Depository Library Needs Assessment/Benchmark: State Libraries Segment Report

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Library Services and Content Management

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Background

- The Federal Depository Library Program, FDLP, consists of a diverse grouping of almost 1,300 institutions encompassing academic, federal, state, local, public, and special libraries. Each federal depository library must comply with legal responsibilities to "make government publications available for the free use of the general public." Individual libraries may determine how to meet this requirement.

- Through its Public Access Assessment (PAA) program, the GPO bears the responsibility of ensuring that the resources it distributes to Federal depository libraries are made accessible to the general public. Assessments are categorized (access, collections, service, and cooperative efforts), and touch almost every aspect of library operations and service including access to depository resources through bibliographic, physical building, tangible collection, Internet, and onsite computer access. The GPO's PAA program also has an educational and customer relations aspect, with the GPO looking to develop the library's knowledge-base about FDLP requirements and best practices, as well as tools and services to enable libraries to successfully serve as federal depository libraries. r

- Over the past year, Outsell has worked closely with the GPO to better understand that led to the identification of discrete segments within FDLP. With the revised FDLP library types segmentation completed, Outsell designed a needs assessment and benchmark instrument to survey the FDLP libraries as input to its client relations program.

- This report presents the findings from that survey, both on an overall basis and with detailed analysis by type of library.

Methodology

- **Data Collection**. Outsell designed, programmed, and fielded the needs assessment and benchmark study instrument with input from GPO. Specifically, Outsell:
  - Programmed the questionnaire into a secure web-based server and performed quality testing of the survey program;
  - Provided a draft invitation which FDLP adapted and used to invite FDLP member library personnel to the survey site.
  - Collected responses into a database and monitored response, providing updates to FDLP on a regular basis during fielding.

- **Data Processing & Tabulation**. Once data collection was completed, Outsell processed the survey data and tabulated the responses. Data processing included cleaning and quality-checking the data, coding up to three open-ended questions, and providing a set of data cross-tabulated by up to 20 segments such as library type. Outsell has previously provided a raw data file showing individual responses to the survey, including individual library metrics.

- **Analysis**. Drawing on a deep understanding of academic, government, and special libraries; segmentation analysis; research design; needs assessment and benchmark research methods, Outsell consultants analyzed the survey results to identify key findings and draw implications for FDLP's client relations program.

- **Presentation**. In addition to the written report, Outsell will attend an on-site meeting to present the project and facilitate a discussion with the goal of identifying the group's "center of gravity" on reactions and thoughts about the outcomes and strategy. During this meeting Outsell will debrief and discuss the key findings and recommendations in a combination of facilitated discussion, and brainstorming actions for inclusion in the customer relations plan.

Segment Results: State Libraries

- **Needs Assessment**
- **Biennial Survey**

Key Findings

- 74 State libraries responded with general state libraries accounting for the majority of responses.
- More than 50% of respondents identified users of depository services as 1,000 or less. Across all respondents, median number of depository services users was, in fact, 1,000.
- Respondents identified budget, workload, staffing, space/facilities management and cost-containment as leading (and clearly inter-related) concerns. More than half of respondents also identified Marketing/promoting services and Keeping up with technology as either a Major or Minor Problem. While not at 50%, a higher number of respondents (48%) cited the Transition from Print to Electronic as a problem.
- 90% or more of the respondents identified core services and content management activities: Reference desk, Electronic access to documents, and Managing a physical library/collection.
- Almost 70% respondents do not measure library performance with regard to depository services. Those that do primarily use qualitative needs assessment and quantitative user satisfaction studies.
- More than 90% of respondents identified access to depository materials as the most important FDLP services. Approximately 50% also identified: FDLP Desktop, Cataloging to national standards, and Free access to Government fee-based databases

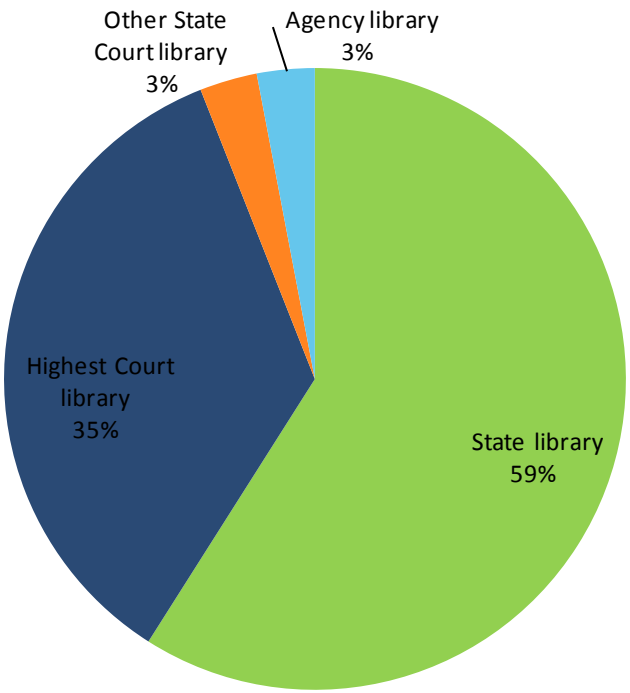
Key Findings cont.

- A digitized collection of FDLP historical materials led responses as the desired service/resource not currently available (70%). Half of all respondents also identified the addition of pre-1976 cataloging records to OCLC and online historical coverage of GPO/Fedsys titles followed, albeit with less demand (50-51%).
- Routine cataloging was cited by almost all respondents (97%) as a method for making all formats of depository publications visible to the public. Display of the FDLP emblem, and Knowledgeable library staff were also highly used.
- While only 18% respondents identified no barriers for access to depository materials, it should be noted that 46% of respondents indicated they were not open to the general public. For those who did cite barriers, the difficulty of accessing the collection within the library and computer/online access issues were prominent concerns.
- Respondents expressed the greatest levels of satisfaction with FDLP Desktop and the FDL Handbook. The greatest levels of dissatisfaction were with Access to Government Fee-based Databases and Claims.
- Almost 30% respondents identified an interested in receiving digital files on deposit. While more than 65% had discussed this interest with their Director, ~25% felt they did not have Administrative Support.
- 7% respondents are considering whether to remain within FDLP.

Library Type

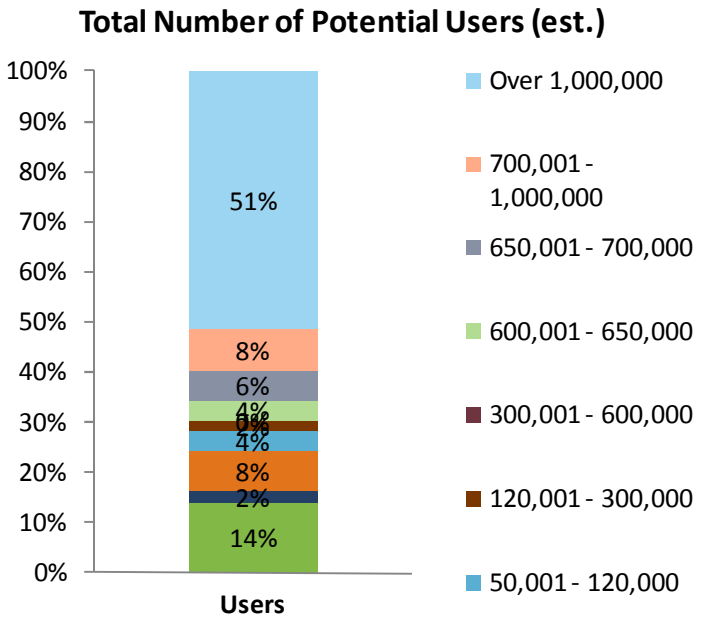
Of the 74 State library respondents:

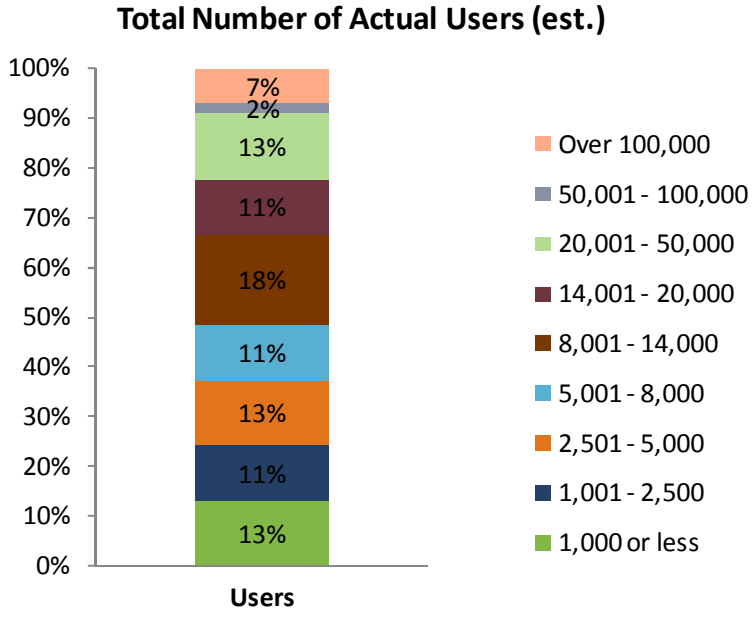
- State libraries accounted for the majority (59%)
- Respondents from State high court libraries comprised the bulk of the remainder (35%)
- State agency or other state court libraries accounted for 3% each.



Source: Q1. Which of the following best describes your library type?

Populations Served by Size: Potential and Actual

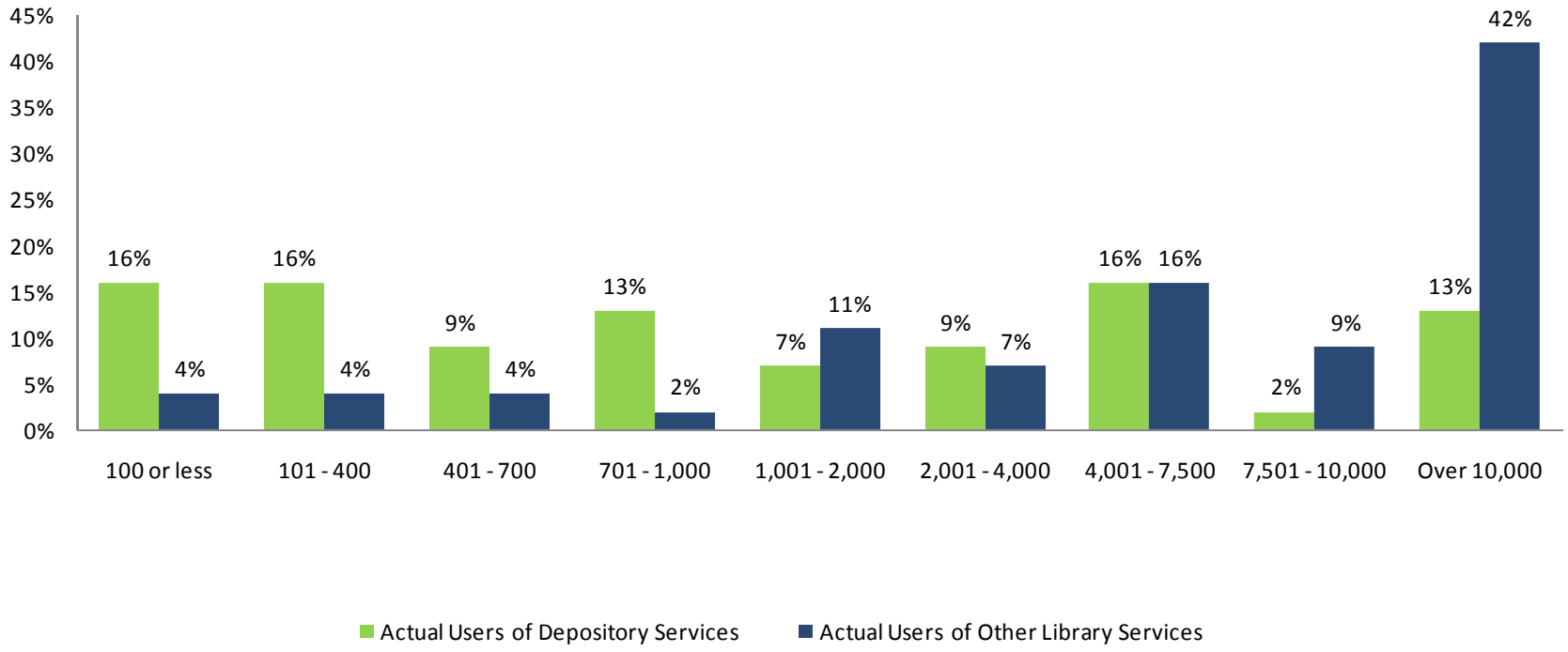




While approximations of potential users skew heavily to 1 million or more, actual users were more evenly spread across most ranges .

Source: Q2. What is your best estimate of the approximate number of potential users (those in your area who would likely benefit from your services) and the approximate number of actual users that your library supports?

Populations Served: Use of Depository or Other Services



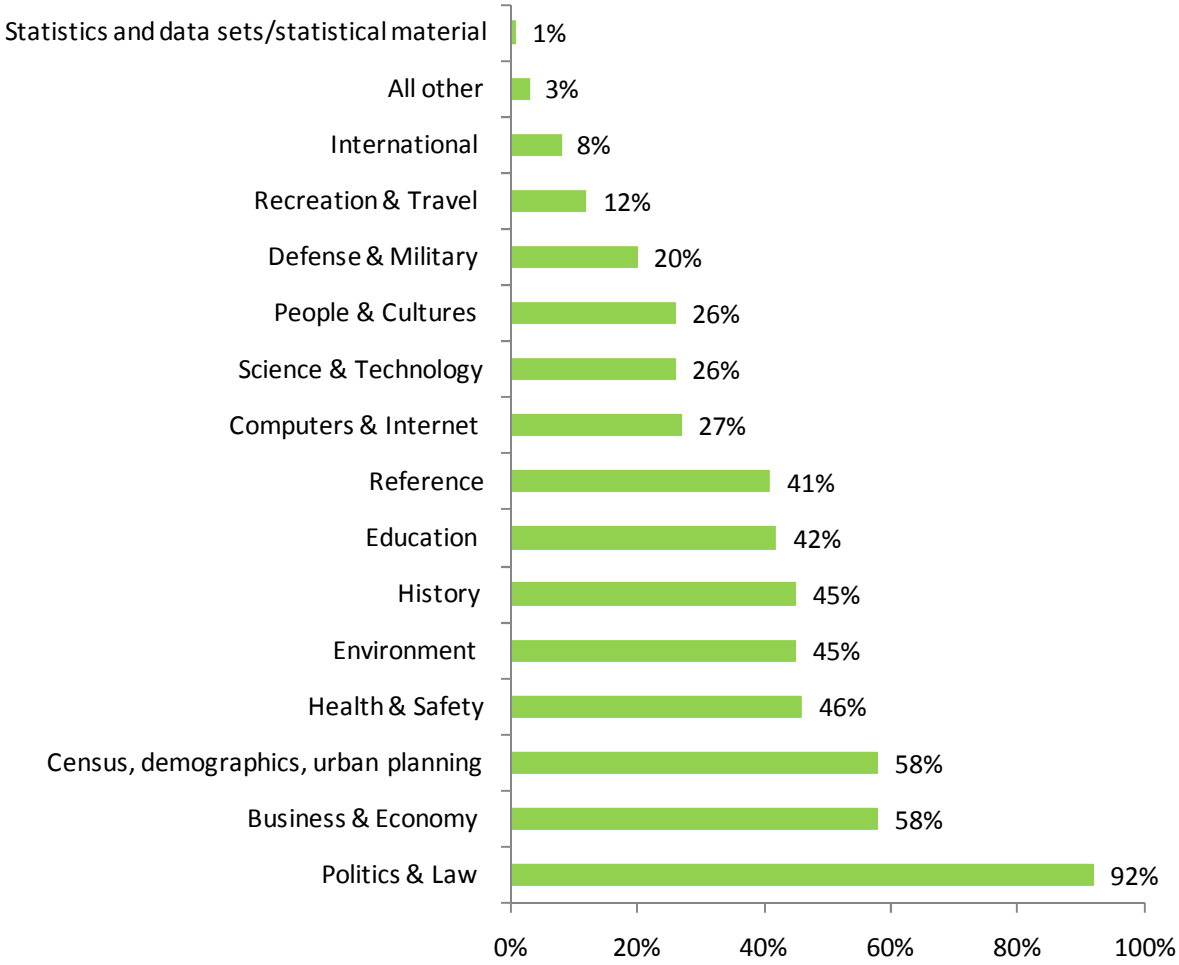
On average, respondents identified 1,000 users of depository services vs. 8,100 users of other library services.

Q2a. Of those [INSERT # OF ACTUAL USERS IN Q2] actual users, approximately how many of them represent your user base for depository services and how many represent your user base for other library services?

Populations Served: Subject Categories Used by Patrons

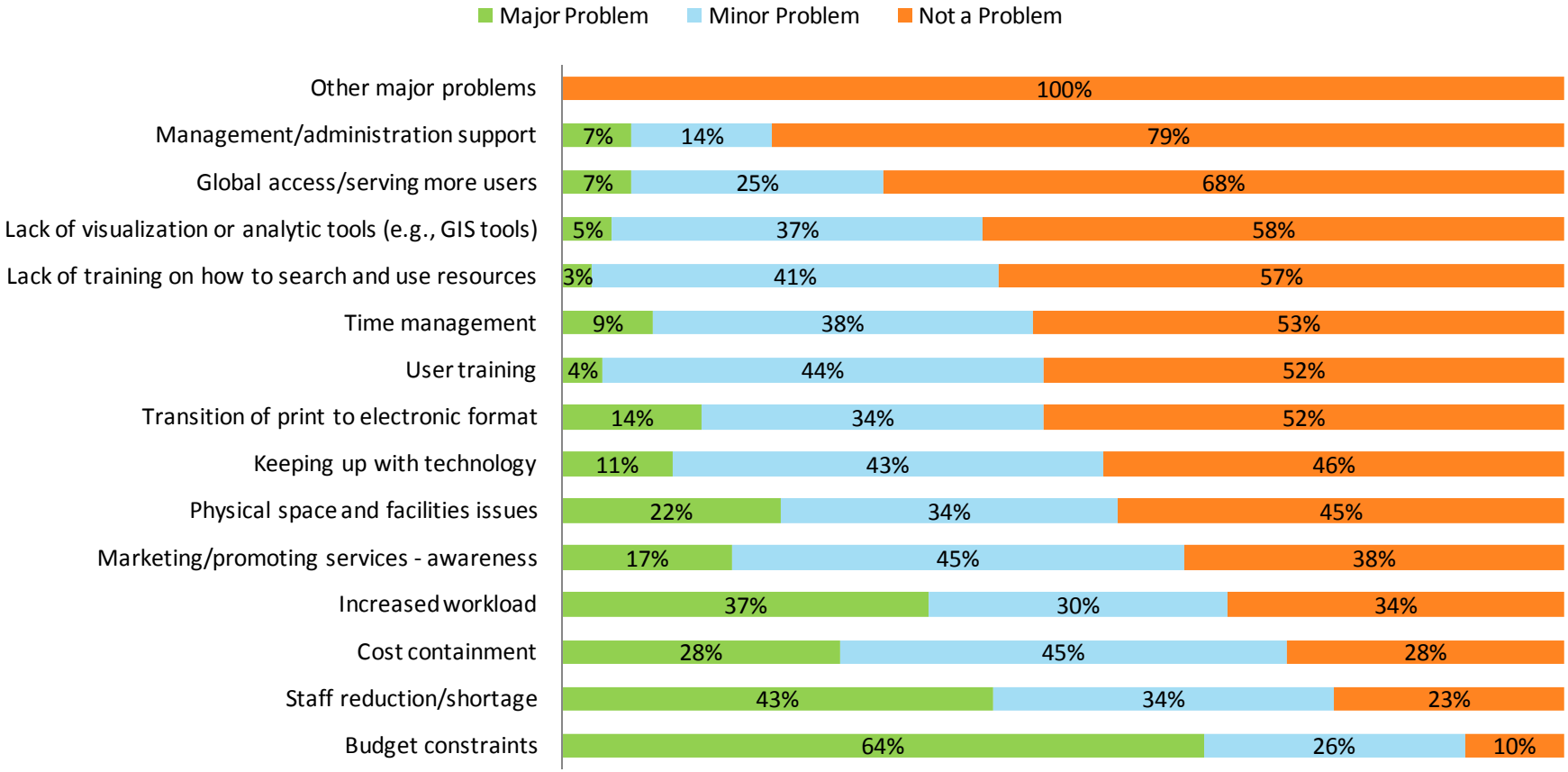
Politics & Law lead the subject categories used most often by state library patrons by a far margin, with Business & Economy and Census/Demographics coming a distant second.

Amongst respondents, the following categories were identified as 0% use:
-Laws/legislation
-Literature
-Native American studies
-Forestry
-- Social work/sociology
-- Library Sciences



Q3. What are the key subject categories that your patrons use most regularly?

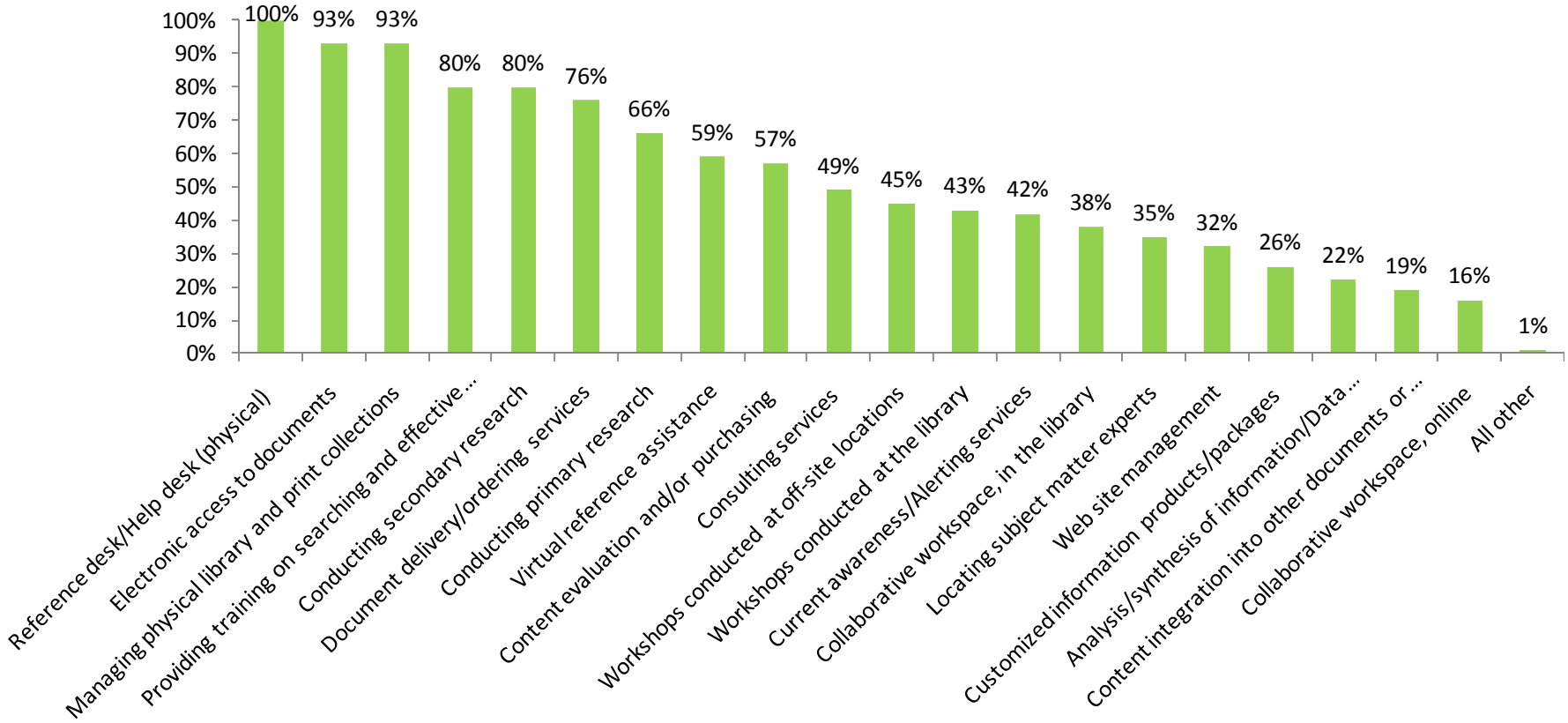
Problems and Challenges



Marketing/promoting services and Keeping up with technology join "financial" concerns, as a concern (major plus minor problem) of more than 50% respondents. Interestingly, Transition of print to electronic is considered more a problem (major or minor) in state libraries than in Academic or Federal - but not as high as in Public libraries.

Q4. In general, to what extent do you consider the following factors to be problems or challenges to providing information and services?

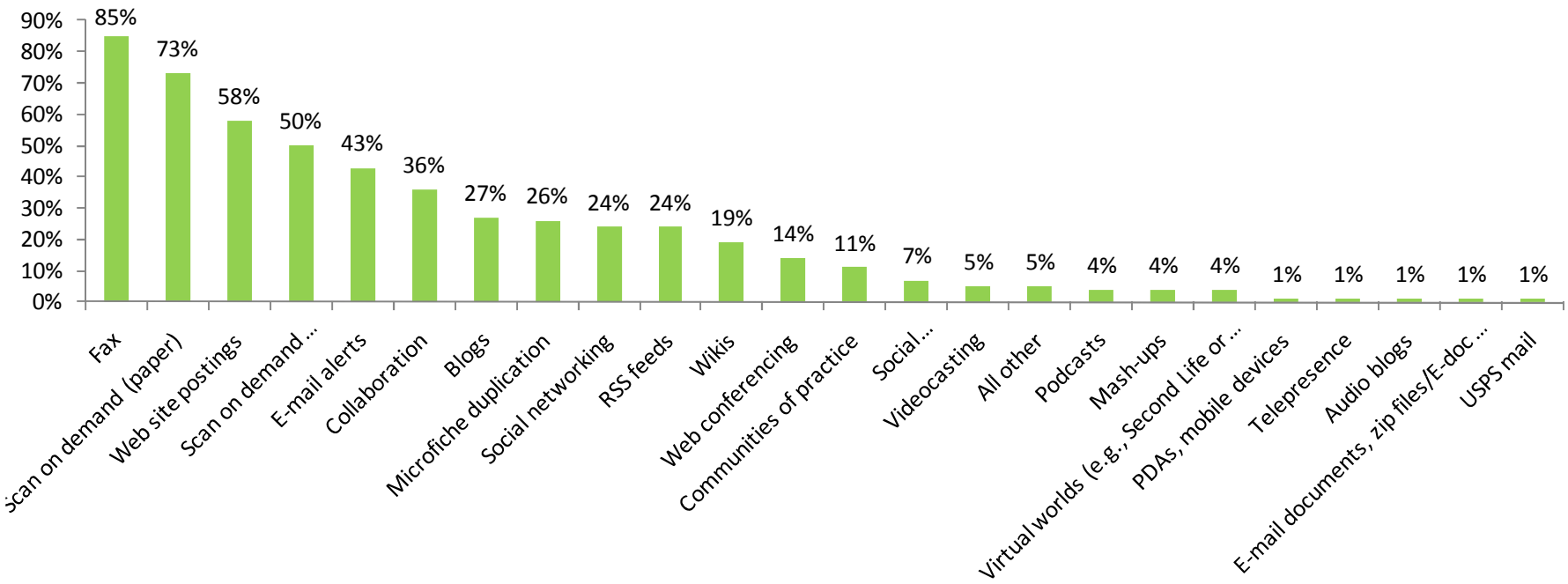
Services and Content Management Activities



Reference desk, Electronic access to documents, and Managing a physical library/collection were cited by 90+% respondents. No respondent reported use of Classroom instruction or Orientation/tours.

Q5. Please indicate which of the following services and content management activities that you provide to your patrons.

Tools, Methods, and Applications of Managing and Delivering Information



Fax and Scan on demand were cited by most number of respondents as tools for managing and delivering information. Approximately 25% or fewer respondents reported new methods such as Social Networking, RSS, Wikis, or other options.

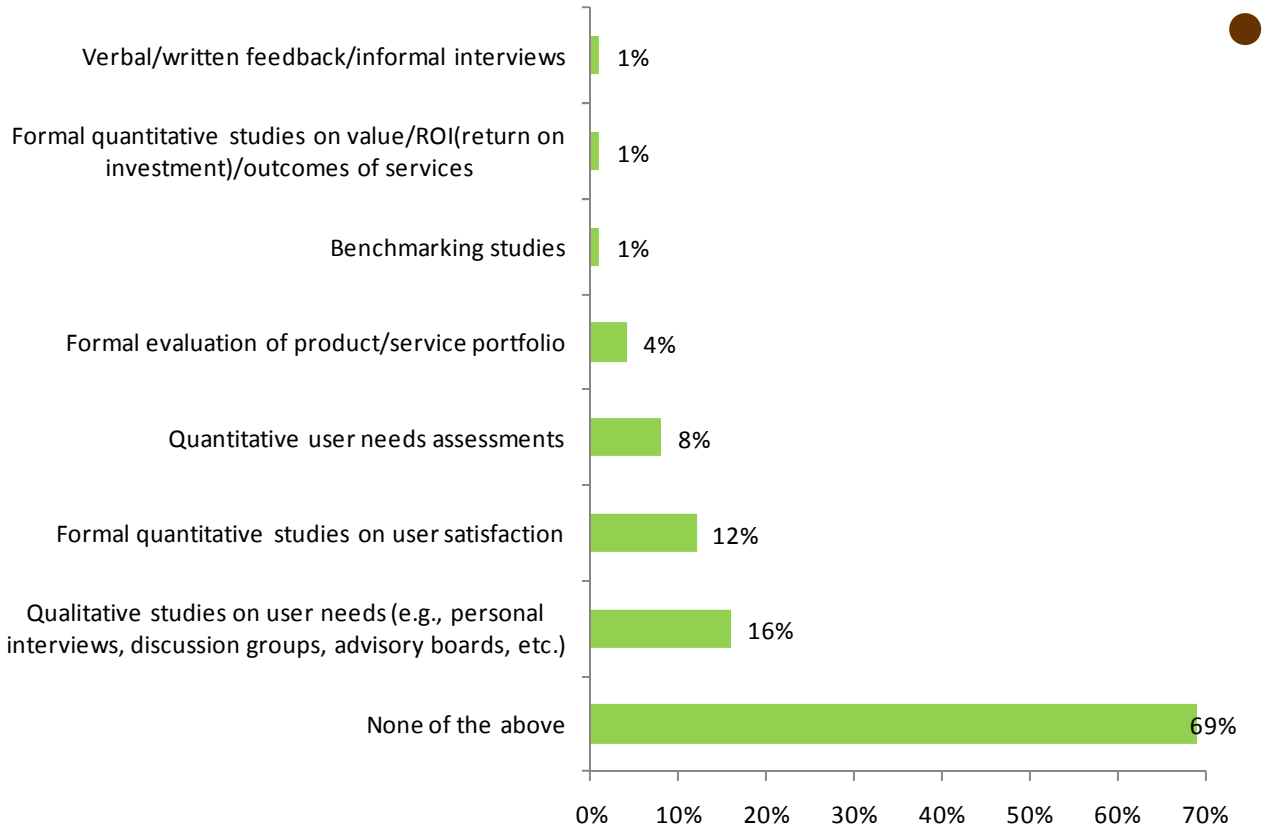
Q6. Which of the following tools, methods, or applications do you incorporate into managing or delivering information?

Measuring Library Performance | Depository Services

Almost 70% respondents did not measure library performance with regard to depository services and usage.

For the small minority who did measure performance, qualitative needs assessment and quantitative user satisfaction studies were most used.

No respondents utilized LibQual, Comment cards/suggestions, or Counts or statistics or tracking.

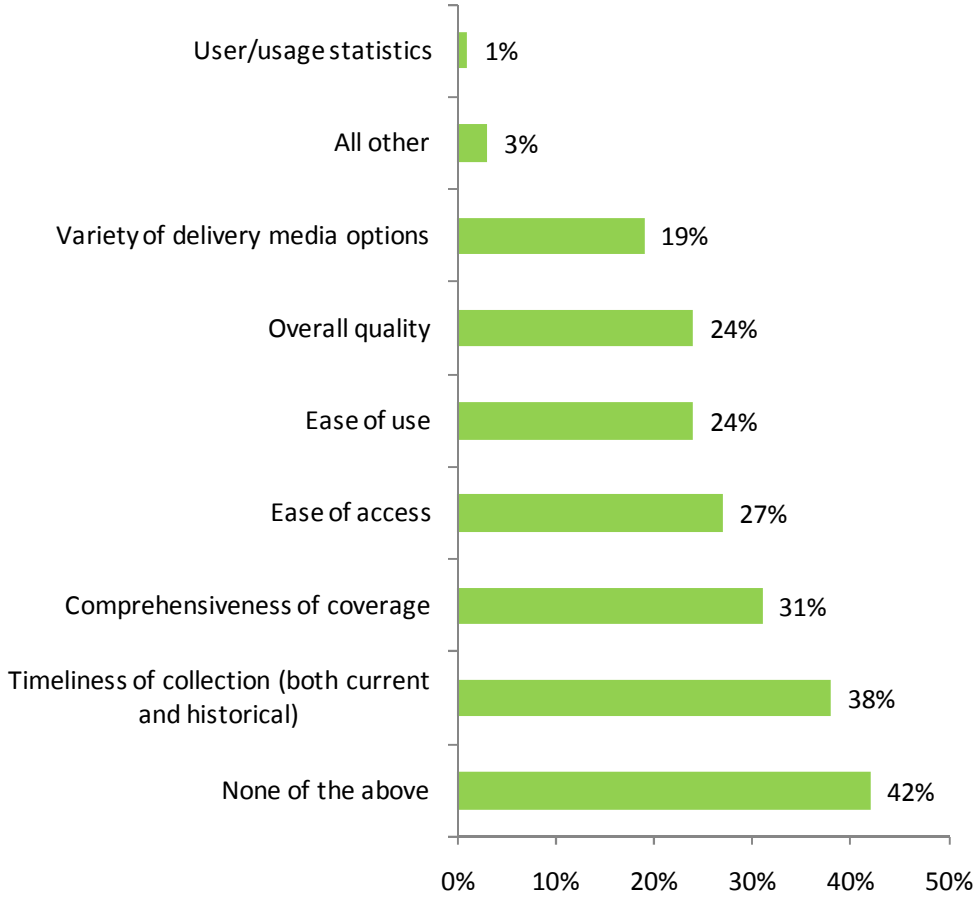


Q7. Which of the following types of studies, if any, do you utilize to measure your library's performance with regard to depository services and usage?

Performance Metrics| Usage of Content Collection

~40% respondents did not measure any one metric of content collection usage.

For those who did collect metrics, Timeliness of the collection and Comprehensiveness were key interests, followed closely by Ease of Access, Ease of Use, and Overall Quality in descending order.

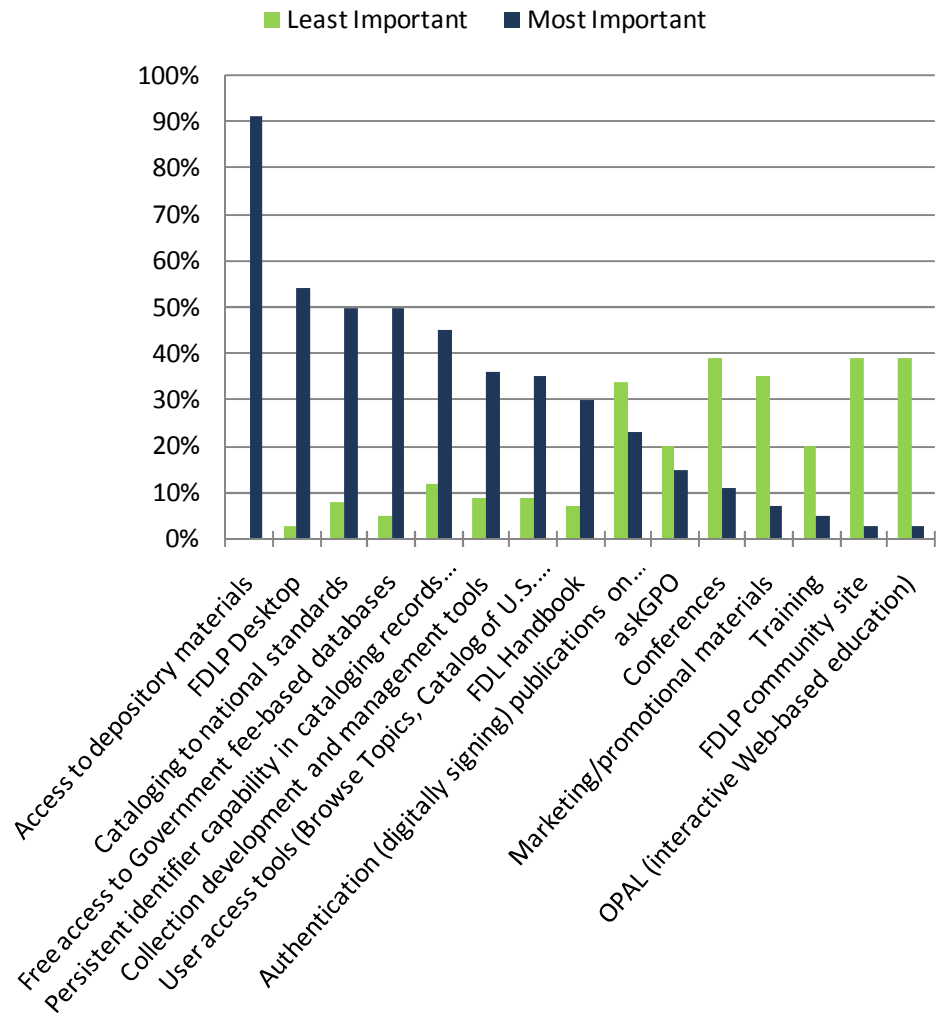


Q8. Which of the following performance metrics, if any, do you measure related to your library's content collection usage?

Importance of FDLP Services (Most Important / Least Important)

Access to depository materials was the most important FDLP service cited. ~50+% identified
-FDLP Desktop
-Cataloging to national standards
-Free access to Government fee-based databases
-Persistent identifier capability

FDLP community sites, interactive Web-based education, and Conferences topped the list of least regarded services.

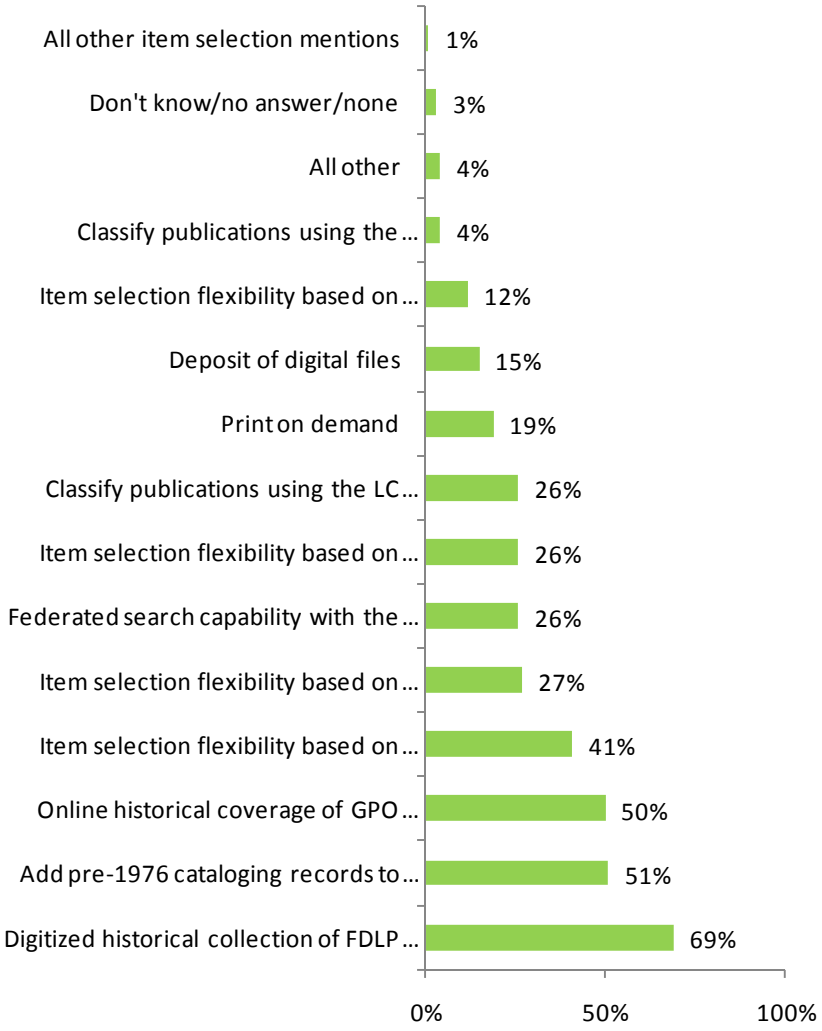


Q9. What are the most important services provided by the FDLP to your library?
Q9a. Now please indicate the least important services provided by the FDLP to your library

Services / Resources Needed but Not Currently Available from FDLP

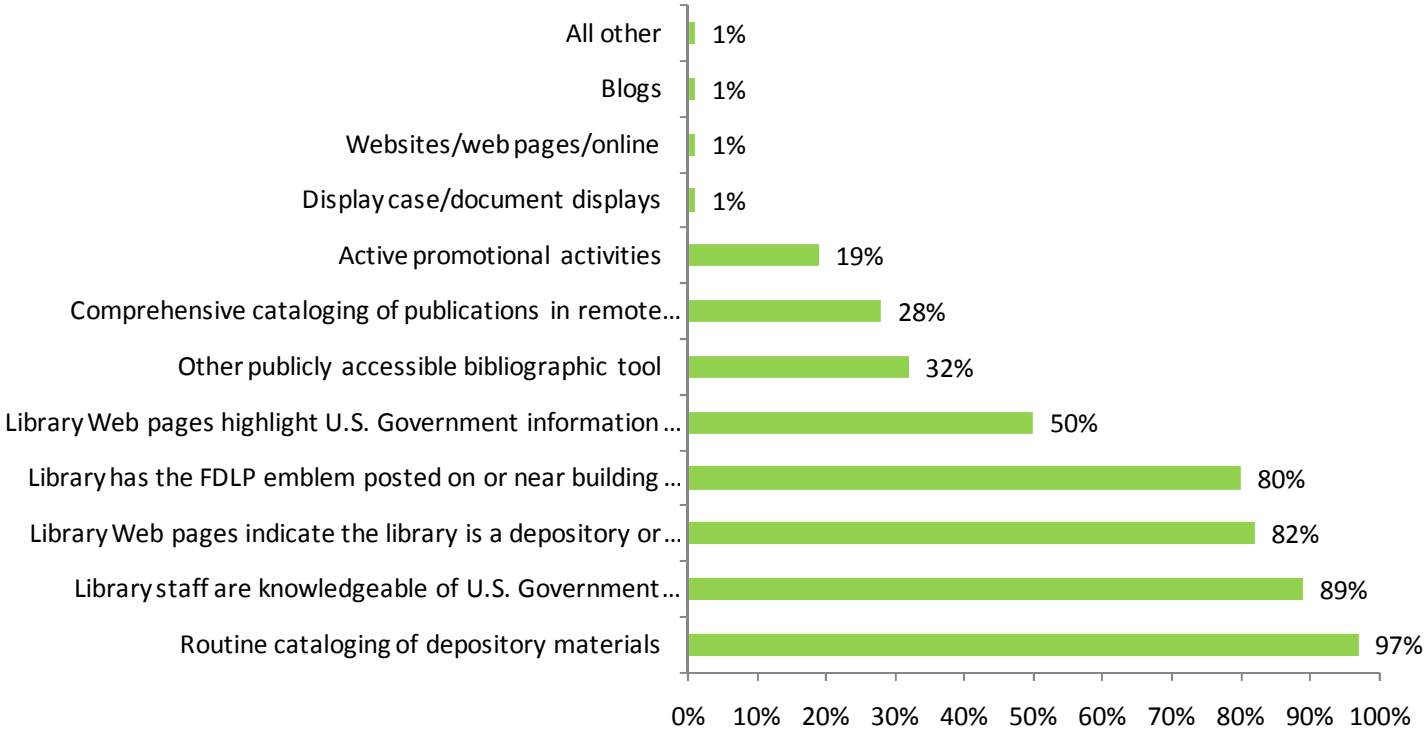
An overwhelming majority of respondents (69%) identified a digitized collection of FDLP historical materials as a desired service/resource not currently available. Pre-1976 cataloging records to OCLC came a distant second (51%), followed closely by Online historical coverage of GPO/Fedsys titles.

Federated search was requested by only 26%, and only 15% requested deposit of digital files.



Q10. What services and/or resources do you need from the FDLP that you currently do not have?

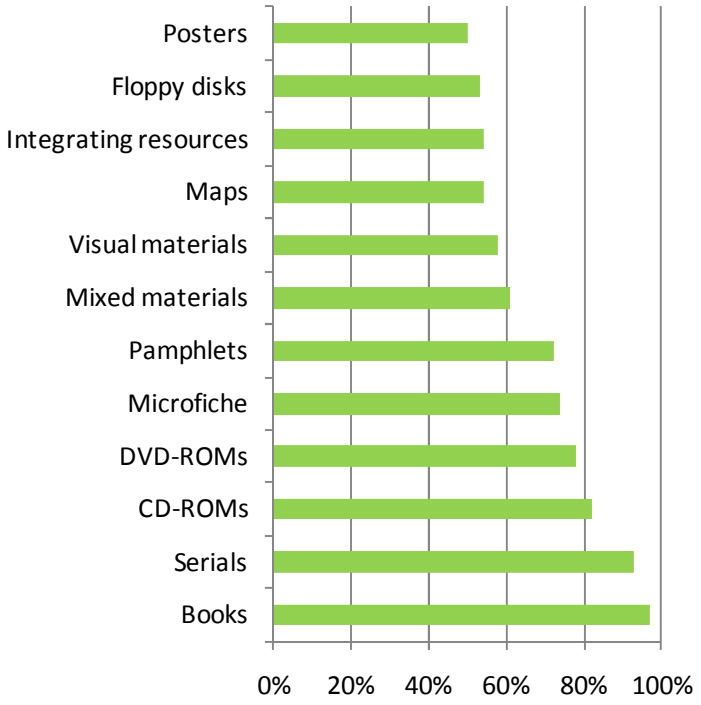
Methods for Making Depository Publications (All Formats) Visible



Q17. How does the library make the depository publications in all formats visible to the public?

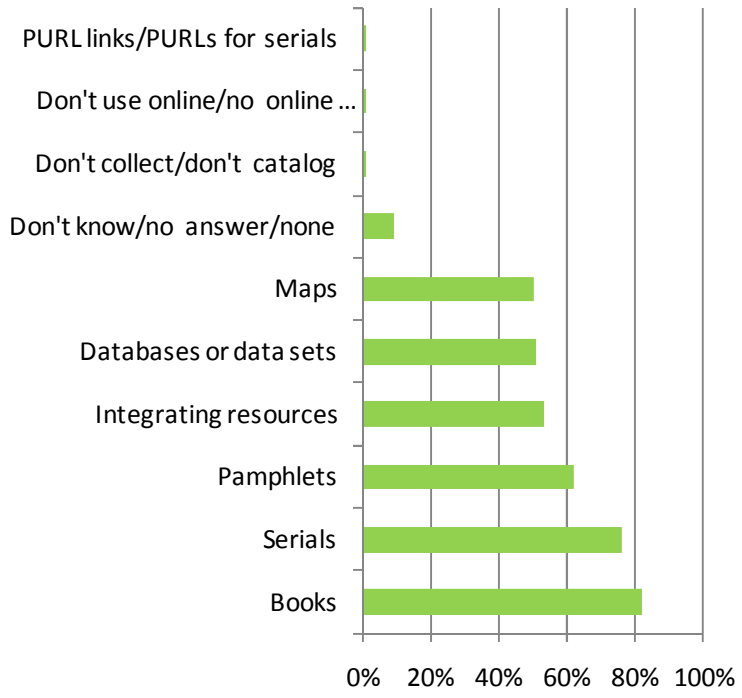
Routine cataloging, knowledgeable library staff , identification of the library as a depository, and display of the FDLP emblem were most cited as methods for making all formats of depository publications visible to the public.

Piece Level Records and Cataloging of Online Materials



Libraries identified educational kits/kits as the only materials to not have piece level records available.

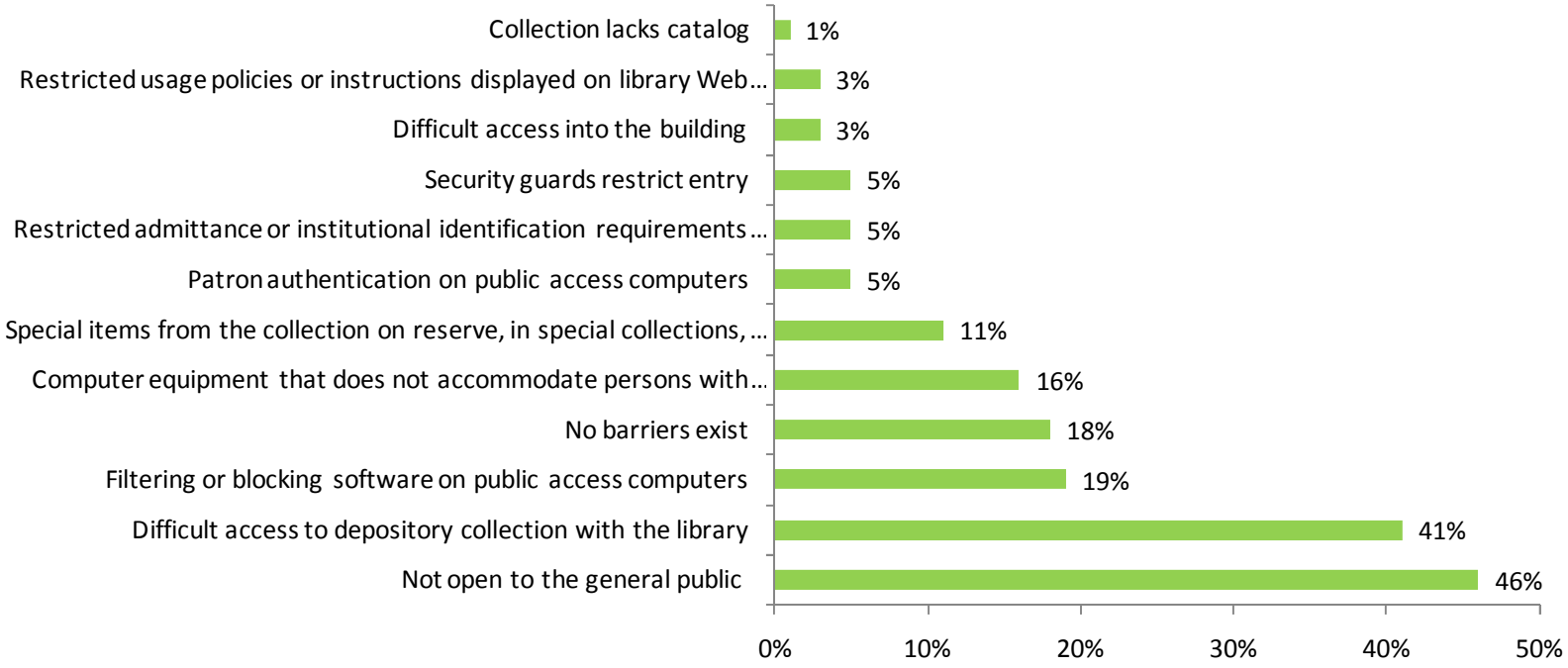
Q18. Please indicate if you provide piece level records for the following types of tangible materials received within the past five years.



Books and serials lead the online materials disseminated by FDLP which are included in library catalogs

Q18a. Do you include records in your catalog for the following types of online materials disseminated through the FDLP?

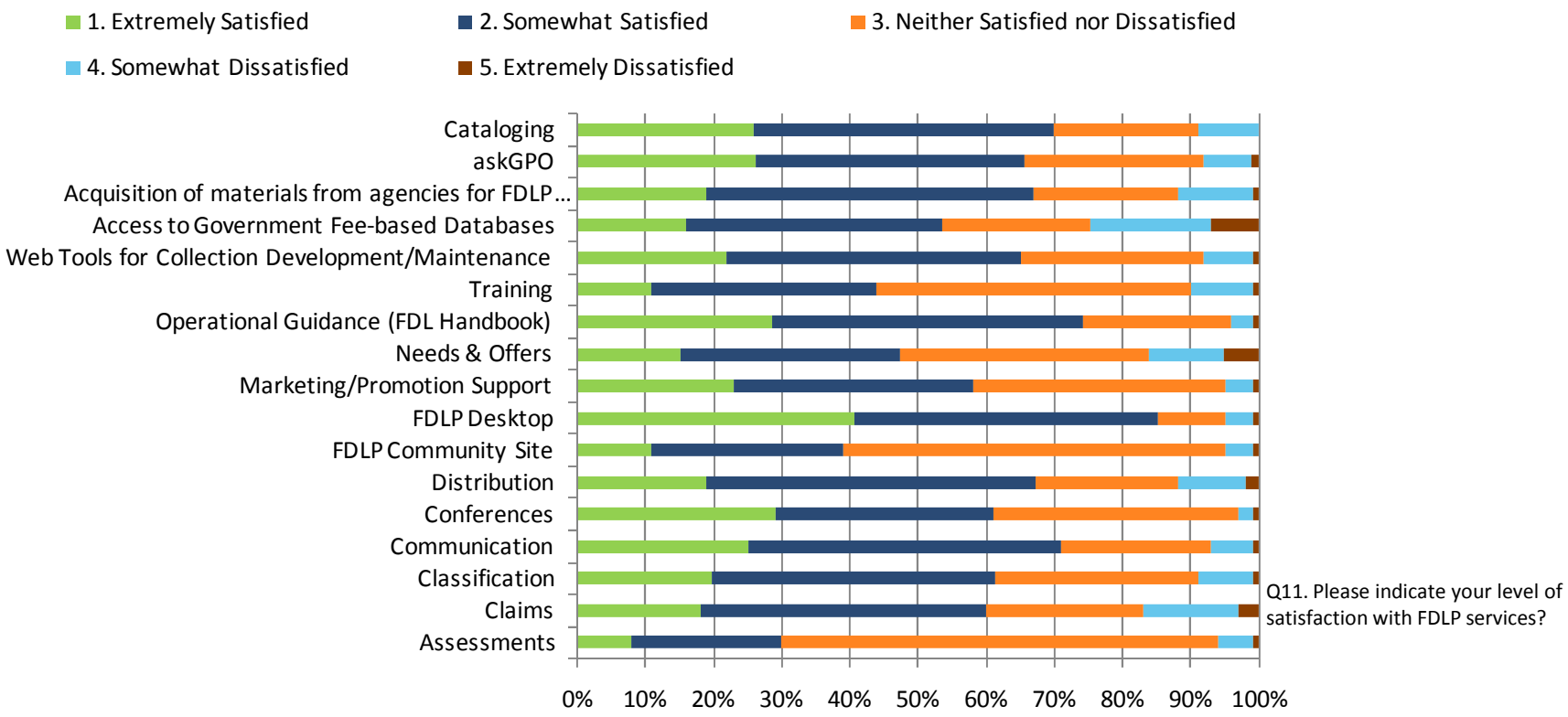
Barriers to Access



While 18% of respondents indicated no barriers, 46% noted they were not open to the general public. A leading barrier was the difficulty of accessing the collection within the library, while computer access issues were also cited (Filtering/blocking software on public access computers and Equipment which did not accommodate persons with disabilities).

Q20. Are there any barriers to depository resources (tangible and electronic) for the public?

Satisfaction with FDLP Services

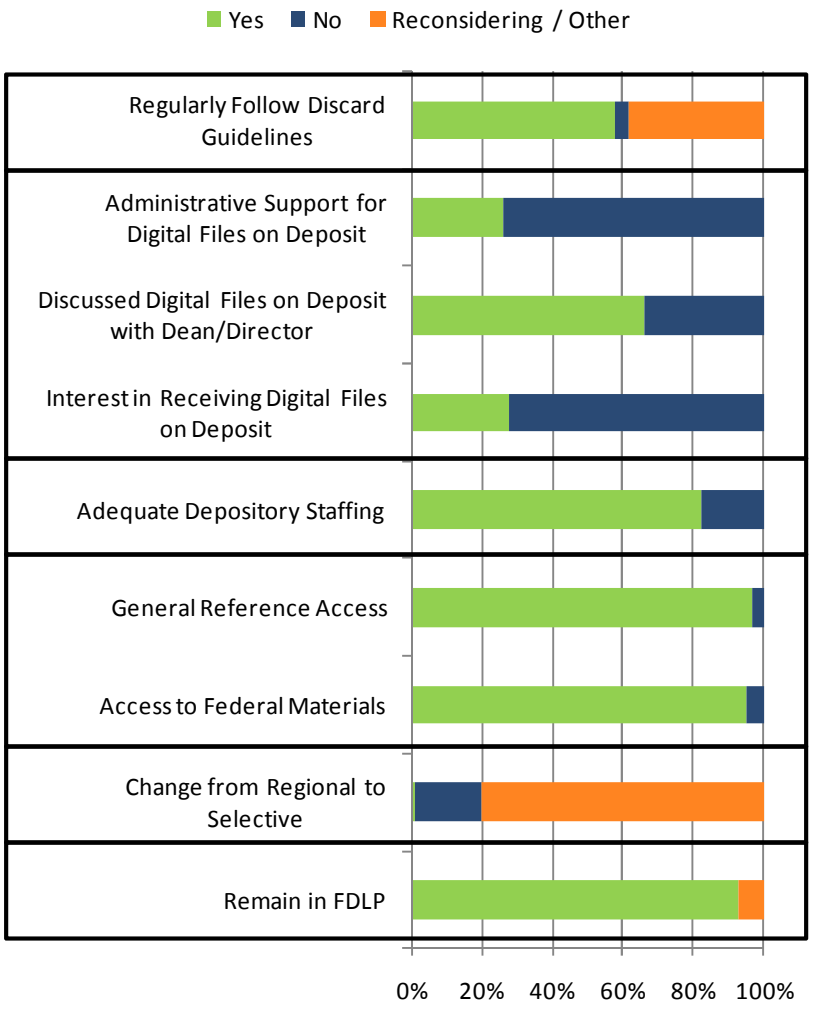


-70% or more of the respondents were pleased (Extremely or Somewhat Satisfied) with FDLP Desktop, the FDL Handbook, Communication, and Cataloging.

- Greatest levels of dissatisfaction were related to Access to Government Fee-based Databases and Claims.

Select Characteristics

- **Discards**. Approaching 60% respondents regularly follow discard policies; the bulk of the remaining respondents do follow policies but do not have a regular process.
- **Digital Deposit**. Approaching 30% per cent respondents are interested in receiving digital files on deposit. More than 60% have discussed this interest with their Director, but less than 30% feel they have Administrative Support.
- **Adequate Staffing**. The vast majority of respondents believe staffing levels for depository services are adequate.
- **Access** to Federal materials and general reference services in all formats is all but universal.
- **Regional / Selective**. Only 1% respondents indicated consideration of status change. Most respondents (95%) were not regionals, so response was Not Applicable ("Other").
- **Remain in FDLP**. 7% respondents were considering whether to remain with FDLP.



Select Characteristics – Survey Questions

- **Discards**. Q19. Are depository discards regularly processed in conformance with GPO instructions found in the Federal Depository Library Handbook and regional guidelines or state plans, if applicable?

- **Digital Deposit**. Q18a. Please answer the following questions related to receiving deposit digital files of online publications

- **Adequate Staffing**. Q16. Do you find that depository staffing is adequate to fulfill basic depository responsibilities?

- **Access.** Q14. May any member of the general public access and use Federal government information resources in all formats at your library? Q15. Does the library provide reference service for the general public?
-
- **Regional / Selective**. Q12. Does your library plan to remain in the FDLP?

- **Remain in FDLP**. Q12. Does your library plan to remain in the FDLP?

 See questions, following page. Q12, 14, 15,, 18, 19

Q18a. Please answer the following questions related to receiving deposit digital files of online publications

Conclusion – State Libraries Segment Analysis

APPENDIX – SURVEY QUESTIONNAIRE

(attached as WORD document)

About Outsell

The information, analysis, and opinions (the "Content") contained herein are based on the qualitative and quantitative research methods of Outsell, Inc. and its staff's extensive professional expertise in the industry. Outsell has used its best efforts and judgment in the compilation and presentation of the Content and to ensure to the best of its ability that the Content is accurate as of the date published. However, the industry information covered by this report is subject to rapid change. Outsell makes no representations or warranties, express or implied, concerning or relating to the accuracy of the Content in this report and Outsell assumes no liability related to claims concerning the Content of this report.

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