

2016 Stakeholder Survey



*An Information and Resource Sharing Program of the Minnesota Office of Higher Education
and the University of Minnesota Libraries*

This Qualtrics survey was conducted from May 19 through June 30, 2016 and garnered 646 responses. All questions were optional, so the number of responses varies for each question. The survey was broken into four sections:

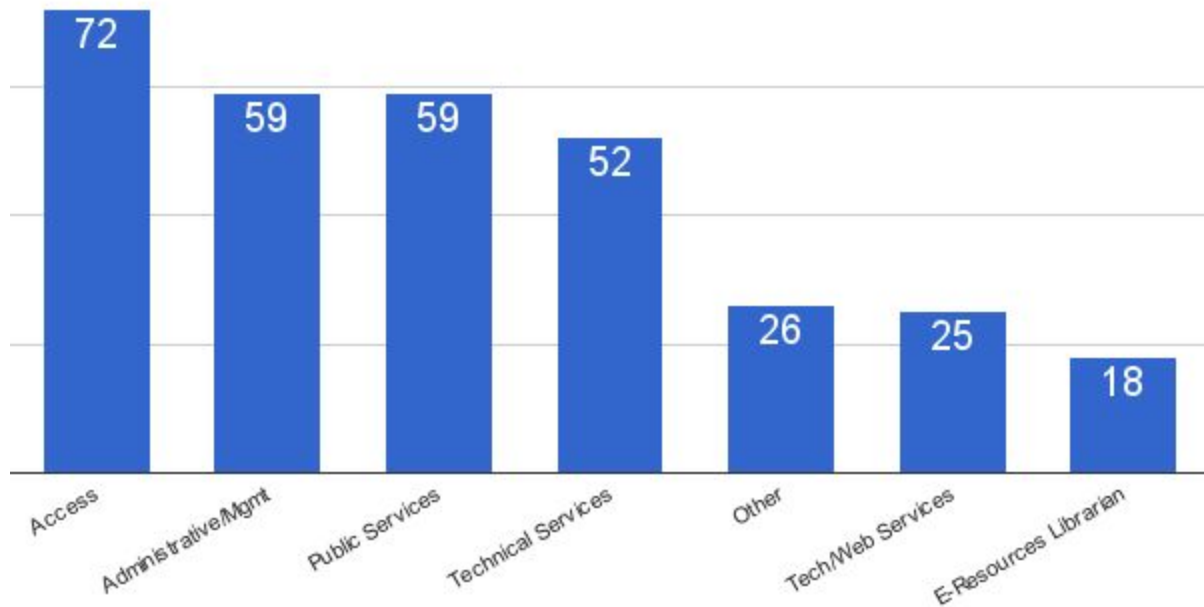
- ★ *Demographics, in which respondents identified their state of residence, library type, and library position.*
- ★ *Service satisfaction, in which they rated Minitex services and communications on a five-point scale.*
- ★ *Ebooks Minnesota, in which they indicated their degree of familiarity with Ebooks Minnesota and its ease of use.*
- ★ *Open-ended questions, in which they shared their ideas about the future of Minitex.*

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 - What projects or initiatives could be addressed more effectively in partnership with Minitex?
 - What issues or trends should Minitex focus on over the next five years?
 - Name one professional skill you would like to develop in the next year.

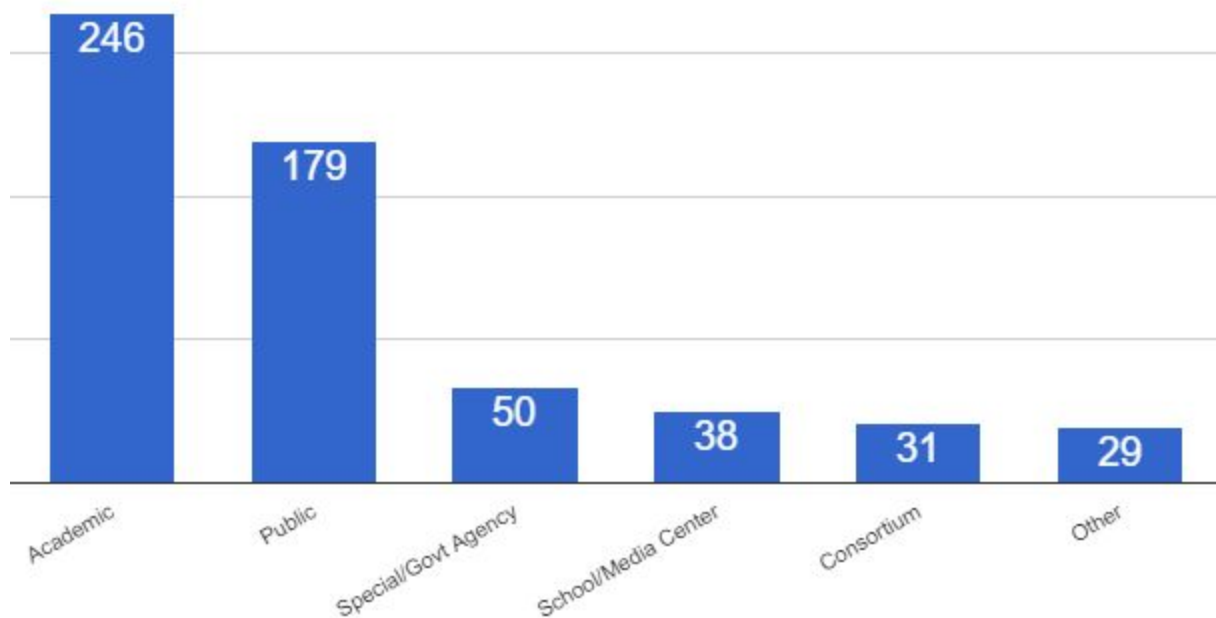
DEMOGRAPHICS

Library Position



Other: Collections & Acquisitions (10), All of the above (5), Librarian (2), Library Technician (2), Archives & Digitization (1), General Education Instructor (1), Head Librarian (1), Patron (1), Reference Librarian (1), Visual Resources Librarian (1).

Library Type



Other: Historical Society/Museum (5), Medical (5), Special (5), Regional/Multitype (3), Retired (3), Government (2), Hybrid (2), Tribal (1).

LOCATION: Minnesota (80%) 197, South Dakota (11%) 28, North Dakota (7%) 15, Other States (%) 6.

MINITEX SERVICE SATISFACTION



Service satisfaction questions were broken into three sections: web-based services, traditional services, and communications.¹ The presentation of services was randomized. Average scores were calculated and compared against scores from our 2013 user survey. No comparison was possible for new services.²

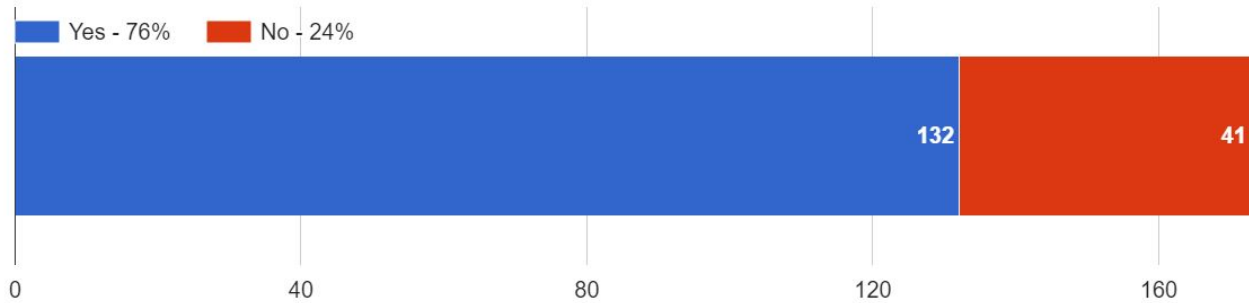
	Extremely Satisfied		Dis-satisfied		Extremely Dissatisfied		Don't Use ³		Average Score		Change Δ
	5	4	3	2	1	0	2016	2013			
MnLINK Gateway	40.4%	40.7%	12.6%	6.0%	0.3%	25.6%	4.15	4.08	+1.7%		
Electronic Library for MN (ELM)	58.9%	33.9%	5.1%	1.8%	0.3%	17.2%	4.49	4.46	+0.8%		
AskMN	38.4%	34.7%	23.7%	2.6%	0.5%	53.2%	4.08	4.20	-2.9%		
Ebooks Minnesota	30.3%	39.0%	25.4%	5.3%	0.0%	35.0%	3.94	NA	NA		
MN Reflections	45.3%	34.6%	17.7%	2.0%	0.4%	37.4%	4.22	NA	NA		
Research Project Calculator	20.5%	36.2%	40.2%	3.1%	0.0%	73.4%	3.74	3.97	-5.8%		
Resource Sharing	79.6%	15.4%	4.7%	0.3%	0.0%	13.9%	4.74	4.55	+4.3%		
Physical Delivery	71.4%	19.3%	8.1%	1.2%	0.0%	25.4%	4.61	4.47	+3.1%		
Contract Cataloging	36.4%	21.6%	37.5%	4.5%	0.0%	80.2%	3.90	4.19	-7.0%		
Digitization & Metadata Instruction	40.9%	28.9%	26.4%	2.5%	1.3%	64.3%	4.06	3.99	+1.7%		
Reference & ELM Instruction	43.3%	35.5%	18.9%	1.4%	0.9%	42.4%	4.19	4.09	+2.4%		
Minnesota Library Storage (MLAC)	44.1%	33.1%	22.8%	0.0%	0.0%	66.3%	4.21	4.23	-0.4%		
Coop. Purchasing (E-Resources)	54.5%	31.1%	13.2%	1.2%	0.0%	42.2%	4.39	4.39	+0.0%		
Coop. Purchasing (Library Products)	60.9%	22.8%	16.3%	0.0%	0.0%	51.7%	4.45	4.37	+1.8%		
Minnesota Digital Library	46.5%	38.3%	14.0%	0.8%	0.4%	35.5%	4.30	4.09	+5.0%		
Financial Services	31.3%	25.0%	42.0%	0.9%	0.9%	74.8%	3.85	NA	NA		
Conferences	50.8%	35.7%	12.2%	1.3%	0.0%	28.3%	4.36	4.18	+4.3%		
Workshops, Training, & Instruction	51.8%	36.0%	11.2%	1.1%	0.0%	17.5%	4.38	4.18	+4.9%		
Email Newsletters	55.3%	33.1%	9.9%	1.7%	0.0%	4.7%	4.42	4.14	+6.8%		
Mass Email Announcements	53.8%	33.0%	10.5%	2.4%	0.2%	3.8%	4.38	4.14	+5.7%		
Phone Conversations	58.1%	19.1%	21.1%	1.2%	0.4%	42.1%	4.33	4.14	+4.7%		
Email Correspondence	65.1%	22.1%	11.2%	1.3%	0.3%	26.6%	4.50	4.14	+8.8%		
Minitex Website	42.7%	39.3%	16.2%	1.7%	0.0%	17.4%	4.23	4.14	+2.2%		
Minitex News	54.6%	29.6%	14.5%	1.1%	0.3%	12.5%	4.37	4.14	+5.6%		
Helpdesks (e.g. ELM & MnLINK)	44.7%	26.7%	24.8%	1.9%	1.9%	55.2%	4.11	4.14	-0.7%		
Email Listservs	50.7%	31.8%	15.4%	1.8%	0.3%	20.7%	4.31	4.14	+4.1%		
YouTube Videos	35.9%	24.8%	36.8%	0.9%	1.7%	72.5%	3.92	4.14	-5.2%		
Social Media (Facebook & Twitter)	33.3%	30.1%	34.1%	0.8%	1.6%	71.1%	3.93	4.14	-5.1%		
Aleph of VDX Messaging	42.6%	40.4%	10.6%	4.3%	2.1%	47.2%	4.17	4.14	+0.7%		

¹ Scores for Minnesota-only services, such as the MnLINK Gateway and ELM, exclude out-of-state responses.

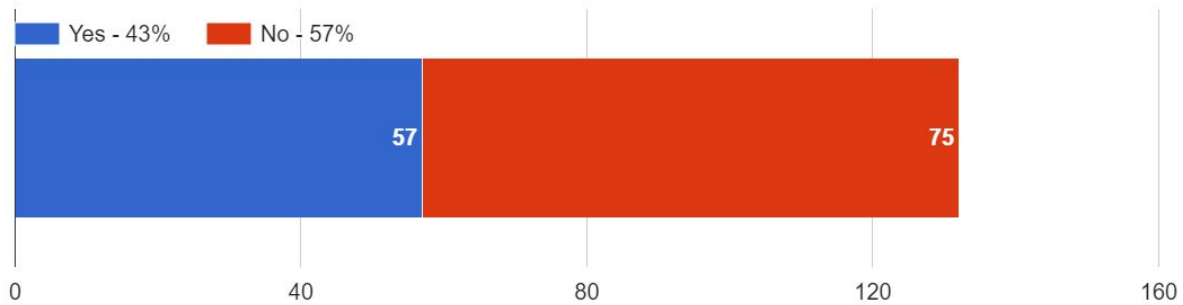
² The 2013 survey issued a single rating for "Newsletters & Communication" against which all communications channels were compared.

³ "Don't Use" figures indicate the percentage of *total respondents* who reported they do not use the service. Satisfaction percentages pertain only to *respondents who reported they do use the service*. Consequently, percentages across rows do not equal 100.

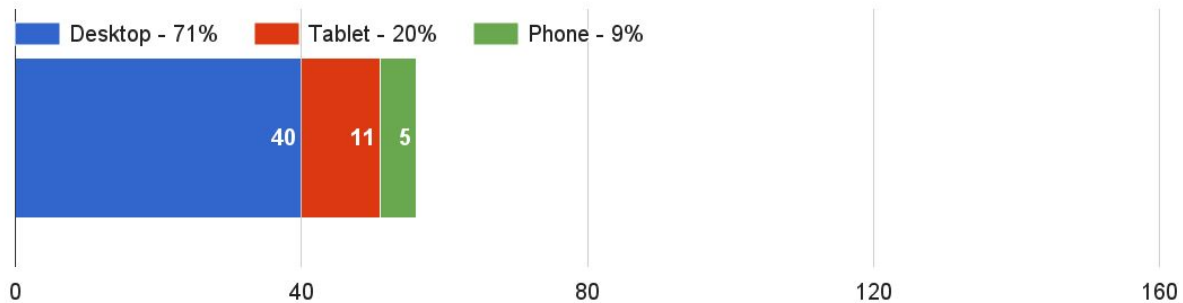
Have you heard about Ebooks MN?



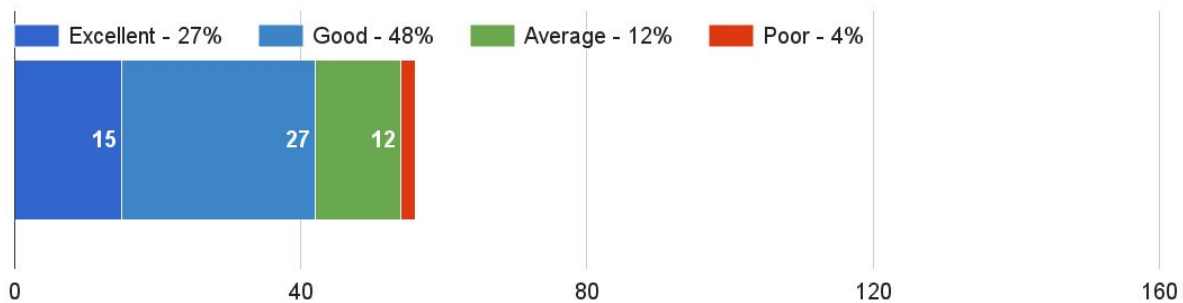
Have you tried Ebooks MN?



How do you usually access Ebooks MN?



Please rate the ease of use of Ebooks MN.



*No respondents chose the fifth option, "Terrible."

OPEN-ENDED QUESTIONS

Responses to these questions were incredibly varied. Themes did emerge, however, as illustrated by the representative quotations and wordclouds below. Some statements were modified in the interest of clarity and brevity.

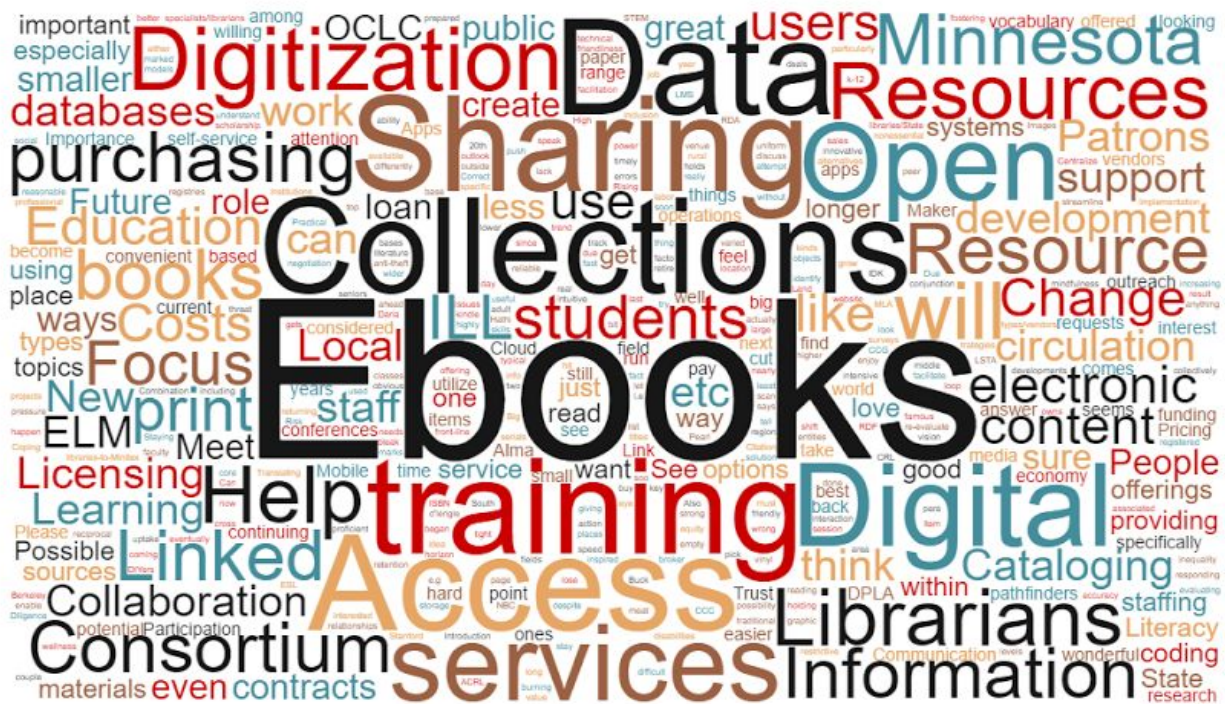
What projects or initiatives could be addressed more effectively in partnership with Minitex?

- ★ What Minitex does best is help us anticipate and prepare for the future.
- ★ Coordinate support for open access initiatives.
- ★ It would be nice to coordinate more between what Minitex does and what our librarians do in terms of school outreach.
- ★ Collaborate on an educational campaign to raise awareness and train folks to use ELM. It's an amazing tool and something that is unique to Minnesota.
- ★ Manage academic print collections for the long term. Not all libraries can continue to retain their print collections due to space limitations. A cooperative project to make sure a collection is available for the future would be a good thing.
- ★ There are a few "big deals" that Minitex provides and that we all benefit from. I encourage focus on these activities.
- ★ Raise public awareness of library resources, especially outside of the metropolitan city center.
- ★ Enable access to ebooks across systems.



What issues or trends should Minitex focus on over the next five years?

- ★ Please continue to stay ahead of the game and keep us informed.
- ★ Minitex is most effective in the ways that it helps us scan the horizon for what's coming.
- ★ Digitization and community participation are key for me.
- ★ Focus on collaborative collection holding, ebooks, and data management strategies.
- ★ Continue to focus on providing more access to digital content as with Ebooks MN.
- ★ I would be interested in seeing more apps developed. Apps are just so convenient. If it's a library or book related app associated with Minnesota libraries, I'm in.
- ★ Please continue your outreach, especially to those in rural areas!
- ★ Make technology available for libraries on a budget, including anti-theft and self-checkout systems for smaller libraries.
- ★ Doing more with less - more interlibrary loan, less purchasing.
- ★ I wouldn't let up on the education/training role, it's very important for smaller libraries.
- ★ From a cataloging standpoint, keep catalogers informed of developments in Linked Data and Bibframe.



Name one professional skill you would like to develop in the next year.

Top Categories	No.	Examples
Communications	13	Social media, graphic design, marketing.
Reference & Outreach	9	Research skills, ELM tools, outreach.
Business Skills	8	Grantwriting, budgeting, public speaking.
Leadership	8	Change management, mentoring, networking.
Programming & Web Design	8	Drupal, CSS, SQL, Python.
Personal Development	7	Stress reduction, time management, patience.
Digitization & Metadata	6	OpenRefine, EAD, OCLC Gateway.
Interlibrary Loan & Resource Sharing	6	VDX, WorldCat Discovery, ILS proficiency.
Cataloging	5	Linked Data, BIBFRAME, MarcEdit.
Using Technology	5	Digital device management, apps, Dropbox.
Collection Management	4	Development, evaluation, digital collections.
Library Instruction	4	Assessment, teaching skills, e-learning.
Maker Spaces & 3D Printing	4	Maker spaces, 3D printing.
Project Management	3	Project management.