# 2011 WebJunction Member Satisfaction Survey Results

**WebJunction**®

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July 2011

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**WebJunction**®

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# About WebJunction

In May 2002, The Bill & Melinda Gates Foundation awarded a grant to OCLC and four partner organizations to create a website to support the technology libraries provide for patrons to use, in particular the 14,000 computers that were installed by the Foundation in 11,000 libraries across the U.S. and Canada. One year later, WebJunction.org was launched—not only with public computer resources but also information, training and materials to help library staff with on-the-job issues that range from managing the library to providing front-line assistance.

Since 2004, WebJunction has partnered with state library agencies to give them the ability to provide localized training and resources to staff in their state by way of a customized version of WebJunction.org. Online self-paced courses debuted in 2005, and web conferencing—or webinars—the following year. WebJunction has partnered with more than half of state libraries; current Partners include Arizona State Library, Archives and Public Records; Connecticut State Library; Florida Department of State's Division of Library and Information Services; Georgia Public Library Service; State Library of Iowa; Idaho Commission for Libraries; Illinois State Library; Indiana State Library; State Library of Kansas, Maine State Library; Minnesota State Library Agency & Minitex; Missouri State Library; State Library of North Carolina; State Library of Ohio; Access Pennsylvania; Library of Virginia; and Washington State Library.

WebJunction's mission has grown from supporting public computers in rural libraries to be the place where all public library staff gather to build the knowledge, skills and support we need to power relevant, vibrant libraries. WebJunction provides training tools and learning opportunities for library staff in a variety of online formats: self-paced courses, free webinars and online conferences, discussion groups, learning cohorts, facilitated training programs, and an ever-expanding repository of articles, handouts, videos, and other files shared by the library community. WebJunction also manages special projects that focus on specific training needs, such as technology planning, hardware upgrades, outreach to rural and Spanish-speaking communities, managing public access computers, and services to the struggling workforce.

In 2008, supported by another grant from the Bill & Melinda Gates Foundation, WebJunction evolved its services and its website to take advantage of the tools that support the "participatory Web," so that users could create and share their knowledge with the library community through the website. In 2009, as the United States entered a significant economic recession, WebJunction escalated its online events programming in response to reduced library staff travel and training budgets. Participation in WebJunction's monthly free one-hour webinars rose dramatically, and hundreds of library staff attended the two free online conferences hosted by WebJunction in 2010. In July 2011, in response to the current continuing education needs of state library agencies, WebJunction began offering unlimited access to online courses to library staff who are affiliated with a state library Partners.

WebJunction has grown enormously since its initial launch in 2003. More than 70,000 staff of libraries and related organizations have joined as a WebJunction member, and two-thirds of all U.S. public libraries have at least one staff member who has used WebJunction resources. Over 24,000 subscribe to Crossroads, WebJunction's monthly e-newsletter, and 20,000 course enrollments occurred in the past 12 months alone. Nearly 350,000 unique users visited WebJunction.org during that same time.

More important than the amount and frequency of use is to understand WebJunction's impact on library services. Based on the survey responses reported here, WebJunction has become the go-to place for library staff to learn about new technology and become more adept with computer applications; develop new and improved services for patrons; and increase customer service, leadership, and training skills. Library staff are applying their expanded competency in those areas directly toward improvements to their library's services to the public.

The feedback from members that was communicated in this survey will shape WebJunction's direction for the coming year. Its focus will be on developing content and programs in the areas that were most frequently identified as a continuing education need for library staff: new technology, customer service, and library leadership. WebJunction will also be redesigning and relaunching its website, with a new look and fresh content.

WebJunction is looking forward to its continued work with libraries to meet its mission, and hopes to see and hear from you soon on WebJunction.org—especially your stories of how your library is evolving to successfully meet the needs of your community. If you have any comments or questions about the information in this report or about WebJunction, please send them to Sharon Streams at streamss@oclc.org.

# Survey Objectives & Methodology

WebJunction conducted a Web-based survey to increase the understanding of library staff use of WebJunction.org and to gather information to help WebJunction decide:

· what content and programming to deliver

· what website tools and functionality to focus on

· what problems need to be addressed

· what issues are most important to library staff, and how WebJunction can best support libraries' continuing education needs.

We also wanted to gauge WebJunction's services to small (<25,000 service population) public libraries, typically underserved libraries that are a particular focus of WebJunction's mission.

An invitation to participate in the Web-based survey was e-mailed on May 9, 2011, to 13,167 WebJunction members. The members who were selected have signed into the WebJunction.org website at least once since January 1, 2009. Results of the survey are illustrated in the bar chart.

**467 e-mails bounced (3.5%)**

**13,167 e-mails sent**

**2,335 e-mails opened (17.7%)**

**1,650 responses of opened e-mails (12.5%)**
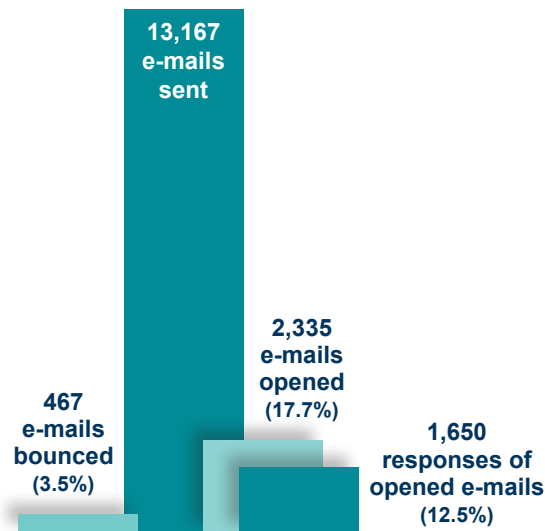
Response rate of opened e-mails was 71% when the survey closed on May 30, 2011.

# Survey Results

The results described below are for all survey responses. Results for small public library (<25,000 service population) respondents only have been tabulated separately as well and are included in this report where appropriate.

Responses to open-ended questions have been coded with keywords and sorted into categories,  to create the table of terms; verbatim responses were used to create tag clouds of the top 75 terms used by respondents for those questions. Both versions of these responses are included in the report.

# High-Level Summary

Satisfaction with WebJunction has increased significantly over 2010 results. Average rate of visitation has decreased slightly. Members most value the information that WebJunction offers and the self-paced courses. Members would most like to see improvements to the website usability, course enrollment process and course content updates.

Library staff are most interested in training and resources about e-books/e-readers and other new and emerging technology; customer service, dealing with difficult patrons; cataloging; management skills, budgeting and improving communication with and among staff.

# Frequency of Visits to WebJunction

- More than half of the respondents (54 percent) visit WebJunction.org at least monthly. This is a 6 percent reduction from 2010 results. Seventeen (17 percent) percent visit WebJunction.org either daily (2 percent) or weekly (15 percent), and more than one-third (37 percent) access it monthly. One quarter (24 percent) percent visit the website quarterly and seven percent (7 percent) visit annually.

- Respondents from *small public libraries* report that they visit more frequently: 66 percent visit at least monthly and 25 percent at least weekly.

### All respondents—How frequently do you visit WebJunction.org?
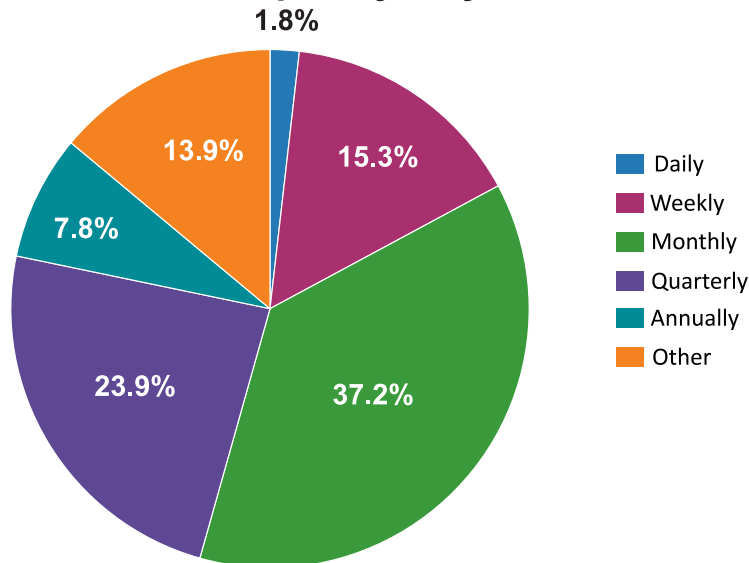


Pie chart legend:
- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Other

Pie chart values: 1.8%, 15.3%, 37.2%, 23.9%, 7.8%, 13.9%

## Small public library respondents—
## How frequently do you visit WebJunction.org?

**1.3%**
**3.3%**
**11.0%**
**23.7%**
**20.0%**
**40.7%**

- Daily
- Weekly
- Monthly
- Quarterly
- Annually
- Other
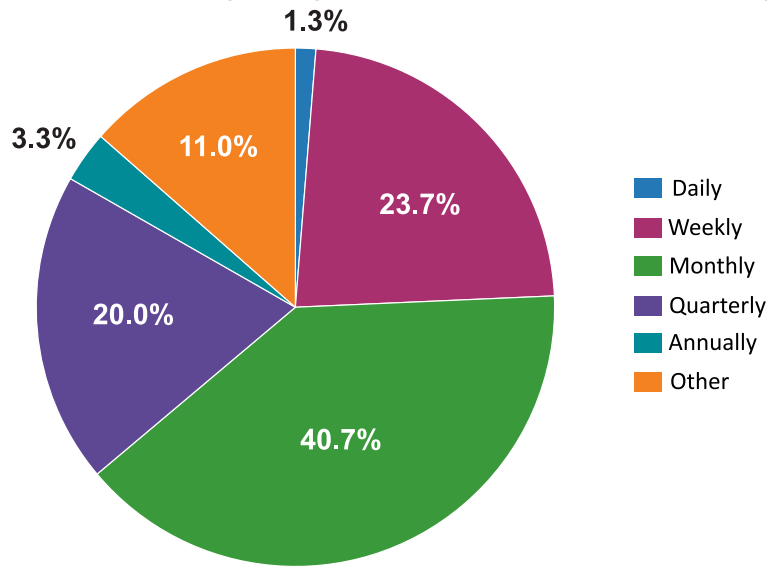
# Satisfaction with WebJunction

- About two-thirds of the respondents (65 percent) are highly satisfied with WebJunction. This is a significant increase (21 percent) over 2010 results. Seventeen percent of the respondents (17 percent) rated their overall satisfaction as *very satisfied (Rating of 7)*. Nearly half (47 percent) gave WebJunction a rating of "6" on a 7-point scale. Only 1 percent are dissatisfied.

- Respondents from *small public libraries* are more satisfied: 25 percent rated their overall satisfaction as very satisfied, and 46 percent rated their satisfaction a "6", for an overall 71 percent satisfaction rate among this member population.

## Overall, how satisfied are you with WebJunction?

**0.4%**
**1.0%**
**17.3%**
**3.0%**
**47.3%**
**13.6%**
**17.3%**

- Very Satisfied (7)
- Satisfied (6)
- Somewhat Satisfied (5)
- Neutral (4)
- Somewhat Dissatisfied (3)
- Dissatisfied (2)
- Very Dissatisfied (1)
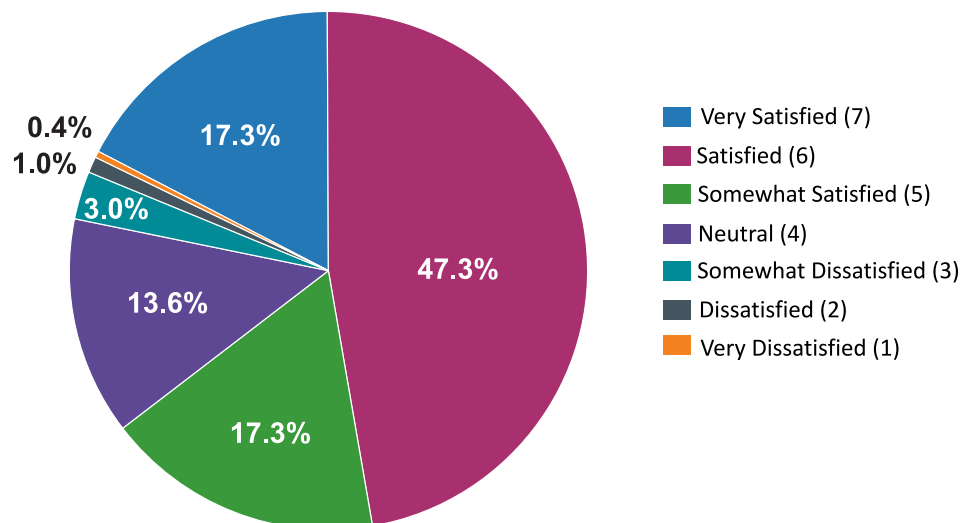
- Respondents affiliated with WebJunction's Partner Program were slightly more satisfied: 20 percent reported being very satisfied, 46% satisfied, and 19 percent somewhat satisfied.

- For those respondents who expressed satisfaction, the most frequent reported reason for satisfaction was for the **information** provided by WebJunction (47 percent) —the amount, the breadth of topics, the currency, the formats, and its helpfulness. Other reasons were the **courses** (24 percent), the **training opportunities** in general (16 percent), the **ease of use** (12 percent), and the **webinars** (8 percent). This is a shift from 2010 results, where courses were cited as the main reason for satisfaction by 78 percent of respondents. Among the satisfied users, 65 percent visit WebJunction.org at least monthly.

### Reasons for satisfaction

| | | | |
|---|---|---|---|
| information | 136 | website | 6 |
| courses | 71 | support | 6 |
| training | 47 | sharing | 3 |
| easy | 35 | learning | 2 |
| webinars | 24 | interaction | 2 |
| general | 24 | project support | 1 |
| convenient | 16 | newsletter | 1 |
| cost | 10 | delivery | 1 |

able access appreciate available classes content continuing convenient cost courses covered current development done ease easily easy education enjoy fairly feel format found free generally helpful info information interesting issues job learn librarians library looking lot love material meets navigate needs offers online opportunities presented professional programs provides really relevant resources satisfied selection self-paced site something sometimes source staff taken times topics training tutorials understand useful usually variety web webinars webjunction wide wish wj work

## Verbatim Comments from Survey Respondents:

*Just knowing the plethora of information is available when we need it is helpful and reassuring. I have been able to access webinars that have been very informational as well as enabling me to accrue CEUs.*

*I really like the free webinars. I don't drive, so it is difficult for me to attend conferences, plus my library doesn't have the money to pay for my attendance if I could get there.*

*WJ is an excellent source for materials and courses in library work—with collaboration and the ability to share across an organization without travel expenses and conference costs.*

*You offer a wide variety of free and low-cost resources that I use in my job as I maintain my library's web site, promote library programs, and develop patron and staff training.*

*Courses meet my needs for professional development at no cost. Also, courses are available online, saving time away from the office.*

*Great classes that help me to be the best that I can be.*

*The courses are easy to understand, varied enough to have
"something for everyone."*

*It offers a very convenient, inexpensive (especially with the partnership with
our state library agency) approach to professional development.*

*WJ fills a real need that libraries lack the resources to provide. They are
generally short tutorials and the webinars are a great way to get general
information such as what other libraries are doing for patron classes.*

*I feel the courses I have taken made me more comfortable
when handling customer service problems.*

*I use webjunction for my training and training of my staff.
I love the variety of courses so I can direct staff to courses they need
for their personal development.*

*I find very helpful information that allows me to make good decisions
about running my library.*

*It keeps me informed about current issues in libraries.
Even if they don't all pertain to my position,
I feel it helps keep me informed. The presentation is professional.*

*The content of Webjunction is so useful, it has helped to improve
my job performance and enthusiasm and joy in my job.*

*Great to look at WebJunction to confirm something or
to discover something—it is usually there!*

*I always find what I am looking for and usually find something useful
that I wasn't looking for!*

*Eliminates the need to drive to classes. A variety of topics are covered. Ease of
use. Excellent presentations by trained experts in the field. The archived notes.
The "chat" feature is great, because so often there is interaction between
students which adds another layer to the formal lesson.*

# Suggested Changes for WebJunction

When asked for a suggestion of one *thing that WebJunction should change,* one third (34 percent) of the 200 responses suggested improvements to the **website usability**—notably to update the "clunky" interface, improve the navigation and search functionality, simplify workflows such as enrolling in a course, and reduce the amount of text on key pages. Another third (34 percent) of responses suggested improvements to **courses**, including updating course content, offering more free courses, and simplifying the enrollment and launching of courses. Twelve percent (12 percent) mentioned how to improve the **information** on the website, including weeding old content, updating bad links, and adding more resources on certain topics.

## Suggested Changes

| | | | |
|---|---|---|---|
| usability | 272 | support | 4 |
| courses | 270 | value | 3 |
| information | 96 | publib | 3 |
| webinars | 56 | listserv | 3 |
| engagement | 38 | branding | 3 |
| marketing | 37 | reminders | 2 |
| access | 32 | purpose | 2 |
| training | 10 | competencies | 2 |
| site-performance | 7 | usefulness | 1 |
| programming | 7 | oclc integration | 1 |
| free-training | 5 | newsletter | 1 |

able access anything available better bit busy change classes completed confusing content cost courses current difficult documents easier easy email enough etc free friendly getting hard help info information interface librarians library links list log looking maybe navigate nothing offered online page people perhaps problems programming public really search section seems services sign site something sometimes staff state sure technology things think times topics training used user usually variety web webinars webjunction website wish work

# Most Appreciated about WebJunction

When asked to state what they *appreciate most about WebJunction,* the **information** and the **courses** were the top reasons, with 25 percent of the responses each. The **training opportunities** in general, **webinars**, the **convenience** of an online training resource each were mentioned in 10 percent of the responses. Finally, the **easy access** to the website (7 percent) and the sense of **community** among libraries sharing their knowledge (6 percent) is also appreciated by many.

## Most Appreciated

| | | | |
|---|---|---|---|
| information | 418 | support | 10 |
| courses | 397 | free-training | 7 |
| training | 164 | newsletter | 6 |
| webinars | 153 | listserv | 4 |
| convenience | 137 | email-reminders | 2 |
| access | 104 | everything | 2 |
| community | 100 | blog | 1 |
| usability | 72 | competencies | 1 |
| marketing | 12 | techsoup | 1 |

ability able access appreciate archived available classes community complete content continuing convenience cost courses covered current desk development discussions documents earn ease easy education etc fact free helpful ideas info information interest job learning leus librarians library lots love material news offered online opportunities pace people policies professional programs quality range really relevant resources schedule self sharing site staff state subjects taking technology things topics training updates useful variety wealth web webinars webjunction wide work

# WebJunction Evaluation

Respondents also evaluated eight functions of WebJunction on a 7-pt. scale. Because the functions were not the same as listed on the 2010 survey, a full comparison cannot be made.

- Nearly half (49 percent) of respondents and more than half of *small public library* respondents (54 percent) **strongly agree** with *I would recommend WebJunction courses to my colleagues or staff.*

- Nearly half (47 percent) of respondents (and 50 percent of *small public library* respondents) **strongly agree** with *I would recommend WebJunction webinars.*

- More than one-third (35 percent) of respondents **strongly agree** with the statement *It is easy to find and enroll in a course on WebJunction* (39 percent of *small public library* respondents).

- Nearly one third (31 percent) **strongly agree** with the statement *It is easy to find and register for free webinars on WebJunction* (34 percent of *small public library* respondents).

- Nearly one-third (31 percent) **strongly agree** that *WebJunction keeps me informed of what's happening in the library profession;* (31 percent of *small public library* respondents.

- More than one-quarter (27 percent) of respondents **strongly agree** with *I read articles that are useful to my work on WebJunction;* one-third (34 percent) of small public library respondents strongly agreed with the statement.

## Based on your experience with WebJunction, how strongly do you agree or disagree with the following statements?

| Statement | Strongly Agree | Somewhat Agree | Neither Agree or Disagree | Somewhat Disagree | Strongly Disagree | Aware But Haven't Tried | Not Aware I Could |
|---|---|---|---|---|---|---|---|
| WebJunction keeps me informed of what's happening in the library profession | 23.8% | 33.2% | 23.8% | | | | |
| I can effectively collaborate with colleagues on WebJunction | 13.6% | | 29.9% | | | 20.5% | 22.9% |
| Crossroads newsletter has useful information | 18.6% | 20.9% | 24.9% | | | 11.2% | 21.3% |
| I would recommend WebJunction's free webinars to my colleagues or staff | 46.7% | 27.7% | 13.1% | | | | |
| It is easy to find and register for free webinars on WebJunction | 30.9% | 31.9% | 12.2% | | | | |
| I read articles on WebJunction that are useful to my work | 26.7% | 29.0% | 18.6% | | | | 12.3% |
| I would recommend WebJunction self-paced courses to my colleagues or staff | 49.1% | 29.6% | 10.0% | | | | |
| It is easy to find and enroll in self-paced courses on WebJunction | 35.2% | 37.8% | | | | | |

Legend: Strongly Agree · Somewhat Agree · Neither Agree or Disagree · Somewhat Disagree · Strongly Disagree · Aware But Haven't Tried · Not Aware I Could

# Effectiveness of WebJunction

Respondents were asked if they had used WebJunction resources to perform twelve activities. More than half of the respondents use WebJunction to perform the following activities:

• Learn more about new technology (69 percent)

• Develop or improve services for your patrons (61 percent)

• Increase your customer service skills (58 percent)

• Increase your skills with a computer application (57 percent)

• Increase your leadership skills (53 percent)

• Improve staff training at your organization (51 percent)

These results showed a notable increase over 2010 results in use of WebJunction resources for new technology (63 percent in 2010) and staff training (44 percent in 2010). Use of resources to provide support to patrons on library computers also increased from 30 percent in 2010 to 38 percent, managing the library increased from 41 percent to 45 percent, and responding to the needs of job seekers increased from 16 percent to 22 percent.

## All respondents—Have you used WebJunction resources (courses, programs, articles, shared news and information) to...

| Activity | Yes | No | Not Aware I Could |
|---|---|---|---|
| Provide support to your patrons on library computers | 38.4% | 50.0% | 11.6% |
| Increase your leadership skills | 52.5% | 41.9% | |
| Increase your customer service skills | 57.6% | 38.2% | |
| Increase your skills with a computer application | 56.5% | 39.0% | |
| Meet and connect with other libraries or library staff | 20.5% | 62.0% | 17.5% |
| Collaborate on a project | 13.8% | 65.2% | 21.0% |
| Apply competencies to staff hiring, training, or evaluation | 27.8% | 60.7% | 11.5% |
| Help your library respond to the needs of job seekers and unemployed | 22.4% | 64.0% | 13.6% |
| Learn more about new technology | 68.5% | 27.9% | |
| Improve staff training at your organization | 51.3% | 44.2% | |
| Develop or improve services or programs to your patrons | 60.9% | 33.9% | |
| Improve how you manage your library | 44.9% | 47.4% | |

0%   10%  20%  30%  40%  50%  60%  70%  80%  90% 100%

■ Yes   ■ No   ■ Not Aware I Could

*Small public library* respondents reported even greater use of WebJunction resources on-the-job:

- Learn more about new technology (76 percent)
- Develop or improve services for your patrons (70 percent)
- Increase your skills with a computer application (62 percent)
- Improve staff training at your organization (60 percent)
- Increase your customer service skills (68 percent)
- Increase your leadership skills (59 percent)
- Improve how you manage your library (56 percent)
- Provide support to your patrons on library computers (51 percent)

## Small public library respondents—
## Have you used WebJunction resources
## (courses, programs, articles, shared news and information) to...

| Category | Yes | No | Not Aware I Could |
|---|---|---|---|
| Provide support to your patrons on library computers | 51.0% | 39.0% | |
| Increase your leadership skills | 59.0% | 35.7% | |
| Increase your customer service skills | 67.7% | 28.7% | |
| Increase your skills with a computer application | 62.3% | 33.0% | |
| Meet and connect with other libraries or library staff | 22.3% | 60.7% | 17.0% |
| Collaborate on a project | 13.7% | 67.0% | 19.3% |
| Apply competencies to staff hiring, training, or evaluation | 33.7% | 54.0% | |
| Help your library respond to the needs of job seekers and unemployed | 29.0% | 58.3% | |
| Learn more about new technology | 76.3% | 19.7% | |
| Improve staff training at your organization | 59.0% | 36.7% | |
| Develop or improve services or programs to your patrons | 69.7% | 26.0% | |
| Improve how you manage your library | 55.7% | 37.0% | |

0%  10%  20%  30%  40%  50%  60%  70%  80%  90%  100%

Legend: ■ Yes  ■ No  ■ Not Aware I Could

# Library Skills

Respondents were asked, *Thinking about new skills, knowledge or attitudes that would help YOUR LIBRARY to be successful, what is one topic that WebJunction should focus on in the areas of:* technology, services, management, technical services, and staff training.

For topics on **Technology**, information on new and emerging technology was the most frequently given response, which included being introduced to, evaluating, learning how to use, and helping patrons use new devices and applications. Ebooks, ereaders, and mobile technology were also top responses, as were social networking and other social media/Web 2.0 applications.

## Technology

| | | | |
|---|---|---|---|
| new-technology | 138 | digital-media | 15 |
| ebooks | 114 | open-source | 14 |
| ereaders | 73 | basic-computer-skills | 14 |
| mobile-technology | 31 | networking | 13 |
| social-media | 29 | MS Windows | 11 |
| social-networking | 27 | website-development | 11 |
| mobile-apps | 20 | MS Office 2010 | 11 |
| cloud-computing | 19 | troubleshooting | 10 |
| patron-computer-training | 17 | how-to-teach | 10 |
| Microsoft applications | 17 | | |

access anything applications apps available basic books changes classes cloud community computer courses current databases development devices digital downloadable e-books e-readers ebooks emerging equipment ereaders etc evaluating excel facebook free gadgets help information instruction integrating internet issues keeping latest library making management media microsoft mobile networking newest office online open patrons programs public readers resources services skills social software source staff systems teach tech technology tools training trends troubleshooting tutorials updates various web websites windows

For topics on **Library Services**, learning how to provide better customer service was the top suggested area of focus; and in particular, dealing with difficult patrons was mentioned quite frequently. Ebooks and ereaders were once again mentioned by many as a needed area of training for staff. Services to the unemployed and helping patrons with job-seeking activities rated highly, as did outreach to the community and special populations. The theme of understanding patrons' evolving needs, promoting the library's service to those needs, and general marketing was quite prevalent as well.

## Library Services

| | | | |
|---|---|---|---|
| new-technology | 138 | digital-media | 15 |
| ebooks | 114 | open-source | 14 |
| ereaders | 73 | basic-computer-skills | 14 |
| mobile-technology | 31 | networking | 13 |
| social-media | 29 | MS Windows | 11 |
| social-networking | 27 | website-development | 11 |
| mobile-apps | 20 | MS Office 2010 | 11 |
| cloud-computing | 19 | troubleshooting | 10 |
| patron-computer-training | 17 | how-to-teach | 10 |
| Microsoft applications | 17 | | |

access adult advisory age bases basic best better books children classes collection community computer courses customer databases dealing difficult digital diverse downloads e-books e-readers ebooks ereaders etc help ideas information instruction job keep learn library literacy marketing materials media mobile needs offer online outreach patron-needs patrons people populations programming provide public reach readers reference research resources resume searching self service serving skills staff students teaching tech technology things training tutorials users virtual ways web working

For topics on **Management**, training on management skills and budgeting were the top responses. Communication skills, leadership skills, and relations with staff were also frequently mentioned.

## Management

| | | | |
|---|---|---|---|
| management-skills | 40 | hiring | 12 |
| budgeting | 38 | morale | 12 |
| communication | 32 | team-building | 12 |
| leadership-skills | 26 | doing more-with-less | 11 |
| relations-with-staff | 25 | performance-management | 11 |
| change-management | 20 | supervisory-skills | 11 |
| fundraising | 16 | performance-evaluation | 10 |
| personnel-issues | 14 | staffing | 10 |
| difficult-staff | 13 | time-management | 10 |
| grants | 12 | | |

administrators best better budgeting building change collaboration collection communication competencies copyright cuts dealing descriptions development different difficult digital director effective employees etc evaluation examples firing funding fundraising future grant groups help hiring hr human ideas improve issues job keep laws leadership librarians library management marketing mentoring morale motivating patrons people personnel planning policies practices project provide public relations resources services skills staff staffing strategic strategies supervising supervisor support team technology times training volunteers working writing

For topics on **Technical Services**, cataloging was by far the most popular response.

## Technical Services

| | | | |
|---|---|---|---|
| cataloging | 96 | RFID | 7 |
| RDA | 44 | troubleshooting | 7 |
| ebooks/ereaders | 16 | acquisitions | 6 |
| efficiency | 13 | FRBR | 6 |
| computer-skills | 12 | MARC | 6 |
| ILS | 11 | new-technology | 6 |
| digital-content | 10 | open-source | 6 |
| IT /network administration | 10 | patron-training | 6 |
| book-repair | 7 | processing | 6 |

access acquisitions advanced anything applications basic best better books cataloging cataloguing changes classes collections computer content control courses developing devices dewey different digital ebooks electronic etc formats frbr help ils improve issues items keeping library management marc materials networks oclc offer online open order patrons practices processing programs public rda records repair resources rfid search server services skills software source staff streamline subject support system teaching tech technical technology timely training trends troubleshooting ways work

For topics on **Staff Training**, responses were widely dispersed. The most frequent response (17%) was suggested training on customer service.

## Staff Training

| | |
|---|---|
| customer-service | 91 |
| difficult-patrons | 19 |
| new-technology | 16 |
| motivation | 15 |
| team-building | 14 |
| competencies | 13 |
| technology | 13 |
| paraprofessionals | 12 |
| reference | 12 |
| basic-library-skills | 11 |
| basic-computer-skills | 10 |
| change-management | 10 |



# Individual Skills

Respondents were asked, *Thinking about new skills, knowledge or attitudes that would help YOU to be successful, what is one topic that WebJunction should focus on.* Responses covered technology, personal effectiveness and attitude, improved management skills and supervisory skills including dealing with personnel issues and human resources functions, and working with difficult patrons. Many responses mentioned how to perform effectively and positively with shrinking staff, resources, and budgets.

## Individual Skills

| | | | |
|---|---|---|---|
| technology | 49 | computer-skills | 14 |
| new-technology | 114 | services | 14 |
| management-skills | 73 | team-building | 14 |
| customer-service | 31 | ebooks | 13 |
| time-management | 33 | future-role | 12 |
| leadership | 31 | programming | 12 |
| change-management | 21 | stress-management | 12 |
| cataloging | 19 | career-advancement | 11 |
| attitude | 16 | collection-development | 11 |
| communication | 16 | marketing | 11 |
| difficult-patrons | 16 | organization-skills | 10 |
| staff-training | 16 | readers-advisory | 10 |
| budget | 15 | teens | 10 |
| website | 15 | | |

# Library Activities

Respondents were asked to identify which activities their library undertook in the past 12 months. More than three-quarters (78 percent) of respondents report that their library provided staff training. Two-thirds of respondents reported that their library created a social networking presence for the library (65 percent); nearly two-thirds increased internet connectivity or public computers (62 percent). More than half of the respondents (58 percent) indicated their library hired new staff, while half (50 percent) experienced staff reductions.

## In the past year, my library has...

| Activity | Yes | No | Not Aware I Could |
|---|---|---|---|
| Reduced operating hours or closed a branch | 23.1% | 74.5% | |
| Provided staff training | 78.3% | 19.0% | |
| Hired new staff | 57.6% | 40.4% | |
| Experienced staff reductions (hours or headcount) | 49.9% | 46.3% | |
| Added new services to support the unemployed in your community | 40.5% | 50.9% | |
| Performed a patron/customer satisfaction survey | 45.2% | 46.2% | |
| Performed a community needs assessment | 27.4% | 59.0% | |
| Purchased mobile devices (e.g.,ereaders, iPads, MP3 players) for patron use | 32.2% | 64.0% | |
| Increased internet connectivity or public computers | 61.6% | 32.9% | |
| Created a video | 39.2% | 52.4% | |
| Created a social networking presence for the library (e.g., Facebook page, Twitter account) | 64.6% | 32.8% | |
| Launched or relaunched its website | 41.7% | 53.6% | |

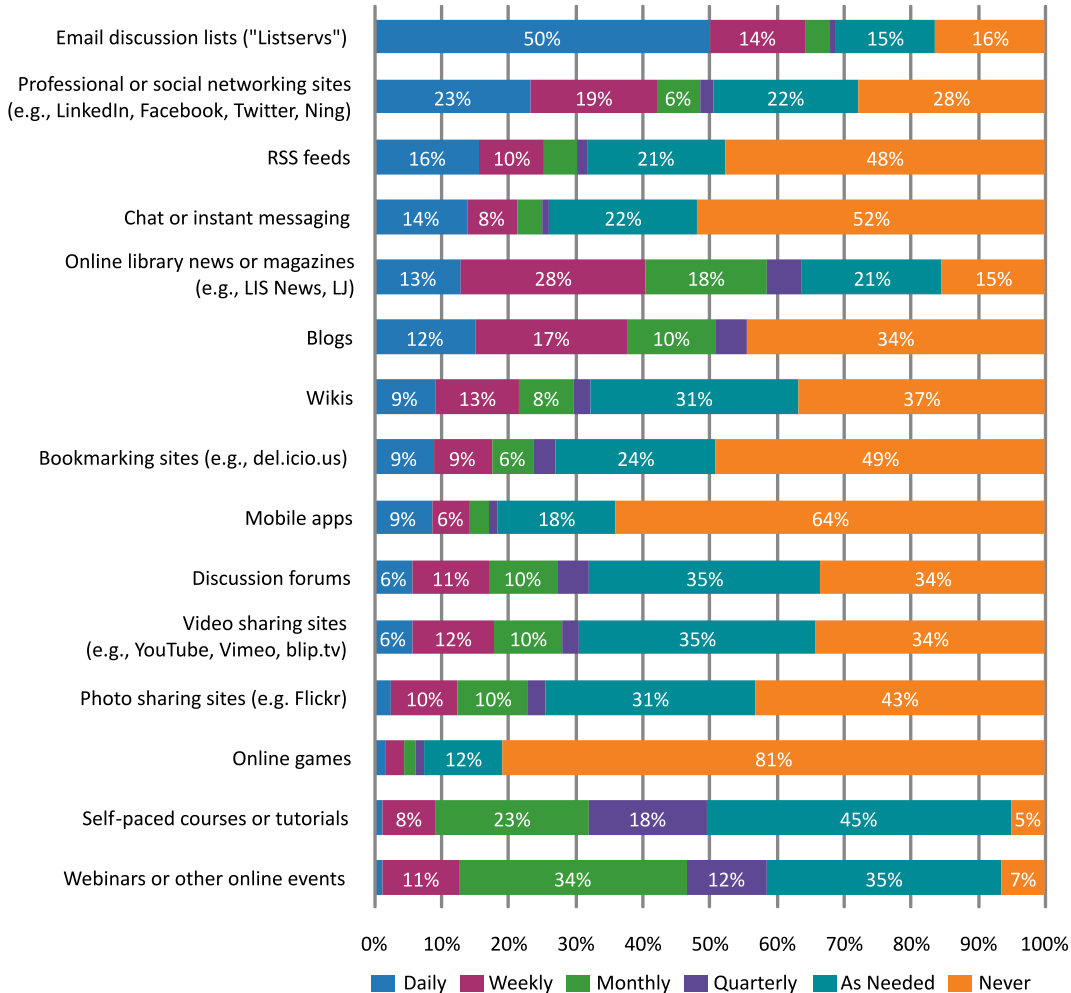0%  10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Yes  ■ No  ■ Not Aware I Could

Public library staff responses varied slightly: 67 percent reported increased internet connectivity or public computers; 52 percent indicated their library hired new staff, while 41 percent experienced staff reductions.

# Online Tools

Respondents were asked to rate how frequently they use certain online tools in their *professional* life. Half of the respondents (50 percent) use *email listservs **daily***. One-quarter of the respondents (23 percent) use *professional or social networking sites **daily***. More than half never use chat or instant messaging (52 percent); nearly half do not use bookmarking sites (49 percent) or RSS feeds (48 percent), online games (81 percent), mobile apps (64 percent), photo sharing sites (43 percent).

## How frequently do you use the following online tools in your PROFESSIONAL life?

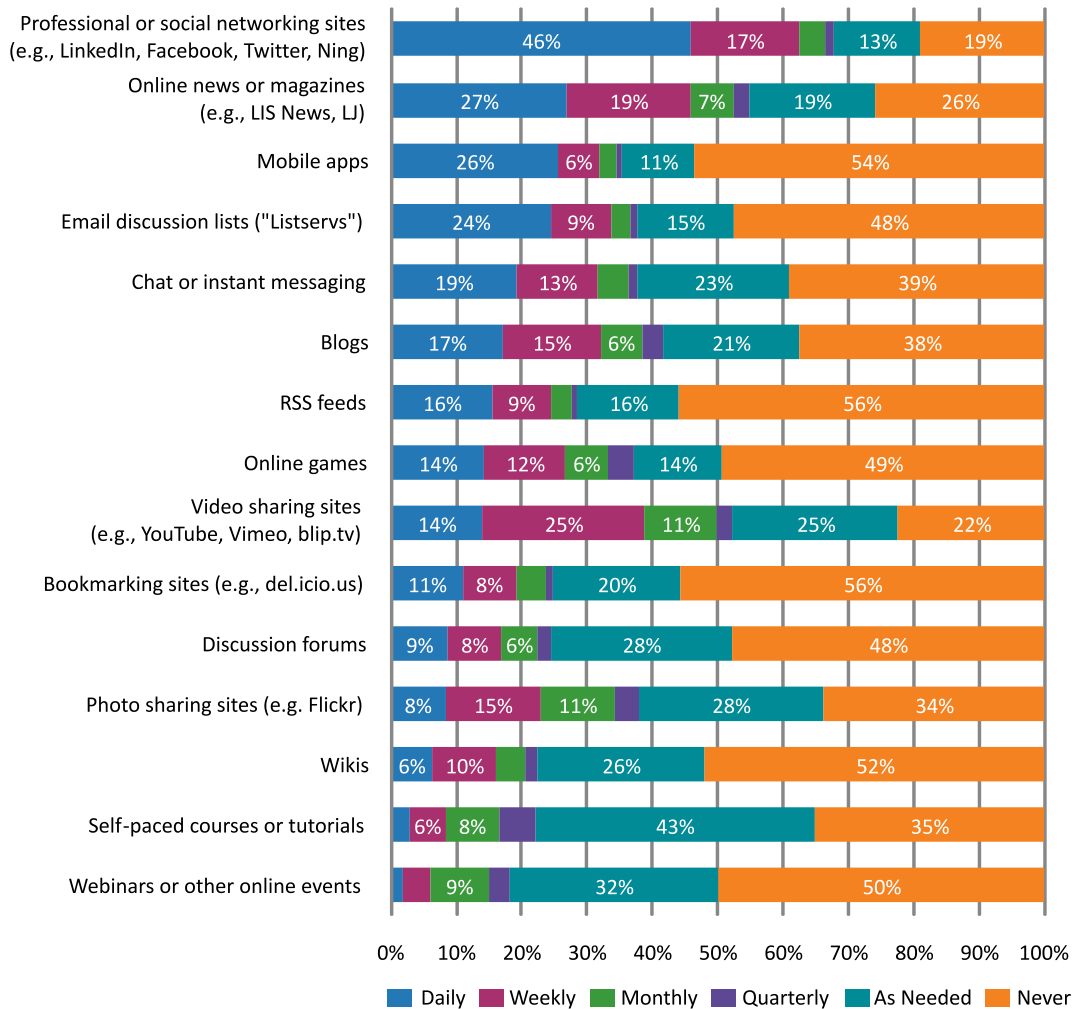| Tool | Daily | Weekly | Monthly | Quarterly | As Needed | Never |
|---|---|---|---|---|---|---|
| Email discussion lists ("Listservs") | 50% | 14% | | | 15% | 16% |
| Professional or social networking sites (e.g., LinkedIn, Facebook, Twitter, Ning) | 23% | 19% | 6% | | 22% | 28% |
| RSS feeds | 16% | 10% | | | 21% | 48% |
| Chat or instant messaging | 14% | 8% | | | 22% | 52% |
| Online library news or magazines (e.g., LIS News, LJ) | 13% | 28% | 18% | | 21% | 15% |
| Blogs | 12% | 17% | 10% | | | 34% |
| Wikis | 9% | 13% | 8% | | 31% | 37% |
| Bookmarking sites (e.g., del.icio.us) | 9% | 9% | 6% | | 24% | 49% |
| Mobile apps | 9% | 6% | | | 18% | 64% |
| Discussion forums | 6% | 11% | 10% | | 35% | 34% |
| Video sharing sites (e.g., YouTube, Vimeo, blip.tv) | 6% | 12% | 10% | | 35% | 34% |
| Photo sharing sites (e.g. Flickr) | | 10% | 10% | | 31% | 43% |
| Online games | | | | 12% | | 81% |
| Self-paced courses or tutorials | | 8% | 23% | 18% | 45% | 5% |
| Webinars or other online events | | 11% | 34% | 12% | 35% | 7% |

Respondents from small public libraries were less likely to use some of these tools in the professional setting: 61 percent *never* use chat or instant messaging; 54 percent do not use bookmarking sites, 59 percent do not use RSS feeds, 85 percent do not use online games, 75 percent do not use mobile apps, 53 percent do not use photo sharing sites. Email discussion lists were the most frequently used tool, with 47 percent reporting daily use.

Respondents were asked to rate how frequently they use the same online tools in their *personal* life. Nearly half of the respondents (46 percent) use *professional or social networking sites daily*. One-quarter of the respondents use *email listservs* (24 percent), *mobile apps* (26 percent) and read online news (24 percent) *daily*. More than half never use the following tools: bookmarking sites (56 percent), RSS feeds (56 percent), wikis (52 percent), mobile applications (54 percent), online games and webinars (50 percent).

## How frequently do you use the following online tools in your PERSONAL life?

| Tool | Daily | Weekly | Monthly | Quarterly | As Needed | Never |
|------|-------|--------|---------|-----------|-----------|-------|
| Professional or social networking sites (e.g., LinkedIn, Facebook, Twitter, Ning) | 46% | 17% | | | 13% | 19% |
| Online news or magazines (e.g., LIS News, LJ) | 27% | 19% | 7% | | 19% | 26% |
| Mobile apps | 26% | 6% | | | 11% | 54% |
| Email discussion lists ("Listservs") | 24% | 9% | | | 15% | 48% |
| Chat or instant messaging | 19% | 13% | | | 23% | 39% |
| Blogs | 17% | 15% | 6% | | 21% | 38% |
| RSS feeds | 16% | 9% | | | 16% | 56% |
| Online games | 14% | 12% | 6% | | 14% | 49% |
| Video sharing sites (e.g., YouTube, Vimeo, blip.tv) | 14% | 25% | 11% | | 25% | 22% |
| Bookmarking sites (e.g., del.icio.us) | 11% | 8% | | | 20% | 56% |
| Discussion forums | 9% | 8% | 6% | | 28% | 48% |
| Photo sharing sites (e.g. Flickr) | 8% | 15% | 11% | | 28% | 34% |
| Wikis | 6% | 10% | | | 26% | 52% |
| Self-paced courses or tutorials | | 6% | 8% | | 43% | 35% |
| Webinars or other online events | | 9% | | | 32% | 50% |

Public library respondents were less likely to use some of the tools: two-thirds never use RSS feeds (66 percent) or mobile applications (63 percent), 60 percent do not use wikis or bookmarking sites.

# Demographics

The following table provides the demographics of the respondents who answered the demographic questions. The demographics for 2011 respondents was very similar to those for 2010, as shown in the table below.

## Demographics

| Library Type | 2011 % Total | 2010 % Total |
|---|---|---|
| Public | 71% | 73% |
| Academic (4 year) | 8% | 9% |
| School | 7% | 6% |
| State | 4% | 3% |
| Academic (2 year) | 2% | 2% |
| Consortium | 2% | 2% |
| Don't work in library | 2% | 2% |
| Medical | 1% | 1% |

| Library Size | | |
|---|---|---|
| Up to 5,000 | 23% | |
| 5,000-24,999 | 26% | |
| 25,000- 99,999 | 24% | |
| 100,000 and up | 21% | |

| Job Responsibilities* | | |
|---|---|---|
| Circulation | 44% | 40% |
| Public Services/Reference Services | 40% | 35% |
| Collection Development/Selection | 38% | 30% |
| Adult Services | 35% | 30% |
| Librarian/Assistant librarian/Associate Librarian | 32% | 30% |
| Cataloging/Technical Services | 27% | 27% |
| Acquisitions | 26% | 22% |
| Children Services | 23% | 29% |
| Interlibrary Loan | 22% | 26% |
| Instructor | 20% | 15% |
| Information Technology/Systems | 19% | 18% |
| Technology/Systems Support | 18% | 15% |
| Director/Dean/Manager of Library/University Librarian/Administrator | 17% | 16% |
| Library Assistant | 14% | 19% |
| Assistant Director/Assistant Manager of Library/Assistant Administrator | 8% | 7% |
| Administrative Assistant | 7% | 7% |
| Consultant | 6% | 4% |
| School Media Center Staff | 5% | 4% |
| Library Page | 4% | 5% |
| Student | 3% | 5% |
| Volunteer | 2% | 2% |
| Retired | 1% | 1% |
| Trustee or Board Member | 1% | 1% |
| Unemployed | 1% | 2% |

*Note: Respondents could select more than one answer.

# Key WebJunction Resources

## WebJunction Partner Program

Unlimited access to WebJunction online courses is offered exclusively through our partnerships with state library agencies. Find out how your state can become a program Partner at **www.webjunction.org/services**.

## Join WebJunction

Create a free member account on WebJunction.org and you can participate on discussion forums, groups, and more. Members from Partner-affiliated states have access to unlimited self-paced courses. **www.webjunction.org**

## WebJunction Calendar of Events

Free webinars and online conferences are open to all. See upcoming events or view recordings of past events at **www.webjunction.org/events/webinars**.

## Crossroads

Sign up for WebJunction's monthly e-newsletter to stay in touch with new content, programs, training opportunities and special offers. **www.webjunction.org/crossroads**

## Workforce Resources

Built in collaboration with the State Library of North Carolina and through funding from IMLS, this special section of WebJunction.org offers extensive resources to help library staff support the needs of job seekers and the unemployed. **www.webjunction.org/workforce-resources**

**WebJunction®**

WebJunction's mission is to be the place where public library staff gather
to build the knowledge, skills and support we need to power relevant, vibrant libraries.
Community, collaboration, and support for lifelong learning guide all our activities.
Our values ensure that all public libraries—regardless of size or location—
can effectively use and share resources towards common goals.

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