



2019 Customer Satisfaction Survey Report

Conducted April 10 – May 7, 2019

Survey information

- Survey coordinator: Ross Fuqua
- Sampling frame: Wide range of customers for whom we had an email address
- Sampling procedure: Discussion among Library Support staff
- Population surveyed: Library directors, customers subscribed to program-specific electronic email discussion lists, program liaisons or key contacts, members of advisory councils, and leaders in the Oregon library community (see list below)
- Sample characteristics: Survey link was sent to 826 contacts; 205 people responded; response rate was nearly 25% (up from 23% in 2018)

Background

For the past twelve years, Library Support and Development Services has provided an opportunity for a wide range of our customers to rate their use of and satisfaction with our services. The 2019 survey included the six questions concerning customer satisfaction that are included in the state agency implementation of standard customer satisfaction performance measures. This year, we also asked a question to gauge awareness of various programs and services provided by Library Support. In addition, customers were provided an opportunity to leave open-ended feedback and to request to be contacted by Library Support staff if they had questions or concerns.

Methodology

Library Support administered the survey via the Internet using SurveyMonkey, and it was open from April 10 – May 7, 2019. People in the following groups received three emails about the survey – one announcement and two reminders.

- Answerland Advisory Committee (10)
- Answerland liaisons (33)
- Directors of academic and tribal libraries (79)
- Oregon Library Association (OLA) Executive Board (7)
- OLA’s Intellectual Freedom Committee (11)
- OLA’s Oregon Association of School Libraries Board (30)
- OLA’s Oregon Young Adult Network Executive Board (10)
- Directors of public libraries and Ready to Read Grant key contacts (416)
- Statewide Database Licensing Program (SDLP) Advisory Committee (12)
- SDLP key contacts (175)
- Library Services and Technology Act (LSTA) Advisory Council (13)
- LSTA grantees (30)

A link to the survey was sent to approximately 826 contacts, and 205 people completed the survey for a response rate of approximately 25%. The link to the survey was not sent to 826 unique individuals because some recipients were in more than one of the groups listed above. The following table categorizes the type of organizations at which the survey respondents work.

Type of library	Number of respondents	Percentage of respondents
Academic libraries	36	18%
Public libraries	135	69%
School (K-12) libraries	22	11%
Tribal libraries	0	0%
Other / non-response	12	2%

Results

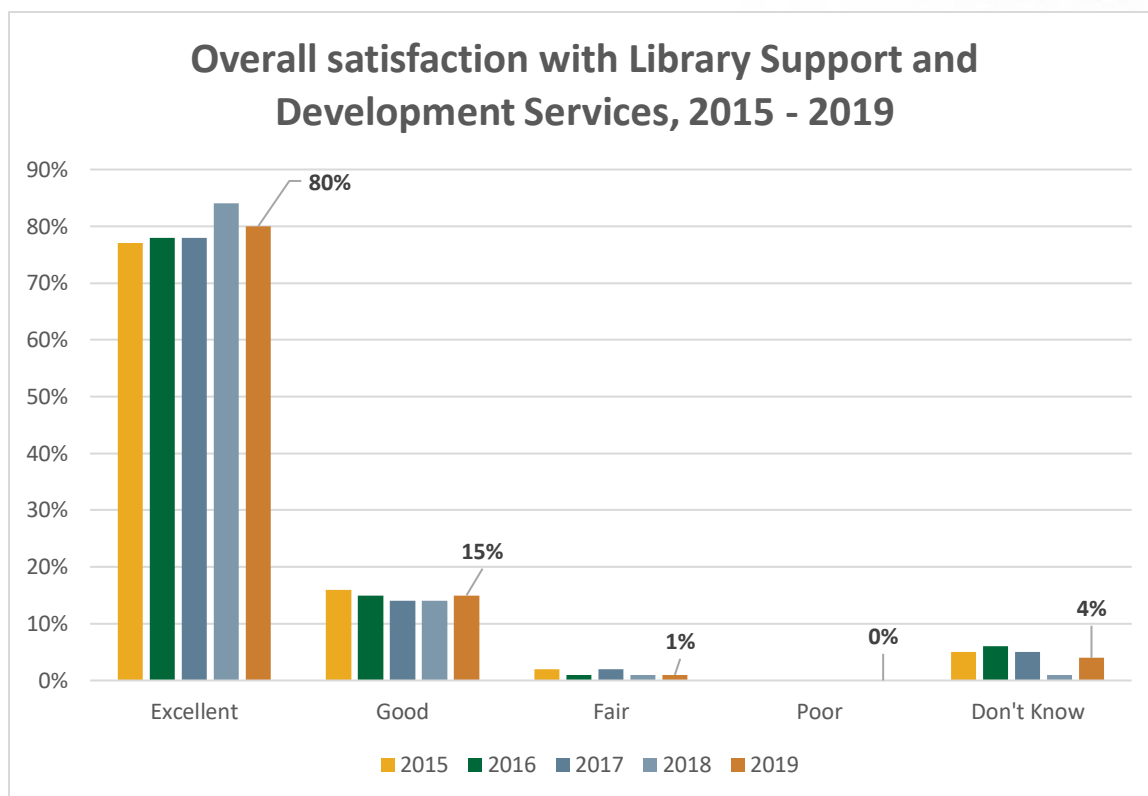
Of the 205 responses to the question regarding the overall satisfaction with services received from Library Support, nearly 80% rated their satisfaction as Excellent, and over

15% rated their satisfaction as Good. Therefore, nearly 95% of respondents gave Library Support staff an overall satisfaction rating of either Good or Excellent. This is slightly down from last year's results, when 159 respondents rated their overall satisfaction at 84% Excellent and 14% Good for a combined Good or Excellent total of 98%.

Category	Excellent	Good	Fair	Poor	Don't know
Timeliness	74%	18%	2%	0%	6%
Accuracy	70%	21%	1%	0%	8%
Helpfulness	81%	13%	1%	0%	5%
Expertise	83%	11%	1%	0%	5%
Availability of Information	67%	24%	2%	0%	7%
Overall Satisfaction	80%	15%	1%	0%	4%

Responses over time





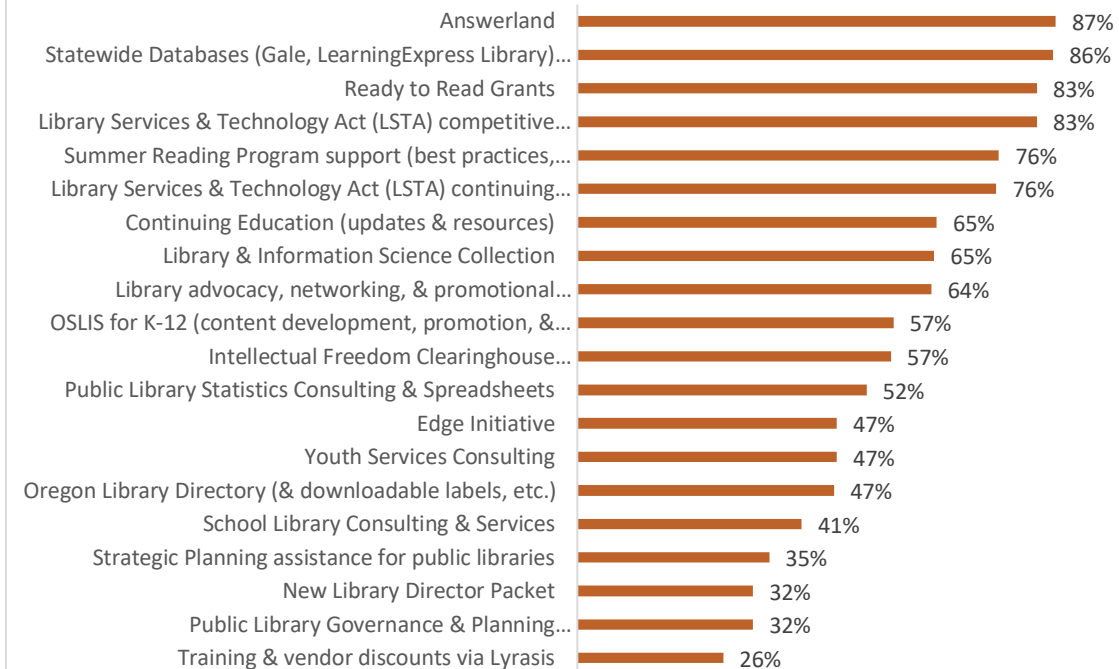
Awareness of programs and services

To establish a baseline from which to measure communication efforts in future years, starting this year we also asked our customers:

Which of these programs & services are you already aware of? (Please select all that apply).

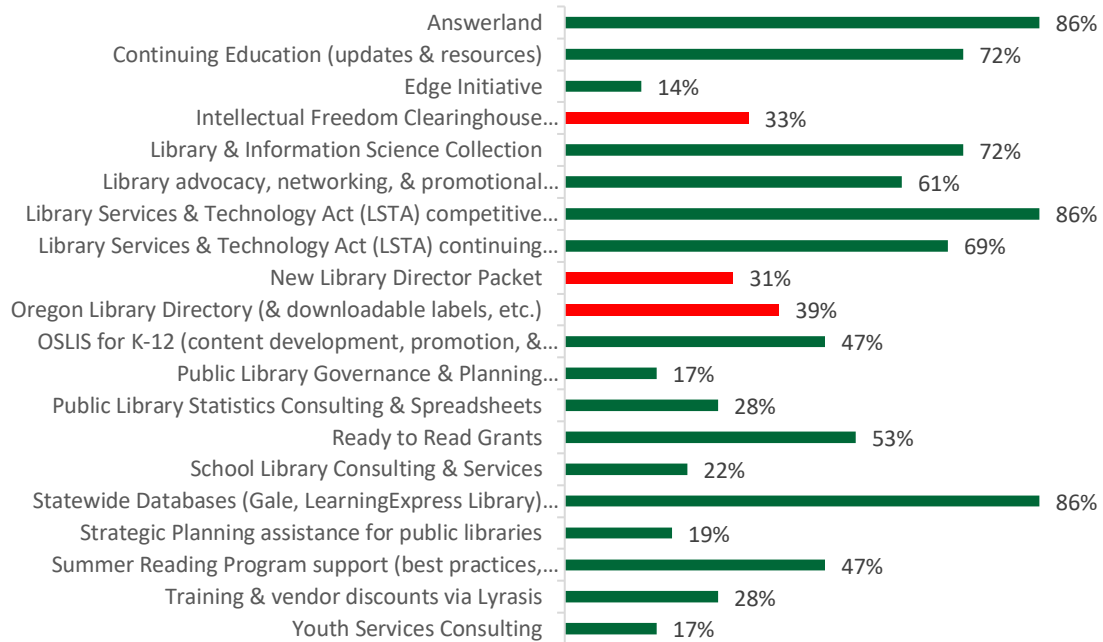
The following results show what percentage of respondents were aware of individual programs and services offered by Library Support and Development Services. The first chart shows general awareness from all respondents (69% were from public libraries; 18% were from academic libraries; 11% were from school libraries).

General awareness of programs & services (all respondents), 2019

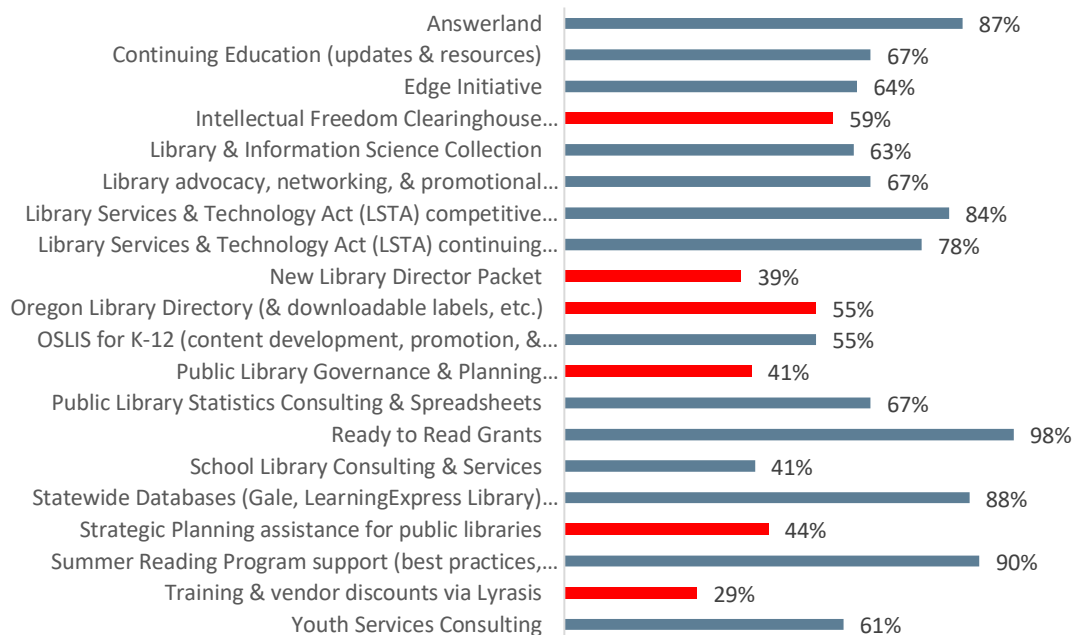


The following three charts show customer awareness of Library Support's programs and services, distinguished by respondents' library type (academic, public, and school). Here, we have highlighted areas in red for programs and services which are relevant to each audience but that yielded results below 60%. These results will immediately help us strategize the programs and services that should be promoted more to specific audiences in the coming year.

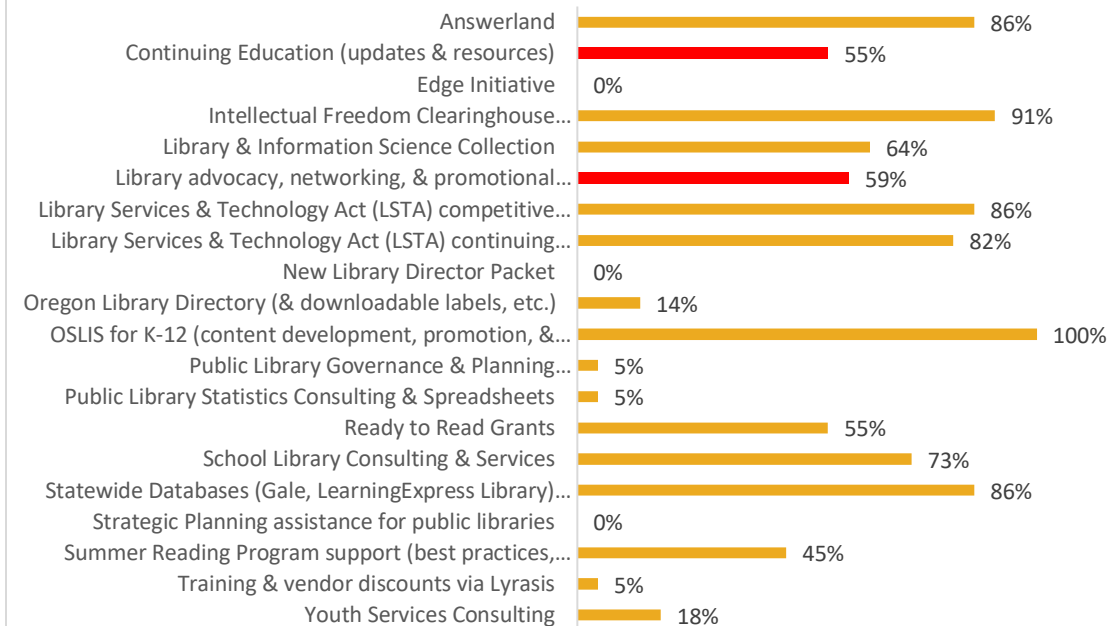
Academic libraries: general awareness of programs & services, 2019



Public libraries: general awareness of programs & services, 2019



School libraries: general awareness of programs & services, 2019



Summary of comments

The survey included two open-ended questions:

- You are welcome to leave any comments or feedback about Library Support & Development staff or services.*
- If you would like Library Support & Development staff to contact you, please provide the following information (contact information and topic).*

Seven individuals left their contact information; however, only two requested follow-up information, and they were contacted by Library Support staff.

Sixty-five (65) respondents left comments, and the vast majority were very positive. One commenter left some feedback regarding our newly redesigned website:

- “Sometimes I struggle to find things on the new website. Maybe I'm just used to where things were on the old [website].”

Since the launch of our redesigned website, State Library staff continually make changes to layout and availability of information based on user feedback.

Two other commenters provided helpful ideas for future planning and communications:

- “I would love to meet with other LSTA recipients. Could we have a reception of a workshop or something one day? I'd like to hear about the other projects.”
- “More frequent updates to remind us of [all the] available services would be lovely.”

Most people expressed thanks for services provided and complimented Library Support staff's friendliness, availability, reliability, timeliness, knowledge, professionalism, and leadership. The following word cloud represents the top 50 words used in the comments. See the appendix to read the comments in their entirety and as submitted, except for a few spelling corrections.



Appendix

Complete listing of respondents' comments:

- Thank you for all that you do to support libraries and library services. We are incredibly fortunate to have such a stellar team of people working so hard. I know I can depend on the state library for help and guidance.
- I look forward to working with the new state librarian and coordinating more academic library services for community colleges.
- As a new library director to Oregon, I appreciate the support and help I receive from the State Library every time I have contacted them.
- They are always very supportive and respond in a timely manner. I have personally gained professional knowledge to use on a daily basis. Our library district benefits daily from the data bases provided.
- Access to statewide databases is critical to the services we provide to our grade 9-12 high school students. I've also taken advantage of the LIS collection to borrow books for my own professional development. Jen Maurer is a fabulous resource and contributes her expertise as a valuable member of the OASL board. Thanks for everything Library & Development does for the people of Oregon!
- Keep up the good work.
- They play a vital role and do it well. Thanks!
- Sometimes I struggle to find things on the new website. Maybe I'm just used to where things were on the old one.
- We love Greta!
- They have been responsive and professional.
- Thank you for your hard work on behalf of libraries in Oregon
- I cannot imagine working in a state that didn't give the type of support that the OSL provides. You are a lifeline and a compass.
- I appreciate that LSD staff reach out to new library directors to let us know the support services available. More frequent updates to remind us of those available services would be lovely. I'm excited to learn (from this survey) that there are some planning/consulting services available related to public library governance and [strategic] planning. I could use that!
- I've worked most directly with Greta, who does a great job!
- I really appreciate all the help and advice regarding our Ready to read grant (the application process, during the year, and writing the report). I had an opportunity to give testimony about RTR this year in front of ways and means subcommittee. It was great to advocate for the good work the State Library is doing. Thank You!
- The Library Support & Development staff and/or services have been a great help to me in my first year and on-going as the library director in a small rural library. Their support is immeasurable.

- Any questions I have posed have been answered in an extremely timely fashion and I appreciate the effort taken to provide timely responses.
- You guys rock! Thanks for being there for us. :-D
- The staff members at the State Library are stellar. I have had nothing but great experiences with them, and I am deeply appreciative of the services they provide to our libraries. I was very sorry to hear that the state librarian was not reappointed, but the staff at the state library seemed to really have rallied and did a wonderful job under what must have been difficult circumstances. They are to be congratulated. Thank you!
- I am a new director and my only engagement with the Library Support staff was visiting the booth at OLA. Everyone there was very helpful in offering to connect me and I am looking forward to working with them.
- Library Support & Development staff, in particular Darci through strategic planning, and Greta, through the LSTA grant to rural libraries for diverse books, have been supportive and have provided very practical advice and/or resources.
- Always there with the answers when I ask.
- You provide an essential service to not only make what we do possible, but to also help us do it. We need you.
- You guys kick ass!
- You have been amazing with all the changes happening around you! Thank you for all you do for libraries.
- I greatly appreciate the Library Support & Development staff with whom I interact. Thanks so much for all you do!
- I really appreciate all the support that Greta has given when I have had questions about the Summer Reading Program.
- I love how supportive everyone is!
- They are very helpful, answer questions in a timely manner and supportive. I look forward to working with everyone in my new position [as a public library director].
- Greta Bergquist has been an amazing resource for me during my first year working in Youth Services.
- Keep up the great work!
- My contact is mostly youth services and Ready to Read related. I really appreciate Greta's enthusiasm, support and professionalism.
- I haven't interacted much with the staff aside from Tamara Ottum, and she's excellent.
- I've only had good experiences working with the State Library staff. I'd like to give a huge thank you for the services provided and an extra thanks to Ross Fuqua.
- Everyone is so helpful. Thanks.
- Staff respond to questions very quickly and are extremely helpful and nice.
- I mostly know Greta, Ferol, Arlene, and Ross - they have been great with R2R and the Youth Refresher Grant.

- Thank you!!! I've been in other states where the state library is much less active. Your leadership encourages collaboration and group participation.
- Y'all are great. I've appreciated my connection with the State Library since I got to Oregon. Y'all are incredibly helpful and have done a lot for me in understanding the library world and the library world of Oregon. Thank you for all that you do!! :)
- Greta has done a fantastic job keeping us up to date on the Ready to Read grant and offering her support. She also has reached out about several project we are working on just to check in and share ideas. I really appreciate her work!
- Top notch all around!
- State Library staff have done an admirable job of maintaining excellent services in the midst of the chaos, uncertainty, and reduced staffing resulting from the dismissal of the State Librarian and over a year of operating with an interim director. Caren Agata is especially to be commended for helping to provide leadership and maintain services during this trying time.
- Thank you for sharing all these resources. As a rural youth services librarian, I find the regular e-mail updates an especially helpful way to stay connected.
- I have had occasion to work with Jen Maurer on several occasions. She is unfailingly prompt, diligent, considerate and responsive. I would give her the highest marks possible.
- I've worked in multiple other states and experienced their State Libraries. Oregon is by far the most helpful, relevant and responsive.
- Jennifer Maurer is a rock star. She's knowledgeable, approachable, and very responsive.
- Working with Jen Maurer on OSLIS is wonderful. She is so competent and easy to work with! Ross has been very helpful with the grant and has streamlined the process.
- The staff I have interacted with via the LSTA grant process have been very easy to work with--communicative, responsive and open to feedback. Thanks for all that you do to support our libraries across the state!
- I am not sure what makes up Library Support and Development staff. I work with Answerland and can answer primarily to that group of staff
- Response turn-around time and quality is excellent. We also appreciate the attention to smaller and rural libraries, as we are less apt to have in-house expertise. We could not provide the quality of library experience to our patrons that we are able to without the support of OSL's Library Support and Development staff and services.
- LDS provide are responsive and knowledgeable. If the person you are speaking with does not have the answer they find it and are quick to respond.
- I would not be able to do my job as well as I am able to without the invaluable assistance and advice provided by Jennifer Maurer through School Library Consulting & Services.
- I would love to meet with other LSTA recipients. Could we have a reception of a workshop or something one day? I'd like to hear about the other projects.

- From my perspective, the Library Support staff are very efficient
- Important and vital services provided by the state library. Over the past 12 years I have found State Library Staff helpful, informative, and readily available at all levels of service.
- Thanks for all you do.
- You all are awesome - I have yet to reach out to your team without getting a prompt and helpful response.
- Thank you for the opportunity to comment; Library Support & Development staff that I've worked with have been responsive to all library types and all of Oregon's citizens. They show sensitivity and appropriate discretion and are creative and innovative in how they view problems and find solutions. More effective state library staff than those I've worked with in four other states.
- I have used a variety of services offered by the State Library over many years. Staff members have always been incredibly knowledgeable and helpful. It is appreciated.
- You folks are rock stars! Just incredibly helpful, knowledgeable, and friendly. A real pleasure to work with.
- They are amazing!
- Love having their excellent support. They are very committed and conscientious.
- I've always appreciated the personal manner of help I've received when I needed to reach out to Greta or Ross about different programs/services.
- They have been a big behind the scenes help and we're working with Darci on strategic planning. All of their guidance, resource gathering and other help has been much appreciated.
- I work most closely with Greta Bergquist and Jen Maurer. They are service oriented, knowledgeable and represent Oregon libraries and our Oregon State Library very well.