COMMUNITY ASSESSMENT TOOL

Better Decisions through Information and Insight from Community Surveys

The Community Assessment Tool will guide you in deciding:

Where to invest resources
- Print Collection
- AV Collection
- Facilities
- Programs
- Staff development

How to keep current users/acquire new ones
- Millenials
- GenX
- Baby Boomers
- Traditionalists

What kinds of training would be useful
- Customer service
- Managing complaints
- Computers/technology
- Facilities management
- Marketing and public relations
- Special programming

How to get a local tax initiative passed
- Assessment of voter attitudes toward a tax issue
- Analysis of users verses non-users
- Issues important for solidifying the "yes" vote
- Issues important for shifting the "swing" vote
- Guidance for marketing the campaign

What really matters to people
- Drivers of customer satisfaction
- Drivers of increased customer usage
- Possibilities for market expansion
- Social experiences
- Safety concerns

80% to 95% of library users are clearly satisfied with the services of their local library. But…

As one library director put it, we stopped surveying our community because "people love us." We have found that just community love is not enough.

> **Our research shows that libraries live or die on that 15% in patron satisfaction.**

Whether 80% or 95% of your users are clearly satisfied may make a decisive difference in

- Your ability to pass a local tax initiative
- Your ability to reach non-users
- Your ability to increase attendance at library programs.
- Your ability to impact your community.
- The quality of the "community chatter" regarding your library.

Holy COW! CONSULTING

The Community Assessment Tool is a 63-question, single-sheet survey with a 30% - 50% return rate. The information it provides you:

OVERALL CUSTOMER SATISFACTION INDEX
> Gives you critical information regarding the community's evaluation of the overall performance of your library.

DRIVERS OF CUSTOMER SATISFACTION AND INCREASED USAGE
> Indicates what the "levers" are in your library services where small changes can have large effects on satisfaction and usage.

GROWTH IN USAGE RATE
> Provides an important but hard to get piece of information for marketing your library to the community at a time when circ rates do not tell the whole story.

NUMBER OF NON-USERS, INFREQUENT USERS, AND FREQUENT USERS IN YOUR COMMUNITY
> Lets you know how you are doing reaching your market and what your potential is for expansion.

SOCIAL VALUE INDEX
> Guides you in understanding how important the library is as a social gathering space and not merely an information gathering place.

EIGHT CRITICAL PERFORMANCE INDICES

Staff index	Technology index
Facilities index	Collection index
Operations index	Speed index
Program index	Malfunction recovery index

GOALS FOR EXPANDING YOUR MARKET BROKEN OUT BY
> Usage – Guides you in reaching non users as well as shaping the usage of current users.
> Age – Assists you in assessing the needs of all ages

DEMOGRAPHICS
> Demographics include age, education, number of children, distance from library, years in community, department used.

Plus a **COMPARATIVE PROFILE** on all indices and goals to benchmark your performance against others in your industry.

Malfunction Recovery Index
Percentile ranks are provided to indicate how a library is doing in comparison with other libraries on each of 10 indices. This is merely a sample for a single ind

Percentile Rank
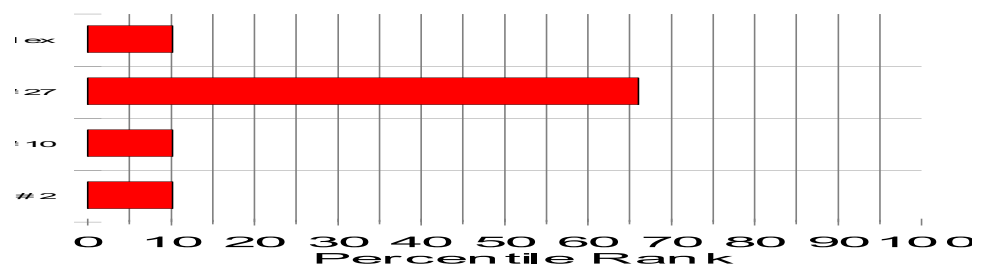
How the *Community Assessment Tool* Process Works

1. A decision is made to proceed and a contract is signed. No up front payment is required from the library.
2. Supplemental questions are customized for the individual library and developed in consultation with Holy Cow! Consulting.
3. Holy Cow! Consulting obtains voter records in electronic form from the local Board of Elections.   From these a random sample is generated to create a mailing list.
4. Holy Cow! Consulting provides the library with surveys, mailing envelopes, and return envelopes in quantity along with two sets of mailing labels and a full set of instructions on how to insure a good return rate.
5. The library mails out and then receives all surveys which are boxed and returned to Holy Cow! Consulting for processing.
6. Data from the surveys is entered twice and checked to insure accuracy.
7. A report and analysis is provided to the library.
8. Holy Cow! Consulting is available by phone to answer all questions regarding interpretation and to run additional cross-tabulations as requested at no additional charge.

We get

out of the

FOG

of decision-making

when we

use more **Facts**

fewer **Opinions**

and stop **Guessing**

For more information contact

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