












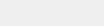











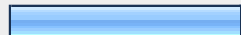
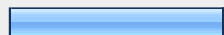
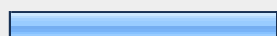




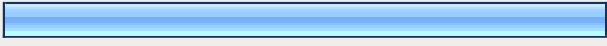


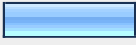



WebJunction Library Management Competencies Evaluation

1. In what US state or Canadian province do you work?			Response Percent	Response Count
Alabama			0.8%	5
Alaska			0.2%	1
Arizona			2.2%	14
Arkansas			0.5%	3
California			4.3%	27
Colorado			2.2%	14
Connecticut			1.3%	8
Delaware			0.5%	3
District of Columbia			0.2%	1
Florida			3.3%	21
Georgia			2.9%	18
Hawaii			0.3%	2
Idaho			1.1%	7
Illinois			10.0%	63
Indiana			4.3%	27
Iowa			1.7%	11
Kansas			0.8%	5
Kentucky			0.6%	4
Louisiana			0.6%	4
Maine			2.1%	13
Maryland			1.4%	9
Massachusetts			2.5%	16
Michigan			4.6%	29
Minnesota			1.6%	10

Mississippi		1.0%	6
Missouri		2.1%	13
Montana		0.2%	1
Nebraska		0.6%	4
Nevada		0.8%	5
New Hampshire		1.0%	6
New Jersey		2.1%	13
New Mexico		0.5%	3
New York		2.9%	18
North Carolina		1.9%	12
North Dakota		0.0%	0
Ohio		3.5%	22
Oklahoma		0.8%	5
Oregon		0.8%	5
Pennsylvania		2.5%	16
Rhode Island		0.5%	3
South Carolina		2.9%	18
South Dakota		0.2%	1
Tennessee		0.8%	5
Texas		7.9%	50
Utah		1.0%	6
Vermont		0.3%	2
Virginia		2.5%	16
Washington		5.6%	35
West Virginia		0.5%	3
Wisconsin		1.1%	7
Wyoming		0.3%	2
Alberta		0.5%	3

British Columbia		0.8%	5
Manitoba		0.0%	0
New Brunswick		0.2%	1
Newfoundland		0.0%	0
Northwest Territories		0.0%	0
Nova Scotia		0.0%	0
Nunavut		0.0%	0
Ontario		0.8%	5
Prince Edward Island		0.2%	1
Quebec		0.3%	2
Saskatchewan		0.5%	3
Yukon		0.0%	0
Other (Please indicate below)		2.9%	18
If you work outside the US or Canada, please indicate your country here:			19
answered question			630
skipped question			0

2. Total number of people your library serves:			
		Response Percent	Response Count
0-4,999		18.6%	117
5,000 - 24,999		25.4%	160
25,000 - 99,999		23.2%	146
100,000+		29.2%	184
NOT SURE / Non-library organization		3.7%	23
answered question			630
skipped question			0

3. Please indicate your library type:			Response Percent	Response Count
State Agency or Association			5.6%	35
Public Library			66.3%	418
Library Consortium			2.4%	15
School Library			3.5%	22
Academic Library			14.3%	90
Special Library			3.8%	24
Vendor			0.3%	2
Other (please specify)			3.8%	24
			answered question	630
			skipped question	0

4. Rate yourself on your level of skill with budgets and finance:						
	Strong	Moderate	Minimal	No skill	Response Count	
Using established accounting practices and procedures	19.5% (92)	41.6% (197)	24.9% (118)	14.0% (66)	473	
Developing the library budget in alignment with short and long range goals	27.5% (130)	37.2% (176)	23.3% (110)	12.1% (57)	473	
Applying federal, state, and local financial laws and regulations	13.3% (63)	34.2% (162)	31.5% (149)	20.9% (99)	473	
Working with the library board to develop their knowledge of finances and the budget process	19.0% (90)	27.9% (132)	23.3% (110)	29.8% (141)	473	
					answered question	473
					skipped question	157

5. Rate yourself on your level of skill with effective financial management:

	Strong	Moderate	Minimal	No skill	Rating Average	Response Count
Monitoring economic and fiscal trends for potential impact on the library	22.0% (104)	42.5% (201)	21.4% (101)	14.2% (67)	2.28	473
Conducting short, medium and long-range fiscal planning	15.6% (74)	42.1% (199)	26.6% (126)	15.6% (74)	2.42	473
Conducting financial analysis to identify costs, risks, and alternatives	14.6% (69)	29.0% (137)	35.7% (169)	20.7% (98)	2.63	473
Monitoring contracts for library materials and services	24.1% (114)	35.5% (168)	23.3% (110)	17.1% (81)	2.33	473
Promoting the library's needs to funding authorities	24.1% (114)	36.6% (173)	23.7% (112)	15.6% (74)	2.31	473
Assessing needs and develop plans for capital improvement projects	16.1% (76)	33.0% (156)	31.7% (150)	19.2% (91)	2.54	473
	answered question					473
	skipped question					157

6. Rate yourself on your level of skill with pursuing multiple funding sources for the library:

	Strong	Moderate	Minimal	No skill	Rating Average	Response Count
Identifying sources for grant funding	13.5% (64)	39.5% (187)	33.0% (156)	14.0% (66)	2.47	473
Writing effective grant applications	19.2% (91)	30.2% (143)	31.3% (148)	19.2% (91)	2.51	473
Conducting capital campaigns	4.0% (19)	17.8% (84)	37.8% (179)	40.4% (191)	3.15	473
Developing strategies for additional funding sources	5.9% (28)	28.8% (136)	39.5% (187)	25.8% (122)	2.85	473
Working effectively with Library Foundation and Friends of the Library groups	22.0% (104)	27.3% (129)	28.5% (135)	22.2% (105)	2.51	473
	answered question					473
	skipped question					157

7. Rate yourself on your level of skill with understanding and applying marketing theory and practices:

	Strong	Moderate	Minimal	No skill	Response Count
Applying the basic principles of marketing to library services	31.1% (134)	43.6% (188)	21.6% (93)	3.7% (16)	431
Conducting research to assess marketing landscape	14.4% (62)	35.7% (154)	34.8% (150)	15.1% (65)	431
Conducting a SWOT analysis to determine the strengths, weaknesses, opportunities, and threats	21.1% (91)	30.2% (130)	29.2% (126)	19.5% (84)	431
Conducting periodic review of the community to align needs with library services	23.4% (101)	39.2% (169)	29.0% (125)	8.4% (36)	431
Identifying and prioritizing target markets and audiences	25.1% (108)	41.1% (177)	26.2% (113)	7.7% (33)	431
	<i>answered question</i>				431
	<i>skipped question</i>				199


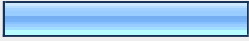
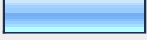
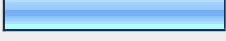
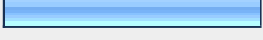
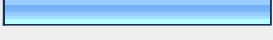
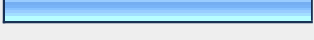
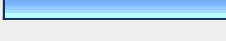
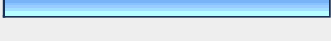
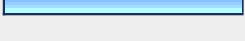
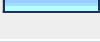
8. Rate yourself on your level of skill with developing an ongoing marketing plan:

	Strong	Moderate	Minimal	No skill	Rating Average	Response Count
Setting market goals, objectives, and brand strategy	18.1% (78)	38.7% (167)	29.7% (128)	13.5% (58)	2.39	431
Highlighting programming objectives that affect the overall marketing of the library	27.4% (118)	39.2% (169)	23.0% (99)	10.4% (45)	2.16	431
Developing consistent promotion and distribution strategies	21.8% (94)	42.9% (185)	23.9% (103)	11.4% (49)	2.25	431
Creating consistent style guides and print and electronic visual communication standards	24.6% (106)	36.2% (156)	28.1% (121)	11.1% (48)	2.26	431
Implementing a marketing campaign	13.5% (58)	33.4% (144)	36.4% (157)	16.7% (72)	2.56	431
Evaluating the effectiveness of the marketing strategies	14.2% (61)	34.1% (147)	36.2% (156)	15.5% (67)	2.53	431
	<i>answered question</i>					431
	<i>skipped question</i>					199

9. Rate yourself on your level of skill with the strategic planning process:					
	Strong	Moderate	Minimal	No skill	Response Count
Developing strategic plans to align with and fulfill organizational goals	27.2% (113)	43.4% (180)	22.9% (95)	6.5% (27)	415
Analyzing the needs of the community to anticipate changing trends and influences	24.6% (102)	44.6% (185)	22.4% (93)	8.4% (35)	415
Involving stakeholder groups in the planning process	22.4% (93)	34.7% (144)	28.0% (116)	14.9% (62)	415
Creating appropriate mission statement, goals, objectives, and activities	32.8% (136)	40.0% (166)	20.7% (86)	6.5% (27)	415
Ensuring that long-term goals and objectives align with daily decisions and operations	28.7% (119)	43.9% (182)	20.5% (85)	7.0% (29)	415
	answered question				415
	skipped question				215

10. Rate yourself on your level of skill with evaluating the success of the strategic plan:						
	Strong	Moderate	Minimal	No skill	Rating Average	Response Count
Developing appropriate methods to ensure the quality and value of library services	28.4% (118)	43.6% (181)	20.7% (86)	7.2% (30)	2.07	415
Conducting ongoing analysis of community needs	19.3% (80)	42.4% (176)	28.0% (116)	10.4% (43)	2.29	415
Modifying the strategic plan and redesign processes as needed	23.6% (98)	40.2% (167)	25.5% (106)	10.6% (44)	2.23	415
Monitoring the progress of service planning	20.7% (86)	41.2% (171)	26.3% (109)	11.8% (49)	2.29	415
Providing follow-up, educational, and accountability measures	19.3% (80)	39.3% (163)	30.1% (125)	11.3% (47)	2.33	415
	answered question					415
	skipped question					215

11. From this list of Library Management competency areas on WebJunction, please select ***three*** for which you are most interested in improving your skills and knowledge.

		Response Percent	Response Count
Budget & Funding		45.9%	187
Community Relations		26.8%	109
Facilities		15.5%	63
Law, Policy, & Procedures		24.1%	98
Marketing		28.0%	114
Organizational Leadership		29.2%	119
Personnel Management		33.9%	138
Project Management		24.3%	99
Staff Training & Development		35.9%	146
Strategic Planning		26.0%	106
Trustees & Friends		10.3%	42
		<i>answered question</i>	407
		<i>skipped question</i>	223

12. Do you have any comments you'd like to share about the evaluation or about library management competencies?

		Response Count
		35
		<i>answered question</i>
		35
		<i>skipped question</i>
		595

13. If you would be willing to fill out a short follow-up survey about your experience with the competencies, please indicate your email address below:

		Response Count
		122
	<i>answered question</i>	122
	<i>skipped question</i>	508