

**OUTLINE DISCUSSION GUIDE
FOCUS GROUP STUDY
YOUNG PROFESSIONALS**

Good (morning, afternoon, evening). My name is _____.

The New Jersey State Library has launched an ambitious project to gain a better understanding of the programs and services the residents of our community want to have available at their public library.

The Library is very pleased you have agreed to join us today.

We are here to talk about how your experiences have been using your local public library. The discussion we are going to have is called a focus group. For those of you who have never participated in one of these sessions before, I would like to explain about this type of research.

Focus groups are used to gather qualitative information from a small group of individuals who have a common interest in a particular subject—in this instance, your interest in adult programs and services available at your public library.

These informal discussions will provide the Library with invaluable information about how the Library can better serve young professionals in the future.

In focus groups, there are no right or wrong answers. We want to hear from everyone in the room. You were invited here because we believed you would have important ideas regarding the subjects pertaining to public library services that we want to explore. Don't hesitate to speak up when you have a point you would like to make.

I will be moderating the session and trying to move us along so that we touch on all of the key subjects on our agenda. I would like to avoid getting bogged down on issues that are not relevant to everyone in our group discussion. If I sense we are spending too much time on one subject, I will jump in and try to move the discussion along.

I will tape record this discussion so that I don't have to take notes. I like to follow what is being said and then carefully listen to the tapes later so I can accurately convey the ideas and opinions that you have shared.

My role as moderator is to summarize the group's feelings. I will not refer to any participant by name in the report I prepare. The information will be kept confidential and used only by the Library to develop new services and programs that will better address your needs and those of other young professionals in the future.

QUESTION ONE: I would like to begin by going around the table and asking each of you to tell us a little about yourself and/or your family.

QUESTION TWO: I'd like to hear about how you or your family use your public library. Which programs and services are you using?

QUESTION THREE: Why do you think that it is important to have a good library in your city? What are some of the roles that the Library plays in your community?

QUESTION FOUR: How would you describe or characterize the community that this library serves?

QUESTION FIVE: Are there changes and trends taking place in our community that will have a significant impact on residents of your community that you think the Library should consider when creating its new strategic plan?

QUESTION SIX: What kind of image would you like to see the Library project in our community? Should it be traditional, hi-tech, energetic, like a bookstore?

QUESTION SEVEN: In general, how satisfied are you with the programs and services that your library provides for residents in the community? When you leave the Library, do you usually feel that you have accomplished what you came to do?

QUESTION EIGHT: Other than the staff and collections, what things do you like best about the Library?

QUESTION NINE: What do you like least about your library—in other words, from your point of view what needs to be improved?

QUESTION TEN: Are there physical and or customer service problems you have encountered when you use the Library?

QUESTION ELEVEN: Assuming that this library building is modified, close your eyes and imagine yourself walking into it. What is it you see in your imagination?

QUESTION TWELVE: What new services do you think the Library should consider adding?

QUESTION THIRTEEN: Technology planning will be an important aspect of the Library's new plan. Looking into the future, how do you think the Library should expand or enhance the access that it provides to technology and electronic services?

NOTE: EXPLORE AWARENESS BY GETTING GROUP TO START BY NAMING ALL OF THE ELECTRONIC AND ONLINE SERVICES AVAILABLE FROM THE LIBRARY CURRENTLY.

QUESTION FOURTEEN: Many young professionals may believe that they can get all the information they need from the Internet. Do you believe this is true? Are there occasions when you use technology at the Library instead of your own computer or Internet access?

QUESTION FOURTEEN: What do you think are the best ways for the library to provide information about its services to residents of our community—especially individuals like yourselves who may rely less on print sources?

QUESTION FIFTEEN: If you were in charge of this library, what one thing would you do to motivate evermore residents of the community to come to their library?