

User / Non-User Survey Work Group: Recommendation for Survey Proposal

September 29, 2016

Work Group Members: Steve Heser (MCFLS), Joshua Klingbeil (WVLS), Krista Ross (SWLS)

Project Manager: Andrea Coffin (WILS)

Andrea Coffin is providing project management service during this phase of the User / Non-User Survey process to avoid any conflict of interest, as Stef Morrill's husband, Joshua Morrill of Morrill Solutions Research, was identified by the work group members as a potential service provider.

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.