

LIBRARY Road Trip

Timing is Everything



< > March 2022							Month ▾	Google
SUN 27	MON 28	TUE Mar 1	WED 2	THU 3	FRI 4	SAT 5		
6	7	8	9	10	11	12		
	14	15	16	17	18 TEASER VIDEO	19		
20	21	22	23 WHERE WILL YOU BEGIN	24	25 PROMO VIDEO	26		
27	28	29	30	31	Apr 1 LIBRARY ROAD TRIP!	2		

LIBRARY
Road Trip

Ready, Set ... Action!



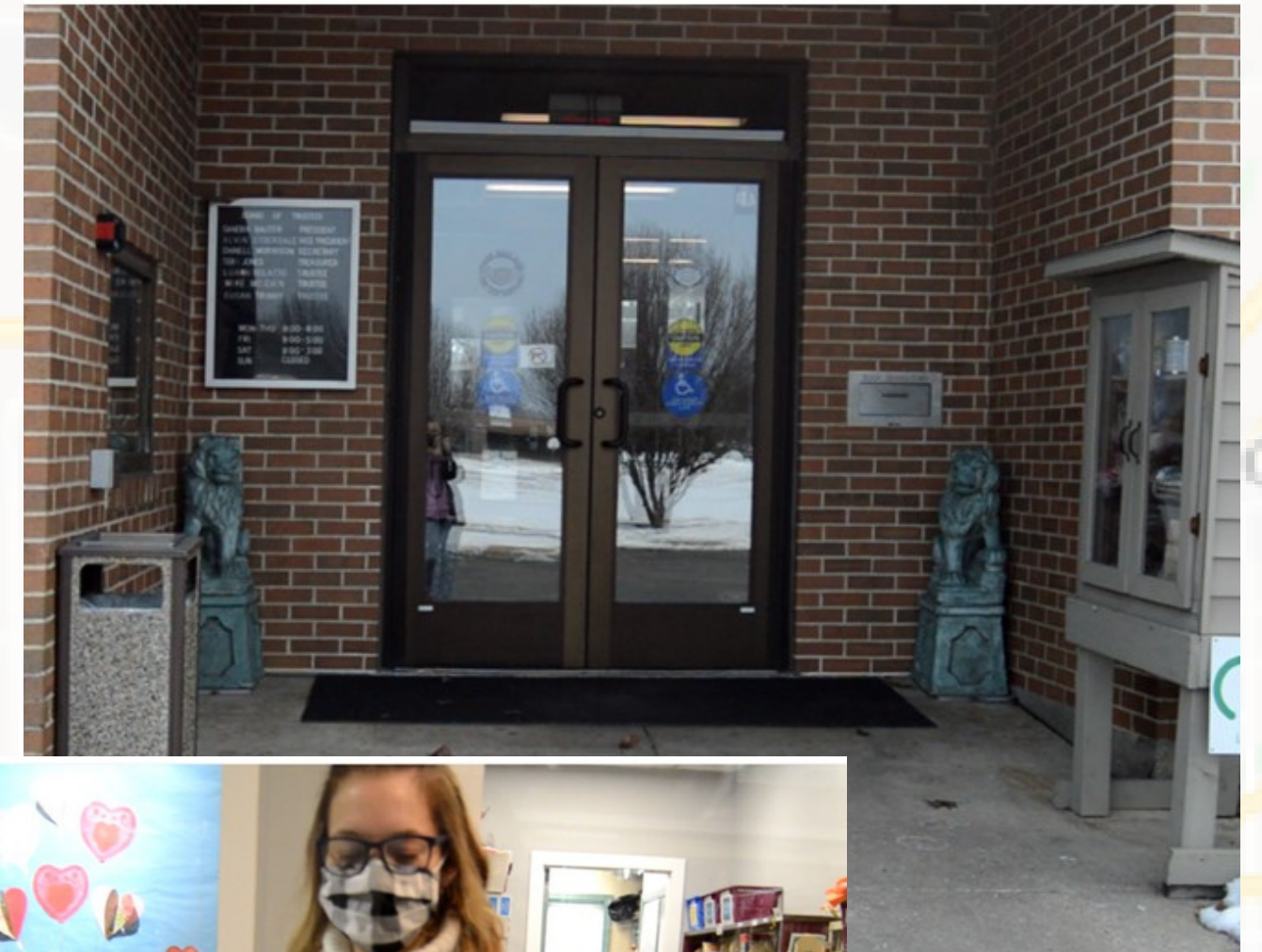
LIBRARY Road Trip

Ready, Set ... Action!



LIBRARY Road Trip

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LIBRARY Road Trip

Photo Album



LIBRARY Road Trip

Photo Album



LIBRARY Road Trip

Photo Album



LIBRARY Road Trip

Photo Album

Bolingbrook

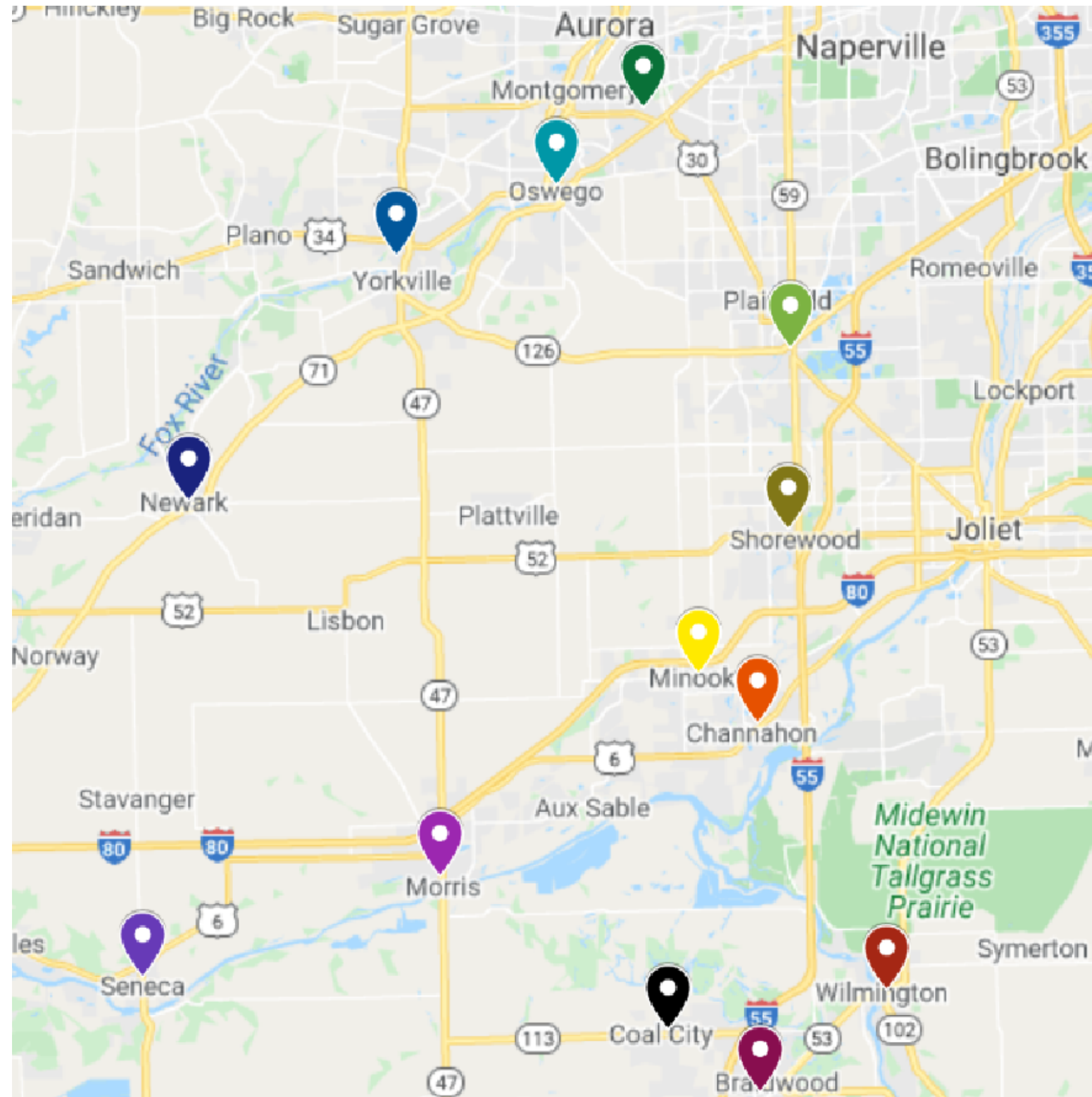


LIBRARY Road Trip

Photo Album



Final Touches



Final Touches

Vroom! Vroom!



Promotional Video

A map of Illinois with several location pins. A blue pin is near Yorkville, a green pin is near Plainfield, a purple pin is near Newark, a yellow pin is near Minook, and an orange pin is near Channahon. Major highways like I-55, I-59, and I-30 are visible.

Staff

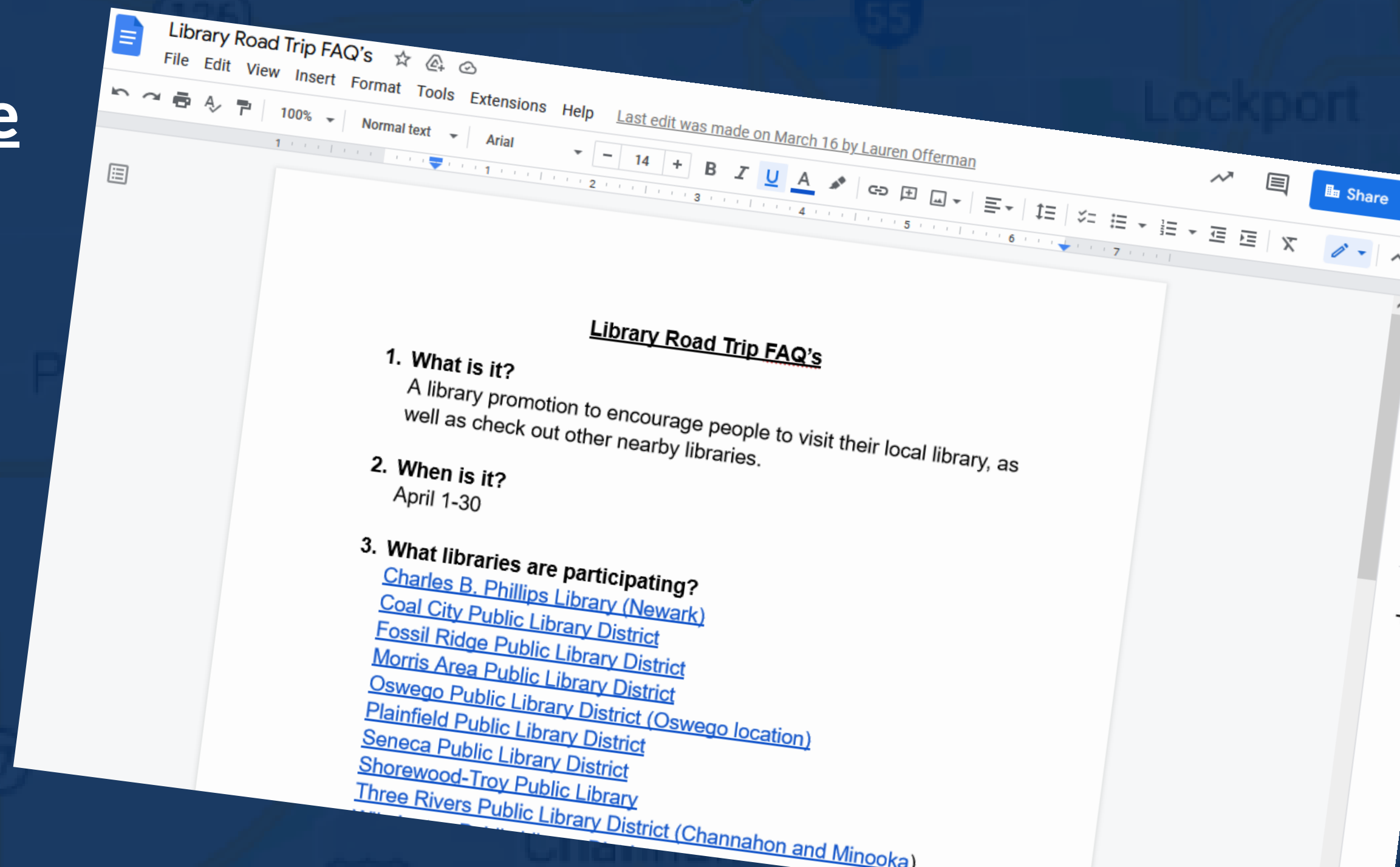
Information



LIBRARY Road Trip

FAQ

We created a Google Doc for all library staff who would be involved with the program.



Staff Participation

- Opportunity to explore new libraries!
- Staff participation requirements
- Incentives for Staff
 - Paid Time for Road Trip
 - Lunch
 - Gas Money

Final Results



Completion Stats

- 178 Passports Returned

- Charles B. Phillips 15
- Coal City 5
- Fossil Ridge 14
- Morris 19
- Oswego 27
- Plainfield 11
- Seneca 5
- Shorewood-Troy 16
- Three Rivers 29
- Wilmington 26
- Yorkville 5
- Other Libraries 6



Participation Stats

- Didn't require these statistics
- Libraries that did report back:
 - Visitors to Oswego: 300
 - Visitors to Three Rivers: 241
 - Visitors to Morris: over 260
 - Visitors to Shorewood-Troy: 200

Positive Feedback



Positive Comments from Staff

- New Patrons!
- Survey Responses:
 - "I'm a sucker for freebies...so the goodies we received at each one."
 - "A side benefit for us was hearing lots of positive comments from staff at other libraries; it's real easy to get bogged down in the negatives of your space so hearing nice comments from other library staff was a good reminder to us all."
 - "Great idea and we loved being a part of it and cannot wait for next year."

Positive Comments from Staff Continued

Trends in Feedback:

- New Ideas
- Positivity and Collaboration
- Tours
- Prizes!

Compliments from Patrons

Some libraries did collect comments from patrons:

- "Love the remodeled open layout with centralized open desks" - at Seneca Library
- "Delighted with souvenirs"
- Patron felt touched and supported by displays for Ukraine.
- Many libraries have been welcoming and inviting.
- After participating in a consortium program that was very similar (Pinnacle Library Road Trip), a patron mentioned how they enjoyed this one so much more because it allowed her family to branch out, and learn more about libraries and communities close by that they were less familiar with.

Compliments from Patrons Continued

Trends in Feedback:

- Design and Architecture
- Displays
- Customer Service
- New Opportunities
- Prizes!



Critiques & Suggestions



Critiques from Patrons

- Survey Responses based on Patron Comments to staff:
 - Distance & Cost
 - Timing
 - Library Availability
 - Construction
 - Prizes: **'Some libraries gave every person a door prize. Some only gave one prize per group. Some didn't give out prizes. It would have been nice to have it consistent.'**



Critiques from Staff

- Survey Responses from Library Staff:
 - Tours
 - Library Connections: **'Not being part of the library consortium so that books could easily be checked out and returned.'**
 - Entitled People
 - Remembering Details

A map of the Chicago area serves as the background. It shows major highways like I-34, I-30, I-59, I-55, I-80, and I-53. Several location pins are placed on the map: a blue pin near Plano, a teal pin near Oswego, a dark blue pin near Fox River, and several other pins in various shades of blue and teal near locations like Minook, Channahon, and Joliet. The title 'Suggestions for the Future' is overlaid on a dark blue rectangular area in the center.

Suggestions for the Future

- Survey Responses from Library Staff:
 - Library Visits: **'There not being a requirement to visit every single library. Add incentives for visiting all of them such as more chances in the drawing.'**
 - Grand Prizes
 - Logs



More Suggestions for the Future

- **Survey Responses from Library Staff:**

- **Recommended Route**
- **Libraries**
- **Tours**
- **Timing**
- **Prizes:** 'Be more uniform in the prizes you give away. Some were very clever and some looked like leftovers from other programs.'

Moving Forward



What Comes Next?

- What we are planning:
 - Next Road Trip: Planning begins January 2023
 - Adding Libraries
 - More community involvement
 - Kids & Adult Prizes
 - Activities at Participating Libraries
 - Comments Section on Passport

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