WHAT NOW?
USING SURVEY DATA TO MAKE MEANINGFUL
CHANGE IN LIBRARIES

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COMMUNICATING SURVEY RESULTS

- Telling stories with survey data
- Audience types
- Analysis of results
COMMON PRE-COMMUNICATION PITFALLS

- Become emotionally involved
- Leave your results unanalyzed
- Address only the obvious “fires”
STORY TIME
Common elements of convincing stories
EVENTS, SELECTED & ORDERED

- Changes
- Correlations
- Predictions
Our library is a popular place to study on campus and we’re open later than any other building. In 2014, survey respondents said the library was too far from parking lots and bus stops. We worked with facilities and local transit authorities to move an bus stop closer to the library.
GROUPS OF 3-4

Review sample data

[Discuss] What do the data suggest?

Can you write a 3-4 sentence story about this need/problem?
Sharing
COMMUNICATING RESULTS

How have you seen survey results communicated?
COMMON APPROACHES

- Executive summary
- Presentation
- Press release
- Blog post
- Newsletter article
- Annual report
### McIntyre Library by the Numbers
**FY 17-18**

<table>
<thead>
<tr>
<th>Books</th>
<th>Databases</th>
<th>Usage</th>
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</thead>
<tbody>
<tr>
<td>203,469 E-Books</td>
<td>200 Databases</td>
<td>50,890 books</td>
</tr>
<tr>
<td>423,031 Print Books</td>
<td></td>
<td>108,926 digital downloads</td>
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#### Library Instruction
- 286 information literacy sessions
- 6,535 students taught

#### Consultations
- 1,541 individual or group meetings with a librarian

#### Equipment Loans
- Students borrowed equipment 6,403 times

#### Student Satisfaction
- 94% of students report being satisfied when they seek research help

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“It's always been a comfortable place where I'm able to get really good, focused work done.”

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Data drawn from circulation, collection, and service statistics, as well as the 2018 annual library survey.
SURVEY ANALYSIS FOR COMMON PROBLEMS IN LIBRARIES
STRAATEGIES TO ANALYZE RESULTS

Descriptive statistics

First pass – broad strokes, obvious patterns

Second pass – closer look, dig deeper

Conclusion
SATISFACTION WITH LIBRARY POLICIES

First Pass

- Less than 25% of users object to fines and fees
- Most people have no trouble with the current borrowing schedule

Second Pass

- Awareness of fines and fees may be low
- Almost half of users could use more time with material
Not much concern about daytime safety

Non-male users are more concerned about safety, especially at night