

LIBRARY SURVEY DESIGN

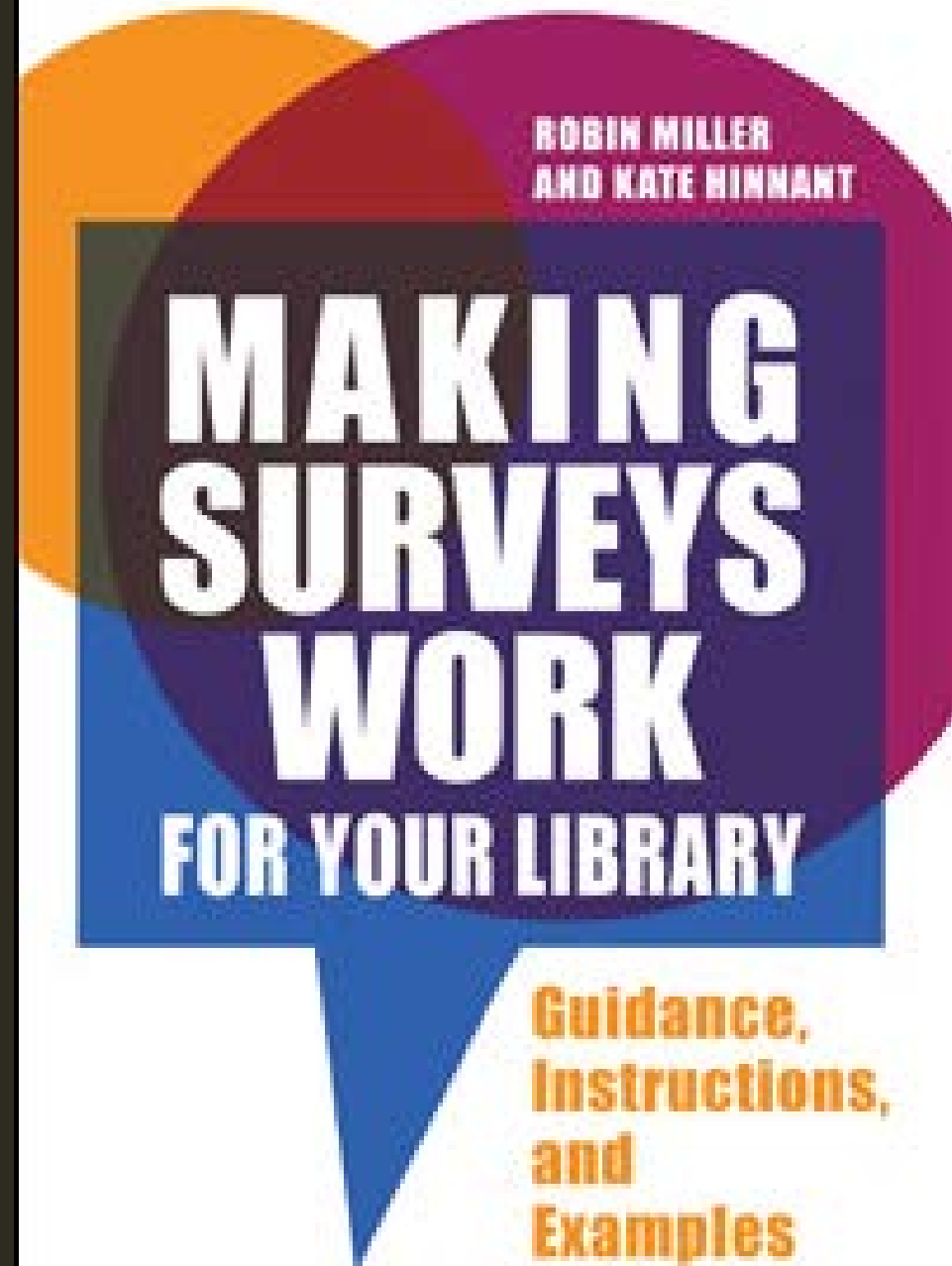
Plan, test, distribute, and take action

INTRODUCTIONS

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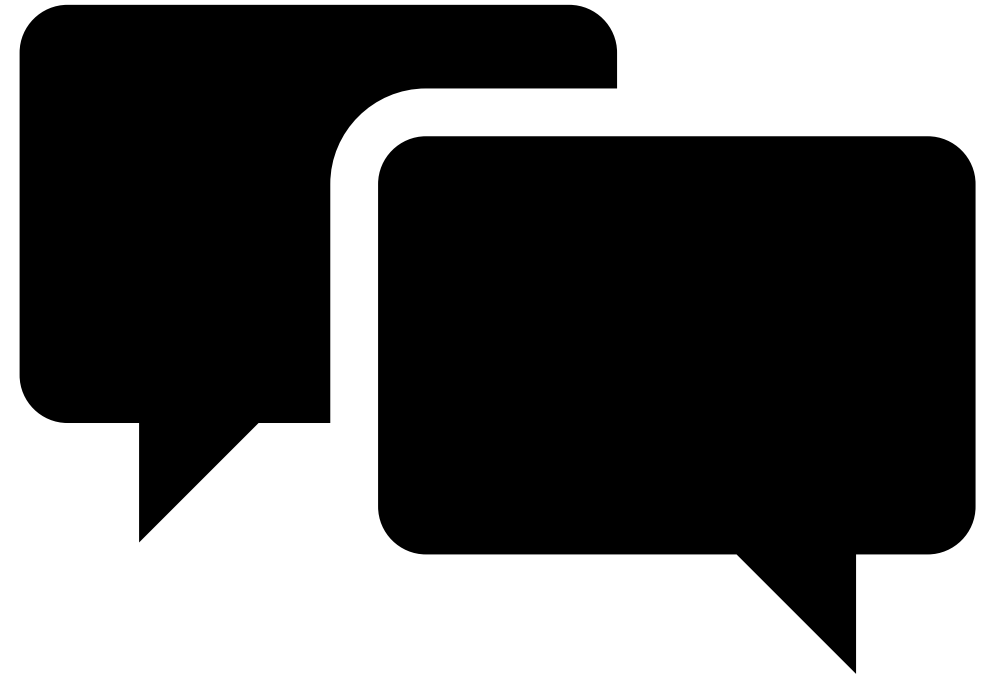
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AGENDA

- ❖ Planning with empathy
- ❖ Testing and revision
- ❖ Distribution Methods
- ❖ Communicating results

PLANNING WITH EMPATHY



DEFINING YOUR PURPOSE

To help your library...

- ❖ Operate
- ❖ Improve
- ❖ Grow

What do you need to know about user...

- ❖ Feelings
- ❖ Attitudes
- ❖ Behavior

CULTIVATING EMPATHY

- ❖ What do you know?
- ❖ What do you need to know?
- ❖ Who is your audience?
- ❖ How will your survey data help you to serve the audience?



EMPATHY AND YOUR USERS

Why are library users
inactive?

- ❖ Fines/fees
- ❖ Policies
- ❖ Hours
- ❖ Parking
- ❖ Public transportation
- ❖ Unmet needs



AUDIENCE

Large populations

- ❖ Identify significant trends
- ❖ Collect data about popular aspects of the library
- ❖ High risk

Smaller populations

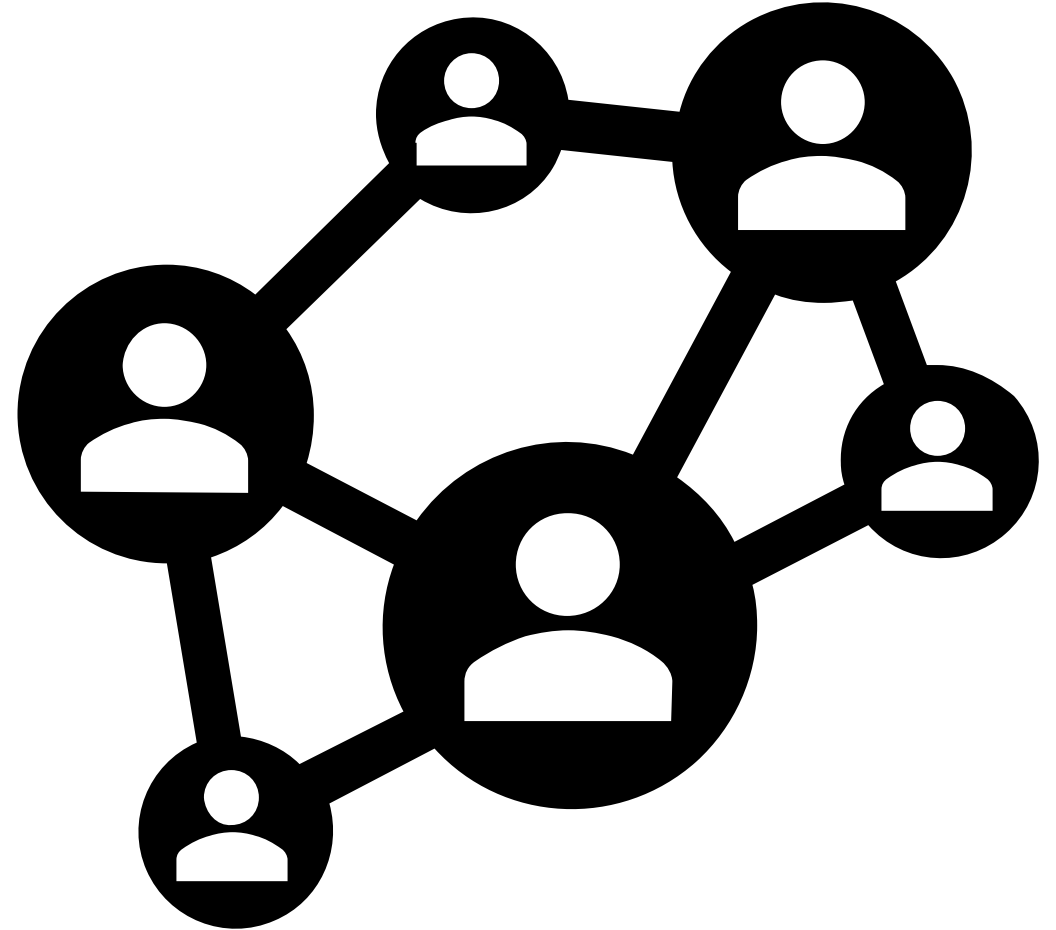
- ❖ Gather unique information
- ❖ May address a single service/collection/program/space
- ❖ Lower risk

TESTING AND REVISION

Never optional

IDEAL TESTERS

Internal & External



WHAT ARE YOU TESTING FOR?



Survey flow



Time required



Jargon



Grammar, spelling, etc.



Missing options



Technical problems

QUESTION FOR REVISION

Would you like the library to add a café?

- a. Very much
- b. Yes, think so
- c. Maybe
- d. I'm not sure
- e. No

REVISED QUESTION

How often does the availability of food or beverage for purchase effect where you choose to spend time?

- a. Very frequently**
- b. Somewhat frequently**
- c. Not very frequently**
- d. Not frequently**

ALTERNATIVE REVISION

Thinking about possible renovations to library entryway, which of the following additions would you prioritize:

- a. Food or beverage cart
- b. Book sale area
- c. Community service provider desk
- d. Additional seating
- e. Other (please describe)

DISTRIBUTION METHODS

DIRECT VS INDIRECT

Direct Invitations

- ❖ Received by defined list of potential respondents
- ❖ Individually addressed

Indirect Invitations

- ❖ Received by a group of potential respondents
- ❖ Addressed to a group

COMMUNICATING RESULTS

TAKING ACTION



COMMUNICATE
RESULTS



ACT



COMMUNICATE
ACTION

COMMUNICATING

82% of students are
satisfied with **quiet
study spaces**



AFFIRMATIVE MESSAGES

Thank you for your feedback!
We have extended our Wifi hotspot
lending period to **14 days** based on
responses to our fall survey.



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