How participants’ libraries determine what patrons want, need, require:

01:59:42 Vanessa Verdun-Morris: We have conversations with patrons.

01:59:43 Jenna Anderson: Small enough that they just tell us.

01:59:46 Robin Filipczak: Needs assessment

01:59:47 Amy Tollison: Through reference/frontline staff interaction

01:59:48 Elyse Jones: Our group receives information through looking at the Requests for types of books and Patron Surveys

01:59:49 Gayle in Kentucky: Surveys and fellow employee discussions.

01:59:51 Jenny Gerami-Markham: Formative assessment at the beginning of a new program

01:59:51 Elena Rosenfeld: Top interest: hiring a user experience manager to really dig into what people are wanting/needing

01:59:54 Tammy Stoken: Suggestions by patrons

01:59:54 Gwen Haviland: Virtual Dialogues

01:59:56 Allison Bartlett: Our consensus was through full member surveys. We all differed in how often we sent them out. 2x year, before stragetic reports, etc.

01:59:56 Regina Krahenbuhl: One person in my group considered doing a one-question pop up survey on the website.

01:59:59 Terry Wingate: surveys / focus groups

01:59:59 Ashley Teagle: Our group talked about social media feedback. We also talked about a marketing promotion my library is doing and our plan to review the impact on circulation after the campaign ends

02:00:01 Margaret Woodruff: I think we all agreed that the anecdotal information (letters, cards, food, stories) was the most interesting

02:00:01 Tressa Santillo: during the pandemic - which services are getting used the most and what people are asking for

02:00:03 VPL - Isabel Stewart (she/her): focus groups, community-led model

02:00:10 Beth Lane: Two of the three of us had internal customers so we relied on what they asked for

02:00:15 Veronda Pitchford: there was a data goddess in my group responsible for strategy and we were just discussing how they observe that often the what the library does follows the money donated

02:00:16 Maria Shackles: online surveys, phone check-ins, focus groups, recording patron requests by phone/email

02:00:17 Vanessa Verdun-Morris: Also, social media.

02:00:23 Charlene Gross: Group 4 didn’t have anything particularly interesting…direct feedback, solicitation of “suggest a purchase” and regular asking members of what they want

02:00:31 Marika Staloch: Switching to anecdotal feedback during COVID, as it's hard to use traditional survey methods right now.

02:00:48 Kristen Northrup: Something I didn't think of until we were ending the breakout room, inspired by what another group member said, was that what our customers (other libraries) tell us they want and what the actual usage data tells us are not at all the same thing.

02:00:48 Mary Stein: all the usual suspects including using our weekly NPS

02:01:04 Jennifer Mange: Group 18 (I believe): One example was to incorporate advisory groups representing different populations (justice system, tribal communities, immigrant populations) into program consultation. Recommendations is made via conversations that tease out answers rather than addressing directly.

02:01:05 Veronda Pitchford: also, another person was in a state lib and shared that only their "fans" respond to surveys so when asked they just share the library love and say everything is great.

02:01:08 Kim Tubbs-Nelson: You can use a variety of data: surveys, focus groups, circulation data. We used a board with sticky notes to identify important issues

02:01:11 Bonnie Gardner: We mentioned exit surveys, but noticed that those do nothing to help the current students. It only helps the next incoming group. We also mentioned the NPS as well as surveying how patrons get information.

02:01:13 Linda Hofschire: Chat transcript will be posted here: https://www.ripleffect.org/meaningful-metrics-for-your-organization/

02:01:25 Kelly Metzger: What is NPS?

02:01:31 Linda Hofschire: Net promoter score

02:01:33 Jenna Anderson: Project outcome surveys