

Surveying patrons for WPLC

In past years, we have conducted an annual survey about the Digital Library. This survey was publicized to both digital library users and non-users and included a number of questions about usage of the collection, physical library usage, purchasing content, etc.

The Collection Development Committee discussed this patron survey and asked WiLS to consider if doing a survey of this length annually is the best way for us to collect information. WiLS is suggesting the following strategy for surveying patrons:

1. *Survey users regularly (frequency TBD) for...*
 - a. Format usage
 - b. Frequency of use
 - c. Overall satisfaction
 - d. Hold time satisfaction
 - e. Open ended comment re: satisfaction

2. *Survey users as needed to learn more about...*
 - a. Physical library use compared to digital library use
 - b. Purchasing content
 - c. Genres
 - d. Feature usage (such as RTL)
 - e. Satisfaction about specific features

3. *Survey generally as needed to learn more about non-users along with users*

By shortening the regularly scheduled survey, we could survey more frequently. By surveying as needed for other things, we can better utilize our virtual patron focus group with targeted questions for specific information-gathering projects. By only surveying users unless we specifically want information about non-users, the survey is more focused. We can survey everyone when appropriate (to gauge impact of marketing, etc.)