



# **LIBRARY ENGAGEMENT STAKEHOLDER SURVEY REPORT**

**MARCH 2019**

Prepared by Heather-Marie Montilla, MPA

## **American Libraries**

Throughout the United States, libraries are the cornerstone of urban, suburban, town, and rural communities; people strongly value the role of public libraries in their communities. Most Americans value that libraries provide access to materials and resources and promote literacy, thereby improving the overall quality of life.<sup>1</sup> In fact according to a Pew Research Center in 2013, 94% of people said that having a public library improves the quality of life in a community.<sup>2</sup> Most Americans say they have only had positive experiences at public libraries, and value a range of library resources and services. According to a Pew Research Center in 2017, “about eight-in-ten adults (78%) feel that public libraries help them find information that is trustworthy and reliable and 76% say libraries help them learn new things.”<sup>3</sup> In the 21<sup>st</sup> Century, libraries in many American communities are not just a place for information or books, but they also act as a convening space and facilitate the process of contributing to human knowledge.

Similarly, PBS is trusted and valued across the country. According to a nationwide survey released in February 2018, Americans have ranked PBS and its member stations as first in public trust for 15 consecutive years among nationally known institutions, including courts of law, commercial cable, broadcast television, newspapers, and other digital platforms.<sup>4</sup> In addition, the same study found that “nearly 8 in 10 people (78%) agree that PBS stations provide an excellent value to communities...and 87% of parents with kids under 18 agreed that PBS KIDS helps prepare children for success in school.”

In Fall 2014, PBS Books was established to engage a national audience in unique book-related experiences, which would spark their curiosity and encourage a life-long love of reading and learning. As a champion for literacy and community engagement, PBS Books is dedicated to strengthen libraries and local PBS stations, bolstering relationships that create important synergies. Through the generosity of the John S. and James L. Knight Foundation in 2018, PBS Books was supported to develop a model library engagement program, utilizing PBS Books and its resources to strengthen libraries across the U.S.

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<sup>1</sup> Pew Research Center. Retrieved from: <http://www.pewinternet.org/2013/12/11/libraries-in-communities/#summary-of-findings>

<sup>2</sup> Pew Research Center. Retrieved from: <http://www.pewinternet.org/2013/12/11/libraries-in-communities/#summary-of-findings>

<sup>3</sup> Pew Research Center. <http://www.pewresearch.org/fact-tank/2017/08/30/most-americans-especially-millennials-say-libraries-can-help-them-find-reliable-trustworthy-information/>

<sup>4</sup> Americans rate PBS and its member stations most trusted institution for the 15<sup>th</sup> consecutive year. (February 12, 2018) Retrieved from: <http://www.pbs.org/about/blogs/news/americans-rate-pbs-and-its-member-stations-most-trusted-institution-for-the-15th-consecutive-year/>

## **Survey Design & Methodology**

The purpose of this survey was to understand the best way for PBS Books to serve libraries across the country utilizing its assets and leveraging its resources, to identify existing relationships between PBS and libraries and ways in which they collaborate, and to learn more about how The Great American Read served libraries and its patrons. The target audiences was library staff, especially public libraries.

Using the web-based tool SurveyMonkey, PBS Books Library Stakeholder Survey was initially drafted in early December 2018 by PBS Books Library Bureau Chief Heather-Marie Montilla, MPA, who has experience developing surveys and evaluations. The PBS Books team, comprised of eight people<sup>5</sup>, reviewed the survey and made suggestions, which were incorporated into the survey. Director of Station Strategy Sumner Menchero at PBS also reviewed the survey and provided valued feedback, which was incorporated into the survey. Overall, there were 18 questions on the final survey on 4 different pages. The survey earned a rating of “Perfect” score by SurveyMonkey Genius tool.

After the final survey was approved, it began to be distributed on December 14, 2018 via email. The link was sent to key libraries, which are eight libraries in Knight Cities, and other target libraries throughout the country; 7 librarian contacts responded. Starting on December 26, 2018 and through January 28, 2019, Montilla connected with librarians on LinkedIn and then invited them to take the PBS Books Stakeholder Survey; she sent 55 personal messages via LinkedIn and additional reminders to librarian connections who had not replied. Of those, 12 responded to her via LinkedIn that they completed the survey, but additional “connections” also filled out the survey. Next, it was posted on PBSBooks social media (Facebook) on January 3, 2019. In order to reach more people, Montilla implemented a two-prong approach: 1) reaching out to state library associations/state libraries and 2) joining state and regional library listservs. Montilla reached out to 24 state library associations/state libraries via phone or email.<sup>6</sup> Based upon the communication, six state libraries/associations, including Connecticut, Georgia, Illinois, Indiana, Michigan, and New Hampshire, distributed her request for the PBS Books survey in a weekly email, association newsletter, or personal emails to librarians. In addition, Montilla joined library listservs for 20 states.<sup>7</sup> After joining the listserv, she was able to post a request inviting librarians to complete the survey. Montilla also attempted to join five other listservs, including Kentucky, North Carolina, Utah, West Virginia, and Wyoming; for these states, her request was declined citing various reasons including, but not limited to, a lack of association membership and “vendors” are not allowed. The date of January 30, 2019 was included as a deadline in emails. Reminder emails were sent to key library contacts to complete the survey. The survey closed on January 30, 2019, and 952 survey respondents had participated.

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<sup>5</sup> In addition to Library Bureau Chief Heather Montilla and PBS Books Social Media Consultant Jeff Milo, the team consists of Detroit Public Television staff members including: Manager, National Production Lauren Smith; Senior VP Production Fred Nahhat; Director, Operations Laura Brandt; Vice President of Marketing Cheryl Spitale Jones, Stations Relations and Producer Nora Kadoo; and Social Media Manager Colleen O'Donnell.

<sup>6</sup> These states include: Alabama, Arizona, Arkansas, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, New Hampshire, New Mexico, New York, North Carolina, South Carolina, Utah, and Wisconsin.

<sup>7</sup> The states in which Montilla joined listservs include: Alaska, Arizona, California, Colorado, Florida, Georgia, Illinois, Maine, Maryland, Missouri, Nebraska, New York, Ohio, Oregon, Pennsylvania, Rhode Island, South Dakota, Texas, Vermont, Washington, and Public Library OCLC.

## **Executive Summary**

The survey was completed by 952 library personnel throughout the United States and by one individual in Hong Kong. Survey respondents represented the opinions of libraries in 44 states and Washington DC; 818 discrete zip codes were reported. The respondents reported that 70% of their libraries have 25,000 registered library card users or less, while 20% serve between 25,001 and 100,000 registered card users and less than 10% serve over 100,000 registered card users. The survey was completed by library staff working in various roles, but the majority reported in administration. According to respondents, 82% of libraries reported that General Attendance, Circulation, and Attendance at Special Events and Programs are Important or Very Important metrics to be focused on in 2019. The majority of survey findings can be grouped into three summary categories: 1) PBS Relationships and *The Great American Read*, 2) Social Media and Video Content, and 3) PBS Books and Programming recommendations.

### **PBS Relationships and *The Great American Read***

- **Less than 15% of libraries have a relationship with their local PBS Station.**
- **Of those libraries, 51 different local PBS stations were named, representing 30% of member licensees.**
- **70% of libraries participated in doing something for *The Great American Read*.**
- **The top three ways libraries utilized *The Great American* was: A Book Display (54%), Social Media Through A Post or Repost (42%), and A Book Checklist (39%).**
- **7% reported collaborating with their local PBS station related to *The Great American Read*.**

### **Social Media and Video Content**

- **92% of libraries have a social media presence, of which 97% use Facebook, 56% use Instagram, and 54% use Twitter.**
- **Nearly 70% of libraries post at least several times a week.**
- **More than 55% of the libraries said that they never or rarely create their own video content.**

### **PBS Books and Programming**

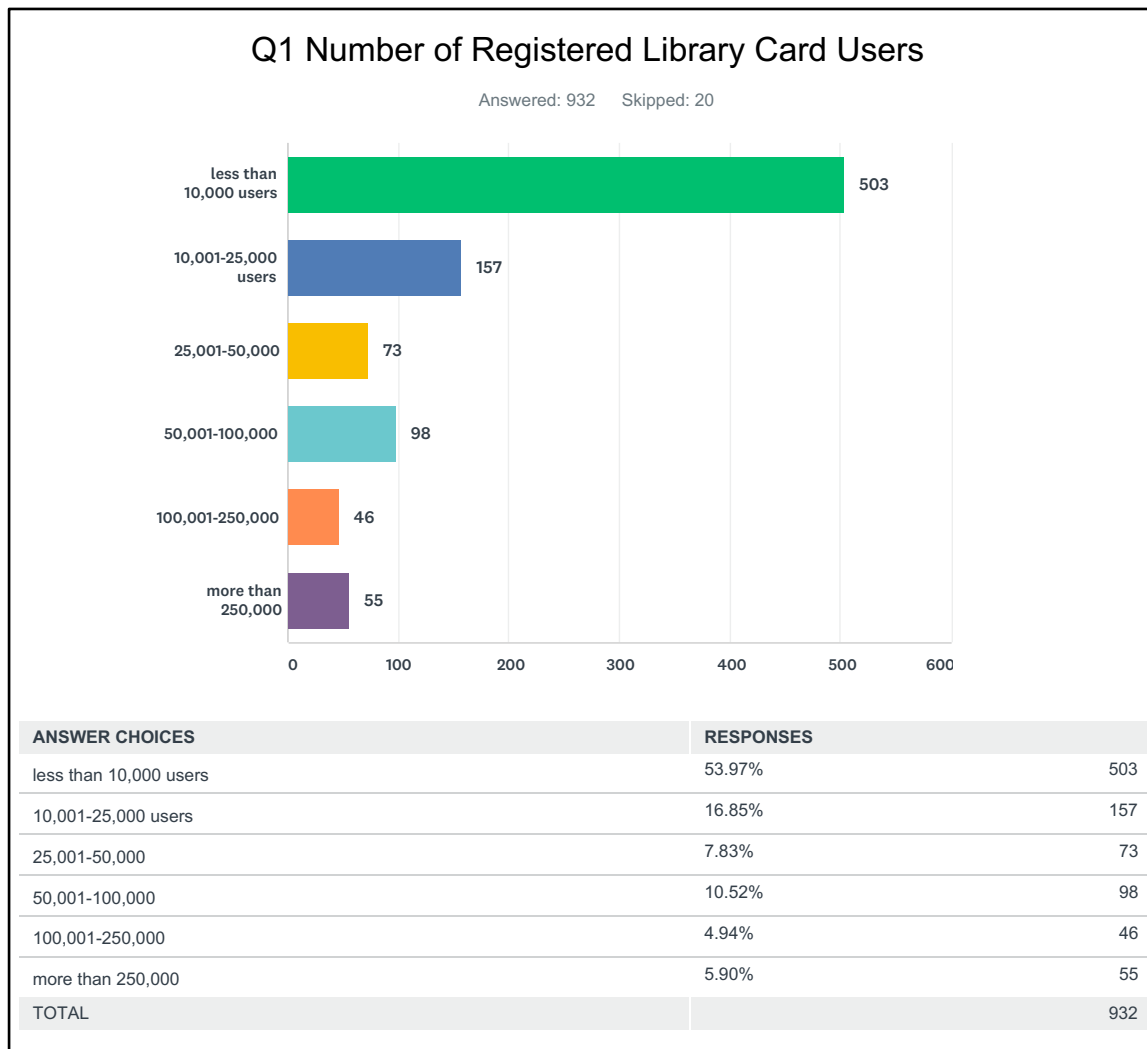
- **Overall, an overwhelming majority of libraries reported that all of the programming opportunities proposed by PBS Books would be helpful.**
- **Nearly 70% of libraries reported that producing social media content related to books would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 86%.**
- **About 7 out of 10 libraries (67%) said that 600+ author interviews, which could be shared on websites, social media, or catalog, would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 85%.**
- **64% of libraries said that creating content focused on redefining libraries in the 21<sup>st</sup> Century would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 82%.**
- **63% of libraries said that creating live author interviews and content creation would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 82%.**
- **Only 25% of respondents agreed or strongly agreed that they were familiar with PBS Books and what it does. (PBS Books changed its name from PBS Book View Now in November 2017.)**

- **42% of survey participants (403 out of 952) shared their email in order to receive more information about PBS Books, showing the important element of “Trust” and actual interest that the library respondents have in the work that PBS Books is doing.**
- Nearly 163 of respondents (20%) entered in a comment regarding the question: Is there someone else at your library or in your professional network we should invite to complete this survey. **Of these respondents, 52% entered email addresses for 130 people in their professional network.** This is a significant number of email addresses shared and once again speaks to the important element of “Trust” that comes along with the PBS brand.

## Q1 Number of Registered Library Card Users

Of the survey respondents, 98% completed this question; 932 respondents completed this question and 20 people skipped it. As aforementioned, the respondents reported that 70% of their libraries have 25,000 registered library card users or less, while 20% serve between 25,001 and 100,000 registered card users and less than 10% serve over 100,000 registered card users. This follows the national trend of more than 80% of libraries serving less than 25,000 people. See Figure 1 for the full survey results.

**Figure 1**

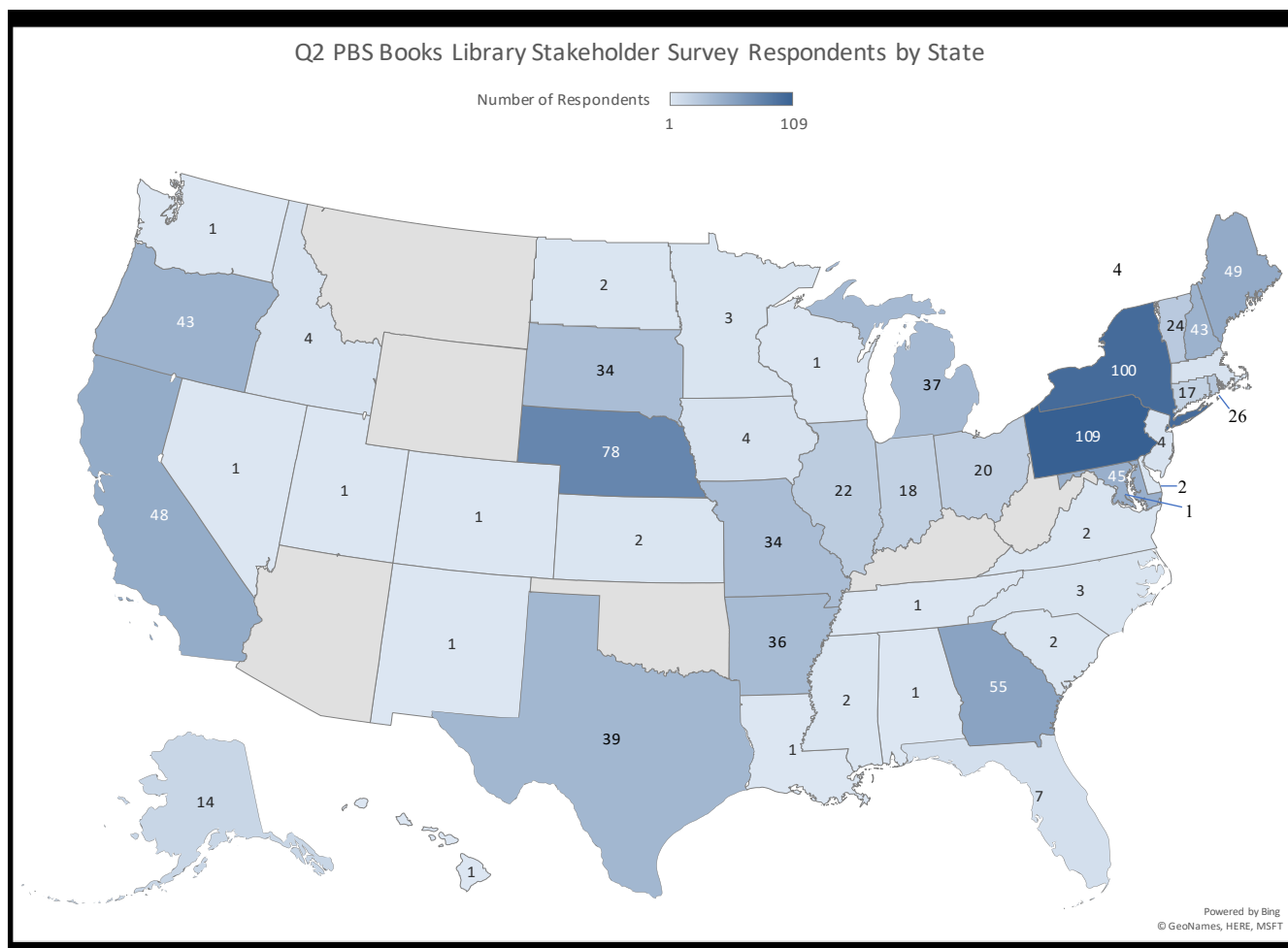


## Q2 My library is located in which state (abbreviation):

This question was completed by 99% of survey respondents; 946 people answered this question, and 6 respondents skipped it. Overall, library personnel from 44 states and Washington, DC participated in the survey. (One survey respondent was from Hong Kong, and has not been reflected on the figure illustrating participation.)

Below Figure 2 shows the number of librarian personnel that participated in the survey by state on the US map. As reflected in the key, the blue color of the state varies in intensity based upon the participation of survey respondents. If the state is shown as dark blue in color, then there were more survey respondents from that state. If the state is illustrated as light blue in color, then there were less survey respondents from that state. If the state is represented as gray, then there were no survey respondents from that state. The number of respondents per state varied significantly. Pennsylvania had the greatest number of library respondents with 109 responses. Nine states, including Alabama, Colorado, Hawaii, Nevada, New Mexico, Tennessee, Utah, Washington, and Wisconsin, and DC had only one respondent. The six states that lacked participation were Arizona, Kentucky, Montana, Oklahoma, West Virginia, and Wyoming.

Figure 2



As represented below in Table 1, the respondents reported their states as following:

**Table 1**

| State         | # of Respondents | State2         | # of Respondents3 |
|---------------|------------------|----------------|-------------------|
| Alabama       | 1                | Nevada         | 1                 |
| Alaska        | 14               | New Hampshire  | 43                |
| Arizona       | 0                | New Jersey     | 4                 |
| Arkansas      | 36               | New Mexico     | 1                 |
| California    | 48               | New York       | 100               |
| Colorado      | 1                | North Carolina | 3                 |
| Connecticut   | 17               | North Dakota   | 2                 |
| Delaware      | 2                | Ohio           | 20                |
| Florida       | 7                | Oklahoma       | 0                 |
| Georgia       | 55               | Oregon         | 43                |
| Hawaii        | 1                | Pennsylvania   | 109               |
| Iowa          | 4                | Rhode Island   | 26                |
| Idaho         | 4                | South Carolina | 2                 |
| Illinois      | 22               | South Dakota   | 34                |
| Indiana       | 18               | Tennessee      | 1                 |
| Kansas        | 2                | Texas          | 39                |
| Kentucky      | 0                | Utah           | 1                 |
| Louisiana     | 1                | Virginia       | 2                 |
| Massachusetts | 4                | Vermont        | 24                |
| Maryland      | 45               | Washington     | 1                 |
| Maine         | 49               | West Virginia  | 0                 |
| Michigan      | 37               | Wisconsin      | 1                 |
| Minnesota     | 3                | Wyoming        | 0                 |
| Missouri      | 34               | Washington, DC | 1                 |
| Mississippi   | 2                | Invalid State  | 3                 |
| Montana       | 0                | Skip           | 6                 |
| Nebraska      | 78               | <b>TOTAL</b>   | <b>952</b>        |



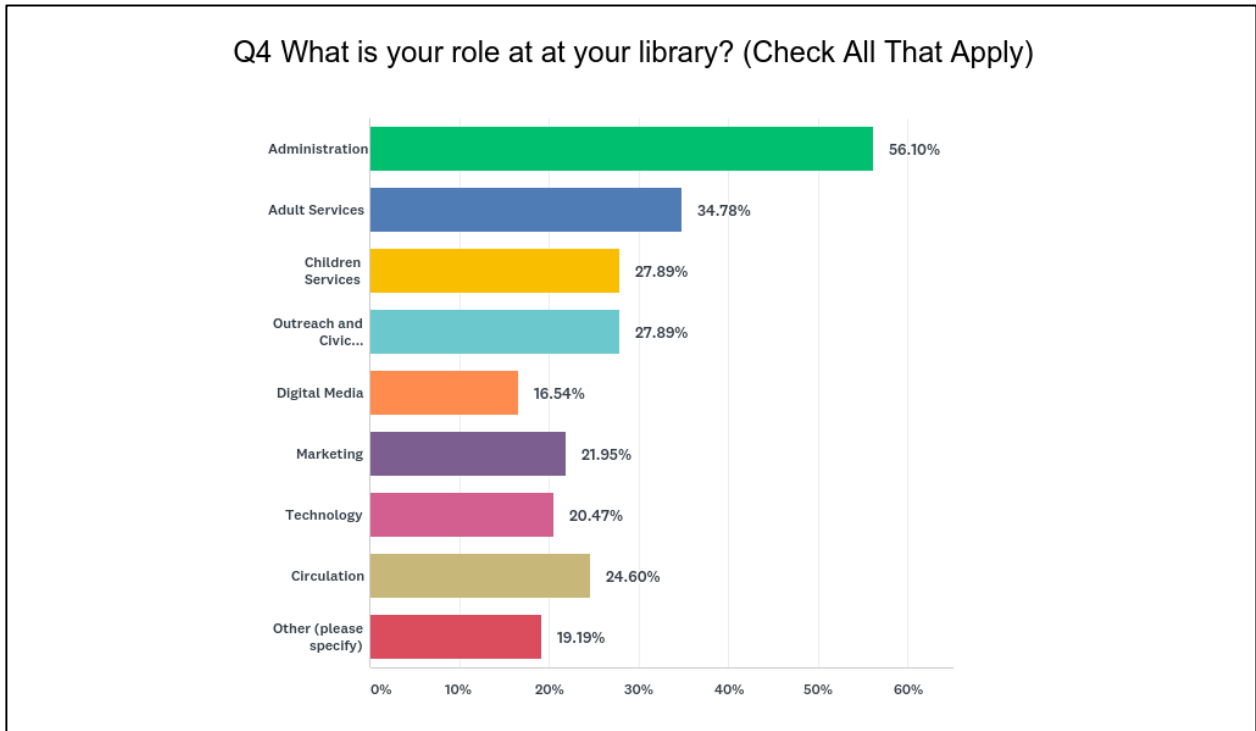
**Q3 What is the zip code of your library (if you work in more than one, list the one you spend a majority of your time)?**

In order to determine if there were multiple staff members of the same library completing the PBS Books Stakeholder Library Engagement Survey, the survey asked the zip code of the respondent; most zip codes only have one library. This question had a nearly a 99% completion rate. In summary, 939 library personnel answered this question (of which 4 people submitted an invalid code) and 13 library personnel skipped this question. Overall, there were 813 discrete zip codes reported; only 15 zip codes that were reported have more than 1 library. Those 15 zip codes have between 2 and 4 libraries with respondents varying between 2 and 4 people. Thereby, indicating that the survey results could represent as few as 818 libraries and upwards of 850. The target audience for this survey was public libraries of which there are around 9,000 nationwide. Some school librarians and academic library personnel completed the survey. Overall, the survey results seem to be nationally representative of the US public libraries. The full list of the zip codes can be found in Appendix A.

**Q4 What is your role at your library? (Check All That Apply)**

PBS Books recognizes many libraries have different organizational structures and that library staff members have various roles and different talents. PBS Books also acknowledges that its impact can be influenced by the role that the library partner plays within their library. In order to best understand the overall responses, the survey asked “What is your role at your library?” This question had a 99% completion rate with 943 responses and 9 respondents skipping the question. Figure 3 illustrates the respondents’ answers.

**Figure 3**



Overall, Figure 3 shows that the survey was completed by library personnel that play various roles within their library with more than 56% of respondents reporting they work in administration. Regarding the category of “Other,” the respondents often wrote comments like “everything” or “I’m the only employee so I do it all!” or “Director of small library--so really just about everything!” Table 2 below summarizes the “Other” comments:

**Table 2**

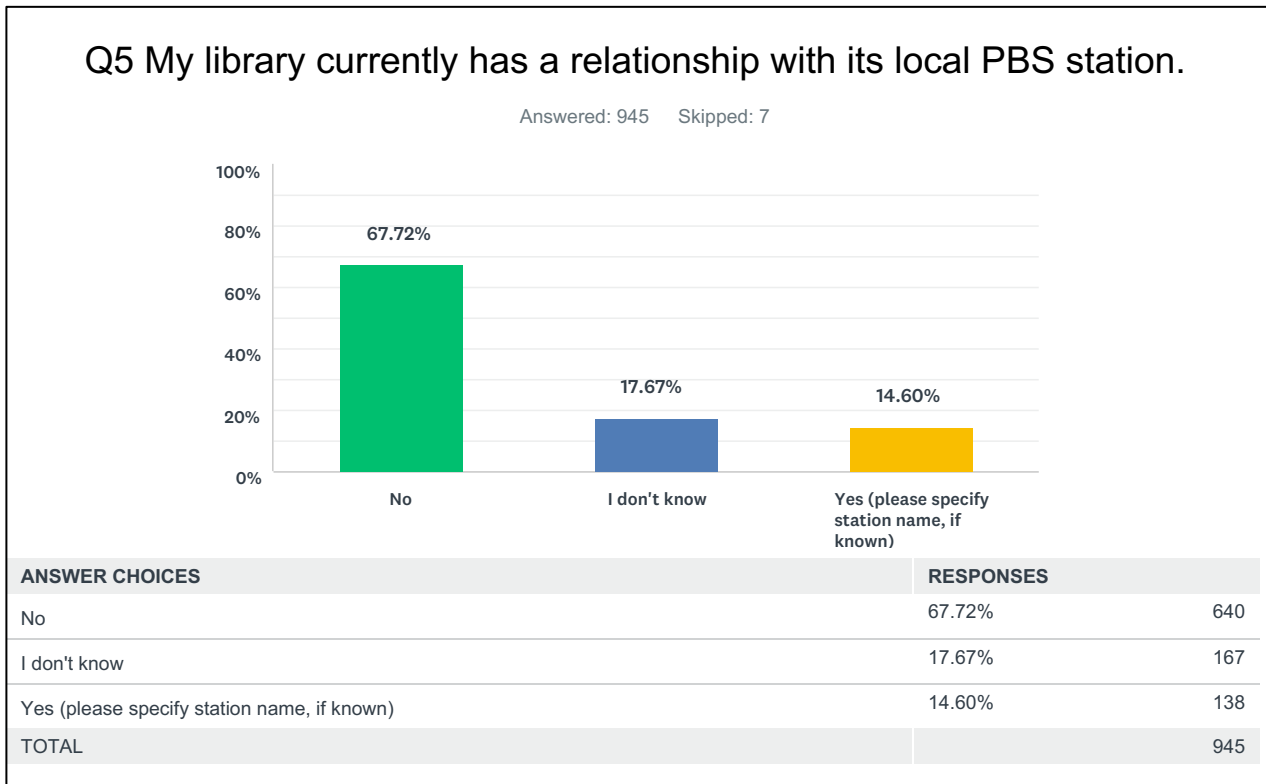
| Other Category Summarized  | Respondents |
|--|-------------|
| Adult Programming/Outreach   | 3           |
| Archives   | 1           |
| Business Outreach  | 1           |
| Circulation Manager  | 1           |
| Collection Development/Cataloging/Technical Services/Acquisition                                       | 22          |
| Consulting   | 1           |
| Discovery & Access Services/SD Braille & Talking Book Library - Equipment and Audio Production Manager | 2           |
| District Librarian/School librarian/Library Media Specialist   | 30          |
| Fundraising/Grants & Contracts   | 3           |
| Government Documents   | 1           |
| Innovation   | 1           |
| Instruction  | 7           |
| Interlibrary Loan  | 3           |
| Janitorial   | 1           |
| Liaison Librarian/Consortium   | 2           |
| Librarian  | 6           |
| Library Assistant/Aide   | 2           |
| Director/Library Manager/Branch Manager/Supervisor/Assistant Branch Manager                            | 41          |
| Local History  | 1           |
| Management   | 1           |
| Outreach & Mobile Services   | 1           |
| Programming  | 3           |
| Reader Advisor   | 1           |
| Reference & Referral   | 15          |
| Staff education/Education  | 2           |
| Summer Reading   | 1           |
| Teacher Librarian  | 1           |
| Teaching   | 1           |
| Trustee/Board  | 6           |
| YA/Children's Librarian/Teen Services  | 16          |

Overall, this information helps PBS Books to interpret the survey results because the responses illustrate that the survey respondents play numerous roles within the libraries across the country and likely are providing various viewpoints because of their unique roles.

Q5 My library currently has a relationship with its local PBS station.

This question garnered a 99% response rate with 945 respondents answering the questions and 7 respondents skipped the question. Figure 4 illustrates respondents’ perception their library’s relationship with their local PBS Station, as seen below.

Figure 4



Approximately 15% of survey respondents reported that their library had a relationship with their local PBS station, while nearly 68% replied that their library did not have a relationship with their local PBS station. Nearly 18% respondents said that they did not know if their library had a relationship with their local PBS station. *It is important to remember that the survey respondents have numerous roles in the library and may not be aware of an existing relationship.* **Regardless, these statistics illustrate a significant deficiency and a huge opportunity for PBS Books and local PBS Stations across the country.**

Of the 138 respondents who reported that had a relationship with their local PBS station, 128 people replied with names of stations, of which 10 stations were actually their local NPR stations. A total of 51 different PBS stations were reported. This means that library respondents have reported that 30% of PBS member licensee/local PBS stations have a relationship with their library. On the survey, the station that was most reported was Nebraska’s NET with 12 library respondents noting their relationship, followed by Maryland’s MPT with 8 library respondents citing their relationship. It is important to note that Nebraska had 78 library respondents, so 12 respondents is actually 15% of Nebraska respondents, which is the same rate reported by the full survey. On the other hand, MPT actually was reported at a slightly higher rate: approximately 18% by survey respondents (8 out of 45). The following table (Table 3) includes the name of the station reported, its city, and the number of times a library respondent reported the name of the PBS station.

**Table 3**

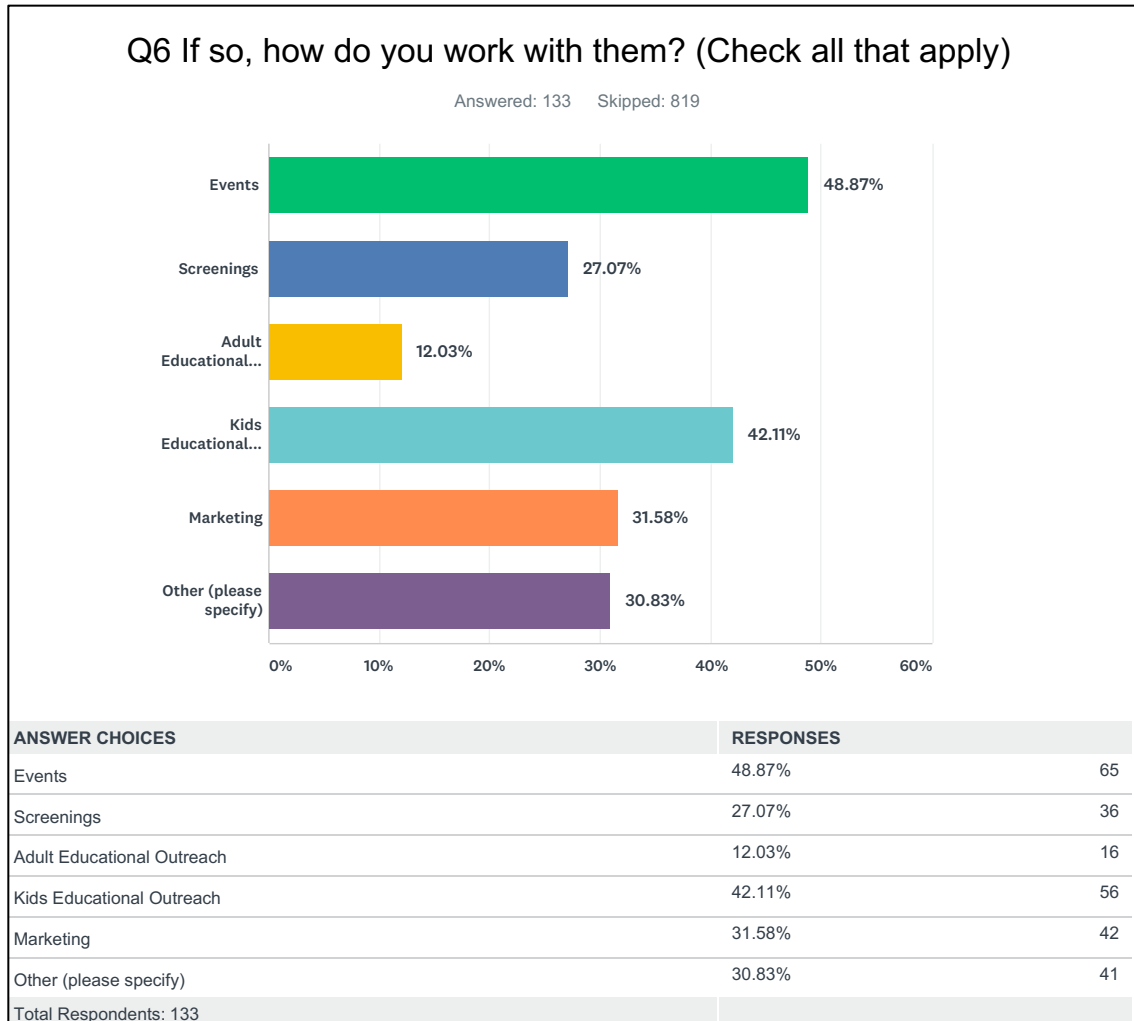
| Station Name           | Station City     | Count | Station Name (cont'd)        | Station City (cont'd) | Count2 |
|------------------------|------------------|-------|------------------------------|-----------------------|--------|
| NET                    | Lincoln, NE      | 12    | KOZK                         | Springfield, MO       | 1      |
| MPT                    | Baltimore, MD    | 8     | KPNE                         | North Platte, NE      | 1      |
| AETN                   | Little Rock, AR  | 7     | KUAC                         | Fairbanks, AK         | 1      |
| WPSU                   | Clearfield, PA   | 7     | NHPBS                        | Durham, NH            | 1      |
| WQED                   | Pittsburgh, PA   | 7     | Nine Network KETC            | St.Louis, MO          | 1      |
| DPTV-Detroit Public TV | Detroit, MI      | 5     | OPB                          | Portland, OR          | 1      |
| CT Public TV           | Hartford, CT     | 4     | PBS 39                       | Fort Wayne, IN        | 1      |
| WQLN                   | Erie, PA         | 4     | PBS Hawaii                   | Honolulu, HI          | 1      |
| GPB                    | Atlanta, GA      | 3     | Prairie Public               | Manitoba, ND          | 1      |
| KCPT                   | Kansas City, MO  | 3     | Rocky Mountain PBS           | Denver, CO            | 1      |
| SDPB                   | Vermillion, SD   | 3     | SOUTH FLORIDA PBS            | Miami, FL             | 1      |
| WCNY                   | Syracuse, NY     | 3     | ValleyPBS                    | Fresno, CA            | 1      |
| Channel 13-WNET        | New York, NY     | 3     | WCMU                         | Mt Pleasant, MI       | 1      |
| IPTV                   | Johnston, IA     | 2     | Western Reserve Public Media | Alliance, OH          | 1      |
| KAKM                   | Anchorage, AK    | 2     | WETA                         | Washington, DC        | 1      |
| KPBS                   | San Diego, CA    | 2     | WGBH                         | Boston, MA            | 1      |
| Maine Public           | Orono, ME        | 2     | WJCT                         | Jacksonville, FL      | 1      |
| VermontPBS             | Colchester, VT   | 2     | WLVT                         | Allentown, PA         | 1      |
| WFYI                   | Indianapolis, IN | 2     | WNED-TV Buffalo              | Buffalo, NY           | 1      |
| WHYY                   | Philadelphia, PA | 2     | WPBA                         | Atlanta, GA           | 1      |
| WKAR                   | Lansing, MI      | 2     | WPBS-DT                      | Watertown, NY         | 1      |
| WQPT                   | Moline, IL       | 2     | WTCI                         | Chattanooga, TN       | 1      |
| WTIU                   | Bloomington, IN  | 2     | WTTW                         | Chicago, IL           | 1      |
| WVIA                   | Scranton, PA     | 2     | WVIZ PBS IDEASTREAM          | Cleveland, OH         | 1      |
| KCET                   | Los Angeles, CA  | 1     | WXXI                         | Rochester, NY         | 1      |
| KLRU                   | Austin, TX       | 1     |                              |                       |        |

The 138 survey respondents who answered “Yes” to the previous question were asked Question 6. If the respondent had responded “No” or “I don’t know,” then this question was automatically skipped in the survey and they were asked Question 7.

## Q6 If so, how do you work with them? (Check all that apply)

For this question, there was a 99% response rate for those who were asked the question with 133 respondents answering it and 5 people skipping it. Figure 5 reflects the librarian personnel's responses on how their library collaborated with their local PBS station.

**Figure 5**



According to the survey respondents, the most reported collaborative activity between libraries and their local PBS station was Events; nearly 50% of respondents reported that they partnered with their local PBS stations on Events. The second most reported activity between libraries and their local PBS station was Kids Educational Outreach with 43% of respondents.

Through the examination of “Other” responses, library respondents added in and provided some specific examples of collaboration. Ten libraries of these respondents noted a collaboration with their local PBS Station involving The Great American Read. Other interesting comments include one library respondent who said that, “MPT has sent us copies of local interest productions, which has been very helpful.” Another noted a collaboration surrounding a “Focus group for ‘Mosaic Project: stories of Immigrants.’” There was another respondent that said that their local PBS Station provided PBS tablets for their patrons to use at their library. Two respondents reported that they were involved

in their local PBS station because they sat on a PBS Board—one is an Education Board Member and the other is on a Community Advisory Board. Two respondents noted that their relationship with their local PBS Station is only beginning. A summary of respondents' answers is in Table 4 below:

**Table 4**

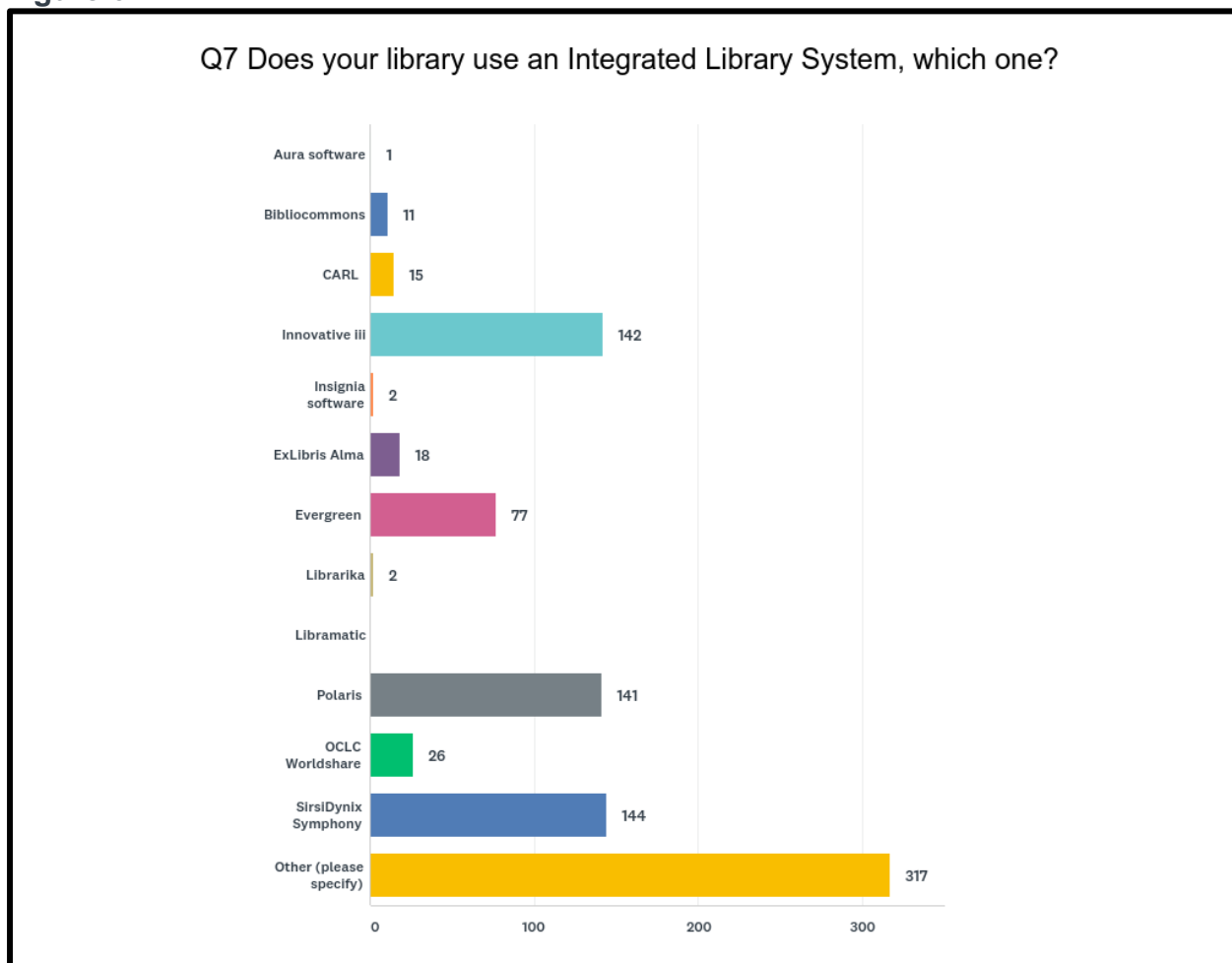
| Activity  | Count |
|---|-------|
| The Great American Read   | 10    |
| Provide Resources (Shared Local Interest Productions, Public Service Announcements, Event Listings, Information Sharing, PBS tablets for our patrons to use in house provided by PBS, Teachers/Parents/Students with curated PBS content aligned to curriculum and their needs) | 6     |
| Children's Programming (eg, Pinkalicious, Daniel Tiger costume, and coloring books/book donations)  | 5     |
| Funding Opportunity Collaboration (ALA Grant, Whitfield County Literacy Foundation) and Pledge drive  | 4     |
| New Emerging Relationship   | 3     |
| Education Board Member or Community Advisory Board member for PBS station   | 2     |
| Inquire within library  | 2     |
| Interviewed authors   | 2     |
| Program Collaborator (Focus group for "Mosaic Project: stories of Immigrants," Facilitate production of Our Town)   | 2     |
| Digital Badges  | 1     |
| Leaders on Leadership   | 1     |
| News program has covered library services   | 1     |
| On-air mayoral debates/partnered for StoryCorps (likely radio)  | 1     |
| One Book One San Diego  | 1     |
| Publicity   | 1     |
| Screening   | 1     |
| Writing Contest Partnership   | 1     |

Overall, it was informative for PBS Books to learn about the numerous ways that libraries are collaborating at various levels throughout libraries.

## Q7 Does your library use an Integrated Library System, which one?

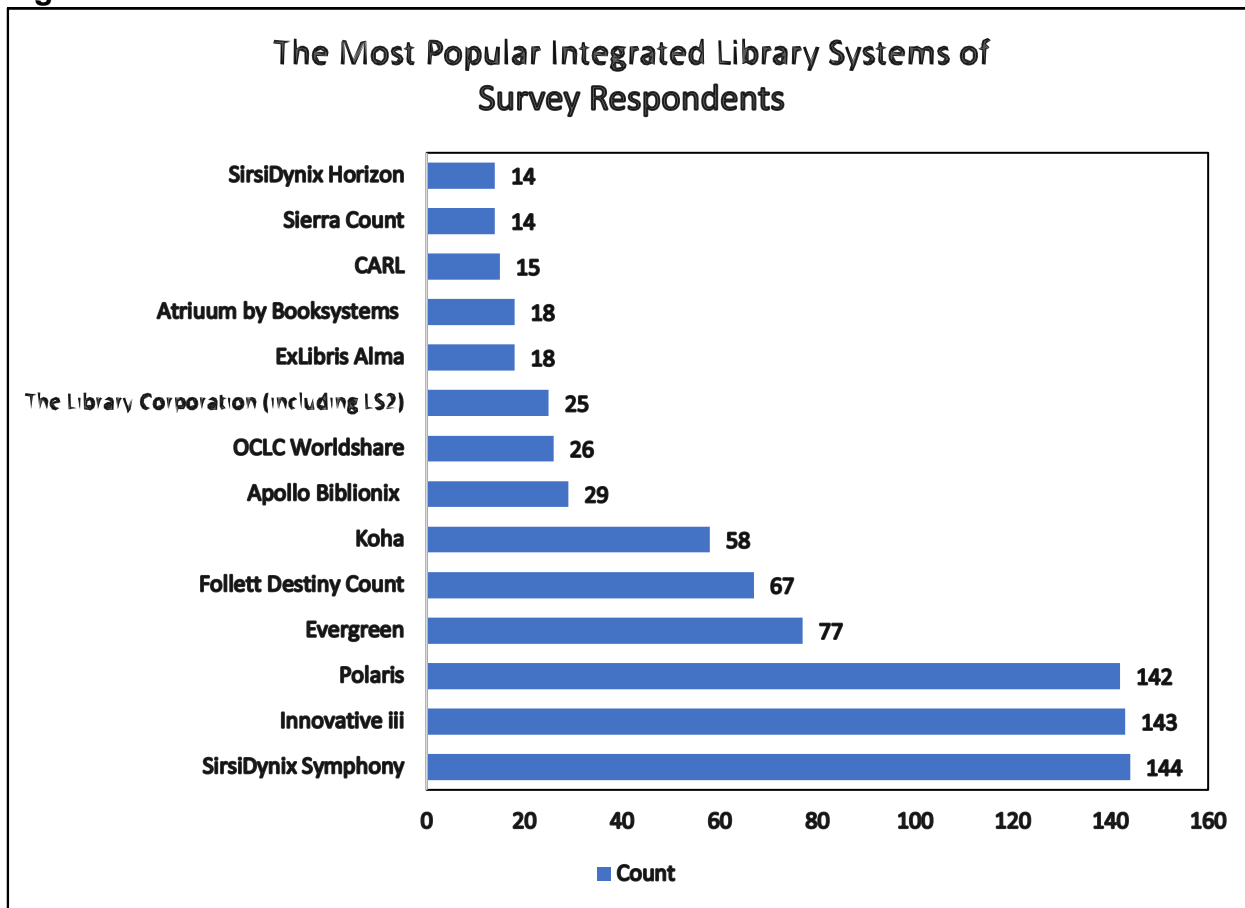
As PBS Books assesses the best way to make its video assets available to the greatest number of libraries, it was determined that learning the Integrated Library System (ILS) could be useful in this process. Of the survey respondents, there was a 94% completion rate for this question; 896 people answered the question and 56 skipped it. The initial responses are below in Figure 6.

Figure 6



It is evident that many respondents chose “Other.” In fact, 317 people (41%) filled out “Other;” the “Other” responses were analyzed. Of the respondents who wrote “Other,” 17 people reported no, none of the above, none, or not sure. All responses were analyzed and grouped accordingly. Figure 7 summarizes the top 14 ILS that were reported and a complete list of ILS reported by library respondents appears in Appendix B.

**Figure 7**



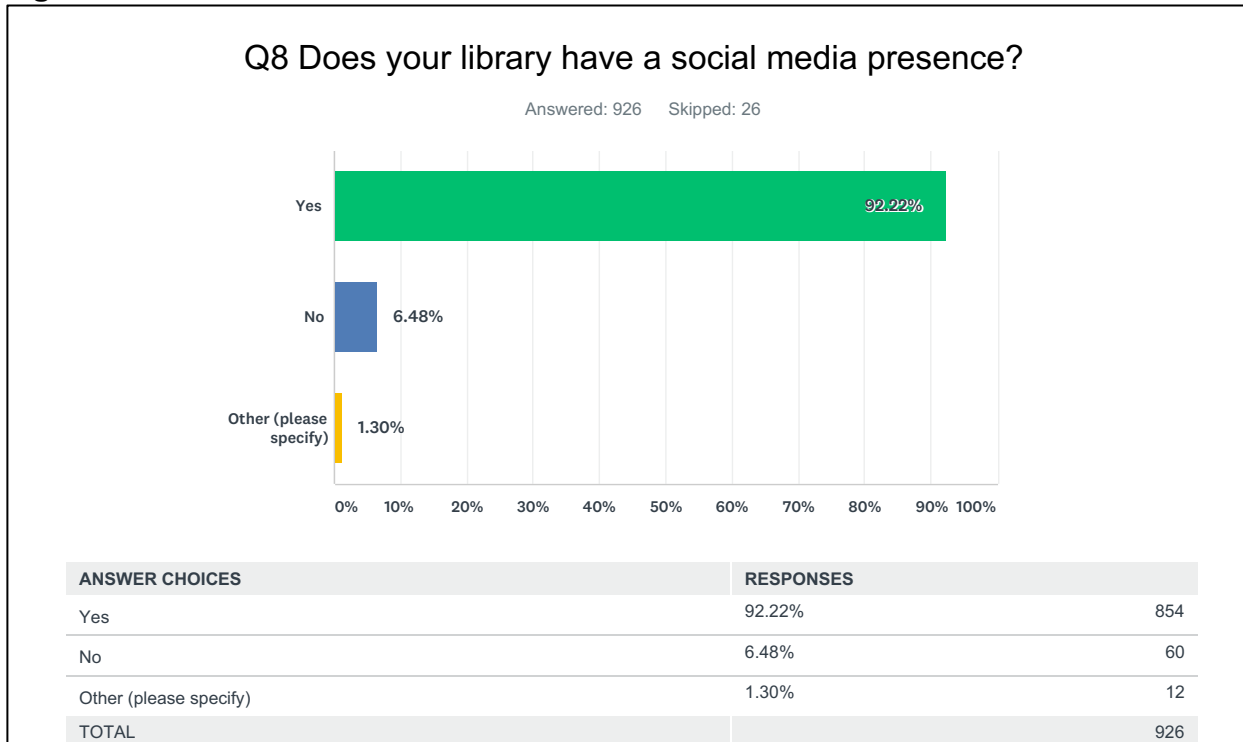
According to Figure 7, **nearly half of all libraries use the following three ILS: SirisDynix Symphony (144 respondents), Innovative iii (143 respondents), and Polaris (142 respondents).** These three ILSs account for 429 of all respondents, which represents 48% of all respondents. Evergreen (77 respondents), Follett Destiny (67 respondents), and Koha (58 respondents) account for an additional 202 total respondents. This is significant because it means that the top six ILS, which were reported by respondents, are used at 70% of the libraries nationwide. This provides PBS Books with a target of ILSs as it determines the best use for its 650+ author interviews and book fair/festival footage.



## Q8 Does your library have a social media presence?

Social media is crucial in today's 21<sup>st</sup> Century, and libraries are at the forefront of the digital age in many ways. There was a 97% completion rate for this question; it was answered by 926 respondents, and only skipped by 26 people. **More than 92% of libraries have a social media presence according to library respondents.** This speaks to the importance of social media usage for libraries to communicate with their community.

**Figure 8**



Clearly, libraries are using social media to connect and serve their community. Of the respondents who answered “Yes” or “Other,” they were then directed to Q9 Which social media platforms does your library use? (Check all that apply). If the respondent answered “No,” then the survey brought them to Question Q11. The “Other” responses of 12 librarians are summarized below in Table 5.

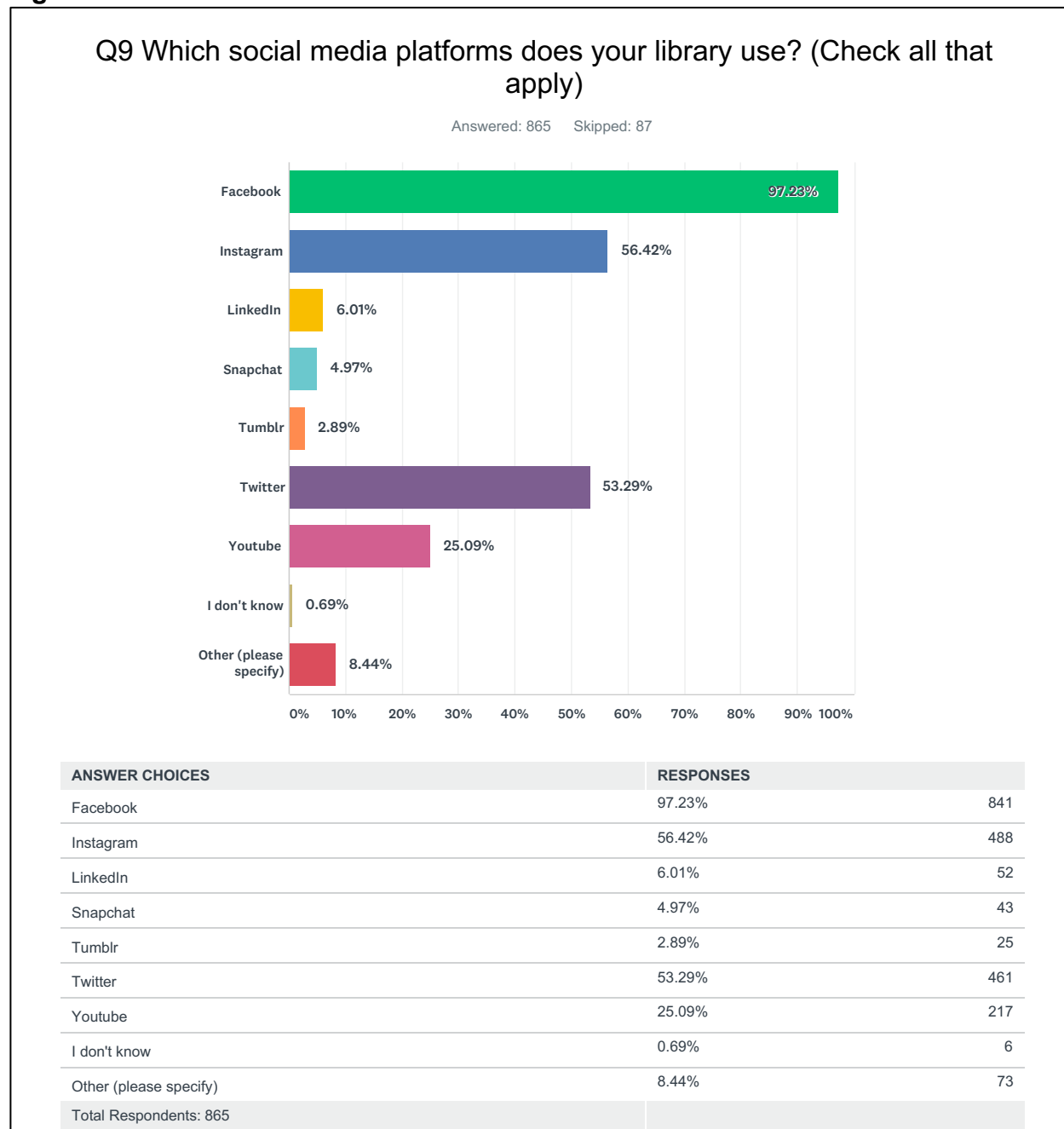
**Table 5**

| Other Social Media Outlets                     | Count |
|--|-------|
| Don't know                                     | 1     |
| Facebook                                       | 2     |
| Twitter  | 1     |
| Website  | 2     |
| Website "in limbo"                             | 2     |
| Website through Friends website                | 1     |
| Website through Larger Entity (City or School) | 5     |

## Q9 Which social media platforms does your library use? (Check all.)

In order to best serve libraries, it is important be communicating on the same platforms, liking their posts, sharing content for their feed, re-tweeting, following, and making sure our social media caters to the specific needs and personality of the social media platform. The question had nearly 100% completion. **A staggering 97% of libraries use Facebook, according to library respondents.** This is especially interesting because of the specific privacy issues that Facebook has been dealing with, and the importance of trust and privacy to libraries and library communities. See Figure 9 below for the response.

**Figure 9**



In regard to “Other,” Table 6 below summarizes the answers of respondents:

**Table 6**

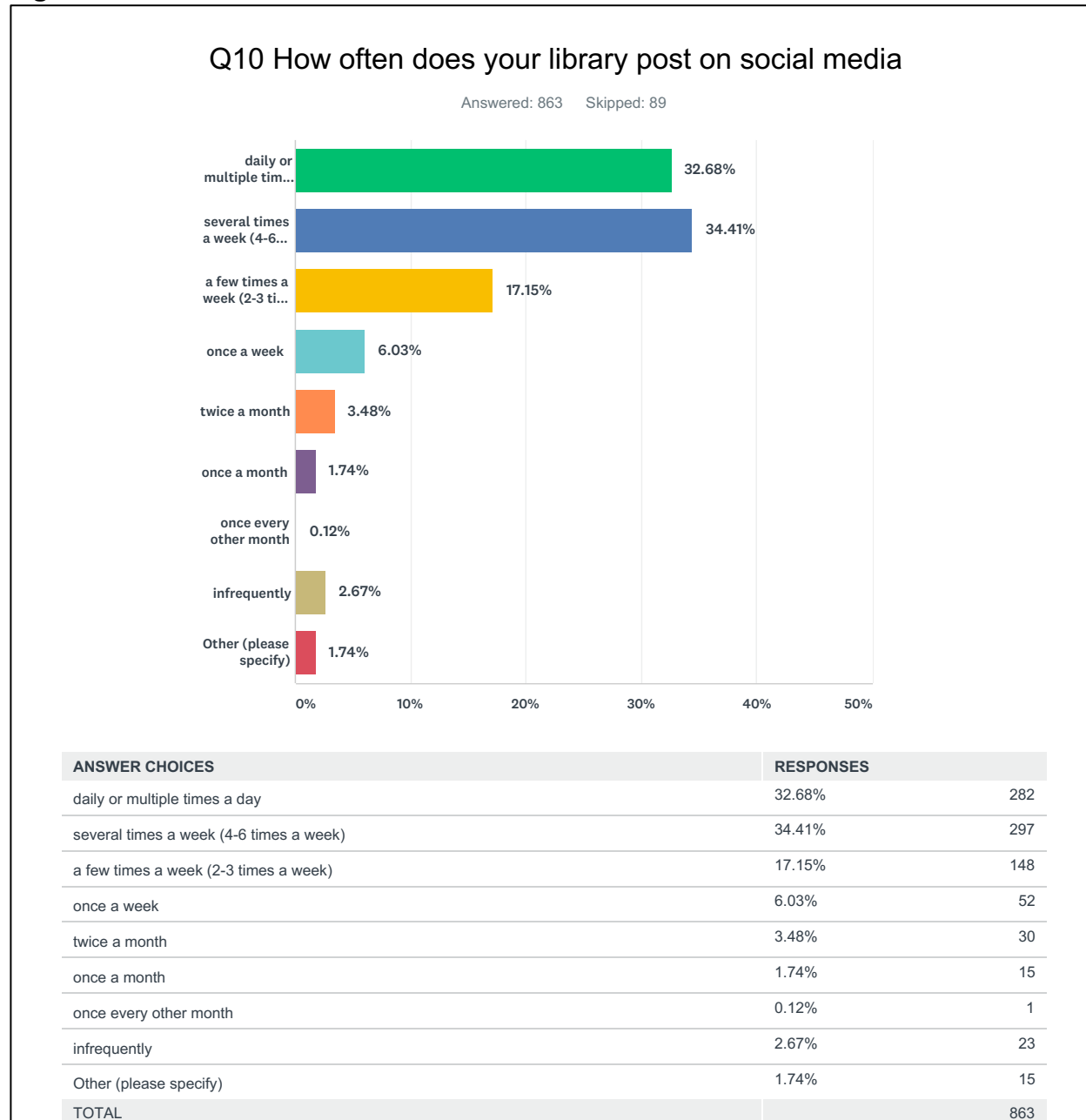
| Social Media   | Count |
|--|-------|
| Pinterest  | 33    |
| Flickr   | 12    |
| Library Website  | 8     |
| Social Media through larger entity like city or school | 4     |
| Goodreads  | 4     |
| Blog   | 3     |
| Front Porch Forum (VT)                                 | 2     |
| Next Door  | 2     |
| Others   | 2     |
| Vimeo  | 2     |
| Podcast  | 1     |
| Constant Contact                                       | 1     |
| Email  | 1     |
| Soundcloud   | 1     |
| LibGuides  | 1     |
| Local Listservs  | 1     |
| Mail Chimp   | 1     |
| Meet Up  | 1     |
| Intercom   | 1     |
| Reddit   | 1     |
| Schoology  | 1     |
| Wordpress  | 1     |

While most of these numbers are small, it is interesting to examine the breadth of tools that libraries use to engage their community.

## Q10 How often does your library post on social media?

Of the respondents who were asked this question, there was also nearly 100% completion rate when asked how often their library posted on social media (respondents who reported “No” that they did not use social media were not asked this question; see Figure 10 for their responses).

**Figure 10**

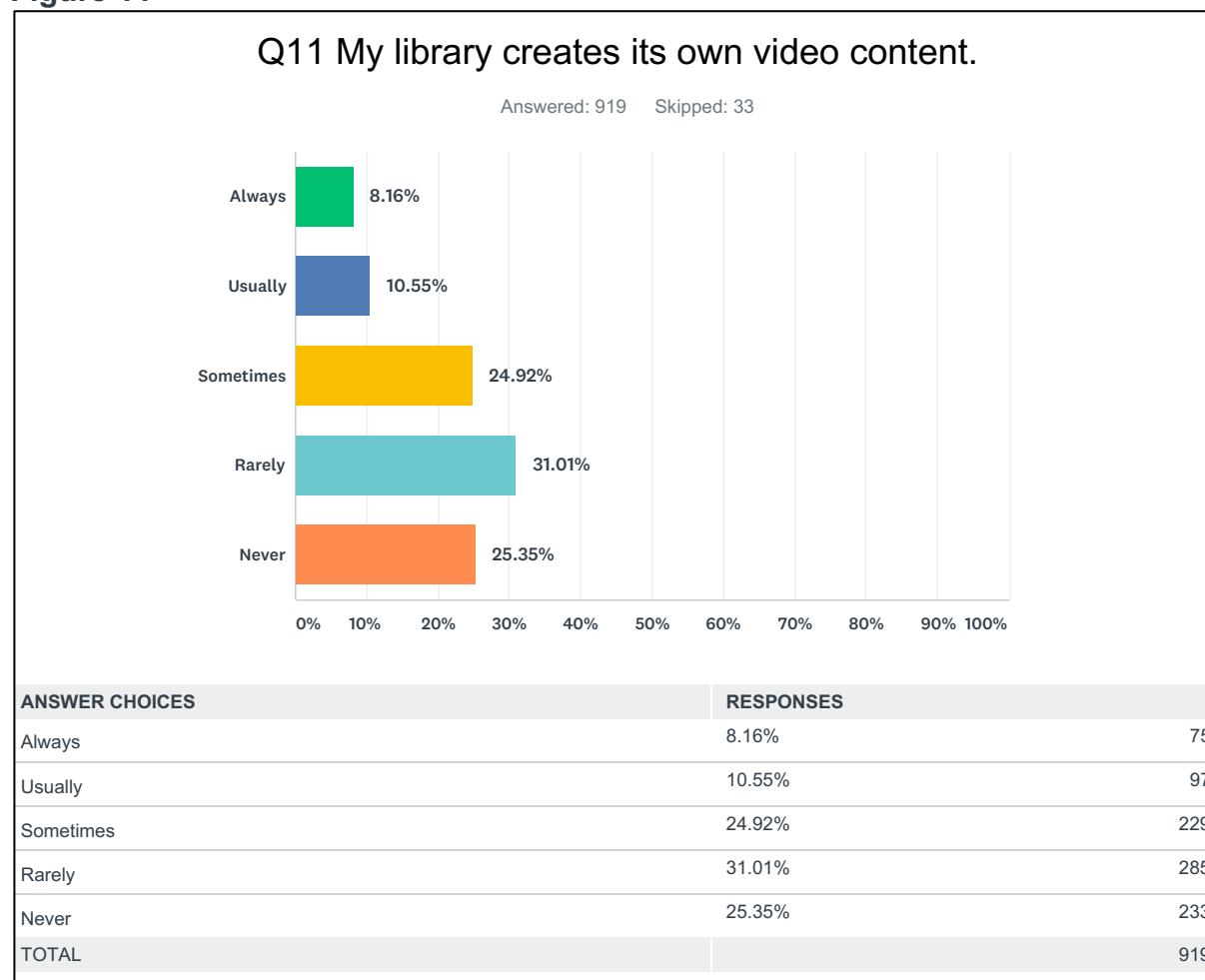


About 33% of the survey respondents whose libraries use social media, utilize it either daily or multiple times a day. **Nearly 70% of respondents reported that their libraries post at least several times a week: an amazing number.** It is evident that libraries are communicating with their communities via social media, and Facebook is the most popular method. **Approximately 85% of libraries are communicating with their communities using social media weekly.** Today in the Age of Information, it is clear that libraries, both small and large, are leading the charge in communicating with their communities through regular and frequent communication.

## Q11 My library creates its own video content.

One-third of online activity is watching videos.<sup>8</sup> In 2017, video viewing comprised 75% of global internet traffic, and video traffic is predicted to increase to make up 82% of the traffic by 2022.<sup>9</sup> PBS Books has a significant archive of video content, often live streams its content, and was interested to learn if libraries create their own video content. Of the 919 survey respondents who answered this question, **more than 55% of the libraries said that they never or rarely create their own video content.** Only 8% of libraries reported that they always create their own content. According to survey respondents, **less than 20% of libraries either usually or always create their own video content.** See Figure 11 for summary details.

Figure 11



From this information, it is evident that there is an opportunity to 1) provide video content, 2) create digital content for libraries, and 3) teach/assist libraries in the creation of their own digital content. In the October 2018 issue of ALA's Library Technology Reports Magazine, David Lee King asserts: "With little effort, libraries can harness videos' popularity to share information and enhance the

<sup>8</sup> Ivan Kreimer, (July 6, 2017) "5 Reasons Why You Should Use Video Marketing to Drive Sales," Email Marketing (blog), Campaign Monitor, Retrieved from: <https://www.campaignmonitor.com/blog/email-marketing/2017/07/5-reasons-use-video-marketing-drive-sales/>.

<sup>9</sup> Cisco Visual Networking Index: Forecast and Trends, 2017–2022. (2017) Cisco. Retrieved from: [https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white-paper-c11-741490.html#\\_Toc484813970](https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white-paper-c11-741490.html#_Toc484813970)

libraries' marketing and promotional efforts."<sup>10</sup> The article provides an argument of why video usage is critical for libraries, especially readers step-by-step through the process of making a video. In truth, most library users have grown up watching television and video content. Interestingly enough within the article, King encourages libraries to post their videos on Facebook, and he writes "When they smile at your video, they are smiling at your library—and that my friends is success."<sup>11</sup> Videos promote engagement, and PBS Books is striving to work with libraries to engage their audiences in reading and life-long learning.

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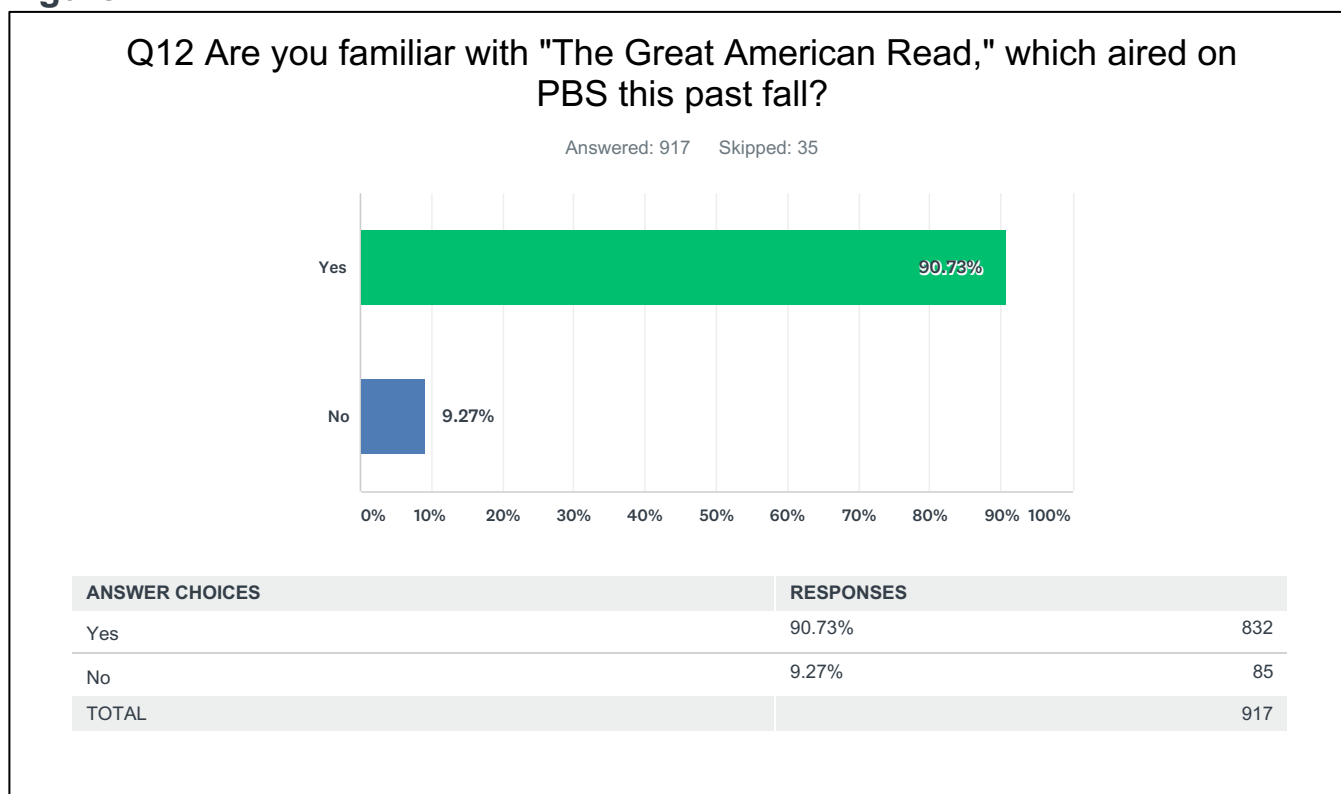
<sup>10</sup> King, David Lee. (October 2018) "Video In Libraries," *Library Technology Reports Magazine*. American Library Association. p. 1

<sup>11</sup> King, David Lee. (October 2018) "Video In Libraries," *Library Technology Reports Magazine*. American Library Association.

## Q12 Are you familiar with "The Great American Read," which aired on PBS this past fall?

Airing in Fall 2018, *The Great American Read*, which was produced by PBS, is an eight-part series with viewer participation to select America's favorite novel from 100 best-loved novels. The show "investigated writers' fictional worlds, how we as readers are affected by these stories, and what the 100 different books have to say about our diverse nation and our shared human experience."<sup>12</sup> PBS Books was interested to learn if survey respondents were familiar with *The Great American Read*.

Figure 12



Of the survey respondents, 91% said that they were familiar with PBS's "*The Great American Read*" series. This is a tremendously high number and speaks to the success of *The Great American Read* as a show that captivated booklovers across the country.

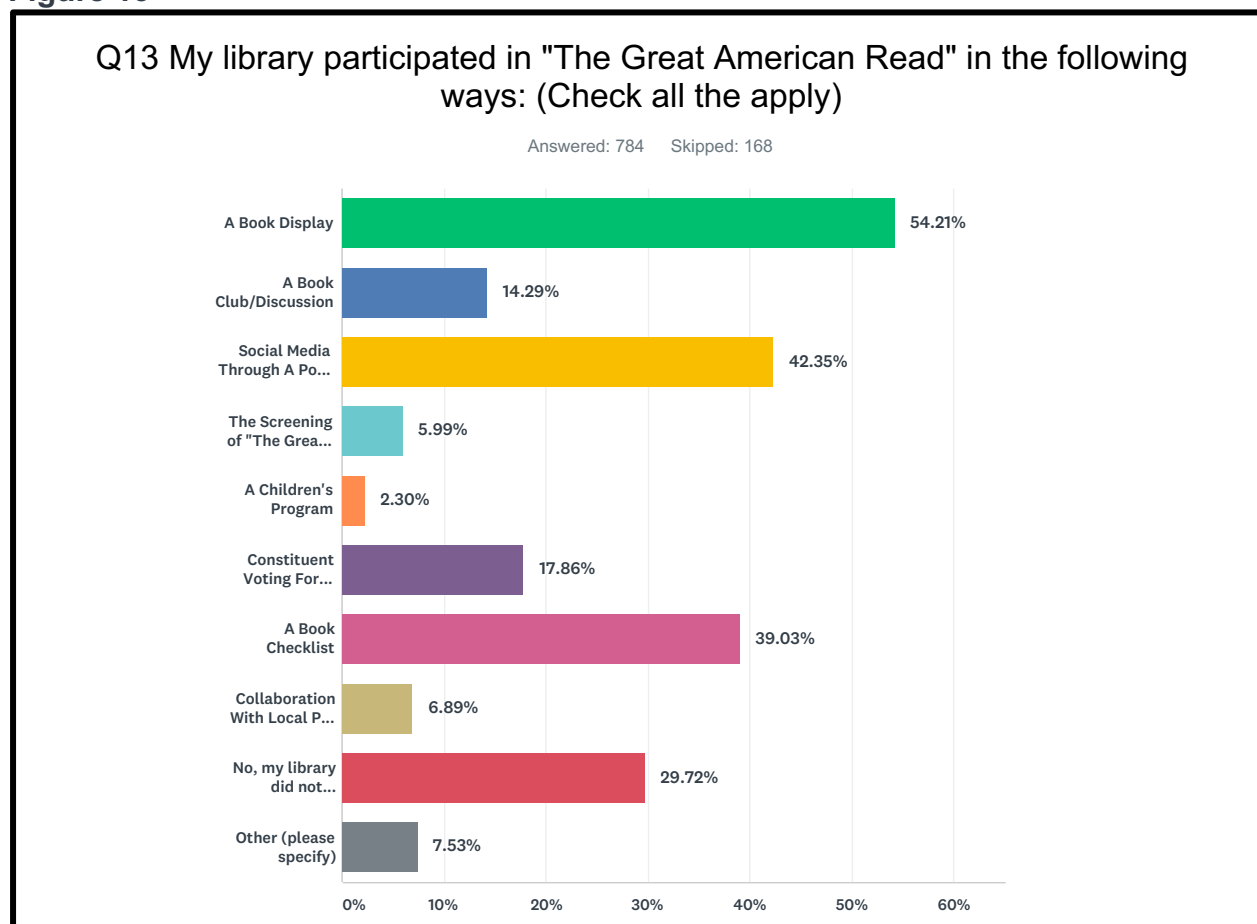
The 832 respondents who replied "Yes" were asked Q13, the 85 respondents who answered "No" were directed to Q14.

<sup>12</sup> *The Great American Read*. (2018). Retrieved from <https://www.pbs.org/the-great-american-read/home/>

### Q13 My library participated in "The Great American Read" in the following ways: (Check all the apply)

*The Great American Read* had a national impact when it aired in Fall 2018, and continues to be watched by people and shown in libraries across the country. PBS Books was interested to learn about the ways in which libraries used *The Great American Read* within their communities. Of the 832 respondents who were asked this question, only 784 answered it, which represents a 94% completion rate. **An impressive 70% of libraries did something related to *The Great American Read*.** From Figure 13 below, it is evident that the top three ways libraries utilized *The Great American Read* was: A Book Display (54%), Social Media Through A Post or Repost (42%), and A Book Checklist (39%). 7% reported collaborating with their local PBS station related to *The Great American Read*. It should be noted that the survey was completed by library staff holding various positions throughout the library and may not have been aware of a collaboration between the local station and their library.

Figure 13





**Figure 13 continued**

| ANSWER CHOICES                                  | RESPONSES |     |
|---|-----------|-----|
| A Book Display                                  | 54.21%    | 425 |
| A Book Club/Discussion                          | 14.29%    | 112 |
| Social Media Through A Post or Re-Post Content  | 42.35%    | 332 |
| The Screening of "The Great American Read" Show | 5.99%     | 47  |
| A Children's Program                            | 2.30%     | 18  |
| Constituent Voting For Their Favorite Book      | 17.86%    | 140 |
| A Book Checklist                                | 39.03%    | 306 |
| Collaboration With Local PBS Station            | 6.89%     | 54  |
| No, my library did not participate              | 29.72%    | 233 |
| Other (please specify)                          | 7.53%     | 59  |

Of the respondents, 59 people (7.5%) elected to enter "Other." 20% of these respondents said that they did not know what their library did. Overall, the responses help to showcase libraries' dedication to participating in *The Great American Read* and provide fun ideas for PBS Books to consider. Nearly 12% of these respondents said that they acquired book materials that were not already in their library collection, and 10% of these respondents said they had an adult reading program or distributed promotional material/displayed a poster or banner. It is interesting to note that 2 survey respondents were ALA Grant Recipients for *The Great American Read*, and another applied but was not awarded. (It should be noted that grant opportunities for libraries are a great way to make programming possible and encourage participation, and it also raised awareness throughout the library community.) One respondent said that they had a live stream in collaboration with GPB and a local museum. Another respondent said, "We sort of collaborated with the Erie PA PBS station. Our local Erie/Crawford District Library group did some guest spots," and a different respondent shared that two librarians presented about *The Great American Read* on a local radio show.

*The Great American Read* clearly brought people together for discussions, as several people noted that college professors and English teachers led discussions with patrons or students about the books. One librarian shared that their library had a "Storytelling Festival with stories on *The Great American Read* themes;" another interesting comment was "Our library was featured in one of the program's segments." Two other librarians explained why they were not able to participate. One comment that is critical to highlight is: We sent an email indicating our interest to partner with the closest PBS station, but got no response. This comment was submitted by a respondent who works at a library with 10,000 registered card holders in Toledo, Oregon. The summary of the "Other" comments about *The Great American Read* Collaborations are included on the following page in Table 7:

**Table 7**

| <i>The Great American Read Collaborations</i>   | Count |
|---|-------|
| I don't know  | 12    |
| Acquired book materials not already in our collection (even volunteers in helped pick titles out of donated books)  | 7     |
| Adult reading program (Bingo for prizes, reading contest and beanstack activities)  | 6     |
| Distributed promotional material (bookmarks and booklist)/ Showcased poster or banner   | 6     |
| Discussions with patrons about the program (including a number led by local college professors and HS English teachers)   | 5     |
| Blog and newsletter article (including printing a booklist with the titles accessible in audio book or braille versions)  | 3     |
| ALA Grant Recipient   | 2     |
| Link to the Great American Read book list on our website reader's advisory page/Highlighted books we owned on our catalog website   | 2     |
| Paid for ads  | 2     |
| Applied for grant but did not win   | 1     |
| Assisted patrons with requesting books we did not have in our collection  | 1     |
| Finale livestream in partnership with GPB and a local museum  | 1     |
| Flags in bookshelves with the books   | 1     |
| Interactive display for the count of titles read in the library   | 1     |
| Local radio show presentation by 2 librarians   | 1     |
| Local TV channel  | 1     |
| Movie nights  | 1     |
| Our library was featured in one of the program's segments   | 1     |
| Provided information to educators   | 1     |
| Ran a computer program for people to vote for their favorite Book   | 1     |
| Storytelling Festival with stories on TGAR themes   | 1     |
| We instead chose to do a town-wide "One million minutes in a year". With a population of under 7k, we achieved this in about 10 months!   | 1     |
| We sent an email indicating our interest to partner with the closest PBS station, but got no response.  | 1     |
| We sort of collaborated with the Erie PA PBS station. Our local Erie/Crawford District Library group did some guest spots.  | 1     |
| We were moving at the time and did not have time to participate, but it sparked many good conversations with patrons! We think it was a wonderful program and would be interested in participating in programs in the future. | 1     |

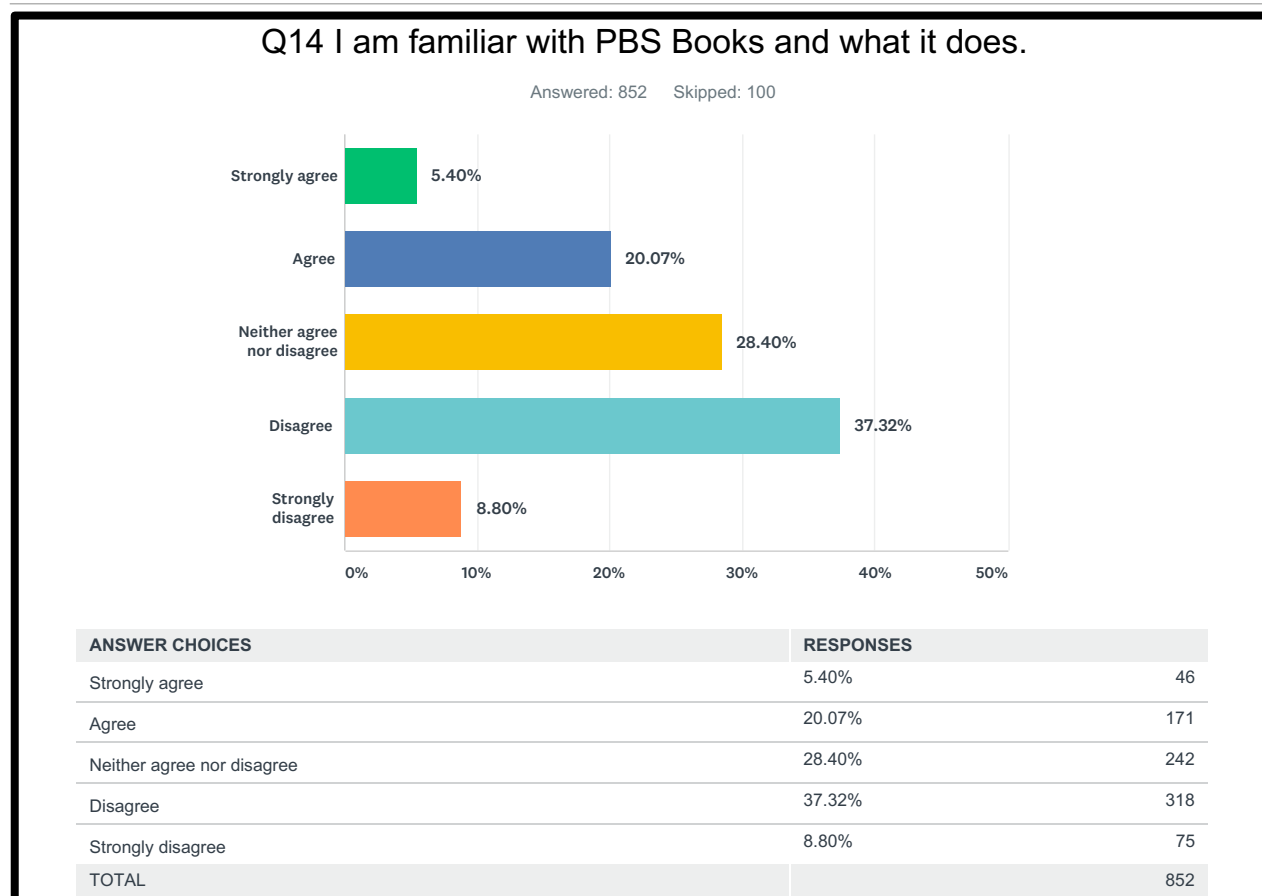
In conclusion by knowing how PBS marketed *The Great American Read* and by examining the various ways in which libraries used the program, it helps inform the overall Library Engagement Strategy for PBS Books.

## Q14 I am familiar with PBS Books and what it does.

PBS Books has existed for 5 years, but in November 2017, it changed its name to PBS Books from Book View Now. Since its inception, PBS Books has primarily operated in the space of authors, books, and libraries. Having said that, PBS Books wanted to assess the “penetration” of its new name.

There was an 89.4% response rate for this question. **One-quarter of respondents agreed or strongly agreed that they were familiar with PBS Books and what it does.** On the other side of the spectrum, nearly half respondents (48%) disagreed or strongly disagreed that they were familiar with PBS Books and what it does. (Nearly 30% neither agreed or disagreed.). Through this survey, it is evident that PBS Books has a lot of work to do in libraries regarding name recognition and sharing about the work it does. Having said that, the fact that this survey received 952 responses, speaks to the significance of the PBS Books name and the PBS brand.

Figure 14



This question has underscored a tremendous opportunity for PBS Books to share widely with libraries about its works and its resources. Through the generosity of the Knight Foundation, PBS Books is in the process of developing and launching of its Library Engagement Program, incorporating the findings and feedback from this survey.

## Q15 With your library in mind, rank the usefulness of the production by PBS Books for the following:

In order to assess the usefulness of various possible offerings by PBS Books, the survey asked respondents to rank the usefulness of an offering from 1=not at all useful to 5=very helpful. According to weighted averages, the four things most preferred by libraries for PBS Books to share are: 1) 600+ author interviews to be shared on your website, social media, or catalog; 2) Creating content focused on redefining libraries in the 21<sup>st</sup> Century, 3) Social Media Content Related To Books, and 4) Live author interviews and content creation. See Figure 15 below.

**Figure 15**

| Q15 With your library in mind, rank the usefulness of the production by PBS Books for the following: |                    |                |                  |               |               |               |       |                  |
|--|--------------------|----------------|------------------|---------------|---------------|---------------|-------|------------------|
| Answered: 829 Skipped: 123   |                    |                |                  |               |               |               |       |                  |
|  | NOT AT ALL HELPFUL | NOT SO HELPFUL | SOMEWHAT HELPFUL | HELPFUL       | VERY HELPFUL  | N/A           | TOTAL | WEIGHTED AVERAGE |
| Virtual Book Club, similar to "The Great American Read"  | 3.02%<br>25        | 12.45%<br>103  | 32.04%<br>265    | 29.50%<br>244 | 9.43%<br>78   | 13.54%<br>112 | 827   | 3.35             |
| Social Media Content Related To Books  | 1.21%<br>10        | 3.27%<br>27    | 17.70%<br>146    | 40.48%<br>334 | 27.76%<br>229 | 9.58%<br>79   | 825   | 4.00             |
| 600+ author interviews to be shared on your website, social media, or catalog                        | 1.09%<br>9         | 4.00%<br>33    | 17.70%<br>146    | 34.79%<br>287 | 32.73%<br>270 | 9.70%<br>80   | 825   | 4.04             |
| PBS Books Premier Screening Party Kits (digital video, an education guide, a screening guide, etc)   | 1.70%<br>14        | 9.23%<br>76    | 18.71%<br>154    | 31.11%<br>256 | 26.61%<br>219 | 12.64%<br>104 | 823   | 3.82             |
| Live author interviews and content creation  | 1.34%<br>11        | 5.47%<br>45    | 18.37%<br>151    | 31.63%<br>260 | 31.51%<br>259 | 11.68%<br>96  | 822   | 3.98             |
| Creating content focused on redefining libraries in the 21st Century                                 | 1.46%<br>12        | 4.63%<br>38    | 17.68%<br>145    | 29.15%<br>239 | 35.00%<br>287 | 12.07%<br>99  | 820   | 4.04             |

An additional summary of the above information is as follows:

- Nearly 70% of libraries (68%) reported that producing social media content related to books would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 86%.
- Nearly 70% of libraries (67%) said that 600+ author interviews to be shared on websites, social media, or catalog would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 85%.
- Nearly 65% of libraries (64%) said that creating content focused on redefining libraries in the 21<sup>st</sup> Century would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 82%.
- Nearly 65% of libraries (63%) said that creating live author interviews and content creation would be helpful or very helpful; an additional 18% said it would be somewhat helpful, totaling 82%.

## Q16 What are the top metrics your library is focused on improving in 2019?

Across the U.S., libraries are moving from output assessment metrics to SMART goals and outcome evaluations. Having said that, metrics as output assessments are still very much a priority of libraries. Working to strengthen libraries across the country, PBS Books wanted to learn what metrics libraries are focusing on in 2019 so PBS Books could support their efforts. Respondents were asked to rate how important the following metrics were using a scale of “Not Important” (1), “Slightly Important” (2), Moderately Important (3), Important (4), and Very Important (5). There was an 88% response rate for this question.

While all of the metrics listed seem to be of importance to at least 96% of respondents, the survey respondents said that the following metrics were of most importance (in descending order): 1) General Attendance, 2) Circulation, 3) Attendance at Special Events and Programs, 4) Number of Active Card Holders, and 5) Boosting Web Traffic and/or Social Media Engagement. Their responses are reflected in Figure 16.

**Figure 16**

| Q16 What are the top metrics your library is focused on improving in 2019? |               |                    |                      |               |                |             |       |                  |
|--|---------------|--------------------|----------------------|---------------|----------------|-------------|-------|------------------|
| Answered: 842 Skipped: 110   |               |                    |                      |               |                |             |       |                  |
|  | NOT IMPORTANT | SLIGHTLY IMPORTANT | MODERATELY IMPORTANT | IMPORTANT     | VERY IMPORTANT | N/A         | TOTAL | WEIGHTED AVERAGE |
| General Attendance   | 1.23%<br>10   | 2.59%<br>21        | 12.35%<br>100        | 37.04%<br>300 | 45.31%<br>367  | 1.48%<br>12 | 810   | 4.24             |
| Attendance at Special Events and Programs                                  | 1.94%<br>16   | 2.91%<br>24        | 11.41%<br>94         | 38.35%<br>316 | 43.81%<br>361  | 1.58%<br>13 | 824   | 4.21             |
| Circulation  | 0.97%<br>8    | 3.51%<br>29        | 11.62%<br>96         | 38.62%<br>319 | 44.31%<br>366  | 0.97%<br>8  | 826   | 4.23             |
| Number of Active Card Holders  | 3.63%<br>30   | 5.32%<br>44        | 16.93%<br>140        | 35.07%<br>290 | 35.91%<br>297  | 3.14%<br>26 | 827   | 3.97             |
| Boosting Web Traffic and/or Social Media Engagement                        | 3.13%<br>26   | 7.09%<br>59        | 22.84%<br>190        | 40.02%<br>333 | 25.24%<br>210  | 1.68%<br>14 | 832   | 3.78             |

Regarding metrics, survey respondents reported the following:

- 82.3% of libraries reported that General Attendance was Important or Very Important; an additional 12.4% said it is Moderately Important, totaling 94.7%.
- 82.2% of libraries reported that Circulation was Important or Very Important; an additional 11.6% said it is Moderately Important, totaling 93.8%.
- 82.2% of libraries reported that Attendance at Special Events and Programs was Important or Very Important; an additional 11.4% said it is Moderately Important, totaling 93.6%.
- 71% of libraries reported that Number of Active Card Holders was Important or Very Important; an additional 16.9% said it is Moderately Important, totaling 87.9%.
- 65.2% of libraries reported that Boosting Web Traffic/or Social Media Engagement was Important or Very Important; an additional 22.8% said it is Moderately Important, totaling 88%.

Respondents shared an additional 50 comments to highlight the areas of focus for their libraries in 2019; the responses are represented in Table 8:

**Table 8**

| Factor(s)  | Count |
|--|-------|
| Accessibility  | 1     |
| Circulation  | 1     |
| Customer Service   | 1     |
| Creating a culture of reading in our schools   | 1     |
| Database utilization   | 1     |
| Digitizing local content   | 1     |
| Early literacy engagement and skills/ Engaging parents in early literacy and literacy skills for their children  | 3     |
| Financial Sustainability (including increasing Friends funds and grant dollars)  | 5     |
| Finish construction and renovation/space utilization/creative use of library facilities  | 5     |
| Growing Own Voices content in our collections  | 1     |
| I do not know  | 5     |
| Improvement in information literacy and critical thinking for our students, increase faculty involvement, usage of our online materials and databases. | 3     |
| Increase attendance of information literacy instruction.   | 2     |
| Increase library awareness of services and placing information/resources in hands of community members   | 3     |
| Keeping quality books on hand that enhance learning and support academic standards   | 3     |
| New cardholders and retention rate   | 2     |
| Outreach Services (under-served communities, build community, and engaging Spanish speaking population)  | 5     |
| Provide quality services and programs to our community.  | 2     |
| Providing relevant, useful and engaging STEM activities for seniors, adults, teens and children.   | 1     |
| Re-building our technology infrastructure/overall technology   | 2     |
| Safety   | 1     |
| Secure Community Feedback and Positive Outcomes based upon Community Usage (via surveys)/Respond to Community Feedback                                 | 3     |
| Smooth leadership transition   | 1     |
| Social Media Usage and Engagement  | 1     |

**Q17 Is there someone else at your library or in your professional network we should invite to complete this survey? If so, please list their email(s).**

Nearly 163 of respondents (20%) entered in a comment, of which 52% entered email addresses for 130 people in their professional network. This is a significant number of email addresses shared and speaks to the important element of “Trust” that comes along with the PBS brand. Eighty respondents (49%) answered NA or No or “I am it.” One librarian wrote “No, I’m the only librarian and active in keeping it open.”

**Q18 If you'd like to receive more information about PBS Books, enter your email:**

**For the last question of the survey, 403 of respondents (42%) shared their email.** This indicates to PBS Books both a high level of “Trust” with PBS, as well as respondent’s interest in receiving more information and resources about PBS Books.

## APPENDIX A

What is the zip code of your library (if you work in more than one, list the one you spend a majority of your time)?

| Zip Code | Zip Code2 | Zip Code3 | Zip Code4 | Zip Code5 | Zip Code6 | Zip Code7 | Zip Code8 | Zip Code9 | Zip Code10 |
|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| 01983    | 03743     | 04609     | 06825     | 12305     | 15144     | 17557     | 20017     | 30236     | 44081      |
| 02116    | 03755     | 04614     | 06840     | 12306     | 15213     | 17724     | 20602     | 30252     | 44116      |
| 02777    | 03801     | 04658     | 08031     | 12413     | 15238     | 17737     | 20653     | 30263     | 44120      |
| 02806    | 03816     | 04681     | 08330     | 12428     | 15401     | 17745     | 20678     | 30303     | 44123      |
| 02822    | 03820     | 04736     | 08884     | 12501     | 15419     | 17756     | 20706     | 30319     | 44224      |
| 02825    | 03824     | 04742     | 10016     | 12518     | 15461     | 17801     | 20707     | 30332     | 44256      |
| 02831    | 03833     | 04758     | 10027     | 12529     | 15636     | 17857     | 20721     | 30350     | 44326      |
| 02852    | 03835     | 04843     | 10523     | 12533     | 15650     | 17921     | 20770     | 30458     | 44428      |
| 02860    | 03840     | 04858     | 10524     | 12569     | 15845     | 17980     | 20774     | 30517     | 44432      |
| 02864    | 03841     | 04935     | 10543     | 12601     | 16001     | 18032     | 20876     | 30528     | 44483      |
| 02865    | 03846     | 04943     | 10560     | 12748     | 16033     | 18034     | 21001     | 30606     | 44705      |
| 02871    | 03851     | 04949     | 10562     | 12754     | 16052     | 18037     | 21012     | 30720     | 44875      |
| 02878    | 03857     | 04950     | 10570     | 12993     | 16061     | 18077     | 21030     | 30904     | 44902      |
| 02889    | 03865     | 04961     | 10583     | 13027     | 16314     | 18360     | 21042     | 31021     | 45346      |
| 02891    | 03867     | 04974     | 10901     | 13035     | 16335     | 18431     | 21048     | 31061     | 45817      |
| 02893    | 03872     | 05059     | 10921     | 13039     | 16354     | 18466     | 21085     | 31208     | 46032      |
| 02905    | 03878     | 05060     | 10923     | 13053     | 16365     | 18509     | 21201     | 31210     | 46072      |
| 02906    | 03894     | 05101     | 10986     | 13104     | 16403     | 18701     | 21204     | 31419     | 46143      |
| 02908    | 03901     | 05150     | 10990     | 13114     | 16406     | 18832     | 21208     | 31545     | 46201      |
| 02909    | 03903     | 05155     | 11030     | 13148     | 16428     | 18848     | 21210     | 31546     | 46204      |
| 02914    | 03908     | 05201     | 11365     | 13210     | 16435     | 18974     | 21230     | 31569     | 46205      |
| 02917    | 04005     | 05401     | 11432     | 13211     | 16441     | 19006     | 21236     | 31698     | 46206      |
| 02920    | 04030     | 05445     | 11560     | 13215     | 16502     | 19009     | 21237     | 31701     | 46390      |
| 02921    | 04038     | 05446     | 11691     | 13317     | 16504     | 19010     | 21250     | 31707     | 46516      |
| 03031    | 04039     | 05459     | 11701     | 13329     | 16602     | 19012     | 21286     | 31730     | 46540      |
| 03051    | 04040     | 05461     | 11718     | 13350     | 16652     | 19035     | 21401     | 31792     | 46750      |
| 03071    | 04041     | 05465     | 11719     | 13435     | 16748     | 19038     | 21550     | 31794     | 46994      |
| 03104    | 04043     | 05602     | 11730     | 13601     | 16801     | 19063     | 21666     | 31811     | 47130      |
| 03106    | 04062     | 05641     | 11746     | 13730     | 16823     | 19074     | 21701     | 31903     | 47150      |
| 03110    | 04074     | 05642     | 11757     | 13811     | 16828     | 19081     | 21771     | 31904     | 47421      |
| 03229    | 04076     | 05656     | 11772     | 13820     | 16830     | 19086     | 21776     | 31906     | 47448      |
| 03251    | 04083     | 05661     | 11786     | 14009     | 16833     | 19087     | 21863     | 31907     | 47906      |
| 03257    | 04088     | 05760     | 11901     | 14092     | 16947     | 19103     | 24401     | 31909     | 48038      |
| 03263    | 04096     | 05764     | 11932     | 14094     | 17003     | 19301     | 24450     | 32003     | 48076      |
| 03264    | 04103     | 06001     | 12010     | 14203     | 17023     | 19312     | 28202     | 32091     | 48084      |
| 03278    | 04106     | 06029     | 12027     | 14482     | 17033     | 19320     | 28301     | 32202     | 48118      |
| 03282    | 04239     | 06066     | 12037     | 14489     | 17046     | 19341     | 29412     | 32615     | 48178      |
| 03301    | 04254     | 06070     | 12051     | 14525     | 17067     | 19344     | 29621     | 32726     | 48180      |
| 03440    | 04345     | 06082     | 12065     | 14604     | 17109     | 19348     | 30011     | 33142     | 48192      |
| 03445    | 04352     | 06106     | 12078     | 14624     | 17201     | 19355     | 30022     | 33314     | 48193      |
| 03446    | 04364     | 06415     | 12083     | 14701     | 17202     | 19363     | 30032     | 35216     | 48197      |
| 03457    | 04401     | 06457     | 12095     | 14731     | 17233     | 19380     | 30040     | 38501     | 48202      |
| 03458    | 04443     | 06475     | 12157     | 14843     | 17325     | 19390     | 30058     | 38614     | 48212      |
| 03465    | 04463     | 06489     | 12197     | 15012     | 17401     | 19444     | 30068     | 38863     | 48220      |
| 03570    | 04468     | 06512     | 12205     | 15071     | 17406     | 19446     | 30080     | 43907     | 48238      |
| 03574    | 04551     | 06615     | 12222     | 15085     | 17534     | 19808     | 30114     | 44035     | 48302      |
| 03603    | 04572     | 06776     | 12230     | 15106     | 17545     | 19940     | 30224     | 44040     | 48307      |



What is the zip code of your library (if you work in more than one, list the one you spend a majority of your time)?

| Zip Code11 | Zip Code12 | Zip Code13 | Zip Code14 | Zip Code15 | Zip Code16 | Zip Code17 | Zip Code18 |
|------------|------------|------------|------------|------------|------------|------------|------------|
| 48316      | 57747      | 64152      | 68701      | 72143      | 78642      | 95060      | AK         |
| 48353      | 57760      | 64489      | 68715      | 72201      | 78645      | 95112      | 99501      |
| 48375      | 57769      | 64506      | 68745      | 72204      | 78739      | 95380      | 99503      |
| 48413      | 57783      | 64633      | 68767      | 72342      | 78748      | 95616      | 99508      |
| 48469      | 57790      | 64801      | 68769      | 72401      | 78754      | 95670      | 99513      |
| 48618      | 57793      | 64804      | 68770      | 72634      | 80903      | 95678      | 99603      |
| 48843      | 58102      | 65101      | 68771      | 72701      | 83644      | 95945      | 99639      |
| 48933      | 58103      | 65203      | 68778      | 72764      | 83655      | 96818      | 99654      |
| 49026      | 60013      | 65301      | 68779      | 72801      | 83714      | 97005      | 99701      |
| 49221      | 60014      | 65583      | 68783      | 72913      | 83856      | 97016      | 99737      |
| 49310      | 60041      | 65705      | 68787      | 72933      | 84532      | 97038      | 99801      |
| 49341      | 60077      | 65802      | 68822      | 72946      | 88001      | 97055      | 99827      |
| 49461      | 60143      | 66749      | 68845      | 73432      | 89113      | 97123      | 99901      |
| 49601      | 60190      | 67010      | 68853      | 75028      | 90004      | 97124      | 99926      |
| 50273      | 60307      | 68003      | 68863      | 75056      | 90040      | 97128      |            |
| 50310      | 60455      | 68005      | 68864      | 75160      | 90277      | 97140      |            |
| 51433      | 60460      | 68007      | 68874      | 75229      | 90503      | 97141      |            |
| 52001      | 60464      | 68022      | 68901      | 75249      | 90670      | 97212      |            |
| 53132      | 60506      | 68037      | 68933      | 75401      | 91001      | 97214      |            |
| 55123      | 60532      | 68048      | 68949      | 75701      | 91016      | 97217      |            |
| 55433      | 60542      | 68066      | 68978      | 75925      | 91502      | 97219      |            |
| 55904      | 61016      | 68073      | 69001      | 75949      | 91702      | 97222      |            |
| 57006      | 61051      | 68106      | 69025      | 76002      | 91764      | 97225      |            |
| 57013      | 61201      | 68110      | 69038      | 76039      | 91801      | 97230      |            |
| 57026      | 61244      | 68111      | 69140      | 76040      | 91910      | 97232      |            |
| 57028      | 61265      | 68127      | 69153      | 76108      | 92123      | 97301      |            |
| 57036      | 61348      | 68128      | 69169      | 76114      | 92320      | 97322      |            |
| 57066      | 61356      | 68137      | 69301      | 76179      | 92648      | 97361      |            |
| 57103      | 61520      | 68144      | 69334      | 76209      | 92701      | 97367      |            |
| 57104      | 62234      | 68164      | 69341      | 76306      | 92705      | 97378      |            |
| 57106      | 63010      | 68305      | 69348      | 76487      | 92804      | 97380      |            |
| 57117      | 63049      | 68310      | 69361      | 76504      | 92805      | 97391      |            |
| 57201      | 63050      | 68352      | 71118      | 76527      | 92841      | 97435      |            |
| 57225      | 63119      | 68361      | 71603      | 76577      | 92882      | 97439      |            |
| 57350      | 63122      | 68370      | 71635      | 76706      | 92886      | 97444      |            |
| 57356      | 63131      | 68410      | 71646      | 77090      | 93030      | 97459      |            |
| 57401      | 63135      | 68434      | 71701      | 77469      | 93117      | 97470      |            |
| 57430      | 63368      | 68446      | 71837      | 77502      | 93221      | 97477      |            |
| 57438      | 63376      | 68626      | 71923      | 77580      | 93436      | 97498      |            |
| 57452      | 63501      | 68627      | 71953      | 77651      | 93446      | 97601      |            |
| 57454      | 63555      | 68628      | 72010      | 78041      | 93721      | 97630      |            |
| 57469      | 63701      | 68636      | 72012      | 78213      | 93901      | 97813      |            |
| 57472      | 63873      | 68640      | 72023      | 78255      | 93950      | 97814      |            |
| 57479      | 64068      | 68643      | 72032      | 78373      | 94086      | 97850      |            |
| 57501      | 64093      | 68654      | 72035      | 78415      | 94538      | 97867      |            |
| 57533      | 64105      | 68661      | 72112      | 78584      | 94550      | 97868      |            |
| 57638      | 64110      | 68663      | 72114      | 78621      | 94928      | 98504      |            |

## APPENDIX B

What Integrated Library System (ILS) does your library use, including all “Other” responses?

| Integrated Library System                | Count |
|--|-------|
| SirsiDynix Symphony                      | 144   |
| Innovative iii                           | 143   |
| Polaris                                  | 142   |
| Evergreen                                | 77    |
| Follett Destiny Count                    | 67    |
| Koha                                     | 58    |
| Apollo Biblionix                         | 29    |
| OCLC Worldshare                          | 26    |
| The Library Corporation                  | 22    |
| ExLibris Alma                            | 18    |
| Atrium by Booksystems                    | 18    |
| CARL (3)                                 | 15    |
| Sierra Count                             | 14    |
| SirsiDynix Horizon                       | 14    |
| Bibliocommons                            | 12    |
| Library World                            | 12    |
| None                                     | 12    |
| Alexandria                               | 8     |
| AutoGraphics VERSO Count                 | 7     |
| Koha/Bywater Solutions                   | 5     |
| Evolve (Infovision Software)             | 4     |
| KLAS (Keystone Library Automated System) | 3     |
| Oasis from Mandarin Library Automation   | 3     |
| Migrating to Evergreen                   | 3     |
| Not Sure                                 | 3     |
| Aleph (Other)                            | 2     |
| Insignia software (5)                    | 2     |
| ExLibris Voyager                         | 2     |
| Library Soft                             | 2     |
| None of the Above                        | 2     |
| Pioneer Koha Count                       | 2     |
| The Library Corporation LS2              | 2     |
| Aura software                            | 1     |
| AVC                                      | 1     |
| Citrix                                   | 1     |
| Cuadra                                   | 1     |
| Concourse                                | 1     |
| EOS                                      | 1     |
| LMS                                      | 1     |
| Migrating to SPARK                       | 1     |
| Migrating to Koha                        | 1     |
| MILS-Maine InfoNet Library System        | 1     |
| Opals (MediaFlex) Count                  | 1     |
| ResourceMate                             | 1     |