

SCCLD Patron Satisfaction Survey

Post-Survey Implementation Memo

Survey Respondent Summary:

- In total 7,154 respondents completed the 2019 SCCLD Patron Satisfaction Survey¹.
- There was a 111% increase in respondents from the previous round of Patron Satisfaction Survey data collection in 2016.
- This increase is largely attributable to marketing and outreach strategies such as staff community outreach, Commissioner and Friends engagement, sending an email to all current library cardholders, promoting on the homepage of the website, an alert message on the website, issuing a news release, inclusion in the monthly newsletter, flyers (in multiple languages), posters, digital signage, bookmarks in holds materials, bookmarks at public PCs and self-check machines, social media, announcements at programs, ESL conversation club engagement, community partner promotion, Santa Clara County website homepage plus county social media, and more.
- Library Commissions were intentionally engaged to support promotion to ESL/ELL library patrons, and these groups expressed their interest in supporting the survey outreach effort.
- There were 6,633 surveys completed online compared to 521 surveys completed on paper. Paper surveys provide an opportunity for patrons without computer access to participate.
- Community library response numbers*

Community Library	n
Campbell	892
Cupertino	1,418
Gilroy	525
Los Altos	756
Milpitas	1,129
Morgan Hill	555
Saratoga	870
Woodland	265
Bookmobile	103

*Note that these number do not add up to the total number of respondents as not all respondents completed this question.

- For patrons who provided a response when asked about their primary language:

English	Mandarin	Other (specify):	Spanish	Vietnamese	Total
4,308	403	393	152	48	5,304

¹ Figures are preliminary, as data validation has not been completed

- 25% of patrons (n=996) responded that their primary language is a language other than English.
- Thanks to ambitious outreach by staff at each community library, we have enough respondents for each language category to run statistical analyses for comparisons at the district level.

****SEE REVERSE SIDE FOR PATRON SATISFACTION ASSESSMENT NEXT STEPS****

Where the survey fits into the larger Patron Satisfaction Assessment:

- The survey is the second component of data collection following two focus groups conducted in March of this year. One involved 10 patrons from the north county community libraries and one involved 10 patrons from the south county community libraries.
- The survey content was informed by the focus group and provides more generalizable information on demographics, how patrons use the library, facilities, overall satisfaction, electronic services, collections and access.
- The survey findings will constitute the majority of the final report. Harder+Company Community Research will deliver to SCCLD at the end of August 2019.

Next steps:

- Harder+Company Community Research is now analyzing the data from the survey. A preliminary data book of findings will be presented to library leadership on August 5th.
- A written final report will be developed based on feedback to the databook presentation. The report will provide key takeaways and recommendations for improving services.
- The third and final component of data collection will be the implementation of two programmatic data trackers – one at the reference desks in place of the quarterly tally and one at the accounts desks.
- Tracker data will be used to identify the types of requests that patrons are making, the timing of those requests throughout the day and the nature of staff responses. This data will be used to learn about the needs facing staff at each community library location and understand how to better support them. Stay tuned for more information about these trackers!