

# NOTES FROM USER / NON-USER SURVEY WORK GROUP

SEPTEMBER 26TH, 2016 11:00 VIA GOTO MEETING

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## FROM 9-26-16 CALL

Follow up from DPI: There are some initiatives in the works to train the library community to better use available data through the WISE programs, but there are not initiatives that train the community on how to create mechanisms for gathering new data. The work group considered two paths: to pause the recommendation of the alternate proposal until funding or more direction is available from DPI or to continue without direct DPI involvement.

### UW SURVEY CENTER

Andi will notify the UW Survey Center that their proposal has not been accepted.

### MORRILL SOLUTIONS STANDARD

The work group does not recommend this proposal at this time.

### MORRILL SOLUTIONS ALTERNATE

The work group feels this is the most valuable proposal. The work group recommends that we continue to proactively engage DPI in this process and that we move forward regardless of the ability of DPI to commit to direct involvement at this time.

The work group would prefer to get input from the Board at this point before making any decisions on a process for moving forward or for funding this proposal.

## RECOMMENDATION

*The User / Non-User Survey Work Group recommends the Morrill Solutions Research Alternate proposal for the User / Non-User Survey.*

## **Narrative**

The Work Group considered three proposals: one from the UW Survey Center and two from Morrill Solutions Research. The UW Survey Center cost was simply too high, at nearly \$70,000, to recommend. The Morrill Solutions Standard proposal offered a process and method similar to the 2012 User / Non-User Survey. The Morrill Solutions Alternate proposal puts forth a process in which the library community is trained on developing surveys, develops local surveys, and uses that data to understand their own users and non-users.

The Work Group feels the Morrill Solutions Alternate proposal is the most valuable use of WPLC resources. While [previous User / Non-User Surveys](#) have offered useful data, little has been done with that data to extend it into deeper understanding or action. The Morrill Solutions

Alternate proposal directly involves the library community in the development of local surveys, trains them on generating research questions and instruments, and helps them analyze what the results mean for library services and promotion. This need for further education on data was articulated in the work and [recommendations of the Analytics Work Group](#) earlier this year.

The Work Group reached out to DPI to understand any potential overlap with their upcoming initiatives or any potential funding opportunities. While DPI is developing initiatives to train the library community on using data, likely through the WISEDash and WISEData programs, there is no definitive plan or timeline in place. Because the WPLC has a more immediate need to move forward, the Work Group proposes proceeding without direct DPI involvement at this time, but recognizes that ongoing conversations with and input from DPI will be valuable.

Though the proposed monetary cost in the Morrill Solutions Alternate proposal is small, the project will require additional resources from the WPLC, in both member and project manager time, and in consulting from Morrill Solutions Research and/or other experts as deemed necessary by the Board or the User/Non-User Work Group.

### **Questions to consider**

What input does the Board have to offer on this proposal and recommendation?

If the proposal is approved, are there Board members or other WPLC community members who wish to participate in the Work Group going forward?

Are there ideas from the Board about potential funding partners that the Work Group should research or pursue?

If the proposal is approved, does the Board have input to provide on the direction of the process?