

SCLSNJ Strategic Planning: Staff Survey Work Team

Data Survey Report: Abridged Version

A Subcommittee of the Steering Committee:

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Introduction

This data summary narrative is an abridged version of what will ultimately be a more thorough analysis report of the entire staff survey.

The staff survey was comprised of 16 open-ended questions and one question asking staff to identify their location. The question asking staff to identify their location gave us the total number of respondents in the survey. Beyond that, staff could pick-and-choose which questions they choose to address with answers.

Questions addressed the perceived level of staff engagement, library services and processes, and general issues surrounding employee satisfaction.

The following is noteworthy information about the overall staff survey:

- The staff survey was open from June 19 to June 30, 2018.
- After the initial invitation, one reminder was sent encouraging participation on June 26.
- 141 responses were received from staff.
- The response rate was 50.36% compared to the number of overall staff at SCLSNJ (for this survey the number 280 was used).

The abridged data survey report will focus on the programs, services, and community needs questions that SCLSNJ staff address within the framework of the strategic planning process.

This summary report addresses trend categories and examples about staff thoughts on programs and services versus staff attitudes about their work. As mentioned, all staff survey questions will be fully explored in a more comprehensive staff survey report in the near-future.

Four questions from the staff survey will be examined in this abridged data survey report. These four questions most-fully asked staff to focus on the public.

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Question #4:

What programs, services, or initiatives would you like to see offered at the library? Why?

There were a wide array of answers to this question. 120 staff members answered this specific question. Staff provided answers ranging from the checking-out of cake pans and fishing equipment to customers to examining ideas around outdoor nature programs and hiking.

Three specific broad subject areas rose to the top as mentions by staff: programs surrounding English as a Second Language (ESL), services and outreach initiatives geared towards seniors, and a suggested emphasis on culture and diversity.

The following categories and examples illustrate some of the most often-mentioned responses to this question:

Category **Pol/ESL**

Examples

- demand is high for ESL programs
- bilingual representatives at every branch
- ESL classes for kids
- more outreach to minorities
- more citizenship classes
- Spanish speaking volunteers
- computer skills classes for ESL customers

Focus on Seniors

- programs in senior facilities vs. branches
- take service to personal homes of seniors
- library service by mail to seniors
- Tai Chi and/or crafts for seniors
- wellness programs for seniors
- technical resources for 70+

Cultural and Diversity Issues

- job openings/postings for diverse population
- adherence multicultural calendars to program
- look at diverse demographics to guide us
- international culture and food events

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Question #5:

What programs, services, or initiatives would you like to see discontinued at the library? Why?

97 out of 141 staff respondents answered this question. Of note, the planned new offering of Passport and Notary services (which will not begin until September 2018), was suggested as something to discontinue multiple times. Answers went across many categories, so some issues that appear only a few times are included.

Category

Passport and Notary Services

Examples

- offered for free elsewhere
- we don't fully know what to do
- not core mission driven service
- too time consuming
- cause more ill-will than good
- this service is literally everywhere

Staff Appreciation Breakfast

- food is inedible
- would rather have breakfast in branch
- don't want to drive to another branch for breakfast

Staff Development Day

- library should not close for a day

Sunday Service

- limited service should be altered
- either be fully open or be closed
- staff should be able to answer questions without referring customers to a librarian

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Question #10:

Describe a community need you would like to see met.

109 out of 141 staff members chose to answer this question. There was no clear overall theme or major trend. Multiple answers covered multiple categories. Many respondents indicated the library system goes above and beyond in our public services output. Many respondent comments noted that the system was right on target.

Category

Examples

Special Needs

- program for adults at every location
- programs for teens at every location

Immigrant populations

- more outreach

Spanish speaking communities

- more outreach
- more bilingual programs

Technology

- the system needs technology that actually works
- customers need non Windows computers
- seamless access to Microsoft products

Collection Development

- need collections that represent the community
- more Christian material

Space

- more space for small groups
- more space for students
- individual, quiet work space

PR

- branding smothers local flavors
- program promotion issues

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Question #11:

Describe a community need that is being met locally that would benefit communities system wide.

69 staff members answered this question. Several unique needs were shared through specific answers. One response discussed an Earth Day program that encouraged respect for the earth and the creation of rain gardens. This question had one of the least number of responses for the survey.

Category

Youth Services

Examples

- replicate programs from location-to location verbatim (storytime kits)

Township Communications

- involve township staff in library programs

Social Worker Interns

- expand this idea to more branches in need

Library Cards for Students

- library cards through classroom distribution

ESL

- provide resources to schools
- ease strain on school media specialists
- separate bilingual collections

New Adults

- target programs to millennials
- offer programs when this group is free

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Brief Conclusions

According to Survey Gizmo Resources, surveys distributed internally to employees generally have a much higher response rate than those distributed to customers.

Internal surveys generally receive a 30-40% response rate (or more) on average, compared to an average 10-15% response rate for external customer surveys.

Following this industry trend data, SCLSNJ staff survey received a response rate of 50.36%. This is above average and shows a high interest in the work of the public library by its employees.

Staff were concerned about issues of anonymity in answering questions. No one besides the staff survey work team saw individual staff answers or any specifics of the survey beyond the actual questions. The integrity of the data has stayed with the four members of the staff survey work team.

The questions asked and put forward to staff were designed with SCLSNJ team members in mind. Staff clearly felt empowered to lend their voices to the strategic planning process based on the return rate from the survey.