**Library Surveys for Success Learner Guide**

**Event Description:** Surveys are often the tool of choice when you want to determine how to meet the needs of your community or measure your library’s impact. But do you know how to use the tool effectively? Choosing the right survey style for the situation and knowing which question type will elicit the best responses are critical elements for gathering meaningful information. Learn how to conduct an effective survey that will make, measure, and meet your library’s goals.

**Presented by:** Colleen Eggett, Training Coordinator, Utah State Library

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion question 1** |
| Surveys are great for getting what kinds of information? |
| **Discussion question 2** |
| What is your goal for running your survey? **you** |
| **Discussion question 3** |
| Where can you publicize the survey? |

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| **Activity 1** |
| List two survey tools that you could use for your library survey, and what their strengths are.  1.  2. |
| **Activity 2** | |
| Describe three elements of an effective library survey.  1.  2.  3. | |
| **Activity 3** | |
| Describe 5 main question types. When would you use each?  1.  2.  3.  4.  5. | |

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| **Action Plan: Run a Survey** (include next steps, who, when, etc.) |
| What timeline could you use to develop and run a survey?  Step 1: Describe your survey goal: Date  Step 2: Develop your survey Date  Step 3: Pre-test the survey Date  Step 4: Get your survey out to people Date  Step 5: Summarize and analyze the results Date  Step 6: Publicize the results Date  Step 7: Use what you learned to benefit your customers Date |

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| **NOTES** |
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