

Public library feedback: Awareness of library system and library services

On February 4, SRLAAW is holding a retreat to discuss public library system services. This retreat is part of a larger process that will lead to recommendations and action steps to address concerns about and barriers to system reconfigurations, along with addressing how systems remain effective in meeting member library needs into the future. In order to develop these recommendations and action steps, we're looking for feedback from public libraries around the state on the value of system services and what makes a strong public library system.

This is one of six surveys developed to get your feedback. This survey focuses on services related to **awareness of system and library services**: How can systems increase awareness and understanding of the role of the public library system? How can systems help libraries increase understanding and support within their communities? Includes promotion of library services, trustee development, community feedback, and related support & training. Your time in completing these surveys is greatly appreciated! Please complete the surveys no later than January 25th.

1. Library name:

Note: library names will not be included in the presented results, and will only be used to determine demographic qualities of the libraries responding to the survey: size of library, library system, etc.

If not listed above, please specify your library below:

Public library feedback: Awareness of library system and library services

2. For each of the following items, please indicate how important the system-level service is to you and your library. In some cases, your public library system may not provide that service. Please indicate your *perceived importance* of the service, whether or not your library system provides the service at this time.

	Very important *Critical*	Moderately important	Slightly important	Not at all important
Providing consulting, mentoring, and training to libraries on promotion & advocacy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collecting, interpreting, and presenting data to show the value of library and system services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating press releases, letters to the editor, and other materials promoting the value of library and system services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presenting to library boards and other officials to increase the understanding of library and system services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating & distributing educational newsletters for trustees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing consulting & training for trustees on promotion & advocacy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsoring library staff attendance at state and national legislative days.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing & distributing materials to promote specific system-wide services (ILS, ILL, e-resources, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing & distributing materials for library observance days (National Library Week, Banned Books week, etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing & distributing materials to promote library services and programs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing brochures & annual reports for libraries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing & distributing a system annual report as a promotional piece.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

Public library feedback: Awareness of library system and library services

4. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

Public library feedback: Awareness of library system and library services



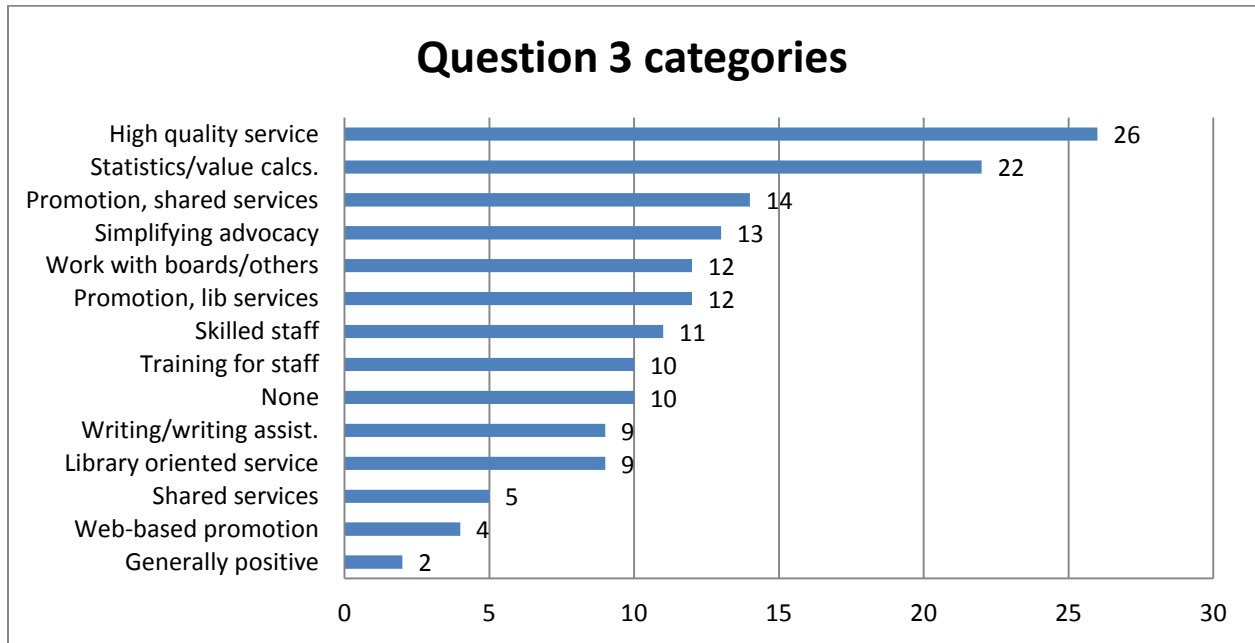
1. For each of the following items, please indicate how important the system-level service is to you and your library. In some cases, your public library system may not provide that service. Please indicate your perceived importance of the service, whether or not your library system provides the service at this time.

	Very important*Critical*	Moderately important	Slightly important	Not at all important	RatingCount
Providing consulting, mentoring, and training to libraries on promotion & advocacy.	47.7% (93)	32.8% (64)	14.4% (28)	5.1% (10)	195
Collecting, interpreting, and presenting data to show the value of library and system services.	56.9% (111)	34.4% (67)	5.6% (11)	3.1% (6)	195
Creating press releases, letters to the editor, and other materials promoting the value of library and system services.	21.5% (42)	42.1% (82)	26.7% (52)	9.7% (19)	195
Presenting to library boards and other officials to increase the understanding of library and system services.	39.4% (76)	38.3% (74)	15.5% (30)	6.7% (13)	193
Creating & distributing educational newsletters for trustees.	20.1% (39)	39.2% (76)	29.4% (57)	11.3% (22)	194
Providing consulting & training for trustees on promotion & advocacy.	28.0% (54)	41.5% (80)	21.8% (42)	8.8% (17)	193
Sponsoring library staff attendance at state and national legislative days.	24.0% (46)	44.8% (86)	24.0% (46)	7.3% (14)	192
Developing & distributing materials to promote specific system-wide services (ILS, ILL, e-resources, etc.).	51.0% (99)	31.4% (61)	13.4% (26)	4.1% (8)	194
Developing & distributing materials for library observance days (National Library Week, Banned	11.4% (22)	36.3% (70)	36.8% (71)	15.5% (30)	193

Books week, etc.).					
Developing & distributing materials to promote library services and programs.	36.5% (70)	36.5% (70)	18.8% (36)	8.3% (16)	192
Developing brochures & annual reports for libraries.	45.3% (87)	30.7% (59)	14.1% (27)	9.9% (19)	192
Developing & distributing a system annual report as a promotional piece.	22.2% (43)	43.3% (84)	21.1% (41)	13.4% (26)	194
AnsweredQuestion					196
SkippedQuestion					1

Awareness
Summary of Question 3 and Question 4

Question 3: Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?



Descriptions of categories:

Generally positive: No specific services or attributes are mentioned, just overall positive comments

High quality service: Respondent indicated some aspect of quality service from the system, including timely service, good communication, easy-to-use services, keeping libraries informed of opportunities

Library-oriented services: System makes an effort to determine what the needs are of the libraries and develops services for the common good

None: Respondent specifically mentions that no services are applicable

Promotion, lib services: System provides promotional materials for library services

Promotion, shared ser.: System provides promotional materials for system services

Shared services: Services shared by system members act as promotion in-and-of themselves

Simplifying advocacy: System provides information and tools to allow libraries to advocate more easily

Skilled staff: Respondent specifically mentioned knowledge and skills of staff

Statistics/value calcs: System compiles and interprets data to use for promotion and advocacy

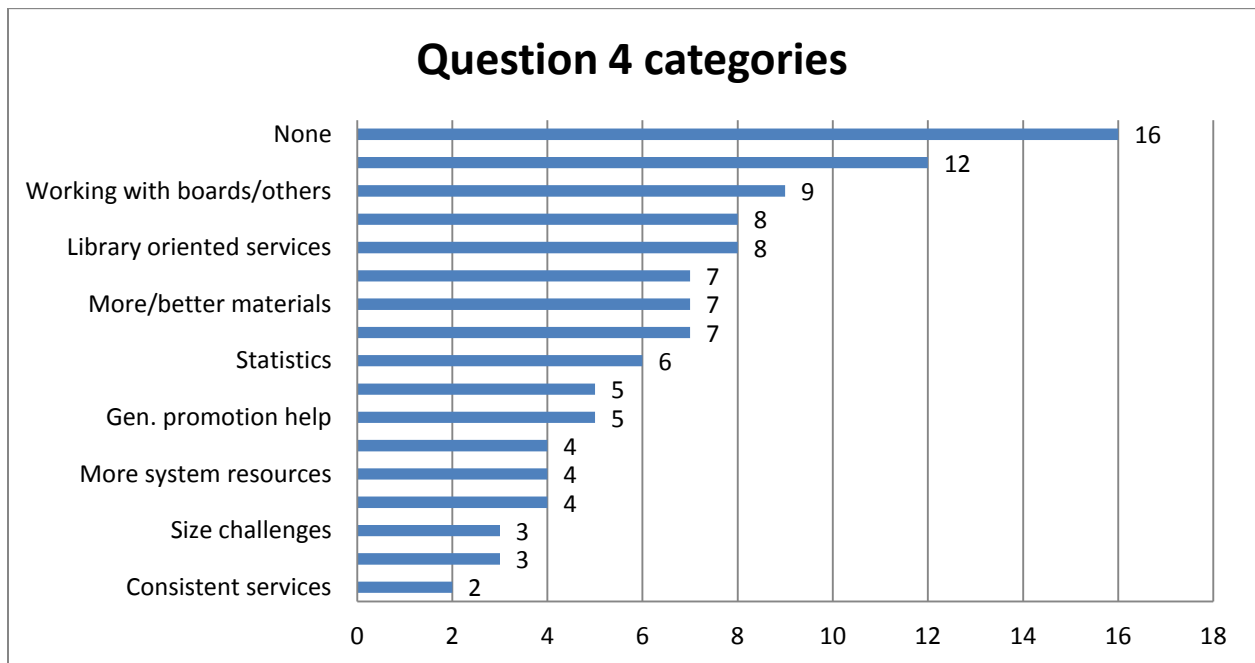
Training for staff: Training provided to member library staff by system (CE)

Web based promotion: Respondent mentions using system websites, social networking, etc. to promote library services

Work with boards/others: System provides events, training, newsletters, meetings, and materials for boards (primarily) and other officials

Writing/writing assist.: System writes press releases, radio announcements, and other shared print-based materials and assists with editing

Question 4: What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?



Descriptions of categories:

Better website: Improving system website

Communication: Having more consistent, timely and simplified communication about services

Consistent services: Creating & enforcing policy to make services consistent

Coordinated promotion: Developing system-wide campaigns or sharing campaigns among libraries

Gen. promotion help: Providing funds for promotion or other non-specific assistance with promotion

Library-oriented services: Making an effort to determine what the needs are of the libraries and developing services for the common good

More/better materials: Providing more promotional materials for patrons and others; making materials flexible and better quality

More system resources: Providing additional staff or money to systems

None: Respondent specifically mentions that they have no ideas or is not applicable

Promoting value: Developing system-wide campaigns that explain the value of systems and libraries to public/officials

Size challenges: Improving issues caused by a large geographic area

Simplifying advocacy: Making it easier and more comfortable for libraries to advocate

Skilled staff: Providing staff with strong marketing and design skills

Statistics: Collecting, interpreting, and presenting data for libraries to use for promotion or advocacy purposes

Training for staff: Training provided to member library staff by system (CE)

Work with boards/others: Providing training, materials, and communication with boards & others to promote system and library services and value

Work with media: Providing flexible press releases, getting information into local papers, etc.

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

1	Our system takes the time to find out what we need from them. [Library oriented services]	Jan 25, 2013 4:38 PM
2	I don't have any ideas [None]	Jan 25, 2013 2:02 PM
3	- promotional material for library services and summer reading programming - using the LINKcat home page to promote library services [Web-based promotion] [Promotion, lib services]	Jan 25, 2013 2:00 PM
4	Timely, attractive & helpful brochures about use of the shared catalog and other shared services. [Promotion, shared ser.]	Jan 25, 2013 1:40 PM
5	Developing and distributing materials to promote system-wide services [Promotion, shared ser.]	Jan 25, 2013 11:55 AM
6	current issues facing libraries at both local and national levels provides libraries with tools to expand use of their local budgets--group purchases / catalogs / workshops rather than each library handling individually [Training for staff]	Jan 25, 2013 11:31 AM
7	Providing consulting and training to libraries on promoting our library services [Training for staff]	Jan 25, 2013 10:56 AM
8	Written materials that libraries can use to promote services Posters and flyers that can be distributed [Promotion, lib services]	Jan 25, 2013 9:05 AM
9	participatory culture (i.e. we make decisions together about how to advocate), convenience [High quality service] [Library oriented services]	Jan 24, 2013 9:46 PM
10	Our system, unfortunately, rarely provides this type of service to the member libraries. Attributes that I would look for, if they did provide awareness pieces would be: 1) a focus on the BENEFIT of the service for customers, not a focus on the service itself 2) a focus on the benefit being provided by the INDIVIDUAL NAMED LIBRARY, not "libraries in your system." [Library oriented services]	Jan 24, 2013 7:52 PM
11	Almost immediate feedback form the staff with answers to questions! [High quality service]	Jan 24, 2013 5:35 PM
12	The Trustees Tales is easy to read, relevant, and important. The attribute I think is good about them is the white space. Really. That makes them readable. [Work with boards/others]	Jan 24, 2013 5:33 PM
13	Our patrons frequently use the services and they are recognized as direct benefits to them.	Jan 24, 2013 4:27 PM
14	The willingness to be there to advocate on behalf of our county libraries is very helpful [Work with boards/others]	Jan 24, 2013 4:10 PM
15	The system does an excellent job of providing statistical and information pieces to demonstrate levels of library use, i.e., how busy we are. [Statistics/value calcs.]	Jan 24, 2013 4:02 PM
16	New Annual Report Graphic Report [Statistics/value calcs.]	Jan 24, 2013 3:59 PM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

17	They are great about informing library staff and directors via email and facebook about library issues, so that we can do something with that information, whether it's talk to our patrons about it or provide new services, or something else. When talking with Board or municipal leaders, the stats and support the system provide can really help make the case. [Simplifying advocacy] [Statistics/value calcs.]	Jan 24, 2013 3:37 PM
18	The data will be as current as can be and promoted in an understandable format for the general public thus helping a small, limited staffed library be accurate in promoting awareness. [Statistics/value calcs.]	Jan 24, 2013 2:53 PM
19	Communication to member libraries when information becomes available [Simplifying advocacy]	Jan 24, 2013 2:42 PM
20	Providing libraries with links to promotional materials for new service that can be used on library websites [Web-based promotion]	Jan 24, 2013 2:40 PM
21	Publicity in local print media good [Writing/writing assist.]	Jan 24, 2013 2:37 PM
22	analyzing and presenting data on system usage that makes sense to non-library staff audiences [Statistics/value calcs.]	Jan 24, 2013 2:31 PM
23	Superior graphics; Skilled editing assistance. [Promotion, shared ser.] [Writing/writing assist.]	Jan 24, 2013 2:24 PM
24	The CountyCat	Jan 24, 2013 1:55 PM
25	Materials promoting library services & programs especially the new online services that involve several libraries help all of us. The ebooks, overdrive information is well presented & updated as changes occur & as technology changes. [Promotion, lib services] [Promotion, shared ser.]	Jan 24, 2013 1:38 PM
26	Resources willingness to provide materials when asked [High quality service]	Jan 24, 2013 12:57 PM
27	The collection of data for our annual reports in vital. This data is used for the state reports, used at county, city & township meetings to promote and inform. This enables me to create brochures and speak with community organizations and have the stats to back up the importance of our library and its services. Helping at budget time and in gaining donations. [Statistics/value calcs.]	Jan 24, 2013 12:49 PM
28	The annual trustee banquet is a great service they provide to promote understanding and provide information to my library trustees. [Work with boards/others]	Jan 24, 2013 12:45 PM
29	Working with trustees and local municipalities [Work with boards/others]	Jan 24, 2013 12:33 PM
30	Do not recognize any currently successful awareness campaigns from system level. [None]	Jan 24, 2013 12:27 PM
31	Creating press releases and other materials, and letters to government officials promoting our value and the value of being in a system. Developing & distributing professional quaity posters and other marketing materials. [Writing/writing assist.]	Jan 24, 2013 12:26 PM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

32	Assistance with marketing materials from vendors. Creation of flyers/brochures and templates for the libraries to use. [Simplifying advocacy] [Promotion, lib services] [Promotion, shared ser.]	Jan 24, 2013 12:13 PM
33	Wouldn't it be nice if we got some of the above services. The services that I appreciate from our system are the technology services. Our catalog runs well and is updated regularly. We occasionally get pertinent training [Training for staff]	Jan 24, 2013 12:12 PM
34	Friendliness of staff, and rate of material movement. [High quality service] [Skilled staff]	Jan 24, 2013 12:01 PM
35	Providing necessary statistics for annual report and budget processes [Statistics/value calcs.]	Jan 24, 2013 11:50 AM
36	Something we cannot afford on our own. Something that works better when all libraries are participating [Library oriented services]	Jan 24, 2013 11:38 AM
37	Our ILS is crucial to our library operation. Our system does a good job in providing that service - keeping it up-to-date, etc.	Jan 24, 2013 11:36 AM
38	shared technology amongst member libraries cooperation amongst member libraries [Shared services]	Jan 24, 2013 11:35 AM
39	Quality of publications. [High quality service]	Jan 24, 2013 11:31 AM
40	The automation system is the one service that creates awareness. Other services are promoted more by individual libraries, with support from the system, but it's the individual library that makes it happen or has the awareness in the community. [Shared services]	Jan 24, 2013 11:26 AM
41	I can't think of any. [None]	Jan 24, 2013 11:21 AM
42	Providing posters about library services/ databases, etc. that we can post in our libraries is helpful. [Promotion, lib services] [Promotion, shared ser.]	Jan 24, 2013 11:20 AM
43	Statistics generated are interesting and valuable. [Statistics/value calcs.]	Jan 24, 2013 10:04 AM
44	Open communication at all times. Technology structure to allow everything to happen. [High quality service]	Jan 24, 2013 9:45 AM
45	Follow-throuhg [High quality service]	Jan 24, 2013 9:17 AM
46	A library system should operate without the customer being aware that they exist. The library associations spend a great deal of time on advocacy. If an agency that receives public funds uses those funds to promote their own services doesn't that make their function suspect?	Jan 24, 2013 9:03 AM
47	Promotional pieces for system wide services (e-books, why I love my library,directory of all libraries) [Promotion, shared ser.]	Jan 24, 2013 8:46 AM
48	MPL is fortunate to have a Communications and Marketing Department. These services are generally not available through MCFLS. [None]	Jan 24, 2013 12:23 AM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

49	doing press releases on new and changing services [Writing/writing assist.]	Jan 23, 2013 6:09 PM
50	They are on top of things and they give us the most up to date information that we need. [High quality service]	Jan 23, 2013 5:56 PM
51	The right staff members to help with the service. [Skilled staff]	Jan 23, 2013 4:12 PM
52	System is able to compile statistics from various sources that may be used for promotional or library advocacy materials. We have an assistant director that is "connected" to the nth degree and shares his info. [Statistics/value calcs.] [Skilled staff]	Jan 23, 2013 3:09 PM
53	IFLS does an excellent job of educating trustees through productive meetings and informative print materials. An informed trustee is then able to share what they have learned to other contacts in the community and government. IFLS Director John Thompson is well regarded, well respected, and seen as a knowledgeable, trusted library advocate. [Work with boards/others]	Jan 22, 2013 4:42 PM
54	The system provides a window to the greater library service world, which gives our small community information/service that we would otherwise not have access to.	Jan 22, 2013 2:21 PM
55	Good communication between library system and member libraries. [High quality service]	Jan 22, 2013 2:20 PM
56	Mentoring and training of new directors, as well as on-going professional development. [Training for staff]	Jan 22, 2013 2:17 PM
57	System staff that are aware of relevant issues experienced by the libraries they serve. [Library oriented services]	Jan 22, 2013 1:08 PM
58	Prompt attention to items that need promoting. [High quality service] [Promotion, shared ser.]	Jan 22, 2013 1:05 PM
59	contributes materials and information in a timely manner very thorough and well informed [High quality service]	Jan 22, 2013 12:50 PM
60	They do a great job of providing promotional materials for system wide services. [Promotion, shared ser.]	Jan 22, 2013 12:46 PM
61	Encouraging librarians to have good relationships with funding authorities and other key advocates through personal contact [Simplifying advocacy] [Training for staff]	Jan 22, 2013 12:20 PM
62	Annual Report Support Webinar Providing statistical information [Training for staff] [Statistics/value calcs.]	Jan 22, 2013 11:42 AM
63	Clear communication of state regulations and system wide needs. Regular meetings and correspondence between the system heads and local library officials and county officials in regards to local needs and system wide needs. [Simplifying advocacy] [Work with boards/others]	Jan 22, 2013 11:41 AM
64	professional quality - pr materials knowledgeable consultants and trainers	Jan 22, 2013 11:34 AM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

[Promotion, lib services] [Promotion, shared ser.] [Skilled staff]

65	This question is confusing. If you mean what service the system provides that makes the public more aware of our service or their service? I haven't seen anything yet that does that. If you mean services that they provide that makes their services more aware to me? Probably meeting either face to face or at the All-Directors meeting and talking about services.	Jan 22, 2013 9:52 AM
66	Creating press releases, brochures, posters, etc. for individual libraries [Promotion, lib services] [Writing/writing assist.]	Jan 22, 2013 9:21 AM
67	The system offers a depth of knowledge in specific areas that we do not have in our in-house staff. We rely on their knowledge when dealing with a variety of issues. [Skilled staff]	Jan 21, 2013 10:49 AM
68	quality of design, timing [High quality service]	Jan 17, 2013 12:18 PM
69	NFLS does very little in terms of the above services [None]	Jan 17, 2013 11:49 AM
70	Consistency and connectedness [High quality service]	Jan 16, 2013 5:54 PM
71	Ease of access - ability to find. [High quality service]	Jan 16, 2013 2:41 PM
72	Emailing promotional pieces or found articles regarding library advocacy to directors. [Simplifying advocacy]	Jan 16, 2013 2:32 PM
73	strong and knowledgeable legislative awareness. our system is great at keeping us informed on current topics, easy to understand handouts and in contact with our representatives [Simplifying advocacy] [Skilled staff]	Jan 16, 2013 1:52 PM
74	NFLS has an aggressive continuing ed coordinator- we've had great opportunities for trainings. [Training for staff]	Jan 16, 2013 10:31 AM
75	Receiving the information in a timely fashion. Using language that all patrons can understand. [High quality service] [Simplifying advocacy]	Jan 16, 2013 10:09 AM
76	Our system does a tremendous job of providing internal as well as external seminar/webinar opportunities. [Training for staff]	Jan 16, 2013 8:55 AM
77	Personal contact with boards in transition or in trouble. The system isn't just an amorphous entity -- it has caring people who can help. [Work with boards/others] [Skilled staff]	Jan 15, 2013 4:29 PM
78	Story Hour and Summer Library Program [Promotion, lib services]	Jan 15, 2013 3:28 PM
79	Clear communication Accurate information [High quality service]	Jan 15, 2013 1:27 PM
80	the Summer Library Program support we get, it is a major part of our year [Promotion, lib services]	Jan 15, 2013 1:22 PM
81	the professional quality of the materials [High quality service]	Jan 15, 2013 12:49 PM
82	Our system is really good with support in just about every way. [Generally]	Jan 15, 2013 11:28 AM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

	positive]	
83	The delivery vans are well marked and noticeable as a brand. [Shared services]	Jan 15, 2013 10:23 AM
84	Timeliness and usefulness--my library system understands the general attributes of each library's community and offers assistance and promotion that meets those needs. [High quality service] [Library oriented services]	Jan 15, 2013 9:23 AM
85	The creation of the cost comparison of being in a system vs. being outside a system. This document lays out some of the costs the library would have to add into its budget if it wanted to provide the same level of services without a library system. The document provides the information in an easy to understand manner. The state created value of libraries document. Although done at the state level, the document boils down all the information into a generally easy to understand and significant value of \$4 returned per dollar expanded. Again it is a lengthy document but the key take-a-way has significance to local municipalities' decision makers. [Statistics/value calcs.]	Jan 14, 2013 3:32 PM
86	Our system does not provide services related to awareness of public libraries [None]	Jan 14, 2013 3:30 PM
87	Accurate Timely [High quality service]	Jan 14, 2013 2:39 PM
88	Accurate statistics [Statistics/value calcs.]	Jan 14, 2013 2:05 PM
89	I can't think of anything [None]	Jan 14, 2013 1:55 PM
90	Making member libraries aware of new trends in library services	Jan 14, 2013 1:45 PM
91	NFLS has worked on trustee training workshops. [Work with boards/others]	Jan 14, 2013 1:44 PM
92	Annual report data is clear information that all patrons and taxpayers can understand. Trustees should understand the library system so that they can explain it to patrons and taxpayers. [Work with boards/others] [Statistics/value calcs.]	Jan 14, 2013 1:01 PM
93	Consistent and accurate message when promoting system wide services. [Promotion, shared ser.]	Jan 14, 2013 12:50 PM
94	Each year our system hold a trustee workshop. My board don't all attend but those who do have said that it is informative. I think that it is a good experience for them because it fosters a sense of community among board members and allows them to share their experiences and gain knowledge from both the system and other boardmembers. [Work with boards/others]	Jan 14, 2013 12:45 PM
95	Done in a timely manner. [High quality service]	Jan 14, 2013 12:23 PM
96	website [Web-based promotion]	Jan 14, 2013 12:05 PM
97	It is done for us. A real time and energy saver. [Generally positive]	Jan 14, 2013 10:23 AM
98	Cooperation between the Libraries within the system. A well informed system director. [Library oriented services] [Skilled staff]	Jan 14, 2013 9:39 AM

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99	Providing excellent services to libraries is the best way I know of to ensure that library systems become known to citizens in a positive manner. For example, a cost effective, highly functioning ILS allows libraries to regularly advertise the benefits of library system membership. Conversely, when things go awry with that ILS, the library system can suffer in the minds of citizens. It's not necessarily a bad thing that citizens and taxpayers only have a vague notion of library systems. I'd hate to see a great deal of money spent on library system PR as opposed to investing in the actual services. With that said, I do think there are some fundamental library system awareness items that should be collected and distributed to document relevance and importance. All the ways we connect and share don't happen magically and information helps tell the story. [High quality service] [Simplifying advocacy] [Shared services]	Jan 14, 2013 9:11 AM
100	In helping us promote our programming, Deb at SCLS is incredibly responsive to timelines. She's hasn't missed one yet! [High quality service] [Skilled staff]	Jan 14, 2013 9:08 AM
101	Works with individual libraries to assure that all system residents have access to electronic resources. [Shared services]	Jan 14, 2013 8:59 AM
102	They are consistant with what they provide and they stay current with the issues. [High quality service] [Skilled staff]	Jan 14, 2013 8:47 AM
103	None. [None]	Jan 14, 2013 8:31 AM
104	Our system is working on a newsletter that may help in this area.	Jan 14, 2013 6:45 AM
105	Krista Ross is a dynamic presenter, explaining system services Leah Herrling has developed attractive and informative brochures about library services [Promotion, lib services] [Promotion, shared ser.] [Skilled staff]	Jan 13, 2013 7:24 PM
106	The provide the leadership and creativity to reach out to the public to raise awareness of library services. Without them our library would be as visible. As a one person library with minimal hours it is just not possible to do that without the System. [High quality service] [Simplifying advocacy] [Library oriented services]	Jan 13, 2013 5:57 PM
107	Useful, local information and statistics that can be given to patrons and area residents to promote services [Statistics/value calcs.]	Jan 13, 2013 11:08 AM
108	employees are easily accessable [High quality service]	Jan 12, 2013 7:37 PM
109	Ease of access to data/information, design/presentation services available for little or no charge [Statistics/value calcs.] [Promotion, lib services]	Jan 12, 2013 6:11 PM
110	We don't use a lot of the services offered because our staff has the skill to handle them in-house. But I do understand that for small libraries without professionally-trained staff, they are important. The services that are best are those that facilitate collaboration, such as running an ILS and providing delivery service. [Simplifying advocacy]	Jan 12, 2013 8:37 AM
111	I most often reference the Annual Report and the way our library and library system compare to other libraries within the state. I also use the data collected regarding the amount of money spent on Library services and the return on	Jan 11, 2013 6:17 PM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

	investment. [Statistics/value calcs.]	
112	budget presentation assistance [Statistics/value calcs.]	Jan 11, 2013 4:32 PM
113	Our library is VERY small, with limited hours and even more limiting resources. The most important attribute for our small library is to help with staff training and to promote the library as an important asset to the community and its officials. [Training for staff] [Work with boards/others]	Jan 11, 2013 4:31 PM
114	Value of library calculator. People are always surprised at how much money they save by using the library. It has been a great help convincing political leaders that we are worth something to their constituents. Maintaining professional looking websites. Our presence on the web helps keeping us viable. [Statistics/value calcs.] [Web-based promotion]	Jan 11, 2013 4:14 PM
115	Quality writing [Writing/writing assist.]	Jan 11, 2013 4:03 PM
116	Our system is very good at developing promotional materials for libraries. For example, the system recently developed one-page graphic displays of output measures for interested libraries. These were very effective when talking with our city council/finance committee. [Simplifying advocacy] [Statistics/value calcs.]	Jan 11, 2013 4:02 PM
117	Collecting, interpreting, and presenting data to show the value of library and system services. Providing consulting and training for trustees on promotion and advocacy. [Simplifying advocacy] [Work with boards/others]	Jan 11, 2013 3:46 PM
118	Assistance with making promotional materials. [Promotion, lib services]	Jan 11, 2013 3:27 PM
119	Educational workshops: hands-on training; multi-site training Assistance with Issues: immediacy of response; specific information given [High quality service] [Training for staff]	Jan 11, 2013 3:23 PM
120	Just to comment on the selection of "Not at all important" as a response to many of the advocacy and awareness items above -- in most, if not all, of the areas -- there is excellent materials available from ALA, PLA, ALTA, WLA, and businesses that are able to create training, and promotional materials much more effectively and professionally than any system can do. 30 years ago, the availability of such material was very limited and it was difficult to local what did exist. With the Internet, it is very easy for libraries to find promotional materials and training. This may not be the most effective use of System resources. [None]	Jan 11, 2013 3:23 PM
121	The services related to awareness that my library system provides are successful because they are specific to my library's needs. The system takes the time and care to provide unique and specific consulting as well as data that is tailored to my needs. [Library oriented services] [Statistics/value calcs.]	Jan 11, 2013 3:19 PM
122	There are none [None]	Jan 11, 2013 3:17 PM
123	Providing data in a timely manner. Collecting data for the library when it is efficient and effective to do so on a system basis. Helping interpret data. Reducing duplication of services (promotion, data collection, etc.)	Jan 11, 2013 3:10 PM

Q1. Thinking of services related to awareness that your system provides well, what are one or two attributes that make these successful services?

[Statistics/value calcs.] [Promotion, shared ser.]

124	Newsbytes and radio adds [Writing/writing assist.]	Jan 11, 2013 3:01 PM
125	press relaeases and interviews [Writing/writing assist.]	Jan 11, 2013 2:58 PM
126	The system does a good job of creating original graphics- posters and bookmarks that promote our shared services. [Promotion, shared ser.]	Jan 11, 2013 2:54 PM
127	-Provide data on the importance of libraries. Sends out press releases on libraries. Press releases give the public an awareness of what libraries and systems are doing. [Statistics/value calcs.] [Writing/writing assist.]	Jan 11, 2013 2:54 PM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

1	I have no changes to suggest [None]	Jan 25, 2013 4:38 PM
2	Our system does a great job, but money of coarse is very tight. [More system resources]	Jan 25, 2013 2:02 PM
3	- promotional and patron training materials developed for all to use as patron handouts. [More/better materials]	Jan 25, 2013 2:00 PM
4	Better training for library staff on advocacy Better distribution of data that shows the value of the library and its system for trustees [Work with boards/others] [Promoting value] [Training for lib staff]	Jan 25, 2013 11:55 AM
5	I would like to see more visual and web based use (i.e. instructions put into a wiki, or step-by-step photos used). I'm loving the use of webinars that I can access from my library rather than having to travel so much. [Training for lib staff]	Jan 25, 2013 11:31 AM
6	no change [None]	Jan 25, 2013 10:56 AM
7	increase advocacy opportunities, materials that can be customized. [More/better materials]	Jan 24, 2013 9:46 PM
8	I can't think of anything. [None]	Jan 24, 2013 5:33 PM
9	I would like to see telephone conferencing at certain locations, in order to reduce to attend Director's Council. [Size challenges]	Jan 24, 2013 4:51 PM
10	Systems could improve their work with libraries to better identify the crucial, changing services that patrons want and they could better help libraries fill these essential needs for their patrons. [Library oriented services]	Jan 24, 2013 4:27 PM
11	The quality of the print materials produced by our library system is very low. So low, in fact, that we produce all of our own print materials in house as opposed to asking our system to produce them for us. Upping the quality of the print materials is key. [More/better materials]	Jan 24, 2013 4:10 PM
12	Development of concise "talking points" type materials for local use by libraries and their board promoting the value and impact of library services. [Promoting value]	Jan 24, 2013 4:02 PM
13	Our system is extremely spread out. It is hard for libraries farther away from the system hub to get the same quality as libraries a shorter distance, whether it be staff driving long distances, system staff having to drive to further libraries, or just longer courier routes to accomodate. [Size challenges]	Jan 24, 2013 3:33 PM
14	The ability to video conference. As probably the library farthest away from our "hub" library, it is hard at time not to feel neglected or ignored. We don't have the budget to send someone to all of the workshops, seminars, etc. And none of us make enough money to be able to afford gas and meals on our own dime. [Size challenges]	Jan 24, 2013 3:12 PM
15	E-mails directly from system staff as opposed to staff keeping up with blogs, wikis and related technology driven communication. [Communication]	Jan 24, 2013 2:53 PM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

16	Promotional materials of any kind Collecting, interpreting, and presenting data about library services in our system [More/better materials] [Statistics]	Jan 24, 2013 2:42 PM
17	Better website to promote awareness [Better website]	Jan 24, 2013 2:37 PM
18	increased digital copies of charts, graphs and reports that could be used on web/facebook pages [Statistics]	Jan 24, 2013 2:31 PM
19	More money for the system and more system staff . [More system resources]	Jan 24, 2013 1:55 PM
20	Resource library to consider member library as another "branch" when advertising system wide resources so that advertising is consistent throughout. [Coordinated promotion]	Jan 24, 2013 12:57 PM
21	Encourage individual system libraries to use their system's name, spelled out and with initials in their promotional materials, bookmarks, brochures, newsletters, Facebook, WebPages and in their chatter with community members & organizations. Tie their libraries' work with their system and the services their system provides and procures. I know without the support of my system and their services, I would not be able to maintain the level of patron services and programming that we have. If the public is unaware of what the system does, at budget time they'll feel system services are less important than the physical library door they enter. Not understanding will hurt both entities in the long run. [Promoting value]	Jan 24, 2013 12:49 PM
22	More emphasis on system wide promotions would help us to present our services to our communities as a system wide service. [Promoting value] [Coordinated promotion]	Jan 24, 2013 12:45 PM
23	more funding [More system resources]	Jan 24, 2013 12:33 PM
24	A designated PR presence at system level may help push these promotion and advocacy ideas. [Skilled staff]	Jan 24, 2013 12:27 PM
25	More input on how to develop our annual report as a promotional piece [Statistics]	Jan 24, 2013 12:26 PM
26	Creation of a designated PR person to assist with promotion of library services, create brochures, etc. Right now it just seems to default to the automation coordinator. [Skilled staff]	Jan 24, 2013 12:13 PM
27	I wish someone would ask the directors which services they would like to see and then follow through with at least some of the ideas. [Library oriented services]	Jan 24, 2013 12:12 PM
28	Developing a shared vision of services within member libraries. [Library oriented services]	Jan 24, 2013 12:01 PM
29	Slightly more advertising/promotion, although frankly it just tends to confuse patrons. They are mostly invested in their own libraries, the system means very little to them. It means more to us. [Coordinated promotion]	Jan 24, 2013 11:38 AM
30	My original response to this question would be that our system update their	Jan 24, 2013 11:36 AM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

	website - well, that just happened this week - long overdue! Hopefully, with an improved site, we can find the information that we need - quickly! [Better website]	
31	make it a requirement that system staff work in one of the member libraries for a period of time (say a week, at circulation or a week at checking in delivery or a week at the reference desk) so that system staff have a front-line, real life experience with the public, with library staff and with the systems that are coordinated and provided through the system [Library oriented services]	Jan 24, 2013 11:35 AM
32	More widespread coverage in media outlets in the system area. [Work with media]	Jan 24, 2013 11:31 AM
33	A lot of it can come from educating, continuing ed, workshops, giving the libraries the tools so that they can make things happen. I've seen where libraries will 'rely' on the system to promote, and that just doesn't work as well. You have to have the local connection and you have to be able to do things yourself. [Training for lib staff]	Jan 24, 2013 11:26 AM
34	The preferences of individual libraries could be considered. [Library oriented services]	Jan 24, 2013 11:21 AM
35	We need help with marketing individual programs and system services. How do we reach people who do not read the local paper? An online calendar for all events like Evanced would be great! We can't afford it [Gen. promotion help]	Jan 24, 2013 11:20 AM
36	Do collection and analysis of more statistics within the system and creation of comparisons with libraries outside the system. [Statistics]	Jan 24, 2013 10:04 AM
37	One a minimal level a system could provides consulting help so a library can learn how to promote their own services. But so much of this is done by WLA, PLA and ALA, why would the system duplicate this work? [Gen. promotion help]	Jan 24, 2013 9:03 AM
38	Quality of program brochures (my staff can do them better, so they do) More basic information about systems (you CAN check out anywhere with your SCLS card) [Promoting value] [More/better materials]	Jan 24, 2013 8:46 AM
39	The system could budget for priority services and contract for services on behalf of the members.	Jan 24, 2013 12:23 AM
40	I feel they do a wonderful job [None]	Jan 23, 2013 5:56 PM
41	Sometimes important information gets overlooked in the "forrest" of information that comes in every day. Somehow prioritize the messages. [Communication]	Jan 23, 2013 3:09 PM
42	It would be nice if the system staff provided ongoing trainings and awareness events for our Library Board members. Even sponsoring events for area Boards to meet and talk about issues, ideas, and challenges their public library is facing would be beneficial. [Work with boards/others]	Jan 23, 2013 12:02 PM
43	On the MORE catalog, there is a Quick Lists section that lists new items by category. This is a very nice feature that the public uses to find new materials. My only comment is that I would like to see it updated on a more predictable	Jan 22, 2013 4:42 PM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

basis for the benefit of library customers. For instance, it sometimes seems as if the non-fiction print items are updated within the first week of the new month, or it might be closer to 10-14 days into the new month. What I'm suggesting is to, perhaps, update the lists on the first Monday of each new month. Something predictable that the public and staff can consistently count on and look forward to.

44	It is confusing (for the board and the public) to belong to one system (NFLS) and have our ILS with another system, (OWLS). It is hard for NFLS to do publicity for members with 2 ILS. [Consistent services]	Jan 22, 2013 2:47 PM
45	I really can't think of anyway that our system does not meet our needs. [None]	Jan 22, 2013 2:21 PM
46	Coordination of development and printing of promotional materials within the system. [Coordinated promotion]	Jan 22, 2013 2:20 PM
47	Provide articles on library system services that could be given local flavor and placed in local papers. [More/better materials] [Work with media]	Jan 22, 2013 2:17 PM
48	Perhaps updates via e-mail sent between advisory meetings. [Communication]	Jan 22, 2013 1:08 PM
49	Find out what is being used & put the time for things that are not used into a more important area. [Library oriented services]	Jan 22, 2013 1:05 PM
50	More funding for tech services. [More system resources]	Jan 22, 2013 12:50 PM
51	Additional training opportunities for trustees - perhaps at a county level. [Work with boards/others]	Jan 22, 2013 12:46 PM
52	Legal information and contacts Library advocacy [Simplifying advocacy]	Jan 22, 2013 11:42 AM
53	I think a little more training of new directors would be beneficial. The boot camp is a step in the right direction. [Training for lib staff]	Jan 22, 2013 11:41 AM
54	we now have a regional newspaper and would like to see some way to coordinate pr for programs that are offered by all the libraries. [Coordinated promotion]	Jan 22, 2013 11:34 AM
55	Spending more time visiting and being involved with county agencies and organizations. Developing collaborations. [Work with boards/others]	Jan 22, 2013 9:21 AM
56	None. [None]	Jan 21, 2013 10:49 AM
57	More grant monies for CE and materials would be a huge benefit for the smaller libraries. [Gen. promotion help]	Jan 20, 2013 7:36 AM
58	more help with advocacy (how to be prepared with an advocacy base ahead of time, what you can/can't do on library time, training of advocates, etc.) [Training for lib staff] [Simplifying advocacy]	Jan 17, 2013 12:18 PM
59	Having the system director come to one library board meeting a year to address trustee responsibilities, advocacy and so forth could be helpful. [Work with boards/others]	Jan 17, 2013 11:49 AM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

60	They are doing great! [None]	Jan 16, 2013 5:54 PM
61	Ease of access - ability to find when needed.	Jan 16, 2013 2:41 PM
62	I would love to see a free educational newsletter for our trustees. [Work with boards/others]	Jan 16, 2013 2:32 PM
63	better system website [Better website]	Jan 16, 2013 1:52 PM
64	The System should have more authority/power over member libraries; we have a problem with consistent policies among member libraries. The System should be able to make systemwide policy (with member input, of course) [Consistent services]	Jan 16, 2013 11:50 AM
65	No changes. [None]	Jan 16, 2013 10:09 AM
66	More adult Programming and learning classes [Training for lib staff]	Jan 15, 2013 3:28 PM
67	more explanation of services that are available	Jan 15, 2013 1:22 PM
68	Better promotion of shared system services to help show the public how library cooperation leads to better access to materials. Better training in the area of legislative initiatives and talking with legislators on a regular basis. [Promoting value] [Training for lib staff]	Jan 15, 2013 11:25 AM
69	I'd hire marketing professionals rather than former librarians to run the PR/marketing for the brand of library systems and library services for member libraries. Professional level use of social media in bold and daring ways is needed. For a profession of people who champion free speech, we are too often afraid of offending people and the consequence is we are unnoticed. Be creative, be bold, and welcome the criticism if there is any. What's the saying, "there is no such thing as bad publicity." [Skilled staff]	Jan 15, 2013 10:23 AM
70	I wish that our system and member library's could coordinate our efforts more frequently. However, budget and time remain constraints. My system does a great job of sharing resources and ideas, but I would like to see even more. [Coordinated promotion]	Jan 15, 2013 9:23 AM
71	The system board could benefit from allowing library directors more ability to be heard at the system board meetings. although they make a small effort to include library directors in some committees, they often do not want to hear from any library once they are in session. It is a balancing act, but one that they have strayed too far to one side. [Library oriented services]	Jan 14, 2013 3:32 PM
72	Find a way to promote online catalog [Coordinated promotion]	Jan 14, 2013 3:30 PM
73	Service provided more often Maintain consistent electronic communication of services [Communication]	Jan 14, 2013 2:39 PM
74	User friendly reliable catalog. More quality marketing system wide. [Coordinated promotion]	Jan 14, 2013 2:05 PM
75	I can't think of anything [None]	Jan 14, 2013 1:55 PM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

76	More emphasis on advertising services libraries provide to the general public [Gen. promotion help]	Jan 14, 2013 1:45 PM
77	Updating the webpage which is in process. [Better website]	Jan 14, 2013 1:44 PM
78	More training for library trustees. [Work with boards/others]	Jan 14, 2013 12:50 PM
79	Creating & distributing educational newsletters for trustees - my system does not create it's own newsletter with any regularity - they used to purchase from another system for distribution to board but only for a select few libraries in the system. When I requested it for my board - an email was sent out to all member libraries that they would no longer buy the paper and they we could all access this news letter on line. [Work with boards/others]	Jan 14, 2013 12:45 PM
80	Communicate more effectively what the services are. [Communication]	Jan 14, 2013 12:23 PM
81	don't know [None]	Jan 14, 2013 10:23 AM
82	Mine is a well run system, I can think of no needed improvments. [None]	Jan 14, 2013 9:39 AM
83	Annual documentation of benefits in terms of value of membership. This has happened only irregularly in my library system. It would be good to always have a dollar number that we could provide to our stakeholders in terms of the costs/value for an individual library as a result of system membership. [Promoting value]	Jan 14, 2013 9:11 AM
84	I would love it if library patrons didn't have to pay to attend Library Legislative Day. We're not encouraged to bring patrons, but it would be so much more effective if we did. And so much easier to do if they didn't have to pay. [Simplifying advocacy]	Jan 14, 2013 9:08 AM
85	System seems to feel that with representative "governance" it does not have to communication changes directly to its members. I'd like to see the idea of "governance" change to be representative management. Systems exist to serve, not govern their members. [Library oriented services]	Jan 14, 2013 8:59 AM
86	N/A [None]	Jan 14, 2013 8:47 AM
87	I think all of the above is a waste of system time and is make busy work.	Jan 14, 2013 8:31 AM
88	Improve communication among member libraries; the services listed in #2 are not that important to member libraries. Our system does not have the staff to prepare promotional pieces for member libraries, nor is it the responsibility of the system to do so. [Communication]	Jan 14, 2013 6:45 AM
89	Not much they do a great job! [None]	Jan 13, 2013 5:57 PM
90	A system-wide campaign or marketing plan [Coordinated promotion]	Jan 12, 2013 6:11 PM
91	There are several services that we've considered using, but wound up declining because the system people providing them were not responsive. There's no point in outsourcing things we can do in-house if it means unreturned calls and emails. I have seen improvement in this with some recent staff realignment.	Jan 12, 2013 8:37 AM

Q1. What are one or two changes that you would make that would significantly improve the quality of services related to awareness from your system?

92	Honestly, I am pretty pleased with the level of service provided. [None]	Jan 11, 2013 6:17 PM
93	pay for ads in local newspapers [Work with media]	Jan 11, 2013 4:32 PM
94	I think having one person at the system level to contact as our liaison would be helpful because I don't often know who to contact for my specific problems...I use the help desk a lot.	Jan 11, 2013 4:31 PM
95	I wish they provided more printed material about library statistics. [Statistics]	Jan 11, 2013 4:14 PM
96	More involvement in media and social media promotion, but media is more costly [Work with media]	Jan 11, 2013 4:03 PM
97	None [None]	Jan 11, 2013 3:46 PM
98	Monthly list of annual activities required by libraries--what is needed for/is always done in January, February, March, etc. This question is not entirely clear to me late on Friday afternoon. [Communication]	Jan 11, 2013 3:23 PM
99	Nothing. [None]	Jan 11, 2013 3:19 PM
100	A new System director.	Jan 11, 2013 3:17 PM
101	I would like my system to provide a better way of developing or sharing promotional materials such as press releases or templates to create charts based on common data points. [Coordinated promotion] [Statistics] [Work with media]	Jan 11, 2013 3:10 PM
102	More focus on marketing [Gen. promotion help]	Jan 11, 2013 3:01 PM
103	find a simple, consistent message [Coordinated promotion]	Jan 11, 2013 2:58 PM
104	Educating all library directors, staff, and trustees about how we can promote awareness in a low/no cost manner. I would like to see a strong public relations/marketing campaign. [Work with boards/others] [Coordinated promotion] [Training for lib staff]	Jan 11, 2013 2:54 PM
105	Have a graphic arts/ marketing person who could work on behalf of the member libraries. Develop publicity materials for member libraries [More/better materials] [Skilled staff]	Jan 11, 2013 2:54 PM