

# Library Image Checklist...

In her book, *The Dynamic Community Library*, Beth Wheeler Fox offers the following checklist to consider while thinking about how the library is seen by its customers and potential customers. Several items have been added to her basic list. 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. Trustees should take the time to respond to the following checklist with the library director. Perhaps each member of the board could walk through the library, complete the checklist, and compare their results at an "image" board meeting.

Outside of Building	Yes	No	Comment
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 sign in good condition?			
Is the shrubbery and grass well-maintained?			
Are the flower beds well-maintained?			
Are trash containers available and emptied regularly?			
Are the walks and ramps well lit?			
Are the windows/doors clean?			
Is the entrance to the building clearly marked?			
Are the hours of operation posted clearly and available at all times?			
Is visitor parking prominently marked, plentiful, and well-lit?			

Inside of Building	Yes	No	Comment
Do you feel welcomed when you walk through the door?			
Do the walls need repainted?			
Are the carpets/floors swept and clean looking?			
Are there directional signs for sections of the library?			
Is the main desk well-marked with signs?			
Is the main desk neat and uncluttered?			
Is there a place such as a bulletin board to post special information?			
Is the bulletin board well maintained and neat?			
Are special departments well marked and easy to find? (ex: genealogy, teens, children's)			
Are all staff desks in the public area neat and uncluttered? (ex: reference, children's)			
Are trash containers strategically placed throughout the library?			
Are restrooms clearly marked?			
Would you use the library's public restroom? If no... why not?			
Are the restrooms clean and in working order?			
Are non-public areas clearly marked?			
Is the online card catalog easy to use?			

Staff	Yes	No	Comment
Does staff greet you when you enter the library?			
Is the staff neat in appearance?			
Is the staff obviously willing to help you?			
When you ask them to locate the books on dog breeds, do they take you to the section?			
Does the staff respond promptly and courteously to patron requests?			
Is the person answering the phone courteous and helpful?			
Does the staff smile at patrons?			
<b>Publicity and Public Relations</b>			
Are bookmarks that list the library phone number, hours, and website readily available?			
Do flyers and bookmarks look professional?			
Do you have letterhead and envelopes for the library?			
Do your printed materials have a consistent format?			
Do key information points such as the Chamber of Commerce, schools, city building have library information to hand out to visitors?			
Does the library have a logo?			
Do displays entice people to explore different areas of the library?			
Do staff and board speak positively about the library and promote its services?			

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