

Community Profile
Chesterfield County Public Library

Library Branch: _____

1. What are demographics for the zip codes of the community you serve? Highlight the useful demographics you apply to decisions and programs.
2. Identify interactions with customers that provide relevant information about their library use. Ask frontline staff to provide names and stories when possible.
3. What other factors define your neighborhood and community? Avid hunters, academics, horse owners, medical offices, job seekers, etc.
4. How does your branch serve and meet the needs of the Small Business community?
5. What groups or organizations commonly use your meeting rooms?
6. What are the neighborhoods and associations near your library and about how many residences in each? Do the associations have a newsletter, gatherings, or special clubs that meet in the neighborhood?
7. Who is your branch Friends leader and who are active members?
8. Who are your branch representatives on the Board of Supervisors, School Board, and Planning Commission?
9. What schools are near you, including tech centers, public schools, day cares, colleges? Who are the contacts?
10. Signature Event Contacts and Experience: Name and description of event; list contacts and vendors; will you work with a vendor again and why/why not?
11. What businesses are nearby that the library wants to develop a relationship with for programs, promotional resources and general contacts? Are they national or local? Non-profit or profit? Who is the contact person? How does your relationship with these businesses and organizations evolve? Share your successful and not so successful experiences.
12. What churches and other religious organizations are near you and who are the leaders and contacts?
13. Branch Learning Plan topics and outcomes.

Resources for Community Profiles 2016

Chesterfield County: Community Information

<http://www.chesterfield.gov/content2.aspx?id=3437>

Chesterfield County: Demographic Studies and Community Information

<http://www.chesterfield.gov/planning.aspx?ID=3436#other>

Chesterfield County: Universities and Colleges

<http://www.chesterfield.gov/government.aspx?id=3028>

Chester Business Association: Member Directory

http://www.chesterbusinessassociation.com/Members_Index.shtml

Chesterfield Business: Population and Demographics

<http://www.chesterfieldbusiness.com/page.asp?id=39&t=Population & Demographics>

Chesterfield Business: Workforce and Employment

<http://www.chesterfieldbusiness.com/page.asp?id=116&t=Workforce & Employment>

Chesterfield Business: Industrial Directory

http://www.chesterfieldbusiness.com/page.asp?id=30&t=Industrial_Directory

U.S. Census

<https://www.census.gov/>

Chesterfield Neighborhood Revitalization

<http://www.chesterfield.gov/content2.aspx?id=2780>

Generic Google search:

chesterfield virginia homeowner associations

https://www.google.com/search?q=chesterfield+virginia+homeowner+associations&rls=com.microsoft%3Aen-US&oe=utf8&rlz=117GGLL_en&safe=active&qws_rd=ssl&oq=&qs_l=

--Yields various homeowner associations

Congregations and Other Religious Organizations in Chesterfield County

<http://nccsweb.urban.org/PubApps/geoShowOrgs.php?id=C51041&code=C51041&v=cong&lev=>

--Alpha sort by clicking "City"

Sperling's Best Places: Data by zip code on housing, crime, politics, religion, education, cost of living, and more - <http://www.bestplaces.net/>

Nielsen market segmentation tool: market segmentation data by zip code. Tells you what the people who live in a given zip code are like (for example, my hometown has a lot of people who belong to the “shotguns and pickup trucks” segment) -

<http://www.claritas.com/MyBestSegments/Default.jsp?ID=20&menuOption=ziplookup&pageName=ZIP%2BCode%2BLookup>

Digital Inclusion Survey – Interactive Map

<http://digitalinclusion.umd.edu/content/interactive-map>

It allows you to enter your library's name, and then get demographic data for a preset radius around that library (1 mile, 3 miles, 5 miles, 10 miles) or you can use the drawing tools to identify a specific neighborhood or location near your branch.

Chesterfield Chamber of Commerce: <http://business.chesterfieldchamber.com/list/>

BizSense Lists: <http://richmondbizsense.com/lists/?djoPage=products>

Sourcelink Virginia: <http://www.vtknowledgeworks.com/sourcelinkvirginia>

Book:

Maddigan, Beth and Susan Bloos. Community Library Programs that Work : Building Youth and Family Literacy. (Santa Barbara, Calif.: Libraries Unlimited), 2014. (Chapter 1, “The People in Your Neighborhood” and “Community Mapping.”)