

SURVEY RESULTS: FRIENDS

The San Antonio Public Library (SAPL) conducted an online survey of Friends of the San Antonio Public Library between January 25 and February 2, 2011. The goal of the survey, which focused on strengths and weaknesses of the Library, customer service, future priorities, community needs, and relationships with the SAPL Foundation and Library Board of Trustees, was to collect input from the Friends for the Library’s strategic planning initiative.

Ultimately 19 Friends of the SAPL responded, primarily members of the Friends of the Library Board.

Respondents were assured of confidentiality. All responses are reported anonymously. The Ivy Group tabulated results.

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree
<i>SAPL is a valuable and respected community asset.</i>	14	5	0	0

	Strongly Agree	Agree Somewhat	Disagree Somewhat	Strongly Disagree
<i>SAPL effectively assesses and manages risk when considering a new service or program initiative.</i>	7	12	0	0

When considering market segments/patron groups, which populations in Bexar County do you believe SAPL serves well?

<input type="checkbox"/> 19 Children	<input type="checkbox"/> 5 Special Needs Services
<input type="checkbox"/> 17 Adults	<input type="checkbox"/> 7 Business Owners/Entrepreneurs
<input type="checkbox"/> 16 Families	<input type="checkbox"/> 15 Teachers
<input type="checkbox"/> 13 Senior Citizens	<input type="checkbox"/> 8 Mobile Device Patrons
<input type="checkbox"/> 8 Spanish speaking residents	<input type="checkbox"/> 7 Advanced Technology Patrons
<input type="checkbox"/> 7 ESL Students	
<input type="checkbox"/> 10 Job Seekers	

How effective is SAPL currently marketing its programs and services to customers?

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective
Library Customers	5	10	1	1
Prospective Customers	0	10	6	1

Based on your conversations with personal and professional contacts, how would you rate SAPL's contributions to improving the community in each of the following?

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective
Early Childhood Literacy	6	9	1	1
Adult Literacy	3	9	4	1
Teen Outreach	2	12	3	0
Public Computing	5	10	1	1
Economic Development	2	10	3	2
Support for Education	5	10	1	1
Healthy Community	5	11	1	0
Education	4	11	1	1
Workforce Development	2	10	4	1

In your opinion, how would you rate the effectiveness of the Friends of the Library in the following areas?

	Very Effective	Somewhat Effective	Somewhat Ineffective	Very Ineffective	Don't Know
The Friends of the Library act as advocates for securing adequate funding to sustain quality public library services	8	6	2	0	1
The Friends of the Library leverage personal and professional contacts for the benefit of the SAPL	4	9	0	1	3
The Friends of the Library and Board of Trustees work together for the benefit of SAPL	4	9	1	0	3
The Friends of the Library and Library Foundation Executive Board work together for the benefit of SAPL	6	7	1	1	2
The Friends of the Library and Library Management work together for the benefit of SAPL	8	6	0	1	2

*How would you rate **Friends of SAPL's** health as an organization when considering the following attributes:¹*

	<u>Poor</u> <u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>Excellent</u> <u>5</u>
Adherence to mission	1	0	1	8	7
Open communications	0	1	3	7	6
Organizational efficiency	0	1	5	8	3
Community engagement	0	1	8	7	1
Customer service	0	1	3	11	2
Overall organizational health	0	1	7	6	3

¹ *Organizational health was defined as the sum of all factors that enable employees to achieve organizational goals.*

How would you rate **SAPL's** health as an organization when considering the following attributes:

	<u>Poor</u>				<u>Excellent</u>
	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Adherence to mission	1	0	1	7	7
Open communications	0	0	5	8	3
Organizational efficiency	0	1	4	10	2
Community engagement	0	1	7	7	2
Customer service	0	1	3	7	6
Overall organizational health	0	1	5	9	2

Do you consider SAPL to be a library leader for innovation and excellence?

15 Yes

2 No

Please indicate the number of years you have been on the Friends of the Library:

1 Less than one year

1 1-2 years

6 3-5 years

4 6-10 years

5 More than 10 years