

1. How you think our audience parallels and significantly differs from those supporters and users described in the report. It seems to me that we can certainly paint a more positive local picture than the "chilling effect" reported on p. 27 of the report.
 - a. I don't think our audience does differ significantly.
 - b. We can paint a more positive picture because we have been working at this for many years. We have made a concentrated effort to break out of the "library box" and be seen as mavericks in the field.
2. Which of the "next steps" (listed on pp. 29-30) are the most urgent for Pflugerville and whether any action has been taken in that regard.
 - a. Target public awareness efforts
 - i. Social media
 - ii. Monthly article in Pflag
 - iii. Expanded definition of outreach to include non-traditional venues
 - b. Leverage areas of positive public perception
 - i. Showcase offerings through programs
 - ii. Offer programs that address emerging technologies
 - iii. Create more welcoming atmosphere for businesses and entrepreneurs
 - iv. Offer opportunities for community building
 - c. Amplify library resources and impacts for school-age children
 - i. Offer a DigIt card for high school students
 - ii. Expanded offerings for children to include access to wifi hotspots
 - d. Cultivate and empower Super Supporters
 - i. Currently looking into corporate sponsors
 - e. Engage the Library as Office segment
 - i. New electronic resources targeted to this user group
 - ii. New software offerings
 - iii. Library cards for people who work in the area
 - iv. Meeting rooms
 - v. Professional headshots, business card programs
 - f. Recognize local libraries as community hubs
 - i. Community programs
 - ii. Cultural programs
 - iii. Offerings for all ages
 - iv. Free resources and programs
 - g. Address those in the Barriers to Support tier
 - i. Educate community

- ii. Be present in the community
 - iii. Represent the library at other functions and events
- h. Clarify misconceptions about funding sources
 - i. Welcome questions about funding
 - ii. Recognizing other resources for funding
 - iii. Be honest about lack of funding