

WHITE HOUSE PUBLIC LIBRARY
White House Library Marketing Committee Meeting
Agenda
February 20, 2024
6:00pm

- I. Call to order
- II. Welcome Visitors
- III. Public Comments
- IV. Fandom Fair Updates
- V. Patron Survey
- VI. Marketing Plan
- VII. New Business
- VIII. Adjourn

2024 Fandomcon Updates

Free Guests

Name	Reached out	Confirmed
Sarah Warren (Trailer and tents)	1/27/2024	
Terry Maggert	1/27/2024	1/30/2024
Legos	1/27/2024	
Robotics	1/27/2024	
CIA	1/27/2024	1/27/2024
Mechia	1/27/2024	
William Boyd	1/3/2024	1/3/2024
Cumberland Astronomy society		
Becky Smallwood		
Zenko	1/27/2024	

Paid Guests

Name	Reached out	Confirmed	Cost
Sean the Balloon Guy & other balloon twister	8/30/2023	8/30/2023	\$1,300
Animal Party	1/27/2024	1/27/2024	\$1,100
Sign Gypsies			
Kent Family Circus	1/27/2024	1/27/2024	\$1,500 plus hotel room
Caricature Artist	1/9/2023	1/29/2024	\$1,750
Total			\$5,650

Vendor Name	Reached out	Confirmed	Paid
Moments Sealed	1/27/2024		
Band booster	1/27/2024		
Kona Ice	1/27/2024		
Teddy Bear Mobile	1/27/2024		
Dragonfly comics	1/27/2024		
Toby Adams	November	November	
Chick-fil-a			
Hitch Hiker Toys			
The pink truck	1/27/2024		
Big Papa Corn			
Rojo's Taco			
Asi Hibachi			
Deja Moo			
Joey Tate	1/27/2024	1/27/2024	
Sponsor Name	Amount	Event	
Friends of the library	\$5,000		

New Building Survey 2016

1. Have you already complete this survey online or in print? Yes No

2. Do you believe that the library's collection adequately meets your needs?

Strongly Agree Agree Neutral
 Disagree Strongly Disagree Other _____

3. What type of items would you like the see the library increase? Circle all that apply.

Ebooks	Audio books	Music CDs	DVDs	Board Games	Video Games
Puzzles	Magazines	Graphic Novels	Plush Sets	Large Print	Kids tablets
Nooks/Kindles	Hot Spots	Tablets	Other _____	_____	_____

4. The library held 230 programs during the 2015-2016 year. If you attended one of these events, please specify what type. Circle all that apply.

Adult/Senior	Teen/Tween	Children
Computer	N/A	Other _____

5. How did you hear about the library programs? Circle all that applies.

Library Flyer/Handout	Library Website	Library Facebook Page
Bargain Browser	Word on White House	City Facebook Page
Comcast Channel 3	Other	N/A

6. What day would you be most likely/able to attend a library program? Please mark 1 as being the most likely and 5 being the least likely.

Monday _____	Tuesday _____
Wednesday _____	Thursday _____
Saturday _____	

7. What time(s) would you be most likely/able to attend a program? Circle all that apply.

9:00am	10:00am	11:00am	12:00pm
1:00pm	2:00pm	3:00pm	4:00pm
5:00pm	6:00pm	7:00pm	

8. What type of program(s) would you like the library to offer in the future?

9. The library extended its hours from 45 hours per week to 48 per week. Do you feel that the library hours meet your needs?

Strongly Agree	Agree	Neutral
Disagree	Strongly Disagree	Other _____

10. What day(s) and time(s) would you prefer the library extend its hours?

11. Is there anything about the new building itself that you dislike or wish could be changed? E.g. lighting, signs, etc.

2018 Survey

1. Which of these library services have you used in the past year? Check all that apply.

A. Seed lending library B. Fax/scan/copier C. Computers/WIFI D. Boating/test proctoring

E. Inter Library Loan F. Universal Class G. Study Rooms H. TN Electronic Library

I. Hot Spots J. READS K. Tax Services

L. Library Programs (List types below) M. Collection (books, DVDs, Games, Etc).

_____ N. Other _____

2. How would you rate each of the following library services?

	Excellent	Good	Fair	Poor	Don't know/NA
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collection (books, DVDs, music, newspapers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs (classes, story times, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online services (website, catalog, research databases, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILL (Inter-library loan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computers and printers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, how would you rate the library?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. How would you like to receive your library news/updates? Circle all that apply.

A. Email/Newsletter B. Facebook C. Website D. Calendar/brochure

E. By visiting the library F. Other _____

4. What do you value most about the library? E.G. Technology, Resources, Services, Programs, Space, etc.

5. How could the library or its services be improved, if at all?

COVID Survey

1. Did you know that we offered services when the library was closed due to COVID? Yes No

2. If yes, did you use any of the library services we offered? Yes No

3. If yes, please circle the ones you used.

- A. Lobby Pickups B. Laptops C. WIFI D. Faxes E. Copies F. Mobile Prints
- G. Test proctoring H. Virtual programs I. Reference Help J. EBooks & Audio book downloads on Reads
- K. Universal Class Database L. Device Advice M. Other _____

4. If you didn't know that we offered services while the library was closed, what advertising method should we have used to inform you?

5. If you had known we were offering programs while the library was closed, would you have used any of the services listed above? Yes No Maybe

Why or Why not? _____

6. What did you miss the most that you could not experience/use while the library was closed due to COVID?

7. Do you have any additional comments?
