



Summary Report of CCLS Member Libraries' Survey Results

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About...



The **Impact Survey** is an online survey tool designed for public library staff to understand community use of library technology services and how to improve those services. The Impact Survey evolved from the 2009 **Opportunity for All** study and makes the complex job of surveying patrons easy and fast.

Written and validated by research staff at the University of Washington Information School, the Impact Survey is designed to quickly and easily provide busy librarians with useful data on how their patrons use library technology services. The program saves libraries the time and costs associated with writing, programming, analyzing, and reporting an in-house survey.

KNOW YOUR COMMUNITY. IMPROVE YOUR TECHNOLOGY SERVICES.

Understanding your community is essential to providing patrons with the technology services they need. The Impact Survey asks patrons about how they use library technology services like public computers, wireless networks, online resources, digital literacy training, as well as outcome oriented use in the following areas:



Education



Employment



Entrepreneurship



Health & wellness



eGovernment



Civic engagement



eCommerce



Social inclusion

SMARTER INTERNAL PLANNING AND STRATEGY TO HELP YOU BETTER SERVE YOUR COMMUNITY.

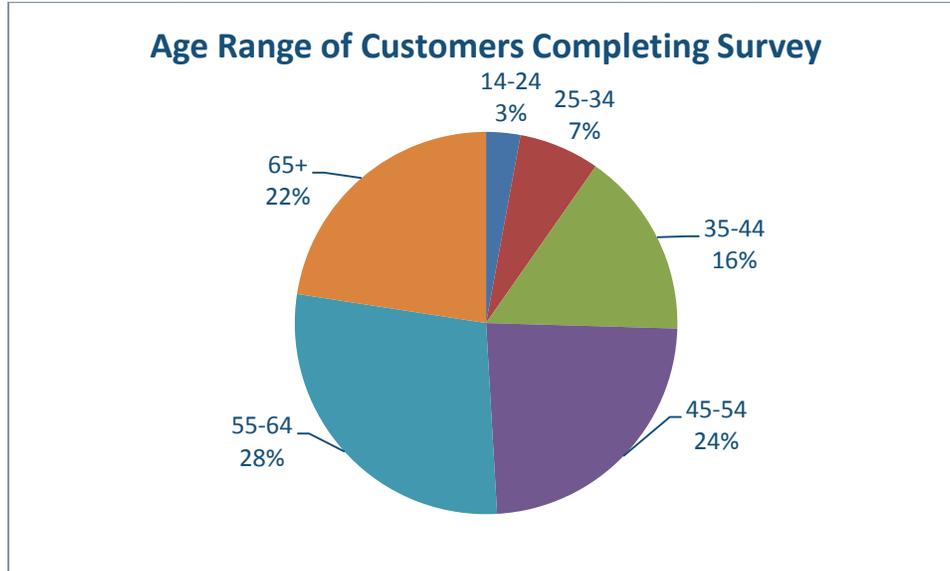
Understand your patrons: Get a better sense of how patrons are using library resources and what kind of services might improve their outcomes in easy-to-read reports. Both library administrators and library staff benefit from a deeper appreciation of how patrons use and benefit from library technology than they can get through casual observation.

Inform internal planning: Your library's survey responses can help you evaluate your library's technology services and identify where you are excelling or making progress and where there is room for improvement. This information can also help you better understand patrons, track trends, and make smart choices when it comes to resource allocation and a long-term strategy for technology services

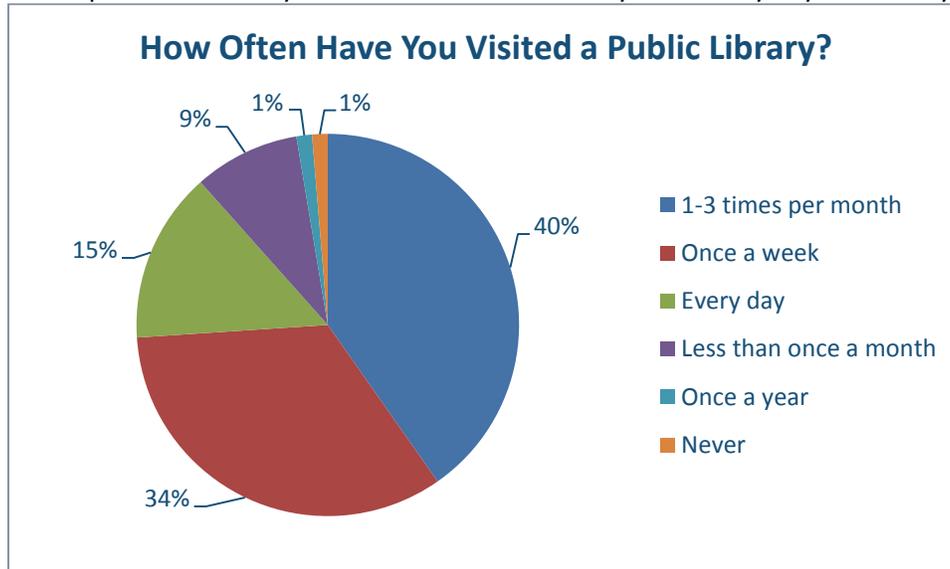
Summary Report of CCLS Member Libraries' Survey Results

The Chester County Library System ran the Impact Survey from April 14, 2014 to May 18, 2014.

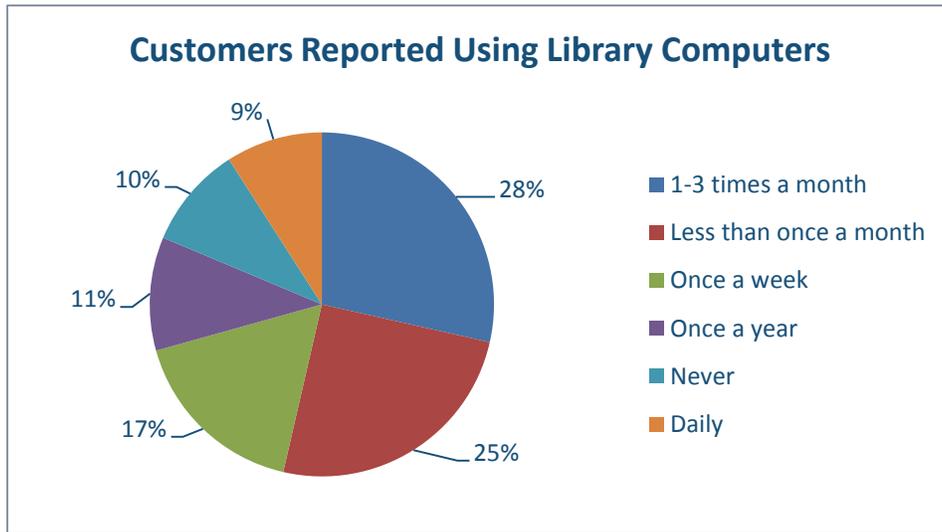
381 surveys were completed by customers ranging from ages 14 to 65+.



380 customers responded that they have visited a Public Library from every day to once a year or never.



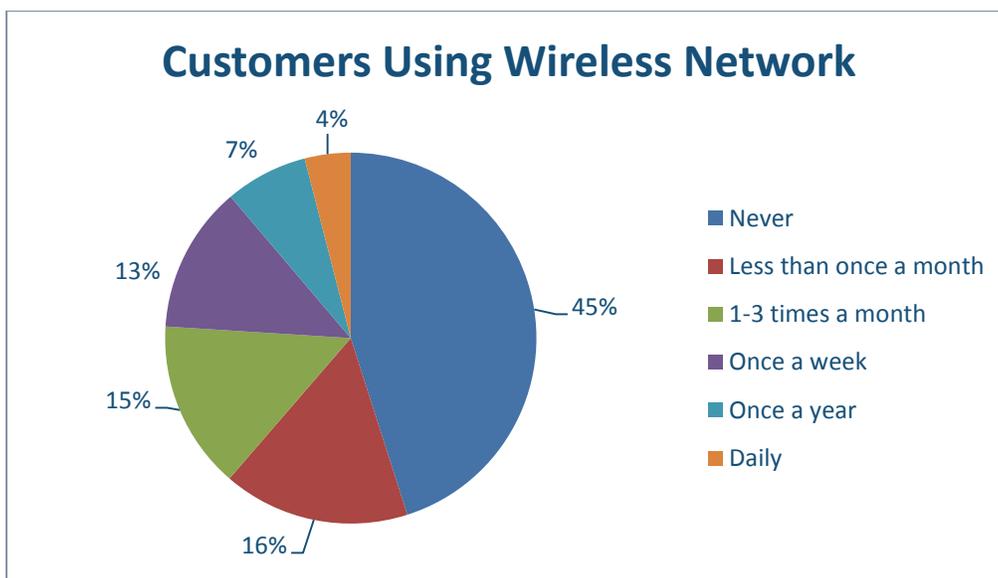
In the past 12 months, 375 customers reported they used a library computer to access library resources, such as looking up books or placing holds or using online resources available through the library's website such as eBooks or digital articles.

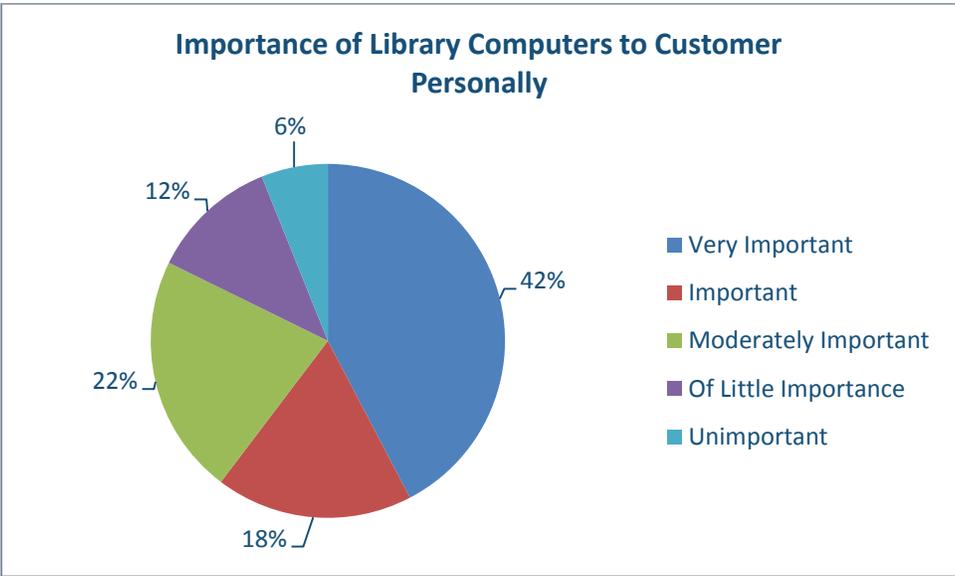


I find this service offered by the library to be essential for my everyday life. Recently we have too many expenses (I lost my job) so we cancelled Internet service at home. So I use the library WiFi daily. I'd be lost without it until I'm able to again pay for this service at home..."

Survey Respondent

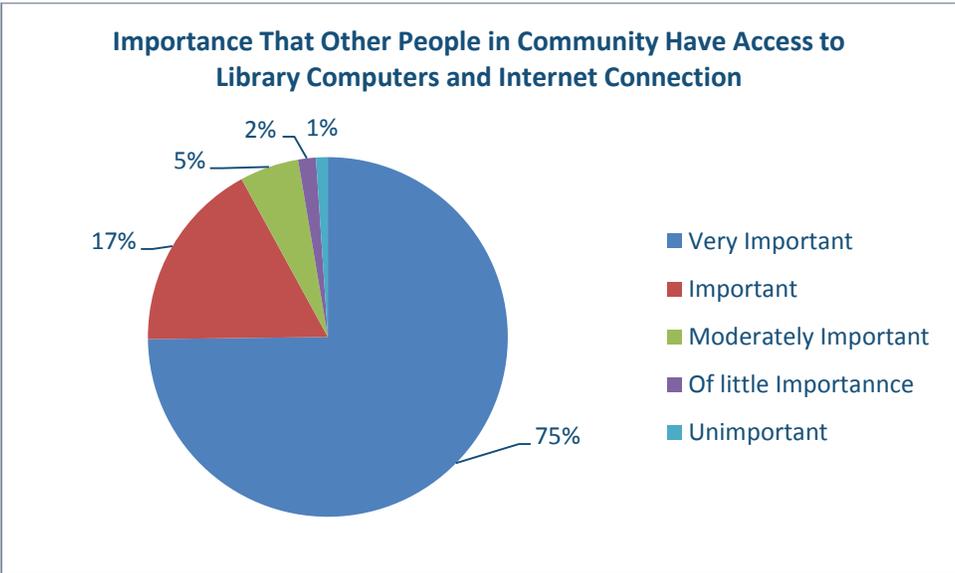
In the past 12 months, customers reported using the library's wireless network to connect to the Internet using their own computer or wireless device. It should be noted that CCLS recorded 1,773,135 wireless sessions for 2013.



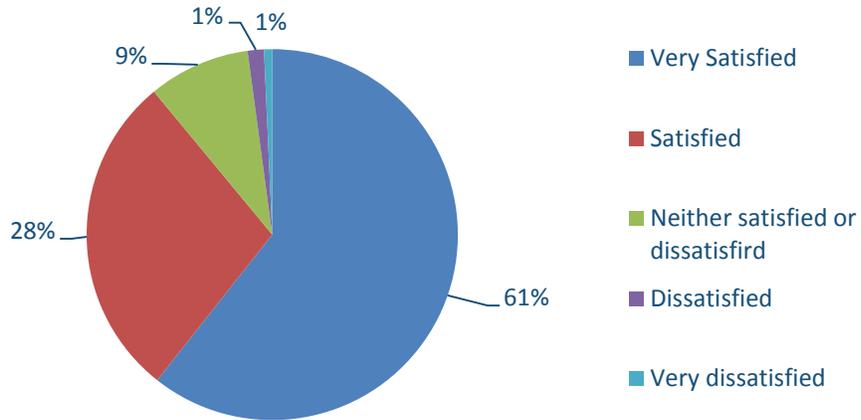


"I have the good fortune to have good computer and Internet access at home, smart phone and pad BUT not everyone does. Libraries, like public schools are essential for democracy. So though I do not need to use the libraries' computers and Internet services, I want my community to have Internet and computer access at the local libraries."

Survey Respondent



Satisfaction with Library Computers



"I simply can't thank CCLS enough for having computers and broadband Internet available. I use dial-up at home and it is dreadfully slow. The library's computer and Internet system is first class and I love it."

Survey Respondent

Open Ended Questions Analysis

Following is an analysis of the responses to the open ended question, *“Do you have any suggestions for improving the library?”* There were 130 responses.

After reading through the responses three times, patterns and themes emerged. From these themes the author discerned broader categories. The coding of the responses are subjective (based on author’s observations and biases). Often times responses were complex and would fall into two or three categories.

Following are the broad categories that emerged:

- Access
- Content
- Organizational Infrastructure
- Other

NOTE: Numbers in parentheses indicate number of responses.

ACCESS

This category includes both physical and online access. Respondents did not find our websites “user friendly” (7) or had difficulty using the catalog (3) and they wanted our connection to be faster (5). Respondents appreciate the Holds service (3).

People expressed concern about privacy and security (5) asking if their browsing history was deleted when they were finished with a session, or asking for privacy screens for the computer monitors.

Hours (10) garnered the most responses in the access category. They wanted extended weekend hours and more “convenient” hours. Respondents struggle with parking at several of the member libraries (7).

COLLECTION

This category includes eMaterials, print and multimedia materials and programs. People want more eBooks, eAudiobooks, and they want it to be easier to download eMaterials (10). Three of the ten comments indicated that they have tried but could not figure out how to download an eBook to their device.

Respondents want more and varied programs/classes (9), with six of the nine wanting more computer skills classes.

When it came to the print/multimedia collection (4) respondents were specific: more nonfiction books, more audiobooks, update children’s collection, get the New York Times and Wall Street Journal.

ORGANIZATIONAL INFRASTRUCTURE

This category includes, general technology, PR/marketing, space utilization/ambience, funding, personnel and procedures.

General technology (26) received the largest number of responses in this category. Respondents want more public computers in their libraries, assistive technology, updated software, and several thanked us for providing the services we do.

Space utilization/ambience (21) responses ranged from more quiet spaces, cleaner areas, space for entrepreneurs to use as a “back up office”, study rooms, solar panels, more accessible (ADA), more outlets and just plain “MORE SPACE.”

Staff (16) makes an impression on people some positive (7) some not so positive (6) and one would like more staff and one respondent wants a staff member who specializes in job searching.

More and better PR/Marketing (15) was seen as important. Four respondents requested services for which we already provide (in other words they weren't aware of the service). They want the information "pushed" to them.

Some respondents struggle with our procedures (6). They want longer times on the computers, they don't like the procedure for downloading eMaterials, and they don't like be told repeatedly the library is closing.

Funding (4) responses were all positive. Respondents want more funding for libraries.

OTHER

Eight respondents expressed philosophical opinions that highlight the diversity of ideas with which libraries deal with daily and the challenges we face in ensuring a satisfactory library experience for those who visit the library.

Four (4) respondents expressed an opinion that computers in the library should be used for research, business and job related business – not games, social networking and "noisy people." One (1) person felt that we should separate the "game players" from those doing research and two (2) expressed that computers in libraries are not for children – they should focus on books. One (1) respondent expressed concern that people could access the library's WiFi when the library was closed.

Four other responses eluded categorization: Don't know how to use WiFi in library; Please don't use the keyboard if you are sick; used the library during the winter power outages; speed up the Interlibrary Loan process; keep the "human" as well as the "computer" in the library.

Fifteen (15) respondents "like"/"love" us just the way we are and think we are doing a great job. As one respondent stated, *"Keep up the good work."*



Following is an analysis of the responses to the open ended question, ***"In the past 12 months, did you use a library computer or Internet connection for any other purposes than the ones we have asked you about?"*** There were 60 responses.

Generally, the responses were what we see in a "typical day." Searching for books, authors or conducting research by using databases or websites. People connected with others through email, genealogy searches, and social media.

Some respondents emailed documents to themselves and because they don't have printers (or an ink cartridge at home) come to the library, access their email and print it. As one respondent stated, *"Best rates in town."*

Because of the 2014 winter ice storm with its extended power outages, five (5) respondents were thankful that their library had power. They were able to connect, continue to do business and charge their devices.

Following are two respondents' statements that reinforce that public access technology in libraries is an essential core service.

"The library has a quiet yet thoughtful atmosphere, which is an area in which to do thoughtful work. Its physical environment in addition to its computing resources makes me more effective than in my own home."

"My friend was using the library computer to learn computer skills and practice reading in preparation for a future job. He viewed the library computers as community access and general informational skill building."