

# Lake Bluff Public Library

Actions Taken in Response to Patron Satisfaction Survey

Drafted: Eric Bailey, Library Director

[www.lakeblufflibrary.org](http://www.lakeblufflibrary.org)

123 E. Scranton Ave. Lake Bluff, IL 60044

Phone: (847) 234-2540 Fax: (847) 234-2649 E-Mail: [circdesk@lakeblufflibrary.org](mailto:circdesk@lakeblufflibrary.org)

## **STATEMENT OF INTENT:**

On March 11, 2014 the Lake Bluff Public Library completed a summary of the survey data collected from December 5, 2013 to February 7, 2014. Responses were collected from 272 respondents and showed a number of distinct trends. The survey summary illuminated these trends and provided recommendations for the future. Please see the 'Patron Satisfaction Survey' for the full details. The intent of this response is to provide information on how the Lake Bluff Public Library is working, now and in the future, to exceed the recommendations of the summary.

## **LIBRARY BUILDING AND GROUNDS**

A majority of respondents (56.99 percent) visit the library 2 to 4 times per month, with the primary reason being to check out materials (92.28 percent). The satisfaction rating of the building was rated as 4.29 out of 5. A total of 79.78% of users were satisfied with the current space. A total of 20.22%, however, wanted more space for quiet study areas, teen space, and public meetings.

### ACTIONS

- Recent and continuing renovations to the Library building and its landscaping continue to improve the accessibility and attractiveness of both. These include:
  - The 2011 renovation of the Library's facilities;
  - Ongoing improvement of the facilities following the renovation;
  - Landscape projects in 2012 and 2013, and;
  - Commitment to the maintenance of these improvements.
- Included in the budget for Fiscal Year 2014-2015 are funds to engage a consultant to analyze the facilities. This will include:
  - Analysis of space usage;
  - Analysis of facilities maintenance, with the expenses and plans for both;
  - Projected 15 years ahead.

## **MATERIALS USAGE**

On a scale of 1 to 5, the Library managed a 4.26 in collection satisfaction. Adult fiction and nonfiction, followed by Adult AV materials, were rated as the most used collections. A lack of extra copies of popular titles was rated as the largest concern.

### ACTIONS

- The Library continues to expand its collection of online resources based off of community analysis and feedback. Digital materials help eliminate the problem of space.

- Physical materials remain important to Library users and the Library is committed to providing strong collections as long as this remains the case. This was a consideration in the creation of the Fiscal Year 2014-2015 budget when allotting money for digital and physical materials.
- Materials usage statistics will be provided to the consultant hired to perform space analysis.

## **LIBRARY WEBSITE**

The Library's website achieved a solid average rating from users of 4.02 on a scale of 1 to 5. Usage focused on locating materials, with smaller percentages accessing the site for other reasons

### ACTIONS

- Following the March 2014 implementation of the Library's new online catalog, Sierra Encore, a new website is being designed. The new website will prioritize:
  - Making digital materials as visible and friendly to use as possible;
  - Continuing the integration of new technologies and features, and;
  - Providing a wealth of easy to find information while allowing patrons to select as little or as much of what is provided as they so choose. And, most importantly, the website will stay approachable and easy to access.

## **ONLINE CATALOG**

A total of 23.53% of respondents stated that they preferred not to use the catalog or did not know it existed.

### ACTIONS

- Innovative Interface's Sierra Encore online catalog replaced Library.Solution on March 24, 2014. This means:
  - Many of the concerns raised by patrons have already been addressed;
  - More concerns will be addressed, along with enhanced functionality, once implementation is complete and the next version of Sierra Encore is released this summer, and;
  - Innovative Interfaces acquisition of Polaris, one of their main rivals, should lead to exciting developments in the future as the companies and their software integrate.

## **DIGITAL RESOURCES**

A total of 47.06% of respondents stated they never used digital resources and 29.78% indicated they only used these resources 1 or fewer times a month. Not having been aware of the resources available and a preference for other formats were the primary reasons given for lack of use. Respondents indicated that they wanted more eBooks, eAudiobooks, and streaming eVideos available.

### ACTIONS

- The Library's eBook and eAudiobook collection is much better integrated in Sierra Encore than the previous online catalog;
- The Library is increasing its investment in digital copies of popular titles for the exclusive use of its own patrons, which will shorten wait times;
- An eVideo collection is being developed to allow current and popular films to be streamed from the Library's website, and;
- Plans are underway to increase the accessibility and visibility of digital collections.

## **LIBRARY PROGRAMMING**

Of respondents 47.43% indicated they attended one or fewer programs a month and 44.49% indicated that they never attended programs. On a scale of 1 to 5 for satisfaction the average response was 3.93.

### ACTIONS

- The first draft of a community outreach plan was created April 2014, and will allow greater cooperation and collaboration with community organizations and businesses;
- Programs will be subject to a higher level of scrutiny to identify those that are most successful, and;
- Ways to increase the reach of program advertising are being explored.

## **OVERALL SATISFACTION**

Overall, the Lake Bluff Library's average response in total satisfaction was 4.38 on a scale of 1 to 5. Customer service was rated on average at 4.66 on a scale of 1 to 5. Those respondents who cited a reason for lower satisfaction indicated that more space and larger collections would be welcome.

## ACTIONS

- Friendly and personal service remains the Lake Bluff Public Library's hallmark, and;
- The Library should continue to work to be as active in the community as possible.

**SUMMARY:** The staff members and Board of Library Trustees of the Lake Bluff Public Library consider community feedback very important. Action has already been taken to improve service, based off of survey feedback, in many ways. Both staff and trustees look forward to maintaining an open dialogue with the community of Lake Bluff, and to continuing to grow as it grows.