Milwaukee Public Library launched a project called "Get Loud For Libraries" in April of 2023, which concluded in August 2023.

The project was designed to focus on what community members value most about current programs and services, as well as explore desires for future offerings.

Surveys and events were made available in multiple languages and in various parts of the City of Milwaukee with access, equity, and inclusion as a cornerstone.

Input and feedback was collected using randomized incentives and gathered through various channels which included:

- Online surveys
- Paper Surveys
- Listening Sessions
- Engagement Events

Learn More At: GetLoudMPL.com
Survey Engagement Overview

- **4,378**
  Milwaukee residents completed online or paper surveys.

- **3,459**
  Visited a Milwaukee Public Library in the past year.

- **919**
  Had not visited a Milwaukee Public Library in the past year.

**Individuals Lived Near North Cluster Libraries**
*Branches Include: Atkinson, Capitol, Good Hope, Villard Square*

- **21.2%**

**Individuals Lived Near Central Cluster Libraries**
*Branches Include Center Street, Central, East, Washington Park, Martin Luther King Dr.*

- **43.8%**

**Lived Near South Cluster Libraries**
*Branches Include: Mitchell Street, Bay View, Zablocki, Tippecanoe*

- **35%**

Event & Listening Session Overview

- **22**
  Listening sessions and community engagement events hosted

- **450+**
  Attendees and actively participating individuals engaged

Sessions focused on hard-to-reach and historically underrepresented communities including:

- **55+**
  Older Adults

- **Youth**

- **Whole Families**

- **BIPOC**

- **ESL**

- **LGBTQAI+**
When Looking At Patron & Non-Patron Responses Separately

Top Responses For Most Valued Programs & Services From Surveying Current Patrons (3,459 Respondents)

A patron was identified as anyone who had been to the library within the 12 months prior to taking the survey.

- **Material**
  - 56.22% selected Books, DVDs, and CDs
- **Digital**
  - 2 of every 10 selected Databases
- **Gaming & Youth**
  - 19.85% selected Summer Reading Programs
- **Community & Family**
  - 1,372 selected Movie Screenings

Top Responses For Programs Of Interest From Surveying Non-Patrons (919 Respondents)

A non-patron was identified as anyone who had yet to go to the library within the 12 months prior to taking the survey.

- **Material**
  - 5 of every 10 selected Device Checkouts
- **Digital**
  - 40% selected E-books
- **Gaming & Youth**
  - 49% selected Makers Spaces
- **Community & Family**
  - 396 selected Movie Screenings

When Looking At Patron & Non-Patron Responses Combined

**Communications & Operational Preferences**

**Channel Of Communication**

Social media is the leading channel indicated as a top source of awareness.

**Days & Hour Preferences**

The most preferred days for library operations are:
- Saturday (24.99%)
- Sunday (18.50%)
- Wednesday (12.60%)

The most preferred library operation hours are:
- Early evenings from 4p-8p (29.74%)
- Afternoons from 12p-4p (26.44%)

**Most Desired Programs To Expand**

- 49% Government Programs
- 32% Cafes in Branches
- 30% Music & Performances
- 29% Homework Help
- 24% Meal Services

**Inclusivity & Investment**

- 4.9 out of 5 individuals strongly agreed that libraries are a place of inclusion.
- 4 out of 5 individuals identified they strongly agreed that the library is a good use of tax dollars.

**Current Offerings & Recommendations**

- Over 42% of recommended qualitative responses for new programs and services are already happening.
- An average of 1 out of every 4 respondents, current and non-patrons, were aware of current programs and services.
Throughout the campaign, over 4,000 individuals recounted their cherished library experiences. Here are some of those moments:

**Discovery and Joy in Learning**
"I remember being so excited to go to the library because I could borrow all the books and movies I wanted... then I heard a room of laughter and I followed it [to] a crowd of children and a magician with a bunny. I had so much fun laughing at the magician's tricks and making new friends."

**Intergenerational Connection and Appreciation**
"His eyes, I'm telling you, it lit up... he was telling me about what he saw and the history... it's good that I'm trying to learn more about it and know that his services weren't in vain... Shared with me some of his personal favorites, which I rented out that day."

**Accessibility and Enrichment**
"We didn't have a lot of money, but going to the library cost nothing... we'd spend hours there... being excited to go back again the following weekend to borrow more books and return the ones that I had. It just was such an amazing experience."

**Community and Personal Growth**
"It's where I took my grandchildren for storytelling... The list is endless... the Milwaukee Library was part of me growing up in Milwaukee and is still part of me now at the age of 66."

**Nurturing Creative Talent**
"Our local library actually had someone come in and teach us how to draw... it was free for me to be able to join and to make my skills better."

**Milestone and Independence**
"My favorite library memory is my daughter getting her first library card... She was so excited... she signed the back of a card with a Sharpie in like, huge big black letters... it was a really exciting day."

The more than 4,000 stories shared illustrate the profound impact of libraries as centers for learning, cultural enrichment, and community connection. These narratives showcase the library's vital role in fostering curiosity, creativity, and unity among diverse groups, highlighting their ongoing importance in enriching and inspiring our lives.