

SURVEY RESULTS: LIBRARY STAFF

The San Antonio Public Library (SAPL) conducted an online survey of staff between January 25 and February 2, 2011. The goal of the survey, which focused on employee job satisfaction, workplace, and public service topics, was to collect employee input for the Library's strategic planning initiative. In order to promote staff participation, SAPL placed flyers at all service points and distributed information on the intranet. The Ivy Group also sent out two email reminders encouraging staff to complete the questionnaire.

Ultimately 285 employees of a possible 454 respondents participated in the study, representing an overall response rate of 63%.

87% of those classified as professional employees completed the survey; 59% of employees with nonprofessional job titles and 42% of those with paraprofessional titles completed the survey.

Respondents were assured of confidentiality. All responses are reported anonymously. The Ivy Group tabulated results.

*NOTE: Respondent base of **285** includes all respondents.*

*Respondent base of **176** includes Professionals and Paraprofessionals.*

Q1) Customer Service (Respondent Base: 285)

In general, SAPL receives high marks from staff for its customer service attributes with 92% of respondents agreeing strongly or somewhat the Library provides outstanding customer service.

95% of respondents strongly or somewhat agree SAPL staff is committed to concept that the "customer always comes first."

92% strongly or somewhat agree that staff greet customers in a friendly manner.

97% strongly or somewhat agree that staff treat customers with courtesy and respect.

71% strongly or somewhat agree that customers can easily find what they are looking for.

68% strongly or somewhat agree that customers are well-informed about SAPL programs and services.

66% strongly or somewhat agree that SAPL facilities are clean and inviting.



Q2) Regarding SAPL Support for Economic Development

Staff members view SAPL as an important contributor to the economic health of Bexar County with 97% of all survey participants strongly or somewhat agreeing that the Library contributes to the quality of life and economic vitality of the region.

98% strongly or somewhat agree that SAPL is an important community asset.

98% strongly or somewhat agree the Library provides services and resources that satisfy community needs.

Q3) Job Titles of Survey Respondents

43% (122) with a professional job classification

19% (54) with paraprofessional job classification

38% (109) with a non-professional job classifications

Q4) Regarding Staff Training (Respondent Base: 176)

All but 9% of all survey respondents have participated in training or professional development opportunities in the past year.

50% of staff participated in 1-3 training programs.

27% participated in 4-6 training programs.

7% participated in 7-9 training programs.

8% participated in 10+ training programs.



Q5) Regarding the Primary Reasons Some Staff Have Not Attended any Training Programs

The primary reasons that staff have not attended a training program or professional development opportunity are:

- 27% I have not been encouraged to attend
- 27% Other
- 13% Locations are not convenient
- 13% Topics are not of interest to me
- 7% Times classes are offered are not convenient

Q6) Regarding the Primary Reasons For Not Participating in More Training

The primary reasons staff who attended training sessions in the past have not attended more sessions are:

- 24% Other
- 23% Times that classes are offered are not convenient
- 22% I have not been encouraged to attend
- 18% I do not have time to attend
- 10% Locations are inconvenient
- 10% Topics are not of interest to me
- 6% I was not satisfied with quality of previous classes
- 5% I did not receive information far enough in advance



Q7) Regarding Balance of Technology and Non-Technology Training Programs

71% of survey participants strongly or somewhat agree that SAPL offers training classes that represent an appropriate balance of technology and non-technology topics.

15% somewhat disagree.

7% strongly disagree that training opportunities reflect an appropriate balance.

Q8) Regarding Future Interest in Specific Training Topics

Staff have the strongest interest in receiving future training on the following topics:

68% Downloadable e-books and other e-content

63% Electronic databases

49% Supervisory and management skills

45% Reference services

39% Readers' Advisory services

39% Leadership training

39% Web 2.0 technologies

38% Digitization

Q9) Regarding SAPL's Current Ability to Meet the Needs of Specific Market Segments (Respondent Base: 176)

Staff members were asked to evaluate the extent to which the Library meets the needs of 14 market segments.

Overall, 84% of staff strongly or somewhat agrees that SAPL meets the needs of patrons of all ages.

The Library gets high marks for services to more traditional market segments.

There is an opportunity to improve services to customers who need more specialized services.



Combined Percentage Who Strongly or Somewhat Agree SAPL Satisfies Needs of Unique Market Segment:

90%	Adults
89%	Children
85%	Job seekers
84%	Families
81%	Teens
75%	Business owners and entrepreneurs
71%	Teachers
70%	Special needs
64%	Seniors
61%	Spanish speaking customers
55%	Mobile device patrons
43%	Patrons using advanced technology
41%	ESL students

Q10) Regarding Under-Served Populations (Respondent Base: 176)

The populations most frequently identified as under-served include (*responses all from professional staff*):

8%	Advanced Technology Patrons
2%	Illiteracy
49%	Non-English language speakers
15%	Other
10%	Seniors
16%	Special Needs



Q11) Regarding the Access to Resources Provided by SAPL (Respondent Base: 176)

Overall, 60% of participants in the staff survey believe SAPL provides technology which meets the needs and expectations of Library customers.

Combined Percentage Who Strongly or Somewhat Agree SAPL Provides Adequate Access:

- 63% Access to public computers
- 81% Access to laptops
- 72% Access to the Internet
- 79% Meeting rooms
- 77% Accessibility services for patrons with disabilities

Q12) Regarding the Relative Importance of Resources Provided by SAPL (Respondent Base: 176)

94% of staff indicate that access to the Internet is the most important resource provided by the Library among those on the list.

The ranking for the relative importance of the other resources is:

- 93% rate public computer terminals as most important
- 48% rate laptops for check-out as most important
- 23% rate accessibility services as most important
- 23% rate meeting rooms as most important



Q13) Regarding the Quality of Support SAPL Provides to Individual Service Units
(Respondent Base: 176)

Combined Percentage Who Rate Support as Excellent or Good:

75%	Self check-out
70%	Online databases
68%	Millennium
59%	Collection development
55%	Computers and technology
52%	Fiscal management
46%	Program development
44%	Facilities maintenance and capital projects
36%	Testing and implementing new projects
35%	Marketing programs and services
35%	Outreach

Q14) Regarding the Importance of Expanding or Enhancing Services to Population Groups
(Respondent Base: 176)

SAPL staff demonstrates a desire to improve services to all market segments with 95% of the respondents indicating that it is extremely or somewhat important to enhance services to patrons of all ages.

Combined Percentage Who Rate Expansion/Enhancement to Specific Population Groups as Extremely or Somewhat Important:

98%	Job seekers
96%	Patrons with special needs
95%	Seniors
95%	Adults



- 93% ESL students
- 92% Spanish speaking patrons
- 92% Teens
- 91% Families
- 89% Children
- 86% Business owners and entrepreneurs
- 86% Mobile device patrons
- 81% Teachers
- 81% Advanced technology patrons

Q15) Ranking Importance of Expanding or Enhancing Services to Specific Population Groups (Respondent Base: 176)

Top three named as first priority:

- Spanish-speaking customers
- Children
- Job seekers

Top three named as second priority:

- Teens
- Seniors
- Job seekers

Top three named as third priority:

- Adults
- Job seekers
- Teens



Q 16) Regarding Importance of Expanding or Enhancing Library Resources
(Respondent Base: 176)

Combined Percentage Who Rate Expansion/Enhancement of Resources as Extremely or Somewhat Important:

95%	Non-print formats
95%	Downloadable materials
94%	Computers for the public
94%	Online databases
94%	Library website
91%	Digital service
91%	Community outreach
90%	Partnerships with schools/literacy organizations
82%	Preschool children
79%	Self-service check options
69%	Community meeting space

Q17) Ranking Importance of Expanding or Enhancing Library Resources
(Respondent Base: 176)

Top three named as first priority:

- Computers for the public
- Partnerships with schools and literacy organizations
- SAPL's website

Top three named as second priority:

- Downloadable materials
- Community outreach
- Partnerships with schools and literacy organizations *TIED* computers for the public



Top three named as third priority:

- Community Outreach
- Downloadable materials
- SAPL's website

Q18) Regarding steps which SAPL must take to satisfy the expectations patrons have for technology at the Library (Respondent Base: 176)

Staff responses reveal the importance they attach to SAPL's keeping abreast with new technologies and to maintaining existing technologies. The steps SAPL must take to satisfy customer expectations regarding technology in the Library mentioned most frequently are (*responses all from professional staff*):

11%	Advanced Technology
4%	Computer training for patrons
28%	Computer training for staff
14%	Computers for patrons
6%	Computers for staff
2%	Enhanced website
4%	Other
13%	Planning
18%	Upgrade hardware/software



Q19) Regarding Staff Perceptions of SAPL as a Healthy Organization (Respondent Base: 285)

Overall, SAPL staff members indicate they have a healthy attitude regarding their employment at the Library with 96% strongly or somewhat agreeing they enjoy their work and the people with whom they work.

However, the research suggests there are several areas of organizational health which should be explored in greater depth by the Library.

Combined Percentage Who Agree Strongly or Somewhat:

- 96% Their job at SAPL is a source of personal pride
- 96% They are proud to tell their family and friends
- 77% The Library values their work and contributions
- 74% They have the resources they need to do their job effectively
- 79% They have a positive outlook regarding their future at SAPL
- 79% Employees are committed to “doing things the right way”
- 67% SAPL employees are held accountable for doing their jobs the way that they are supposed to be done

Q20: Regarding the Lines of Communication within SAPL (Respondent Base: 285)

SAPL employees suggest that internal communications is an area where improvement could be made.

73% strongly or somewhat agree they are satisfied with this aspect of Library management.

Combined Percentage Who Agree Strongly or Somewhat:

- 95% Information they receive about SAPL is important to their work
- 93% Their Lead Supervisor is willing to discuss concerns
- 92% Their Lead Supervisor is willing to consider new ways of doing things
- 90% “Library All Staff” emails are a helpful way to get information about SAPL



- 89% The intranet is a helpful way to get information about SAPL
- 88 % Their Lead Supervisor keeps them informed about significant Library projects
- 83% Their Lead Supervisor conducts staff meetings when appropriate and in an effective manner
- 81% It is easy for them to share ideas with their lead supervisor
- 79% It is easy for them to share ideas with other employees
- 74% Senior Management is willing to consider new ideas staff have about how to do things

Q21) Regarding the Adequacy of SAPL Staff Training (Respondent Base: 285)

Overall 74% of all survey respondents strongly or somewhat agree they are satisfied with the training and professional development opportunities available to them at SAPL.

Combined Percentage Who Agree Strongly or Somewhat:

- 74% The training they received as a new SAPL employee prepared them for the work that they do at the Library
- 78% They have opportunities to receive the training they need to remain up to date and to perform their duties
- 77% They have the training required to satisfy the needs of most SAPL customers
- 74% Their performance review gives them a clear idea of what they have to do to improve their job performance
- 75% They believe they can grow in their careers at SAPL



Q22) Regarding the Most Important Type of Support SAPL Can Provide to Staff
(Respondent Base: 285)

Using a scale where 1 indicates the most important and 5 indicates the least important, 78% of all staff respondents rank job satisfaction as either 1 or 2 in terms of importance.

58% rank work environment as either a 1 or 2 in terms of importance

31% rank lines of communication as either 1 or 2 in terms of importance

15% rank training as training as either 1 or 2 in terms of importance

18% rate professional as either 1 or 1 in terms of importance

Q23) Regarding Specific Changes SAPL can make to improve job satisfaction
(Respondent Base: 285)

The most frequently mentioned ways for improving job satisfaction are:

	<u>Professional</u>	<u>NonProfessional</u>
Facilities issues	2%	0%
Customer Service	0%	1%
Funding	2%	1%
Human Resources (General)	42%	24%
Human Resources (Staffing)	6%	3%
Human Resources (Training)	14%	30%
Internal Communications	18%	9%
Operations (General)	2%	1%
Operations (Hours)	3%	4%
Other	0%	11%
Programming	1%	0%
Technology	4%	5%
Work Environment	6%	11%



Q24) Regarding Specific Changes SAPL to Better Support Employees (Respondent Base: 285)

The changes that SAPL could make to better support employees mentioned most frequently include:

- More training
- Increased pay
- More effective communications within SAPL
- Improved administration/staff relations

Q25) Regarding Changes SAPL Should Make to Public Library Services (Respondent Base: 285)

Open ended responses for how SAPL should change the manner in which the Library provides public library services cover many aspects of library operations. Those mentioned more frequently include:

	<u>Professional</u>	<u>NonProfessional</u>
Collections/Materials	7%	6%
Customer Service	14%	19%
Facilities Issues	3%	1%
Funding	2%	1%
Human Resources (General)	5%	2%
Human Resources (Staffing)	7%	4%
Human Resources (Training)	2%	2%
Internal Communications	0%	1%
Marketing	7%	1%
Operations (General)	20%	24%
Operations (Hours)	10%	13%



Other	1%	6%
Programming	2%	6%
Technology (General)	14%	5%
Technology (Customer Service)	4%	0%
Work Environment	2%	9%

Q26) Regarding Additional Ideas for Making SAPL a More Effective Organization
(Respondent Base: 285)

Suggestions staff have for making SAPL a more effective organization related to many aspects of Library operations. Many of their suggestions reinforce their responses to previous questions in the survey. The majority of the suggested improvements fall into the following areas:

	<u>Professional</u>	<u>NonProfessional</u>
Collections/Materials	5%	5%
Customer Service	10%	7%
Facilities Issues	4%	2%
Funding	1%	2%
Human Resources (General)	20%	18%
Human Resources (Staffing)	1%	9%
Human Resources (Training)	2%	2%
Internal Communications	10%	4%
Marketing	12%	4%
Operations (General)	17%	18%
Operations (Hours)	2%	0%
Other	4%	8%



Programming	3%	9%
Technology	7%	7%
Work Environment	2%	5%

Q27) Survey Respondents' Areas of Responsibility

20%	Public Service Circulation
20%	Reference Services
13%	Other
11%	Branch Adult Services
8%	Children's Services
7%	Clerical Support
6%	Administrative
4%	IT/Website
4%	Tech Services
3%	Maintenance and Custodial Services
2%	YA Public Services
>1%	Financial Support
>1%	ILL
>1%	Main Library Subject Divisions
>1%	Collection Development



Q28) Respondents' Length of Service at SAPL

34%	3-5 years
22%	6-10 years
14%	11-15 years
9%	1-2 years
7%	25+ years
6%	16-20 years
4%	Less than one year
4%	21-25 years

Q29) Work Location of Survey Participants

65%	Branch location
35%	Central Library

