy and right; when their laps are book-laden, how imagination takes flight!  
-- Melissa Noble, Cherry Hill (library member)

## "May We Quote You" comments

*(we have permission to use these with attribution) ...continued*

- I want to say thank you to the Library for being the best!! In the past year, the improvements have made such a tremendous difference in every aspect. I really appreciate the friendly staff, especially "Mr. Dan". Since his arrival, my daughter who is 11 actually asks to go to the Library!! The implementation of the "Paws to read" program has made a 100% difference in my daughter's motivation and skills where reading is concerned. Mr. Dan always has a smile on his face and really goes out of his way to make each and every child and adult feel special.  
-- Michelle Rubin, Mount Laurel
- I think this Library is the bomb! It has all the fun things to do and it was much improved since the first time I came in 2000! I Love It Here!!  
--Brianna Rubin, Mount Laurel
- It's turning out real nice. The help are great!!  
-- Dolores M. Dailey
- Just keep doing what you're doing. I've enjoyed watching the progress and forward look/vision, etc.  
▪ --Ewaugh F. Fields, Mount Laurel
- The new system for the computers and printers is great! So state-of-the-art! It's excellent!  
■ Leah Kaplan, Mount Laurel
- Love the new computer system.  
-- Irwin Schwartz, Mount Laurel
- You have come a long way from the Bookmobile of the late 60's and early 70's. This library is the greatest; very up to date with everything you want - books, video, CD's and more.  
--Chris Hallam, Mount Laurel
- The Library as always continues to improve its services. I visit regularly (at least bi-weekly) and also transact much of my business on line. In addition to the expansion of its electronic services, I'm also pleased with the personal pleasant human contact when I'm here. Keep up the good work!  
--Jennifer Gottschalk, Mount Laurel
- The Mount Laurel giant endorses the Mount Laurel Library. Chess night is a good place for a friendly game. When I think of the MLL, I think SMILES ☺. Happy and ready to help.  
-- Mark "The Mount Laurel Giant"
- My sons and I love coming here, whether it's for a planned activity or just to spend an afternoon together. Mr. Dan and Miss Julie always have a smile, a kind word and make my kids feel special. When Mr. Dan arrived last summer, we really enjoyed the new programs he started and are still enjoying them today. We look forward to getting the new Children's Program calendar each month and seeing what exciting activities are coming up. Thanks to everyone in the Children's department.  
--Wendy, Chase and Bryce Keller, Mount Laurel
- The Mount Laurel Library offers so much that I come here from Marlton rather than go to the Evesham Library which is closer to our home.  
--Alan Sonnessa, Marlton (library member)
- I think this is a wonderful place. From the moment I moved to Mount Laurel last year, I loved the Library.  
○ --Dorothy Waugh, Mount Laurel
- Please make auto repair manuals available. Such as Hayns for specific brands; more detail than Chilton.  
-- Harvey Konkin, Mount Laurel
- Wonderful, wonderful, wonderful!!!! My congratulations to the fantastic staff at the Mount Laurel Library.  
-- Bob Lazar, Mount Laurel
- I want to thank you for offering Township employees the right to be a member of the Mount Laurel Library.  
-- Marge Odell, Tax Collector, Mount Laurel Township
- This is the greatest Library there is in the State that has the best Customer Service.  
▪ --Dorit Davidi, Mount Laurel
- We are new to the neighborhood and we tell our friends that the Library is one of the best things about our new community.  
--Laura Rollins, Mount Laurel
- On Line resources and the Alice Paul collection  
-- Judy Glick Buckman
- Excellent transformation of this Library.  
-- Jean Elias

--sample form --

# We've made major changes at Mount Laurel Library

- ◆ In 2002, we held Focus Groups to ask what our community wanted in a library
- ◆ In 2003, we completed our Strategic Plan (read at [www.mtlaurel.lib.nj.us/plan.pdf](http://www.mtlaurel.lib.nj.us/plan.pdf))
- ◆ In 2003-04 the Library implemented many of the changes you wanted
- ◆ During 2004-05 we've lived with these changes

## Tell us what you think:

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What works well for you?  
*(What do you like?)*

What could be improved?  
*(What don't you like?)*

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What do you think our next steps should be?

Thank you!

# May we quote you?

May we share your comments about our library, along with your name and town, with others?

Sharing your comments on this sheet gives the Mount Laurel Library permission to quote you, including your name and town. For example, we might use quotes for our newsletter, in support of grant applications, or in articles about the library.

Thanks for your help!

Name \_\_\_\_\_

Town \_\_\_\_\_

Phone Number or email \_\_\_\_\_

Are you a library member?    Yes!    No

Program \_\_\_\_\_

Date \_\_\_\_\_