

WiLS MEMBER SURVEY – WHAT DID WE LEARN? WHAT DO WE DO ABOUT IT?

WHAT DID WE LEARN?

About Current WiLS Services

Overall Level of Satisfaction:

Percent of current members rating Cooperative Purchasing as “essential” – 83.9%

- Highest satisfaction rating was for “responsiveness of staff;” lowest satisfaction rating was for the “level of discount”
- The most satisfied are School libraries – who are the biggest user of the service
- The least satisfied are State Agencies, Public and Public Library Systems – who are all among the lowest level users

Percent of current members rating WiLS ILL as “essential” – 84.3%

- Highest satisfaction rating was for “responsiveness of staff;” lowest satisfaction was for the “value relative to cost”
- The most satisfied are Special, Schools and Academic libraries
- The least satisfied are Public and Public Library Systems

Percent of current members rating WiLS OCLC as “essential” – 84.6%

- Highest satisfaction rating was for “responsiveness of staff;” lowest satisfaction was for the “value relative to cost”
- The most satisfied are Academic, School and Special libraries
- The least satisfied are Public and Public Library Systems

Summary: Schools clearly have a very positive view of WiLS; even the services that very few of them use were rated highly. The opposite can be said for Public and Public Library Systems; direct ILL service to these communities is fairly small.

Problems Encountered in Using WiLS Services:

Across the full list of “problems encountered”, 94.6% of the responses were “rarely or never” encountered problems.

Areas that were rated lower than an overall 94.6% included:

- OCLC costs – 91.3%
- Availability of fee information – 94.2%
- Understanding of when WiLS OCLC surcharge is applied – 93.7%
- Quick answers to technical questions – 93%
- Quick answers to OCLC questions – 91.6%
- Accurate answers to technical questions – 92.9%
- Accurate answers to OCLC questions – 91.6%

About WiLS Recent Initiatives

- Most respondents support WorldCat/BadgerCat; only Schools and State Agencies responded that this initiative was “somewhat or very unimportant”
- Wisconsin Heritage Online is “somewhat” important/unimportant with the least value assessment coming from Academic and Other Special libraries
- AskAway is “somewhat unimportant” across the board with the exception of Public Library Systems

About Understanding of WiLS in the Community

There are a lot of misconceptions about WiLS – even among long-term members.

- On a scale of +2 (definitely-the accurate information) to –2 (definitely–the inaccurate information), the average “score” across all items was .65.
- The highest score (the most knowledgeable) was State Agencies (1.13) followed by Public Library Systems (.95) with Academic libraries third (.88)

About the Value of a WiLS Leadership Role and WiLS Effectiveness in this Role

“Input into WiLS services/decision making” is valued by State Agencies (1.0) and Academic libraries (.98) and to a lesser extent by Public Library Systems (.78). It is not important in the rest of the community

The overall value of “WiLS facilitating collaboration” was .83 with 65.1% of the respondents rating this very or somewhat important. WiLS effectiveness was rated .71 for a “service gap” of .12. Academic and Public Library Systems viewed this facilitating role as most valuable; the largest “service gap” is found with Public Library Systems. Both Other Special libraries and State Agencies found WiLS to be relatively effective but did not place much value on this role for WiLS.

WiLS as “a source of information on change” was rated 1.04 overall with 75.7% of respondents choosing “very or somewhat” important. Academic and School libraries placed the highest value on this role. WiLS effectiveness was scored overall at .82 for a “service gap” of .22. The gap was the greatest for Public and Public Library Systems.

WiLS “helping libraries be prepared for the future” was rated “very or somewhat” important by 80% of the respondents with an overall score of 1.17. This is where the largest “service gap” was reported (.4). It is most important to Academic and School libraries with Public Libraries and State Agencies giving WiLS the lowest score for effectiveness.

WHAT DO WE DO ABOUT WHAT WE LEARNED?

Operational issues

Availability of and clarification about costs

- New Traverse software may help with availability of cost information; however, it is likely to take all of FY 08 to reach full implementation across all WiLS services.
- Creation of more complete, detailed information about WiLS costs
- Improved communication with Business Offices
- Include article on WiLS ILL costs in issue of ACCESS newsletter; aim to not only explain breakdown of expenses but also address misconception about WiLS subsidizing UW Madison

Improve timeliness and accuracy in answering support questions:

- Filling OCLC vacancy – the addition of many new users in the recent twelve months was not anticipated and the shifting of staff to Wisconsin Heritage Online left the OCLC staff over-extended.
- Consider Customer Relationship Management software for improved tracking of support contacts and follow-up

“Value relative to costs” and level of Coop discounts:

- Internal workflow assessment to streamline procedures, assess value/cost of all activities
- Analyze OCLC staff time compared with where surcharge is applied; investigate feasibility of reduced pricing for high volume/multiple services users
- Distribute information relating WiLS fees directly to services provided

Marketing

- Create FAQ to address misunderstandings about WiLS and push out to members
- Create handout on “WiLS Basics” for use in site visits
- Improve our message – simplify and use consistent terminology (to be developed by newest staff members); create a new tagline for WiLS
- Discuss results of Survey and seek input on our plans to address member concerns at library conferences and other constituency meetings such as CUWL, WAICU, SRLAAW
- Send “thank you” to all who received the Survey along with summary of results and links to WiLS web
- Special mailing to school districts that are not currently WiLS members with focus on Cooperative Purchasing

Initiatives

- Continue with growth plan for WorldCat/BadgerCat
- Continue to work with DLTCCL to increase awareness and use of AskAway – give the program more time to develop but long-term, this service may best reside with DLTCCL
- Continue development of Wisconsin Heritage Online while working with the WHO Board to prepare for transition of program to the Wisconsin Historical Society ownership.

Leadership

- Increase programming and communications on “change” – events, products, and general information
- Proactively seek to develop new partnerships and improve working relationship between WiLS and DLTCCL

GOALS

Re-do the Survey in spring 2009

90% of members correctly answer the basic questions about WiLS

Reduce the “neutral” responses by 20%

Achieve “essential” score for current services to 90%