Communication Good Practices: Staff Example

The following is an example of how one library communicated the results of its Project Outcome surveys to its staff, applying lessons from the document “Good Practices for Using Data in Communication.”

**Service Area: Education/Lifelong Learning**

The program this library chose to survey was an art program that takes place the first Friday of every month. It has become a town event, and usually attracts a crowd of regular attendees. Participants are usually given instruction on a particular art technique from a library staff member who is also an artist. Because there is an element of instruction and learning, the library chose to conduct the Education & Lifelong Learning survey. The day of the survey, 26 patrons attended and 21 completed the survey, for a response rate of 81%. Over the course of the program, 76 unique patrons attended, so the survey reached 27% of the total attendees.

<table>
<thead>
<tr>
<th>Library Information</th>
<th>Survey Information</th>
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<tbody>
<tr>
<td>Population: 16,000</td>
<td>Program: Community Art Lab</td>
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<tr>
<td>Annual Budget: $600,000</td>
<td>Survey Topic: Education/Lifelong Learning</td>
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<td>Branches: 1</td>
<td>Fielding Period: 8/7/15 – 8/8/15</td>
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<td></td>
<td>Total Attendees: 26 that day; 76 overall</td>
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<td></td>
<td>Total Responses: 21</td>
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The results were very positive. All program participants said they learned something helpful, and 95% reported increased in confidence, an intention to apply what they learned, and increased awareness of the resources available at the library.
Survey Results
Participants gave feedback about what they liked most about the program, which the library viewed in the CSV reports in the Survey Portal and “Detail” tab of the Data Dashboard. Positive responses included:

- “Making art while not considering myself artsy”
- “Knowledgeable instructor”
- “Free, so I wasn’t scared to try it”
- “Socializing”

Participants also gave suggestions for improvement, including ideas for new programs:

- “Have classes like this but for kids”
- “More classes and even discussion groups”
- “More programs from health/nursing division in local hospitals like taking blood pressure, cholesterol control, and stress management classes”

Communicating Results to Staff: Applying Good Practices
The library focused on the following three good practices when communicating the results of its Project Outcome surveys:

- Remember your audience:
  - The library staff have worked hard and are proud of this program.
Make it easy to remember:
  - Survey responses were positive across the board (95%+).

Think about tone:
  - Suggestions in the survey show room for continued growth.

Example Script
These results confirm what you have been saying: The Community Art Lab is a very popular program, and is highly rated. We found that 95% of participants indicated they would apply the techniques they learned, and we received feedback that the instructor is very knowledgeable. Thank you for a job well done!

We received some interesting suggestions for new programs, which we would like to track. If we get more requests for the same topics, we should consider offering programs in that area. The percentage of responses was high for the day we conducted the survey, but many other program participants did not have a chance to complete it. Let's plan to discuss ways to increase the response rate next time we survey the Community Art Lab program.

Communicating Your Script
Choose an appropriate messenger to deliver the survey results to your library staff, such as a patron services supervisor who has direct connection to the program. Remember to end with a call to action, such as increasing response rates, to build on momentum from positive results.