Customer Relations Program Status Report: Segmentation, Needs Assessment, & Value

BACKGROUND

For FY2009, all the business units at GPO were given the goal to improve customer service. Library Services and Content Management (LSCM) was asked specifically to develop and implement a formal Customer Relations Program (CRP) for Federal depository libraries (FDLs) that delineates them by type of library.

Establishing a CRP in LSCM will allow us to better serve depository library needs based upon unique characteristics and data analysis. It also will allow us to monitor and document business operations to ensure provision of appropriate customer care, response to mission requirements, and solicitation of feedback from depository libraries on performance.

Developing such a program is consistent with LSCM's and the FDLP's strategic planning for the future and corresponds with current activities within LSCM that aim to strengthen GPO's collaborative relationship with depository libraries.

The goals of the CRP are:

- Identify needed improvements in services for and communication with Federal depository libraries, address identified needs, and use quantitative metrics for success measures
- Identify, report on, and address needed improvements in business processes that support services provided to Federal depository libraries

ACTIONS TAKEN

GPO contracted with Outsell, Inc. to develop and administer data gathering activities:

- **Segmentation Survey** (May 2009 – June 2009)

    To develop an understanding of the number and characteristics of various types of libraries that make up the Federal Depository Library Program and to map these libraries to specified library types.

- **Needs Assessment** (October 2009 - February 2010)

    To learn "how well we are doing" with the services LSCM provides to depositories and to determine "what we need to do next", from the perspective of depository library staff, in order to better support depository library needs. The needs assessment was incorporated into an abbreviated 2009 Biennial Survey.

NEXT STEPS

- Review gathered data and determine what actions to take to better meet the needs of and increase the benefits for depository libraries to participate in the FDLP
- Develop a promotional piece, building on the segmentation and needs assessment survey results, which describes the benefits of participation in the FDLP. GPO recognizes benefits may vary from library to library dependent upon the library's segment.

SEGMENTATION SURVEY: SUMMARY OF RESULTS

- 868 of 1,240 depository libraries completed the survey;
- Results provide additional ways in which depository data can be "sliced and diced" for comparison
- Each depository library was mapped to a sector and a primary library type
- Secondary types were mapped for those libraries that self-identified one
- Sectors & Types:

Government (122 libraries or 11%)
- Federal Government
  - Agency library (16%)
  - Court library (9%)
  - National library (1%)
- State Government
  - Agency library (6%)
  - Highest Court library (16%)
  - Other State Court library (0%)
  - State library (42%)
- Local Government
  - County or city government library (7%)
  - Other government library (3%)

Special (5 libraries or 1%)
- Commercial (0%)
- Non-profit (80%)
- Other (20%)

Academic (683 libraries or 71%)
- Doctoral or master's college/university library (53%)
- 4-year college library (24%)
- Community college library (5%)
- Law school library (17%)
- Engineering or technical school library (0%)
- Service academy library (<1%)
- Tribal college/university library (1%)
- Other specialized college or university library (0%)

Public (165 libraries or 17%)
- Municipal public library (39%)
- City/county public library (21%)
- County or parish public library (21%)
- Multi-jurisdictional public library (2%)
- School district (2%)
- Other public library (15%)

NEEDS ASSESSMENT: PRELIMINARY SUMMARY OF RESULTS

- 1,127 libraries submitted the needs assessment/biennial survey
- Considered major problems or challenges (20%) or a minor problems or challenges (58-80%) of depository libraries:
  - Budget constraints
  - Staffing
  - Workload
  - Space
  - Cost containment

- Respondents (60%) are satisfied with most services provided to their libraries by the FDLP; there is dissatisfaction with:
  - Free access to databases
  - Claims
  - Needs & Offers
- Indicated as the 5 most important services provided by the FDLP to libraries:
  - Access to depository materials (by 90% of respondents)
  - FDLP Desktop
  - Free access to fee-based databases
  - Persistent identifiers in cataloging records
  - Cataloging to national standards
- Indicated as the 5 least important services provided by the FDLP to libraries:
  - FDLP Community Site (by 40% of respondents)
  - OPAL (Online Programming for All Libraries)
  - Conferences
  - Authentication of publications on GPO Access/FDsys
  - Marketing/promotional materials
- Services/resources needed by depositories, but not provided by the FDLP:
  - Digitized historical collections (by 60+% of respondents)
  - Pre-1976 cataloging added to OCLC
  - Online historical coverage of GPO Access/FDsys titles
  - Ability to select items by subject
  - Federated searching from Catalog of U.S Government Publications (CGP)