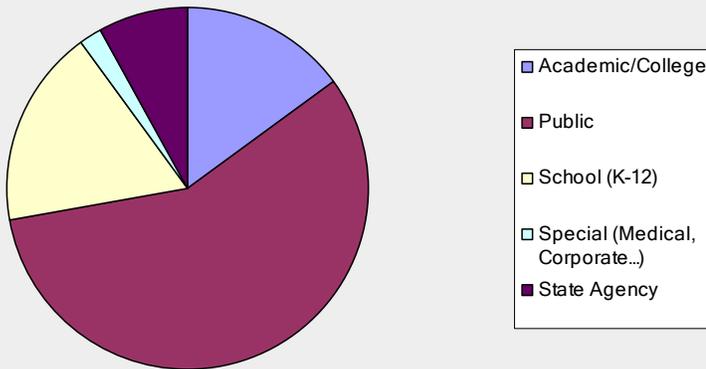


Survey Results ~ December 2010

What type of library or organization do you work in?

Answer Options	Response Percent	Response Count
Academic/College	14.9%	37
Public	57.4%	143
School (K-12)	17.7%	44
Special (Medical, Corporate...)	2.0%	5
State Agency	8.0%	20
answered question		249

What type of library or organization do you work in?



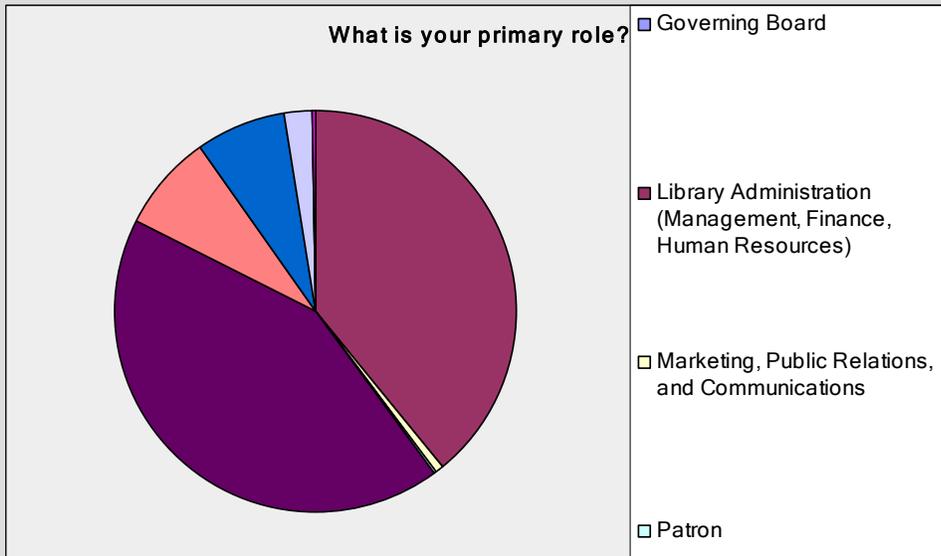
skipped question

3

What is your primary role?

Answer Options	Response Percent	Response Count
Governing Board	0.0%	0
Library Administration (Management, Finance, Human Resources)	39.3%	97
Marketing, Public Relations, and Communications	0.4%	1
Patron	0.4%	1
Public Services (Reference, Instruction, Circulation, Audio Visual, Archives and Special Collections, Special Outreach Services, Programs, Youth Services)	42.5%	105
Support Services (Maintenance, Security, Integrated Systems, Information Technology)	7.7%	19
Technical Services (Acquisitions, Serials, Cataloging and Classification, Preservation)	7.3%	18
Library Membership Organization	2.0%	5
Vendor	0.0%	0
Volunteer or Friend of the Library	0.4%	1

answered question 247



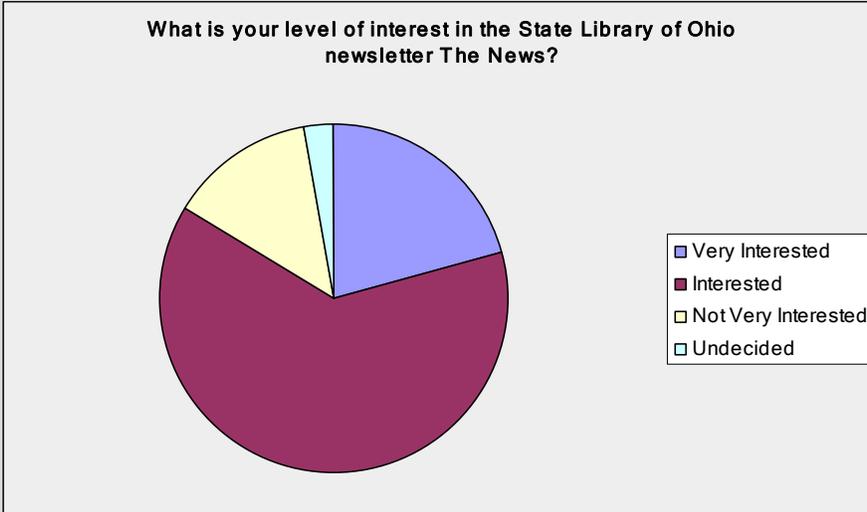
skipped question

5

What is your level of interest in the State Library of Ohio newsletter The News?

Answer Options	Response Percent	Response Count
Very Interested	20.9%	50
Interested	62.8%	150
Not Very Interested	13.4%	32
Undecided	2.9%	7

answered question **239**



skipped question **13**

How often do you read the State Library Newsletter?

Answer Options	Response Percent	Response Count
Once a month	63.3%	152
Once every few months	15.8%	38
Only when the theme is relevant to my work or library type	17.9%	43
Never	2.9%	7

answered question **240**

skipped question **12**

How satisfied are you with the delivery method of the newsletter?

Answer Options	Response Percent	Response Count
Very Satisfied	41.4%	96
Satisfied	50.4%	117
Dissatisfied	3.4%	8
Undecided	4.7%	11
<i>answered question</i>		232



skipped question

20

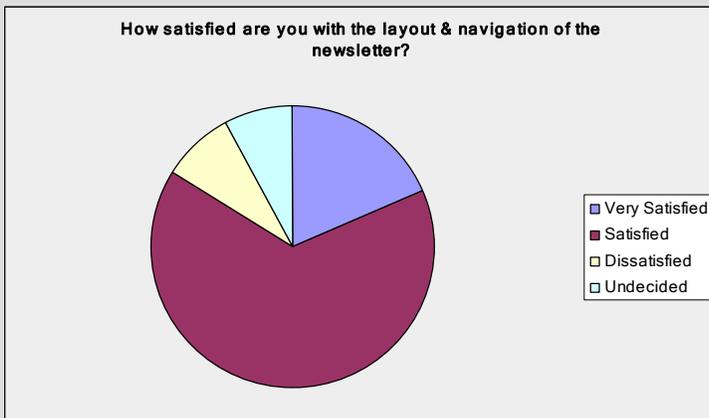
If you are unsatisfied with the delivery method, how would you prefer to receive the newsletter?

Answer Options	Response Count
	10
<i>answered question</i>	10
<i>skipped question</i>	242

Number	Response Date	Response Text
1		I have never received one and never knew it existed.
2		I would rather have the newsletter in paper format or received in pdf format so I can print it out. I do like reading newsletters online.
3		n/a
4		email
5		Sometimes when it arrives electronically; it is not formatted like a regular newsletter. All the copy is found in one giant paragraph.
6		The option and / or choice of a hard copy!
7		It's a giant file and we have a limited-sized inbox. I'd like to get a notice that it's available as a webpage, just a hyperlink to that page instead.
8		It does not print out well. A PDF file would be much better for me, even though it has hyperlinks.
9		Would like hard copy to carry with me - it sometimes gets buried in my emails.
10		I hate having to click through the web page so many times to get to the newsletter. It would be nice to have a direct link from e-mail.

How satisfied are you with the layout & navigation of the newsletter?

Answer Options	Response Percent	Response Count
Very Satisfied	18.5%	43
Satisfied	65.5%	152
Dissatisfied	8.2%	19
Undecided	7.8%	18
<i>answered question</i>		232

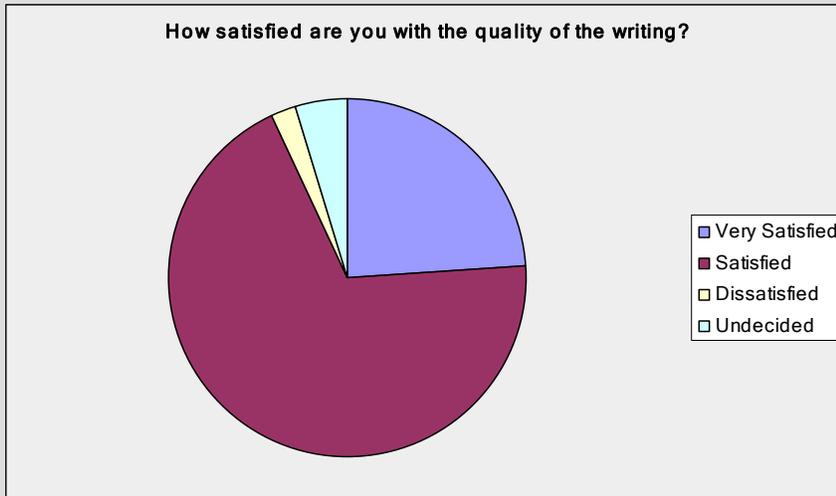


skipped question

20

How satisfied are you with the quality of the writing?

Answer Options	Response Percent	Response Count
Very Satisfied	23.8%	55
Satisfied	69.3%	160
Dissatisfied	2.2%	5
Undecided	4.8%	11
<i>answered question</i>		231

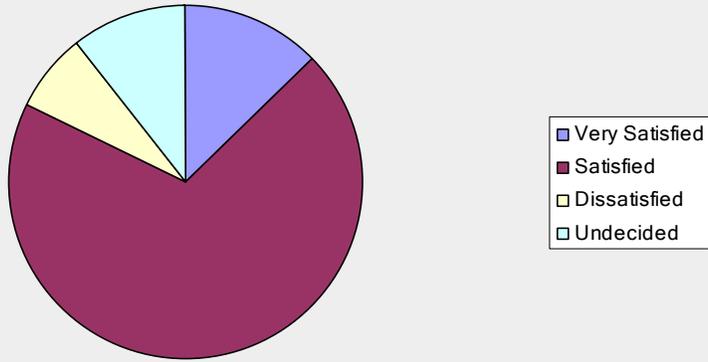


skipped question **21**

How satisfied are you that the themes and articles are relevant and helpful to you in your current position or role?

Answer Options	Response Percent	Response Count
Very Satisfied	12.8%	28
Satisfied	69.4%	152
Dissatisfied	7.3%	16
Undecided	10.5%	23
<i>answered question</i>		219

How satisfied are you that the themes and articles are relevant and helpful to you in your current position or role?



*skipped
question*

33

We would like to know the themes that were of greatest interest to you. Please select the themes that are in your top five of favorites from December 2009 - November 2010.

Answer Options	Response Percent	Response Count
Dec 09' - Year in Review	20.4%	42
Jan 10' - Libraries Coping with Budget cuts	69.4%	143
Feb 10' - Social Media, Networking, and Web Meetings with Libraries	49.0%	101
Mar 10' - Volunteers and Friends groups	20.4%	42
Apr 10' - Mobile Services	17.5%	36
May 10' - Summer Reading Programs	39.3%	81
June 10' - Regional Library Services	29.1%	60
July 10' - Services for Patrons with Special Needs	18.4%	38
Aug 10' - Digital Media Collections / Virtual Library Services	41.7%	86
Sept 10' - Intellectual Freedom	31.1%	64
Oct 10' - Academic Libraries	16.0%	33
Nov 10' - School Libraries and Public Libraries collaborations	46.6%	96
<i>answered question</i>		206
<i>skipped question</i>		46

How satisfied are you with your ability to submit information or articles for inclusion in the newsletter?

Answer Options	Response Percent	Response Count
Very Satisfied	6.5%	14
Satisfied	34.3%	74
Dissatisfied	2.8%	6
N/A	56.5%	122
<i>answered question</i>		216
<i>skipped question</i>		36

How often do you forward articles from the newsletter on to your colleagues?

Answer Options	Response Percent	Response Count
Once a month	3.3%	7
Once every few months	8.4%	18
Only when the theme is relevant to their work or library type	42.8%	92
Never	45.6%	98
<i>answered question</i>		215
<i>skipped question</i>		37

If you forward articles, who do you forward them to?		
Answer Options	Response Percent	Response Count
Governing Board	7.5%	13
Library Administration (Management, Finance, Human Resources)	14.9%	26
Marketing, Public Relations, and Communications	4.0%	7
Patron(s)	4.6%	8
Public Services (Reference, Instruction, Circulation, Audio Visual, Archives and Special Collections, Special Outreach Services, Programs, Youth Services)	39.7%	69
Support Services (Maintenance, Security, Integrated Systems, Information Technology)	6.3%	11
Technical Services (Acquisitions, Serials, Cataloging and Classification, Preservation)	14.9%	26
Library Membership Organization	0.0%	0
Vendor	1.1%	2
Volunteer or Friend of the Library	2.9%	5
N/A	45.4%	79
<i>answered question</i>		174
<i>skipped question</i>		78

Do you think the newsletter effectively provides information of interest to Ohio libraries?		
Answer Options	Response Percent	Response Count
Yes	81.1%	172
No	5.7%	12
Don't Know	13.2%	28
<i>answered question</i>		212
<i>skipped question</i>		40

What, if any, information or themes would you like to see included in the newsletter in the future?

Answer Options	Response Count
	28
<i>answered question</i>	28
<i>skipped question</i>	224

Note: Some responses are highlighted--It is to only separate responses for the reader.

- 1 I'm not sure there's anything that is within your scope that would interest me greatly but I do look to see just in case. I don't see this as a problem or flaw on your end, just the nature of your institution and my position.
- 2 programming ideas; trends & innovations in library services, marketing issues
The newsletter should contain relevant information on the state of Librarianship with the state. But maybe it ought to hit some controversial points like unemployment, excess of MLIS grads with no where to go. How library's are more than relevant - but essential - innovations...
- 3 More technology-related articles.
- 4 More educational technology tips articles
- 5 human interest
- 6 RDA
- 8 Resources of performers. Ohio authors, Ohio book awards. Small library activities
Recommendations on technologies school libraries should invest in, comparisons between
- 9 subscription database services.
- 10 More school related information
school libraries are vital--how can we sustain them and convince nonbelievers shouldn't there be a state mandate that school libraires especially grades 7--12 be staffed by
- 11 PROFESSIONAL CERTIFICATED LIBRARIANS
Maybe the histories of certain libraries (famous libraries) and how libraries (in general) have evolved over time, or adapted to change.
- 12 more teen services topics, but only because that's my area; you cover a wide variety of relevant topics.
- 14 It's a duplication of material received elsewhere.
- 15 What's going on at the state library
- 16 School library information
shorter, more bullet like format--where to go for more more info. content too public library oriented.
- 17 More communication on how SLO and libraries can work together, much like OLC
- 19 MORE, Collection Development
- 20 Academic libraries & more on social media / QR code use
E-book usage and how the library can serve patrons with ebook concerns. Book
- 21 recommendations & reviews, (ie The Top 10 books of the year for adults, teens, and children)
- 22 See below
The once a year issue for academic libraries doesn't cut it. It seems that the newsletter is totally geared toward public libraries and the academic side of issues is not address. I guess that is why we have separate organizations.
- 23 Literacy programs to enhance CORE standards K-12
- 25 special libraries & collaboration w/public libraries
Copyright of Internet issues and student projects. Specifically images not just text.
- 26 Social networking ethics amongst teenagers.
- 27 Small libraries
- 28 collaboration and consolidation

What other suggestions or comments do you have about the newsletter?

Answer Options	Response Count
	19
<i>answered question</i>	19
<i>skipped question</i>	233

Note: Some responses are highlighted--It is to only separate responses for the reader.

- 1 This is not a content criticism but, I guess, an online publishing problem. I like to print the articles out and read them later but when I do, the menu (About Us|Contact Us|Help...etc) from the bottom of the State Library's website page prints on top of the beginning of most of the printed pages so I can't read some of the lines there. Can the print setup of those pages be done differently so that won't happen? Please.
- 2 I would change the online format to look more like the newsletter that is emailed.
- 3 The visual formatting is dreadful. I scan the headlines for anything of note to me but my eyes keep trying to veer elsewhere and have to be forced back.
- 4 I think it is an important vehicle - I have not taken advantage of it as I should. But due to your survey I will be more diligent.
- 5 Font/layout is awful for reading on a screen.
- 6 I like the newsletter, but I find it a little difficult to read. Perhaps you could explore software and formatting options that would display full articles, rather than having to click to keep navigating through articles. Or a pdf version? I enjoy the newsletter, though. Good job.
- 7 I always look forward to receiving and reading the newsletter! Keep up the great work.
- 8 Last months the links to the second part of the article did not appear to be working.
- 9 It seems very effective as is.
- 10 keep up the good work!
- 11 Particularly dislike the director's column.
- 12 The format of it through email is so dense that it is not fun to read. I scan it briefly but don't find it very useful to my work.
- 13 I really enjoyed writing the article on intellectual freedom. I wish I had known of your theme of public library/school library cooperation bc we at Scioto hve great cooperatives with the Delaware Library and, in the past, Cols Metro Library. Please let me know of themes and I'd be more than happy to write if the theme is relevant to what I am doing. Do not send it to my home email as I get alot at home already. Thanks! :-)
- 14 everything is dumb-downed
- 15 I really enjoy getting it.
- 16 I'd really like to see the newsletter delivered in a graphics-light HTML e-mail that has article headings with a brief description. That would make finding stories of interest and navigation much easier. The WebJunction newsletter is a good example, and I'm not sure why the State Library newsletter is delivered in such a different way.



- 17 There has been far too much patting the State Library on the back since Mike has been gone. Get out in the front lines more!
- 18 With state budget uncertainties, keep ALL libraries at state institutions in the loop. Thanks.
- 19 I print what I read. I would read the newsletter more if it were easily printable, such as a PDF.