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MCLS Engagement Survey

SURVEY ANALYSIS REPORT

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In Summer 2019, MCLS Ownership Linkage in collaboration with MCLS Staff sent a survey to members in Indiana and Michigan, with the hope that the survey would spread beyond the member representatives.

The overarching purpose of the survey was to create a baseline understanding amongst the board about the awareness of members about their rights and benefits as well as to a possible difference in that awareness between the two states.

Overview of Results

PARTICIPATION RATE

There are close to 700 MCLS members. However, since the survey was open to all, the n cannot be effectively assessed. It is worth noting that 29 non-members, who are eligible for membership, responded.

588 surveys were completed: 149 from Indiana and 439 in Michigan. Alternatively, 75% of the survey respondents were affiliated with a Michigan organization. 95% of respondents across both states indicated that their library was a member of MCLS.

USE OF SERVICES

Use of services was slightly higher for those who were in Michigan. Indiana showed 16% indicating No or Unsure, whereas Michigan only had 11% across the two categories.

Have you used MCLS services?	Indiana	Michigan	Total
No	5%	2%	3%
Unsure	11%	9%	10%
Yes	84%	89%	88%

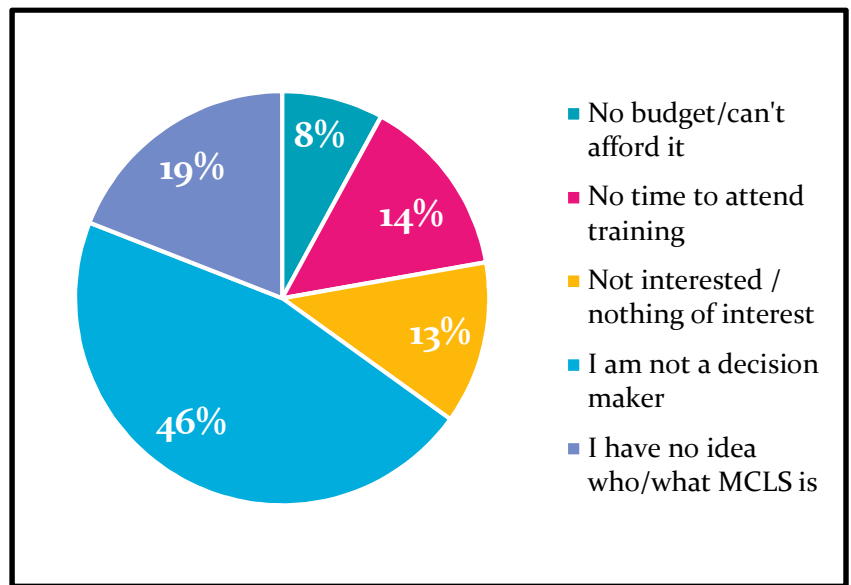
Not Taking Advantage of Services

11% of respondents indicated a reason for not taking advantage of MCLS services.

In line with the higher response rate of not using MCLS services, Indiana had higher relative number of respondents articulating why they did not take advantage of services as compared to Michigan.

The largest factor for not using services was not being a decision maker. This factor accounted for 46% of those not using services; it only accounted for 4% of overall respondents.

The second most reported factor for a lack of understanding for what MCLS is, at 19%. This factor accounted for 2% of the overall respondent pool.



Open Comments Overview

22 comments were left for those that selected Other as a reason to not have used services. Comments were coded for themes, some comments had more than one theme.

Many were either new to MCLS member libraries and therefore unsure of services, while some were simply unsure of what was available and characterized themselves as such. This group accounted for 36% of the comments.

Several stated being unaware of offerings, of what would be of advantage to non-decision makers, or of not receiving the offerings newsletters. These comments were categorized as marketing concerns.

	Indiana	Michigan	%
New or Unsure	2	7	36%
Not meeting my need	2	3	20%
Timing or Time	1	1	8%
Location		1	4%
Marketing	2	5	28%
Cultural Proficiency		1	4%
Duplication	1		0%
Total	8	18	100%

These two categories taken together showed that a greater awareness of MCLS is needed beyond the member representative, who often are the decision-makers.

Several also stated that their needs were not met in regards to training offerings, either in content type, timing or time commitment, and location. These three comments categories accounted for 32% of the comments.

One concern about the gender and sexual identity workshop surfaced in the written comments.

Services Used in the Last 2 Years

Which MCLS services have you used in the last 2 years?	Indiana	Michigan	Total
Consulting Services	13	32	45
Group Purchasing for eResources	63	167	230
Group Purchasing for Software	5	26	31
Group Purchasing for Supplies	23	64	87
Harwood Lab	24	44	68
In Person Training	31	124	155
MeL eResources support and training	0	176	176
Michigan Shared Print Initiative (MI-SPI)	0	42	42
RIDES	0	261	261
Support	10	60	70
Web-based training such as the Soft Skills Certificate and Basic and Advanced Cataloging Certificates	77	60	137

Of those that indicated they used services, many selected more than one as seen by the total of responses against the number of respondents.

Indiana had a lower frequency of use reported than Michigan in terms of responses at 246 vs. 1,056. In terms of an average number of services used, it means 1.65 for Indiana respondents again 2.4 for Michigan respondents. MeL and RIDES accounts for the majority of the proportional spread.

Group purchasing was the largest reported use across both states at 19%. The next two highest reported services are Michigan specific: RIDES (21%) and MeL (14%). In Indiana, the web-based training was reported at 31%, followed by eResources group purchasing at 26%. In Michigan, RIDES was reported at 25%, MeL at 17%, and eResources group purchasing at 16%.

Top Selections by Library Size

Purchasing for eResources was the most popular selection for all libraries that reported their size, across all size categories and both states. The top selections for each size category were as follows:

1-5 FTE:

- Group Purchasing for eResources (n=18)
- In-Person training (n=14)
- Group Purchasing for Supplies (n=12)

6-15 FTE

- Group Purchasing for eResources (n=25)
- Group Purchasing for Supplies (n=11)

- Web-based training (n=7)

16-30 FTE

- Group Purchasing for eResources (n=16)
- Group Purchasing for Supplies (n=9)
- In-Person training (n=9)

31-50 FTE

- Group Purchasing for eResources (n=18)
- Harwood Lab (n=10)
- Web-based training (n=10)

51-75 FTE

- Group Purchasing for eResources (n=8)
- In-Person training (n=6)
- Harwood Lab (n=5)

76-100 FTE

- Group Purchasing for eResources (n=5)
- Group Purchasing for Software (n=5)
- Group Purchasing for Supplies (n=4)
- Harwood Lab (n=4)

>100 FTE

- Group Purchasing for eResources (n=7)
- Harwood Lab (n=4)
- Consulting Services (n=3)
- In-Person training (n=3)
- Web-based training (n=3)

Open Comments Overview

Training and engagement accounted for the largest themes in the Other Category.

Listed under engagement:

- Collaborating on committees with MCLS staff
- Attending meetings
- Communities of practice
- Community engagement and state planning
- Twitter chats

Training listed as others could have been categorized in the web-based training.

Which MCLS services have you used in the last 2 years?	Indiana	Michigan	Total	%
Administrative Service		3	3	9%
Engagement	4	4	8	24%
eResources	1	2	3	9%
Michigan Services		2	2	6%
Training	1	8	9	27%
Unsure		7	7	21%
None		1	1	3%

Of those unsure, they believed their library likely used MCLS services, but they themselves were unsure.

ANYTHING ELSE YOU WANT US TO HEAR

There was a strong tendency to fill the comment as a variation on no, nothing to add, or not applicable (54%). This was followed by comments that celebrated the great work and personnel of MCLS (24%). Celebratory comments included:

- Naming of specific individuals and their impact
- Impact of MCLS for libraries
- Newer engagement efforts such as conversation cafes
- Appreciation of being heard as member
- Celebration of the expansion of the training offerings

Of those that spoke to the need to improve marketing, comments themes included:

- Suggestions to engage with those that lead training and organizational development
- Suggestions to promote beyond decision-makers
- Being unsure about the separation between MCLS and the Library of

Michigan, MCLS and MiALA, MCLS and MLA, and MCLS and the coops

	Indiana	Michigan	Total
Accessibility - eResources	0%	1%	0%
Engagement	2%	0%	1%
Great work	31%	21%	24%
Marketing improvement needed	12%	7%	8%
Michigan focus	5%	0%	1%
Nothing	40%	57%	54%
Poor customer service	2%	4%	3%
Relevance	0%	1%	1%
Consulting service growth request	0%	1%	0%
Survey issue	0%	1%	1%
Training	7%	7%	7%
No need for MCLS	0%	1%	1%

Of those that listed poor customer service, they reported concerns with MelCat, RIDES delivery issues, and concern of increased response times to price quotes.

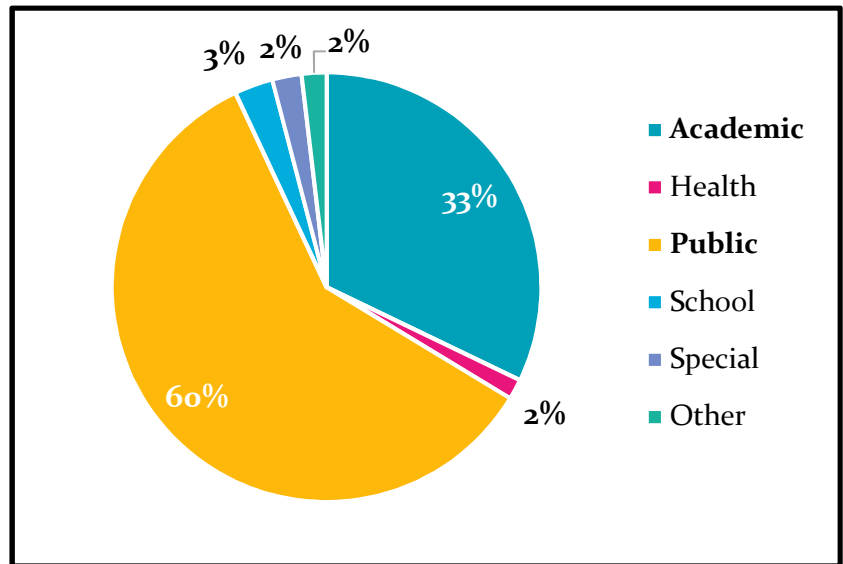
Of those that listed training as theme, there was a request for:

- More in person training, preferably at a variety of location
- In person training as part of an organization's training efforts (e.g. in service day)
- Concerns that the locations appear West Michigan centric
- A request for leadership training that is sustainable and ongoing

DEMOGRAPHICS

Organization Type

Distribution of Libraries responding across both states. Michigan had a slightly higher percentage of academic libraries while Indiana had a slightly higher percentage of public libraries. Only health libraries located in Michigan responded to the survey. All of those that identified as other indicated a library cooperative, consortium or district.

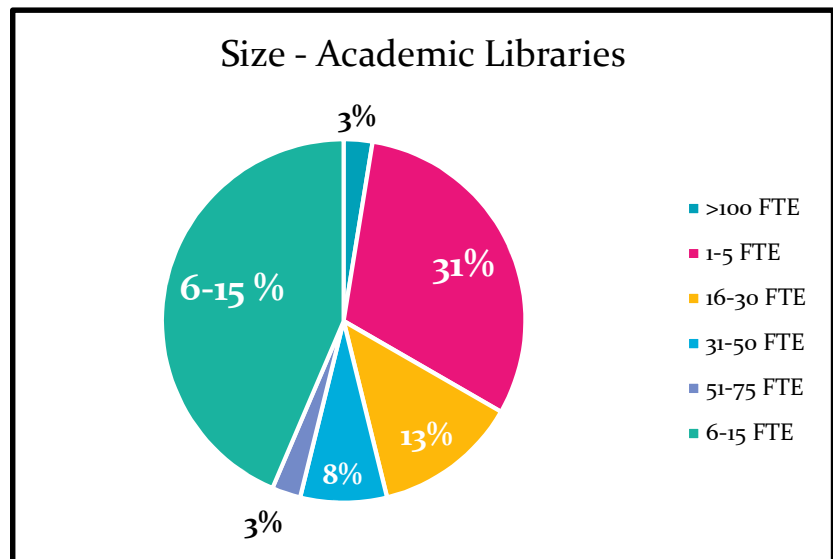


Organization Size

Academic Libraries

The majority of academic library respondents were under 30 FTE (87%), with 44% of respondents from a library with 6-15 respondents.

The very large academic libraries were a minority in terms of organization size at 3%.



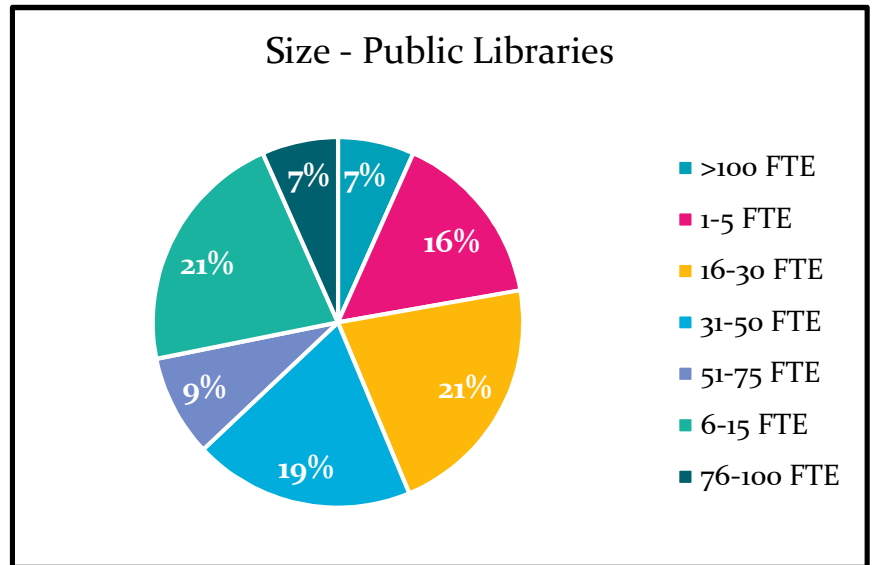
Public Libraries

The spread of respondent size was more even in public libraries, with the majority in 1- 50 FTE (78%). 37 % of respondents worked in libraries with 1-15 FTE.

The large and very large accounted for 14%.

Other Types

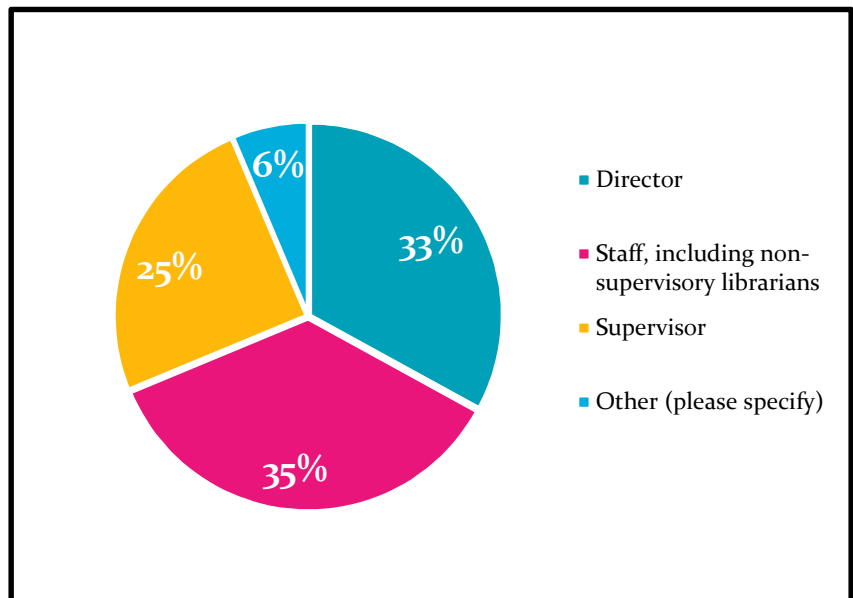
The respondent pool size was too small for the other types of respondent to conduct an analysis of size.



Position Type of Respondents

Respondents were fairly evenly distributed amongst staff, supervisors and Directors of libraries. Staff accounted for the largest respondent group, followed by Directors.

A greater number of staff answered in MI than in IN. In IN, more directors, as a percentage, completed the survey. The ratios were: in IN, 41% Directors and 22% staff; in MI, 30% Directors and 40% staff.



6% identified as others. Most of those could have fallen into the existing categories of staff or supervisors. Examples of specificity include: assistant director, [title] librarians, library faculty, directors of services, project specialist, marketing and administrative assistant. One was a member of the public – a faculty member who uses the Library.

The spread of respondent differed by states. More Directors, as a percentage, responded in Indiana, followed by supervisors. In Michigan, staff respondents, as a percentage, were the highest respondents followed by Directors. This may indicate greater awareness amongst staff in Michigan of the MCLS services, which can be explained by the high use of MeL, RIDES, and other Michigan-specific services.

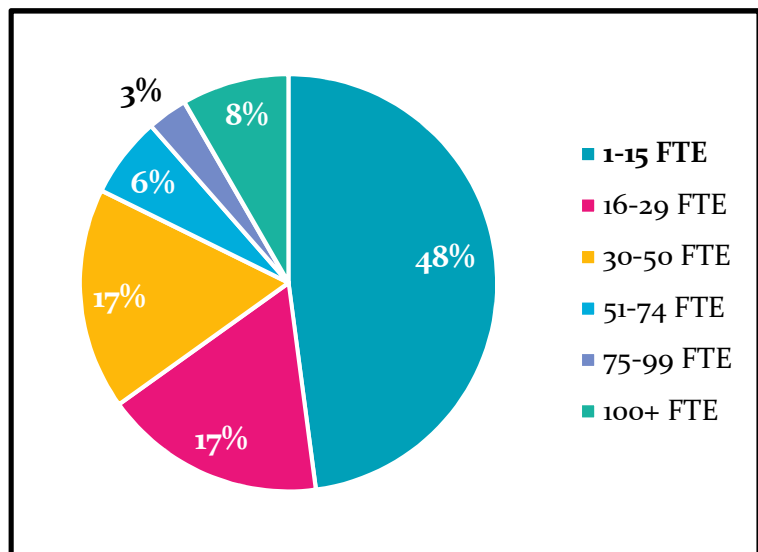
Which position type best fits your role?	Indiana	Michigan
Director	41%	30%
Staff, including non-supervisory librarians	22%	40%
Supervisor	28%	24%
Other (please specify)	9%	5%

Number of Staff (FTE)

Only 33% of survey respondents responded to the number of staff FTE that they have. This average is in line with the fact that the question would only appear for Directors, who are believed to have a good understanding of FTE. One Director did reach out to state they wished they could have also identified part-time, full-time and volunteers.

The majority of respondents, (48%) were from libraries with 15 or less FTE. The spread within the small libraries is noteworthy:

- 21% of respondents working in libraries with 5 or less FTE
- 14% of respondents working in libraries with 6-10 FTE
- 13% of respondents working in libraries with 11-15 FTE



23% of respondents worked in a library or library system with 30-74 FTE.

Close to 8% of respondents worked in libraries of 100+ FTE. Of the 100+ FTE libraries, these ranged from 100-325 FTE.

Conclusion

Awareness and a deeper understanding of what MCLS does and can do is a core need, particularly beyond the decision-makers.

Overall, active use of MCLS services and learning opportunities was greater in Michigan. If the use level is taken the membership size, the usage of services available to both states is much closer. This aligns with the fact that the State Libraries provide service differently.

There are opportunities to:

- Reach out to new members to complete more education, either through MCLS or board members.
- Reach out to individuals within organization to ensure greater usage of membership benefits, in essence promoting beyond the decision-makers
- Clarify how MCLS differs and aligns with MLA, Coops, ALI, PALNI, and MiALA
- Explore provision of training in Northern MI, Upper MI, and IN
- Re-examine service offerings for small public libraries to ensure maximum participation
- Have board members do active outreach with new and existing members

Appendix – Survey Questions

1. Is your library currently a member of MCLS?
 - a. Yes
 - b. No
2. Have you used MCLS services? (Tree question)
 - a. Yes
 - i. Which MCLS services have you used in the last 2 years? (Series of services provided to select, including other – please specify. The list of services was differentiated by state)
 - b. No
 - i. Please tell us why you have not taken advantage of the services provided by MCLS (Series of reasons to select, including other – please specify)
3. Is there anything else you want us to hear?
 - a. Open comment Box
4. What type of library best describes your organization?
 - a. Academic
 - b. Health
 - c. Public
 - d. School
 - e. Special
 - f. Other (please specify)
5. Which position type best fits your role?
 - a. Director
 - b. Staff, including non-supervisory librarian
 - c. Supervisor
 - d. Other (please specify)
6. Please type the number that best represents the size of your staff, excluding volunteers.
 - a. Open-Ended Response