

Library Directors' View of Their Friends Groups

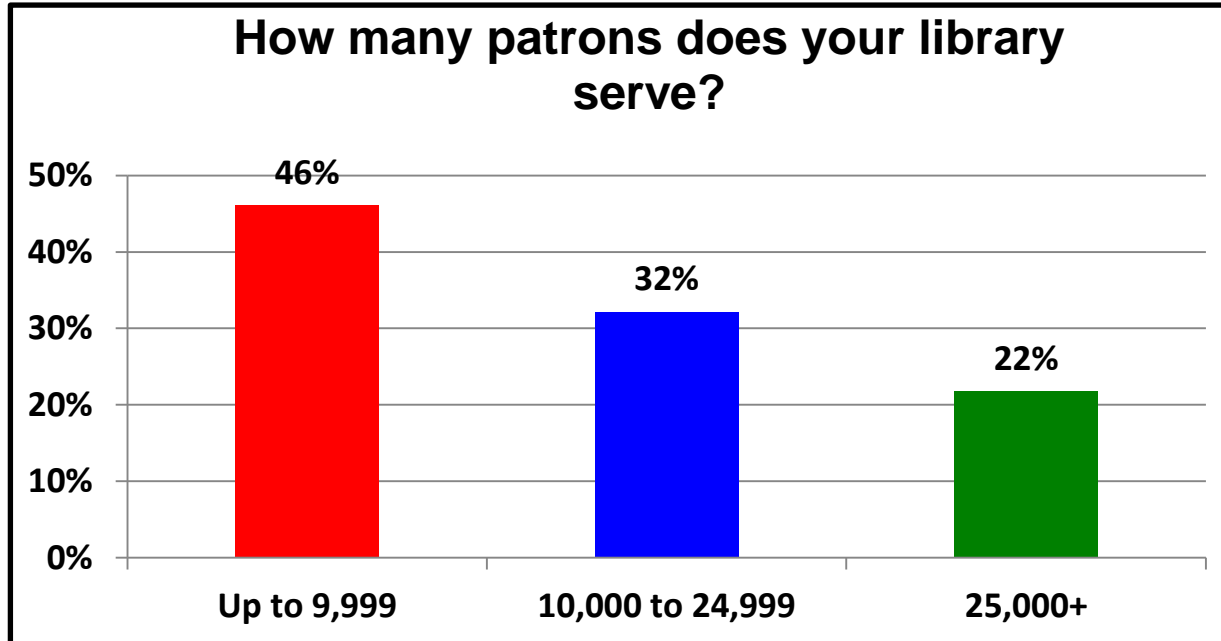
November 18, 2017

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Survey of CT Library Directors

- **Time Frame: Survey conducted from August 22 to October 3, 2017**
- **Purpose: Gather information on how Directors view and interact with their Friends groups**
- **Focus: Discover how groups are performing, communication, finances and recognition**

Demographics



- There are 169 Libraries in the State
- 115 Library Directors Completed Survey
- 56% Municipal / 40% Association
- 83% Have Friends Groups

The survey response has produced highly representative and accurate data

How Do Municipal and Association Libraries Differ?

Municipal

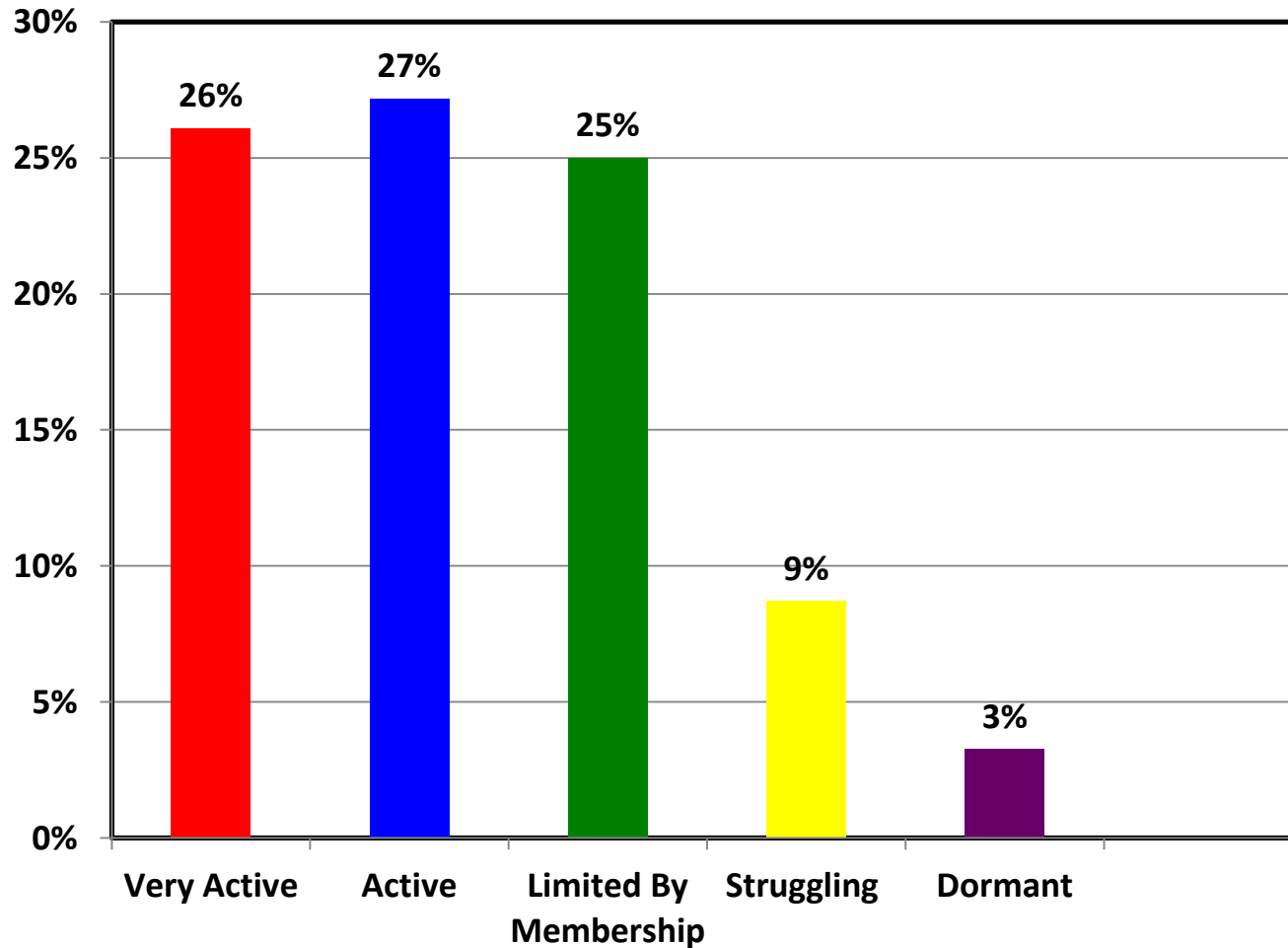
- The library is a department of the municipality
- The municipality owns the library
- Funded by the municipality with Friends support

Association

- The library is a 501(c)3 non-profit
- The library can be owned by the municipality or the association
- Funded by the municipality, Friends, and private support

Both are governed by the same State Statues

How Would You Describe Your Friends Group?



★ Half of the Friends Groups are doing well

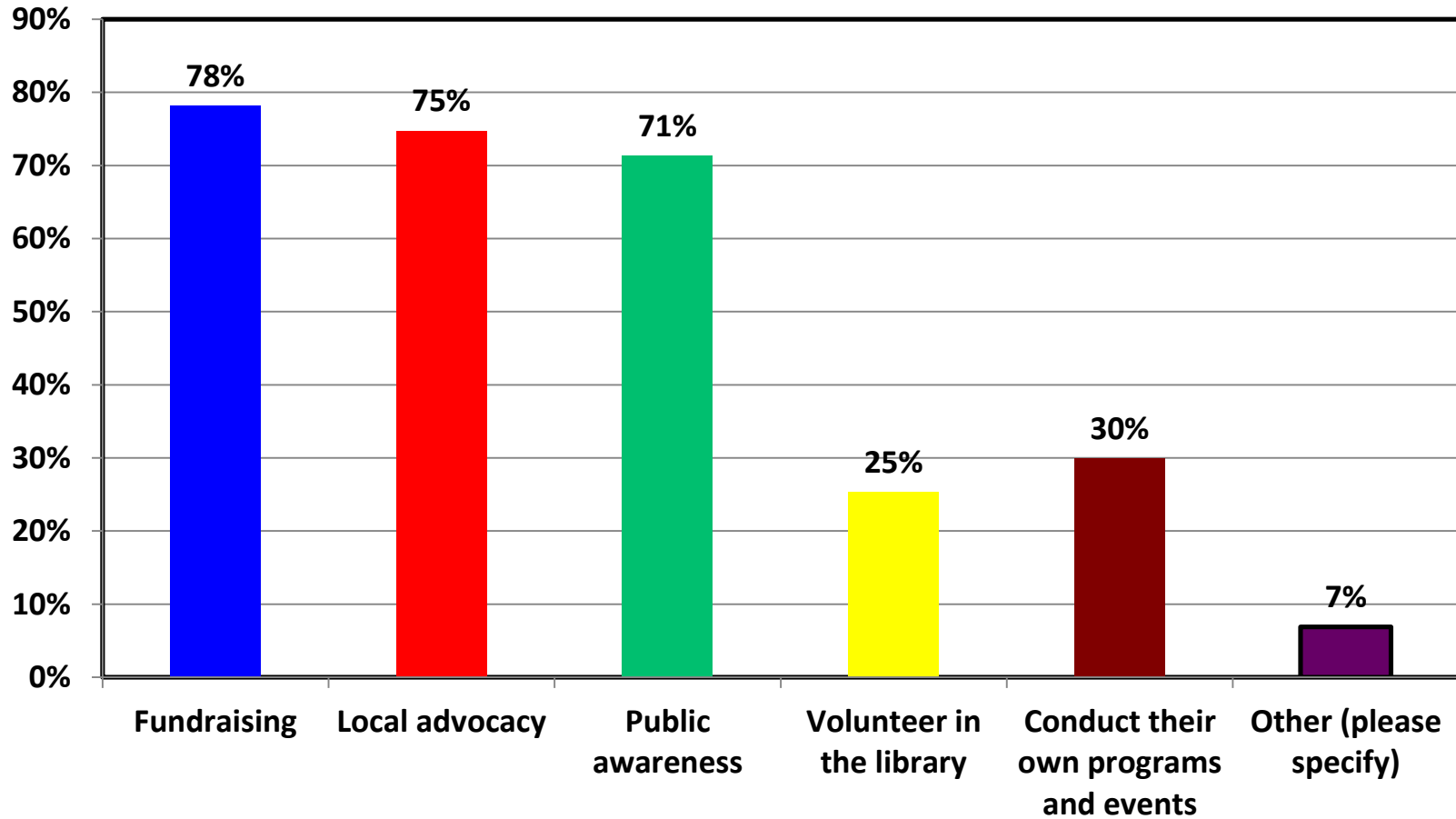
Municipal – Between very and somewhat active. They do a great job but sometimes waiver on what their mission is.

Municipal – Our Friends group has one program – a used Bookstore open 5 day per week. It is their only activity and it is very successful. They contribute about \$25,000 each year.

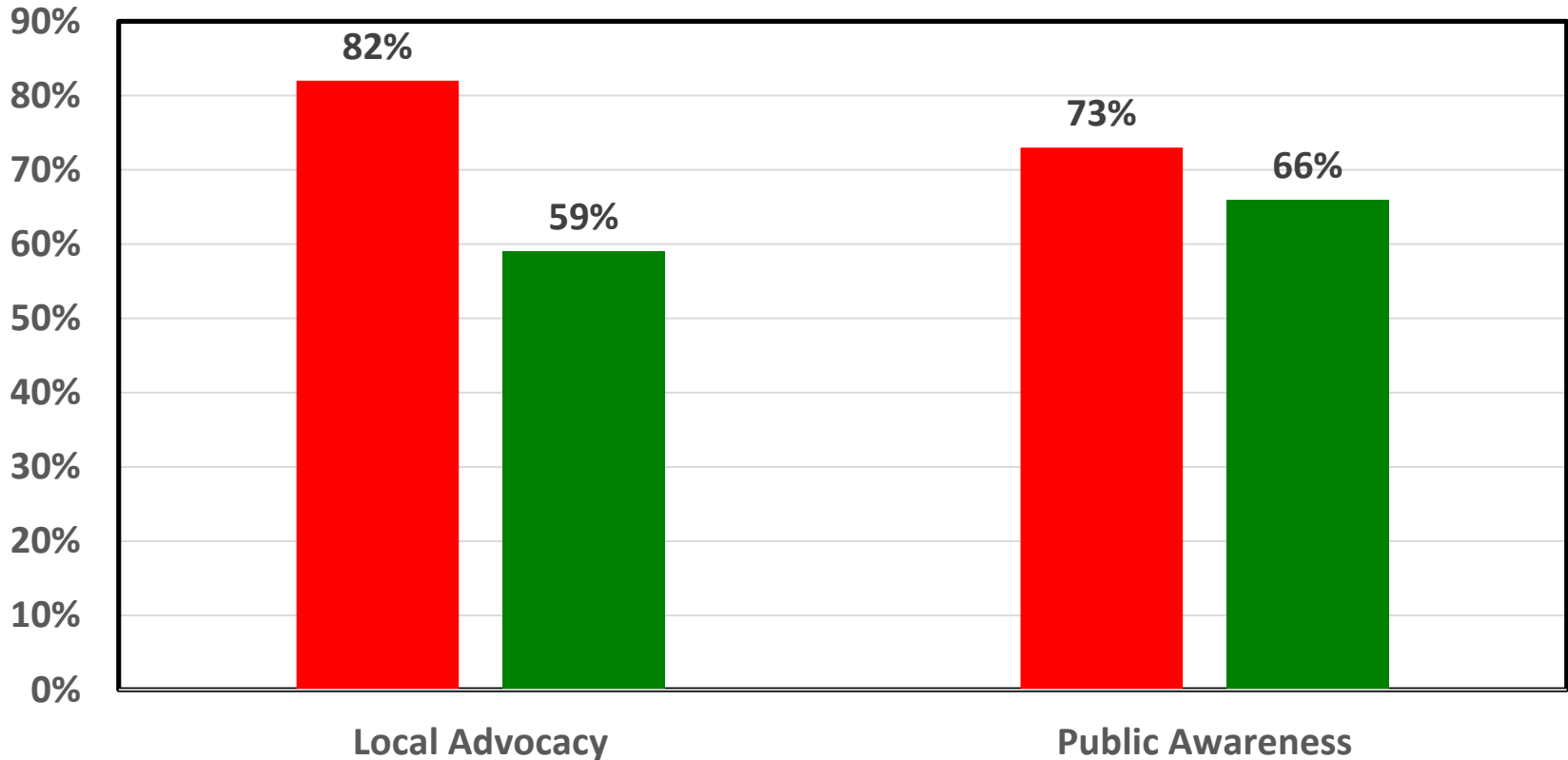
Association – We do not have a separate 501(c)3 Friends Group or a defined Friends group with board, meetings etc. We do have a group of about 50+ volunteers who do extensive fundraising for us raising about 20% of the library's budget each year.

Association – I feel as if I am their employee. They are resistant to change and funding improvements/new programs. They scoff at anything over a few hundred dollars.

In What Areas Would You Like Your Friends Group To Focus



In What Areas Would You Like Your Friends Group To Focus (cont'd)



◆ Municipal

◆ Association

◆ Association Boards are allowed to Advocate and Solicit Funds.

Communications

- **96% of Library Directors Are Invited to Friends Meetings**
- **88% of Library Directors Try to Attend Friends Meetings**
- **Only 60% of Library Directors are Members of Their Friends Group**

Who Controls the Friends Money?

- **57% of the Friends Groups Control the Flow of Money. The Library Director's Requests are Voted On for Each Appropriation. (62% Municipal vs. 47% Association)**
- **23% give the Library Director an Annual Dollar Amount**
- **The Remainder are Mostly Association Libraries and Funds Raised are Controlled by the Trustees**

Do You Provide a Wish List to Your Friends Group?

- **2/3 of Library Directors Provide a Wish List**

Do Friends Ever Deny Funding Requests?

- **Requests are Rarely or Never Denied 2/3 of the Time and Sometimes Denied 1/3 of the Time**

How well do the Friends work with you to meet your plans?

- **80% Very well/well**
- **13% Fair**
- **7% Not well**

All Library Directors Report That They Support Their Friends Groups

- 76% Mention in Library Newsletter
- 67% Advertise in Local Paper
- 94% Give Credit At All Friends Sponsored Events
- 88% Participate in Friends Events
- 62% Help Friends recruit New Friends Members

★ *Library Directors and Staff sometimes provide significant help with newsletters, web site and other administrative support.*

Annual FOCL Awards

**Only 20% of Friends Groups or
Individuals Have Been
Nominated for a FOCL Award
Despite the Fact That the Library
Directors Were Nearly All Aware
of the Program**

So What Did We Learn From Our Library Directors?

The large number of responses (115) indicates Library Directors are very interested in their Friends groups.

Advocacy and Awareness are nearly as important as Fundraising.

80 % of Friends Groups meet their Library Directors expectations, however 50% of the groups need to increase their membership and activity.

So What Did We Learn From Our Library Directors?

Nearly 2/3 of Friends funding is given on a request basis, however the requests are rarely denied.

One-quarter of the Library Directors receive an annual budget from their Friends group.

Library Directors believe they provide a great deal of publicity and office support to their Friends .

Recognition of Friends by Library Directors is often performed locally