

User / Non-User Survey Workgroup: Recommendation for User / Non-User Survey Process

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Recommendation

The User / Non-User Survey Workgroup recommends the process below for the 2017 User / Non-User Survey.

The User / Non- User Survey Workgroup recommends the WPLC Board to authorize \$3680 to Morrill Solutions Research for the costs associated with this process.

Recommended 2017 User / Non-User Survey Process

TRAINING (MARCH 13 – APRIL 7)

Morrill Solutions Research (MSR) provides a series of four 1-hour webinars, which will be recorded, to train community members on developing research questions and gathering good data to answer them. Up to 40 public library and system staff can attend each webinar, and ideally this would include at least two participants from each public library system. **Est. cost: 13 hours, \$1040**

APPLICATION (APRIL 10 – APRIL 28)

Webinar participants submit a proposal for a local research project they want to conduct. MSR is not involved in drafting the applications. **Est. cost: None**

SELECTION (MAY 1 – MAY 12)

User/Non-User Workgroup, in conjunction with MSR, reviews and identifies proposals to fund based on criteria established by the Workgroup. Up to five proposals will be accepted. **Est. cost: 5 hours, \$400**

CONSULTATION I (MAY 12 – MAY 31)

Each accepted proposal is allotted up to two hours to consult with Morrill Solutions Research to improve and implement the project. **Est. cost: 12 hours, \$960**

COLLECTION (JUNE 1 – AUGUST 31)

The funded projects are available for response. MSR is not involved while surveys are available for response. **Est. cost: None**

CONSULTATION II (SEPTEMBER 1 – SEPTEMBER 15)

Each accepted proposal is allotted up to two hours to consult with Morrill Solutions Research to understand and analyze the data collected. **Est. cost: 12 hours, \$960**

ANALYSIS (SEPTEMBER 16 – OCTOBER 9 FOR WEBINAR; OCTOBER 16 FOR WLA PRECONFERENCE)

Participants and others interested are trained to analyze the collected data to turn into it knowledge about their users / non-users and into actionable efforts. This consists of a two-hour virtual webinar with MSR and an in-person training on Tableau at a WLA Preconference (not presented by MSR).

Both opportunities will be available to all interested community members. **Est. cost: 4 hours, \$320.**

There is a possibility for other costs to coordinate the Tableau Preconference at WLA with an organization other than MSR.

REQUEST FOR FUNDING

Total request for funding for Morrill Solutions Research (from above): **46 hours, \$3680**

User / Non-User Survey Process Notes from Workgroup

The Workgroup would like the Board's input on whether member library staff of library system staff be given priority for enrollment in the training webinars and/or during the selection phase.

The Workgroup recommends that funded projects present their findings at WLA to further share what's been learned, as a condition of being funded. Generally, the Workgroup feels that all training and funding opportunities, as well as information related to and gathered during this process, should be shared deliberately and as broadly as possible.

If needed, funded projects can purchase additional consulting time from Morrill Solutions Research (or another identified researcher who can work within the guidelines already established) outside of the costs identified here.