WHAT NOW?
USING SURVEY DATA TO MAKE MEANINGFUL CHANGE IN LIBRARIES

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COMMUNICATING SURVEY RESULTS

Telling stories with survey data

Audience types

Analysis of results

COMMON PRE-COMMUNICATION PITFALLS

Become emotionally involved

Leave your results unanalyzed

Address only the obvious "fires"

STORY TIME

Common elements of convincing stories

EVENTS, SELECTED & ORDERED

Changes

Correlations

Predictions

FROM OUR LIBRARY

Our library is a popular place to study on campus and we're open later than any other building. In 2014, survey respondents said the library was too far from parking lots and bus stops. We worked with facilities and local transit authorities to move an bus stop closer to the library.

GROUPS OF 3-4

Review sample data

[Discuss] What do the data suggest?

Can you write a 3-4 sentence story about this need/problem?

Sharing

COMMUNICATING RESULTS

How have you seen survey results communicated?

COMMON APPROACHES

Executive summary	Presentation	Press release
Blog post	Newsletter article	Annual report

# ALTERNATIVES

Infographics

Announcements

INFOGRAPHIC
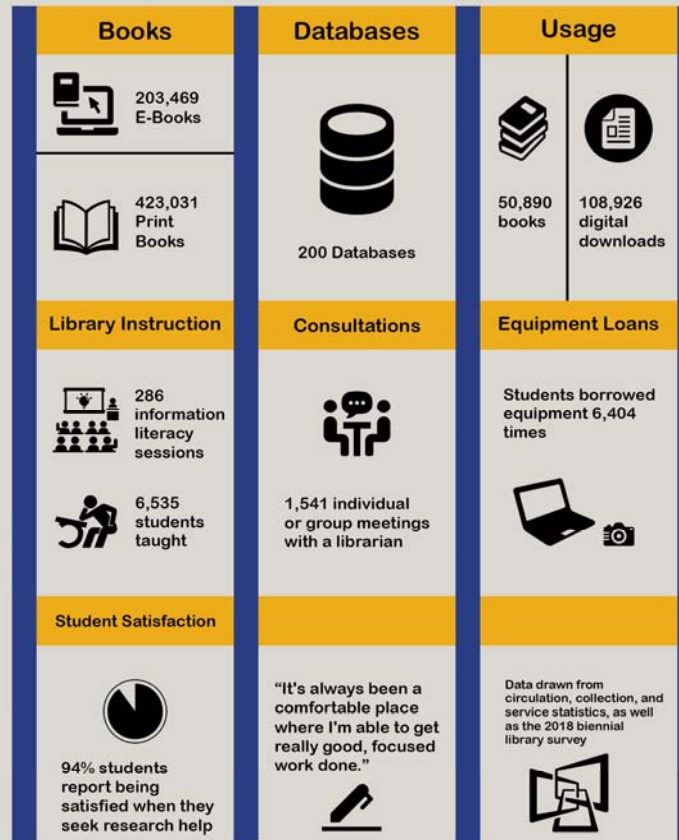
ANNOUNCING A WELCOME CHANGE
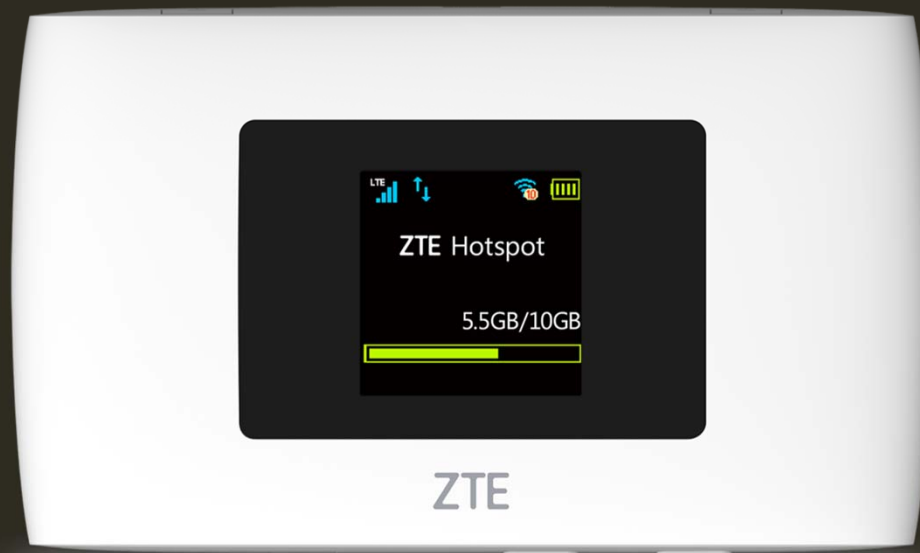
SURVEY ANALYSIS FOR COMMON PROBLEMS IN LIBRARIES

STRATEGIES TO ANALYZE RESULTS

Descriptive statistics

First pass – broad strokes, obvious patterns

Second pass – closer look, dig deeper

Conclusion

SATISFACTION WITH LIBRARY POLICIES

First Pass

Second Pass

Less than 25% of users object to fines and fees

Awareness of fines and fees may be low

Most people have no trouble with the current borrowing schedule

Almost half of users could use more time with material

SAFETY

First pass — Not much concern about daytime safety

Second pass — Non-male users are more concerned about safety, especially at night

QUESTIONS?