

APPENDIX IV: IMAGE EVALUATION

Factors as diverse as the physical building, the appearance of the collection, the signage, and the staff's attitude affect the image of the library and how the public feels about the library and its staff. The checklist should be completed by walking through the building and the grounds and observing everything carefully. Each evaluator should complete the checklist, comparing their results at a board meeting. ⁴³

THE PHYSICAL BUILDING

- Are there directional signs around town to find the library?
- Is there an exterior sign with the library's name and hours readable from the street?
- Is the exterior library sign in good condition?
- Are the mailbox and flag poles well maintained ?
- Is the book drop easily accessible and attractive?
- Is the overall look of the building attractive? Appealing?
- Are the windows clean?
- Are drapes drooping?
- If there are exterior displays, how do they look? How frequently are they changed?
- Are landscaping plants trimmed neatly?
- Do the grounds look well-maintained?
- Is the library easily accessible to the handicapped?
- Are there adequate parking spaces? Are they clearly marked? Is the parking lot well lit?
- Are there appropriate smoking receptacles provided for the public and located according to legally established guidelines? Are they well maintained?
- Are entrance and exit doors handicap-accessible and easy to use?
- Are doors easy to open?
- Are there trash receptacles available?
- Is there security available after hours?
- Are there electrical outlets available to the public for charging personal devices?
- Are bicycle racks available?
- Is there a designated courier drop-off location?

⁴³ Evaluators could include funding bodies, policy makers, local/regional board members, volunteers or other support groups.

Comments: -----

INTERIOR OF THE LIBRARY

- Is the condition of the library generally well maintained?
- Does it look organized? Clean?
- Are there adequate directional signs?
- Is it too cluttered?
- Are you satisfied with the color scheme?
- Do the walls need to be repaired or painted?
- Does the carpeting need to be cleaned or replaced?
- Is there sufficient lighting?
- Are the windows and window treatments clean and well maintained?
- Is the furniture in good condition and well maintained? Is the furniture appropriate for its function?
- Are stacks and seating arranged for optimal use?
- Are donor walls up to date?
- Is there a break room available for staff use?
- Are there lockers available for staff use?
- Is there an area for collecting recyclables?

Comments:-----

FOYER/ENTRANCE

- Is the foyer clean, well maintained, inviting and clear?
- Are the displays up to date and well maintained?
- Are there empty display cases that need to be filled or removed?
- Does the entry area effectively orient the user to the library?
- Is there adequate signage?
- Comments-----

SIGNS

- As you stand in the entry area, what directional signs do you see? (Sometimes signs are unnecessary and only add clutter.)
- Are there clear directional signs?
- Are the signs appropriate? Is the lettering legible and readable?
- Are confusing terms used?
- Do the signs appear crisp and current?
- Are they accurate?
- Is the size of lettering consistent from sign to sign?
- Are there arrows and digital signs?
- Comments:-----

THE COLLECTION

- Does the shelving look well-maintained? If painted, is it chipped? Are there fingerprints?
- Do the shelves sag?
- Do the books sit at the edge of the shelf?
- Do the books need bookends to keep them from falling over?
- How much of the collection is on the second, third, and fourth shelves? How much of the collection is on other shelves that may be too high or low?
- Are the books so crowded that it is difficult to extract one?
- Is the collection regularly weeded?
- Do books on the shelves need to be mended?
- Do most books have plastic or paper jackets?
- Are the labels in the same place on all of the books?
- Are the labels all neatly typed?
- Are the paperbacks neat and new-looking?
- Are the racks attractive?
- Are books yellowed? Do they have curling corners? Should some be discarded?
- Is there a designated genealogy room?

Comments:-----

DISPLAYS AND BULLETIN BOARDS

- Are displays and bulletin boards attractive and well maintained?
- Are the notices on the bulletin board timely? Attractive? How often is the bulletin board updated? Weekly? Monthly? Annually?
- Are displays filled with books? Are there gaps that need to be filled in?

- Are displays restocked regularly?
- Are the displays located in “prime” locations?
- Are outdated items removed regularly?
- Comments:-----

PROMOTIONAL MATERIALS

- Are promotional materials that list the library phone number, hours and web page readily available?
- Are flyers colorful and appealing?
- Do flyers and bookmarks look professional? Is the typing neat? Is the print clear?
- How are the flyers and bookmarks displayed? Are there too many items on the display table?
- Are outdated items removed regularly?
- Comments: -----

THE STAFF

- Are staff and volunteers dressed professionally?
- Are they available and easily accessible?
- Are they friendly? Do they greet people by name? Do they smile?
- Are they obviously willing to help?
- Do staff provide hands-on assistance to help the customer find appropriate material?
- Does the person at the circulation desk present the image and impression by which you want the library to be judged?
- Do personnel listen carefully to requests?
- How are people with fines and lost books treated?
- How do the staff react to uncomfortable situations?
- How does the staff react to disruptive patrons?
- Do children receive the same quality of service as adults?
- Is the person answering the telephone courteous and helpful?
- Are staff willing to participate in the general upkeep of the building if needed? Picking up trash, cleaning bathrooms, etc?
- Is staff technologically proficient and able to help patrons appropriately?
- Is staff using personal devices or social media on work time?
- Are staff and volunteers wearing a nametag?

- ❑ Comments:-----

TECHNOLOGY

- ❑ Are there ample outlets available for patron usage?
- ❑ Is equipment hardware and cabling installed appropriately?
- ❑ Is there at least one public PC equipped with assistive technology?
- ❑ Comments:-----

RESTROOMS

- ❑ Are the public restrooms properly identified?
- ❑ Are the public restrooms close to high traffic areas?
- ❑ Is there a children’s restroom or family friendly facility available?
- ❑ Is there a diaper changing station in both the men’s room and women’s room?
- ❑ Is there a separate restroom for staff?
- ❑ Are the facilities ADA accessible?
- ❑ Is the trash can overflowing?
- ❑ Is there a trash can close to the door?
- ❑ Are the toilets/sinks clean?
- ❑ Do the commodes flush properly?
- ❑ Are there plenty of paper products and refills readily available?
- ❑ Is there soap available?
- ❑ Are mirrors clean/streak-free?
- ❑ Is the lighting sufficient?
- ❑ Is the area under the sink lockable or inaccessible?
- ❑ Are the partitions clean and free from graffiti?
- ❑ Is the floor clean and free from trash?
- ❑ Are the walls freshly painted and attractive?
- ❑ Comments:-----

Adapted from: Beth Wheeler Fox. *The Dynamic Community Library*. American Library Association, 1988, pp. 70-73.