



The Osceola Library System

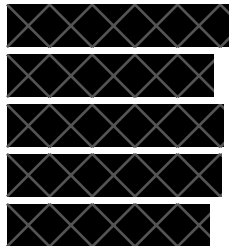


Collection Development Needs Assessment

REPORT DELIVERED TO:

Osceola County Manager

REPORT CREATED BY:



SUBMITTED:

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Introduction

The mission of the Osceola Library System (hereafter “OLS”) is to provide a safe place where all members of the community may research, learn, and grow throughout every stage of their lives. We are committed to providing our diverse community with up-to-date resources, access to popular materials, fun and educational programs, investment into new and emerging technologies, and a professionally trained staff. To best serve the community, the OLS has conducted a *Collection Development Needs Assessment*, which analyzed the needs and wants of the community. This project was a multi-level undertaking that took time, effort, and community engagement to be successful. The overall results of the assessment will determine the future focus and goals of the OLS.



Methodology

The purpose of the *Collection Development Needs Assessment* is to identify current and future trends in library service to anticipate the needs and wants of the community through 2031. The OLS utilized various strategies to gather, analyze, and evaluate data including the review of existing data, community surveys, interviews, and community presentations.

Review of Existing Data

OLS administrators reviewed the past three years of data concerning library usage including circulation statistics, program statistics, reference inquiries, phone calls answered, technological assistance, and in-house usage survey data. Additional data from the United States Census 2020 was also utilized for the area of Osceola County where the OLS is located and primarily services the community.

Community Survey

The OLS distributed a 20-question survey to library patrons, staff, and other members of the Osceola community. For this survey a combination of rating scale questions and demographic questions were utilized. The survey was available online through the library website or in print through mailers. Additionally, the survey was available in both English and Spanish. The survey was conducted during the summer in the months of June, July, and August. In total, the OLS received 864 online surveys and 328 print surveys.

Focus Groups and Interviews with Key Informants

OLS administrators held focus groups and interviews with about 50 area informants. Interviews took place at each area branch location and several community centers, although the majority of interviews were held at the Hart Memorial Central Library in Kissimmee. Key populations included government officials, high school students, community leaders, and library staff. Several local groups that participated in these focus groups and interviews included:

- Boys & Girls Clubs of Osceola
- Early Learning Coalition of Osceola County
- Heart of Florida United Way
- Hispanic Business Council of Kissimmee/Osceola County
- Osceola Council on Aging
- Osceola History
- Rotary Club of Kissimmee
- Valencia College

Presentations

To best inform the public and community stakeholders of the Collection Development Needs, the OLS held three public presentations at the library. The OLS informed citizens of the presentations through social media posts, posters, print flyers, and official notices on utility billing. The presentations were each held on differing dates and times in an effort to reach as many users as possible. Each presentation lasted about 20 minutes and allowed for questions and comments from the community. In total 1,124 people attended the presentations.



Circulation Trends

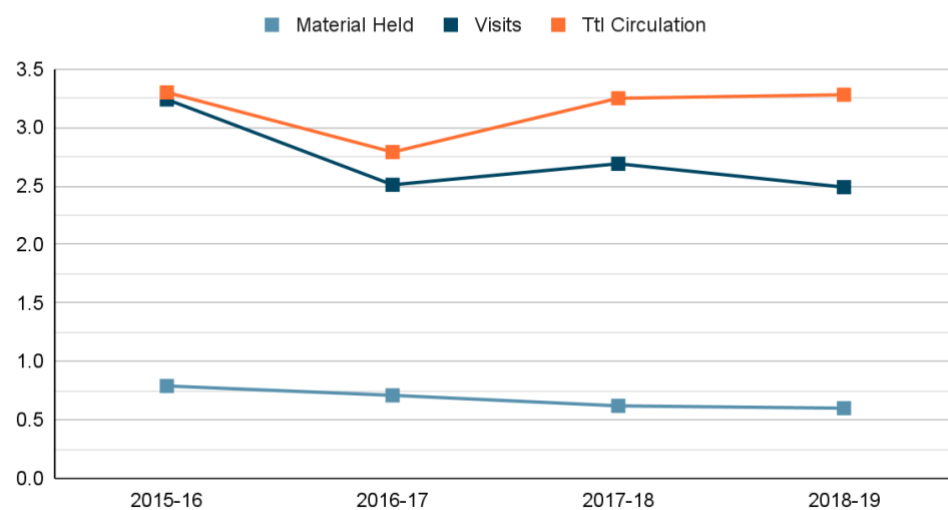
This section highlights data from the OLS's service measures, collections, interlibrary loan, programming, and electronic access.^[1]

Service Measures

In 2019, the OLS central library and five branches had a combined total floor space of **94,421** square feet. To put this in perspective, of the seven other Florida public libraries that have a legal service population between 300,000 and 400,000 residents, the OLS has the smallest footprint. Yet, this small library system's critical service measures remain consistent year-after-year (See Figure 1).

Figure 1:

Library Service Measures (Per Capita)

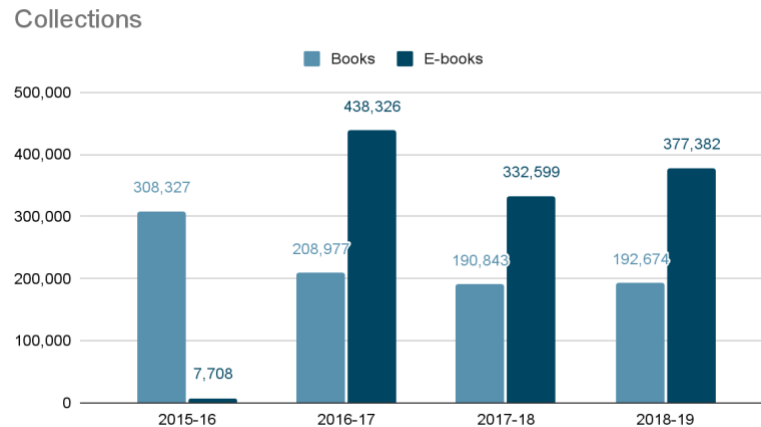


Collections

The collection held by the OLS consists of books, e-books, databases, serials, audio, and visual resources. While the public may associate libraries with books, Figure 2 displays how quickly e-books have become the dominant resource at OLS. Other resources in the collection, for instance, e-database subscriptions have remained steady between 2015

and 2019 with an average of **83** per year. Over that same period, print serial subscriptions averaged **232**, audio resources **8,895**, & video resources **20,130** annually.

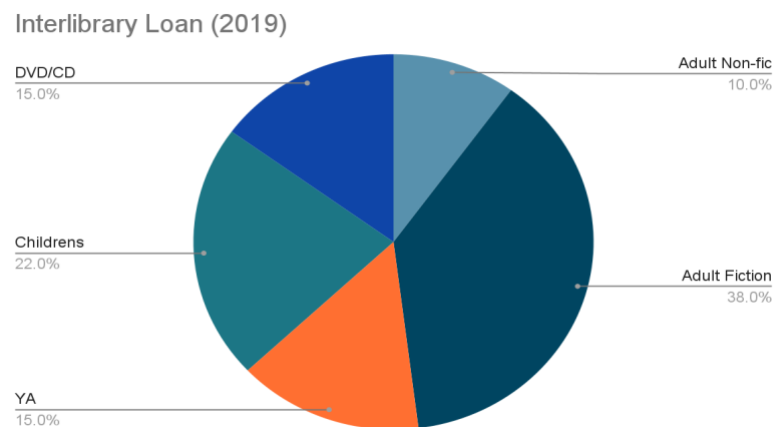
Figure 2:



Interlibrary Loan

The number and type of resources that a library borrows from another institution can help identify shortfalls in that library's collection. In 2019, the OLS received **1,246** resources from other libraries, in answer to patron requests. Figure 3 delineates the interlibrary loans by category.

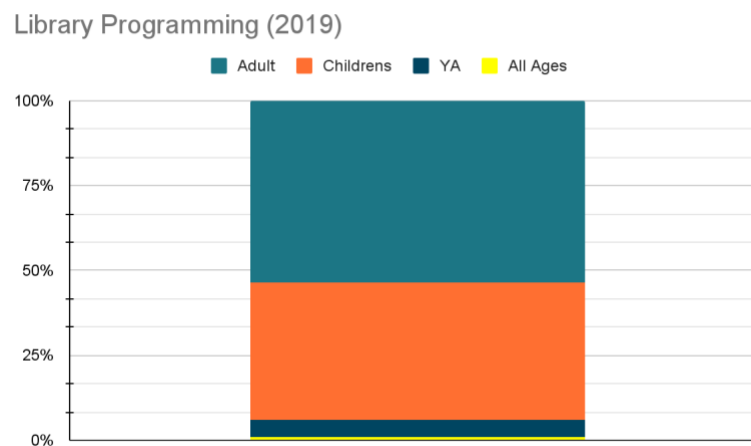
Figure 3:



Programming

In 2019, the OLS conducted **3,149** programs that attracted an audience of **44,717** people. Figure 4 depicts program distribution. Interestingly, while the number of adult programs exceeded all others, this programming only drew **12%** of the total attendance, whereas children's programming drew **79%** of total attendance. This may suggest a need to reduce some adult programming and increase children's programming.

Figure 4:



Electronic Access

Table 1 exhibits the electronic access information seeking behaviour at the OLS. Over the course of four years, computer availability has been consistent, but users receiving technology training and website visits have dropped precipitously. This phenomenon is likely a combination of more patrons bringing, and using, their own computing devices to the library, and a community that has more computing devices at home, thereby, becoming less reliant on library computers for personal exploration.

Table 1:

Electronic Access

Year	Library visits	Public computers	Website visits	Users receiving technology instruction
2015-16	997,550	219	509,910	2,024
2018-19	923,963	230	327,676	1,141
<i>Change</i>	-7.4%	+5%	-36%	-44%



Demographics

Osceola County was established in 1887 and consists of a “1,506 square mile area that serves as the south/central boundary of the Central Florida greater metropolitan area.” [2]

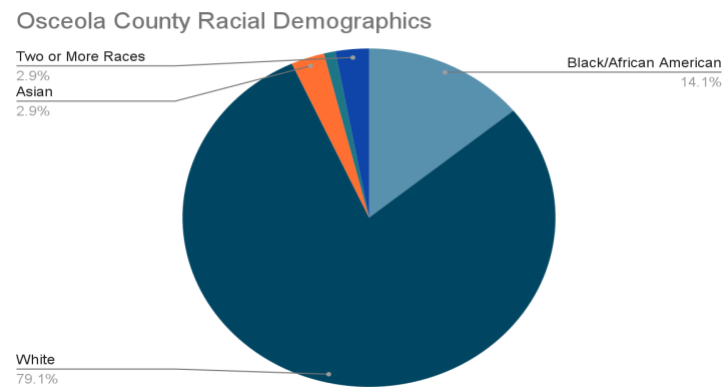
Osceola County also sits just south of one of Florida’s most diverse counties, Orange County. The county seat, Kissimmee, lies just 18 miles south of Orlando. The South and East portions of the county are dominated primarily by marshlands, woods, and undeveloped land, with a few rural towns in between. Osceola’s five major cities are Kissimmee, St. Cloud, Celebration, Harmony, and Poinciana, all located at the north half of the county.

The 2020 population of Osceola County according to *census.gov* was 388,656 citizens,[3] and rapidly growing, with a 44.6% population increase since 2010. [4] Osceola ranks 17th out of 67 Florida counties for highest population.

Race & Ethnicity

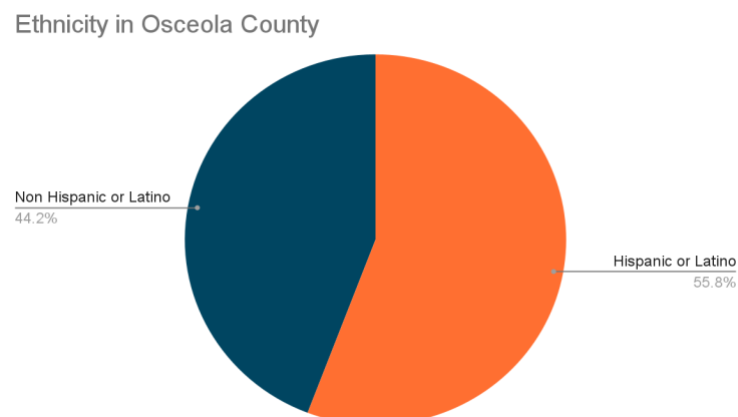
Of Osceola County's population, **79.1%** of citizens identified themselves as White, **14.1%** as Black or African American, **2.9%** as Asian, **2.9%** as two or more races, and a total of one percent who identified as American Indian/Alaskan Native and Native Hawaiian or Other Pacific Islander. Of those races, **55%** stated they are of Hispanic or Latino ethnicity.^[3]

Figure 5:



Osceola county holds a large population of Hispanic individuals. Of the total population of Osceola, **55.8%** of citizens state they are of Hispanic or Latino Ethnicity, or **216,870** citizens. Ethnicity may overlap with one or more racial categories.

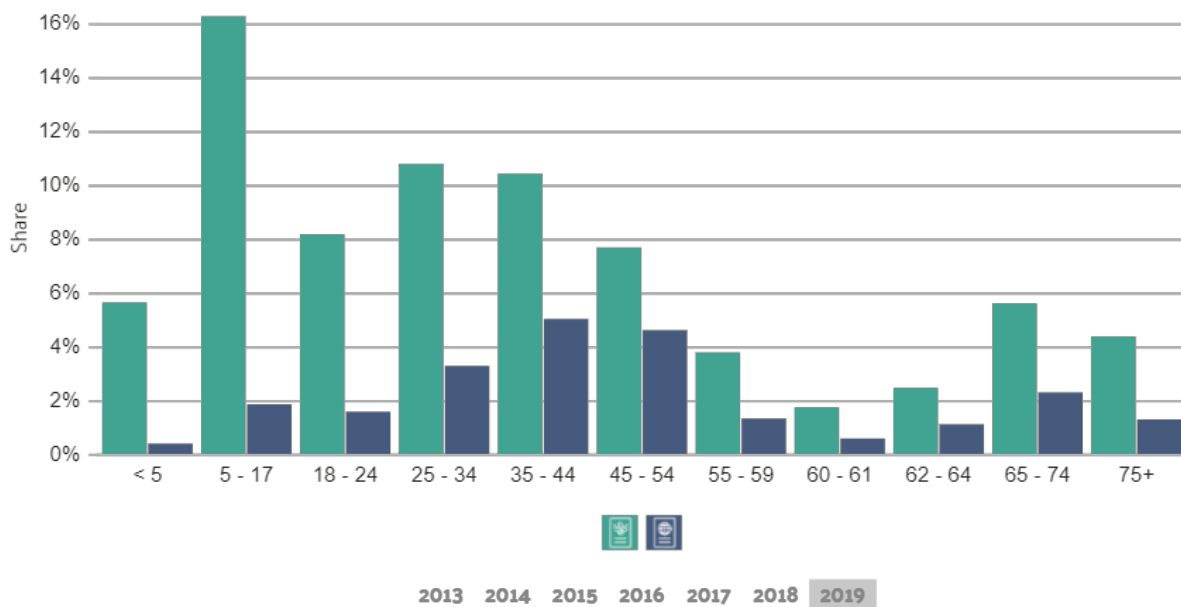
Figure 6:



Age

The following chart represents the age of citizens of Osceola County by nativity, with green representing the age percentages of those born in the United States, and blue for age percentages of those born outside the United States. Twenty percent of Osceola county's population is foreign born.^[3] For the state of Florida as a whole, *Data USA* states that "the most common birthplace for the foreign-born residents of Florida was Cuba, the native country of 1,040,032 Florida residents, followed by Haiti with 356,045 and Colombia with 294,743,"^[5] giving some insight into the demographics of Osceola County on a smaller scale. The median age for a resident of Osceola County is 35.9 years. (World Population Review, 2021)

Figure 7: Age by Nativity. Data USA, 2019.



Language

The percentage of citizens of Osceola County who spoke a language other than English in the household in 2019 was **51.3%**.^[3]

The non-English language spoken by the largest group is Spanish, which is spoken by nearly **45%** of the population. ^[6]

Computer Usage

Nearly **91%** of households in Osceola County have a computer in the household. About **82%** subscribe to a broadband internet service.^[3]

Education

Osceola County contains 25 elementary schools, 9 middle schools, 10 high schools, 4 combination schools (K-8), 7 Alternative programs, and 2 Choice Schools, which are all primarily located in Kissimmee or St. Cloud, FL. The total enrolment for all students in Osceola County grades K-12 is **56,688**.

For post-secondary education, there are 7 colleges in Osceola County with **19,798** total students enrolled.

In terms of residents who have already completed school, about **87%** of Osceola County residents age 25+ hold a high school diploma. Almost **22%** hold a bachelor's degree or higher.

Income

The median household income for Osceola County in 2019 was **\$52,279**. Approximately **13.4%** of the population lives in poverty, slightly higher than the Florida rate of **12.7%**.

Females aged **35-44** are the largest demographic living in poverty. ^[5]

Occupation & Industry

According to Data USA, “the most common job groups, by number of people living in Osceola County are Office & Administrative Support Occupations (21,759 people), Sales & Related Occupations (20,112 people), and Management Occupations (16,394 people).” The most common employment sectors are Retail Trade (23,664 people), Accommodation & Food Services (22,848 people), and Health Care & Social Assistance (16,945 people).



Community Input

Library User/Community Survey

Osceola County continues to grow and change as evidenced by the 2020 Census Data. To meet the needs of our diverse community, the OLS conducted a survey to better understand patron needs. This survey was distributed to patrons electronically via a link on its *Facebook* page and the library’s website as well as paper copies at all branch locations. The OLS also distributed the survey to all community members with the monthly utilities bill to identify needs of non-library patrons.

Focus Groups and Interviews with Key Informants

To further identify themes and matters facing the OLS community, focus groups and interviews were conducted at 15 sites across Osceola County to ensure geographic and demographic representation. The 51 focus groups and interviews lasted approximately one hour each and covered a variety of library-related topics. The specific questions asked of key informants can be found in Appendices B-D. When summarizing the data from these meetings, three key themes emerged:

1. The OLS's most important service to the community is providing access to materials (books, DVDs, eMaterials, and more).

- Books are easy to locate in the online catalog.
- Shelf and item order makes sense to patrons.
- When conducting catalog searches, adult fiction, and non-fiction materials can usually be found in the library system.
- Materials could be more diverse given the changing population.
- e-books are patrons' preferred method of reading.
- Electronic materials are difficult to access; patrons need help with learning and re-learning how to use them.
- Staff-noted gaps in the collection include materials in Spanish and Creole, books for non-native speakers to learn English, and diverse teen/young adult literature (particularly LGBT+).

2. Youth services, both materials and programming, continues to be a needed focus for the Osceola community.

- More youth, especially teen, programming is requested; the programs now are fine, but patrons want additional options.
- Teens want to be able to make reader requests for additions to the collection when a desired book is not found.
- Patrons requested a variety of graphic novels for younger readers.
- Children's materials have become torn and grungy; they need to be updated.
- Families want help teaching reading skills to their kids in a way that complements the school system's approach.

3. The OLS fulfills its role as the heart of the community but has room to grow in a few areas.

- Friendly and knowledgeable staff.
- Extended hours give patrons unrushed library time.
- Bright displays help patrons determine new reads and learn unfamiliar information.
- More outreach to the community is needed for the OLS's streaming and online resources; the OLS needs to better inform the greater community that it is more than books and provides higher levels of assistance than *Google's* capabilities.
- The reading nooks that exist are fine, but more are needed for quiet spaces to discover new reads.



Proposed Actions

The proposed action areas described below stem from our analysis of circulation trends, demographic research, community presentations, community survey, focus groups, and interviews with key informants including library staff, government officials, community leaders, and library patrons and non-patrons.

Library Strengths

It was clear, by the interviews with key informants, that one of the OLS strengths was access, specifically print access. It was mentioned that books are easy to research at the online catalog. This allowed for patrons to find the book on the shelves, not caring whether it was fiction or nonfiction. This is important to note, since nonfiction material can sometimes lead to confusion due to its call number.

A different strength was having computer resources for the community. Even though our research demonstrates that computer usage has decreased, the library provides this resource for whoever is interested or in need.

Development Needs

1. Library patrons and electronic resources recommendations:

- The focus group determined that e-books are the patron's preferred method of reading and, as of 2018-19, e-books and books amounted to

66% and 34%, respectively. Use this ratio, with a policy, in future purchase of e-books and books.

- The focus group identified patrons having a difficult time accessing electronic devices. Between 2015 and 2019, users receiving technology training in the library has gone down 44%. Addressing this issue will require first identifying what type of technology patrons need assistance with and then increasing the frequency of instruction.

2. Library patrons and materials recommendations:

Patrons borrow a variety of materials when utilizing the library's services; this is an expansion beyond traditional print books that must be addressed.

- The creation of a Collection Development Policy can benefit this area.
- Honoring the policy, the collection can be weeded and expanded. The focus group and key informants expressed that: 1) Patrons request a variety of graphic novels for younger readers, and that 2) The children's materials should be updated. With the policy, both requests could be completed efficiently. Even though this is a successful recommendation, it is time consuming, therefore, the library should focus on adding more graphic novels.
- Reader requests could be a service that can be provided as the policy is being created. Focus groups and key informants expressed that, specifically young adults, would like for this service to become a possibility. This is a great opportunity to involve the community more in the library's decisions.

3. Materials for non-English language speakers and beginning English language recommendations:

- Given the high Spanish-speaking percentage of the population of Osceola County as per the 2020 Census Data, and the focus groups' reflections that collection gaps exist in the areas of Spanish-language materials and books for non-native speakers to learn English, the OLS can increase its collection development in these growing demographic areas.
- The staff-attended focus groups noted that because Creole is another language frequently spoken in Osceola County, more materials should be added to the collection to accommodate the increased flow of Haitian citizens to Osceola County.
- Another group that requires attention is the LGBT community. Staff-attended groups also noted apertures in diverse young adult literature, specifically pertaining to the LGBT community. With the reader's request service both language and diverse literature can be apprehended, as the policy gets incorporated with future purchases.

4. Library patrons and programming recommendations:

- The focus group desires more youth, particularly teen, programming. Data indicates that there is more library programming for adults than children, however, children attendance outpaces that of adults by **87%**. Therefore,

resources should shift by reducing the low-attendance adult programs and using those resources to increase children's programming.



Appendices

Appendix A: Community Survey

Introduction:

The Osceola Library System is conducting a Community Survey to identify current and future trends in library service to anticipate the needs and wants of the community through 2031. This survey is part of the on-going *Collection Development Needs Assessment*, and the collected data will be utilized in determining the future focus and goals of the library.

Instructions:

The following survey is 20 questions long and should take no longer than 20 minutes. Please read all instructions and answer all questions to the best of your ability.

Part 1: Demographics

Please circle the best answer.

Question	Please indicate your gender.				
1	Male	Female	Other: -----	Nonconforming	Prefer Not to Answer

Question 2	Please indicate your age group.				
	18-29	30-45	45-60	60 and over	Prefer Not to Answer

Question 3	Please indicate your ethnicity.				
	White or Caucasian	Hispanic or Latino	Black or African American	Asian or Pacific Islander	Native American
	Alaskan Native	Multiracial or Biracial	A race/ethnicity not listed	Other: _____	Prefer Not to Answer

Question 4	Please indicate your highest level of education.				
	Some High School	High School or GED	Some College	Trade Technical Vocational Training	Associate Degree
	Bachelor's Degree	Graduate's Degree	Doctorate Degree	Other: _____	Prefer Not to Answer

Question 5	Please indicate your marital status.				
	Single	Married or Domestic Partnership	Divorced or Separated	Widowed	Prefer Not to Answer

Question 6	Please indicate your employment status.				
	Part-Time	Self Employed	Fully Employed	Homemaker	Military Service
	Student	Retired	Unemployed	Unable to Work	Prefer Not to Answer

Question 7	Please indicate the language you speak at home.				
	English	Spanish	Both	Other: -----	Prefer Not to Answer

Question 8	Please indicate your average yearly income.				
	\$0	\$1-\$10,000	\$10,000-\$30,000	\$30,000-\$50,000	\$50,000-\$75,000
	\$75,000 - \$100,000	\$100,000 - \$150,000	\$150,000 +	Don't Know	Prefer Not to Answer

Question 9	Please indicate if you have any children or dependents.				
	None	1	2-4	More than 4	Prefer Not to Answer

Question 10	Please indicate where you currently live.				
	Kissimmee, FL	St. Cloud, FL	Poinciana, FL	Celebration, FL	Hunter's Creek, FL
	Lake Hart, FL	I'm a Visitor	Orlando, FL	Other: -----	Prefer Not to Answer

Part 2: Library Usage

Please circle the best answer.

Question 11	How often do you visit the library or utilize library services?				
	Once a Day	Once a Week	Once a Month	Once Every 3 Months	Once Every 6 Months
	Once a Year	Never	Not Sure	Other: -----	Prefer Not to Answer

Question 12	Please indicate your main reasons for visiting the library. <i>Circle all answers that apply.</i>				
	To Borrow Materials	To Use Technology	To Attend Classes or Programs	To Study or Work	To Read the Newspaper
	For Tax Assistance	To Utilize Reference Materials	To Accompany Someone	Other: -----	Prefer Not to Answer

Question 13	If you are Borrowing Materials , please indicate what type. <i>Circle all answers that apply.</i>				
	Fiction Books	Nonfiction Books	DVDS	CDS/CD Books	Digital Materials
	Video Games	Children's Materials	Spanish- Language Materials	Other: -----	Prefer Not to Answer

Question 14	If you are utilizing the library's technology , please indicate which type. <i>Circle all answers that apply.</i>				
	Computer	Printer	Scanner	Copier	Special Software
	Optical Disc Drive	3-D Printer	Not Sure	Other: -----	Prefer Not to Answer

Question 15	If you are attending a Class or Program , please indicate what type. <i>Circle all answers that apply.</i>				
	Adult Art	Children's Storytime	Toddler Time	Live Performance	ESOL
	Technology	Holiday Special	Book Club	Other: -----	Prefer Not to Answer

Question 16	If you are visiting the library to Study or Work , please indicate which services you are utilizing. <i>Circle all answers that apply.</i>				
	Study Rooms	WIFI	Internet Computers	Reference Materials	Reference Staff
	Technology Studio	Group Space	Computer Software	Other: -----	Prefer Not to Answer

Question 17	If you are utilizing Reference Materials , please indicate which type. <i>Circle all answers that apply.</i>				
	Online Database	Periodicals	Local History	eBooks (nonfiction)	Special Collection
	Youth Reference	Art Collection	Not Sure	Other: -----	Prefer Not to Answer

Question 18	If you are utilizing library services digitally , please indicate which type. <i>Circle all answers that apply.</i>				
	Libby	Freegal	hoopla	Kanopy	Newspaper Database
	Local Records	Value Line	Not Sure	Other: -----	Prefer Not to Answer

Question 19	Please indicate which library collections that could use improvement. <i>Circle all answers that apply.</i>				
	Fiction Books	Nonfiction Books	DVDS	CDS/CD Books	Digital Materials
	Video Games	Children's Materials	Spanish-Language Materials	Other: -----	Prefer Not to Answer

Question 20	Please indicate which physical areas of the library could use improvement. <i>Circle all answers that apply.</i>				
	Parking	Information Desk	Program Room	Reading Room	Computer Area
	Children's Room	Study Rooms	Meeting Rooms	Other: -----	Prefer Not to Answer

Appendix B: Library Staff Focus Group/Interview Questions

Introduction:

Good morning/afternoon everyone and thank you for participating today in this focus group/interview that is working towards making our library better fit the needs of our community. As part of Osceola Library System's staff, you are the ones who understand and observe what our patrons seek when they visit our library and know how to respond best to assist them in meeting their information requests. You are here today to share and expand on our knowledge of the Osceola Library System as we analyze the wants and needs of our community to determine future focuses and goals.

1. Can patrons usually find what they are looking for when searching for materials within the collection?
2. What collection trends have you noticed in your departments?
 - a. Circulation, Generally
 - b. Adults
 - c. Teens
 - d. Children
3. What do you think are the strengths of the collection?
4. Where have you seen gaps in the collection?
5. Why do you think these gaps exist?
6. How do you think the collection reflects the diversity of the Osceola community?
7. What steps have you taken to make the collection diverse?
8. Do patrons find electronic materials easy to locate?

9. Have you noticed patrons using electronic materials with ease or difficulty?
10. Do you have anything else to add about how the Osceola Library System's collections can be better curated?

Appendix C: On-Site Library Patron Focus Group/Interview Questions

Introduction:

Good morning/afternoon everyone and thank you for taking the time to participate

today in this focus group/interview here at the Osceola Library System. We are [REDACTED]

[REDACTED] librarians

from various Osceola Library System branches. These focus groups/interviews you are participating in will help us shed light on your needs and requirements from our Library as we determine future focuses and goals.

1. What is your main reason for visiting the library?
2. When you visit the library, are you generally able to find what you are looking for? If yes, please explain where you located the material (in the collection, at a branch requiring a hold, or online).
3. If you cannot locate an item within our print or online collection, what is your next step?
4. What do you like about the library's collection?
5. Does the library's collection of materials meet your needs and expectations?
6. If not, what would be helpful for you? What areas need improvement?
7. Do you prefer electronic or print materials? Why?
8. If you use electronic materials, which ones do you prefer?
9. Do you have anything else to add about what you think our library should provide to the community?

Appendix D: Community Center Non-Patron Focus Group/Interview Questions

Introduction:

Good morning/afternoon everyone and thank you for taking the time to participate today in this focus group/interview here at the Community Center. We are 

 librarians from various Osceola Library System branches. These focus groups/interviews you are participating in will help us shed light on your needs and requirements from our Library as we determine future focuses and goals. We want our Library to be relevant and helpful to residents like you while making our Library a better place for everyone in our community.

1. Do you have a library card from the Osceola Library System?
2. How many times in the past year did you visit the library?
3. When you use the library, what is your main reason?
4. If you do not use the library regularly, why not?
5. What collection areas of the library would you like to see updated or improved?
6. Did you know that with a library card you can borrow electronic books and audiobooks, stream movies, download music, and more without ever leaving your home?
7. Knowing that the library has multiple types of materials available, which ones would you be interested in borrowing?
8. Would you like to sign up for a library card today?

9. What else, if anything, do you think our library should understand about your information needs?

Appendix E: Promotional Materials

OSCEOLA PUBLIC LIBRARY SYSTEM	
	Make Your Voice Count!
	Collection Development Needs Assessment
	Take part in the Osceola Public Library System's Collection Development Needs Assessment 2031
	Participate By - Attending a Presentation at your Local Library - Completing a Community Survey Online or In-Person
Contact Us:	
Email: thelibrary@osceolalibrary.org	
Phone: 407-742-8888	
211 East Dakin Avenue Kissimmee, FL 34741	
For more information visit our website: www.osceolalibrary2031	
   	

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