

Anchorage Public Library Strategic Plan Public Survey Proposal

January 2025

Updated Strategic Plan

The library is currently working on an updated strategic plan for 2025-2028. Part of that plan will focus on engaging non-library users.

Anchorage Public Library's mission is connecting people to education, information, and community.

Through a public survey the library would like to understand some of the reasons residents do not have a library card or use the library.

Non-User Survey:

Why don't residents use the library?

Is it a conscious choice based on known library programs, services, and collections?

For example, I don't use the library because of:

- Building Safety
- Wait times for books are too long
- Programs are not of interest
- Locations are too far away

If these things were improved, would they anticipate using the library in the next six months?

Or is their lack of use more passive?

Would they use the library if they knew the library offered:

- Free library cards
- Free digital materials
- Free access to databases
- Free WiFi, study rooms, computers
- Programs for all ages etc.

Next Steps

The library plans to hire a third-party company to help craft a public survey around these ideas.

The results of this survey will assist the library in prioritizing resources to engage with the public and work toward our vision for Anchorage to be an educated and connected community where the library is an essential center for learning, inspiration, and community for people of all ages, backgrounds, and cultures.