Betsy Barnett Chandler Gorbe. Toward the "Great Good Place:" Should Libraries Have Coffee Shops? A Master's Paper for the M.S. in L.S degree. November, 2005. 45 pages. Advisor: David Carr.

There has been a great deal of debate in the library community during the last decade

concerning the issue of whether libraries should invest in library coffee shops. Often this

debate has been based on personal opinions unsubstantiated by experience. This paper

informs those library professionals contemplating whether or not to incorporate a coffee

shop, either in a renovation or new construction, of the experiences of library directors of

systems which have integrated coffee shops.

Headings:

Academic Libraries
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Comparisons between Academic and Public Libraries
Library Statistics
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Toward the "Great Good Place:"
Should Libraries Have Coffee Shops?

By
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Approved by:

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"But aside from friends, there must also be a Place. I suppose that this is the Great Good

Place that every man carries in his heart…" Pete Hamill (Oldenburg, 1989. p.vii).

Sociologist Ray Oldenburg describes the "Great Good Place" as a source of

community in the original sense of the word: "Community… Latin… noun… from

communis, meaning 'fellowship, community of relationships or feelings'" (*The compact

edition of the Oxford English dictionary,* 1971). It is a gathering place where people

meet every day for conversation and fellowship. The title of Oldenburg's book, *The

great good place: Cafés, coffee shops, community centers, beauty parlors, general stores,

bars, hangouts, and how they get you through the day* (1989, p. iii) not only gives

examples of where a great good place may be, but also includes a partial description of

their benefits. But, such places do far more than get you through the day, great good

places are essential to our personal mental health and to the health of our communities

(Fisher, Sonn, & Bishop, 2002, p.6). Oldenburg describes the Great Good Place by using

the lyrics of the theme song of *Cheers,* a popular television show of the 1980's and

1990's set in a neighborhood bar, as a "place where everybody knows your name"

(Portnoy & Angelo,1982).

Ironically, too many of us are receiving our sense of community from television

and other isolating experiences. We are replacing real community with fantasized

community, be it *Cheers* or "a galaxy far, far away" (Lucas, Glut. and Kahn, 1976.)

Marie Winn, an early spokesperson for research that showed television's deleterious effects on children, wrote a landmark book, *The Plug-In Drug* (1977). Although watching violent television is not condoned, Winn concentrated on the ways that the process of television viewing keeps children from engaging in other activities, one could say from engaging in "real life." Children's television is particularly destructive, because the early years are so formative. In Winn's revised edition of her book, she cites Nielsen Media Research (2000) and the National Center for Education Statistics (2000) as providing the following statistics: "children in the 2-5 age group spend an average of 21.8 hours each week watching television, while children in the 6-11 group spend 18.3 hours watching" (2002. pp. 4, 305). Winn states that "even the most conservative estimates indicate that preschool children in America are spending more than one quarter of their waking hours watching television… For school-aged children concern necessarily focuses on their school achievement, their physical and mental development, their social relations, and their development into active citizens of democracy… How does watching television for several hours each day affect the child's ability to form human relationships?"(2002, p. 4.)

Winn (2002, p.10) quotes noted sociologist, Urie Bronfenbrenner (2000):

Like the sorcerer of old, the television set casts its magic spell, freezing speech and action, turning the living into statues for as long as the entertainment lasts. The primary danger of the television screen lies not so much in the behavior it produces – although there is danger there—as in the behavior it prevents: the

talks, the games, the family festivities and arguments through which much of the child's learning takes place and through which his character is formed. Turning on the television set can turn off the process that transforms children into people.

Many of the adults alive today have been raised in such isolation. They have been raised with, if not by, television. There is little chance of developing a real sense of community in TV Land. (TV Land is a television network, a product of Viacom International Inc.)

Studies in psychology confirm that community, a sense of belonging, is essential to a person's sense of well-being. Seymour Sarason (1974) called for a new field of study in psychology, sense of community (SOC). Sarason is said to have believed that "SOC held the key to understanding one of society's most pressing problems, the dark side of individualism, which he saw manifested as alienation, selfishness and despair" (Fisher et al, 2002, p.6). Socio-political writer, Robert D. Putnam's book, *Bowling Alone: the Collapse and Revival of American Community* has been adopted by the field of psychology in that "Bowling Alone" has become a metaphor for a lack of community. Putnam states that the theme of his book is that "we Americans need to reconnect with one another" (2000, p. 28). However, there is very little evidence of community revival in the multiple graphs examining aspects of community that he presents in the book.

Since the 1920's (Rybczynski, 1993, p.103), urban planners have been working on planned urban designs, PUD's, which, at their most basic level, are developments which incorporate different types of housing, a community center and perhaps a few small businesses in an attempt to create a sense of community. In the late 1980's developers started talking about New Urbanism. Although the architectural reviews are good, the reviews from visitors are mixed. Community cannot be built from wood and brick. Sigmon, Whitcomb, & Snyder (2002, p. 25) quote the well known line from the

poem, *Home*, by Edgar Guest, "It takes a heap o' livin' in a house t' make it home" to illustrate the fact that community is not an immediate result of building houses according to some pre-designed plan. Community is built by people getting to know each other and care for each other. Perhaps the most obvious case of an architectural attempt to build community is Celebration, Florida. Oldenburg described it as "visiting Celebration, Florida, my wife and I arrived at its version of a 'friendly diner' three minutes late for breakfast…The friendly diner struck me as much as the fake 'Town Hall' across the street. The Disney people have their policies and small towns have their ways and ne'er the twain shall meet" (2001, p. 3).

Conversely, libraries have been evolving into more welcoming places since the turn of the twentieth century. There are currently numerous outreach services provided by both academic and public libraries: tutorials on using online systems; pathfinders; programs for newcomers; programs for speakers of another language; "One Book" programs in which the entire community, campus or town, reads the same book, then gathers in small groups to discuss it; and programs for special interests, e.g. gardening, computer literacy, genealogical research. In public libraries, there are also programs for children, adolescents, young singles, and women; book clubs; knitting clubs; outreach programs for literacy and for immigrant communities. Libraries are not only in the business of loaning materials, answering reference questions, and providing computers and news media. Libraries are a major force in building community.

When one thinks about a successful social gathering, one almost always conjures people talking, laughing, eating and drinking. Many, if not most, museums have included

designated places for such activities for decades: the Cleveland Museum of Art, the

Metropolitan Museum of Art, the Art Institute of Chicago, and many of the museums of

the Smithsonian. The menu at the Taste SAM Café at the Seattle Art Museum

sometimes changes to reflect the current exhibits.   Nor are dining areas limited to art

museums.   The North Carolina Museum of Natural Sciences not only has the Acro Café,

but it caters for special events and rents rooms for children's birthday parties. The

American Museum of Natural History has two cafés, a "Tapas Bar," a food court, a

lunchroom for school groups, and the Powerhouse, an area for catered events held by

corporate sponsors. Many museums rent spaces for group or corporate dinner parties.

However, including coffee shops or restaurants is a relatively new idea for

libraries. Nobody has tracked how many there are (Puente, 2002). Although the British

Library has recently added multiple places to eat and drink, the Library of Congress has

none. There has been formidable opposition to the installation of coffee shops in libraries

in the United States. Whether or not libraries should have coffee shops has been a topic

of discussion for approximately fifteen years, but the discussion has been of two types -

either articles mainly listing libraries that have coffee shops, or a mere voicing of

personal opinions. Usually resistance to change comes from the older members of the

community, but this is not always the case. Some students at Louisiana State University

held a protest against the installation of a coffee shop in their library (Associated Press,

2005).

There was a Colloquy in *The Chronicle of Higher Education* (2000-2001) which

ran for over two months. The "background" article, was "As Students Work Online,

Reading Rooms Empty Out – Leading Some Campuses to Add Starbucks (Carlson, 2001). The question was whether academic libraries should have coffee shops to attract more students to go to the library. Forty-seven responses to this rather leading question were printed from professors, graduate students, and librarians. Opinions, for this is all they were, ranged from outraged disapproval and sarcasm from several professors and instructors who took the question at its face value to those, many of whom were graduate students, who applauded innovations,. Many assumed that if a library had a coffee shop, it would allow food and drinks to be carried throughout the library; this is not necessarily or even usually the case. The library management decides whether food and drink are allowed throughout the building or just in the coffee shop. Among the people who approved of coffee shops, some saw it as moving the library towards a friendlier place, one that stimulated social interaction, in short, a great good place.

A growing number of libraries are including coffee shops in their architectural plans (Wood, 2003). Older libraries are retrofitting coffee shops into their existing buildings. This paper addresses the opposition and examines whether and under what circumstances incorporating coffee shops into libraries is a worthwhile addition to the outreach mission.

This study is the first to publish the effects of library coffee shops as reported by library managers. It is also examines what conditions contribute to a successful or unsuccessful library coffee shop. It includes suggestions from the library managers as to location, interior design structure and materials, which vendor to choose, and hours of operation. The library managers gave a wide range of reasons why libraries should have

coffee shops. The paper makes public the evaluations by the upper management of libraries that currently have or formerly had coffee shops as to whether or not library coffee shops are enhancements to libraries, so that other library management considering this significant investment of library space and planning time will be informed by the experiences of their peers.

Literature Review

The literature examined covered three main topics. The first addressed the question of why we need a sense of community, what builds it, what doesn't, and how libraries are presently involved. My thesis is that building community is one of the functions of libraries, and one to which coffee shops can contribute. The second set of literature addressed attitudes towards library coffee shops. The third collection of articles identified libraries that currently have or formerly had coffee shops. These articles often included additional information about the coffee shops.

The sense of community

Putnam has a wealth of information about the decline of the sense of community in the United States during the twentieth century. PTA membership for families with children under age 17 percentage in 2000 was less than half what it was at its peak in 1959 (2000, p. 57). League bowling was projected to be 1.8% in 2000 compared to 8.3% in 1964 (2000, p. 112). On the other hand, the percentage of people attending spectator sports has nearly tripled since 1960 (2000, p, 114). The number of people reporting charitable giving dropped by one third from 1980 to 1995 (2000, p. 127). In one study, the number of people not stopping at a particular stop sign rose over 300%(2000, p. 143). The percentage of women who are working because they have to was more than five times as many in 1999 than it was in 1978 (2000, p. 198). The percentage of people interested in the news has declined 92000, p. 220). But the average number of hours television was watched every day rose from 4.5 to over 7 from 1950 to 1998 (2000. p.

222). More people watched television in the evening than talked to their families (2000, p. 275).

Social psychologist Rolf Meyersohn found watching television to be the only activity that inhibits "participation in other leisure activities… The only activities positively linked to heavy television are sleeping, resting, eating, housework, radio listening, and hobbies" (Putnam, 2000, p. 237). "Political scientists John Brehm and Wendy Rahn found that… *one hour less* daily viewing is the civic-vitamin equivalent of *five or six more years* of education" (Putnam, 2000, p.309). "Jane Jacobs, the great scholar of urban life,… in a scathing indictment of twentieth-century urban planning and renewal efforts… argued that where cities are configured to maximize informal contact among neighbors, the streets are safer, children are better taken care of, and people are happier with their surroundings" (Putnam, 2000, p. 308).

Oldenburg is a sociologist who writes in an informal voice about the "Great Good Place" which is a place where community develops. He called these places "Third Places" (1989, p. 171). He described first places as people's homes, where they lived with their families. Second places are the places where people work. And third places are where people socialize, relax, talk with their friends. He specified that a third place was a place that was: open to the public, on "neutral ground"; a "leveler" where social status or socio-economic class is not a factor in one's acceptance; one where hours and the location are convenient; welcoming to newcomers; and one where conversation is key. People should be able to go there and meet friends, although not always the same friends every day.

Oldenburg (1989) gives examples of such places from our recent past, e.g. the neighborhood bar, and notes that with unifunctional zoning laws, commercial establishments are no longer permitted in many residential areas. Those with knowledge of American history, not limited to that obtained from the public school system, realize that taverns were important centers for community in early America. Oldenburg describes some new taverns as "B.Y.O.F. (Bring Your Own Friends)" (1989, 171).   They may initially look like a third place, but it becomes obvious in a short time that there is no intermingling between groups that have arrived separately. Oldenburg talks of the absurdity of calling a restaurant twenty minutes away by car a "neighborhood" restaurant.

Among possible great good places are coffee shops. (Oldenburg, 1989, p. 184). Oldenburg compares the effects derived from the beverages served in taverns with those served in coffee shops. Although he notes that the differing behavior in these two types of establishments is dependent on the culture, there are cross-cultural effects. "In the Moslem world, … that beverage is the 'wine of Apollo. The beverage of thought, dreams, and dialectic.'"(Harlow, 1959, p.207). He notes that similar effects occur around the globe:

> Coffee spurs the intellect; alcohol the emotions… Those drinking coffee are content to listen contemplatively to music, while those drinking alcohol are inclined to make music of their own. Dancing is commonly associated with the consumption of alcoholic beverages but not at all with coffee sipping. Reading material is widely digested in the world's coffeehouses but not in bars. The dart player drinks ale inasmuch as deep thought is not the essence of his game, but the chess player's drink is coffee (Oldenburg, 1989, p. 184).

Oldenburg talks about the pervasive influence of television on community, as well as on civic and political discussion at the local level. Oldenburg quotes Patrick Goldbring's comparison of modern man to the domestic chicken.

> The Englishman's home today is not his castle. It is his centrally – heated, bright, combined nesting-cage and exercise run. The family-sized television replaces the crowded cinema, the bottle of beer… the visit to the pub, the telly discussion, the pub argument. Furnishing and decorating the home have become subjects of absorbing interest to the nation…" (Goldbring, 1969, pp. 64, 65).

Oldenburg summarizes Goldbring's position concerning television as creating "shut-ins of almost everyone…" (1989, 211).

 "Cocooning" became the fashion in the early 21st century, pushed by builders wanting to build large "home theaters," real estate salespeople wanting to make large commissions, television manufacturers wanting to sell large-screen televisions, and furniture makers wanting to sell recliners to people with large appetites for non-participatory entertainment.

The Great Good Place was followed by *Third Places*, edited and with a foreword by Oldenburg (2001). This book is a collection of essays by a number of authors, in which they describe great good places they have enjoyed. Oldenburg notes that the "entertainment industry" has played a part in the demise of third places.

Winn (1977) wrote a landmark book about the effect of television on children. Winn writes for the popular press, but uses endnotes to cite her professional sources, e.g. psychologists, from whom she draws her material. Winn (2002) updated and expanded the previous work, included television at school, and computers at home and at school. It

addressed the media's negative impact on children's brain development, play, education, and socialization. Without socialization, community is impossible.

Fisher et al. (2002) compiled a number of articles by authors from seemingly diverse professional fields, e.g. psychology, architecture, and aboriginal studies, that address the Sense of Community (SOC). There are sixteen articles by nearly forty authors, thus demonstrating a sense of community in the work itself. They address topics such as psychological sense of community and presumptive planning, which is such an apt term for designing a housing development and assuming it will be like a small town. There are chapters on the development of community within special groups, e.g. women in jail, substance abusers, church groups, schools, immigrants, online communities, and rural areas, and university students. The chapter entitled "Presumptive Planning: From Urban Design to Community Creation in One Move?" is by Jean Hillier (2002, pp. 43-67), who was Professor of Urban and Regional Studies at Curtin University in Perth, Western Australia at the time of the writing:

> Probably back to the … 1880's, there is a feel –good aspect to community that town planners have long attempted to artificially induce. From Ebenezer Howard, Frank Lloyd Wright, and Le Corbusier to the present day, there has been a belief that reforming the physical environment can revolutionalize the total life of a society. Urban design is regarded as an active force, "directing the community onto the path of social harmony" (Fishman, 1982, p.4) Yet as Fishman points out, the three practitioners never subscribed to the doctrine of 'salvation by bricks alone,' the idea that physical facilities could by themselves create community, into which trap later followers have fallen (Hillier, 2002, p.45).

The next section of Hillier's article is entitled, "Images of Place or Places of Images?". She dismisses the New Urbanist's principles that "*communities should be designed*" (2002, p. 47). Hillier states that "through explicit design and through

spectacle, e.g., new revivals of 'traditional' local Festivals… and image, it may be possible to create a spurious sense of togetherness and participation in urban life." (2002, p. 47).

As indicated by the American Library Association theme for 1999-2000, "Libraries Build Communities."   The members of the Spring 2005 Public Libraries Seminar at the School of Information and Library Science: University of North Carolina at Chapel Hill created *American library topics: An annotated bibliography* under the direction of their instructor, Ron Bergquist. Among the topics covered are such library-sponsored community-building programs as: library outreach (Scronce, 2005, pp. 7-14), library services to Latinos (McMains, 2005, pp.15-19), patrons' services and community involvement {Garcia & Lineweaver, 2005, pp.27-28), African-American children's literature (Avenger, 2005, pp. 34-35), computers (Allen, 2005, pp. 37-40), storytelling (Smith, 2005, pp. 45-47), young adults services (Carter, 2005, pp. 57-63), and literacy programs (Gorbe, 2005, pp. 67-76).

Attitudes towards Coffee Shops

G. Singh's master's paper (2002) contains results of surveys of students at Duke University, the University of North Carolina at Chapel Hill, and North Carolina State University.   There are problems with the way this survey was conducted, namely the location the survey was taken, and the repetitive mention of "library" and "studying." But the results from question 5 appear to be valid and of more interest to this present

research. Singh (2002, p. 18) reported that, when asked why they bought their coffee

where they did, 27 of the 44 students who responded chose convenient location from

three options. He warned, however, that vendor was the second choice, 13 of the 44.

Singh cited a protest against having a Starbucks in the library at the University of

Tennessee at Knoxville. Singh concluded that universities need to consider adding coffee

shops.

Dan Curry wrote about the incident at the University of Tennessee at Knoxville,

saying, "a huge brouhaha" of "about 20 students" occurred (Curry, 2001).

And what about LSU? The fact that "more than 100" students do not want a

coffee shop has been printed more than once. Obviously these numbers do not represent

a majority of students. Jane Kleiner, associate dean of the library said, "library patrons

have been asking for a café or something like it for a while" (Fender, 2005).   A weblog,

Starbucks Gossip, is available to discuss this topic. At the time this paper was written,

the comments were overwhelmingly in favor of having a coffee shop.

Kniffel wrote an article for *American Libraries* (1997) in which he compared

libraries to bookstores. Although the branch library in Chicago that he visited did not

offer coffee and asked him to drink it outside, he still preferred the library for its

reference services. Still, he asked, "for heaven's sakes, what is wrong with drinking a

cup of coffee?" (Kniffel,1997)

As mentioned in the Introduction to this paper, the Chronicle of Higher Education

had a colloquy that ran for months in which faculty, staff, and graduate students at

academic institutions expressed their opinions about allowing coffee, food, and coffee shops in libraries.

Articles about Library Coffee Shops

Johnson (2004) wrote in the Arkansas State University campus newspaper that the library coffee shop had to close as a result of the high prices of items for sale. Johnson stated the library management was looking for a new vendor, and the coffee shop would be re-opened when a less expensive vendor was found. By the time the researcher contacted the Dean, the coffee shop had re-opened with a new vendor.

The Salina, Kansas Public Library website mentions the success of their Paradise Coffee Café. Patrons may sit and visit or they may take the food and drink into the library.

According to the Roseville (Minnesota) County Public Library website, the library conducted a telephone survey in 1995 and found what their patrons wanted most was a coffee shop. "The Library Board endorsed the project because it would make the Roseville Library a warmer and more welcoming public space… The interior door between the library and the coffee shop is lockable to allow the coffee shop to be open before and after library hours."   There is more about the proposal, the design, the menu, and the contract, as well as photographs.

The University of Colorado at Boulder has information about and photographs of their "Coffee Shop in Norlin " on their website.

Even high schools have opened library coffee shops. Tates Creek High School in Lexington, Kentucky has one called the Bookmark. It sells hot drinks during the hour before the start of school. (Keller, 2004)

Puente (2002) briefly discusses the fact that coffee and coffee shops are permitted in some public and academic libraries. Puente discusses various library coffee shop arrangements. The "Broward County, Fla. (sic) main library (has) a full-service restaurant and a coffee nook in the building"   The Arlington (Virginia) library allows covered drinks. The Enoch Pratt Free Library in Baltimore was, at the time Puente's article was written, building an addition. The head of the system, Carl Hayden, said, "people want to curl up with a book and read and also have a cup of coffee. That's what people expect," and, with a laugh, "we couldn't accommodate the Laundromat."

There are more articles about library coffee shops every day, including numerous articles on libraries with coffee shops in other countries, e.g. *Buth Cofaidh an Leabharlann*, but that is beyond the scope of this paper.

Methodology

The purpose of this study was to examine whether there are effects that stem from the existence of a library coffee shop, what those effects may be, and whether they are positive or negative influences on patron satisfaction with the library. Both academic and public libraries were considered. There are a number of library coffee shops along the Gulf Coast and throughout Florida that were not considered in this paper due to the devastation that Hurricanes Katrina and Rita caused in that area. At the time of this writing, many people were still without power or had been evacuated from those areas.

Patron satisfaction is often measured by changes in circulation, changes in gate count, i.e. people visiting the library, and, increasingly in public libraries, by the number of people using the library's public computers. This study also asked whether any change in the duration of visits was observed. Factors from the questionnaire, e.g. coffee shop location, menu, the size of the population served by the library, as well as whether it is an academic or public library, were compared between coffee shops that have closed or are viewed as not contributing to patron satisfaction and those that are viewed as having a positive impact on patron satisfaction.

The operational definition of "coffee shop" was any place that provides tables and seating and sells both food and beverages on a regular schedule to any person who enters, i.e. the customer does not have to have a library card or be a member of any particular group, e.g. an employee of the library. Food must include something more than candy

and chips or chip-like snack. For example, Cheese Doodles were not considered food, but fruit, pastry, sandwiches, etc. were. Restaurants would be included in this definition.

The operational definition of a "library coffee shop" was a coffee shop entirely within the library building. Libraries accessed solely online were not considered in this study.

Libraries that currently have or formerly had coffee shops associated with them were identified through the literature and by word of mouth.   An appointment was made for a telephone interview with the managers of these libraries or library systems or with the managers' designated representatives, allowing approximately 15 to 30 minutes for the completion of the phone survey. Usually the respondent took the survey at the time of the first call. If the library coffee shop had closed by the time of the interview, the appropriate tense of the verb was used, e.g. "was" for "has been."

The phone survey was recorded either by hand or by being recorded to disc with the respondent's permission to ensure accuracy. Subsequently, a transcript of the telephone conversation was sent by email to the respondents who requested it. The respondents were allowed to make additions or corrections to their answers or to decline to participate further in the study. They were asked to sign a consent form to allow the survey to be published.

Library Coffee Shop Survey

The data was derived from the following questions. The questions do not include the italicized print; that is an explanation of why each question was asked. The questions were as follows:

1. What is your official title? *This was asked so that participants would be correctly addressed.*

2. Did you hold your present position at the time the decision was made to include a coffee shop in the library? *This question was asked to alert readers of the survey to a possible bias in the answers.*

3. What is the population (number of people) of the area served by the library? *This is a possible factor in a library coffee shop's success. If the respondent did not know the answer, the area served was accepted and the U.S. Census was consulted to determine the population figure.*

4. Was the coffee shop part of the original library plan? *This is a possible factor in its success or failure.*

5. When did the coffee shop open? (And if it had closed, when did it close?) *A successful coffee shop that has been open for years has more to tell us about what makes it a success. A coffee shop that opened more recently may tell us about new design ideas.*

6. What are the hours of the library and the coffee shop? *This addresses how convenient the coffee shop is to the patrons, therefore, this is a possible factor in its success or failure.*

7. Where is the coffee shop located in relation to the rest of the library? *The answer to this might indicate attitudes towards the library coffee shop. It also addresses how convenient the coffee shop is to the patrons,   and therefore, this is a possible factor in its success or failure.*

8. How was this location selected? *The answer to this might indicate attitudes within the library committee towards the library coffee shop.*

9. Who manages the coffee shop, a franchise, Friends of the Library…?   *This is a possible factor in its success or failure.*

10. Does the library profit, lose money or break even from the coffee shop? *The answer to this might be important to other libraries considering a coffee shop.*

11. Is the library coffee shop a gathering place in the community? Is it available for other uses, e.g. meetings or readings by authors? *This addresses the outreach function.*

12. What is served in the coffee shop? *The menu is a possible factor in its success or failure.*

13. Is other merchandise, e.g. books, videos, stationery, sold in the coffee shop or nearby, as in a gift shop adjacent to the coffee shop? *This is a possible factor in its success or failure.*

14. Has there been any feedback from patrons concerning the coffee shop? *This might reveal possible factors in its success or failure.*

15.   Has there been any feedback from the library staff about the coffee shop? *This is a possible factor in its success or failure.*

16. Has there been any feedback from the community concerning the coffee shop? *This is a possible factor in its success or failure. It also addresses the outreach function.*

17. Has there been a change in circulation due to the presence of the coffee shop? *This is an indicator of the benefits of a coffee shop to a library. This is a measurement that is used in determining a library's budget.*

18. Has there been a change in the gate count due to the coffee shop? *This is an indicator of the benefits of a coffee shop to a library. This is a measurement that is used in determining a library's budget.*

19. Has there been a change in the number of people using the library computers due to the coffee shop? *This is an indicator of the benefits of a coffee shop to a library. This is a measurement that is used in determining a library's budget.*

20. Has there been a change in the length of time people spend in the library due to the coffee shop? *This is an indicator of the benefits of a coffee shop to a library.*

21. (Only for libraries in which the coffee shop closed) What are the reasons that led to the closing of the library coffee shop? *Obviously, these are possible factors in its failure.*

22. Is there anything you would like to add in regard to this topic?

Survey Results

The people who responded to this survey were generous with their time, gave thoughtful consideration to the questions, were candid, and often gave additional information within the context of an answer. Seventeen libraries were included in this survey. Eight were public libraries, nine were academic libraries.

Informants

The respondents were asked what their title is and whether they had held that position at the time it was decided to have a library coffee shop. Nine hold the same position at the present time as they did when it was decided to build a library coffee shop, one holds a similar position, and seven hold different positions.

In the public sector, six are directors, executive directors, or library administrators. One is a regional library supervisor, and one is the main library manager. Four hold the same position now as they did when it was decided to have a library coffee shop. One reported she holds a similar position. And four hold different positions now.

In the academic sector, four are deans, one is an associate dean, one is a director, and one is the university librarian. One is the head of circulation and one is the public relations and annual giving coordinator of a special academic library, a health sciences library. Five of the respondents from academic libraries have the same position they held when the decision was made to have a library coffee shop. Four hold different positions now.

Nature of the Institution

In this study there are eight public libraries and nine academic libraries, one of which is a special library, a health sciences library. Some of the public libraries gave two sets of figures for their population, e.g. the number of people in the tax district and the number of people in the county who are eligible to use the library, or the number of people in the county and the number in the greater metropolitan area. None of the academic libraries reported more than one population number; their populations are more easily defined in terms of numbers.

If you use the smaller of the two numbers given by the public libraries, the total population served by all seventeen libraries, both public and academic, is 2,846,982. The mean of the population is 167,470. The median value is 30,000. And the range in the population varies from 4,000 to 850,000.

When the larger population figures for the three public libraries that gave two sets of numbers are included in these calculations for the entire set of seventeen libraries, the total population served is 4,315,373. The mean of the population is 253,845. The median of the larger population figures is still 30,000, as the ninth library in the list of seventeen libraries, arranged by size of population, is an academic library. The range varies from 4000 to 1,000,000.

The total population served by the nine academic libraries is 131,100. The mean for the academic libraries population is 14,556. The median population for the academic libraries is 11,000. The academic libraries serve populations varying from 4,000 to 30,000.

The public libraries surveyed are far larger than the academic ones in terms of population served. Even when using the smaller of the reported population figures, the total population served by the eight public libraries is 2,715,882. The mean of the population figures is 339,485. The median population for these is 337,965. And the population for the public libraries range from 93,952 to 850,000.

Using the larger populations given, the total population served by these public libraries is 4,184,273 for the larger figures reported. The mean for the larger public library population figures is 523,034. The median using the larger population numbers is 465,000. The range varies from 93,952 to 1,000,000.

The researcher posits two reasons for this disparity in numbers to two related causes. One is that there is less of a limit on the population a public library serves than there is on an academic library. The other is that for a public library coffee shop to be successful, it needs a large population to support it, whereas the academic library has a "captive audience."

Situation of the Coffee Shop

Four of the coffee shops were included in the original plans for the library; these were more recently built libraries, in 2005, 2003, 1998, and 1993. The 1993 coffee shop lost money and was closed. The other thirteen were renovations. Two were put in unused spaces. Twelve of the coffee shops had been built within the last five years, but there were five coffee shops, all in public libraries, built in the 1990's. The library coffee shop trend began in the large public libraries.

One of the respondents whose library coffee shop, "Whispers," was put in an unused space said "the coffee shop is much grander than it might have been if we'd built it from scratch. It's three stories tall because it fit into an empty space… It is a stunning space to be in. We have some live trees, some palm trees…We never would have given it that much space… It's just a stunning layout. We couldn't have asked for more."

Many of the respondents reported that location was an important factor in the success of a library coffee shop. Twelve reported the coffee shop was on the main or first floor by the main entrance. Two were on a lower level. One was in an extended lobby, and one was on an overhead pedestrian bridge.

Two of the respondents noted that you could smell the coffee in other parts of the library. In the public library that closed its coffee shop, this was noted as a problem. The shop was not at all enclosed. The academic library's coffee shop was mostly enclosed, and it was not reported as a problem. Enclosing the shops is something that should be considered where there is a large percentage of the population with allergies.

The respondents indicated that the hours the coffee shops were open was a major factor in their success. Irregular hours were one of the causes of the closing of one coffee shop. Many respondents want their coffee shops to be open longer than they are. Only two are open the same hours as the library. One coffee shop is open the same amount of time as the library, but opens 30 minutes earlier and closes 30 minutes earlier. Another opens 30 minutes earlier than the library and closes at the same time unless there is a special event, in which case it is open later. It has an outdoor dining space as well as the space inside the library. The others all have shorter hours than the library, and two of the

coffee shops in the academic libraries do not even open on the weekend, one of which does not open on Friday.

Four of the academic libraries sold coffee mugs either now or in the recent past; nothing else was sold. Only one of the public libraries did not have a gift shop. The other eight had gift shops that offered various merchandise, e.g. books, stationery, cups.

The menus differed very little from one coffee shop to the next. All offered coffee and coffee specialty drinks, pastries, and soft drinks. Two mentioned fruit drinks, although the researcher believes this is offered more often. Many respondents mentioned pre-packaged foods. Six offered sandwiches and four offered salads and soup; one offered sub sandwiches. Two offered complete meals; one had sushi, and the other had a "daily special."

Management

One public library closed its coffee shop due in part to insufficient customer service training by a local vendor, along with the previously mentioned hours that were inconsistent with the library hours. The vendor did not have to pay the library for anything. Another public library closed its coffee shop, which was managed by the Friends of the Library, because it lost money.

One public library manager said the library donates the space to a local restaurant and pays the utility bills for it; the researcher would not be surprised if many of the other libraries also pay the utility bills, although nobody else mentioned it. There would have to

be different meters for the coffee shops or a contract that stated the coffee shop would pay a certain percentage of the bills to facilitate the coffee shop paying for its utilities.

Another public library official reported that the library was close to breaking even, but the private vendor might be making money. One academic library respondent said she didn't recall the library making any money from the coffee shop run by the Student Stores and a local coffee shop. And one academic library representative said he did not know if the library made a profit or not. Four academic library managers said the library made no money from the coffee shop. Of these, one said it's run by University Food Services, and the profit goes into the general fund. One used University Food Services, run by Sodexho, another used Aramark's Java City, because Aramark has the food service contract. The fourth said the Caffè Ritazzi franchise holder paid $1,000,000 to renovate the library.

One academic library closed its coffee shop and changed its vendor, because the students complained the prices were too high. It has reopened using the Campus Food Service. The library receives no money from the sales, but the Dean said, "we should. It's a real money-maker, but it's not in the contract." Another academic library coffee shop shows a profit, but the money goes into the general fund.

Two of the public libraries receive funds indirectly through the Friends of the Library who, in one case, manage the coffee shop, and in the other, manage the contract with a private vendor. Two public libraries make money by leasing the space to the vendor, one of which is a local company, the other is an Obee's franchise. One academic library nets $5000 a year from its coffee shop, which is run by University Dining.

Another smaller academic library earns 3.5% of the gross, $10,500 "in a good year" from its coffee shop, which is a Java City franchise bought jointly by the food service provider, Aramark and the university.

There is no pattern here. Library managers should strive to get the best deal that they can. One manager's initial response to this question was one of bristling indignation. The very thought that a library could make a profit from any of its many services was anathema to her, but the researcher believes that any monies received will help improve the library in some form.

Feedback

Feedback from patrons was almost unanimously positive. A few quotations from the respondents follow:

The only negative comments were, "Some were offended by the smell; it permeated the building. Some thought it didn't belong in a library." (This coffee shop was not enclosed. It is one of the coffee shops that closed.)

"Everybody is thrilled. It is open different hours from most places downtown. It is open on Saturday and Sunday when few places are. It is a welcome addition to the area."

"Yes, we did a study to measure the level of satisfaction. The undergraduate students wanted longer hours and other drinks, which we got for them. The graduate students were less satisfied with the coffee." (Services provided by University Dining.)

"It's part of what we do. Customers just expect it."

"They love it. They absolutely love it… Prospective students are thrilled. They say that the library is something that helps them make their decisions to come here…"

Feedback from staff is also positive, although there were some negative remarks before the coffee shops opened.

"Most staff thought it was awesome; they were glad it was there. Some thought it didn't belong; they were afraid of coffee spilling on the books and carpet. The janitorial staff was aware of it, we had no problems.

Another negative comment was, "some don't like coffee. Some are not happy with the condiments. The Splenda runs out, the half-and half is pre-packaged. The lids run out." (This coffee shop is run by University Dining.)

 "They're thrilled to have it."

"They're probably the greatest single user block."

"We consider it a part of us. If the Friends of the Library are short of staff, we help out."

"We allow drinks throughout the whole building… people are ultimately really quite responsible."

Feedback from the community is mostly a public library issue and echoes the response from the patrons.

"One of the reasons we did it was we asked the community what they wanted, and one of the things they wanted was a coffee shop."

"There's been an overwhelming positive response. The Mayor was here for the opening." (This is from a city of about 360,000 people.)

"There's a sense of community. It serves diverse needs; kids come in after school. It's comfort, evenness, friendliness, an inviting place."

"Is the library coffee shop a gathering place in the community? Is it available for other uses, e.g. for meetings or readings by authors?" question received mixed results.

 All but two of the men answered no, "the library has other places for that" or "it's just a coffee shop." One man answered yes to the first part and no to the second.

All but one of the women answered with an enthusiastic yes, e.g. "yes, yes. Meetings…People can go there if they want to meet. They don't have to buy anything."

"Very, very popular. Very successful. Events take place there. People gather, they have conversations there."

"Yes, every day it is full of students and faculty. The Dean goes there. People are working on their laptops, using the wireless connection, hanging out."

"Yes, of course. A lot of the faculty meet there. We have jazz, student referendums, debates, meetings, and readings. We take visitors there."

 "Yes, very much so. There are no formal meetings. It's very common for small groups, small classes, faculty, donors to the library, and interviewees on campus to go there. Occasionally we have readings there, but the acoustics are not good for that."

"Absolutely … faculty meet with students… Because it's closed on Saturday nights, we might have a reading there."

Observations

One director offered useful advice on interior furnishings in and near the coffee shop. "We use high-end carpet tiles so we can replace as needed. We have leather furniture: if it looks nice, it tends to stay nice."

Most couldn't answer the questions about library statistics for two reasons. One was the coffee shop was installed too long ago to remember any consequences. The other was the coffee shop was part of either a renovation or new building, so they were unable to say any increases were due solely to the coffee shop. The four who saw a change in circulation due to the coffee shop said it increased. Two respondents saw an increase in the gate count due to the coffee shop. Some said the time spent on computers at the library increased, but many libraries added more computers or wireless connections when they built the coffee shops, so this is another problematic question.

Others commented on the users included: "school groups on tour eat (here) before or after their visit."

"Even if the coffee shop doesn't increase library use, it makes our users more satisfied."

"It's a public service."

Several commented on library evolution: "it's a new model for the university's library as a destination… We need something for this generation. It's a logical trend coming over from public libraries. We're trying to… adapt to their new study habits."

And returning to the thesis behind this paper, "it's been very successful… It has definitely added one of the things people said they wanted. It creates community."

<u>Conclusions</u>

An overwhelming theme was readily apparent in these surveys. Every manager reported a coffee shop to be a positive addition to a library. Of the three coffee shops that closed, two had problems with their vendors. One has re-opened with a new vendor. Another is planning to open a new shop.

The researcher did not find any bias in the enthusiasm with which these managers embraced their coffee shops whether they had been the proponents and initiators or whether they were hired or promoted after the coffee shop was planned or entrenched. Size of the population and whether the library was an academic library or a public library did not appear to be factors, although no small public library coffee shops were found. The smallest public library served a population of almost 94,000. Whether it was part of the original plan or part or all of a renovation wasn't a factor.

Many of the managers mentioned operating hours as being important. They advised that they must be consistent and the closer they are to the hours the library is open and the more hours they are open, the more useful the coffee shops are.

Location of the coffee shop was stressed by many of the library managers. Several noted that the location was chosen because of it being a high traffic area. Of the eight that the researcher visited in person, the ones that seemed to be busiest were by the main entrance. In one library where the coffee shop was not by the main entrance, two staff members were asked where the coffee shop was. One gave the wrong directions, and the other did not have any idea where it was and had to ask someone else.

The majority of coffee shops had food and coffee directly or indirectly supplied by a franchise or local restaurant.

The library managers all looked at the coffee shops as a way for the library to provide another service to its patrons, and most mentioned it was a service to the staff as well. Some of the benefits mentioned of having a coffee shop within the library were: safety; not having to deal with the weather; a place for group work; and fostering a sense of community.

Everybody reported that all or the majority of patrons loved the coffee shop. Several reported that the librarians were hesitant or opposed to the addition of the coffee shop due to tradition or to a fear of people spilling coffee on the books or the floor. Strangely, this fear was reported whether the coffee shop was completely open to the rest of the library or completely enclosed. Some libraries reported that food and drinks were allowed in the rest of the library. Several mentioned they thought there were fewer problems than when patrons sneaked food into the library. Nobody reported a complaint from the janitorial staff. Most who reported that the staff were worried said that staff members changed their minds after implementation and became among the largest group of users.

Most library managers did not note any change to the circulation, gate count, time on the computers, or time spent in the library. It was impossible to attribute change to any of these figures when the library itself was new or when the coffee shop was part of a library renovation, and the coffee shop and renovation opened at the same time, one of these two conditions was true the majority of the time.

More respondents saw library coffee shops as places of community than not. This answer was mostly oddly divided according to the gender of the respondent, with the women seeing or having more community in their libraries. Some library managers actively engaged community events in their small coffee shops.

There was a genuine interest among the participants in helping other librarians overcome hurdles in proposing a coffee shop and in giving them the benefits of their experiences.

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