



FDLP Libraries Segmentation Analysis

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Background

- The Federal Depository Library Program (FDLP) of the GPO wishes to conduct research to understand the varied needs of the Program's diverse libraries and depository users.
- Services, collections, and communications are equally important and support each other and provide or facilitate the means for access.
- As the FDLP moves up the value pyramid from over 100 years of building collections into an increasingly online environment the distinctions between collections, services, and communications blur.
- The GPO understand that the FDLP must employ multiple models of providing access to Federal depository resources and needs to better understand the needs of depository libraries and users and to develop baseline benchmark metrics upon which to build a customer relations plan and a foundation for performance improvement.
- Following discussions between Outsell and GPD, GPO contracted with Outsell for support of FDLP's needs assessment and benchmark study, beginning with segmentation analysis.

Objectives

- **GPO's overarching objective is to obtain a baseline assessment of depository libraries with regard to the access they provide to users, including benchmark metrics, and to understand the needs of depository libraries from the FDLP.**
- **The research will provide needs assessment and metrics to assess the libraries' performance relative to users and potential users, depository library benchmark as input to performance improvement planning, and an overall assessment of needs as input to the FDLP customer relations plan.**
- **The first step in the research program is to conduct segmentation analysis of FDLP library types as framework for research design by identifying a definable market segments among FDLP libraries.**
- **The primary goal of the project is to develop an understanding of the number and characteristics of various types of libraries that are depository libraries for GPO.**
- **For example, the analysis will address questions such as how many public sector libraries are there in the program and how do they overlap with other library type definitions.**
- **Mapping FDLP libraries – public sector universities are both academic and public, as are service academy libraries, etc. – to each of their library types is the key deliverable of this project.**

Methodology

- **An information gathering process, combined with the segmentation analysis and mapping, were the key steps in this project.**
 - Stage 1: Internal project team kick-off meeting.
 - Stage 2: Project kick-off conference call with GPO and Outsell project teams.
 - confirm project objectives, introduce the Outsell team, explain key roles and responsibilities.
 - agree on project timeline and logistics
 - discuss the current FDLP libraries segmentation and potential mapping schemas.
 - Stage 3: Segmentation analysis and mapping.
 - Outsell reviewed the existing FDLP segmentation of library types and other internal and external resources, such as the NISO Z39.7 definitions to understand baseline data that useful and necessary to under for this segmentation work.
 - Outsell submitted draft of updated segmentation and library types for the FDLP.
 - To ensure FDLP library input, Outsell attended the April 2008 Depository Library Council meeting and discussed the draft segmentation in a dedicated meeting session.
 - Based on input from the meeting, Outsell revised the segmentation schema and designed and conducted a short survey of FDLP libraries to gather feedback on the number and characteristics of depository libraries.
 - As the final step, Outsell mapped each of the 1,240 FDLP libraries to a sector and to a primary library type, and to a secondary library type as appropriate, for delivery to GPO in a spreadsheet format.

Sector Definitions

- **Academic** – A library forming an integral part of a college, university, or other academic institution for postsecondary education, organized and administered to meet the needs of students, faculty, and affiliated staff of the institution.
- **Government** – A library maintained to serve any government service, department or agency, including national and local government organizations.
- **Public** – A library that serves all residents of a given community, district, or region, and (typically) receives its financial support, in whole or part, from public funds.
- **Special** – A library within a business firm, professional association, hospital, research institution or other organized group.

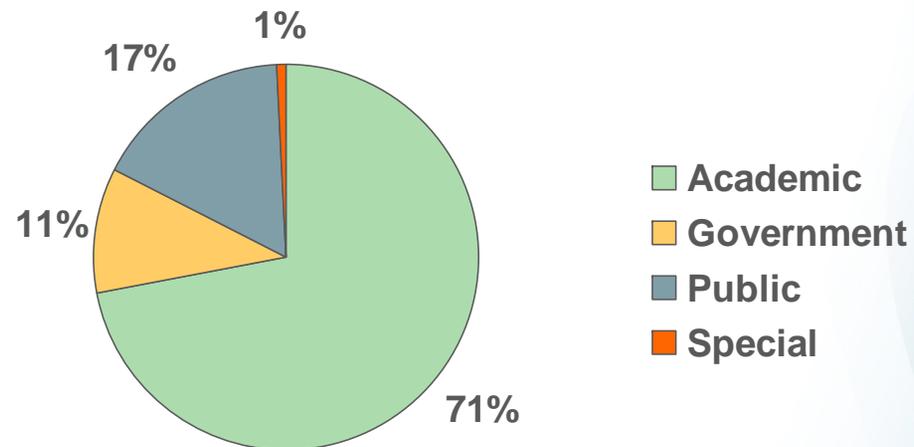
Updated FDLP Segmentation – Sectors and Types of Institutions

- **Academic**
 - Doctoral or master’s college/university library
 - 4-year college library
 - Community college library
 - Law school library
 - Engineering or technical school library
 - Service academy library
 - Tribal college/university library
 - Other specialized college or university library
- **Government**
 - Federal Government
 - Agency library
 - Court library
 - National library
 - State Government
 - Agency library
 - Highest Court library
 - Other State Court library
 - State library
 - Local Government
 - County or city government library
 - Other government library
- **Public**
 - Municipal public library
 - City/county public library
 - County or parish public library
 - Multijurisdictional public library
 - School district
 - Other public library
- **Special**
 - Commercial
 - Non-profit
 - Other

Key Findings – Library Types Survey

868 FDLP libraries completed the survey

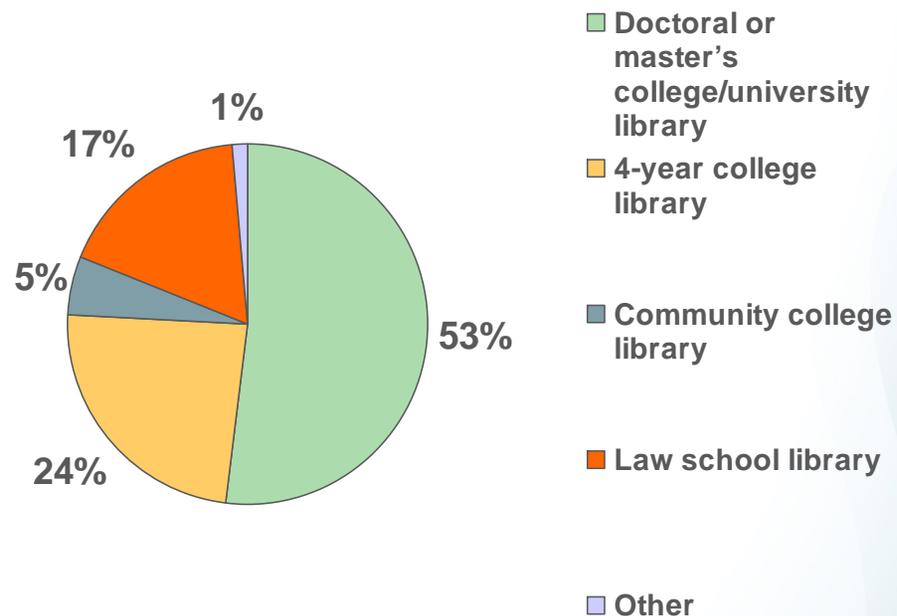
- 71% report they are academic
- 17% are public libraries
- 11% are government libraries
- 1% are special libraries



Key Findings – Academic Libraries

683 academic libraries completed the survey

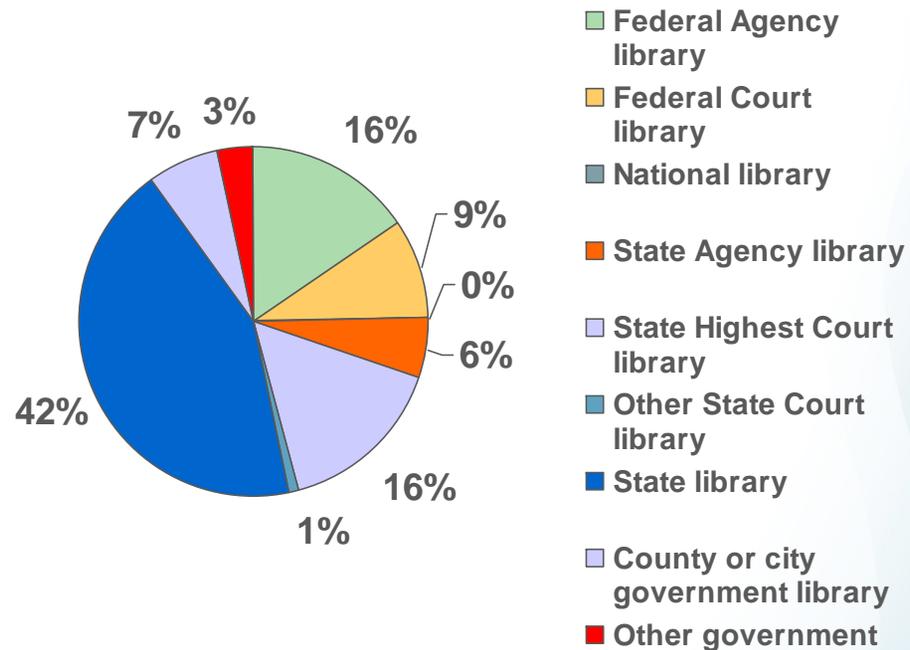
- 53% report they are doctoral or master's institutions
- 24% are 4-year colleges
- 17% are law school libraries
- 5% are community college libraries
- 1% are other specialized institutions (tribal colleges, service academies, etc.)



Key Findings – Government Libraries

122 government libraries completed the survey

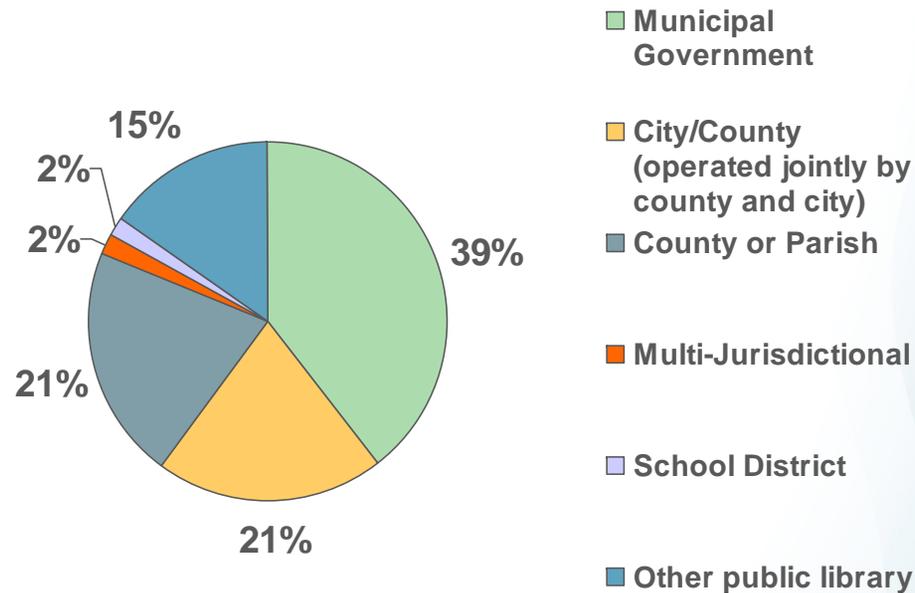
- 42% report they are state libraries
- 16% are Federal agency libraries
- 16% are State Highest Court libraries



Key Findings – Public Libraries

165 public libraries completed the survey

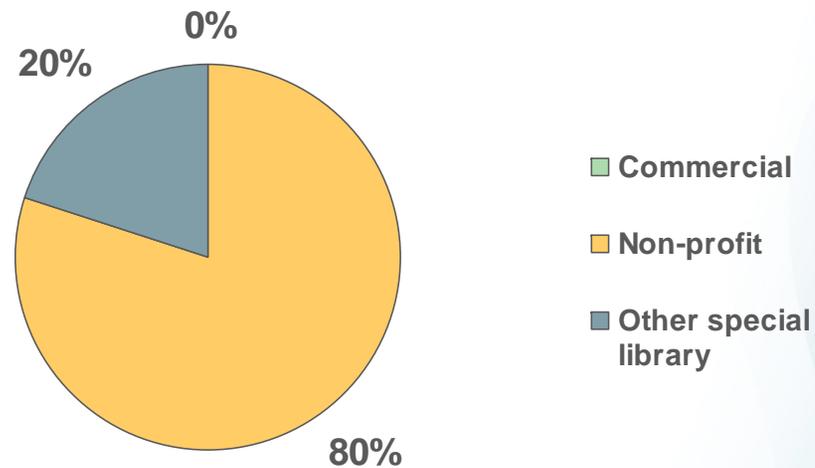
- 39% report they are municipal (city) libraries
- 21% are city/county operated libraries
- 21% are county or parish libraries
- 2% are multi-jurisdictional (regional) libraries
- 2% are school district libraries
- 15% identified themselves as other types of public libraries



Key Findings – Special Libraries

5 special libraries completed the survey

- 80% (4 libraries) report they are non-profits
- 20% (1 library) reported it is Other type of special library
- There were no reports of commercial libraries



Mapping Survey Results to Segmentation

- **Outsell used the feedback from the 868 libraries as input to mapping the libraries to the updated sector and library types segmentation scheme.**
- **Outsell assigned each library to the appropriate sector and primary library type.**
- **In addition, 260 libraries indicated a secondary library type. These libraries were mapped to both primary and secondary library types, according to their survey input.**
- **Outsell checked and corrected for errors (service academy self reported as Federal library rather than academic, etc.) to ensure sectors and library types conform to the new definitions.**
- **All remaining FDLP libraries that did not respond to the survey were mapped to the segmentation based on the sector and library types definitions.**
- **The new FDLP segmentation is included in the attached spreadsheet file labeled: Outsell GPO FDLP Segmentation Mapping 17July09**

Next Steps

- **Library Segmentation Analysis**
 - With the creation of the segmentation spreadsheet, the segmentation analysis project is now complete.
 - GPO can continue to use the spreadsheet tool to fine tune and add to secondary library types as desired.
- **Quantitative Survey Design**
 - Outsell will develop a Web-based quantitative questionnaire with input and final approval from the GPO, designed to assess FDLP library needs and gather benchmark metrics.
 - The immediate next step is to schedule a survey design “kick off” meeting between GPO and Outsell to review learnings from the segmentation survey and from the Tampa Council meeting, and to initiate design of the survey instrument.
 - The questionnaire will contain approximately 40 questions and will be designed to be completed in 30 minutes or less.
 - Examples of topics to be addressed in survey include:
 - How are depository collections and services integrated / deployed by the FDLP library?
 - What are the most important services provided by the FDLP to the library?
 - What unmet needs does the library and its users have?
 - How satisfied is the library with FDLP services?
 - What performance metrics are utilized by the library related to depository services and use?
 - The key deliverable for this phase of work will be a survey instrument in the form of a questionnaire to gather information about depository libraries’ needs and benchmark metrics, ready for programming and hosting for online data collection to be conducted in a future phase of work.

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