



Infosurv Executive Summary

Infopeople Workshop Survey

Prepared for:

Peninsular Library System

Prepared by:



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1 Introduction

The purpose of this Executive Summary is to summarize the most significant findings of the Infopeople Workshop Survey recently administered online. For a more detailed analysis of the results, please reference the computer-generated reports supplied.

The report is divided into three (3) sections:

- 1) Introduction
- 2) Summary of quantitative responses
- 3) Recommendations

1.1 Procedure

An online survey (<https://www.infosurv.com/iws.html>) was administered to 1600 California librarians. Respondents were allowed from 07/10/03 until 8/18/03 to complete the survey.

2 Summary of Quantitative Responses

For analysis purposes we broke the survey up into the following four (4) sections:

- Demographics (3 questions)
- Training Budgets (3 questions)
- Training Locations (1 question)
- Training Topics (12 questions)

2.1 Demographics (3 questions)

Below is a summary of the respondents' demographic profiles:

Question	Response	Percent
1. I work in the following type of library:	Public	68.56%
	Academic	11.75%
	School	6.38%
	Special	5.44%
	Library System	2.00%
	Not Currently Employed in a Library	1.19%
	State Library	0.94%
	Other	3.75%
2. My position is (check all that apply):	Professional	55.55%
	Management	30.83%
	Paraprofessional	14.38%
	Technical	7.94%
	Clerical	4.67%
	Other	5.23%

3. My work assignment is (check all that apply):	Reference	49.15%
	Adult Services	26.24%
	Administration	24.86%
	Instruction	24.23%
	Acquisitions	22.34%
	Circulation	22.03%
	Children's Services	21.33%
	Cataloging/Technical Services	19.45%
	Technology	16.99%
	Outreach	15.29%
	Young Adult Services	13.91%
	Interlibrary Loans	9.94%
	Run Branch	9.57%
	Subject Specialist	9.19%
	Literacy	8.75%
	Serials	7.74%
	Library Media Teacher	6.54%
Run 1-person library	6.04%	
Government Documents	5.10%	
Other	13.22%	

CONCLUSIONS

- At nearly 70%, a majority of respondents work in public libraries. The next largest response groups were from academic and school librarians with 11% and 6% respectively.
- Just over 1% of respondents were not currently employed in a library at the time of the survey.
- Fifty-six percent of the librarians surveyed hold professional positions within their libraries while 31% classified themselves as management. Additional positions represented include paraprofessional, clerical and technical.
- Nearly half of respondents noted that their work assignments are in Reference. Significant percentages also work in Adult Services, Administration, Instruction, Acquisitions, Circulation and Children's Services. At 5%, the smallest percentage of respondents is assigned to the Government Documents section.

2.2 Training Budgets (3 questions)

Below are the survey questions regarding training budgets.

Questions	Responses	Percent
4. I choose which courses to take:	For myself only	62.11%
	For myself and others	33.69%
	I do not choose which courses to take	4.20%
5. Within existing budgetary guidelines, I approve expenditures on training:	I do not approve expenditures on training	64.21%
	For myself and others	24.65%
	For myself only	11.13%
	Lower than last year	47.56%

6. My budget for training for the coming year is likely to be:	About the same as last year	36.31%
	Zero	13.82%
	Higher than last year	2.30%

CONCLUSIONS

Sixty-four percent of respondents choose training courses only for themselves and although only 34% of respondents choose training courses for other people, very few do not choose their training courses at all.

Overall, respondents noted that their budgets are either the same or lower this year than they were last year. Fourteen percent do not believe they will have any budget for training at all next year and 2% think their budgets will increase. Despite these responses, over 64% of respondents do not approve training expenditures anyway.

2.3 Training Locations (1 question)

Below is the question regarding training locations.

Question	Response	Percent
7. I would be willing to attend training at the following Infopeople locations:	San Francisco Public Library, Main	34.59%
	Alameda County Library, Fremont (San Francisco area, east)	27.17%
	Cerritos Public Library (L.A./Orange County area)	22.89%
	Contra Coast County Library, Pleasant Hill (San Francisco area, east)	21.82%
	California State Library, Sacramento	19.94%
	Los Angeles Public Library, Central	19.87%
	Mountain View Public Library (San Francisco area, south)	18.99%
	Solano County Library, Vallejo (San Francisco area north, Sacramento area south)	12.89%
	Belvedere-Tiburon Public Library (San Francisco area, north)	12.52%
	Woodland Public Library (Sacramento area)	11.01%
	Santa Rosa Library (San Francisco area, north)	9.43%
	Fresno County Library (Central Valley)	8.49%
	Riverside County Library, Robidoux Branch (Inland Empire)	8.43%
	San Diego Public Library, Central	8.43%
	San Bernadino Public Library (Inland Empire)	7.67%
	Cabrillo College, Aptos (Central Coast)	7.30%
	Sutter County Library (Sacramento area)	7.04%
Palm Springs Public Library (Inland Empire)	5.85%	
Salinas Public Library (North Central Coast/Central Valley)	5.72%	

	Ventura County Library (Santa Barbara area)	5.72%
	Kern County Library, Bakersfield (Central Valley)	5.66%
	National City Public Library (San Diego area, south)	4.97%
	Chico Branch Library (north state)	4.65%
	Tehama County Library, Red Bluff (north state)	2.89%
	Humboldt County Library, Eureka (North Coast)	2.08%
	Camarena Memorial Public Library, Calexico (south, inland)	1.13%
	Mammoth Lakes Branch Library (Eastern Sierra)	0.94%

CONCLUSIONS

Sixty-four percent of respondents choose training courses only for themselves and although only 34% of respondents choose training courses for other people, very few do not choose their training courses at all.

Overall, respondents noted that their budgets are either the same or lower this year than they were last year. Fourteen percent do not believe they will have any budget for training at all next year and 2% think their budgets will increase. Despite these responses, over 64% of respondents do not approve training expenditures anyway.

San Francisco locations are overall the most popular possibilities for Infopeople workshops, particularly the San Francisco Main Library. Other popular locations are near large cities such as Los Angeles and Sacramento. Very few respondents are interested in attending workshops in the Eastern Sierra, South Inland, North Coast or North State areas.

It is also informative to look at the most popular training locations by region in areas where more than one location offered itself as a possibility for an Infopeople Workshop.

Region	Library Locations	Percent
Central Valley	Fresno County Library (Central Valley)	8.49%
	Salinas Public Library (North Central Coast/Central Valley)	5.72%
	Kern County Library, Bakersfield (Central Valley)	5.66%
Inland Empire	Riverside County Library, Robidoux Branch (Inland Empire)	8.43%
	San Bernadino Public Library (Inland Empire)	7.67%
	Palm Springs Public Library (Inland Empire)	5.85%
	Chico Branch Library (north state)	4.65%

North State	Tehama County Library, Red Bluff (north state)	2.89%
L.A./Orange County	Cerritos Public Library (L.A./Orange County area)	22.89%
	Los Angeles Public Library, Central	19.87%
Sacramento	California State Library, Sacramento	19.94%
	Solano County Library, Vallejo (San Francisco area north, Sacramento area south)	12.89%
	Woodland Public Library (Sacramento area)	11.01%
	Sutter County Library (Sacramento area)	7.04%
San Diego	San Diego Public Library, Central	8.43%
	National City Public Library (San Diego area, south)	4.97%
San Francisco	San Francisco Public Library, Main	34.59%
	Alameda County Library, Fremont (San Francisco area, east)	27.17%
	Contra Coast County Library, Pleasant Hill (San Francisco area, east)	21.82%
	Mountain View Public Library (San Francisco area, south)	18.99%
	Solano County Library, Vallejo (San Francisco area north, Sacramento area south)	12.89%
	Belvedere-Tiburon Public Library (San Francisco area, north)	12.52%
	Santa Rosa Library (San Francisco area, north)	9.43%

2.4 Training Topics (12 questions)

Below are the responses to a variety of training topics split into most and least popular categories.

8. Instruction Skills

Below are the five (5) most popular training topics in the Instruction Skills category.

Response	Percent
Teaching the public to use the Internet.	34.35%
Developing effective library training materials and activities.	30.43%
Creating effective online tutorials.	29.89%
Designing effective library training.	28.81%
Delivering Effective Library Presentations	28.68%

Below are the five (5) least popular training topics in the Instruction Skills category.

Response	Percent
Training the trainer 2003/04 – Spanish version.	1.48%
Training the tech trainer.	5.13%
Training the trainer 2003/04.	7.15%
Training the spur-of-the-moment trainer.	8.70%
Training the Internet trainer.	8.84%

CONCLUSIONS

Respondents are most interested in being trained to teach the public how to use the Internet. In addition, survey respondents would attend training on developing and delivering effective library training materials, activities, online tutorials and presentations.

Overall, respondents noted that they were not interested in training for the trainer 2003/04, the tech trainer, the spur-of-the-moment trainer or the Internet trainer.

9. Library-Specific Computer Skills

Below are the five (5) most popular training topics in the category Library-Specific Computer Skills.

Response	Percent
Computer and Internet Troubleshooting Basics	25.61%
Designing Great Websites	19.97%
Photoshop or Other Graphics Program	18.45%
Assessing Your Websites' Usability	18.31%
Introduction to Microsoft Excel	14.93%

Below are the five (5) least popular training topics in the category Library-Specific Computer Skills.

Response	Percent
Introduction to HTML Using Homesite5	0.46%
Web Images	1.46%
Getting the most from Bibliostat	1.59%
Library Network Security Update	1.79%
Windows Basics	2.46%

CONCLUSIONS

More respondents would like to be trained in computer and Internet troubleshooting than in any other topic. They are also interested in courses dealing with websites such as website design and usability as well as software-specific courses for Photoshop and Microsoft Excel.

As an overall group, respondents are not interested in courses on HTML, web images, Bibliostat, library network security or Windows basics.

10. Library Supervision and Management

Below are the six (6) most popular training topics in the category Library Supervision and Management.

Response	Percent
Marketing the library.	27.13%
Energizing, Encouraging and Inspiring Staff	24.45%
Building Community Support	22.31%
Effective Library Statistics	20.25%
Conflict Resolution in the Library Workplace	20.18%
Library Grant Writing Fundamentals	20.18%

Below are the five (5) least popular training topics in the category Library Supervision and Management.

Response	Percent
Getting the most from Bibliostat	1.31%
Planning for results	2.55%
Planning and Developing a Library Intranet	3.10%
Workforce and Succession Planning and Internal Leadership	3.44%
Negotiation Skills for Library Administrators	3.86%

CONCLUSIONS

In the category Library Supervision and Management, respondents noted an interest in learning how to market the library. Additionally, training courses on staff-related topics were popular, such as, energizing and encouraging staff and resolving conflict in the workplace. Community building, grant writing and library statistics courses would also be effective.

Although conflict resolution courses are popular, respondents were not as interested in a course on negotiation skills for library administrators or internal leadership. Respondents are also not interested as a group in courses on Bibliostat, results planning or a library intranet.

11. New Technologies

Below are the six (6) most popular training topics in the category New Technologies.

Response	Percent
Convenience Technologies: New Tools for Outstanding Customer Service	48.13%
Productivity Technologies: Handling the Workload Without Adding Staff	34.99%
Wireless 101 for Libraries	33.26%
Library Laws for the Web Environment	23.85%
E-books 101	22.92%
Technology Trendspotting	20.83%

Below are the five (5) least popular training topics in the category New Technologies.

Response	Percent
Licensing Electronic Resources	10.92
Planning and Developing a Library Intranet	11.21
Introduction to GIS-Library Applications	11.78
Warp-Speed Communications: E-mail, Chat and Instant Messaging in the Library	16.02
Handheld Services in Libraries	18.89

CONCLUSIONS

In terms of new technology, respondents would like to learn about new tools to offer outstanding customer service and increase staff productivity. Additionally, wireless services, e-books and new trends in technology overall are popular topics.

Unpopular topics in new technology are licensing electronic resources, a library intranet, GIS-Library applications, communication forums, such as email, chat and instant messaging, and handheld services. Although in this category these course ideas are least popular, in comparison with other unpopular course ideas in other categories, these topics are still relatively popular.

12. Infopeople Updates

Below are the five (5) most popular training topics in the category Infopeople Updates.

Response	Percent
Ready Reference on the Internet 2004	63.47%
Search Engine Update	48.11%
Virtual Reference Update	36.67%
Internet Policy and Filtering Update	31.59%
Library Law Update	27.88%

Below are the four (4) least popular training topics in the category Infopeople Updates.

Response	Percent
Z39.50 Update	7.22%
E-books Update	13.30%
ADA Update	15.51%
Government Documents Update	17.08%

CONCLUSIONS

Respondents overwhelmingly agreed that a course on Ready Reference 2004 would be helpful. The following updates also ranked at the top in course popularity: search engine, Virtual Reference, Internet policy and filtering, and Library Law.

Respondents were not comparatively interested in the following updates: Z39.50, e-books, ADA and government documents.

13. Personal and Professional Development and Efficiency

Below are the five (5) most popular training topics in the category Personal and Professional Development and Efficiency.

Response	Percent
When Being Nice Isn't Working: Service, Safety and Security	38.14%
Communication Skills for the Library Front Line	33.31%
Mastering Tough Public Service Situations	32.21%
Coping and Stress Reduction in the Library Workplace	29.03%
Information Competency for Library Staff	27.38%

Below are the five (5) least popular training topics in the category Personal and Professional Development and Efficiency.

Response	Percent
Mastering Communications with Technical Personnel	7.45%
Resumes and Interviews in the Library Marketplace	9.93%
Managing Up	11.72%
Negotiation Skills for Library Staff	14.21%
Career Planning for Library Staff	14.62%

CONCLUSIONS

Respondents are interested in bolstering communications between library employees. In particular, safety, communication skills for the library front line, mastering tough public service situations, stress reduction and information competency.

Not as interesting are courses in communicating with technical personnel, resumes and interviews, managing up, negotiating and career planning.

14. Library Customer Service

Below are the three (3) most popular training topics in the category Library Customer Service.

Response	Percent
Good Library Customer Service in 2004	54.18%
Mastering Tough Public Service Situations	47.49%
Fish! And Pickle Techniques for Libraries: Creating the 21 st Century Service Approach	40.36%

Below are the three (3) least popular training topics in the category Library Customer Service.

Response	Percent
Developing a Customer-Centric Plan of Service	33.60%
Library Customer Service Fundamentals	37.45%
When Being Nice Isn't Working: Service, Safety and Security	37.53%

CONCLUSIONS

All of the customer service topics listed on the survey are very popular, particularly a general course on customer service, mastering tough public service situations and creating a 21st century service approach. Although relatively less popular, the following topics were also popular overall: developing a customer-centric service plan, customer service fundamentals and how to maintain a safe environment when being nice is not working.

15. Subject-Specific Internet Resources

Below are the six (6) most popular training topics in the category Subject-Specific Internet Resources.

Response	Percent
Health and Medical Resources on the Internet	32.17%
Business Resources on the Internet	28.98%
Job Resources on the Internet	28.48%
Consumer Resources on the Internet	27.70%
Government Online	25.71%
Legal Resources on the Internet	24.86%

Below are the six (6) least popular training topics in the category Subject-Specific Internet Resources.

Resources	Percent
Census 2000 Introduction	14.63%

Investing and Finance on the Internet	14.91%
Seniors on the Net	17.97%
Science and Technology Resources on the Internet	18.96%
Art, Music, Antiques and Collectibles on the Internet	20.60%
Genealogy Resources on the Internet	21.45%

CONCLUSIONS

In terms of subject-specific Internet resources, the following are most popular: health and medical, business, employment, consumer, government and legal resources. Librarians feel they would be best able to provide superior customer service if they have more intimate knowledge of Internet resources in these areas.

Although these resources are not as popular as those listed above, overall they were also popular topics: Census 2000, investing and finance, senior-oriented services, science and technology, art, music, antiques and collectibles, and genealogy.

16. Reference and Public Services

Below are the five (5) most popular training topics in the category Reference and Public Services.

Resources	Percent
Ready Reference on the Internet	39.61%
Readers' Advisory on the Internet	34.95%
How to Promote Reading in your Community	31.69%
Integrating Electronic and Non-Electronic Reference Resources	31.48%
How to Start and Run a Book Group	30.51%

Below are the four (4) least popular training topics in the category Reference and Public Services.

Resources	Percent
Reference Interview Fundamentals	19.53%
Government Documents Fundamentals	21.75%
Reference Fundamentals	24.39%
Virtual Reference 101	26.62%

CONCLUSIONS

Nearly 40% of respondents would be interested in a course on Ready Reference. Similarly, respondents noted that they would like training in Readers' Advisory, promoting reading the community, integrating electronic and non-electronic reference resources and how to start and run an effective book group.

Again, although these topics are relatively unpopular in this category overall they would still interest a number of respondents: reference interview fundamentals, government documents, reference and Virtual Reference 101.

17. Serving Diverse Communities

Below are the six (6) most popular training topics in the category Serving Diverse Communities.

Resources	Percent
Community Outreach	39.44%
Library Services for New Americans	27.15%
Senior/Teen Blended Programs	26.92%
Developing ESL Collections and Services	25.87%
Accessible Electronic Services for People with Disabilities	25.26%
Internet Resources for the Spanish Speaker	24.28%

Below are the six (6) least popular training topics in the category Serving Diverse Communities.

Resources	Percent
Internet Resources for Native Americans	6.26%
Internet Resources for the African American Community	8.67%
Teaching Spanish-Speaking Patrons to use the Internet	12.97%
Internet Resources for the Asian American Community	14.25%
Developing Spanish and Latino Interest Collections Using the Web and Online Sources	21.72%
ADA Fundamentals for California Libraries	21.87%

CONCLUSIONS

Overall, respondents are concerned with community outreach in general – nearly 40% of the group noted this on their survey. In terms of specific groups in the community that respondents would like to better serve, new Americans, seniors and teens, Spanish speakers and patrons with disabilities topped the list. In addition, learning how to develop English as a second language (ESL) collections and services is an important topic.

In general, respondents were not interested in learning about internet resources for Native American or African American patrons. This could reflect the demographic makeup of their customers.

18. Technical and Support Services

Below are the six (6) most popular training topics in the category Technical and Support Services.

Resources	Percent
Strategies for Keeping Your Collection Alive When Your Budget Is Cut	46.68%
Using the Web for Collection Development	40.41%
Book Repair	27.13%
Collection Development Fundamentals	25.09%
K-12 Collection Development Fundamentals	21.88%
Cataloging Fundamentals	20.20%

Below are the six (6) least popular training topics in the category Technical and Support Services.

Resources	Percent
Serials Cataloging Update	8.83%
Technical Processing Fundamentals	9.56%
Interlibrary Loan and Document Delivery Fundamentals	9.56%
Circulation Fundamentals	9.70%
Developing Spanish and Latino Interest Collections Using the Web and Online Sources	14.00%
Cataloging Electronic Resources	18.31%

CONCLUSIONS

Overall, in the Technical and Support Services category, respondents are interested in collection development. Almost 50% of the survey group would like to learn how to keep their collection alive in the face of budget cuts. Additionally, using the web to develop the library collection, book repair, K-12 specific collection development and cataloging fundamentals were all listed as specific collection development issues that respondents would like to learn more about.

Respondents were not as interested in other collection development areas such as serials and electronic resources cataloging, circulation, technical processing, interlibrary loan and document delivery. In addition, developing Spanish and Latino specific collections using the web and online sources was not of great interest to respondents.

19. Youth Services

Below are the six (6) most popular training topics in the category Youth Services.

Resources	Percent
Providing Homework Help	28.70%
Young Adult Service Fundamentals	24.66%
School/Public Library Cooperation: Best Practices	22.81%
Teens and the Internet	19.28%
Developing Multimedia and Digital Resource Collections for Teens	18.27%
Finding it for Kids on the Internet	18.27%

Below are the five (5) least popular training topics in the category Youth Services.

Resources	Percent
Technology Survival Skills for School Librarians	4.46%
School Library Fundamentals	5.22%
K-12 Collection Development Fundamentals	9.34%
Children's Service Fundamentals	11.53%
Practical Technology for Children's Library Services	11.62%

CONCLUSIONS

When working with young people, respondents are interested in being able to help with homework, cooperating with schools, youth-specific Internet resources and developing their multimedia and digital resource collections for teens.

Respondents were not particularly interested in attending courses regarding technology survival skills, school library fundamentals, K-12 collection development and technology for children's library services.

3 Recommendations

Based on the analysis of the participants' responses provided in the survey, we would like to make the following recommendations on how the Infopeople Workshop can further improve participant satisfaction.

1. **Tailor Infopeople courses to fit your demographic.** A majority of survey respondents work in public libraries, specifically in reference. Tailoring workshop courses to reflect these interests will be beneficial for participants.
2. **Develop a course that integrates new technology and customer service.** Nearly 50% of respondents were interested in learning more ways to use technology to provide better customer service. Focusing on this area should increase participants' interest in the workshop as well as their satisfaction with the workshop.
3. **Update participants on Ready Reference on the Internet 2004.** Sixty-three percent of the survey group was interested in an update on Ready Reference on the Internet 2004. Keeping participants up to date allows them to make the most of the technology and resources available to libraries.
4. **Focus on Customer Service Fundamentals.** Just over 54% of respondents are interested in a course on providing good customer service in 2004. Providing a solid base of knowledge in this area will allow participants to really apply the more specific courses such as integrating technology and customer service.

- 5. Maintain the workshop's innovative edge.** Infopeople already does a very good job of this as evidenced by this survey – polling participants as to their interests will allow you to create a timely and effective workshop. In addition, providing courses on cutting edge topics that participants did not necessarily suggest but that would open up new ideas will make the Infopeople Workshop a benchmark.

We sincerely hope that this report provides value to the Infopeople Workshop as it works to continually improve its participant satisfaction. If you would like some more information about any of the topics discussed above, please feel free to contact us at any time. Thank you for using Infosurv, and we look forward to working with you again soon.

Jared Heyman
Project Manager
Infosurv, Inc.
888.262.3186 x133 (toll-free)
jared.heyman@infosurv.com

Deanna Smith
Survey Analysis Specialist
Infosurv, Inc.
888.262.3186 x134 (toll-free)
deanna.smith@infosurv.com