

Library Customers – Changes in Expectations & Demographics

With the rapidly growing and increasingly diverse population of the City of Austin, the Library must offer a variety of traditional, virtual and evolving library services to meet customer needs and expectations. Some customers only want traditional library materials and services; some prefer to use only virtual library services; and many want a combination of both. There is a growing demand for Spanish language materials throughout the library system and the World Languages Collection is increasingly important. A variety of resources are used in strategic planning to meet changing customer expectations:

- **City of Austin demographer**
- **Customer surveys, comments, and requests**
- **Ongoing research into industry trends, with associated testing of concepts**
- **Statistics reflecting usage of materials and services by customers**
- **Statistics and Customer Evaluations of library programs**

“Traditional” library services

- **Customers borrow books, CDs, DVDs**
- **Reference & information requests, usually in person, by telephone, or email**
- **Book clubs, author programs, and educational programs for adults and teens**
- **Online catalog – an electronic version of the old card catalog**
- **Story times and other book oriented programs for children**

“Virtual” library services

- **Download ebooks & stream music & video**
- **Reference & information requests via chat or social media**
- **Interactive library catalog, incorporating social media, customer ratings, links to the web, book reviews – including customer reviews, images of book covers**

Examples of other library services

- **Job search assistance (resume writing, cover letters, online applications, how to search online for job openings)**
- **Basic computer skills classes in both English and Spanish**
- **Innovative programs for youth: YomiCon, Connected Youth, Lego Labs, Storytime Connection, Second Chance Books, Dell Discovery Lab**
- **“Maker Space”, a concept currently being piloted at Recycled Reads**