State of Michigan, Department of Education
Library of Michigan

Library of Michigan LSTA Five Year Plan, 2007-2012
Evaluation Report

Evaluation commissioned by:

State of Michigan, Department of Education, Library of Michigan
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EVALUATION SUMMARY

The purpose of this evaluation report is to assess how the Library of Michigan implemented the goals outlined in the *Library Services and Technology Act October 2007 through September 2012 Five-Year Plan for Michigan* and help provide guidance for creating the next five-year plan. The Library Services and Technology Act is a federal grant program within the Institute of Museum and Library Services (IMLS) (http://www.imls.gov), distributed via the state library agencies. The Library of Michigan is the official state library administrative agency (SLAA) for Michigan and works to promote, advocate, and consistently achieve the highest level of library service to the State of Michigan and its residents.

The 2007-2012 Library of Michigan Five Year Plan included three goals:

- Equity of Access
- Equity of Service
- Equity in Innovation

In order to achieve the goals set forth in the plan the Library of Michigan focused on providing statewide services to reach the most libraries and residents possible regardless of their geographic area, age, or information need. With declining funds on both a state and federal level an issue, this strategy allowed the Library of Michigan to ensure services were provided to the widest group of people in a tough economic climate. During the plan period, the services provided directly to residents were promoted and expanded. Those services that focused on library staff were broad in their reach and touched all library types including schools, academics, and public libraries serving both urban and rural populations.

QUESTIONS ADDRESSED IN EVALUATION

The evaluation of the five-year plan includes a review of the activities undertaken by the Library of Michigan to assess whether the goals were met. The evaluators looked at the plan from two angles as prescribed by the IMLS's *Guidelines for Five-Year Evaluation* document. The first was a review to assess the activities using quantitative and qualitative data on the programs. This included a review of the strategies used to implement the activities to discover if they were responsible for the final outcome of the goals. In reviewing the goals, the outcomes and outputs were investigated in order to see if the audiences listed in the targets benefited from the activities. In addition to reviewing the activities in retrospect, additional information was sought regarding modifications in strategies used during the plan period and if modifications made were based on performance based measures. Lastly, information was sought regarding challenges to the Library of Michigan regarding its use of the outcome based data to guide decisions through the plan period.

METHODOLOGY

A variety of methods were used to gather information to evaluate the Five Year Plan including:

● Focus group sessions held in Lansing, Sault Sainte Marie, Kalamazoo, Plymouth, and Midland in late October and early November 2011. Thirty-two participants representing academic, school, public, tribal and special libraries were present for the discussions.
● Reviews of summaries and reports submitted to IMLS during the plan period, including reports from the SLAA and libraries receiving subgrants.
● Review of information collected through evaluations by librarians attending programs outlined in the plan.
● Review of survey data compiled, collected and analyzed by EPIC-MRA including a *Statewide Survey of Adult Residents in Michigan, and Online Surveys of Library Patrons and Staff, 2010,* and the *Library of Michigan Online Survey of Library Staff, 2011.*
● Interviews with key Library of Michigan staff.

KEY FINDINGS

During the plan period the Library of Michigan experienced tremendous change in both funding and its location within the Michigan state government. The agency experienced cuts of up to 20% in its annual budget as well as substantial decrease in staffing levels. Since 2000 the Library staffing levels have decreased from approximately 75 positions to a current 33 positions, not all of which are currently filled. In addition to these internal issues the organization as a whole was declared to no longer be an independent state agency and was moved under the Department of History, Arts and Libraries, HAL. In 2010 the Governor eliminated HAL and moved the Library of Michigan once again. Currently, the state library is under the authority of the Department of Education as a departmental unit. Along with this move came additional losses of approximately 25 administrative staff positions. These administrative, personnel, and budget changes have made a substantial impact on the ability of staff to undertake some programs outlined in the original plan, yet overall progress was achieved towards each of the goals outlined in the original five-year plan.

The Library of Michigan's plan included three main goals that addressed five of the LSTA priorities in its activities during the plan period. By focusing on statewide programs the Library of Michigan was successful in many of its efforts to bring improved library services to residents throughout the state. A few modifications were made to programs in each of the three goals during the plan. These did not require a modification report or request to IMLS.

Goal I – The primary activities of this goal were the MeL databases and MeLCat, the statewide catalog. This goal aligns with LSTA purposes 1.) Expanding Services for learning and access to information… 2.) Developing library services that provide all users access to information… and 3.) Providing electronic and other linkages among and between all types of libraries.

The Library's work towards Goal I by both expanding and marketing the MeL services during the five-year period resulted in increased usage by residents as well as increased participation by

libraries. Survey data from the general public and librarians as well as qualitative data from librarians through the focus groups convened for this evaluation provides tremendous support for the Michigan eLibrary and MeLCat programs. The Library uses the largest amount of LSTA dollars to support the MeL programs. Of all the various programs funded through LSTA dollars during the plan period, the MeL program received the highest praise from library staff participating in the focus group discussions. Library staff described the MeL program as "invaluable" and noted concerns regarding the sustainability of the program as funds have decreased over the past few years. Though much data exists to support the success of the program, the Library of Michigan did not reliably investigate all of their outcome targets thus leaving some gaps in evaluating the final impact for certain audiences regarding the use of and benefits from the resources. Minor changes were made to programs during the plan, but they were not generally made using performance metrics but based on the ability of existing staffing levels in the agency to undertake programs outlined in the plan. Of all the goals and programs in the current plan, the work by the Library of Michigan on Goal I was supported by the most evaluative data during the period. In addition, the services under Goal I were the largest in terms of expenditures of LSTA funding and highest in use by residents.

Goal II – The primary activities of this goal were training for library staff and patrons. This goal aligns with LSTA purposes 5.) Targeting library services to individuals of diverse geographic, cultural and socioeconomic backgrounds... and 6.) Targeting library and information services to persons having difficulty using a library… .

The Library made progress towards this goal during the plan period by providing a broad base of library training programs throughout the state for library staff, trustees, volunteers, and users. Some programs were specifically geared towards rural or underserved populations such as the Small and Rural Libraries Conference and support for the Library for the Blind and Physically Handicapped, while other programs provided resources for all library types. The library was successful in providing many of the programs set out within Goal II, but only two of the six outcome targets set forth in the plan were measured by the time of the evaluation. Support for training programs was widespread in both the survey data and focus group discussions. Though there was minimal measurement completed in this area it can be assessed that there is room for improvement in marketing the training materials aimed at the general public as well as use of the Quality Standards Audit Checklist program to improve paths of communication with local officials.

Goal III – The primary activity of this goal was the Modeling the Future subgrant program. This goal aligns with LSTA purposes 2.) Developing public and private partnerships… 5.) Targeting library services to individuals of diverse geographic, cultural and socioeconomic backgrounds... and 6.) Targeting library and information services to persons having difficulty using a library… .

This goal was composed of a subgrant program to award grants to libraries with the goal of fostering new services, especially those that were technology focused, for pilot projects aimed at underserved patrons and rural areas. The goal included the creation of five model projects which could be duplicated by other libraries using manuals created by the subgrantees. During the plan period only three subgrants were awarded before the Library of Michigan eliminated the subgrant program and the output and outcome targets were not met. The modification in the plan

was based on a lack of staff to oversee subgrants. Along with the loss of staff were also decreased marketing opportunities to publicize the three completed programs and this was evidenced by the low percentages of library staff in the 2011 survey reporting awareness of the projects. The three models created did meet the needs set out in the plan for their own populations of rural and underserved users, but outcome targets within the plan were not met by any other library making use of a Modeling for the Future program.

In each of these goals, the Library of Michigan partnered with all library types and focused on services available to the public, either through a subgrant that focused on a service promoted to the public or through a service that was available both in the library and at home or work. This focus on partnering with all library types and making services available outside of the libraries has helped Michigan residents understand the services as they go from one location or library to another.

As usage increased by both residents and libraries participating in most programs outlined in the five-year plan, especially MeL, the Library of Michigan continued to focus on bringing services and materials that are accessible to the Michigan resident where they are, instead of where the materials might reside.

By the end of 2011, 12 of the 17, or 70.58%, of the output targets were completed or reached. One of the original output targets could not be measured because of modifications made to the program. Assessing the success of the outcome targets was more difficult because of the lack of measurement by the Library of Michigan. Of the 14 outcome targets listed in the plan two were met or exceeded. Seven outcome targets were not measured and modification to one program made the original target irrelevant. The Library of Michigan did not reach the four remaining outcome targets.

Overall, the Library of Michigan made significant progress in meeting its first goal of equity of access, satisfactory progress towards their goal of equity of service and very minimal progress in meeting the goal of equity in innovation as outlined in the five-year plan. It is apparent that the decreasing staffing levels and changes in the Library of Michigan's governmental structure played an important factor in both the ability to measure the targets set out in the plan as well as follow through with all programs outlined for the plan period.

KEY RECOMMENDATIONS

This report offers recommendations for the Library of Michigan as it moves forward with planning for the new LSTA Five Year Plan for 2012-2017.

There were a number of areas in the current plan with targets that were not measured during the plan period. Most often this was because demographic data was not gathered during a survey process or direct contact was not made with a target audience. In some instances privacy laws were cited by the Library of Michigan as the main reason for not gathering the data. We recommend when creating outcomes for the next five-year plan extra attention is given to how targets will be measured. Setting timelines at the outset of the plan for measurement activities

may help the SLAA track the success of programs throughout the plan period. Also, modifying targets as changes are made to programs would allow measurements to remain valid at the end of the plan period.

As the Library of Michigan works to create a new 2013-2017 five-year plan we encourage the staff to consider the themes that surfaced during focus group discussions. Overall, it was apparent that the Michigan eLibrary (MeL) programs are widely supported by all library types throughout the state. Themes that were most prevalent in the focus group discussions included:

- *Sustainability of the MeL program*, especially electronic resources, based on the decreases in funding at both the state and federal levels. A possibility to consider from the focus group discussions is to leverage funds available from academic libraries with a cost sharing program to purchase databases for Michigan residents to access through MeL.
- *Continued improvements to the MeL electronic resources program* with the addition of a discovery layer to allow a more simplified search process for users and provide opportunity for increased usage of the resources.
- *A desire for broader marketing of MeL* directly to Michigan residents rather than only marketing to library patrons through their local library.

BACKGROUND OF THE STUDY

Introduction
The Institute of Museum and Library Services authorizing legislation Section 9134 (c) directs SLAAs to "independently evaluate, and report to the (IMLS) Director regarding the activities assisted under this subchapter, prior to the end of the 5-year plan." This document assesses the impact the Library of Michigan has had on the three goals it set forth in the original 2007 document, *Library Services and Technology Act October 2007 through September 2012 Five-Year Plan for Michigan.* The three goals outlined in the document include:

● **Equity of Access** -- Increase equity of information access and library resources by providing basic statewide access to information and resources and special assistance to libraries in underserved rural and urban communities, and to libraries that are working to provide services to persons having difficulty using a library.
● **Equity of Service** -- Increase equity of service to Michigan residents by providing professional development resources and opportunities to libraries throughout the state to improve public services, programming and outreach, especially to underserved and rural and urban populations.
● **Equity in Innovation** -- Foster new, innovative services and programs by funding scalable pilot projects for use by libraries statewide to meet and anticipate Michigan residents' constantly changing needs for library services and information.

LSTA Allotments

LSTA allotments for state library agencies are based on a state's population. For Michigan the LSTA allotments varied during the five year period but overall decreased as a result of declining state population.

Table 1: U.S. Census Bureau, Michigan population.

Year	Population
2007	10,051,000
2008	10,002,000
2009	9,970,000
2010	9,883,640
2011	9,876,187 (projection)

(Source: U.S. Census Bureau)

In fiscal year 2007 the allotment was $5,052,531, for 2008 $4,941,233, for 2009 $5,144,352, for 2010 $5,113,653 and for 2011 $4,676,712. Though Michigan's population grew steadily during the previous five year plan period, the current period exhibits decreases in the state population as shown in the table below. The state of Michigan's population decreased by 1.7% in the 2007-2011 period. Other demographic changes in Michigan included an increase in the level of

residents living below the poverty rate. According to the U.S. Census Bureau's American Community Survey reports in 2007, 14% of Michigan residents were living below the poverty level and by 2010, 16.8% met this threshold. Two of the goals set forth by the Library of Michigan for the period included making services available to underserved populations.

DESCRIPTION OF METHODOLOGY USED

The evaluation uses a variety of methods to gather data and information to assess the work of the Library of Michigan and its work to achieve the three goals set out in its Plan. The Library of Michigan issued a request for proposal for survey work in 2011 to complement the MeL Study done in 2009 and also to provide data to be used in evaluating the programs within the five-year plan. In addition the Library chose to issue a separate request for proposal for an independent evaluator to write the evaluation document. A request for proposal for each project was created, following State of Michigan procurement guidelines. The bidders that demonstrated the greatest knowledge of libraries and evaluation techniques, both for surveying libraries and for conducting the overall evaluation were selected. EPIC MRA, a survey research firm with experience working with libraries was selected for the survey portion of the evaluation. Hartzell-Mika Consulting was selected to conduct the overall evaluation activities including: a review of the data and analysis from EPIC-MRA; facilitation of five focus groups and documentation of the discussions; thorough review of all documents compiled by the Library of Michigan regarding activities related to the LSTA programs; and interviews with key staff to create the final evaluation report.

Details regarding specific activities of the evaluation as well as involvement of key stakeholders can be found under each heading below. In addition to the activities and data used for the evaluation process, the LSTA Advisory Council also reviewed annual usage statistics, annual reports and focus group results from the Hartzell-Mika Consulting activities.

In light of a limited research budget, the online methodology was selected as being the most cost-effective means to gather the most quantitative data for the evaluation process. Other methods were considered such as personal interviews, telephone interviews and hard copy survey instruments for patron use, however time, cost, and confidentiality constraints precluded serious consideration of anything but an online survey format. The 2011 survey sought participation from both library staff and patrons. Unfortunately the public participation in the survey was limited. Special efforts were made to encourage patron participation in seven target libraries throughout the state but overall only 26 patrons responded to the requests and therefore any statistically meaningful analysis of that data is not available for this evaluation.

For previous evaluations and annual data, the Library of Michigan posts reports online and announces the availability of these reports through its listserv and announcements at various library community meetings and to state and local governments. Library of Michigan staff present at statewide conferences and workshops, including data, findings, and recommendations as appropriate. The Library of Michigan also conducts periodic needs assessment focus groups for the development of each five year plan, and provides the data and findings to the groups to inform their discussion.

Surveys to library staff have shown that the information provided regarding LSTA activities is generally known, so it is recommended that LM continue with these strategies to communicate key findings and recommendations from this evaluation and the upcoming five-year plan.

Focus Groups
Consultants from Hartzell-Mika Consulting, LLC conducted five focus group sessions throughout the state during October and November of 2011. Library staffs were invited to attend sessions held in Sault Sainte Marie, Kalamazoo, Lansing, Midland, and Plymouth. The consultants issued invitations and reviewed the responses to ensure not only a variety of library types including, academic, public, school, special, and tribal libraries were present for the discussions, but that participants also held a variety of positions within the organizations. Those taking part in the groups included library directors, administrative staff, public services staff, technical services staff, paraprofessionals, public library board members, and regional library cooperative directors. Each focus group session numbered from 6 to 12 participants. Hartzell-Mika Consulting drafted the discussion guide and it was used consistently for each of the sessions. The guide was created to determine the impact of LSTA programs on libraries and their patrons.

Surveys
Two different surveys were administered by EPIC-MRA to gather data pertaining to LSTA programs and library services in Michigan. The first was the *Statewide Survey of Adult Residents in Michigan, and Online Surveys of Library Patrons and Staff* conducted in the fall of 2009. This survey was comprised of two separate components. The first was a telephone survey administered to 600 adult residents of Michigan and the second was an online survey administered to 2,868 library patrons and 737 library staff. In the fall of 2011 EPIC-MRA administered another online survey this time to 562 library staff and 26 patrons. Due to limitations of the Michigan Library Privacy Act, outcome based survey data were difficult to obtain on the individuals using library services. Survey design and data were discussed with the LSTA Advisory Council and the library community as a whole through conference presentations and informed by the release of the final survey data from the fall 2009 online study.

For the statewide survey conducted in 2009, the firm EPIC-MRA assessed that the sampling errors for the telephone and two online surveys varied depending on each survey sampling size. The error rate for the telephone survey of adult residents was calculated to be +/-4 percent, the online library staff survey was +/-3.6 percent and the online patron survey was +/-1.8 percent. The second survey from the last quarter of 2011 had fewer respondents. Despite repeated attempts to encourage patron participation only 26 patrons responded; therefore EPIC-MRA believes any statistically meaningful analysis of that data would not provide accurate views of the target group. The 2011 online survey of library staff was decidedly more successful with 562 responding and providing a margin of error rate of +/-4.2 percent.

Reports and Documentation
The Library of Michigan reports produced each year to submit to IMLS outlining the activities undertaken using LSTA funds and reports from the 2007 to 2010 year period were reviewed by Hartzell-Mika Consulting. In addition to the Michigan State Program Report Summaries, the reports on LSTA activities or sub-grantees were also reviewed. Subgrant reports were available

for the three Modeling for the Future projects. The previous five year evaluation report for the period 2002 to 2007 was also reviewed, as well as various reports created by the Library of Michigan regarding the use of LSTA funds. Other documentation included annual library statistics of Michigan public libraries, monthly and annual reports for MeLCat, and the state Libraries for the Blind and Physically Handicapped.

Interviews
During the course of the evaluation process the consultants were in contact with Library of Michigan staff. Karren Reish, Library Grants Consultant, was assigned as a liaison to assist in any data collection efforts necessary as well as recommend specific staff to the consultants that would be able to answer questions regarding the five-year plan. Consultants also interviewed Library of Michigan staff regarding goals and programs within the current plan.

EVALUATION FINDINGS

Goal I - Equity of Access (LSTA Purposes 1, 2 and 3)
Increase equity of information access and library resources by providing basic statewide access to information and resources and special assistance to libraries in underserved rural and urban communities, and to libraries that are working to provide service to persons having difficulty using a library.

Need: Users need equitable statewide access to materials in a variety of topics and formats and at their time of need. Libraries need consistent, fast resource sharing and statewide access to digital materials to assist these users.

LSTA Purposes:
1. Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages;
2. Developing library services that provide all users access to information through local, state, regional, national and international electronic networks; and
3. Providing electronic and other linkages among and between all types of libraries.

Overall Results of the Goal:
The largest amount of LSTA funding was expended on achieving this goal. Because of declining population and LSTA funding, the Library of Michigan made the decision to continue focus on statewide services for this five year plan period. By focusing on providing materials and services to all libraries and all residents no matter the location, age, geographic area or information need, services funded by LSTA were able to reach the most residents possible. Overall, significant results related to this goal and the related LSTA priorities were achieved. The majority of LSTA funding was used to support the Michigan eLibrary programs.

Table #2: LSTA Funds by Program, 2008-2011.
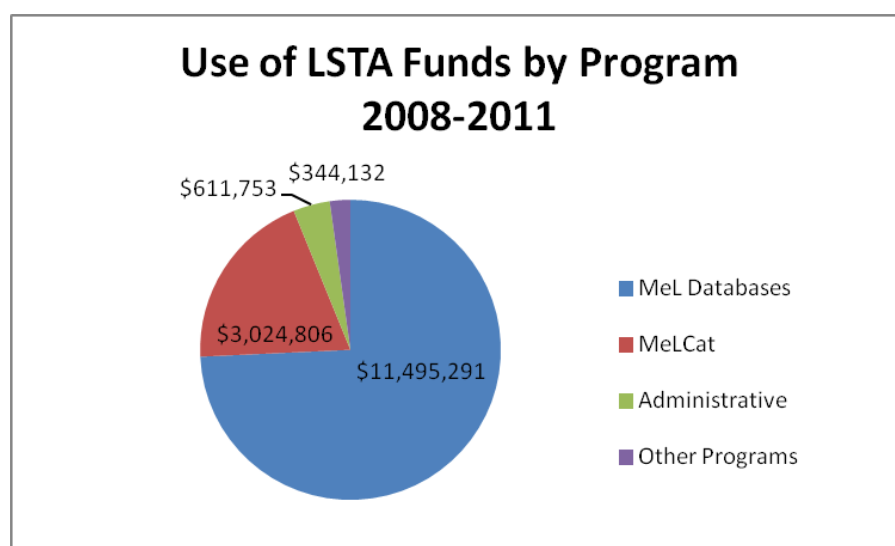
(Source: Library of Michigan Reports, 2008-2011)

The MeL databases program includes subscription resources, including hundreds of thousands of magazine and newspaper articles, reference book articles, art images, primary historical documents and images, curriculum materials, and more. During this period Michigan residents' use of the MeL electronic databases increased by 44%.

MeLCat, the innovative statewide library catalog, delivery service and resource sharing network showed dramatic increases with a 134% increase in library participation during the plan period. As a result, Michigan residents' use of the MeLCat program, demonstrated by the rate of patron initiation of loans using the system, increased by 179% during the current plan.

The strategy of providing opportunities for libraries to join MeLCat led to the increase in participation as well as increases in the usage levels by patrons. Overall marketing efforts, including marketing materials for libraries to use, as well as improvements to existing resources within MeL helped promote the MeL program to residents throughout the state. The strategy of building MeL linkages into the Plinkit template for library websites used by small and rural libraries in Michigan provided additional opportunities to link residents to the MeL resources through their community libraries. Few modifications were made to the programs outlined in this goal except in the case of staffing level decreases. As usage in MeL Databases and MeLCat grew, participation interest by libraries and users also increased.

Outputs and Outcomes:

Goal I Programs:

1. Expansion, continuous improvement, and marketing of the Michigan eLibrary (MeL), an electronic library of article databases, e-books, educational materials and practice tests, Michigan historical documents, Michigan related Internet sites and MeLCat, the statewide catalog and resource sharing system.

Output Targets:

• *Resources for unemployed and underemployed workers will be promoted via MeL.*

The Michigan eLibrary program, www.mel.org, provides subscription to electronic resources and web resources categorized under its "Business and Jobs Gateway" specifically to assist underemployed and unemployed state residents in workforce development. The MeL Coordinator position was responsible for coordinating the promotion and marketing of these resources. Efforts involved state-wide library activities as well as the creation of partnerships with database vendors and state agencies to promote the use of the resources among the underemployed and unemployed throughout Michigan. The Library of Michigan undertook intensive marketing through the work of the MeL Coordinator to promote resources for underemployed and unemployed residents. Early in the current plan a new staff member was hired and assigned responsibilities that included providing training, workshops, communications, and liaison activities with electronic database vendors to increase the awareness and use of MeL resources, including those focused on providing information and resources to underemployed and unemployed residents. The "Job & Career Accelerator" electronic resource was added to the

MeL program to provide career development resources. In addition to the purchase of this database and the continuation of the "LearnATest" database, the resources within the "Business and Career Gateway" section of MeL were improved and marketed during the plan period. Focus group comments from public libraries indicated high use of electronic resources for the underemployed and unemployed.

• *MeL marketing resources, including a MeL speaker's bureau, will be available to all libraries.*

The Library of Michigan increased marketing and publicity materials available to libraries to publicize the MeL program to their patrons. Libraries were provided with brochures, flyers, bookmarks, window clings and other marketing materials to increase the visibility of the MeL name, logo and program to their users. Library staff interested in being a point of contact to provide MeL database training were assembled and called upon to provide training in their area. These trainers were paid a nominal fee to provide training. More recently there has been more use of online training options coordinated by the MeL Coordinator and the electronic resource vendors to ensure training reaches as many library staff as possible.

• *A majority of Michigan related library digitization projects completed by 2012 will be available through MeL Michigana.*

As the state library is notified of projects or as they learn of projects through their interaction with libraries and library staff throughout the state, projects are added to the MeL service. From 2008 to the end of 2011, 22 additional projects were cataloged and added (with annotated descriptions of the sites and with links to the original digitization projects on the Internet) resulting in a total of thirty projects available through MeL Michigana.

• *All Michigan Educators' Resources records will be linked to the new state curriculum grade level content expectations.*

Library of Michigan partnered with the Department of Education to complete the linkages of the Michigan Educators' Resources records with the new state curriculum grade level content expectations. Now called M.O.R.E., Michigan Online Resources for Educators, the resource provides a path for educators to search for lesson plans and curriculum aids by subject or state standard.

• *The Best of the Web database will grow by 50%.*

The Best of the Web project was discontinued and replaced with a new model known as "Key Resources." The original project was intended to catalog the Web much like other national projects such as the *Librarians Index to the Internet*. During the plan period it was concluded that the endeavor was not practical to continue since it duplicated other efforts already underway and was only possible through the use of volunteer efforts. The new model known as "Key Resources" provides websites that complement and support electronic database offerings in the MeL Gateways. Though an increase in the size of the original program was not attained, the current plan of providing more Michigan-centric resources related to the MeL content is on a scale that is better managed by the current Library of Michigan staff without the need to also

manage volunteers. Modifications were made to the original project when staff reductions made management of the larger model unsustainable.

Outcome Targets:

• *A majority of K-12 social science & history teachers, higher education history faculty and genealogy and local history groups surveyed will be aware of and report using MeL Michigana as a Michigan history source.*

• *A majority of K-12 teachers surveyed will be aware and report usage of Michigan Educators' Resources [now M.O.R.E.], along with other areas of MeL.*

The Library of Michigan did not conduct a survey of the target audiences mentioned in the first two outcome targets within the timeframe, and the results are unknown at this time. Though the Library of Michigan is now under the auspices of the Department of Education, a legal issue involving Michigan schools has hindered the ability to obtain direct contact information for school librarians and teachers in the state. This has been problematic and is not expected to change in the future.

The most closely linked data that can be used to evaluate this type of usage are results from the 2010 and 2011 surveys of library staff. It was found that there had not been an increase identified by library staff of the use of the M.O.R.E. and Michigana resources. Since the number of responses to the 2011 survey by library patrons numbered only twenty-six, meaningful analysis of that audience group was not possible.

In 2009, library staffs were asked which of the following services provided by the Michigan eLibrary (MeL) have the greatest number of "library patrons use" over the past year or two: M.O.R.E., the Michigan Online Resources for Educators, teaching materials linked to curriculum standards, and, MeL Michigana, a collection of digitized materials focusing on Michigan history, received no responses. Library staffs were asked the same question in 2011 and the findings were the same with-- 0% responding with neither service being identified as a most frequently used service. Library staffs were then asked which service was second most used by library patrons and the response rate was the same in 2009 and 2011 with 5% for M.O.R.E. and 2% for Michigana.

Table #3: Comparison of library staff responses from 2009 to 2011 when asked "Based on your observations, which one of the following services provided by the Michigan eLibrary (MeL) have the greatest number of your library patrons used in the past year or two?" and "Which of the services is the second most used service by library patrons?"

Question	2009	2011
MORE most frequently	--	--
MORE second most frequently	5%	5%
Michigana most frequently	--	--
Michigana second most frequently	2%	2%

(Source: EPIC-MRA 2010 Survey & EPIC-MRA 2011 Survey)

• *10% of state residents surveyed will be aware of the Michigan eLibrary.*

In the EPIC-MRA survey of adult Michigan residents 20% reported that they have heard of the Michigan eLibrary. This is quantified to a result of one in five respondents saying they have heard of "on-line services called MeL."

Table #4: Percentage of adult Michigan residents that have heard of MeL-MeLCat in 2009.

Survey of Adult Residents
Heard of MeL - MeLCat

Yes, 20%

No, 79%
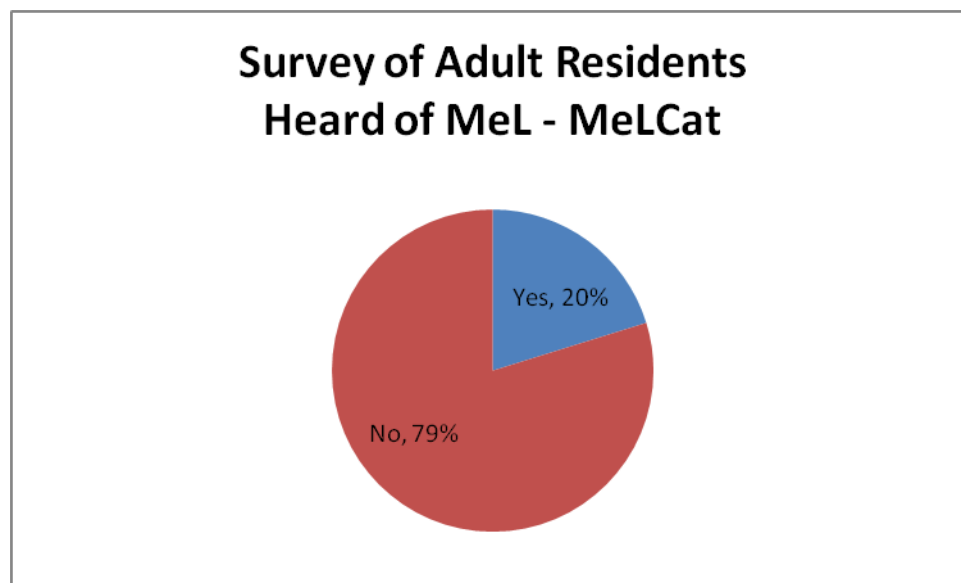
(Source: EPIC-MRA Statewide Survey of Adult Residents in Michigan, 2010)

Goal I Programs:

2. Expansion and further development of MeLCat, a statewide catalog and resource-sharing network.

Output Targets:

• 75% of public libraries will have joined MeLCat by 2011 and participating public libraries will be representative of public library sizes and locations throughout the state.

Of the 386 public libraries in Michigan, 312 participate in the MeLCat innovative statewide library catalog, delivery service and resource sharing network. This represents a rate of 81% of public libraries joining the program.

> "MeLCat is like a nugget of gold."
>
> -Comment from a library staff member in the Upper Peninsula

• 50% of higher education students will have access to a participating MeLCat library.

Currently 40 academic institutions in Michigan are MeLCat participants. From a total of 559,833 FTE higher education students in Michigan 413,770 attend institutions that participate in the MeLCat program thus providing 73.9% of higher education students with direct access to a MeLCat library directly through their school of study.

• 30% of K-12 students will have access to a participating MeLCat library.

With an 81% participation rate of public libraries in the MeLCat program more than 30% of Michigan's school age residents have access to a participating public library offering MeLCat services. In 2007, 14 school libraries were MeLCat participants. This number grew to 26 by the end of 2011, but loan initiation rates declined during this time. In the two year period from 2007 to 2009, initiation rates by school libraries dropped by 42%. The Library of Michigan believes the drop in rates by the K12 participants is directly attributed to the drop in number of school library media specialists in the state. It has been concluded that future use of MeLCat by K12 students will originate more often from their public library than directly from their school, which is not directly quantifiable due to Michigan's library privacy laws.

• The MeLCat request fulfillment rate will increase to 95%.

The MeLCat fulfillment rate has increased from 88.9% in 2007 to 89.5% in 2011. This percentage is determined through the MeLCat system but is assumed to actually be a bit higher since only the items checked out show in the statistics and on many occasions the items are not properly checked out through the system but still lent through MeLCat. The rate is not expected to reach far beyond its current percentage in the future.

Outcome Targets:

• More library users and students will know about and use MeLCat as evidenced by:

1. a 20% increase in loan initiation rates of public library users as compared to the previous five-year period.

2. a 40% increase in loan initiation rates of K-12 and higher education students as compared to the previous five-year period.

Overall loan initiation rates are up dramatically for the plan period. In 2007, 388,071 requests were made through MeLCat and in 2011, 1,076,681 requests made showing an increase of 177% in the four year period. Data for library type are available for the 2005 to 2009 period showing an increase of 320% of loan initiation rates for public libraries, a 213% increase for K12 libraries, and a 166% increase for higher education institutions. What cannot be shown through the data is the percent of the loans requested by students versus other individuals on a campus such the faculty and staff.

Table #5: Number of Requests and Number of Library Type from October 2005 through October 2010, Midwest Collaborative for Library Services Report to the Library of Michigan
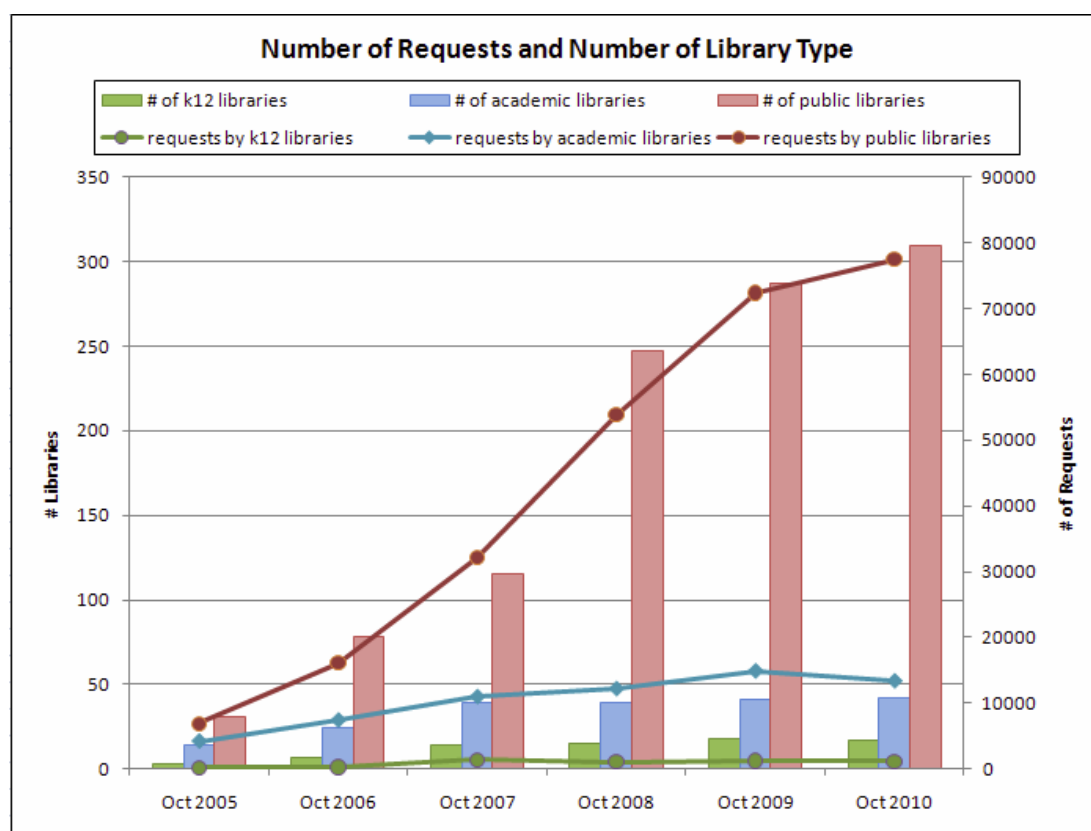
(Source: Midwest Collaborative for Library Services report to the Library of Michigan)

3. Develop strategies for improving access to MeL in underserved rural and urban communities by providing technology consulting for libraries.

The Library of Michigan relies on a variety of efforts to provide technology consulting to libraries in Michigan, including those in rural and underserved areas. One strategy used during this plan period was to provide technology consulting through professional development opportunities.

Rural and underserved libraries are specifically targeted with a biannual conference that includes training and workshop topics on using MeL resources, connecting to and using MeLCat, as well as technology sustainability training. In addition, the Beginning Workshops offered annually are geared for library staff members that have not had the opportunity for formal library coursework by providing practical skills to those new to librarianship or new to a library position. The Library of Michigan's Beginning Workshop is obligatory for anyone seeking an initial Level 4

> "I gained a lot of useful information…especially in the needed areas of technology and young adult programs."
>
> -Rural Libraries Conference participant

certificate and is also needed for an initial Level 3 certificate. With many of the Class I-III libraries in Michigan serving rural areas and not requiring a MLIS degree for the position of director or for other staff, the Beginning Workshop is able to bring initial technology training to the rural and underserved communities in Michigan. In addition to workshops geared mainly to staff serving rural and underserved areas the Library of Michigan also provides E-Rate support and training to libraries of all sizes across the state.

(The Library of Michigan classifies public libraries using six levels, each serving different sizes of populations served. The table below provides a view of the class sizes and corresponding population as it relates to participation in a Library of Michigan program.)

A new strategy implemented during the plan period was the involvement of the Library of Michigan in the Plinkit Collaborative, http://michlibrary.org. The Plinkit Collaborative is a multi-state initiative that develops software for modern, robust library web sites that are simple and easy to update for small libraries unable to develop web sites on their own due to staff knowledge or budgetary limitations. The project provides a template so any library using the web service is automatically set up with linkages directly to the MeL program and resources included. Currently 102 Michigan libraries have been set up on the Plinkit system and their staff trained on how to manage the site and content. Of the 222 libraries serving populations of less than 12,000, 42% of them are using Plinkit to provide and manage their library website.

Table #6: Percentage of libraries participating in Plinkit by Class Size.

Class Size	Population Served	% Plinkit Libraries
I	0 – 3,999	40%
II	4,000 – 6,999	55%
III	7,000 – 11,999	28%
IV	12,000 – 25,999	5%
V	26,000 – 49,999	5%
VI	50,000 or greater	5%

(Source: Michigan Public Library Statistics and Report of Plinkit Users from the Library of Michigan)

Output Targets:

• *Guidelines for recommended telecommunications infrastructure and software applications to access MeL resources will be developed and distributed to library directors, administrators and trustees.*

• *Guidelines for the effective use, maintenance and sustainability of the necessary onsite equipment to access MeL resources will be developed and distributed to library directors, administrators and trustees.*

The Library of Michigan relied on two methods to provide this information to library directors, administrators, and trustees. One was through continuing education efforts and the other was through the Quality Standards Audit Checklist program, QSAC. Information on accessing MeL as well as participation in MeLCat was provided throughout the plan period in training events by both Library of Michigan staff as well as staff contracted through the Midwest Collaborative for Library Services, MCLS. Library staff training sessions were provided throughout the state both in-person and online. In addition to individual training events, sessions at conferences were provided to educate the target audience on using and sustaining MeL. A MeL Users Day is held each year as well, focusing on both electronic resources and the MeLCat resource sharing program.

The QSAC program, a voluntary management standards program that assists public libraries by setting benchmarks for Governance & Administration, Human Resources, Services, Collection Development, Technology, Facilities & Equipment, and Public Relations, provides library management and trustees with the information necessary for telecommunications and technology sustainability necessary for participation in MeL. The QSAC program was revised in 2009 and new benchmarks made available online. By the end of 2011, 115 public libraries in Michigan were participating in the program.

Outcome Targets:

• *A minimum of 75% of library directors in Michigan's underserved rural and urban communities will report an understanding of the telecommunications infrastructure and software applications that are necessary to effectively access MeL.*

The Library of Michigan did not conduct a survey of this target audience within the timeframe, and the results are unknown at this time. The available survey from the 2011 EPIC-MRA survey shows only 3% of library staff surveyed commented that "technology-internet issues" were the "main reason why your library does NOT participate in MeLCat." Focus group participants indicated that reasons for not participating were the cost of delivery services associated with the resource sharing program and the staff time necessary to devote to the increases in both incoming and outgoing loans once a library becomes a MeLCat participant.

The Library of Michigan communicates with the library community through the cooperative directors and a listserv about broadband and e-rate program and services necessary to effectively access MeL.

Participation in the QSAC program for Class I-III libraries in Michigan is currently at 23.4%. Certification of the library in the QSAC program demonstrates an understanding of the technology needs necessary to effectively access MeL. Participation in the QSAC program is voluntary.

• *A minimum of 75% of library directors in Michigan's underserved rural and urban communities will report an understanding of the onsite equipment necessary to effectively access MeL.*

The Library of Michigan did not conduct a survey of this target audience within the timeframe, and the results are unknown at this time. Since the rate of participation in MeLCat has increased to 81% of all public libraries the Library of Michigan is assuming this knowledge has been transmitted successfully.

• *A majority of library users surveyed in Michigan's underserved rural and urban communities will report that their library's connectivity level is important to them and access to MeL is beneficial to them.*

The Library of Michigan did not conduct a survey that gathered demographic data from the general public. The

> "I live in a small town, there's really not a lot of diversity. I am a woman of multicultural ethnicity. MeL has allowed me to enjoy a range of work that is not necessarily in my small town library. I'm very happy with the service. I like most that I can access MeL from anywhere."
>
> -Michigan Library Patron

Library of Michigan was advised to limit demographic questions in order to achieve a good response rate. Other difficulties were found with going directly through public libraries due to the Michigan Library Privacy Act. Without evaluation data focusing on library users in Michigan's underserved rural and urban communities we are unable to adequately evaluate whether this target was met, though we can show that when library users from the general public

were asked during the 2010 survey by EPIC-MRA to identify "the one or two most important things that the local library provides in way of service, information or technology" the leading responses were "Books" with 24% and "Internet access" with 12%.

The EPIC-MRA survey found that a narrow majority of MeL users from the general public survey and more than a third of the respondents from the survey of patrons use MeLCat. Of the public respondents, 52% indicate using MeLCat; of patrons, 36% indicate using MeLCat; and more than a third of respondents indicate using MeLCat "10 or more times."

Goal II: Equity of Service (LSTA Purposes 5 and 6)
Increase equity of service to Michigan residents by providing professional development resources and opportunities to libraries throughout the state to improve public services, programming and outreach, especially to underserved rural and urban populations.

Need: Users need improved basic services and programming from libraries in rural and underserved areas of the state. Libraries in underserved rural and urban areas of the state need assistance in developing services and programming in the areas of technology, generation of specific programming, and outreach and marketing to non-users or populations having difficulty using a library.

LSTA Purposes:
5. Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; and
6. Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

Overall Results of the Goal:
Work in this area was harder to evaluate with less data available. Output targets and outcomes were not measured in all cases, especially when the target was libraries in rural and underserved areas. The Library of Michigan undertook a variety of strategies to meet the goal and achieve results outlined in the plan.

Several continuing education activities were provided through the Library of Michigan and partners such as the Michigan Library Association (MLA) and the Midwest Collaborative for Library Services including Academic Libraries Day, Spring Institute Conference, MeL and MeLCat training, Beginning Workshop, Advanced and New Director's Workshops, Rural Libraries Conference, and topical workshops through the Michigan Library Association. Focus group discussions found that many library staff members were unaware of the support provided through LSTA funds for some of the conferences, though overall they felt that these programs were beneficial in providing ongoing education and knowledge for themselves and their colleagues. Virtually all the library staff attendees answering the 2011 EPIC-MRA online survey reported the Library of Michigan training has helped them to provide services to their patrons either, "A lot" (49%) or at least, "Somewhat" (41%). What cannot be ascertained from the survey data is whether the respondents worked in a library in a rural or underserved area. It is also noted that the question was asked of librarians about patrons in general and not about specific patrons they felt would be considered underserved.

In addition to in-person and online training for library staff, videos were developed to provide online assistance to users of MeL resources as well as those needing help with government assistance applications such as applying for unemployment benefits. Results from library staff data have been mixed with a majority unfamiliar with the video tutorials. Staff interviews reveal that there was not a coherent push towards completion of the goal due to inconsistency in staffing levels in the position of Continuing Education Coordinator.

The Library of Michigan also participates in the Collaborative Summer Library Program (CSLP) to provide high-quality, comprehensive materials for public library summer reading programs. Libraries participating in the program are able to leverage their funds and staff time by using the summer reading manuals and ready-made programs to provide programming for both children and teens each year. Focus group participants that used the CSLP resources noted that a big impact of the program is the savings of staff time and effort. Another participant noted that the program provided one of the only opportunities for live entertainment in their community and they felt it had been a positive way to reach non-English speaking immigrants. Participating libraries voluntarily provide attendance information each year regarding their summer reading counts. Though response rates have varied during the plan period and statistics have not always been uniformly recorded, the number of children and teens participating is growing each year. Voluntary reporting to the Library of Michigan by library participants from 2007 to 2010 showed 358,203 total participants in public library summer reading programs.

> "We would not have a summer reading program without it (CSLP)."
>
> -Comment from tribal librarian in central Michigan

Table #7: Participation of Children and Teens in Michigan Public Library Summer Reading Programs using CSLP Material.

Participation in Children's Summer Reading Programs

Year	Participants
2007	63351
2008	72941
2009	102993
2010	118918
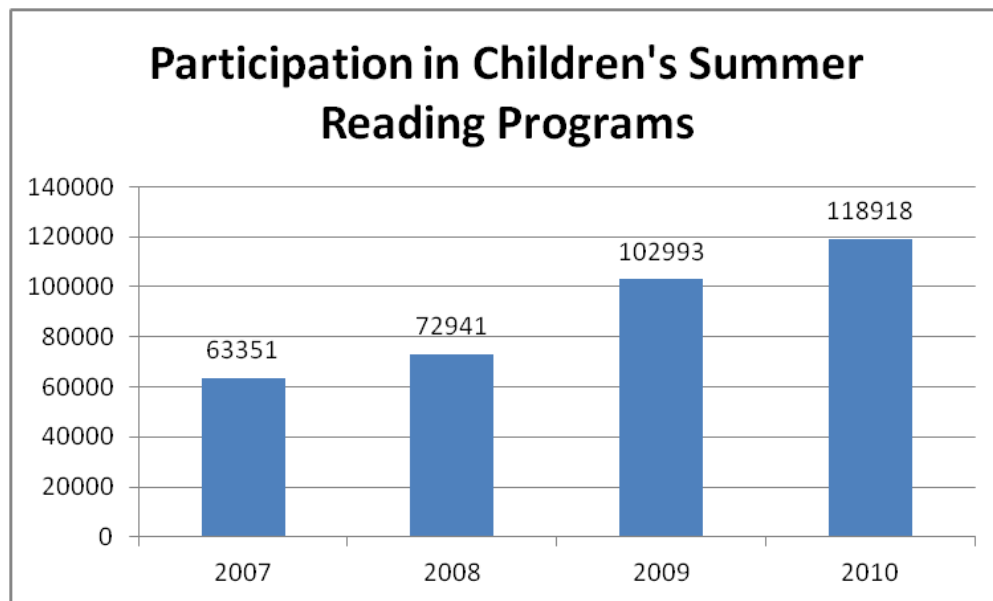
(Source: Library of Michigan Annual LSTA Reports, 2007-2010)

The Library of Michigan continues to support Services for the Blind and Physically Handicapped (SBPH). Early in the plan period improvements were made to the online catalog and resource sharing between the regional SBPH libraries was improved. In addition the Ann Arbor District Library has been able to provide service to residents within the boundaries of Washtenaw County after the closure of its regional SBPH county library. With the dissolution of the Department of

History, Arts and Libraries, SBPH is now managed and funded by the Department of Labor and Economic Growth so the Library of Michigan is no longer supporting these services with LSTA funds.

The Quality Services Audit Checklist program was updated by the Library of Michigan in 2009 and currently the participation rate for all public libraries is at 30.18%. Comments varied during the focus group discussions on the usefulness of the program. Public library staff facing issues in their community which allowed them to point to the benchmarks as a standard showed more support for the program than those who had not encountered an issue where the standards provided support for a library's choices. The lack of monetary incentives was a repeated reason focus group participants felt libraries would not make it a priority. Survey data did provide positive results showing that the staff in the participating libraries felt that the QSAC program helped improve services for their own patrons as well as educate trustees.

Goal II Programs:

1. Provide resources and training materials for librarians.
a. Topics will include technology training, library management, program development, marketing, meeting generation specific needs (such as children, young adult and seniors), literacy topics such as emergent literacy, summer reading, and adult literacy, preservation or outreach to special populations (ethnic, immigrant, disability, etc.).

Output Target:

• *Resources and training materials will be used by a majority of libraries in rural and underserved areas of the state.*

This target was not measured by the Library of Michigan. By reviewing one program that reaches rural and underserved areas of the state we can see that there is increasing use of resources provided by the Library of Michigan by this target audience. Participation in the Plinkit program targeting rural libraries in Michigan has been very successful and continues to grow. As shown in the results for Goal I there are 222 public libraries serving populations of less than 12,000 and 42% of them are using Plinkit to provide and manage their library website. Though this is not a majority at the time of this evaluation the Library of Michigan is well on its way to achieving participation by a majority of rural libraries in the Plinkit program.

> "Some libraries in our cooperative would have no website without Plinkit."
>
> -Comment from public librarian in southeast Michigan

Outcome Target:

• *Libraries using training will report increased library program attendance, more use of computer resources in the library and greater usage of the library by underserved populations.*

The Library of Michigan did not conduct a survey of libraries to determine their use by underserved populations or analyze data specifically from libraries participating in continuing

education or CSLP programs, but we can see from Michigan Public Library annual library statistics that library usage rates have increased during the plan period. From 2007 to the 2009 attendance at library programs increased by 14.17% for all public libraries. For Class I – III libraries attendance at library programs increased by 19.43%, and use of public internet computers increased by 26.39%.

2. Develop an online tutoring component in MeL in order to provide residents with an opportunity to improve basic technology use, learn about MeL and to use online state government services.

Output Target:

• *Tutorials on how to use basic current technology and how to use MeL will be developed and provided to residents via MeL.*

• *Tutorials on how to use online state government services will be developed in conjunction with other state agencies to provide greater access to unemployment services, job training, tax information and licensing requirements and provided via MeL.*

The Library of Michigan created a number of video tutorials to improve ability of users to access MeL resources. These tutorials came about because of a recommendation from findings of the survey conducted in 2009 that found that the high connectivity of Michigan residents and library patrons "provides the Library of Michigan with a relatively low cost opportunity to communicate with prospective MeL and MeLCat users about the program and how to access it..." The tutorials are now provided through various gateways on the MeL site and cover subjects such as using the MeL electronic databases and how to apply for specific government services such as unemployment benefits.

Outcome Target:

• *A majority of tutorial users will report that the tutorial improved their ability to use the technology, resource or state government service.*

A low response rate by patrons to the 2011 EPIC-MRA online survey does not provide adequate data to evaluate this target.

• *A majority of librarians surveyed will report that state government services tutorials improved their ability to assist users needing state government services.*

The EPIC-MRA online survey from 2011 showed that "over one-third of staff respondents (38%) reported being "Unaware" of the availability of tutorial videos for MeL users. Of the 61 percent professing awareness of the videos, roughly a third (34%) of this cohort reports to having used them."

There was a much lower awareness in the 2011 survey, with only 28% of respondents reporting that they were aware of the video tutorials for state government services. Of the few respondents that were aware even fewer, 12%, reported using them.

During the 2011 survey when asked if they were aware of the MeL tutorials for state government services, such as how to apply for unemployment benefits, the response rate fell with 71% indicated they were "unaware" of the resources. Those that did indicate an awareness of the resources both recommended them and felt they were helpful overall to their patrons.

3. Provide resources and training materials for library trustees, friends, volunteers and local officials to improve knowledge of local library governance issues and thus improve library programming and services. Continue to provide state level leadership for quality service standards and benchmarks to provide libraries with a documentation method to improve services and communicate local issues and achievements to this audience.

Output Targets:

• *A majority of public libraries will use the provided training tutorials as educational tools for their trustees and/or local officials.*

Online tutorials as envisioned during the planning process were not created to address trustee and local official advocacy efforts. The Library of Michigan did make available a number of other resources through their website aimed at educating trustees on their responsibilities and advocacy methods. In addition to the resources on the Library of Michigan website, communications are sent to the listservs informing this audience of the tools available. During the plan period, bi-monthly webinar sessions were held directed at library administration and trustees to explain QSAC measures and to discuss how to use them as a trustee and local official educational tool. The number of public libraries using resources made available by the Library of Michigan was not measured.

"QSAC has been one of our most effective tools to work with the government officials who own our buildings."

-Comment from public librarian in eastern Michigan

• *A majority of public libraries will use the provided quality service standards and benchmarks to improve services and communicate with their stakeholders.*

The Quality Services Audit Checklist program was updated by the Library of Michigan in 2009. Most changes to the system involved up-to-date benchmarks in the area of library technology. As the updated measures went into effect 54 libraries were unable to meet the new standards lowering the overall participation rate from 44% to 30.18%. Though the participation rate has dropped, Library of Michigan staff feel the more current benchmarks make the program a more valuable resource.

Outcome Targets:

• *A majority of tutorial users will report that the tutorial improved their knowledge of library governance issues and improved their decision-making in regard to library services and programs.*

• *A majority of public libraries will report that quality service standards and benchmarks improved their services and assisted in communicating local library issues and achievements to trustees and local officials.*

Though tutorials were not created during the plan period, other resources were made available to assist in education of trustees and local officials. In the 2011 EPIC-MRA survey of library staff, 47% reported knowledge that their facility participates in the QSAC program. Of that group, 67% felt that it improved services for their patrons, and 66% felt that their library's participation helped educate library trustees about library services and management. The response rate was lower when asked if the program helped to educate local officials, with 40% responding that it did help.

Goal III: Equity in Innovation (LSTA Purposes 2, 5 and 6)
Foster new, innovative services and programs by funding scalable pilot projects for use by libraries statewide to meet and anticipate Michigan residents' constantly changing needs for library services and information.

Need:
Users in underserved rural and urban areas of the state need access to quality services and programs offered through new techniques and new technologies. Libraries in underserved rural and urban areas of the state need assistance in staying current with new techniques and new technologies. We need scalable model programs for use in underserved rural and urban libraries in order to provide current, quality services and programs -to users.

LSTA Purpose:
2.) Developing public and private partnerships with other agencies and community-based organizations;
5.) Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; and
6.) Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

Overall Results of the Goal:
This Library of Michigan did not achieve this goal, though the first steps taken to create innovative programs to serve underserved, urban and rural libraries were successful with the three subgrant awardees. With staff reductions at the Library of Michigan there were no positions left to provide oversight and guidance to LSTA subgrant programs and additional awards were not given during the plan period. Along with the lack of staff to oversee subgrants, staff reductions impacted the ability to publicize the three models created and survey data reveal a lack of knowledge in the library community about the models and manuals created to support subsequent implementations.

Goal III Program:

1. "Modeling the Future." Over the course of the five year plan, fund pilot projects for new, innovative services and programs that will produce scalable models that libraries of varying sizes and types can use to implement the project locally.

a. Topics can include the inclusion of new technologies in traditional services, new collaborations to reach special populations, etc.

Output Targets:

• *A minimum of five scalable models will be created and made available to Michigan libraries.*

Three models were created in the Modeling for the Future subgrants. In 2009 the Library of Michigan eliminated the option of subgrants from their LSTA program due to budget cuts and loss of staff to oversee the subgrant program. Because of the limitation only three Modeling projects were undertaken during this plan period. The three projects that were completed detailed through their LSTA reports efforts that the projects did improve services within their communities. The SLAA did not use performance metrics to guide the decision to end the subgrants focusing on the scalable model goal since the elimination of the program was due to budget reductions and lower SLAA staffing levels.

> "I have no car and do not walk well. Without this, I have virtually no books all winter."
>
> -Comment by patron of Peter White Public Library and user of the Modeling for the Future Books by Mail program

Outcome Target:

• *70% of libraries using models will report an improved understanding and facilitated implementation of the service or program.*

• *A majority of libraries using the models will report an increased demand for and satisfaction with the service or program by users.*

In the 2011 EPIC-MRA survey of library staff 73% were "Unaware" of the project manuals created through the three subgrant programs. Of those that were aware, only 35% reported to have reviewed them, and of that subgroup 43% reported that they began a new program or modified an existing one based on the information in a manual.

Since the subgrant program was discontinued and only three models were created, widespread use and marketing of the program were not completed. During the focus group discussions most commenters were either unaware that the program models existed or did not think they would replicate a program in their own organization without their own subgrant funding.

CONCLUSIONS

The Library of Michigan intends to share performance metrics and other evaluation-related information through a variety of methods including providing an annual report and an annual data sheet to the library community in the state and to legislative and community leaders as is possible. The Library will work cooperatively with library staff from all library types through an LSTA Advisory Council and through ad-hoc review committees for MeL database selection and other program reviews. In the Advisory Council and related committees, members will continue to be provided a range of data to inform their activities and comments. Finally, formal surveys or reports will continue be provided to the library community at large and communicated through the state library listserv, on its website, and through presentations by staff. The Library of Michigan will continue these practices and cooperative partnerships during the next five-year plan period.

As the Library looks toward the next five-year plan they will review the collected survey data to find what issues can feasibly be improved upon and what new services or programs may be targeted for continued or future development. New benchmarks for program improvements and new programs will be developed within the new plan; however, the Library will need to continue to balance the limits of working through partner libraries in times of deep budget cuts and to ensure services reach all populations. This awareness is especially relevant in Michigan's school library community which has suffered deep cuts in library personnel and budgets which have affected their ability to participate in statewide service programs. This is reflected in declining use of some programs and participation in continuing education opportunities.

The Library of Michigan has found that outcome-based evaluation has worked well with subgrant programs but less so with statewide services. Subgrants have typically been for local programs with a defined and accessible user group unlike services that cover all residents. With statewide services, which have been the major focus of effort and funds during the current five-year plan, especially electronic resources and the provision of physical materials through the MeLCat system, the Library of Michigan is limited in what data can be collected due to the anonymity of users. Continuing to find resources to implement outcome-base evaluation for certain target audiences for statewide services will continue to be difficult as the Library works through the next five-year plan.

The Library of Michigan's strategy of providing services through statewide programs has provided success in many areas and is a positive impact on both residents and library staff throughout the state. In many areas of the five-year plan, especially the Michigan eLibrary program, the Library of Michigan was able to adequately show progress in providing services to residents. When deficiencies were found in the implementation of plan programs it was due to factors beyond the Library of Michigan's control. There were outcomes and outputs that were not measured due to the inability of the Library of Michigan staff or contractors to gather the necessary data. Because of this the evaluators recommend more attention is given to the creation of output and outcome language for the new five-year plan in order to provide targets that are measurable using both the resources and data available to the Library of Michigan staff.

Annex A: Acronyms

CSLP – Collaborative Summer Library Program - The Collaborative Summer Library Program (CSLP) is a grassroots consortium of states working together to provide high-quality summer reading program materials for children at the lowest cost possible for their public libraries. See http://www.cslpreads.org/.

E-Rate - Universal Service Schools and Libraries Discount Mechanism - E-Rate, an adjunct to the Internet/Telecommunications Project, ensures that all eligible libraries and schools have affordable telecommunications access. See http://www.usac.org/sl/.

FTE – Full Time Equivalent – Student enrollment data of Michigan academic institutions. Data is used to calculate the number of possible borrowers using academic libraries to initiate loans in the MeLCat system.

HAL – Department of History, Arts and Libraries – Michigan's twentieth principal department created in 2001and abolished in 2009 that contained within the agency the he agency included the Library of Michigan, the Mackinac State Historic Parks, the Michigan Council for Arts and Cultural Affairs, and the Michigan Historical Center.

IMLS – Institute of Museum and Library Services – Independent agency of the U.S. federal government providing federal funding to libraries and museums. See http://www.imls.gov/.

LSTA – Library Services and Technology Act – A federal grant program of the U.S. government providing support for libraries of all types.

LBPH – Library for the Blind and Physically Handicapped – Library program providing Braille and audio materials to individuals with limitations not allowing them to visually see or hold reading material. Moved from the Library of Michigan to the Department of Licensing and Regulatory Affairs and now named the Michigan Commission for the Blind (MCB) Braille and Talking Book Library. See www.michigan.gov/btbl.

MCLS – Midwest Collaborative for Library Services – Library membership organization serving libraries in Michigan and Indiana. MCLS is contracted with by the Library of Michigan to provide services for the MeL and MeLCat programs. See http://mlc.lib.mi.us/

MeL – Michigan eLibrary – A project of the Library of Michigan providing Michigan residents with high quality information subscription commercial databases, librarian recommended websites, digitized historical documents and images. MeL is also the host for MeLCat, a statewide borrowing system that allows users to place their own interlibrary loan requests if they belong to a participating library. See http://www.mel.org/

MeLCat – Michigan eLibrary Catalog – A component of the Michigan eLibrary that provides a statewide borrowing system allowing users to place their own interlibrary loan requests if they belong to the community of a participating library. Users can search the catalog through MeL or

directly through their own local library catalog then initiate loans for material to be delivered to their home library for pick up. See http://elibrary.mel.org/search

MeL Michigana – Digitized local historical resources from Michigan libraries available through the Michigan eLibrary program. See http://www.mel.org.

M.O.R.E. – Michigan Online Resources for Educators – A project administered through the Library of Michigan and hosted in the Michigan eLibrary providing tens of thousands of quality educational web-based materials aligned with the state's current curriculum standards.

MLIS – Master's of Library and Information Science

QSAC – Quality Services Audit Checklist is a voluntary management standards program that assists public libraries by setting benchmarks for Governance & Administration, Human Resources, Services, Collection Development, Technology, Facilities & Equipment and Public Relations. The Library of Michigan recognizes public libraries as they achieve each level. Libraries can be certified at the Essential, Enhanced and Excellent levels. See http://ww.michigan.gov/qsac

SLAA – State Library Administrative Agency

Annex B: Interviews with Library of Michigan Staff

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Annex D: Focus Group Discussion Guide

1. Since 2007 the Michigan LSTA Plan has placed a priority on improving and marketing the Michigan eLibrary (MeL). Tell us about the impact the MeL resources have on services and users at your library.

2. Describe the use of these Michigan eLibrary resources by patrons at your library as well as the effect of their use on your patrons.

   Resources for under and unemployed
   MeL marketing materials & MeL Speakers Bureau
   Michigan Online Resources for Educators (MORE)
   Best of the Web
   MeL Michigana

3. The MeLCat statewide catalog and resource-sharing network provides Michigan residents greater access to library resources. We are interested in hearing about your library's experiences with the MeLCat program.

4. The Library of Michigan is a member of the Plinkit Collaborative to help provide robust and modern websites for communities with Class I through Class III public libraries. Tell us about your experiences with Plinkit and how it has impacted both library staff and library users in your community.

5. Many education and training programs offered to library staff through the Library of Michigan and other partners such as the Michigan Library Association (MLA) and the Midwest Collaborative for Library Services (MCLS) are funded through LSTA. Tell us about the value these professional development and training opportunities have had on services at your library and its users.

   Academic Libraries Day
   E-Rate Support and Training
   Continuing Education Fund
   Rural Libraries Conference
   Spring Institute Conference
   MeL Database Training
   MeLCat Training
   Beginning, Advanced and New Directors Workshops
   Interlibrary Loan Issues (2008)

6. If your library participates in the Collaborative Summer Library Program, CSLP, tell us how the program has affected library use in your community.

7. Improving the local knowledge of library trustees, friends, volunteers and local officials to help support libraries services is a goal of the Library of Michigan. Have you used resources or training materials provided by the Library of Michigan in your efforts to educate members of your community? Tell us about the results of your efforts using these tools?

8. Tell us about the impact the QSCAC (Quality Services Audit Checklist) program has had on your library. Do you find it useful in helping to improve services provided by your library to the community? Why or why not?   If you have not participated in the program please tell us why.

9. We have discussed many different Library of Michigan LSTA funded programs today. Tell us how any of these programs have affected library services to underserved populations in your community.

10. Are you aware of the three "Modeling for the Future" projects? Are these projects that your own library may be interested in replicating in the future for your own communities? How could the Library of Michigan help you replicate these programs?

11. What initiative could the Library of Michigan start or bring back with LSTA funding?

12. How could your library, staff and patrons be better served by the Library of Michigan regarding LSTA funding?

13. Do you have anything else you would like to add to the discussion today about LSTA funded programs from the Library of Michigan or other comments?
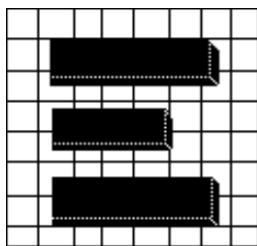
EPIC ▪ MRA

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Library of Michigan

Statewide Survey of Adult Residents in Michigan, and Online Surveys of Library Patrons and Staff

Final Report

Findings and Executive Summary

- ▪ **Educational**
- ▪ **Political**
- ▪ **Industrial**
- ▪ **Consumer**

- ▪ **Market**
- ▪ **Research**
- ▪ **Analysis**

February 2, 2010

CONTENTS

EPIC ▪ **MRA** administered telephone interviews with 600 adult residents of Michigan, October 8 – 11, 2009. The interviews were originally planned to be conducted as piggy-back questions on the regularly scheduled statewide surveys conducted by EPIC ▪ MRA, with the intent of having an interview length of about eight minutes. During the development of the survey instrument, it became apparent the information needs would exceed an eight-minute interview, and it was decided to proceed with a 12 minute stand-alone survey.

EPIC ▪ **MRA** also administered two online surveys, one for library staff and one for library patrons. A total of 737 library staff and 2,868 library patrons participated in the two surveys and completed all or most of the questionnaires. Responses to each survey on questions that are common to all surveys are discussed in comparison to the public phone survey throughout this report, with a separate summary at the end on questions unique to each survey.

Respondents in the telephone survey of the general public were selected utilizing an interval method of randomly selected records of households on the Qualified Voter File of the state of Michigan with commercially listed telephone numbers, as well as through random-digit dialing techniques when needed to complete geographical quotas. The sample was stratified, so that every county and jurisdiction was represented in the sample according to its contribution to the total population of the state.

Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

For example, 51 percent of all 600 respondents said, "With the development and growth of computers and the Internet, including access from the home or office," local libraries are "about the same importance as they have always been" (Question #3). As indicated in the chart below, this percentage would have a sampling error of plus or minus 4 percent. That means that with repeated sampling, it is very likely (95 times out of every 100), that the percentage for the entire population would fall between 47 percent and 55 percent, hence 51 percent ±4 percent.

The error rate for the online library staff survey was ±3.6 percent, and the error rate for the online patron survey was ±1.8 percent.

EPIC ▪ MRA   SAMPLING ERROR BY PERCENTAGE (95 IN 100 CONFIDENCE LEVEL)

Percentage of sample giving specific response

SAMPLE SIZE	_10_	_20_	_30_	_40_	_50_	_60_	_70_	_80_	_90_
				% margin of error ±					
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3

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KEY SURVEY FINDINGS

➢ 80 percent of the respondents to the survey of the general public has someone in their household who uses a library.

➢ Among library users in the survey of the general public, the highest percentage uses it a few times a month, while the highest percentage from the on-line survey of library patrons uses the library a few times a week.

➢ While 16 percent of library users among the general public report using the library via the Internet every day or a few times a week, over three times as many library patrons – 54 percent – report connecting to a library every day or a few times a week.

➢ About a third of library users from the general public reported using library computers to connect to the Internet.

➢ The top reason reported by library users from the general public for not using library computers is that they just do not feel as comfortable using library computers as using computers at home or work.

➢ Doing research and homework are top reasons for using library computers by the respondents in the general public.

➢ More than 9-in-10 general public and library patron respondents offered a positive rating for their library.

➢ Only 1-in-5 respondents in the survey of the general public have heard of MeL.

➢ Among the 20 percent of the general public respondents who have heard of MeL, 37 percent actually have used it.

➢ A narrow majority of the general public respondents and 6-in-10 respondents from the online survey of library patrons go through their local library web site to connect to MeL.

➢ More than half the members of the general public who report using a library and just over a third of respondents from the survey of patrons said they have used MeLCat.

➢ More than 7-in-10 general public user-respondents and 9-in-10 library patron survey respondents offered positive ratings for MeLCat.

➢ A 62 percent majority of library staff said that local libraries are more important given the development of computers and the Internet; Fewer than half of the respondents in the

general public (40%) held the same opinion, with 50 percent saying they are of about the same importance.

➢ After hearing information in the survey, 81 percent of respondents in the survey of library patrons and 48 percent of respondents from the survey of the general public who are non-MeL users or were not aware of MeL, said they are certain to visit a library in the future.

  o A 67 percent majority of library patron respondents who had not heard of MeL or used it, said they would be certain to use it in the future. Only 12 percent of general public respondents expressed the same intent.

  o A 73 percent majority of library patron respondents who reported not having heard of or used MeLCat and 25 percent of similarly situated general public respondents said they would be certain to use MeLCat in the future.

➢ Nearly 9-in-10 respondents from the survey of the general public have one or more computers, and all but 6 percent are able to connect to the Internet.

  o 3-in-4 public respondents connect to the Internet from home, with only 5 percent connecting from the library.

➢ Respondents from the general public survey are split on whether sources of information available on the Internet are more accurate and reliable than research based database sources (31 percent say Internet more reliable – 33 percent say database sources more reliable). In contrast, a clear 64 percent majority of library patrons say database research is more reliable.

➢ A 71 percent majority of library patrons say they access MeL from their home computer, with 19 percent saying they use library computers. This is inconsistent with what is reported in the on-line survey of Library Staff, who report that 50 percent of patrons access MeL from library computers, with 41 percent of staff respondents saying library patrons use home computers.

➢ An 84 percent majority of library patrons are aware of MeLCat and 56 percent of those who are aware use MeLCat.

➢ Just under half (48 percent) of library patrons say their local library provides training in MeL, MeLCat or both.

  o Only 28 percent of those who say they were trained said that they were adequately trained.

- A 56 percent majority of library staff say that they DO NOT provide training in the use of MeL databases.
- Only 8 percent of library patrons use MORE, with 17 percent saying they use Michigana.
- 6-in-10 Library staff said MeL databases save their library money, with the average savings claimed totaling $62,000.
- Library staff say 43 percent of patrons are aware of MeL.
- Only 55 percent of library staff say they participated in training in MeL by the Library of Michigan.
- Less than half of library staff say they have been completely (9 percent) or mostly trained (37 percent) in the use of MeL.
- Library staff said by the highest percentage that they market MeL only to library patrons (46 percent), with 11 percent saying to the general public and 41 percent saying both.
- An 81 percent majority of library staff said their library participates in MeLCat.
- Library staff say 40 percent of the staff and/or patrons use MeLCat.
- More than 6-in-10 say they were trained in MeLCat, with 60 percent also saying they participated in Library of Michigan training programs.
- 82 percent of staff say they are completely (25 percent) or mostly trained in MeLCat.
- Only 14 percent of staff says they offer training in the use of MeLCat.
- 54 percent of staff says they just market MeLCat to patrons, 8 percent to the general public and 36 percent to both.
- Only 32 percent of library staff says they are familiar with MORE, with 57 percent of those who are familiar saying they recommend its use.
- A 55 percent majority of staff say they are familiar with Michigana, and 59 percent of that group recommends its use.

**Summary of Findings Among the General Public with
Selected Comparisons With Library Patrons**

In 4-of-5 households, at least one person has recently visited a library

Q. 4. In the past two years, have you or any member of your household visited a local public, school, or academic library in your community – either by physically being there or by going on-line? N=600

Analysis of the results of the public survey of Michigan residents shows in 80 percent of state households, one or more household members have recently visited a local public, school or academic library in their community, either by physically going there or by connecting on-line.

Moreover, these library users do not go far from home to use a library.

Recent Household Library Visit/Usage

Yes 80%

No 20%
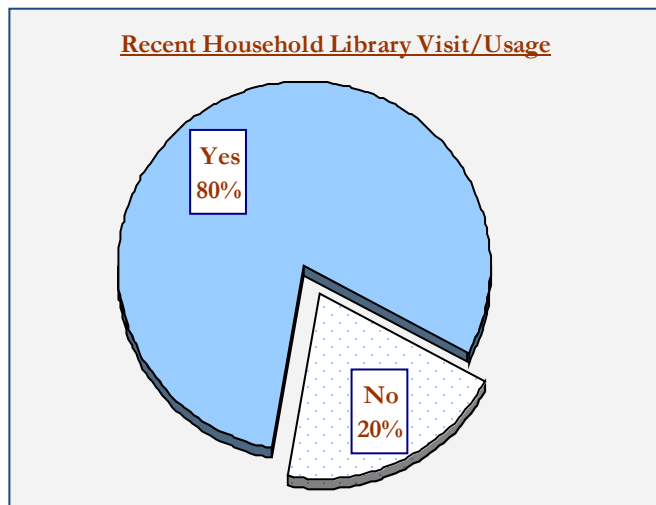
1-in-5 respondents aware of MeL; services used by 2-in-5 (approx. 637,000 users)

Q. 19. Whether you use a local library on a regular basis or not, have you ever heard of on-line services offered by the Library of Michigan through a program known as the Michigan eLibrary, more commonly called MeL; which also includes a feature known as MeLCat? N=600

A primary purpose of the public survey research was to ascertain the number of Michigan residents who have heard of "MeL," the on-line services available through Michigan eLibrary (MeL includes a feature known as "MeLCat"). The survey was also designed to quantify the percentage of state residents who actually use MeL, MeLCat and other services provided by the MeL database of information. Overall, the survey results show 1-in-5 respondents saying they have heard of "on-line services called MeL"; of that number, 37 percent said they have actually used MeL and its more specific services. *Q. 20. Have you ever accessed and used the any of the services of MeL, such as MeLCat? N=120*

Taking the overall state population minus children age 10 years or less and adults at 70 and older (who are unlikely to use Michigan eLibrary services) results in an estimated number of

approximately 7.7 million Michiganians who potentially could use MeL services. Extrapolating the recognition/use percentages detailed above into this population (20 percent saying they recognize MeL programs, and 37 percent of these saying they uses MeL services) allows an estimate of about 569,000 among 7.7 million Michigan residents both recognizing and using MeL services, including MeLCat.

Library usage
— most use library located closest to where they live

Q. 05. Do you or does any member of your household most often visit the local library located closest to where you live or do you visit some other library that is not located as close? N=483

Among the 80 percent of the survey respondents who reported recent household usage of

a library, individuals were asked if they/ household members often visit "the local library located closest to where you live" or "some other library that is not located as close." The majority (86 percent) said they use the "closest" library, with 12 percent saying they use "some other library."

In demographic breakouts, respondents in the following groups said the library they most often use is not located nearest to where they live by the highest percentages:

Visit/Usage "Closest" Library or "Other"

Closest 86%

Other 12%

- 23 percent: accesses Michigan eLibrary from library website
- 19 percent: future library use – not likely/certain not
- 18 percent: outer Detroit metro area (where population and traffic congestion is the greatest)
  future MeLCat use – certain
- 15 percent: all men
  with multiple library users in household
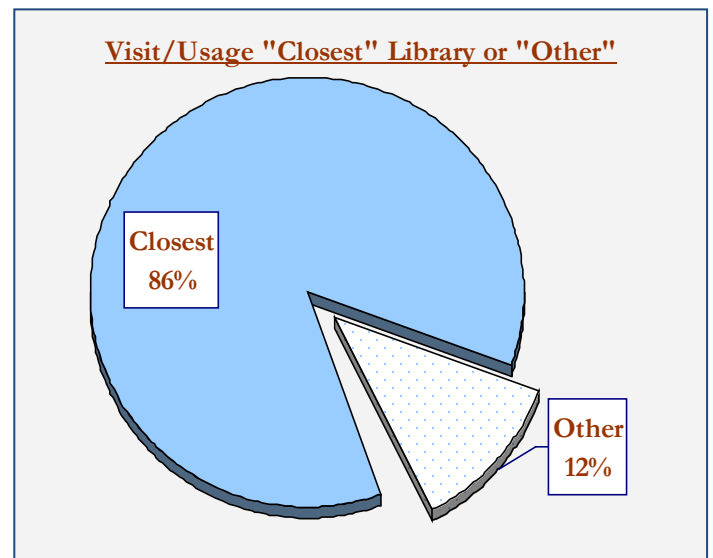
— most say closest library is in their community

Q. 01. Where is the closest local library located nearest to where you live? Is it In the city, village or township where you live; In some other city, village or township located within the same county where you live; In another nearby county within 15 miles of where you live; or, in another county more than 15 miles from where you live? N=600

Overall, a 93 percent majority of respondents to the public survey said the library located closest to where they live is in "the city, village or township where (they) live." Further, 95 percent of all respondents said their closest library is a "local public" facility, as opposed to an elementary - high school or college library or other kind of facility.

— top reason for NOT using a library: computer at home

Q. 06. What would you say are the one or two main reasons why you HAVE NOT visited any library in your community? N=117

The 20 percent of respondents who reported no recent household visits/usage of a library *(Q. 4)* were asked to identify the one or two main reasons they have not visited any library in their community. In rank order, the responses were:

23%	Have computer at home
19%	No need to
11%	No time
9%	Find information on the Internet
6%	No interest in visiting
28%	Other
4%	Undecided/don't know/refused

In the following groups, respondents to the public survey said they do NOT use the library because they have a computer at home by the highest percentages:

- 42 percent: college educated men
- 39 percent: age 50 to 55
- 36 percent: with children in public schools
- 35 percent: outer Detroit metro area
        incomes of $75,000 to $100,000
        men under age 50
- 34 percent: college educated
- 33 percent: with children in household
- 32 percent: connect to Internet – at home
- 30 percent: racial/ethnic ID – African American
- 29 percent: Wayne, Oakland and Macomb counties
        hours on-line per day – 1 to 2
- 27 percent: all men
        age 56 to 64
- 26 percent: western Michigan

— usage by more than two members in majority library user households

Q. 07. Thinking about the people living in your household, are you the only household member who visits the library, is there someone else who visits the library, or, are there more than two household members who visit the library? N=477

Among the 80 percent of the public phone survey respondents who reported recent household usage of a library ("library users"), individuals were asked how many household members visit the library. The majority said "more than two":

29% Respondent only
18% Other household member(s)
53% More than two household members

In the following groups, respondents reported recent household use of a library by less than the survey average of 80 percent:

- 76 percent: area residence – over 20 years
- 74 percent: Saginaw Bay area
    with no children in household
    over age 50
- 72 percent: northern Michigan
- 71 percent: rents or leases home
    men over age 50
- 70 percent: with high school or less education
- 68 percent: racial/ethnic ID – African American
    men without college
- 66 percent: incomes under $25,000
- 65 percent: age 65 and over
- 64 percent: source of library info – TV news

— most frequent public library users go at least a few times a month

Q. 08. Thinking about the person in your household who most often visits the library, how often does that person visit the library – every day, a few times a week, a few times a month, a few times a year or seldom? N=477

"Library users" were asked how frequently the household member "who most often visits the library" does so. The highest percentage response was "a few times a month" by phone survey respondents of the public, and "a few times a week" by online library patrons:

Public	Patrons	
1%	7%	Every day
23%	**45%**	A few times a week
44%	41%	A few times a month
25%	6%	A few times a year
7%	1%	Seldom

— few frequently use library *via* the Internet – more than half "seldom/never"

Q. 09. How often does the person in your household who most often visits the local library do so via the Internet by going online – every day, a few times a week, a few times a month, a few times a year, seldom, or never? N=477

"Library users" in the public survey were then asked how frequently the household member "who_most often_ visits the library" does so "*via* the Internet by going online." A 56 percent majority of the public poll respondents said either "seldom" or "never," while only 12 percent of online patrons offered the same response. A 54 percent majority of online patrons said they visit the library via the Internet "every day" or "a few times a week":

Public	**Patrons**	
43%	7%	Never
13%	5%	Seldom
12%	6%	A few times a year
14%	26%	A few times a month
10%	40%	A few times a week
6%	14%	Every day
2%	1%	Undecided/don't know

Key demographic groups among respondents from the general public who said they never visit the library via the Internet by the highest percentages included:

- 71 percent: source of library info – TV news (small sample)
- 69 percent: age 65 and over
- 63 percent: incomes under $25,000
- 62 percent: Saginaw Bay area
- 60 percent: source of library info – newspapers
- 57 percent: women age 50 and over
- 54 percent: western Michigan
- 52 percent: women without college
- 51 percent: age 50 and over
- 50 percent: northern Michigan
- 49 percent: area residence – over 20 years
        with high school or less education
        with post high school technical education
        incomes of $25,000 to $50,000
- 48 percent: with no children in household
- 47 percent: age 56 to 64
- 46 percent: incomes of $50,000 to $75,000

— one-third of the public use library computers to connect to the Internet

Q. 10. In the past year or two, have you or has anyone else in your household used the computers at a local library to connect to the Internet? N=477

The "library user" respondents from the public phone survey were then asked if in the past year or two, anyone in their household used computers at a local library to connect to the Internet. The majority said "no," while about one-third reported some household usage:

Recent Household Use of Library Computers

Respondent 16%

None 66%

Other 9%

Multiple 9%

16%	Yes, respondent
9%	Yes, someone else
9%	Yes, more than one
65%	No one in household
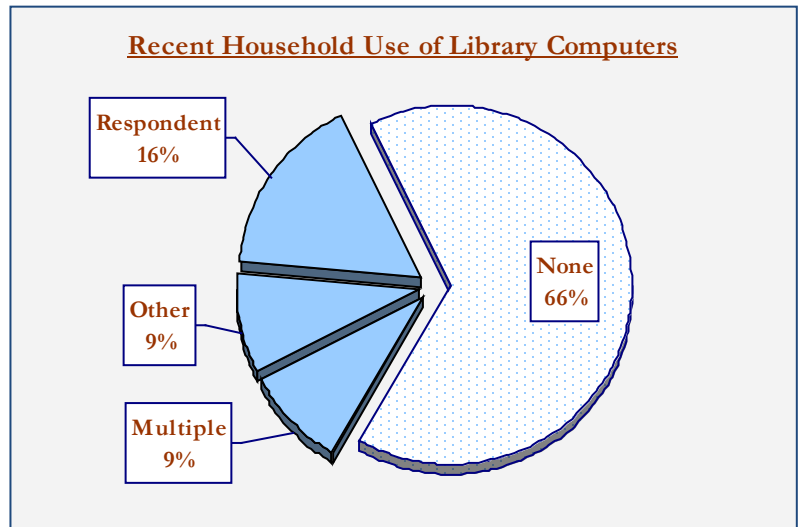
In the following demographic groups, respondents reported recent household use of library computers by the highest percentages:

- 57 percent: rents or leases home
- 54 percent: age 18 to 29
- 51 percent: racial/ethnic ID – African American
- 47 percent: hours on-line per day – 3 to 4 hours
- 46 percent: accesses Michigan eLibrary from library website
- 44 percent: outer Detroit metro area
- 43 percent: with high school or less education
- 41 percent: household library use – other(s)
  source of library info – library newsletter
  with children in 6th to 8th grade
  men without college
- 39 percent: uses library other than "closest"
  connection to Internet – wireless connection
- 38 percent: Saginaw Bay area
  age 56 to 64
  men under age 50
- 37 percent: hours reading per day – 3 to 4 hours

Conversely, in some of the key demographic groups, respondents in the general public survey who reported recent household library also said, by the highest percentages, they do not use library computers. These included:

- 74 percent: household library use – respondent
- 73 percent: central Michigan
  western Michigan
- 67 percent: accesses eLibrary at MeL.org

— leading reason for not using library computers: discomfort

Q. 11. What would you say is the main reason why you or someone else in your household has NOT USED computers at a local library to connect to the Internet? Is it because… The connection at the library is slower than the one at home or work; You just never thought about using the library computers with Internet access; There aren't enough computer stations available at the library to be able to use one; You wouldn't feel as comfortable using public computers at the library as you would using your own computer at home or at work; Dislike – Do Not Use Internet; Computer Illiterate; Dislike – Do Not Use Computer; Use the Library for Books – Reading. N=310

The 65 percent of "library users" in the public survey who reported no recent household usage of computers available at the library were read a list of reasons, and asked which one best describes why no one in their household has used computers at a local library to connect to the Internet:

69%	You wouldn't feel as comfortable using public computers at the library as you would using your own computer at home or at work
17%	You just never thought about using the library computers with Internet access
7%	The connection at the library is slower than the one at home or work
0%	There aren't enough computer stations available at the library to be able to use one
6%	Other
1%	Undecided/don't know

— "research" and "homework" top reasons for using computers at the library

Q. 12. What was the main reason why you or someone else in your household used the library computers to connect to the Internet? N=159

        "Library users" who reported recent household use of library computers were asked to state the main reason they/someone else in your household used the library computers to connect to the Internet. The three reasons offered by double-digit percentages were "research/obtain information," "homework" and "home computer down temporarily":

29%	Research – obtain information
15%	Homework
14%	Home computer down temporarily
6%	Job information – search
4%	E-mail
4%	Faster Internet connection at the library
4%	No home computer
4%	No home Internet
16%	Other
4%	Undecided/don't know/refused

        In the following key demographic groups, respondents in the public survey said they use the library for research and information by the highest percentages:

- 44 percent: area residence – 11 to 20 years
  - incomes over $100,000
- 43 percent: with children in 9th to 12th grades
- 41 percent: central Michigan
- 38 percent: source of library info – newspapers
  - with children in 6th to 8th grades
  - incomes of $75,000 to $100,000
  - women age 50 and over
- 36 percent: connects to the Internet at work
- 35 percent: Wayne/Oakland/Macomb counties
  - age 41 to 49
  - age 50 to 55
- 34 percent: age 50 and over
- 33 percent: connects to the Internet at cyber café
  - with children in household

        In the following demographic groups, public respondents said they use the library for homework by the highest percentages:

- 35 percent: racial/ethnic ID – African American
- 31 percent: rents or leases home
- 29 percent: with children in private schools
- 25 percent: hours on-line per day – 5 or more

- 23 percent: outer Detroit metro area
- 21 percent: with high school or less education
        women under age 50
        hours on-line per day – 3 or 4
- 20 percent: western Michigan
        with children in 9th to 12th grades
        under age 50
- 19 percent: with children in household
- 18 percent: with children in public schools
        with children in pre-school

Assessment of library services/facilities
— more than 9-in-10 offer positive rating

Q. 13. Thinking about all of the services offered, including, the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials available in the local library that you most often use, as well as the quality of the facility, how would you rate the quality of that library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor? N=469

All "library user" respondents were asked to rate the quality of the services offered by the library they most often use ("…including the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials") as well as the quality of the facility itself. They were asked to offer either a "positive" ("excellent" or "pretty good") or a "negative" ("only fair" or "poor") rating.

The responses to this question show "library users" in the public survey and the patron survey as being extremely satisfied with the quality of library services and the facility. "Positive" ratings were offered by a better than 9-in-10, with more than half offering a rating of "excellent":

Public	Patrons	
55%	57%	*Excellent*
38%	37%	*Good*
93%	**94%**	**Total POSITIVE**
4%	5%	*Fair*
3%	1%	*Poor*
7%	**6%**	**Total NEGATIVE**
—%	—%	Undecided/ /refused

The ratings were almost identical from the public in the phone survey and from patrons in the online survey.
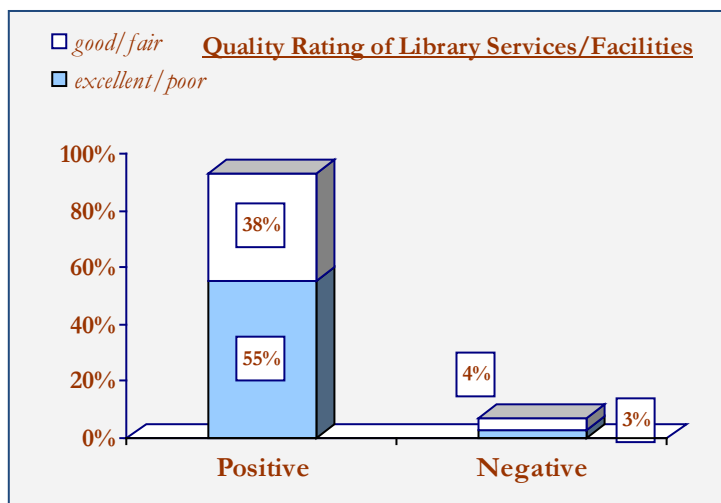
51

Phone survey respondents offering either a "positive" or "negative" rating (the latter consisting of just 20 respondents) were asked to state the main reason they did so:

REASONS FOR "POSITIVE"		REASONS FOR "NEGATIVE"	
23%	Lots to offer	25%	Limited selection
17%	They always have what I want	15%	Needs building upgrades
17%	Very helpful staff – librarians	15%	Small size
5%	They do a great job – overall	10%	Never update books
4%	Neat and clean	30%	Other
4%	Variety of offerings for children	5%	Undecided/don't know/refused
28%	Other		
2%	Undecided/don't know/refused		

Online patron responses: N= 2850

REASONS FOR "POSITIVE" N=2679		REASONS FOR "NEGATIVE" N=171	
21%	Staff	31%	Needs more funding – resources
17%	Selection of materials	19%	Too few computers
10%	Variety of services offered	13%	Small book selection
9%	MeL	6%	Broken office equipment
7%	Positive in general	6%	No Michigan Genealogy Section
6%	Customer service	6%	Poor customer service
5%	Facilities	6%	Slow Internet connection
4%	Use funding wisely	6%	Too small a facility
17%	Other	7%	Undecided/Don't know
4%	Undecided/Don't know/Refused		

Ranking of library usage/services
— "borrowing books" lead reason for usage

Q. 16A-F. Over the past couple of years, what would you say are all of the library services that you or others in your household have used? N=469 general public

Q. 03A-U. Over the past couple of years, which of the following library services have you or others in your household used? N=2850 library patrons

All "library users" were asked to name all of the library services they/others in the household have used over the past couple of years. The leading responses encompassed borrowing books or other media or use of library computers to access the Internet:

	Public	**Patrons**
19%	12%	Borrowing books, all types
12%	9%	Borrowing movies & other visual materials
10%	7%	Borrowing fiction best seller books
10%	9%	Borrowing non-fiction books
10%	6%	Using a computer for Internet access
4%	5%	Borrowing children's books
3%	9%	Using online library resources outside the library
2%	7%	Using online library resources at the library
3%	5%	Attending programs for children
3%	4%	Attending programs for adults
5%	5%	Getting research assistance from librarians
29%		35 "Other" response categories, each totaling less than 1%
	32%	47 "Other" response categories, each totaling less than 1%
--	--	Undecided/Don't know/Refused

— "books," "Internet access" perceived as most important services

Q. 17. What would you say are the one or two most important things that the local library provides in the way of services, information or technology? [WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH: 'Anything else?' UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE] N=469

Library users from the general public telephone survey were then asked to identify "the one or two most important things that the local library provides in the way of services, information or technology." Here, the leading responses were "books" and "Internet access":

24%	Books – general
12%	Internet access
8%	Reference books
7%	Computers
7%	Helpful librarians
6%	Research materials
5%	Kids programs and activities
24%	Other (less than one percent)
7%	Undecided/don't know/refused

— few able to cite desired services not currently offered

Q. 18.   What would you say are the one or two most important things that the local library should provide in the way of services, information or technology, which the local library does not currently offer? **[WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH: *'Anything else?'* UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE]** *N=469*

These respondents from the general public were asked to identify "one or two most important things that the local library should provide in the way of services, information or technology, which the local library does not currently offer." Close to half were unable to offer a response, more than one-third said they were unsure and specific responses were offered in low single-digit percentages:

49%	Nothing comes to mind
18%	Other
33%	Undecided/don't know/refused

More than 8-in-10 "library user" respondents from the general public were unable to name a desired service they feel is not currently available, suggesting Michigan residents are pretty satisfied with their local library services.

Michigan eLibrary [MeL]
— known to 1-in-5

Q. 19.   Whether you use a local library on a regular basis or not, have you ever heard of on-line services offered by the Library of Michigan through a program known as the Michigan eLibrary, more commonly called MeL; which also includes a feature known as MeLCat? N=600

All 600 respondents in the survey of the general public were asked if they "have ever heard of on-line services offered by the Library of Michigan through a program known as the Michigan eLibrary, more commonly called MeL; which also includes a feature known as MeLCat." As noted earlier, only 1-in-5 phone survey respondents said "yes" (20 percent), while 79 percent said "no" and 1 percent were undecided.

In the following groups, general public respondents said they have heard of MeL services

Heard of MeL - MeLCat

Yes 20%

No 79%
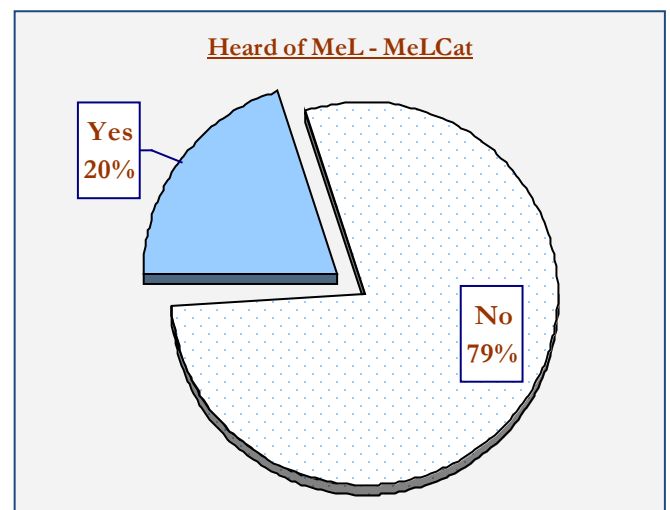
by the highest percentages (above 20 percent):

- 37 percent: central Michigan
  - source of library info – library staff
- 35 percent: connects to Internet at library
- 33 percent: Internet connection – wireless laptop
- 32 percent: with children in pre-kindergarten
- 31 percent: hours on-line per day – 5 or more
- 30 percent: with children in 6th to 8th grade
  - incomes over $100,000
  - hours on-line per day – 3 to 4
- 29 percent: uses library computers
  - connect to Internet – at work
  - connect to Internet – cyber café
  - age 18 to 29
  - age 30 to 35
- 28 percent: northern Michigan
- 26 percent: uses library other than "closest"
  - household library use – more than one
  - source of library info – brochures or announcements
  - with children in 9th to 12th grade
  - area residence – 6 to 10 years
  - college educated women
- 25 percent: source of library info – library website
  - with children in household
  - with children in public schools
  - with college education
  - women under age 50
- 24 percent: with children in private schools
  - age 41 to 49
  - incomes of $50,000 to $75,000
  - under age 50
  - college educated men
- 23 percent: with recent household library visit
  - uses "closest" library
  - with children in kindergarten through 5th grade
  - area residence –11 to 20 years
  - racial/ethnic ID – Hispanic or "other"
  - incomes of $25,000 to $50,000

More importantly, the demographic groups indicating by the highest percentages (above 79 percent), that they HAD NOT heard of MeL included:

- 93 percent: future library use – not likely/certain not
  source of library info – TV news
- 92 percent: with no recent household library visit
  racial/ethnic ID – African American
  incomes under $25,000
- 87 percent: future MeL use – not likely/certain not
  age 65 and over
  with high school or less education
- 85 percent: future MeL use – likely
  future MeLCat use – not likely/certain not
  area residence – 5 years or less
  women without college
- 84 percent: future library use – certain
  source of library info – newspapers
  women age 50 and over
  men without college
- 83 percent: Wayne/Oakland/Macomb counties
  future MeL use – certain
- 82 percent: outer Detroit metro area
  western Michigan
  Saginaw Bay area
  other household members visit libraries
  future library use –likely
  area residence – over 20 years
  age 36 to 40
  age 50 to 55
  with no children in households
  age 50 and over

— used by fewer than 4-in-10 of these

Q. 20. Have you ever accessed and used the any of the services of MeL, such as MeLCat? N=120

Those who reported they had heard of MeL were asked if they have ever "accessed and used any of the services of MeL, such as MeLCat." The majority (61 percent) said "no," while 37 percent said "yes" and two percent were undecided.

Respondents in the following groups said they have used MeL services by the highest

Used MeL - MeLCat

Yes
37%

No
61%
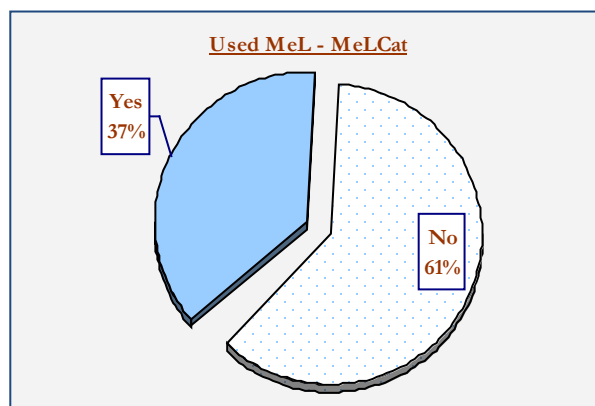
percentages (above 37 percent):

- 55 percent: women under age 50
- 51 percent: under age 50
- 50 percent: connects to the Internet at the library
- 48 percent: central Michigan
- 47 percent: with children in household
- 46 percent: men under age 50
- 44 percent: with children in public schools
  college educated men
- 42 percent: college educated
- 41 percent: uses computers at library
  connects to Internet at work
  Internet connection – wireless laptop
- 40 percent: all men
  college educated women

MeL users
— accessed 10 or more times by nearly 4-in-10, mostly through library website

Q. 21. How many times have you accessed and used MeL in the past year – 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice? N=44

"MeL user" respondents from the survey of the general public (44 respondents) were asked how many times they have accessed and used MeL in the past year. The responses were:

39%	10 or more times
11%	6 to 9 times
18%	3 to 5 times
27%	Once or twice
5%	Undecided/don't know

Number of Recent MeL Accesses
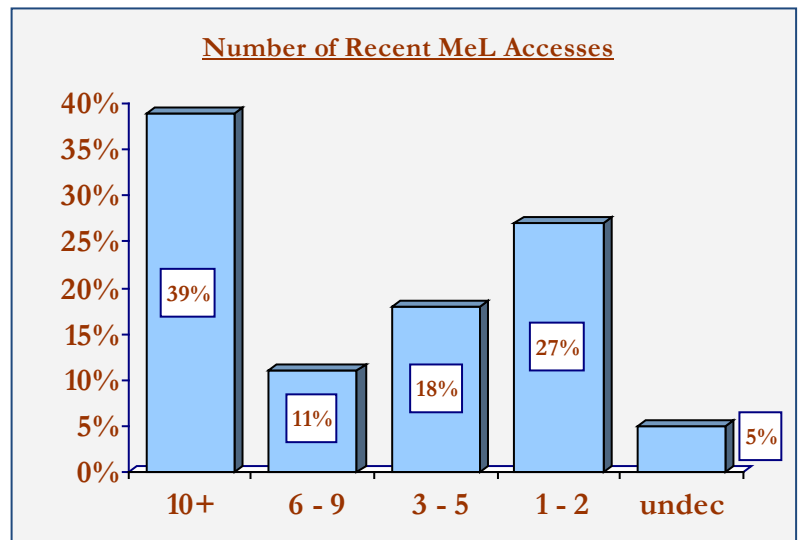
Respondents from the survey of the general public and respondents from the on-line survey of patrons were also asked to identify the means by which they most frequently access the Michigan eLibrary:

General public: *Q. 22. What is the **most** frequent means by which you access the Michigan eLibrary? Is it **[READ 1 TO 4 - ROTATE 1 THROUGH 3 – CODE FIRST AND ONLY ONE RESPONSE]** N=44*

> *Through your local library web site*
> *By typing in the "MeL.org" address on your browser*
> *By going through the State of Michigan web site, Michigan.gov*
> *Ask Librarian – Staff for Assistance*

On-line patrons: *Q. 17. Which of the following is the most frequent means by which you access the Michigan eLibrary? Is it… N=2000*

> *Through your local library web site*
> *By typing in the "MeL.org" address on your browser*
> *By going through the State of Michigan web site, Michigan.gov*
> *Bookmarked as a 'favorite'*
> *At school*

A little more than half of the respondents from the general public and nearly 6-in-10 patrons said they go through their local library web site:

Public	Patron	
52%	59%	Local library web site
34%	32%	"MeL.org"
7%	6%	"Michigan.gov"
2%	0%	Ask librarian/staff for assistance
0%	2%	Bookmarked as a "favorite"
5%	1%	Undecided/DK/Other

Method of MeL Accesses

Local Website 52%
MeL.org 34%
Michigan.gov 7%
Ask Staff 2%
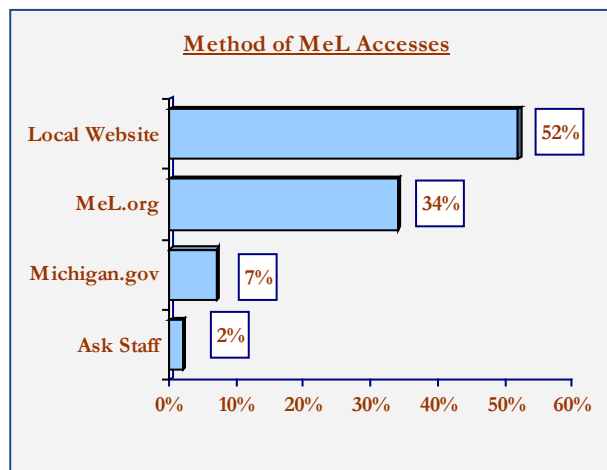
— positive rating for the quality of MeL offered by virtually all respondents in the general public

Q. 30. Overall, how would you rate the quality of the online resources available through the use of MeL – would you give MeL a positive rating of excellent or pretty good, or a negative rating of only fair or poor? N=44

All respondents in the survey of the general public who previously reported having used one or more of MeL's on-line services offered by the Library of Michigan were asked to rate the quality of the online resources available through the use of MeL. "Positive" ratings were offered by 43 of the 44 respondents to whom this question was posed.

Public
 48%   *Excellent*
 36%   *Good*
84%   Total POSITIVE
  2%   *fair*
 —%   *poor*
 2%   Total NEGATIVE
14%   Undec/DK/refused
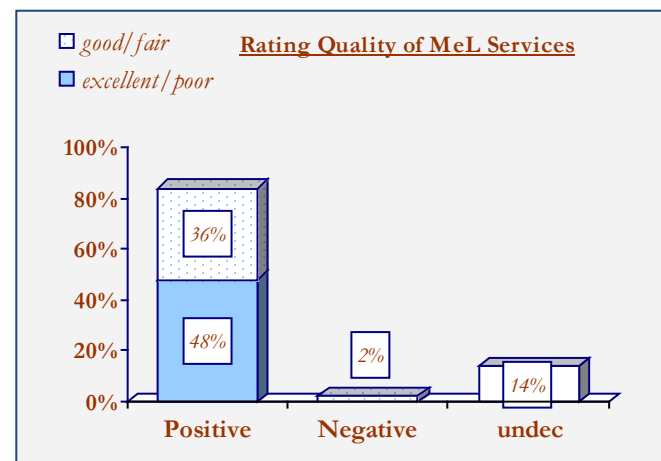
Those offering either a "positive" or "negative" rating (the latter consisting of just one respondent) were asked to state the main reason they did so. The leading responses of the public encompassed "selection" and ease of use:

REASONS FOR "POSITIVE" *N=37*		REASON FOR "NEGATIVE" *N=1*	
27%	Huge selection available	100%	Only 'medium' quality databases
24%	Easy to use		
5%	Always available		
5%	Convenient		
5%	Good quality information		
5%	Have what I want		
5%	Valuable service		
21%	Other		
3%	Undecided/don't know/refused		

— narrow majority of MeL users from the general public survey, and more than a third of respondents from the survey of patrons use MeLCat

When "MeL users" from both the survey of the general public and from the online survey of library patrons were asked which specific services they have used:

> *MeLCat, the shared statewide library catalog*
> *Database subscriptions, which are purchased by the state of Michigan and provided to the public free of charge*
> *MORE, the Michigan on-line resource for educators, which are teaching materials linked to curriculum standards*
> *Michigana, which is a digitized collection of materials focusing on Michigan history*

More than half of public respondents and more than a third of library patrons cited "MeLCat," with about one-quarter of both groups citing free database subscriptions:

Public	Patrons	
52%	36%	MeLCat
27%	23%	Database subscriptions
8%	4%	MORE
5%	9%	Michigana
8%	13%	Links to Internet & MeL resources by topic
0%	14%	Full text magazines and newspapers search button on the MeL website
0%	1%	Other

MeL Services Used
General Public

Service	
MeLCat	52%
Subscriptions	27%
More	8%
Michigana	5%
Links	8%
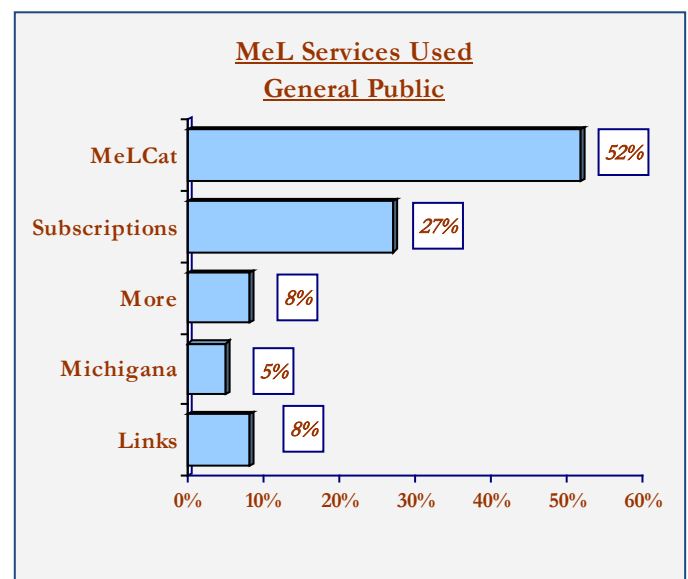
— More than a third of MeLCat users say they used it 10 or more times

The 44 respondents from the survey of the general public who reported having used MeLCat were asked how many times they have accessed and used MeLCat:

> 34%   10 or more times
> 7%   6 to 9 times
> 18%   3 to 5 times
> 16%   Once or twice
> 25%   Undecided/don't know

— positive rating for quality of MeLCat offered by respondents from all three surveys.

All respondents in both the survey of the general public and the on-line survey of library patrons who previously said they had used the MeLCat services, as well as respondents from the survey of library staff, were asked to "rate the quality of the catalog available by using MeLCat . . ." As the table below demonstrates, MeLCat receives high marks from each of the discrete respondent groups. It is noted that only 1 of the 44 general public respondents offered a negative rating, with more than half overall issuing the more intense positive rating of "excellent":

Staff	Patron	Public	
N=597	N=2253	N=44	
55%	63%	55%	Excellent
38%	32%	18%	Good
93%	**95%**	**73%**	**Total POSITIVE**
4%	4%	—%	Fair
1%	0%	2%	Poor
5%	**42%**	**2%**	**Total NEGATIVE**
2%	1%	25%	Undecided/DK/Ref

General Public Rating of MeLCat

□ good/fair
■ excellent/poor
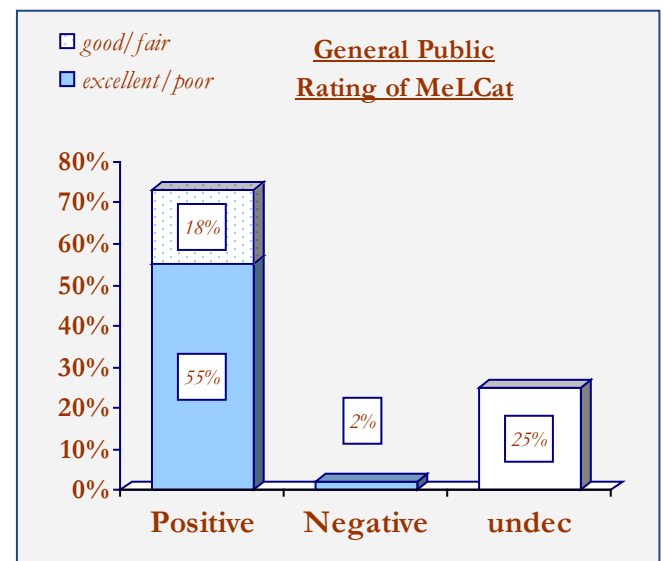
Those public respondents offering either a "positive" or "negative" rating (the latter consisting of just one respondent) were asked to state the main reason they did so. The leading responses by the public encompassed "selection" and ease of use:

Public

REASONS FOR "POSITIVE" N=32		REASON FOR "NEGATIVE" N=1	
25%	Easy to use	100%	Long wait for books
25%	Huge selection available		
16%	Has what I want		
9%	Convenient		
6%	Helpful		
6%	Valuable service		
13%	Other		

The top reasons cited by library patrons for their rating centered on access, variety, ability to find desired materials, and ease of use.

Library Patron

REASONS FOR "POSITIVE" N=2345		REASON FOR "NEGATIVE" N=91	
28%	Increased access to materials	46%	Often won't share what's listed
23%	Variety of what's available	15%	Difficult to use
16%	Always find what I want	15%	Slow delivery
6%	Easy to use	8%	Computers not always available
5%	Positive – in general	8%	Couldn't get what I requested
4%	Fast delivery	8%	No hold system
3%	Cost savings – free		
3%	Genealogy		
3%	Use it often		
3%	Student – Educational resource		
2%	Important resource		
4%	Other		

The top reasons cited by library staff centered on ease of use, variety, speed of service and ability to find desired materials.

Library Staff

REASONS FOR "POSITIVE" N=556		REASON FOR "NEGATIVE" N=32	
20%	Easy to use	32%	Software problems
15%	Variety–Diversity of Info	32%	Staff time intensive
14%	Fast service	6%	Lack of information on patron use
12%	Increased access to materials	6%	Lend out more than we borrow
9%	Patrons love it	6%	No patron home catalog
7%	Works well	6%	Not used here
6%	It's a great service	6%	Patrons dislike it
5%	Get what is requested	6%	Slow connection speed
2%	Cost savings		
2%	Efficient		
2%	Positive - in general		
1%	Has many uses		
1%	Use it often		
1%	No problems with it		
3%	Undecided/Other		

— awareness of MeL "database subscriptions" services. MeLCat

MeL users from the survey of the general public, excluding those who previously said they used the MeL "database subscriptions" service (26 respondents), and all respondents from the on-line survey of patrons were presented with the following information:

> *As you may or may not know, there are over 40 commercial online databases of research information that are available to any Michigan resident through the Library of Michigan, as well as through all types of Michigan libraries. These databases are available through MeL, the state's on-line library service.*
>
> *MeL provides database information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education.*

These public and patron respondents were then asked if they had been aware of these online databases; more than half of respondents from the general public (albeit a tiny N-size) and 3-in-4 patron respondents said they were aware:

Public	Patron	
N=26	N=2868	
58%	75%	Aware
42%	25%	Not aware

— Actual vs. perceived use of MeL databases fairly close.

Library patrons were asked in the online survey: *Q. 10. How often do you use the MeL databases available through the Library of Michigan and local libraries and at www.MeL.org? N=2152*

A similar question was posed to respondents in the online survey of library staff: *Q. 06. How much would you say your library patrons use the MeL databases? N=737.* The similarity in the respective proportions of responses in each of the available response categories is illustrated in the chart below:

Patron	Staff	
N=2152	N=737	
43%	44%	A lot
34%	43%	Some
17%	11%	Only a little
6%	2%	Not at all/Unsure

— 8-in-10 MeL users aware of access through Internet

Finally, all "MeL users", whether from the survey of the general public or the online survey of patrons, were asked if they were aware they can "access MeL, the Michigan eLibrary, from anywhere, as long as you have Internet access and a drivers license, state ID or participating library card? *(General Public - Q. 44, Patrons - Q.15)"*; overwhelming majorities of both public and patron respondents said "yes":

Public

Patron N=2010	Public N=44	
87%	80%	Aware
13%	20%	Not aware

Aware of MeL Access "Anywhere"

Aware 80%

Not Aware 20%
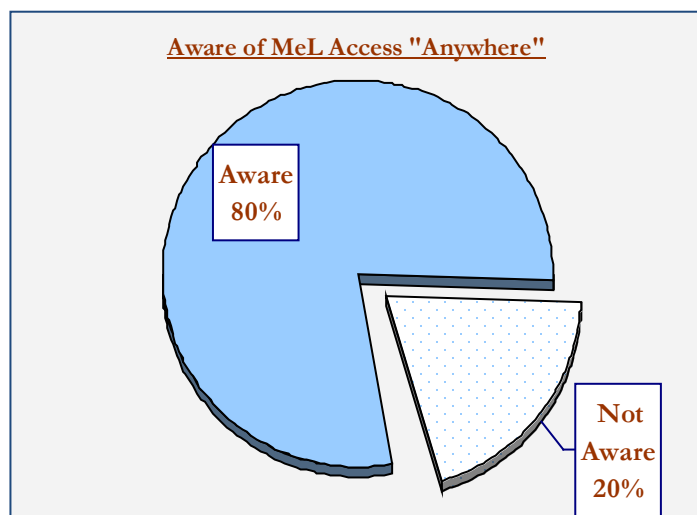
Perception of ongoing importance of libraries: most say "same" or "more important"

All respondents in the survey of the general public and the online survey of library staff were asked if local libraries are "more important," "less important" or of about "the same importance" as they have always been, given "the development and growth of computers and the Internet, including access from the home or office." (This question was not posed to library patrons, since as patrons, their perceptions are manifest). A narrow majority of the public said "about the same," while a 4-in-10 defied conventional wisdom by saying libraries will actually be more important. A solid majority of library staff said "more important":

Perceived Future Importance of Libraries

Less 7%

Same 51%

More 40%

Public N=600	Staff N=737	
40%	62%	More important
7%	6%	Less important
51%	32%	About the same
2%	--	Undecided

However, given the fairly low percentage
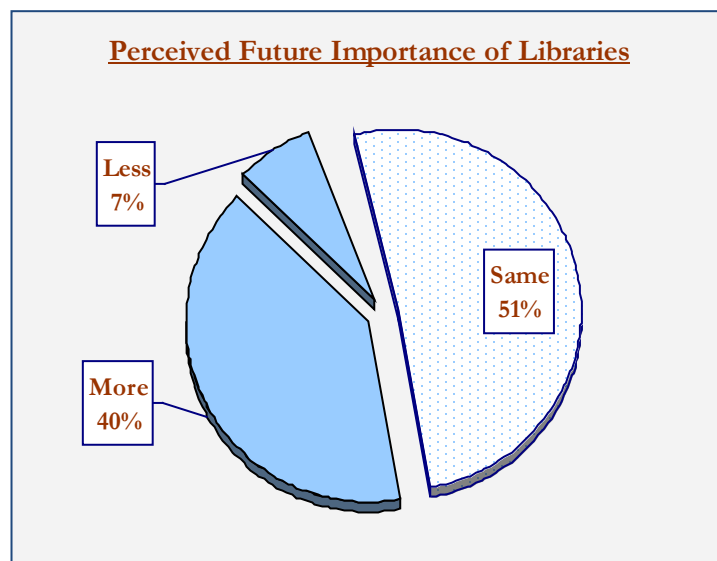
of "MeL user" respondents among the whole general public sample, this view of libraries having "greater importance" because of the growth of computers and the Internet has not yet translated into broad use of the MeL or its features.

In the following demographic groups, respondents to the public phone survey said libraries will be "more important" by the highest percentages (above 40 percent):

- 66 percent: aware of MeL access "from anywhere"
- 62 percent: racial/ethnic ID – African American
- 61 percent: accesses MeL through local library web site
  - connects to the Internet from library
  - rents or leases home
- 60 percent: accesses MeL through MeL.org
- 59 percent: future MeLCat use – certain
- 58 percent: source of library info – library staff
- 55 percent: incomes under $25,000
- 54 percent: incomes of $25,000 to $50,000
- 53 percent: uses library computers
- 51 percent: hours reading per day – 3 to 4
- 50 percent: hours reading per day – 5 or more
- 49 percent: future MeL use – certain
- 48 percent: women age 50 and over
- 47 percent: age 65 an over
  - hours on-line per day – 3 to 4
- 46 percent: household library use – respondent
  - source of library info – library website
- 45 percent: future library use – certain
  - age 56 to 64
  - age 50 and over
- 44 percent: Wayne/Oakland/Macomb counties
  - source of library info – newsletters
  - Internet connection – wireless laptop
  - area residence – 5 years or less
  - women without college
- 43 percent: all women
  - recent household library use
  - uses "closest" library
  - with no children in household
  - college educated women
- 42 percent: area residence – over 20 years
  - with high school or less education
  - men age 50 and over

Non-MeL users/those unaware of MeL
— nearly 8-in-10 would visit a library

Unless they had indicated that they were either aware of MeL services, reported being a user of MeL or both, the respondents in the phone survey of the general public were told:

General Public Q. 34
MeL stands for Michigan eLibrary and it is a program offered by the Library of Michigan to provide a variety of on-line information services that are available free of charge to any Michigan resident through the Library of Michigan, as well as through all types of libraries throughout the state. Some of these services include a collection of over 40 commercial online databases of research information, as well as other information such as full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. The on-line service also includes information to research genealogy as well as a complete collection of digitized materials focusing on Michigan history.
Another service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, and other information, which is available at participating Michigan libraries. This catalog can inform you what is available at which libraries. Books or resource information can be ordered, and then delivered to a nearby participating library.
Any Michigan resident can access MeL, the Michigan eLibrary, from anywhere, as long as you have Internet access and a driver's license, state ID or participating library card. N=556

These respondents from the general public were then asked if, in the future, they are "certain" or "likely" to visit a local library, or not "likely"/"certain" to do so. Nearly 8-in-10 said they are certain"/"likely" to visit a local library:

Public
N=556
- 48% Certain to visit library
- 29% Likely to visit library
- 15% Not likely to visit library
- 4% Certain to not visit library
- 4% Undecided/don't know

Respondents in the following key demographic groups said they are "certain" they will use libraries in the future by the highest percentages (above 48 percent):

- 65 percent: with children not yet in school
- 64 percent: with children in private schools
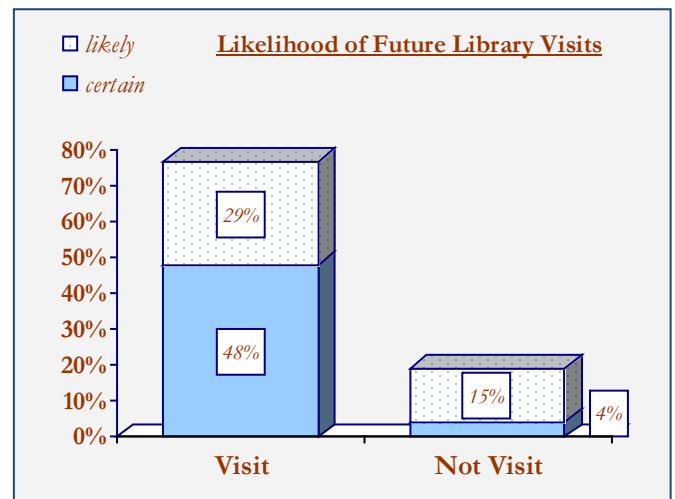
- 61 percent: age 30 to 35
  - women under age 50
- 59 percent: western Michigan
  - with children in household
  - area residence – 5 years or less
  - with post high school technical education
- 58 percent: with children in kindergarten through 5th grades
  - age 41 to 49
  - under age 50
  - hours reading per day – 3 to 4
- 57 percent: with children in public schools
  - with children in 9th to 12th grades
- 56 percent: incomes of $50,000 to $75,000
- 55 percent: with children in 6th to 8th grades
  - age 36 to 40
  - men under age 50
  - college educated women
- 54 percent: area residence – 6 to 10 years
  - age 18 to 29
- 53 percent: incomes of $75,000 to $100,000
- 52 percent: with children in pre-kindergarten
- 51 percent: outer Detroit metro
  - all women
  - incomes of $25,000 to $50,000
  - incomes over $100,000
  - hours on-line per day – 1 to 2

— wide disparity between general public and current patrons regarding future use of MeL

After having heard MeL described in the previous question, the general public respondents were then asked if, in the future, they would use MeL, and how certain they were about that intended action.

Q. 35. How about accessing on-line resources by using the Michigan eLibrary, called MeL? Putting aside whether or not you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan? N=556

Respondents in the on-line survey of patrons were asked a similar question:

Q 46. How about accessing online resources by using the Michigan eLibrary, called MeL? Putting aside whether you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan? N=2868

The chart below illustrates the disparity in responses regarding future intent to use the Michigan eLibrary, between members of the general public and current library patrons:

Patron   Public

N=2868	N=556	
67%	12%	Certain to use MeL website
24%	39%	Likely to use MeL website
6%	37%	Not likely to use MeL website
2%	10%	Certain to not use MeL website
1%	2%	Undecided/don't know
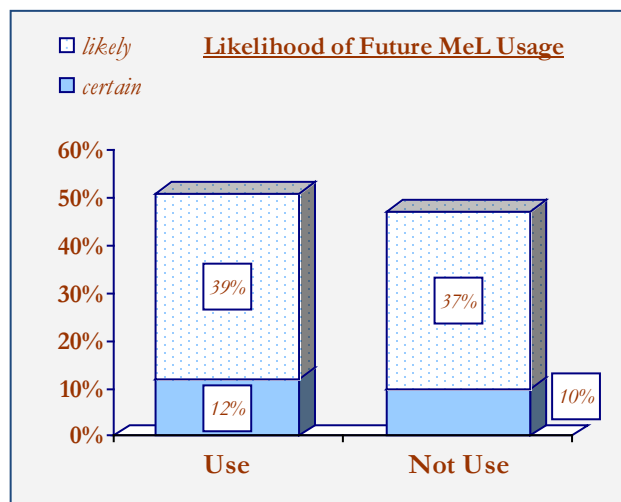
Respondents in the following key demographic groups said they are "certain/likely" to use the MeL database of services in the future by the highest percentages (above 51 percent):

- 86 percent: source of library info – library website
- 77 percent: connects to Internet at library
  - connects to Internet at cyber cafe
- 73 percent: with children in private school
- 69 percent: Internet connection – wireless laptop
  - with children in 6th through 8th grades
- 68 percent: source of library info – announcements
  - connects to Internet at work
- 67 percent: with children in 9th through 12th grades
  - hours on-line per day – 3 to 4
- 66 percent: household library use – multiple people
  - with children in pre-kindergarten
- 65 percent: with children not yet in school
- 64 percent: women under age 50
  - hours on-line per day – 5 or more
- 63 percent: with children in kindergarten through 5th grades
  - incomes over $100,000
- 62 percent: future library use – certain
  - with children in household
  - age 41 to 49
- 61 percent: under age 50
- 60 percent: source of library info – library staff
  - age 30 to 35

age 56 to 64

incomes of $75,000 to $100,000

- 59 percent: area residence – 11 to 20 years
- 58 percent: uses "closest" library

  with children in public school

  incomes of $50,000 to $75,000

  college educated women
- 57 percent: household library use – respondent
- 56 percent: Wayne/Oakland/Macomb counties

  future library use – likely

  connects to the Internet at home

  age 36 to 40

  college educated

  men under age 50

  college educated men
- 55 percent: area residence – 6 to 10 years

  with post high school technical education
- 54 percent: uses library other than "closest"
- 53 percent: hours reading per day – 1 to 2

  hours reading per day – 3 to 4
- 52 percent: all women

  owns-buying home

  age 50 to 55

  racial/ethnic ID – white

  racial/ethnic ID – African American

  incomes of $25,000 to $50,000

  hours on-line per day – 1 to 2

— intended future MeL use signals high likelihood of MeLCat use for both groups tested

Respondents from both the survey of the general public and the online survey of patrons who reported that they would be "certain/likely" to use the MeL website in the future were asked if they are "certain" or "likely" to "access the catalog called MeLCat.

General Public:

Q. 36. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a nearby participating library? Putting aside whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat? N=290

Patrons:

47. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a your participating library? Putting aside

whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat? N=2868

Note that, notwithstanding a high percentage of both groups tested reporting at least a

"Likelihood" of future MeLCat use, the certainty of the Patron groups about this intent is nearly three times stronger than that of the members of the general public.

Patron	Public	
N=2868	N=290	
73%	25%	Certain to use MeLCat
18%	62%	Likely to use MeLCat
6%	9%	Not likely to use MeLCat
2%	1%	Certain to not use MeLCat
1%	3%	Undecided/don't know
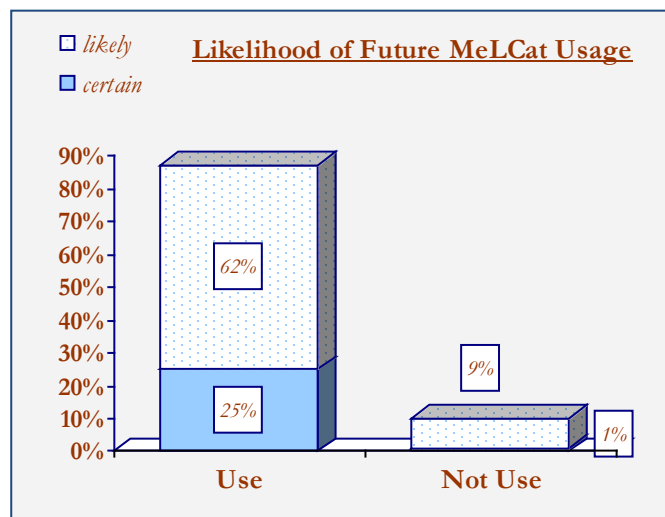
Household computer use
— close to 9-in-10 report one/more computers in home

Q. 37. How many working computers do you currently have at home – one, two, three or more, or, do you not have a working computer at all in your home? N=600

All respondents in the survey of the general public were asked how many working computers they have in their homes. Nearly 9-in-10 said they have at least one:

38%	One
27%	Two
22%	Three or more
13%	Does not have a working computer at home
--	Undecided

— nearly all able to connect to the Internet

*Q. 38A-E. Are you able to connect to the Internet, either at home, at work, at your local library, at a Cyber café, on a laptop computer or other portable device with a wireless connection, at some other location, or, would you say that you do you NOT connect to the Internet at any location? **[IF CONNECTS TO INTERNET, PROBE TO DETERMINE WHERE - CODE ALL RESPONSES MENTIONED FOR UP TO 5 RESPONSES OR WRITE-IN UNDER "OTHER" – PROBE WITH: "Are there any others?" UNTIL 5 RESPONSES MENTIONED OR UNPRODUCTIVE]** N=600*

Respondents in the survey of the general public were next asked if they are able to connect to the Internet in any of several locations presented to them. Just six percent reported having no Internet access:

N=600
45%	Yes, connects at home
21%	Yes, connects at work
10%	Yes, connects at a local library
7%	Yes, at a cyber café
11%	Yes, on a portable laptop computer with wireless connection
6%	No, does not have a connection to the Internet at any location
--	Undecided/Don't know

The following questions were asked among respondents who said they "connect at a local library," either exclusively or in addition to other locations. For purposes of the narrative concerning these questions, the respondents are called "library connectors".

— most connect from home/work rather than library

*Q. 40. Where do you connect to the Internet the **most** – [ROTATE] at the library, at home, at work or some other Internet connection source that's available to you? N=106*

"Library connector" respondents from the general public survey were asked where they connect to the Internet the most. Almost 3-in-4 said they connect to the Internet the most from home, nearly 2-in10 connecting from work:

N=106
74%	Home
19%	Work
5%	Library
1%	Internet café
1%	Undecided/Don't know

— vast majority find library Internet connection speed to be "adequate"

Q. 39. Would you say that the speed of the Internet connection at the library is adequate or not adequate? N=114

       "Library connector" respondents from the survey of the general public were asked if the speed of the Internet connection at the library is adequate; more than 8-in-10 of these respondents reported the speed to be "adequate":

      N=114
        84%   Adequate
         3%   Not adequate
        13%   Undecided/don't know

— vast majority of "Library connectors" connect to the Internet mostly from home

*Q. 40. Where do you connect to the Internet the **most** – [ROTATE] at the library, at home, at work or some other Internet connection source that's available to you? N=106*

      Among those respondents from the survey of the general public who indicated that they connect to the Internet from both a library and another source, the vast majority cited "home" as the place where they most often sign on.

      N=106
         5%   Library
        74%   Home
        19%   Work
         1%   Internet Cafe
        13%   Undecided/don't know

— library connection speed competitive with other sources

Q. 41. Is the Internet connection at your library faster or slower than the other Internet connection(s) available to you? N=105

      When "Library connector" respondents from the general public were asked if the Internet connection at the library was faster or slower than the other Internet connections available to them, a plurality noted that they were both of equal speed, with "other source" slightly nudging our libraries among those who cited one over the other.

      N=106
        19%   Library is faster
        26%   Other source is faster
        43%   Both of equal speed
        12%   Undecided/Don't know

— average daily Internet connection: over 3 hours

*Q. 42. How many hours per day do you spend online connected to the Internet? [**IF UNDECIDED/REFUSED, CODE '99'**] N=564*

All respondents from the survey of the general public who said they are able to connect to the Internet were asked how many hours per day they spend online connected to the Internet. The mean response was 3.035 hours, with nine percent being unable to offer a response.

— Vast majority of Internet users use search engines at least, "very frequently"

General public: Q. 43. N=527; Library Patrons: Q. 42. N=2868

When you access the Internet, how often do you use a search engine like Google or Yahoo to research or search for information – every time you are online, almost every time online, very frequently, somewhat frequently, seldom or never?

Respondents from both the survey of the general public and the online survey of library patrons were asked how often they use a search engine such as Google or Yahoo to research or search for information. As illustrated by the chart below, better than 9-out-of-10 library patrons use search engines at least "very frequently" and nearly three quarters of Internet users in the general public so at the same level.

Patron N=2868	Public N=527	
29%	23%	Every time online
38%	28%	Almost every time online
25%	23%	Very frequently
6%	14%	Somewhat frequently
1%	8%	Seldom
0%	4%	Never
1%	0%	Undecided/Refused

— majority of Internet users in the general public use "another" search engine if necessary

*Q. 44. When you are not able to find what you are looking for with the Internet search engine you **most** often use, which of the following do you usually do to continue to look further for the information? [**READ 1 TO 7 BELOW**] N=503*

In a question measuring the extent to which other sources of information – particularly libraries – are turned to when familiar search engines fail to turn up the desired result, respondents from the survey of the general public who said they use search engines at least "seldom" were presented seven alternative sources and asked which of them they usually turn to.

As can be seen, the majority said they use a different online search engine, followed by seeking a friend or relative, with libraries being selected by twelve percent.

        N=503
            56%   Go online and use a different search engine
            20%   Ask a friend or relative
            12%   Visit or call the library or go to their web site to look for a book,
                        magazine or article on the subject
             1%   Other sources online (less than one percent)
             6%   Or, not look any further for the information
             5%   Undecided/don't know

—most "library" users actually visit facility

*Q. 45. Which do you do **most** often? [READ AND ROTATE 1 TO 3] N=61*

For those respondents in the survey of the general public who reported that they would "visit or call the library or go to their web site" most said they would make a personal visit to the library.

        N=61
            70%   Visit the library
            20%   Go to the library web site
             8%   Call the library
             2%   Undecided/don't know

— slim margin of public perceive research databases as more accurate/reliable than search engines; solid majority of patrons share the same view

General Public Q. 46. N=527; Library Patrons Q. 43. N=2868

Thinking about the relative reliability and accuracy of sources available through on-line search engines such as Google, Yahoo and Bing compared to research articles that must be purchased from subscription databases, which source of information would you say is more accurate and reliable – [ROTATE] Sources found through search engine inquiries, or database sources purchased through subscriptions? [IF RESPONDENT SAYS ONE IS MORE ACCURATE AND RELIABILE FOLLOW-UP BY ASKING: 'Would that be much or somewhat more accurate and reliable?' AND CODE BEST RESPONSE]

All respondents from the survey of the general public and the survey of library patrons who said they are able to connect to the Internet were asked, about the relative reliability and accuracy of sources available through on-line search engines versus research articles from purchased databases. Respondents from the general public were pretty evenly split on this question, with slightly more citing "research based database sources than Internet sources. By contrast, however, library

patron respondents were solidly of the opinion that research articles from purchased database sources are more accurate:

Patron N=2868	Public N=527	
3%	17%	Internet sources much more accurate and reliable
4%	14%	Internet sources somewhat more accurate and reliable
7%	**31%**	**Total INTERNET MORE RELIABLE**
22%	17%	Research based database sources somewhat more accurate and reliable
42%	16%	Research based database sources much more accurate and reliable
64%	**33%**	**Total RESEARCH MORE RELIABLE**
20%	11%	Both are equally accurate and reliable *(volunteered)*
1%	2%	Neither are accurate and reliable *(volunteered)*
8%	23%	Undecided/don't know

—More time spent on the Internet than in reading "hard copy"

Q. 47. How many hours per day do you spend reading hardcopy books, magazines or newspapers? [IF UNDECIDED/REFUSED, CODE '99'] N=600

All respondents in the survey of the general public were asked how many hours per day they spend "reading hardcopy books, magazines or newspapers." The mean response was 1.585 hours with two percent not offering a response. This compares to 3.035 hours reported as being spent connected to the Internet in Q.42.

—Top source of library events/services information: local area newspapers

*Q. 48. Where would you say you get **most** of your information about the events and services available at your local public library? [DO NOT READ – CODE BEST RESPONSE OR WRITE IN UNDER OTHER] N=600*

All public respondents were asked to identify the source of most of their information about the events and services available at their local public library. The leading response was "local area newspaper":

N=600
27%	Local area newspapers
19%	Library newsletters
17%	Brochures or announcements while in the library
7%	Library staff members
5%	TV news programs
4%	Library website
4%	Someone outside the library
7%	Other
10%	Undecided/don't know

The main report shows responses of library patrons and library staff throughout where the questions were identical or very similar. The summary of the online survey of library patrons which follows, and the summary of library staff which will appear later, focuses on those questions unique to each online survey. The online patron survey had the participation of 2,868 library patrons from throughout Michigan.

—Nearly 9-in-10 library patrons say the library they visit is a public library

02. Is the library you named above (in Q. 1) [one of the answer options]. . . N=2823

An 86 percent majority said the library they most often use is a public library, with the other responses listed below:

N=2823

86%	A public library
5%	A K-12 school library
7%	A College or university library
1%	State or Government library
1%	Other

—MeLCat most used service provided by MeL

Q. 14A-G. Which of the following specific services have you used that are provided by MeL? **[CODE ALL THAT APPLY]** *N=2010*

N=2010

23%	Database subscriptions purchased by the Library of Michigan and provided free to the public
36%	MeLCat, the shared statewide library catalog
4%	MORE, the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
9%	Michigana, a collection of digitized materials focusing on Michigan history
13%	Links to the Internet and MeL resources by topic (MeL Gateways)
14%	Full Text Magazines and Newspapers search button on the MeL home page
1%	Other/Undecided/Refused

—More than 7-in-10 library patrons access MeL from their home computers

Q. 16. How do you access MeL databases most often? From computers available at the library, at your home computer, or a computer at work? N=2010

71%	Home computers
19%	Computers available at the library
9%	Office computers
1%	Don't use MeL databases

—Less than 1-in-10 library patrons said driver's license requirement a concern

Q. 18. Does the requirement to enter your driver's license number or library card number to access MeL databases outside the library influence you to NOT TRY to access MeL databases, or, is having to enter that information not really a concern? N=2010

N=2010	
8%	Yes, it influences me to NOT try to access MeL databases
92%	No, it is not a concern

—Privacy top reason to NOT use driver's license/library card number

Q. 19. Why do you not want to enter a driver's license or library card number? N=161

 This open-ended question was asked among the 8 percent of library patrons who reported that they were influenced NOT to use MeL databases because of the need to enter a driver's license or library card number. A random selection of 400 records produced the following distribution of responses:

45%	Privacy concerns		10%	Tracking
25%	ID Theft		5%	Hassle
15%	Time Consuming			

—Doing research or homework top reason for using MeL databases

Library patrons were asked, *Q. 20A-F. For which of the following reasons do you use the MeL databases? [CODE ALL THAT APPLY] N=2010*
The responses were:

N=2010
39%	Doing research or homework
16%	Doing genealogy research
15%	Getting consumer health information
10%	Doing business research
6%	Getting legal information
6%	Inter-Library loans
3%	Personal interest
2%	Taking vocational tests
1%	Movies – DVD
1%	Other/Undecided/Refused
1%	Teaching – Education resources

—Majority able to find what they look for all or nearly all the time using MeL

Library patrons were asked, *Q. 21. How often are you able to find what you are looking for when using MeL databases? N=2010*
The responses were:

N=2010
9%	All of the time
48%	Nearly all of the time
57%	**Total All/Nearly all the time**
30%	Most of the time
8%	Some of the time
1%	Seldom
---	Never
2%	Undecided/Refused

—More than 8-in-10 aware of MeLCat, the online catalog of library materials

Respondents were told, *Q. 22. Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, audio recordings, and other information, which is available from participating Michigan libraries. This catalog can inform you what is available at other libraries. You can order books or other resources, and have them delivered to your own participating library. Again, before you read the description of MeLCat, were you aware or not aware of this online catalog? N=2868*
The responses were:

84%	Aware
15%	Not Aware
1%	Undecided/Refused

—MeLCat used at least "some" by more than 8-in-10

Library patrons who are aware of MeLCat were asked: *Q. 23. How often do you use the MeLCat, the shared statewide library catalog? N=2419* The responses were:

N=2419
56%	A lot
27%	Some
10%	Only a little
7%	Not at all

—Reading for recreational purposes top reason for using MeLCat the most

Library patrons were asked: *Q. 27. For which of the following reasons do you use MeLCat the most? N=2231*

N=2231
62%	Reading for recreational purposes
9%	Genealogy research
9%	Homework
6%	Business research
6%	Homeschool support
1%	Employment, as an employer or job seeker
1%	Teaching support
1%	Personal research
1%	Videos – Movies
1%	Academic research
1%	Music
1%	Locate – Request materials
1%	Self Help – Technical

—Nearly 3-in-4 patrons able to find what they look for all/nearly all the time

Library patrons were asked, *Q. 28. How often are you able to find what you are looking for when using MeLCat? N=2253*
The responses were:

N=2253
13%	All of the time
60%	Nearly all of the time
73%	**Total All/Nearly all the time**
21%	Most of the time
5%	Some of the time
---	Seldom/Never
1%	Undecided/Refused

—Patrons receive what they request all/nearly all the time

Patrons were asked, *Q. 29. How often do you receive what you request by using MeLCat? N=2253* The responses were:

N=2253
42%	All of the time
40%	Nearly all of the time
62%	**Total All/Nearly all the time**
11%	Most of the time
3%	Some of the time
1%	Seldom
1%	Never
2%	Undecided/Refused

— "Unavailable" top reason for patron NOT getting what was requested

Patrons were asked, *Q. 30. What was the main reason why you did not get what you requested? N=181* Responses were:

N=181
18%	Unavailable		2%	Still Waiting to See
16%	Not Requestable		2%	Too Rare – Old – Fragile
12%	Library Listed Wouldn't Share It		1%	I Just Go Get It
11%	Lost – Missing		1%	Not Listed on MeLCat
9%	Checked Out		1%	Request Disappeared
6%	Too New to Loan		1%	System Glitch
3%	Didn't Want to Wait For It		1%	Tape vs. CD
3%	Had a Hold On It		1%	Went to Wrong Library
2%	I Made a Mistake		1%	Other
			9%	Undecided/Refused

—Nearly 8-in-10 able to track status of requests

Patrons were then asked, *Q. 31. Are you able to track the status of your requests online through MyMeL or through your library account? N=2253*

N=2253
77%	Yes, able to track requests
18%	No, not able to track requests online
5%	Undecided/Refused

—Two-thirds prefer to track their request through their library account.

Respondents were asked, *Q. 32. Do you use MyMeL or your library account? N=1730*

N=1730
33%	MyMeL

67% | Library account

—Patrons think they should receive the materials requested in 7 to 8 days

Respondents were asked, *Q. 33. How quickly do you think you should be able to receive the materials you requested? N=2253*
Forty four percent of the respondents did not offer a specific answer. Among those who did, the following was the result:

MEAN: 7.561 DAYS

—Before MeLCat system, patrons used traditional interlibrary loan service a lot or some less than half the time

Respondents were asked, *Q. 34. Before MeLCat was available, how often did you use traditional interlibrary loan services? N=2253.* The responses were:

N=2253
19% | A lot
26% | Some
26% | Only a little
27% | Not at all
 1% | Undecided/Refused

Before MeLCat was available for use, a 53 percent majority of patrons reported little use of the traditional interlibrary loan services that were available. "Only a little" was cited by 26 percent and "not at all" at 27 percent.

–Just under half say their library provides training for MeL, MeLCat or both

Respondents were asked, *Q. 35. Does the library you use provide training in the use of MeL databases, MeLCat, both or neither? N=2253* The responses were:

N=2253
 7% | Provides training in the use of MeL databases
12% | Provides training in the use of MeLCat
29% | Provides training in both
48% | **Total training**
27% | Provides training in neither
25% | Undecided/Refused

—Less than 3-in-10 Patrons think they were adequately trained in use of MeL/MeLCat

Q. 36. If you have received training in the use of MeL databases/and or MeLCat, would you say you have been completely trained, mostly trained, only adequately trained, inadequately trained, or poorly trained? N=2253

N=2253
7%	Completely trained
15%	Mostly trained
6%	Only adequately trained
28%	**Total adequately trained**
1%	Inadequately trained
---	Poorly trained
9%	Not trained
45%	Self trained (**VOLUNTEERED**)
17%	Undecided/Refused

—More than 4-in-10 patrons identify MeL logo/link on their library website

37A-D. Does your library advertise and encourage the use of MeL databases and/or MeLCat at your library with any of the following methods? [CODE ALL THAT APPLY] N=2126
]
N=2126
42%	A logo or link on the library website
17%	Promotional flyers and posters
35%	Information from library staff
3%	None
3%	Other/Undecided/Refused

—MeL & MeLCat influences 9-in-10 patrons to be more likely to use library

Q. 38. Has having access to MeL databases and/or MeLCat influenced you to be more satisfied and more likely to use your library, less satisfied and less likely to use your library, or, has access to these two programs not really influenced you one way or the other? N=2253

N=2253
88%	More satisfied and more likely to use library
---	Less satisfied and less likely to use library
11%	No influence
1%	Undecided/Refused

—Less than 1-in-10 patrons use MORE

Q. 39. Do you use Michigan Online Resources for Educators (MORE), a curriculum-based collection in MeL? N=2868

N=2868

8%	Yes
91%	No
1%	Undecided/Refused

—Nearly 2-in-10 patrons uses Michigana

Q. 40. Do you use with Michigana, the digital history collections in MeL? N=2868

N=2868

17%	Yes
82%	No
1%	Undecided/Refused

—State of Michigan thought to be top source of MeL and MeLCat funding

Q. 41. Based on your understanding, how are MeL and its components, such as MeLCat, funded? N=399

N=399

38%	State of Michigan	1%	Department of Education
22%	Taxes	1%	Federal Government
6%	Combination of State & Federal Funds	1%	Individual Libraries
6%	Library of Michigan	1%	Local Funds
5%	Grants	1%	LSTA
1%	Consortium Fees	17%	Undecided/Refused

—Patrons prefer getting info about MeL from Library website and newsletters

Q. 44A-J. Where would you like to get information about MeL and the events and services available at your public library? **[CODE ALL THAT APPLY]** *N=386*

N=386
23%	Library website
17%	Library newsletters
15%	Brochures or announcements while in the library
15%	Library staff members
8%	Newspapers
7%	School district newsletters
4%	Radio news programs
4%	TV News programs
3%	Cable TV programs
2%	Word of Mouth
1%	Email
1%	Other/Undecided/Refused

As with the summary of the patron survey, the summary of the online survey of library staff which follows focuses on questions unique to the online staff survey, which had the participation of 737 library staffers from throughout Michigan.

—Nearly two-thirds of librarians work in a public library

Library staff respondents were asked, *Q. 02. Is the library where you work. . .. . .?" N=735*

N=735
65%	A public library
12%	A K-12 school library, or media center
22%	An academic library at a college or university
1%	School – Public Combined

—MeLCat used by more than 6-in-10 library patrons

Library staff were asked, *Q. 04. Based on your records or observations, which one of the following services provided by the Michigan eLibrary (MeL) have the greatest number of your library patrons used over the past year or two? N=733*
The responses were:

N=733
36%	Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
61%	MeLCat, the shared statewide library catalog
--	MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
--	Michigana, a digitized collection of materials focusing on Michigan history
2%	Links to the Internet and MeL resources by topic (MeL Gateways)
1%	Undecided/Refused

—Library Staff say database subscriptions second choice of patrons

Q. 05. Which of the services listed is the second most used service by your library patrons? N=720

N=720	
48%	Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
25%	MeLCat, the shared statewide library catalog
5%	MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
2%	Michigana, a digitized collection of materials focusing on Michigan history
18%	Links to the Internet and MeL resources by topic (MeL Gateways)
1%	None
1%	Undecided/Refused

—Nearly 9-in-10 Library staff say their patrons use MeL

Q. 06. How much would you say your library patrons use the MeL databases? N=737

N=737	
44%	A lot
43%	Some
11%	Only a little
1%	Not at all
1%	Undecided/Refused

—Library staff nearly unanimous in their positive rating of MeL

Q. 07. Overall, how would you rate the quality of information in the MeL databases that you offer to your library patrons? Would you give the MeL databases a positive rating of excellent or pretty good, or a negative rating of only fair or poor? N=737

N=737	
61%	Excellent
36%	Pretty good
97%	*TOTAL POSITIVE*
2%	*TOTAL NEGATIVE*
2%	Only fair
---	Poor
1%	Undecided/Refused

—Useful, quality info top reason for a positive rating

Q. 08. What is the main reason why you offered a positive rating for the MeL database? [THEN GO TO Q.09] N=400

N=400

32%	Useful, Quality Information	2%	Free
19%	Variety – Diversity of Information	2%	I Use it Often
13%	Easy To Use	2%	Positive – In General
11%	Increased Access to Information	1%	NONE
4%	Patrons Love It	1%	Saves Time
4%	Students Use It	1%	Supplement Curriculum
3%	Cost Savings	2%	Other
3%	Full Text Available		

— "Patrons dislike" top reason for negative rating

Q. 09. What is the main reason why you offered a negative rating for the MeL database? N= 9

N=9

23%	Patrons Dislike It	11%	InfoTrac is Poor
11%	Confusing – Difficult to Use	11%	MeLCat Used More
11%	Databases Lacking Compared to Others	11%	Not Much Full Text Available
11%	Few Databases Ever Used	11%	Undecided/Refused

—Less than half go to Full Text Magazines and Newspapers "a lot" or "some" to access

MeL databases

Q. 10 How often do you or your patrons go to the MeL databases through the Full Text Magazines and Newspapers search button on the MeL home page? N=737

N=737

12%	A lot
34%	Some
35%	Only a little
17%	Not at all
2%	Undecided/Refused

—Majority of Library staff buys other databases to compliment MeL

Q. 11 Do you purchase other databases to complement MeL database offerings? N=737

N=737

57%	Yes
39%	No
4%	Undecided/Refused

—Other databases that Library staff buy to compliment MeL

Q. 12 What are the one, two or three most important databases, or most used databases, that you have purchased to complement MeL database offerings?

Suggested Databases	# of Times Mentioned
ABC-CLIO	2
ABI Inform	9
Academic Search Complete	4
AcademicOneFile	1
Access Science	1
Access World News	1
ACM Digital Library	1
African American Experience	2
All Data Car Repair	13
American History and Life	1
Ancestry	35
Art Abstracts	1
ArtStor	2
ATLA	6
ATLAS	1
Avery (LTU)	1
Biography Resource Center	6
BioOne	1
Books in Print	2
Brainfuse	1
Business Source Complete	1
Business Source Premier	1
CBT Nuggets	1
Chem Abstracts	1
Chiltons	8
CINAHL	17
Cochrane Library	1
Columbia Gazetter	1
Consumer Reports	5
Country Watch	1
CQ Researcher	8
CSA	2
Culture Grams	6
Daily Life in America	2
Daily Life Thorough History	1
Dear reader	2
Dentistry and Oral Sciences	1
Destination Overdrive	1
Detroit News and Information Center	1
Discovering Collection	1
Discovery Streaming	1

ebooks	1
EBSCO databases MeL doesn't have	12
EconLit	1
Education Abstracts and Ed. Retrospective	1
Education Research Complete	1
eLibrary (HS edition)	1
elsevier	1
Encyclopaedia Britannica Online	4
Engineering Index	1
Engineering Village	1
ERIC	1
Ethnic NewsWatch	1
Facts Cite	1
Facts on File	5
Ferguson's Career Guidance	3
FirstSearch	1
Footnote	1
Foundation Center Online Databases	1
Gale Databases	52
Grolier	5
HelpNow	1
Heritage Quest	4
Historical Midland Newspapers	1
Historical Zeeland Record	1
Home Improvement Reference Center	1
Hoovers	2
IEEE Digital Library	1
ISI Web of Knowledge	1
Issues and Controversies	2
JSTOR	16
Latino American Experience	1
Learn-a-test	1
Legal Forms	2
Lexis Nexis	7
Lit Finder	1
Literature Criticism Online	1
Literature Research Center	6
Live Homework Help	1
MANGO language learning	4
MD Consult	1
Mergent Online	4
MINTEL	1
Mitchell's	2
MLA (Modern Language Association) Bibliography	4
Morningstar	7
NAXOS	1

NetLibrary	2
New England Genealogy Database	1
New York Times Archives	2
Newsbank	3
Newspaper Archives	1
NoveList Plus	8
OCLC FirstSearch	2
Old/New Testament Abstracts	1
Open J-Gate	1
Other local newspapers	2
Overdrive Digital Downloads	2
Ovid	1
Oxford African American Studies Center	1
Oxford Art Online	1
Oxford Language Dictionaries	1
Oxford Music Online	1
Pebble Go	1
Points of View	1
Pop Culture	1
Pop Culture Universe	1
project Muse	2
ProQuest (selected databases)	31
PsychArticles	1
PsychInfo	7
Psychology Abstracts	1
Reference USA	26
RILM	3
Rosetta Stone (in house)	1
Sage Fulltext Databases	1
Saginaw News 1998 +	1
Sanborn Fire Insurance Maps	3
Scholastic Bookflix	1
Science Direct	2
Scopus	1
SIRS	1
SIRS Researcher	3
Small engine repair	1
Sociological Abstracts	1
Standard & Poors NetAdvantage	1
StatREf	1
Testing and Education Resource	1
Thomas Register	1
Times Herald through Proquest	1
Tumblebooks	3
tutor.com	2
Ulrich's Periodicals Database	1

Value Line	9
Web of Knowledge	2
Web of Science	3
Westlaw	2
Wiley	1
World Book	11
World Cat	1

—6-in-10 Library staff say MeL databases save their library money

Q. 13 If your job at the library puts you in a position to know, does having access to MeL databases save your library money in your yearly budget? N=737

N=737
60%	Yes
3%	No
35%	Not Knowledgeable
2%	Undecided/Refused

—MeL databases saves libraries average of $62K each year

Q. 14 How much do you estimate having access to MeL databases may save your library annually?   N=223

Seventy percent of the respondents did not or could not answer this question. Among the 223 respondents who expressed an opinion, the following represents the mean dollar amount.

MEAN: $62,042.61

—Staff says 9-in-10 use library computers for Internet connection

Q.15 What would you say most of your library patrons use your on-site library computers for, connecting to the Internet, word processing, using the catalog, or for some other purpose? N=732

N=732	
89%	Connecting to the Internet
3%	Word processing
4%	Using the catalog
3%	All of the Above
1%	Database

—Staff says more than 4-in-10 patrons aware of MeL

Q. 16 What percentage of your library patrons would you say are aware of MeL databases? N=656

Eleven percent of the respondents did not or could not answer this question. Among the 656 respondents who expressed an opinion, the following represents the mean percentage.

MEAN: 42.60%

—Staff says more than 1-in-3 uses MeL databases

Q. 17 What percentage of your library patrons would you say actually use MeL databases? N=640

Thirteen percent of the respondents did not or could not answer this question. Among the 640 respondents who expressed an opinion, the following represents the mean dollar amount.

MEAN: 34.67%

—Majority of staff participated in MeL training at Lib of Michigan

Q. 18 Have you ever participated in MeL database training classes offered by the Library of Michigan through the Michigan Library Consortium? N=737

The responses were:

N=737
55%	Yes
44%	No
1%	Undecided/Refused

—Other sources of training for staff

Q. 19 Where, or where else, did you receive your training in the use of MeL databases? N=403

N=403
45%	Michigan Library Consortium regional training
26%	Michigan Library Consortium in Lansing
10%	Self trained
10%	On-site at Library
5%	Co - op
2%	Conferences
2%	Have not received training

—Less than half of library staff says they have been completely or mostly trained in the use

of MeL

Q. 20 How would you describe the training that you have received in the use of MeL databases? Would you say you have been…   N=728

N=728
9%	Completely trained
37%	Mostly trained
8%	Only adequately trained
1%	Inadequately trained
--	Poorly trained
--	Not trained at all
45%	Undecided/Refused

— **"Closer – local training," "more time to practice," and "refresher classes" top things mentioned that are needed to improve training**

Q. 21 A-B What are the one or two things that you think could be done to improve the training provided in the use of MeL? N=125

N=125

14%	Closer - Local	2%	Comprehensive MeL Manual
14%	More Time to Practice in Classes	2%	Faster Web Connections
12%	Ongoing – Refresher Classes	2%	Cover More General Information
10%	Offer Classes Online	2%	Quick Reference Cheat Sheets
8%	More 'Real World' Examples Given	1%	Free Workshops at Computer Labs
6%	Advanced/Specialized Information	1%	Help – 'How To' Button on MeL
6%	Too Much Covered at Once	1%	Lower the Cost of Classes
4%	More Advertisement of Classes	1%	More Quality Databases
4%	More Frequent Classes	1%	Reduce the Number of Databases
3%	Slower Pace in Class	1%	Simple Patron MeL Handbook
3%	None	4%	Undecided/Refused
2%	Better Teachers - Trainers		

—**Majority of staff says they DO NOT do not offer training to patrons in the use of MeL**

Q. 22 Do you offer training classes to your library patrons in the use of MeL databases? N=737

N=737

41%	Yes
56%	No
3%	Undecided/Refused

— **"Staffing" and "lack of demand" top reasons for lack of training**

Q. 23 A-B What are the one or two main reasons why you have NOT been able to offer training classes in the use of MeL databases? N=288

N=288

22%	Staffing	6%	Lack Adequate Facilities
14%	No Patron Demand	4%	Need Staff Training First
13%	Time	3%	Administrative Decision
10%	Lack of Computers	2%	Never Tried It
8%	Handle One on One Requests	1%	We Will Soon
7%	Teach Other Databases	2%	Other
6%	Costs	2%	Undecided/Refused

—Unusual results regarding training to access MeL databases from home

Q. 24 Does the training in the use of MeL databases include how to access the databases from home? N=304

```
N=304
  ---   Yes
  ---   No
 100%   Undecided/Refused
```

       That 304 library staff respondents would not know whether or not the training offered to their library patrons includes accessing MeL databases from home is unrealistic. A review of the data file for this question forwarded by the provider of the on-line survey service reveals a blank field. However, the coding logic entered by EPIC ▪ MRA for the skip pattern beginning at question 22 checks out as being accurate. Accordingly, either all 304 respondents opted not to enter any answer to this question or, more likely, there is an internal programming anomaly in the service provider's code for this particular question, since all other skip routines in the survey operated properly. In any event, the response to this question is clearly an aberration.

—Staff says more library patrons access MeL from library computers

Q. 25 Do you think that more of your library patrons access MeL databases from computers available at the library, at their home computer, a computer at work, or somewhere else? N=726

```
N=726
  50%   Computers available at the library
  41%   Home computers
   1%   Office (work) computers
   5%   All of the Above
   3%   Undecided/Refused
```

       The opinion of library staff suggesting that more library patrons access MeL from library computers is contradicted by the responses of patrons and those members of the public who access MeL. They say access is mostly from home.

—Overwhelming majority of staff say they encourage the use of MeL databases at their library

Q. 26 Do you market and encourage the use of MeL databases at your library? N=737

```
N=737
  85%   Yes
  13%   No
```

2% Undecided/Refused

—Highest percentage of staff say they market MeL only to patrons

Q. 27 Do you market and encourage the use of MeL databases just to your library patrons, or, do you market the availability and use of the MeL databases to the public as a way of encouraging the use of library services? N=625

N=625
46% Only library patrons
11% General public
41% Both
 1% Neither
 1% Undecided/Refused

— "Word of mouth," "newsletters," and "website link" top specific methods of marketing

MeL databases

Q. 28 Specifically, how do you market to the general public? N=491

N=491

18%	Word of Mouth	10%	One on One
16%	Newsletter	4%	Displays – Posters
14%	Website Link	3%	Bookmarks
13%	Newspaper	1%	Blogs
12%	Flyer – Brochures	1%	Undecided/Refused
10%	Class Instruction		

— "One on One" service and "website links" top reasons for encouraging MeL database

use

Q. 29 A-B What are the one or two main methods of marketing that you use to encourage the use of MeL databases? N=288

N=288

23%	One on one	5%	Newsletter
15%	Website link	4%	Bookmarks
13%	Class instruction	4%	Reference desk
12%	Flyers and brochures	3%	Newspaper
12%	Word of mouth	1%	Blog
5%	Displays/posters	1%	Undecided/Don't know

—Two-thirds say they brand MeL with MeL on library web site

Q. 30 Do you brand the MeL databases by placing the MeL logo or a text link on the library web site? N=737

N=737
67%	Yes
29%	No
4%	Undecided/Refused

—Two-thirds also say web sites direct people to use MeL at MeL.org

Q. 31 Do you or does your Web site direct people with or without library cards to use MeL databases at MeL.org? N=737

N=737
67%	Yes
27%	No
6%	Undecided/Refused

—Two-thirds also say web sites direct people to use MeL at MeL.org

Among those who say they don't direct people to MeL.org, *Q. 32 What is the main reason why you have not directed them to MeL.org? N=80*

N=80

21%	Direct Link is There Already	3%	No Patron Interest
11%	Want Patrons to Use Our Databases First	3%	NONE
10%	We Have No Completed Website	3%	Patron Already Aware of It
9%	Not My Job	1%	Encourage MeL, But Not Databases
8%	Don't Think of It	1%	Prison Library
6%	Academic Library	1%	Private Research Library
5%	It's Only for Cardholders	15%	Undecided/Refused
3%	Just Do It For Them		

—8-in-10 say they participate in MeLCat

Q. 33 Does your library participate in MeLCat? N=737

N=737
81%	Yes
18%	No
1%	Undecided/Refused

—Greater access through sharing top reason to participate

Q. 34 What is the main reason why your library decided to participate in MeLCat? N=288

N=288
70%	Greater Access Through Sharing	1%	Convenience
7%	Cost Savings	1%	Easy to Use
6%	Better Customer Service	1%	Fast Delivery
4%	It's a Great Service	1%	Other
2%	Co-op Decision	5%	Undecided/Refused
2%	Patron Demand		

— "Cost" top reason to NOT participate

Q. 35 What is the main reason why your library decided NOT to participate in MeLCat? N=74

N=74
22%	Cost of It	1%	No Interest
18%	We Are a School	1%	Not Familiar With It
14%	Starting it Soon	1%	Prison Library
10%	Staffing Concerns	1%	Staff Use Only
5%	Small Library	1%	Time
4%	Don't Loan Out – Only Request In	1%	We Use Other Library
4%	Updating Our System	16%	Undecided/Refused
1%	MILE Was Better		

—Nearly two-thirds of staff say their patrons use MeLCat "a lot"

Q. 36 How much would you say your library patrons use MeLCat, the statewide shared catalog? N=603

N=603
66%	A lot
26%	Some
6%	Only a little
1%	Not at all
1%	Undecided/Refused

—Staff says a majority aware of MeLCat

Q. 37 What percentage of your library patrons would you say are aware of MeLCat? N=597

Fourteen percent of the respondents did not or could not answer this question. Among the 512 respondents who expressed an opinion, the following represents the mean percentage.

MEAN: 54.46%

—Staff says nearly 4-in-10 actually use MeLCat

Q. 38 What percentage of your library patrons would you say actually use MeLCat? N=597

Sixteen percent of the respondents did not or could not answer this question. Among the 502 respondents who expressed an opinion, the following represents the mean percentage.

MEAN: 39.93%

—Narrow majority says they reassessed staffing needs and/or workflow since deciding to participate in MeLCat

Q. 42 *If your current job at the library puts you in a position to know, have you had to reassess staffing needs and/or workflow since your library decided to participate in MeLCat? N=597*

N=597
4%	Yes, staff needs
13%	Yes, workflow
36%	Yes, both
11%	No, neither
34%	Not Knowledgeable
2%	Undecided/Refused

—9-in-10 say they are able to fill requests for info through MeLCat

Q. 43 *Have you been able to fill most of the incoming requests for materials that have come through MeLCat? N=597*

N=597
91%	Yes
3%	No
6%	Undecided/Refused

— "Materials already checked out" and "don't loan" top reasons for not filling most of MeLCat requests

Q. 44 *What is the main reason why you have NOT been able to fill most of the requests for materials through MeLCat? N=10*

N=10
20%	Materials Already Checked Out	10%	MeL is Too Slow
20%	Don't Loan, Request Only	10%	Staffing
20%	Starting Soon	10%	Updating Our System
10%	Don't Send Textbooks		

—Staff nearly unanimous in thinking patrons like MeLCat

Q. 45 Overall, do you think your library patrons like or dislike MeLCat? N=597

N=597	
83%	Strongly like
15%	Somewhat like
98%	**TOTAL LIKE**
---	**TOTAL DISLIKE**
---	Somewhat/Strongly dislike
2%	Undecided/Refused

— "Increased access to materials" top reason to like MeLCat

Q. 46 What is the main reason why you think your library patrons like MeLCat? N=298

N=298			
72%	Increased Access to Materials	2%	Free
8%	Fast Delivery	2%	High Usage Rates
7%	Easy to Use	2%	Self Serve
3%	Heard Positive Patron Comments	1%	Other
2%	Convenient	1%	Undecided/Refused

—Only 15% say collection practices/funding changed because of MeLCat

Q. 48 If your current job at the library puts you in a position to know, have you changed your collection practices and/or funding efforts since deciding to participate in MeLCat? N=597

N=597	
15%	Yes
36%	No
48%	Not Knowledgeable
1%	Undecided/Refused

— "Consulting MeLCat before buying" top change

Q. 49 How have you changed your collection practices and/or funding efforts since joining MeLCat? N=250

N=250

21%	Consult MeLCat Before Buying	2%	Buying Less Overall
9%	We Can Afford Other Materials Now	2%	Collecting More Fees
7%	We Don't Fill Series Gaps	2%	Dropped Some Subscriptions
6%	Assigned More Staff To It	2%	Fewer Audio Books
6%	Buy More AV Materials	2%	Fewer WorldCat Loans
6%	Buy More Broad Appeal Materials	2%	Funding Was Cut – Don't Buy Anything
6%	Buy More For Targeted Groups	2%	Librarians Now Decide on Purchases
6%	Don't Buy Older Materials	2%	Multiple Ways – In General
4%	Buy More Databases	2%	Pay for Delivery
4%	Buy More Popular Materials	2%	Withdrawal Decision-making
2%	Added Barcodes	4%	Undecided/Refused
2%	Buying Less Fiction		

—1-in-5 say they have had problems with loaning AV materials

Q. 50 Have you had any problems with the loaning of AV materials as a result of participating in MeLCat? N=597

N=597

18%	Yes
73%	No
9%	Undecided/Refused

— "Lack of participation" & "broken/damaged materials" top problems

Q. 51 A-C What are the problems that your library has experienced? N=58

N=58

20%	Not All Libraries Participate	3%	Not All Materials May Be Loaned
18%	Broken – Damaged Materials	3%	Requested Materials Unavailable
11%	Lost – Stolen Materials	3%	We Do Not Loan AV
9%	Missing Parts	1%	Audio Books Unavailable
8%	Late Returns	1%	Changed Catalog Procedures
5%	High Volume of Requests	1%	Media Format Confusion
5%	Staff Time Limited	1%	MeL Advertised Incorrectly
5%	Unhappy Patrons	1%	Rare Items Cannot Be Replaced
3%	Delivery Delays	1%	Undecided/Refused
3%	No Movie – DVD Availability		

— "Limiting" or "not loaning AV materials" top response

Q. 52 A-C What did your library do to respond to those problems? N=47

N=47			
18%	Limit – Not Loan AV Materials	2%	Encourage Academic Use Only
17%	Done Nothing	2%	Explained the Policy
5%	Changing MeL Agreement	2%	Granted MeLCat Waiver
5%	Contacted Borrowing Library	2%	Implement New Procedures
5%	Contacted Loaning Library	2%	Kept Requesting
5%	Set Time Limit	2%	Limit to Good Borrowers Only
5%	Tried Other Sources	2%	Many Department Meetings
3%	Billed the Patron	2%	Moved AV to Circulation
3%	Contacted MeL	2%	Notified Patron Materials Arrived
3%	Made Packaging Request	2%	Reassure Patrons
3%	MeL Report	2%	Told to Wait
3%	Notified Offenders	2%	We Said NO
2%	Add All AV To Loan List	3%	Undecided/Refused
2%	Began Student AV Section		

—1-in-5 say other problems emerged since joining MeLCat

Q. 53 Has your library had any other specific problems since you joined MeLCat? N=597

N=597	
22%	Yes
67%	No
11%	Undecided/Refused

— **"Technical problems" and "delivery problems" top concerns**

Q. 54 A-C What problems have you had? N=73

N=73

16%	Technical Problems	2%	MeL Slow - Busy
11%	Delivery Problems	2%	Run Out of Supplies
9%	Catalog Inaccurate	1%	Cannot Get Specific Items
6%	Lost Materials	1%	Disagree on What to Send
6%	Requests for What We Already Own	1%	Item Duplicates
6%	Staff Time	1%	Long Wait Times
4%	Billing for Lost Materials	1%	Lots of Paperwork
3%	High Volume of Requests	1%	Need More Computers
3%	More Materials Out Than In	1%	No Tracking
3%	Overdue Materials	1%	Not Loaning Yet
3%	Patron Records Not Current	1%	Packaging Problems
3%	Receiving Wrong Materials	1%	Poor Search Function
3%	Shipped Even Though Request Cancelled	1%	Renewing Materials
3%	Slow Delivery	1%	Staff Needs Training
2%	Damaged Materials	1%	Staff Not Using Dual Checkout
2%	Duplicate Requests	1%	Undecided/Refused
2%	Materials Sent to the Wrong Place		

— **"Contacting MeLCat" top response to problems**

Q. 55 A-C What did your library do to respond to those problems? N=66

N=66

23%	Contact MeLCat	2%	Paid the Bill
18%	Did Nothing	2%	Repackage the Material
8%	Contact MeL Help	2%	Work Overtime
6%	Contact MLC	1%	Apologize
6%	Contact Pro-Med	1%	Ask Another Source
4%	Charged the Patron	1%	Cancel Hold
4%	Contact Patrons	1%	Resend Material to Correct Location
4%	Contact Tech Support	1%	Return Materials
3%	Developed New Procedures	1%	Send Out Emails
3%	Educate the Patron	1%	Suggest Email
2%	Added Staff	1%	Upload Records
2%	Educate the Staff	1%	Withdraw from MeLCat
2%	Just Do Our Best	1%	Undecided/Refused
2%	Keep Trying Again		

—Nearly half not in position to know where MeLCat funding comes from

Q. 56 If your current job at the library puts you in a position to know, based on your understanding, where does the funding for MeLCat come from? N=296

N=296

47%	Not in a Position to Know	2%	Grants
13%	Combined State and Federal Funds	2%	Library Co-op
12%	LSTA	1%	Federal Government
11%	State of Michigan	2%	Other
5%	Taxes	1%	Undecided/Refused
4%	Library of Michigan		

—More than 6-in-10 say they received training in MeLCat

Q. 57 Have you received training in the use of MeLCat? N=737

N=737

63%	Yes
36%	No
1%	Undecided/Refused

—6-in-10 say they participated in training by Library of Michigan

Q. 58 Have you ever participated in MeLCat training classes offered by the Library of Michigan through the Michigan Library Consortium? N=461

N=461

60%	Yes
39%	No
1%	Undecided/Refused

—Training "at work" other top training source in MeLCat

Q. 59 Where, or where else, did you receive your training in the use of MeLCat? N=203

N=203

29%	At Work	3%	University
15%	Co-op	2%	Conferences
13%	Consortium	2%	Marquette, MI
8%	Co-worker	1%	MeLCat Orientation
8%	Self Taught	1%	NONE
6%	Lansing	4%	Other
3%	ISD - RESA	5%	Undecided/Refused

—More than 8-in-10 completely or mostly trained in MeLCat

Q. 60 How would you describe the training that you have received in the use of the MeLCat? Would you say you have been... N=461

N=461	
25%	Completely trained
57%	Mostly trained
15%	Only adequately trained
1%	Inadequately trained
---	Poorly trained
---	Not trained at all
2%	Undecided/Refused

— "Ongoing–refresher classes" and "advanced–specialized information" top ideas for

improving use of MeLCat

Q. 61 A-B What are the one or two things that you think could be done to improve the training provided on the use of MeLCat? N=113

N=113			
14%	Ongoing – Refresher Classes	2%	Slower Class Pace
13%	Advanced – Specialized Information	1%	Faster Web Connection
10%	More 'Real World' Examples	1%	Help – 'How To' Button
10%	More Practice Time in Class	1%	How to Run Reports
10%	Nothing	1%	More Advertising
7%	Closer - Local	1%	More General in Topic
5%	Improve MeLCat	1%	Online Support
5%	More Frequent Classes	1%	Quick Reference Cheat Sheet
5%	Offer Classes Online	1%	Smaller Class Size
2%	Better Teachers – Trainers	1%	Uniform Procedures
2%	Comprehensive MeLCat Manual	9%	Undecided/Refused
2%	Self Help Videos		

—Only 14 percent offer specific training classes to patrons in MeLCat

Q. 62 Do you offer specific training classes to your library patrons in the use of MeLCat? N=737

N=737	
14%	Yes
81%	No
5%	Undecided/Refused

— "Staffing" and "handling one on one requests" top reasons for not offering training in MeLCat

Q. 63 A-B What are the one or two main reasons why you have NOT been able to offer training in the use of MeLCat? N=257

N=257

17%	Staffing	3%	Costs
16%	Handle One on One Requests	2%	Mostly Students
12%	Time	2%	Teach Other Database Use
9%	No Patron Demand	2%	Use Handouts for Walkthrough
7%	Easy to Use As Is	1%	Administrative Decision
6%	Don't Have MeLCat	1%	Elementary – Middle School
6%	Taught in Other Course	1%	Main Library Does It
4%	Lack Adequate Facilities	1%	Never Tried It
4%	Lack of Computers	1%	We Will Soon
4%	Need Staff Training First	4%	Undecided/Refused

—3-in-4 say they market MeLCat at their library

Q. 64 Do you market and encourage the use of MeLCat at your library? N=737

N=737

75%	Yes
21%	No
4%	Undecided/Refused

—9-in-10 patrons trained – less than half says general public trained

Q. 65 Do you market and encourage the use of MeLCat just to your library patrons, or, do you market the availability and use of the MeLCat to the public as a way of encouraging the use of library services? N=553

N=553

54%	Markets just to library patrons
8%	Markets to the general public
36%	Markets to both
1%	Markets to neither
1%	Undecided/Refused

— "One on one" and "website link" top methods of marketing MeLCat

Q. 66 A-B What are the one or two main methods of marketing that you use to encourage the use of MeLCat? N=252

N=252

23%	One on One	5%	Reference Desk
21%	Website Link	4%	Bookmarks
12%	Flyer – Brochures	4%	Displays – Posters
12%	Word of Mouth	4%	Newspaper
8%	Class Instruction	2%	Undecided/Refused
5%	Newsletter		

—Less than a third familiar with MORE, a resource for educators

Q. 67 Are you familiar with the Michigan Online Resources for Educators, called MORE? N=737

N=737

32%	Yes
66%	No
2%	Undecided/Refused

—Solid majority says they recommend the use of MORE to patrons

Q. 68 Do you recommend the use of MORE to your patrons? N=233

N=233

57%	Yes
41%	No
2%	Undecided/Refused

— "Need for training" and "no demand" top reasons for NOT recommending use of MORE to patrons

Q. 69 What is the main reason you do not recommend the use of MORE to your patrons? N=95

N=95
34%	Need training
24%	No Demand
19%	Need promotional materials
10%	It's not useful
5%	Unfamiliar with it
2%	No Need
2%	No time
1%	Does not apply
1%	Limited Staff
1%	Patrons already aware of it
1%	Undecided/Refused

—Solid majority familiar with Michigana, a digital history collection

Q. 70 Are you familiar with Michigana, the digital history collections in MeL? N=737

N=737
55%	Yes
43%	No
2%	Undecided/Refused

—Nearly 6-in-10 recommend Michigana to patrons

Q. 71 Do you recommend the use of Michigana to your patrons? N=405

N=405
59%	Yes
37%	No
4%	Undecided/Refused

— "No demand" and "need for training" top reasons for NOT recommending use of

Michigana to patrons

Q. 72 What is the main reason you do not recommend the use of Michigana to your patrons?
N=139

N=139
23%	No Demand
21%	Need training
16%	Need promotional materials
11%	It's not useful
9%	Does not apply
9%	Not for students
8%	Unfamiliar with it
1%	Limited in scope
1%	No Need
1%	No time

After respondents heard detailed descriptions about the MeL and MeLCat programs, 51 percent of respondents who said they had not heard of MeL reported that they would be "certain" or "likely" to use MeL in the future (12 percent "certain" and 39 percent "likely").

If the 12 percent "certain" users could be effectively communicated with and persuaded to actually use MeL, usage of the system would more than double. This usage could be significantly greater if those who said they would "likely" use MeL could be reached and persuaded to use it as well.

The common communication method that would enable the Library of Michigan and local libraries to communicate with prospective users of MeL and MeLCat is the Internet. All but six percent of the 87 percent of survey respondents who have one or more computers (either at home or at work) currently connect to the Internet.

This almost universal connectivity provides the Library of Michigan with a relatively low cost opportunity to communicate with prospective MeL and MeLCat users about the program and how to access it, using the following methods:

1. Consider developing an online tutorial program, to allow prospective users to train themselves to use MeL, MeLCat and other online information programs of the Library of Michigan;

2. Provide more training to staff, patrons and the general public, and offer refresher courses to provide more complete training for staff, including lesser known programs like MORE and Michigana.

3. Purchase online advertising on local TV, radio and newspaper websites, urging site visitors to try MeL database programs, and/or to log onto tutorial programs;

4. Persuade all regional municipal authorities – counties, cities, villages, townships, school districts, community colleges and universities – to post a link to MeL on their sites;

5. Contact enrollees on any e-mail lists available from participating local libraries, urging library patrons to connect to a MeL e-mail link and discover what is available through the program;

6. Consider purchase of other e-mail lists to communicate with Internet users about the benefits of using MeL database programs for research;

7. Consider purchasing advertising on search engines to urge their users to try MeL databases and/or tutorial programs on how to use MeL.

8. Establish a presence on social networking sites such as Facebook and Twitter.

Although the survey shows Michigan residents perceive databases such as MeL as being only slightly more accurate and reliable than information from search engines, promotion efforts should describe MeL database information as much more accurate and reliable. Patrons believe the database sources are much more accurate and reliable, and they can provide a message and become the messengers to persuade people to use the service. Obviously, for potential users undertaking most research projects or even homework assignments, especially at the college level research assignments, it is critically important for the information to be as accurate and reliable as possible.

Following a campaign of online advertising and communications methods, the public's response to the campaign can be tracked, by monitoring visits to the MeL homepage and tracking access to databases. In addition, the Library of Michigan can also measure the awareness and use of MeL by purchasing a minimal number of targeted questions on statewide surveys.

Finally, I would like to ask you a few questions for statistical purposes only.

Do you have children who are school age or younger?

Public	Patron	
N=600	N=2868	
34%	32%	Yes, has school age children
66%	68%	No, does not have school age children
0%	0%	Undecided/Don't know/Refused

Do you have one or more children who currently attends local public schools, private or parochial schools, or homeschool? **[CODE ALL THAT APPLY]**

Public	Patron	
N=206	N=911	
69%	62%	Yes, public schools
13%	8%	Yes, private schools
7%	3%	Yes, both public and private
0%	0%	Home schooled
11%	17%	No children attend schools
0%	10%	Undecided/Refused

What grades do your children attend? **[CODE ALL THAT APPLY]**

Public	Patron	
N=183	N=817	
69%	23%	Elementary – K to 5th grades
13%	16%	Middle school – 6th to 8th grade
7%	17%	High school – 9th to 12th grade
0%	6%	Pre-kindergarten or Head Start
0%	38%	Undecided/Refused

Do you have infants or pre-school children who will be attending school in the future?

Public	Patron	
N=600	N=911	
3%	23%	Yes, infants
5%	16%	Yes, pre-school
2%	17%	Both
90%	6%	Neither

Staff question only

Are you a director, administrator, librarian, paraprofessional, clerk or page?

N=737
49%	Librarian
18%	Director
13%	Paraprofessional
12%	Clerk
6%	Administrator
1%	Page
1%	Undecided/Refused

In which of the following categories does your age fall?

Public N=600	Patron N=2868	Staff N=737	
4%	10%	4%	18 to 24
3%	6%	6%	25 to 29
7%	9%	7%	30 to 35
8%	8%	10%	36 to 40
18%	19%	21%	41 to 49
17%	14%	20%	50 to 55
21%	19%	28%	56 to 64
20%	13%	3%	65 or older
2%	2%	1%	Undecided/Refused

What is the last grade or level of schooling you completed?

Public N=600	Patron N=2868	Staff N=737	
3%	6%	---	1st to 11th Grade
25%	7%	3%	High School Graduate
1%	2%	1%	Non-college post high school (technical training)
19%	19%	13%	Some college
36%	30%	21%	College graduate
15%	35%	61%	Post graduate school
1%	1%	1%	Undecided/Refused

Staff question only
[IF YOU HAVE A POST GRADUATE DEGREE]
76. Do you have an MLS degree?

N=453	
87%	Yes
13%	No

What is your race -- are you White, African American, Hispanic, Asian, Native American, or a mixed race?

Public	**Patron**	**Staff**	
N=600	N=2868	N=737	
83%	88%	90%	White
10%	3%	2%	Black
1%	1%	1%	Hispanic (Puerto Rican, Mexican-American etc.)
1%	1%	1%	Asian
---	---	---	Native American
1%	2%	1%	Mixed-race
2%	2%	2%	Other
3%	3%	3%	Undecided/Refused

For how many years have you lived in your current community?

Public	
N=600	
1%	2 years of less
6%	3 to 5 years
18%	6 to 10 years
11%	11 to 15 years
11%	16 to 20 years
45%	Over 20 years
7%	All of their life
1%	Undecided/Refused

Do you own your home, are you buying it, do you lease your home or do you rent?

Public	
N=600	
73%	Own home
18%	Buying home
1%	Lease home
6%	Rent
2%	Undecided/Refused

Would you please tell me into which of the following categories your total yearly household income falls -- including everyone in the household?

Public N=600	
9%	Under $25,000
19%	$25,000 to $50,000
19%	$50,000 to $75,000
14%	$75,000 to $100,000
10%	$100,000 to $150,000
4%	Over $150,000
0%	Retired – code income that applies
25%	Undecided/Refused

Gender

Public N=600	Patron N=2868	Staff N=737	
49%	25%	11%	Male
51%	73%	87%	Female
0%	2%	2%	Refused

EPIC▪MRA MICHIGAN LIBRARY SURVEY – OCTOBER 2009 – FINAL

[FREQUENCY REPORT of SURVEY RESPONSES – 600 SAMPLE – ERROR ±4.0%]

Polling Dates: October 8, 2009 Through October 11, 2009

COUNTY _____ DATE:_____/_____

/_____

PHONE #_____INTERVIEWER_____

_____

==

Hello, this is **(NAME)** from **EPIC-MRA**, a Lansing based survey research firm. We're conducting a random statewide survey with Michigan residents about important state and local issues. This is not a sales call, you will not be asked for a donation, and you will not be contacted again because you participated in this survey. This is strictly research and I'd like to take a few minutes to include the opinions of your household.

==

We need to have a balance of men and women in this survey, and we also need to have young adults represented. May I please speak to the youngest adult **[MALE/FEMALE, depending on specified quota]**, age 18 or older, who is home now?

> **IF YES: REPEAT INTRO FOR NEW RESPONDENT & CONTINUE.**
>
> **IF NO, ASK:** "Is there any other adult **[MALE/FEMALE, as specified]**, age 18 or older, who is at home right now?" **IF NOT, TERMINATE.**

___01. Where is the closest local library located nearest to where you live? Is it… **[READ AND ROTATE 1 TO 4 BELOW]**

93%   In the city, village or township where you live

 6%   In some other city, village or township located within the same county where you live

 1%   In another nearby county within 15 miles of where you live

--- In another county more than 15 miles from where you live

--- Undecided/Don't know

___02. Is the library closest to where you live . . . **[READ 1 TO 4 - ROTATE 1 TO 3 BELOW]**

95% A Local public library

3% A K-12 school library, or

2% A College or university library

--- Some other type of library

--- Undecided/Don't know

___03. With the development and growth of computers and the Internet, including access from the home or office, do you think local libraries are more important to the community, less important, or about the same importance as they have always been?

40%   More important

 7%   Less important

51%   About the same importance

 2%   Undecided/Don't know

___04. In the past <u>two years</u>, have you or any member of your household visited a local public, school, or academic library in your community – either by physically being there or by going on-line?

80%   Yes

20%   No **------ GO TO Q. 6**

 ---   Undecided/Don't know

___05. Do you or does any member of your household most often visit the local library located closest to where you live or do you visit some other library that is not located as close?

N=483

86%   Primarily visits the local library closest to where they live -- **GO TO Q. 07**

12%   Visits some other library that is NOT located as close ------- **GO TO Q. 07**

 ---   Never visits a library at all (**volunteered**) -------- **ASK Q. 06**

 2%   Undecided/Don't know ------------------------ **GO TO Q. 19**

___06. What would you say are the one or two main reasons why you HAVE NOT visited any library in your community? **[WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH: '**Anything else?' **UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE, THEN GO TO Q. 19]**

23%	Have Computer at Home	2%	Disabled
19%	No Need To	2%	No Transportation
11%	No Time	1%	Dislike Old Books
9%	Find Information on the Internet	1%	Hours Open Are Limited
6%	No Interest in Visiting	1%	Library Under Construction
5%	I Have Books at Home	1%	No Reason Given
5%	I Purchase My Books	1%	Part of Book Exchange Group
5%	Too Old		
4%	Do Not Read Often	4%	Undecided/Don't Know/Refused

___07. Thinking about the people living in your household, are you the only household member who visits the library, is there someone else who visits the library, or, are there more than two household members who visit the library?

N=477

29%   Respondent only household member who visits the library

18%   Someone else visits the library

53%   More than two household members visit the library

---   Undecided/Don't know

___08. Thinking about the person in your household who most often visits the library, how often does that person visit the library – every day, a few times a week, a few times a month, a few times a year or seldom?

119

N=477

1% Every day

23% A few times a week

44% A few times a month

25% A few times a year

7% Seldom

--- Or Never

--- Undecided/Don't know

___09. How often does the person in your household who most often visits the local library do so via the Internet by going online – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

N=477

6% Every day

10% A few times a week

14% A few times a month

12% A few times a year

13% Seldom

43% Or Never

2% Undecided/Don't know

___10. In the past year or two, have you or has anyone else in your household used the computers at a local library to connect to the Internet?

N=477

16% Yes, respondent has used library computers for Internet connection -------- **GO TO Q. 12**

9% Yes, someone else has used library computers for Internet connection ----- **GO TO Q. 12**

9% Yes, more than one has used library computers for Internet connection ---- **GO TO Q. 12**

65% No one in household has used library computers for Internet connection -- **ASK Q. 11**

1% Undecided/Don't know ------ **GO TO Q. 19**

___11. What would you say is the main reason why you or someone else in your household has **NOT USED** computers at a local library to connect to the Internet? Is it because… **[READ 1-5 – ROTATE 1-4 – CODE FIRST AND ONLY ONE RESPONSE, THEN GO TO Q. 13]**

N=310

7%	The connection at the library is slower than the one at home or work
---	There aren't enough computer stations available at the library to be able to use one
17%	You just never thought about using the library computers with Internet access
69%	You wouldn't feel as comfortable using public computers at the library as you would using your own computer at home or at work
3%	Dislike – Do Not Use Internet
1%	Computer Illiterate
1%	Dislike – Do Not Use Computers
1%	Use the Library for Books – Reading
1%	Undecided/Don't know

___12. What was the main reason why you or someone else in your household used the library computers to connect to the Internet? **[WRITE COMMENT AS STATED]**

N=159

29%	Research – Obtain Information	1%	Closest Computer at the Time
15%	Homework	1%	Convenience
14%	Home Computer Down Temporarily	1%	Financial Aid
6%	Job Information – Search	1%	Free to Use
4%	Email	1%	Just Trying it out
4%	Faster Internet Connection at the Library	1%	Kids Games
4%	No Home Computer	1%	Music Downloads
4%	No Home Internet	1%	Paying Bills Online
3%	Entertainment	1%	Reference Guide
2%	Check on Book Availability		

2%	Genealogy	4%	Undecided/Don't Know/Refused

___13. Thinking about all of the services offered, including, the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials available in the local library that you *most* often use, as well as the quality of the facility, how would you rate the quality of that library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

N=469

55% Excellent ----- **ASK Q. 14**

38% Pretty good -- **ASK Q. 14**

93% TOTAL POSITIVE

7% TOTAL NEGATIVE

4% Only fair -------------- **GO TO Q. 15**

3% Poor -------------------- **GO TO Q. 15**

--- Undecided/Don't know ------ **GO TO Q. 16**

___14. Why did you give the local community library you most often visit a **POSITIVE** rating of **(Excellent/Pretty good)** for the quality of the facility and the things that are offered?
[WRITE COMMENT AS STATED, THEN GO TO Q. 16]

N=437

23%	Lots to Offer	2%	Free Services
17%	They Always Have What I Want	2%	Small Size
17%	Very Helpful Staff – Librarians	1%	Computer Access
5%	They Do A Great Job – Overall	1%	Community Involvement
4%	Neat and Clean	1%	Community Programs
4%	Variety of Offerings for Children	1%	Convenient Hours
3%	Building is Brand New	1%	Easy to Find Everything
3%	Close – Convenient	1%	Educational Resource
3%	Nice Facilities	1%	Quiet
3%	Up to Date – Modern	2%	Other (less than one percent each)

3%	Use of MeL – MeLCat		2%	Undecided/Don't Know/Refused

___15. Why did you give the local library you most often visit a **NEGATIVE** rating of **(Only fair/Poor)** for the quality of the facility and the things that are offered? **[WRITE COMMENT AS STATED]**

N=20

25%	Limited Selection		5%	Limited Copies Available
15%	Needs Building Upgrades		5%	Librarian – Staff Bad Attitude
15%	Small Size		5%	Needs New Computers
10%	Never Update Books		5%	No Books I Want There
5%	Building Repair Issues			
5%	Hard to Look Up Information		5%	Undecided/Don't Know/Refused

___16A-F. Over the past couple of years, what would you say are all of the library services that you or others in your household have used? **[DO NOT READ - CODE ALL RESPONSES MENTIONED FOR UP TO 6 RESPONSES OR WRITE-IN UNDER "OTHER" – PROBE WITH:** "Are there any others?" **UNTIL 6 RESPONSES MENTIONED OR UNPRODUCTIVE]**

[IF "BORROWING" BOOKS, PROBE FOR MORE SPECIFIC ANSWER]

19%	Borrowing books, all types	---	Attending classes on how to use the internet
10%	Borrowing fiction best seller books	10%	Using a computer for Internet Access
10%	Borrowing non-fiction books	3%	Using online library resources, either at the library or remotely
4%	Borrowing children's books	5%	Getting research assistance from librarians
---	Borrowing large print books	1%	Getting homework help from librarians
4%	Borrowing audio books	3%	Using quiet study spaces
12%	Borrowing movies & other visual materials	1%	Using group study or tutoring space
1%	Using genealogy or local history materials	1%	Using meeting rooms for a club or organizational meeting
5%	Attending programs for children	1%	Periodicals
3%	Attending programs for adults	1%	Photocopies
1%	Attending book discussion groups	5%	Other (less than one percent) - Undecided/ Don't Know/Refused

What would you say are the one or two most important things that the local library provides in the way of services, information or technology? **[WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH:** 'Anything else?' **UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE]**

24%	Books – General	1%	Audio Books

12%	Internet Access	1%	Community Information
8%	Reference Books	1%	Community Programs
7%	Computers	1%	Computer Classes
7%	Helpful Librarians	1%	Current Technology
6%	Research Materials	1%	Genealogy
5%	Kids Programs and Activities	1%	Magazines
3%	MeL MeLCat	1%	Multi Media
2%	Kids Books	1%	Quiet Areas
2%	Movies		
2%	Reading Programs	4%	Other (less than one percent)
2%	Periodicals	7%	Undecided/Don't Know/Refused

What would you say are the one or two most important things that the local library should provide in the way of services, information or technology, which the local library does not currently offer? **[WRITE UP TO TWO COMMENTS AS STATED – PROBE WITH: '**Anything else?' **UNTIL 2 RESPONSES MENTIONED OR UNPRODUCTIVE]**

49%	Nothing Comes to Mind	1%	More Books Available
2%	Extended Hours – Days Open	1%	More Periodicals
2%	More Computers Available	10%	Other (less than one percent)
2%	Newer Books	33%	Undecided/Don't Know/Refused

__19. Whether you use a local library on a regular basis or not, have you ever heard of on-line services offered by the Library of Michigan through a program known as the Michigan e-Library, more commonly called MeL; which also includes a feature known as MeLCat?

20%   Yes ------------ **ASK Q. 20**

79%   No ----------------------------- **GO TO INTRO TO Q.34**

 1%   Undecided/Don't know **------- GO TO INTRO TO Q.34**

__20. Have you ever accessed and used the any of the services of MeL, such as MeLCat?

N=120

37%   Yes, accessed MeL ------------ **ASK Q. 21**

61%   No, never accessed MeL -------------- **GO TO INTRO TO Q.34**

 2%   Undecided/Don't know **--------------- GO TO INTRO TO Q.34**

___21. How many times have you accessed and used MeL in the past year – 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice?

N=44

39%   10 or more times

11%   6 to 9 times

18%   3 to 5 times

27%   Once or twice

 5%   Undecided/Don't know

___22. What is the *most* frequent means by which you access the Michigan e-Library? Is it
[READ 1 TO 4 - ROTATE 1 THROUGH 3 – CODE FIRST AND ONLY ONE RESPONSE]

N=44

52%   Through your local library web site

34%   By typing in the "MeL.org" address on your browser

 7%   By going through the State of Michigan web site, Michigan.gov

 2%   Ask Librarian – Staff for Assistance

5%   Undecided/Don't know

___23A-E. Which of the following specific services have you used that are provided by MeL? **[READ 1 TO 6 BELOW – ROTATE 1 TO 5 - CODE ALL RESPONSES MENTIONED FOR UP TO 5 RESPONSES OR WRITE-IN UNDER "OTHER" – PROBE WITH:** "Are there any others?" **UNTIL 5 RESPONSES MENTIONED OR UNPRODUCTIVE]**

52%   MeLCat, the shared statewide library catalog **--- SEE INSTRUCTION AT Q.24 / Q.29**

27%   Database subscriptions, which are purchased by the state of Michigan and provided to the public free of charge **--- SEE INSTRUCTION AT Q.28**

8%   MORE, the Michigan on-line resource for educators, which are teaching materials linked to curriculum standards

5%   Michigana, which is a digitized collection of materials focusing on Michigan history

8%   Links to the Internet and MeL resources by topic **--- SEE INSTRUCTION AT Q.28**

---   Undecided/Don't know

[POLLERS NOTE: ONLY ASK Q.24 TO Q.27 IF RESPONDENT SAID (01) IN Q.23]

___24. How many times have you accessed and used MeLCat – 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice?

N=44

34%   10 or more times

7%   6 to 9 times

18%   3 to 5 times

16%   Once or twice

25%   Undecided/Don't know

___25. How would you rate the quality of the catalog available by using MeLCat, with the ability to order books, audio books, music, movies and other material and have it delivered to your local participating library – would you give MeLCat a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

N=44

55%   Excellent ----- **ASK Q.26**

18%   Pretty good -- **ASK Q.26**

73%   *TOTAL POSITIVE*

 2%   *TOTAL NEGATIVE*

 ---   Only fair --------------- **GO TO Q.27**

 2%   Poor -------------------- **GO TO Q.27**

25%   Undecided/Don't know ------ **GO TO Q.28**

___26. What is the main reason why you offered a positive rating of **(Excellent/Pretty Good)** for the quality of the catalog service called MeLCat? **[WRITE COMMENT AS STATED, THEN GO TO**

Q. 28 or 30]

N=32

25%	Easy To Use	6%	Valuable Service
25%	Huge Selection Available	3%	Fast Delivery
16%	Has What I Want	3%	Helps Those Without Transportation
9%	Convenient	3%	Local Pickup
6%	Helpful	3%	No Problems With It

___27. What is the main reason why you offered a negative rating of **(Only Fair/Poor)** for the quality of the catalog service called MeLCat? **[WRITE COMMENT AS STATED, THEN GO TO Q. 28 or 30]**

N=1   Long Wait For Books - Cited

___28. As you may or may not know, there are over 40 commercial online databases of research information that are available to any Michigan resident through the Library of Michigan, as well as through all types of Michigan libraries. These databases are available through MeL, the state's on-line library service. MeL provides database information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. Before I just described the databases of information available through all Michigan libraries, were you aware or not aware of these online databases?

N=26

58%   Aware

42%   Not Aware

 ---   Undecided/Don't know

[POLLERS NOTE: SKIP Q.29 IF RESPONDENT SAID (01) IN Q.23]

___29. Another service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, and other information, which is available at participating Michigan libraries. This catalog can inform you what is available at which libraries. Books or resource information can be ordered, and then delivered to a nearby participating library. Again, before I described MeLCat, were you aware or not aware of this online catalog?

N=10

30%   Aware

70%   Not Aware

---   Undecided/Don't know

___30. Overall, how would you rate the quality of the online resources available through the use of MeL – would you give MeL a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

N=44

48%   Excellent ----- **ASK Q. 31**

36%   Pretty good -- **ASK Q. 31**

84%   *TOTAL POSITIVE*

 2%   *TOTAL NEGATIVE*

 2%   Only fair --------------- **GO TO Q. 32**

 ---   Poor -------------------- **GO TO Q. 32**

14%   Undecided/Don't know ------**GO TO Q. 33**

___31. What is the main reason why you offered a positive rating of **(Excellent/Pretty Good)** for the quality of MeL's on-line resources? **[WRITE COMMENT AS STATED, THEN GO TO Q.33]**

N=37

27%	Huge Selection Available	3%	Fast Delivery
24%	Easy To Use	3%	Free Databases
5%	Always Available	3%	Helpful
5%	Convenient	3%	Local Pickup
5%	Good Quality Information	3%	No Problems With It
5%	Have What I Want	3%	Useful Information
5%	Valuable Service		
3%	Articles Are Reviewed	3%	Undecided/Don't Know/Refused

___32. What is the main reason why you offered a negative rating of **(Only Fair/Poor)** for the quality of MeL's on-line resources? **[WRITE COMMENT AS STATED]**

N=1   Only 'Medium' Quality Databases; Not of 'High' Quality - Cited

___33. Were you aware or not aware of the fact that you can access MeL, the Michigan e-Library, from anywhere, as long as you have Internet access and for taking downloading information from Mel's databases or to use MelCat services, you need only a drivers license, state ID or participating library card?

N=44

80%   Aware ----------------------- **GO TO Q. 37**

20%   Not Aware ------------------ **GO TO Q. 37**

 ---   Undecided/Don't know --- **GO TO Q. 37**

[INTRO TO Q. 34]

MeL stands for Michigan e-Library and it is a program offered by the Library of Michigan to provide a variety of on-line information services that are available free of charge to any Michigan resident through the Library of Michigan, as well as through all types of libraries throughout the state. Some of these services include a collection of over 40 commercial online databases of research information, as well as other information such as full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. The on-line service also includes information to research genealogy as well as a complete collection of digitized materials focusing on Michigan history.

Another service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, and other information, which is available at participating Michigan libraries. This catalog can inform you what is available at which libraries. Books or resource information can be ordered, and then delivered to a nearby participating library.

Any Michigan resident can access MeL, the Michigan e-Library, from anywhere, as long as you have Internet access and a drivers license, state ID or participating library card?

___34. Thinking about what I just read, and what you may have heard about the programs and databases of information that are available, putting aside whether you currently visit your local library or not, would you say that in the future you are certain to visit a local library, likely to visit a local library, not likely to visit a local library, or certain that you will not visit a local library?

N=556
48%   Certain to visit library
29%   Likely to visit library
15%   Not likely to visit library
 4%   Certain to Not visit library
 4%   Undecided/Don't know

___35. How about accessing on-line resources by using the Michigan e-Library, called MeL? Putting aside whether or not you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan?

N=556
12%   Certain to use the MeL website
39%   Likely to use the MeL website
37%   Not likely to use the MeL website **------ GO TO Q. 37**

10%   Certain to Not use the MeL website **----- GO TO Q. 37**

 2%   Undecided/Don't know

___36. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a nearby participating library? Putting aside whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat?

N=290

25%   Certain to use MeLCat

62%   Likely to use MeLCat

 9%   Not likely to use MeLCat

 1%   Certain to Not use MeLCat

 3%   Undecided/Don't know

___37. How many working computers do you currently have at home – one, two, three or more, or, do you not have a working computer at all in your home?

38%   One

27%   Two

22%   Three or more

13%   Does not have a working computer at home

 ---   Undecided/Don't know

___38A-E. Are you able to connect to the Internet, either at home, at work, at your local library, at a Cyber café, on a laptop computer or other portable device with a wireless connection, at some other location, or, would you say that you do you NOT connect to the Internet at any

location? **[IF CONNECTS TO INTERNET, PROBE TO DETERMINE WHERE - CODE ALL RESPONSES MENTIONED FOR UP TO 5 RESPONSES OR WRITE-IN UNDER "OTHER" – PROBE WITH:** "Are there any others?" **UNTIL 5 RESPONSES MENTIONED OR UNPRODUCTIVE]]**

45%   Yes, connects at home

21%   Yes, connects at work

10%   Yes, connects at a local library

 7%   Yes, at a Cyber café

11%   Yes, on a portable laptop computer with wireless connection

 6%   No, does not have a connection to the Internet at any location ------ **GO TO Q. 47**

---   Undecided/Don't know -- **GO TO Q. 47**

[POLLERS NOTE: IF OPTION "03" <u>NOT</u> SELECTED IN Q. 38 - GO TO Q. 42]

___39. Would you say that the speed of the Internet connection at the library is adequate or not adequate?

N=527

18%   Adequate

 1%   Not adequate

81%   Undecided/Don't know

[POLLERS NOTE: ONLY ASK Qs. 40 & 41 IF RESPONDENT CONNECTS AT LIBRARY <u>AND</u> ANOTHER SOURCE IN Q. 39]

___40. Where do you connect to the Internet the *most* – **[ROTATE]** at the library, at home, at work or some other Internet connection source that's available to you?

N=106

 5% Library

74% Home

19% Work

 1% Internet Café

 1% Undecided/Don't know

___41. Is the Internet connection at your library faster or slower than the other Internet connection(s) available to you?

N=527

 4% Library is faster

 5% Other source is faster

 9% Both of equal speed

82% Undecided/Don't know

___42. How many hours per day do you spend online connected to the Internet? **[IF UNDECIDED/REFUSED, CODE '99']**

N=516

MEAN number of hours: 3.035   MEDIAN number of hours: 2.0

___43. When you access the Internet, how often do you use a search engine like Google or Yahoo to research or search for information – every time you are online, almost every time online, very frequently, somewhat frequently, seldom or never?

N=527

23% Every time online

28% Almost every time online

23% Very frequently

14% Somewhat frequently

 8% Seldom

 4% Or Never ---------------------- **GO TO Q. 46**

--- Undecided/Don't know ------ **GO TO Q. 46**

___44. When you are not able to find what you are looking for with the Internet search engine you *most* often use, which of the following do you usually do to continue to look further for the information? **[READ 1 TO 7 BELOW]**

N=503

20% Ask a friend or relative **-- GO TO Q. 46**

12% Visit or call the library or go to their web site to

     look for a book, magazine or article on the subject **- ASK Q. 45**

56% Go online and use a different search engine **-------------------------- GO TO Q. 46**

 1% Other sources online (less than one percent) -------------------------- **GO TO Q. 46**

 6% Or, not look any further for the information **-------------------------- GO TO Q. 46**

 5% Undecided/Don't know **-- GO TO Q. 46**

___45. Which do you do *most* often? **[READ AND ROTATE 1 TO 3]**

N=61

70%   Visit the library

 8%   Call the library

20%   Go to the library web site

 2%   Undecided/Don't know

___46. Thinking about the relative reliability and accuracy of sources available through on-line search engines such as Google, Yahoo and Bing compared to research articles that must be purchased from subscription databases, which source of information would you say is more accurate and reliable – **[ROTATE]** Sources found through search engine inquiries, or database sources purchased through subscriptions? **[IF RESPONDENT SAYS ONE IS MORE ACCURATE AND RELIABILE FOLLOW-UP BY ASKING: '**Would that be much or somewhat more accurate and reliable?' **AND CODE BEST RESPONSE]**

N=527

17%   Internet sources much more accurate and reliable

14%   Internet sources somewhat more accurate and reliable

31%   *INTERNET MORE RELIABLE TOTAL*

33%   *RESEARCH MORE RELIABLE TOTAL*

17%   Research based database sources somewhat more accurate and reliable

16%   Research based database sources much more accurate and reliable

11%   Both are equally accurate and reliable **(VOLUNTEERED)**

  2%   Neither are accurate and reliable **(VOLUNTEERED)**

23%   Undecided/Don't know

___47. How many hours per day do you spend reading hardcopy books, magazines or newspapers? [**IF UNDECIDED/REFUSED, CODE '99'**]

N=590

MEAN number of hours: 1.585   MEDIAN number of hours: 1.0

___48. Where would you say you get *most* of your information about the events and services available at your local public library? [**DO NOT READ – CODE BEST RESPONSE OR WRITE IN UNDER OTHER**]

  ---   *The Detroit News*

  1%   *The Detroit Free Press*

27%   *Other area local newspapers*

  5%   TV News programs

  1%   Cable TV programs

  1%   Radio news programs

  ---   Church bulletins

  2%   School district newsletters

19%   Library newsletters

17%   Brochures or announcements while in the library

  7%   Library staff members

  4%   Someone outside the library

  4%   Library Website

  1%   Library Emails

  1%   Online Searches

10%   Undecided/Don't know

Finally, I would like to ask you a few questions for statistical purposes only.

___49. Do you have children who are school age or younger?

34%   Yes

66%   No ---------------------------- **GO TO Q. 52**

 ---   Undecided/Don't know ------- **GO TO Q. 52**

___50. Do you have one or more children who currently attends local public schools, private or parochial schools, or both?

N=206

69%   Yes, public schools ----------- **ASK Q. 51**

13%   Yes, private schools -----------**ASK Q. 51**

 7%   Yes, both public and private--**ASK Q. 51**

11%   No ------------------------------------- **GO TO Q. 52**

 ---   Undecided/Don't know ---------------- **GO TO Q. 52**

___51A-D. What grades do your children attend? **[CODE ALL THAT APPLY]**

20%   Elementary - K-5th Grade

13%   Middle school - 6th through 8th grade

21%   High school – 9th through 12th grade

 5%   Pre-kindergarten or Head Start

41%   Undecided/Don't know/Refused

___52. Do you have infants or pre-school children who will be attending school in the future?

 3%   Yes -- infants

 5%   Yes -- pre-school

 2%   Both

90%   No

---   Undecided/Don't know/Refused

___53. For how many years have you lived in your current community? **[DO NOT READ - CODE BEST RESPONSE]**

 1%   2 years or less

 6%   3 to 5 years

18%   6 to 10 years

11%   11 to 15 years

11%   16 to 20 years

45%   Over 20 years

 7%   All of their life **(VOLUNTEERED)**

 1%   Undecided/Don't know/Refused

__54. Could you please tell me in what year you were born? **[IF REFUSED, ASK:** 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that best applies to you.' **AND READ 1 TO 8]**

[RECORD YEAR HERE ____ ____ ____ ____ AND THEN CODE BELOW]

 4%   18 to 24 years -- **(1985 to 1991)**

 3%   25 to 29 years -- **(1980 to 1984)**

 7%   30 to 35 -------- **(1974 to 1979)**

 8%   36 to 40 -------- **(1969 to 1973)**

18%   41 to 49 -------- **(1960 to 1968)**

17%   50 to 55 -------- **(1954 to 1959)**

21%   56 to 64 -------- **(1945 to 1953)**

20%   65 and over ----- **(1944 or before)**

 2%   Undecided/Don't know/Refused

____55. What is the last grade or level of schooling you completed? **(DO NOT READ -- CODE RESPONSE)**

  3%   1st to 11th Grade

25%   High School Graduate

  1%   Non-college post high school (technical training)

19%   Some college

36%   College graduate

15%   Post graduate school

  1%   Undecided/Don't know/Refused

____56. Do you own your home, are you buying it, do you lease your home or do you rent?

73%   Own home

18%   Buying home

  1%   Lease

  6%   Rent

  2%   Undecided/Don't know/Refused

____57. What is your race - are you White, African American, Hispanic, Asian, Native American, or of mixed race?

83%   White

10%   Black

  1%   Hispanic (Puerto Rican, Mexican-American etc.)

  1%   Asian

---   Native American

  1%   Mixed-race

  1%   Other *(volunteered)*

  3%   Undecided/Don't know/Refused

___58. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you? **[READ 1 TO 6]**

  9%   Under $25,000

19% $25,000 to $50,000

19% $50,000 to $75,000

14% $75,000 to $100,000

10% $100,000 to $150,000

  4%   Over $150,000

  ---   Retired **(VOLUNTEERED - ASK: '**But is there an income category I read that would apply to your household?' **AND CODE BEST RESPONSE)**

25%   Undecided/Don't know/Refused

___59. Sex of respondent **(BY OBSERVATION ONLY)**

49%   Male

51%   Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE

Library of Michigan Online Survey of Library Staff – Through December 6, 2009
[FREQUENCY REPORT of SURVEY RESPONSES – TOTAL 737 SAMPLE – ERROR ±3.6%]
[FREQUENCY REPORT of SURVEY RESPONSES – TOTAL OF 'OPEN ENDED' RESPONES –
SELECTED AT RANDOM - 400 SAMPLE – ERROR ±4.9%]

01. What is the name of the library where you work?

Libraries were mentioned from all 83 counties. Please refer to alphabetically sorted list:
Appendix A.

02. Is the library where you work. . .

65%	A public library
12%	A K-12 school library, or media center
22%	An academic library at a college or university
1%	School – Public Combined

03. With the development of the Internet and growth of computer use, including access from the home or office, do you think reference service libraries like the one where you work are more important to the community, less important, or about the same importance as they have always been?

62%	More important
6%	Less important
32%	About the same importance
---	Undecided/Don't know

04. Based on your records or observations, which one of the following services provided by the Michigan eLibrary (MeL) have the greatest number of your library patrons used over the past year or two?

36%	Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
61%	MeLCat, the shared statewide library catalog
---	MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
---	Michigana, a digitized collection of materials focusing on Michigan history
2%	Links to the Internet and MeL resources by topic (MeL Gateways)
1%	Undecided/Refused

05. Which of the services listed is the second most used service by your library patrons?

48%	Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
25%	MeLCat, the shared statewide library catalog
5%	MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
2%	Michigana, a digitized collection of materials focusing on Michigan history
18%	Links to the Internet and MeL resources by topic (MeL Gateways)
1%	None
1%	Undecided/Refused

06. How much would you say your library patrons use the MeL databases?

44%	A lot
43%	Some
11%	Only a little
1%	Not at all
1%	Undecided/Refused

07. Overall, how would you rate the quality of information in the MeL databases that you offer to your library patrons? Would you give the MeL databases a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

61%	Excellent -------- **ASK Q.08**
36%	Pretty good ------ **ASK Q.08**
97%	*TOTAL POSITIVE*
2%	*TOTAL NEGATIVE*
2%	Only fair ------------- **GO TO Q.09**
---	Poor ------------------ **GO TO Q.09**
1%	Undecided/Refused

08. What is the main reason why you offered a positive rating for the MeL database? **[THEN GO TO Q.10]**

32%	Useful, Quality Information	2%	Free
19%	Variety – Diversity of Information	2%	I Use it Often
13%	Easy To Use	2%	Positive – In General
11%	Increased Access to Information	1%	NONE
4%	Patrons Love It	1%	Saves Time
4%	Students Use It	1%	Supplement Curriculum
3%	Cost Savings	2%	Other
3%	Full Text Available		

09. What is the main reason why you offered a negative rating for the MeL database?

23%	Patrons Dislike It	11%	InfoTrac is Poor
11%	Confusing – Difficult to Use	11%	MeLCat Used More
11%	Databases Lacking Compared to Others	11%	Not Much Full Text Available
11%	Few Databases Ever Used	11%	Undecided/Refused

10. How often do you or your patrons go to the MeL databases through the Full Text Magazines and Newspapers search button on the MeL home page?

12%	A lot
34%	Some
35%	Only a little
17%	Not at all
2%	Undecided/Refused

11. Do you purchase other databases to complement MeL database offerings?

57%	Yes
39%	No ---------------------- **GO TO Q.13**
4%	Undecided/Refused --- **GO TO Q.13**

12A-C. What are the one, two or three most important databases, or most used databases, that you have purchased to complement MeL database offerings?

	#
Q12A-C. Verbatim	**Mentioned**
(purchased through REMC #13) ProQuest ELibrary Curriculum	1
(through REMC #13) ProQuest Literature, History, and Science Databases	1
(through REMC #13) SIRS	1

A suite from Gale	1
A suite from Proquest	1
ABC-CLIO	2
ABI Inform (proquest)	1
ABI Inform Global	3
ABI/Inform	4
Academic Search	1
Academic Search Complete	2
Academic Search Complete (EBSCO)	1
AcademicOneFile	1
Access Science	1
Access World News	1
ACM Digital Library	1
African American Experience	2
All Data	10
All Data Pro	2
AllData Car Repair	1
American History and Life	1
Ancestory	4
ANCESTRY LIBRARY (PROQUEST)	1
Ancestry library edition	18
Ancestry Plus	5
Ancestry.com	6
Ancestry.com Library addition	1
Art Abstracts	1
ArtStor	2
ATLA	1
ATLA Religion	4
ATLA Religion OCLC	1
ATLAS	1
Avery (LTU)	1
Biography and Literature Resource Center	1
Biography Resource Center	4

Biography Resource Center (Gale)	1
BioOne	1
Books in Print	2
Brainfuse	1
business databases i.e.ValueLine & Morningstar	1
Business Source Complete (LTU); JStor (OCC)	1
Business Source Premier	1
CBT Nuggets	1
Chem Abstracts	1
Chilton Library	5
Chiltons	3
CINAHL	8
CINAHL Full-text	1
CINAHL Plus	1
CINAHL Plus Full Text	1
CINAHL Plus with Full Text	5
Cochrane Library	1
Columbia Gazetter	1
ConsrumerReports.org	1
Consumer Reports	3
Consumers Reports Online	1
Country Watch	1
CQ Researcher	8
CSA	1
CSA - all databases federated search	1
Culture Grams	6
Daily Life in America	2
Daily Life Thorough History	1
Dear reader	2
Dentistry and Oral Sciences [Ebsco]	1
Destination Overdrive	1
Detroit News and Information Center	1
Discovering Collection	1

Discovery Streaming	1
ebooks	1
Ebsco	1
Ebsco Academic Search Elite	1
Ebsco Academic Search Premier	1
Ebsco- all databases federated search	1
EBSCO Auto Repair Reference Center	1
EBSCO Home Improvement	1
EBSCO Host	3
EBSCO Small Engine Repair	1
Ebsco's version of PsycINFO	1
Ebsco'sveresion of CINAHL Plus with Full-text - the MEL version isn't enough	1
EconLit	1
Education Abstracts and Ed. Retrospective	1
Education Research Complete	1
eLibrary (HS edition)	1
elsevier	1
Encyclopaedia Britannica Online	4
Engineering Index	1
Engineering Village (LTU)	1
Environment Complete (an EBSCO product)	1
Eric	1
Ethnic NewsWatch	1
Facts Cite	1
Facts on File	3
Facts on file (especially the history databases)	1
Facts on File Issues and Controversies	1
Ferguson's Career Guidance	1
Ferguson's Career Guidance Center	1
Ferguson's Career Guidance Database	1
FirstSearch Wilson databases, esp SelectPlus	1
Footnote	1
Foundation Center Online Databases	1

Gale	2
Gale Biography RC	1
GALE CENGAGE VIRTUAL LIBRARY	1
Gale Contemporary Authors and Literary Criticism	1
Gale General Reference Center Gold	1
Gale Legal Forms	2
Gale Literary Reference Center	2
Gale Opposing Viewpoints	4
Gale Powersearch	2
Gale Resource Centers - History, Biography, Opposing Viewpoints, Science, Literature	1
Gale Small Business Resource Center	1
Gale student resources	1
Gale Virtual Reference Library	3
Gale's Contemporary Authors	1
General Reference Center Gold	1
Global Issues in Context	1
Grolier	1
Grolier Multimedia	1
Grolier Online	1
Grolier Online Encyclopedia	2
Health & Wellness Resource Center	1
HelpNow	1
Heritage Quest	3
Heritagequest Online	1
Historical Midland Newspapers	1
Historical Zeeland Record	1
Home Improvement Reference Center	1
Homework Help (tutor.com)	1
Hoovers	2
IEEE Digital Library	1
Info Trac Custom Newspapers	1
Infotrac	1
ISI Web of Knowledge	1

Issues and Controversies	2
JSTOR	15
Latino American Experience	1
Learn-a-test	1
Legal Forms	1
Legal Forms Online	1
Lexis Nexis	5
Lexis Nexis Academic Universe	2
Lit Finder	1
Literature Criticism Online	1
Literature Research Center	5
Literature Resource Center (Gale)	1
Live Homework Help	1
Mango	2
MANGO language learning	2
MD Consult	1
MERGENT	3
Mergent Online	1
MINTEL	1
Mitchell On Demand auto repair	1
Mitchell's	1
MLA	1
MLA (Modern Language Association) Bibliography	2
MLA International Bibliography	1
Morningstar	6
NAXOS	1
NetLibrary	1
New England Genealogy Database	1
New York Times Archives	2
Newsbank	2
NEWSBANK - saginaw news	1
Newspaper Archives	1
Novelist	7

NoveList Plus	1
OCLC Firstsearch databases	1
Old/New Testament Abstracts	1
Open J-Gate	1
Opposing Viewpoints	17
Opposing Viewpoints Resource Center	3
Other Gale Databases and Ebooks	1
Other local newspapers	2
Our own titles through GVRL	1
Overdrive and Netlibrary eAudiobooks	1
Overdrive Digital Downloads	1
Ovid	1
Oxford African American Studies Center	1
Oxford Art Online	1
Oxford Language Dictionaries	1
Oxford Music Online	1
Pebble Go	1
Points of View	1
Pop Culture	1
Pop Culture Universe	1
Power Search	1
project Muse	2
ProQuest	18
ProQuest - all databases federated search	1
ProQuest ABI/INFORM	1
ProQuest Central Multidatabase	1
Proquest CSA PsycArticles	1
ProQuest Curriculum Package	2
ProQuest Obituaries	1
ProQuest Platinum	1
Proquest Religion/Proquest Research Library	1
Proquest Research Library	2
PsychArticles	1

PsychInfo	7
Psychology Abstracts	1
Reference USA	26
RILM	3
Rosetta Stone (in house)	1
Sage Fulltext Databases	1
Saginaw News 1998 +	1
Sanborn	1
Sanborn Fire Insurance Maps	1
Sandborn Maps for Michigan	1
Scholastic Bookflix	1
Science Direct	2
Scopus	1
SIRS Researcher	3
Small engine repair	1
Sociological Abstracts	1
Standard & Poors NetAdvantage	1
StatREf	1
Testing and Education Resource	1
Thomas Register	1
Times Herald through Proquest	1
Tumblebooks	3
tutor.com	1
Ulrich's Periodicals Database	1
Value Line	7
Value Line Research Center	1
Web of Knowledge	2
Web of Science	2
Web of ScienceCSA databases	1
Westlaw	1
Westlaw Campus Research	1
Wiley	1
Wilson databases	1

World Book	3
World Book Encyclopedia	4
World Book Online	4
World Cat	1

13. If your job at the library puts you in a position to know, does having access to MeL databases save your library money in your yearly budget?

60%	Yes
3%	No ---------------------- **GO TO Q.15**
35%	Not Knowledgeable --- **GO TO Q.15**
2%	Undecided/Refused --- **GO TO Q.15**

14. How much do you estimate having access to MeL databases may save your library annually?

MEAN: $62,042.61   **MEDIAN: $10,000.00**

15. What would you say most of your library patrons use your on-site library computers for, connecting to the Internet, word processing, using the catalog, or for some other purpose?

89%	Connecting to the Internet
3%	Word processing
4%	Using the catalog
3%	All of the Above
1%	Database

16. What percentage of your library patrons would you say are aware of MeL databases?

MEAN: 42.60%   **MEDIAN: 40.0%**

17. What percentage of your library patrons would you say actually use MeL databases?

MEAN: 34.67%   **MEDIAN: 30.0%**

18. Have you ever participated in MeL database training classes offered by the Library of Michigan through the Michigan Library Consortium?

55%	Yes
44%	No
1%	Undecided/Refused

19. Where, or where else, did you receive your training in the use of MeL databases?

26%	Michigan Library Consortium in Lansing
45%	Michigan Library Consortium regional training
10%	Self trained
10%	On-site at Library
2%	Conferences
5%	Co - op
2%	Have not received training --- **GO TO Q. 22**

20. How would you describe the training that you have received in the use of MeL databases? Would you say you have been…

9%	Completely trained
37%	Mostly trained
8%	Only adequately trained
1%	Inadequately trained
---	Poorly trained
---	Not trained at all ----- **GO TO Q.22**
45%	Undecided/Refused

21A-B. What are the one or two things that you think could be done to improve the training provided in the use of MeL?

14%	Closer - Local	2%	Comprehensive MeL Manual
14%	More Time to Practice in Classes	2%	Faster Web Connections
12%	Ongoing – Refresher Classes	2%	Cover More General Information
10%	Offer Classes Online	2%	Quick Reference Cheat Sheets
8%	More 'Real World' Examples Given	1%	Free Workshops at Computer Labs
6%	Advanced – More Specialized Information	1%	Help – 'How To' Button on MeL
6%	Too Much Covered at Once	1%	Lower the Cost of Classes
4%	More Advertisement of Classes	1%	More Quality Databases
4%	More Frequent Classes	1%	Reduce the Number of Databases
3%	Slower Pace in Class	1%	Simple Patron MeL Handbook
3%	None	4%	Undecided/Refused
2%	Better Teachers - Trainers		

(note: totals may be more than 100% due to rounding)

22. Do you offer training classes to your library patrons in the use of MeL databases?

41%	Yes----- **GO TO Q.24**
56%	No
3%	Undecided/Refused----- **GO TO Q.25**

23A-B. What are the one or two main reasons why you have NOT been able to offer training classes in the use of MeL databases? **[THEN GO TO Q.25]**

22%	Staffing	6%	Lack Adequate Facilities
14%	No Patron Demand	4%	Need Staff Training First
13%	Time	3%	Administrative Decision
10%	Lack of Computers	2%	Never Tried It
8%	Handle One on One Requests	1%	We Will Soon
7%	Teach Other Databases	2%	Other
6%	Costs	2%	Undecided/Refused

24. Does the training in the use of MeL databases include how to access the databases from home?

---	Yes
---	No
100%	Undecided/Refused

25. Do you think that more of your library patrons access MeL databases from computers available at the library, at their home computer, a computer at work, or somewhere else?

50%	Computers available at the library
41%	Home computers
1%	Office (work) computers
5%	All of the Above
3%	Undecided/Refused

26. Do you market and encourage the use of MeL databases at your library?

85%	Yes
13%	No ----- **GO TO Q.30**
2%	Undecided/Refused

27. Do you market and encourage the use of MeL databases just to your library patrons, or, do you market the availability and use of the MeL databases to the public as a way of encouraging the use of library services?

46%	Only library patrons ---- **GO TO Q.29**
11%	General public --- **ASK Q.28**
41%	Both --------------- **ASK Q.28**
1%	Neither ------------------- **GO TO Q.29**
1%	Undecided/Refused

28. Specifically, how do you market to the general public?

18%	Word of Mouth	10%	One on One
16%	Newsletter	4%	Displays – Posters
14%	Website Link	3%	Bookmarks
13%	Newspaper	1%	Blogs
12%	Flyer – Brochures	1%	Undecided/Refused
10%	Class Instruction		

(note: totals may be more than 100% due to rounding)

29A-B. What are the one or two main methods of marketing that you use to encourage the use of MeL databases?

23%	One on One	5%	Newsletter
15%	Website Link	4%	Bookmarks
13%	Class Instruction	4%	Reference Desk
12%	Flyer – Brochures	3%	Newspaper
12%	Word of Mouth	1%	Blog
5%	Displays - Posters	1%	Undecided/Refused

(note: totals may be less than 100% due to rounding)

30. Do you brand the MeL databases by placing the MeL logo or a text link on the library web site?

67%	Yes
29%	No
4%	Undecided/Refused

31. Do you or does your Web site direct people with or without library cards to use MeL databases at MeL.org?

67%	Yes ---- **GO TO Q.33**
27%	No ----------------------- **ASK Q.32**
6%	Undecided/Refused ---- **GO TO Q.33**

32. What is the main reason why you have not directed them to MeL.org?

21%	Direct Link is There Already	3%	No Patron Interest
11%	Want Patrons to Use Our Databases First	3%	NONE
10%	We Have No Completed Website	3%	Patron Already Aware of It
9%	Not My Job	1%	Encourage MeL, But Not Databases
8%	Don't Think of It	1%	Prison Library
6%	Academic Library	1%	Private Research Library
5%	It's Only for Cardholders	15%	Undecided/Refused
3%	Just Do It For Them		

33. Does your library participate in MeLCat?

81%	Yes
18%	No----**GO TO Q.35**
1%	Undecided/Refused

34. What is the main reason why your library decided to participate in MeLCat? **[THEN GO TO Q.36]**

70%	Greater Access Through Sharing	1%	Convenience
7%	Cost Savings	1%	Easy to Use
6%	Better Customer Service	1%	Fast Delivery
4%	It's a Great Service	1%	Other
2%	Co-op Decision	5%	Undecided/Refused
2%	Patron Demand		

35. What is the main reason why your library decided NOT to participate in MeLCat? **[THEN GO TO Q. 57]**

22%	Cost of It	1%	No Interest
18%	We Are a School	1%	Not Familiar With It
14%	Starting it Soon	1%	Prison Library
10%	Staffing Concerns	1%	Staff Use Only
5%	Small Library	1%	Time
4%	Don't Loan Out – Only Request In	1%	We Use Other Library
4%	Updating Our System	16%	Undecided/Refused
1%	MILE Was Better		

36. How much would you say your library patrons use MeLCat, the statewide shared catalog?

66%	A lot
26%	Some
6%	Only a little
1%	Not at all
1%	Undecided/Refused

37. What percentage of your library patrons would you say are aware of MeLCat?

MEAN: 54.46%   MEDIAN: 50.0%

38. What percentage of your library patrons would you say actually use MeLCat?

MEAN: 39.93%   MEDIAN: 40.0%

39. How would you rate the quality of MeLCat? Would you give MeLCat a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

55%	Excellent------- **ASK Q.40**
38%	Pretty good---- **ASK Q.40**
93%	**TOTAL POSITIVE**
5%	**TOTAL NEGATIVE**
4%	Only fair --------- **GO TO Q.41**
1%	Poor -------------- **GO TO Q.41**
2%	Undecided/Refused

40. What is the main reason why you offered a positive rating for MeLCat? **[THEN GO TO Q.42]**

20%	Easy to Use	2%	Cost Savings
15%	Variety – Diversity of Information	2%	Efficient
14%	Fast Service	2%	Positive – In General
12%	Increased Access to Materials	1%	Has Many Uses
9%	Patrons Love It	1%	I Use It Often
7%	Works Well	1%	No Problems With It
6%	It's a Great Service	2%	Other
5%	Get What is Requested	1%	Undecided/Refused

41. What is the main reason why you offered a negative rating for MeLCat?

32%	Software Problems	6%	No Patron Home Catalog
32%	Staff Time Intensive	6%	Not Used Here
6%	Lack Information on Patron Usage	6%	Patrons Dislike It
6%	Lend Out More Than We Borrow	6%	Slow Connection Speed

42. If your current job at the library puts you in a position to know, have you had to reassess staffing needs and/or workflow since your library decided to participate in MeLCat?

4%	Yes, staff needs

13%	Yes, workflow
36%	Yes, both
11%	No, neither
34%	Not Knowledgeable
2%	Undecided/Refused

43. Have you been able to fill most of the incoming requests for materials that have come through MeLCat?

91% | Yes---- **GO TO Q.45**
3% | No ------------------------ **ASK Q.44**
6% | Undecided/Refused ----- **GO TO Q.45**

44. What is the main reason why you have not been able to fill most of the requests for materials through MeLCat?

20%	Materials Already Checked Out	10%	MeL is Too Slow
20%	Don't Loan, Request Only	10%	Staffing
20%	Starting Soon	10%	Updating Our System
10%	Don't Send Textbooks		

45. Overall, do you think your library patrons like or dislike MeLCat?

83% | Strongly like --------- **ASK Q.46**
15% | Somewhat like------- **ASK Q.46**
98% | *TOTAL LIKE*
--- | *TOTAL DISLIKE*
--- | Somewhat dislike -------- **GO TO Q.47**
--- | Strongly dislike ---------- **GO TO Q.47**
2% | Undecided/Refused

46. What is the main reason why you think your library patrons like MeLCat? **[THEN GO TO Q.48]**

72% | Increased Access to Materials | 2% | Free

8%	Fast Delivery	2%	High Usage Rates
7%	Easy to Use	2%	Self Serve
3%	Heard Positive Patron Comments	1%	Other
2%	Convenient	1%	Undecided/Refused

47. What is the main reason why you think your library patrons dislike MeLCat?

Not Answered (See Q.45)

48. If your current job at the library puts you in a position to know, have you changed your collection practices and/or funding efforts since deciding to participate in MeLCat?

15%	Yes
36%	No----------------------- **GO TO Q.50**
48%	Not Knowledgeable -- **GO TO Q.50**
1%	Undecided/Refused -- **GO TO Q.50**

49. How have you changed your collection practices and/or funding efforts since joining MeLCat?

21%	Consult MeLCat Before Buying	2%	Buying Less Overall
9%	We Can Afford Other Materials Now	2%	Collecting More Fees
7%	We Don't Fill Series Gaps	2%	Dropped Some Subscriptions
6%	Assigned More Staff To It	2%	Fewer Audio Books
6%	Buy More AV Materials	2%	Fewer WorldCat Loans
6%	Buy More Broad Appeal Materials	2%	Funding Was Cut – Don't Buy Anything
6%	Buy More For Targeted Groups	2%	Librarians Now Decide on Purchases
6%	Don't Buy Older Materials	2%	Multiple Ways – In General
4%	Buy More Databases	2%	Pay for Delivery
4%	Buy More Popular Materials	2%	Withdrawl Decision-making
2%	Added Barcodes	4%	Undecided/Refused
2%	Buying Less Fiction		

(note: totals may be more than 100% due to rounding)

50. Have you had any problems with the loaning of AV materials as a result of participating in MeLCat?

18%	Yes
73%	No ------ **GO TO Q.53**
9%	Undecided/Refused

51A-C. What are the problems that your library has experienced?

20%	Not All Libraries Participate	3%	Not All Materials May Be Loaned
18%	Broken – Damaged Materials	3%	Requested Materials Unavailable
11%	Lost – Stolen Materials	3%	We Do Not Loan AV
9%	Missing Parts	1%	Audio Books Unavailable
8%	Late Returns	1%	Changed Catalog Procedures

5%	High Volume of Requests	1%	Media Format Confusion
5%	Staff Time Limited	1%	MeL Advertised Incorrectly
5%	Unhappy Patrons	1%	Rare Items Cannot Be Replaced
3%	Delivery Delays	1%	Undecided/Refused
3%	No Movie – DVD Availability		

(note: totals may be more than 100% due to rounding)

52A-C. What did your library do to respond to those problems?

18%	Limit – Not Loan AV Materials	2%	Encourage Academic Use Only
17%	Done Nothing	2%	Explained the Policy
5%	Changing MeL Agreement	2%	Granted MeLCat Waiver
5%	Contacted Borrowing Library	2%	Implement New Procedures
5%	Contacted Loaning Library	2%	Kept Requesting
5%	Set Time Limit	2%	Limit to Good Borrowers Only
5%	Tried Other Sources	2%	Many Department Meetings
3%	Billed the Patron	2%	Moved AV to Circulation
3%	Contacted MeL	2%	Notified Patron Materials Arrived
3%	Made Packaging Request	2%	Reassure Patrons
3%	MeL Report	2%	Told to Wait
3%	Notified Offenders	2%	We Said NO
2%	Add All AV To Loan List	3%	Undecided/Refused
2%	Began Student AV Section		

(note: totals may be more than 100% due to rounding)

53. Has your library had any other specific problems since you joined MeLCat?

22%	Yes
67%	No ------ **GO TO Q.56**
11%	Undecided/Refused – **GO TO Q.56**

54A-C. What problems have you had?

16%	Technical Problems	2%	MeL Slow - Busy
11%	Delivery Problems	2%	Run Out of Supplies
9%	Catalog Inaccurate	1%	Cannot Get Specific Items
6%	Lost Materials	1%	Disagree on What to Send

6%	Requests for What We Already Own	1%	Item Duplicates
6%	Staff Time	1%	Long Wait Times
4%	Billing for Lost Materials	1%	Lots of Paperwork
3%	High Volume of Requests	1%	Need More Computers
3%	More Materials Out Than In	1%	No Tracking
3%	Overdue Materials	1%	Not Loaning Yet
3%	Patron Records Not Current	1%	Packaging Problems
3%	Receiving Wrong Materials	1%	Poor Search Function
3%	Shipped Even Though Request Cancelled	1%	Renewing Materials
3%	Slow Delivery	1%	Staff Needs Training
2%	Damaged Materials	1%	Staff Not Using Dual Checkout
2%	Duplicate Requests	1%	Undecided/Refused
2%	Materials Sent to the Wrong Place		

(note: totals may be more than 100% due to rounding)

55A-C. What did your library do to respond to those problems?

23%	Contact MeLCat	2%	Paid the Bill
18%	Did Nothing	2%	Repackage the Material
8%	Contact MeL Help	2%	Work Overtime
6%	Contact MLC	1%	Apologize
6%	Contact Pro-Med	1%	Ask Another Source
4%	Charged the Patron	1%	Cancel Hold
4%	Contact Patrons	1%	Resend Material to Correct Location
4%	Contact Tech Support	1%	Return Materials
3%	Developed New Procedures	1%	Send Out Emails
3%	Educate the Patron	1%	Suggest Email
2%	Added Staff	1%	Upload Records
2%	Educate the Staff	1%	Withdraw from MeLCat
2%	Just Do Our Best	1%	Undecided/Refused
2%	Keep Trying Again		

(note: totals may be more than 100% due to rounding)

56. If your current job at the library puts you in a position to know, based on your understanding, where does the funding for MeLCat come from?

47%	Not in a Position to Know	2%	Grants
13%	Combined State and Federal Funds	2%	Library Co-op
12%	LSTA	1%	Federal Government
11%	State of Michigan	2%	Other
5%	Taxes	1%	Undecided/Refused
4%	Library of Michigan		

57. Have you received training in the use of MeLCat?

63%	Yes
36%	No --------------------- **GO TO Q.62**
1%	Undecided/Refused – **GO TO Q.62**

58. Have you ever participated in MeLCat training classes offered by the Library of Michigan through the Michigan Library Consortium?

60%	Yes
39%	No
1%	Undecided/Refused

59. Where, or where else, did you receive your training in the use of MeLCat?

29%	At Work		3%	University
15%	Co-op		2%	Conferences
13%	Consortium		2%	Marquette, MI
8%	Co-worker		1%	MeLCat Orientation
8%	Self Taught		1%	NONE
6%	Lansing		4%	Other
3%	ISD - RESA		5%	Undecided/Refused

60. How would you describe the training that you have received in the use of the MeLCat? Would you say you have been…

25%	Completely trained
57%	Mostly trained
15%	Only adequately trained
1%	Inadequately trained
---	Poorly trained
---	Not trained at all ----- **GO TO Q.62**
2%	Undecided/Refused

61A-B. What are the one or two things that you think could be done to improve the training provided on the use of MeLCat?

14%	Ongoing – Refresher Classes		2%	Slower Class Pace
13%	Advanced – Specialized Information		1%	Faster Web Connection
10%	More 'Real World' Examples		1%	Help – 'How To' Button
10%	More Practice Time in Class		1%	How to Run Reports
10%	Nothing		1%	More Advertising
7%	Closer - Local		1%	More General in Topic

5%	Improve MeLCat	1%	Online Support
5%	More Frequent Classes	1%	Quick Reference Cheat Sheet
5%	Offer Classes Online	1%	Smaller Class Size
2%	Better Teachers – Trainers	1%	Uniform Procedures
2%	Comprehensive MeLCat Manual	9%	Undecided/Refused
2%	Self Help Videos		

(note: totals may be more than 100% due to rounding)

62. Do you offer specific training classes to your library patrons in the use of MeLCat?

14%	Yes ------ **GO TO Q.64**
81%	No ----------------------- **ASK Q.63**
5%	Undecided/Refused ---- **GO TO Q.64**

63A-B. What are the one or two main reasons why you have NOT been able to offer training in the use of MeLCat?

17%	Staffing	3%	Costs
16%	Handle One on One Requests	2%	Mostly Students
12%	Time	2%	Teach Other Database Use
9%	No Patron Demand	2%	Use Handouts for Walkthough
7%	Easy to Use As Is	1%	Administrative Decision
6%	Don't Have MeLCat	1%	Elementary – Middle School
6%	Taught in Other Course	1%	Main Library Does It
4%	Lack Adequate Facilities	1%	Never Tried It
4%	Lack of Computers	1%	We Will Soon
4%	Need Staff Training First	4%	Undecided/Refused

(note: totals may be more than 100% due to rounding)

64. Do you market and encourage the use of MeLCat at your library?

75%	Yes
21%	No --------------------- **GO TO Q.67**
4%	Undecided/Refused – **GO TO Q.67**

65. Do you market and encourage the use of MeLCat just to your library patrons, or, do you market the availability and use of the MeLCat to the public as a way of encouraging the use of library services?

54%	Markets just to library patrons
8%	Markets to the general public
36%	Markets to both
1%	Markets to neither
1%	Undecided/Refused

66. What are the one or two main methods of marketing that you use to encourage the use of MeLCat?

23%	One on One	5%	Reference Desk
21%	Website Link	4%	Bookmarks
12%	Flyer – Brochures	4%	Displays – Posters
12%	Word of Mouth	4%	Newspaper
8%	Class Instruction	2%	Undecided/Refused
5%	Newsletter		

67. Are you familiar with the Michigan Online Resources for Educators, called MORE?

32%	Yes
66%	No ---------------------- **GO TO Q.70**
2%	Undecided/Refused --- **GO TO Q.70**

68. Do you recommend the use of MORE to your patrons?

57%	Yes ----- **GO TO Q.70**
41%	No ------ **ASK Q.69**
2%	Undecided/Refused ----- **GO TO Q.70**

69. What is the main reason you do not recommend the use of MORE to your patrons?

34%	Need training
24%	No Demand
19%	Need promotional materials
10%	It's not useful
5%	Unfamiliar with it
2%	No Need
2%	No time
1%	Does not apply
1%	Limited Staff
1%	Patrons already aware of it
1%	Undecided/Refused

70. Are you familiar with Michigana, the digital history collections in MeL?

55%	Yes
43%	No ----- **GO TO Q.73**
2%	Undecided/Refused

71. Do you recommend the use of Michigana to your patrons?

59%	Yes ------------------------ **GO TO Q.73**
37%	No ------------------------ **ASK Q.72**

4%	Undecided/Refused ------ **GO TO Q.73**

72. What is the main reason you do not recommend the use of Michigana to your patrons?

23%	No Demand
21%	Need training
16%	Need promotional materials
11%	It's not useful
9%	Does not apply
9%	Not for students
8%	Unfamiliar with it
1%	Limited in scope
1%	No Need
1%	No time

Finally, I would like to ask you a few questions for statistical purposes only.

73. Are you a director, administrator, librarian, paraprofessional, clerk or page?

18%	Director
6%	Administrator
49%	Librarian
13%	Paraprofessional
12%	Clerk
1%	Page
1%	Undecided/Refused

74. In which of the following categories does your age fall?

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4%	18 to 24
6%	25 to 29
7%	30 to 35
10%	36 to 40
21%	41 to 49
20%	50 to 55
28%	56 to 64
3%	65 or older
1%	Undecided/Refused

75. What is the last grade or level of schooling you completed?

---	1st to 11th Grade
3%	High School Graduate
1%	Non-college post high school (technical training)
13%	Some college
21%	College graduate
61%	Post graduate school ---------- **ANSWER Q. 76**
1%	Undecided/Refused

[IF YOU HAVE A POST GRADUATE DEGREE]

76. Do you have an MLS degree?

87%	Yes
13%	No

77. What is your race -- are you White, African American, Hispanic, Asian, Native American, or a mixed race?

90%	White

2%	Black
1%	Hispanic (Puerto Rican, Mexican-American etc.)
1%	Asian
---	Native American
1%	Mixed-race
2%	Other
3%	Undecided/Refused

78. Gender

11%	Male
87%	Female
2%	Undecided/Refused

Library of Michigan Online Survey of Library Patrons – Through December 6, 2009
[FREQUENCY REPORT of SURVEY RESPONSES – TOTAL 2868 SAMPLE – ERROR ±1.8%]
[FREQUENCY REPORT of SURVEY RESPONSES – TOTAL OF 'OPEN ENDED' RESPONES –
SELECTED AT RANDOM - 400 SAMPLE – ERROR ±4.9%]

01. What is the name of the library you use? If you use more than one library, at which library do you spend the most time?

Libraries were mentioned from all 83 counties. Please refer to alphabetically sorted list:
Appendix A.

02. Is the library you named above. . .

N=2823

86%	A public library
5%	A K-12 school library
7%	A College or university library
1%	State or Government library
1%	Other

03A-U. Over the past couple of years, which of the following library services have you or others in your household used? **[CODE ALL THAT APPLY]**

12%	Borrowing books, all types	1%	Attending classes on how to use the internet
7%	Borrowing fiction best seller books	6%	Using a computer for Internet Access
9%	Borrowing non-fiction books	7%	Using online library resources at library
5%	Borrowing children's books	9%	Using online library resources outside the library, i.e. from home, work or elsewhere
3%	Borrowing large print books	5%	Getting research assistance from librarians
6%	Borrowing audio books	1%	Getting homework help from librarians
9%	Borrowing movies/visual materials	4%	Using quiet study spaces

3%	Using genealogy/local history info	1%	Using group study or tutoring space
3%	Attending programs for children	3%	Using meeting rooms for a club/meeting
4%	Attending programs for adults	1%	Other/Undecided/Refused
1%	Attending book discussion groups		

04. How often do you visit your library – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

7%	Every day
45%	A few times a week
41%	A few times a month
6%	A few times a year
1%	Seldom
---	Never
---	Undecided/Refused

05. How often do you visit your library online from your home or office – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

14%	Every day
40%	A few times a week
26%	A few times a month
6%	A few times a year
5%	Seldom
7%	Never
1%	Undecided/Refused

06. Thinking about the quality of the library you use, the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials available, how would you rate the quality of your library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

57%	Excellent ------ **ASK Q.7**
37%	Pretty good --- **ASK Q.7**
94%	*TOTAL POSITIVE*
6%	*TOTAL NEGATIVE*
5%	Only fair ----- **GO TO Q.8**
1%	Poor ---------- **GO TO Q.8**
---	Undecided/Refused

07. Why did you give your library a **POSITIVE** rating of (**Excellent/Pretty good**)? **[THEN GO TO Q.9]**

21%	Staff	3%	Technology Available
17%	Selection of Materials	2%	Asset to the Community
10%	Variety of Services Offered	2%	Always Improving
9%	MeL	2%	Great Resource

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7%	Positive – In General	2%	I Use It Often
6%	Customer Service	1%	Atmosphere
5%	Facilities	1%	Family Friendly
4%	Use Funding Wisely	1%	Genealogy Section
3%	Educational Resource	4%	Undecided/Refused

08. Why did you give your library a **NEGATIVE** rating of **(Only fair/Poor)**?

31%	Needs More Funding – Resources	6%	Poor Customer Service
19%	Too Few Computers	6%	Slow Internet Connection
13%	Small Book Selection	6%	Too Small a Facility
6%	Broken Office Equipment	7%	Undecided/Refused
6%	No Michigan Genealogy Section		

09. As you may know, there are over 40 commercial online databases of research information available to any Michigan resident from the Library of Michigan, as well as through most Michigan libraries. These databases are available as a program of the Library of Michigan called "MeL," which stands for Michigan eLibrary, the state's online library available at www.MeL.org. MeL provides information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. Before you read this description of databases available, were you aware or not aware of these online databases?

75%	Aware
25%	Not Aware ----- **GO TO Q.22**

10. How often do you use the MeL databases available through the Library of Michigan and local libraries and at www.MeL.org?

N=2151

43%	A lot
34%	Some
17%	Only a little
6%	Not at all ---------- **GO TO Q.22**

11. How would you rate the quality of the MeL databases that you use -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

N=2010

55%	Excellent ------ **ASK Q.12**
40%	Pretty good ---- **ASK Q.12**
95%	*TOTAL POSITIVE*
5%	*TOTAL NEGATIVE*
4%	Only fair ------- **GO TO Q.13**
1%	Poor ------------ **GO TO Q.13**

12. What is the main reason why you offered a positive rating for the MeL databases? **[THEN GO TO Q.14]**

21%	Variety of What's Available	2%	Fast Service
17%	Increased Access to Materials	2%	Important Resource
10%	Always Find What I Want	1%	Cost Savings – Free
10%	Easy to Use	1%	Efficient – Time Saver
7%	Genealogy	1%	Frequently Updated
7%	Student – Educational Resource	1%	Full Text Available
6%	Quality, Reliable Information	1%	I Use it Often
5%	Positive – In General	1%	Periodicals
3%	Remote Access	2%	Undecided/Refused
2%	Convenience		

13. What is the main reason why you offered a negative rating for the MeL databases?

33%	Difficult to Use	8%	Limited Geneaology
17%	User Interface	8%	Slow Search
8%	Could Improve – In General	8%	Too General in Topics
8%	Infrequently Updated	10%	Undecided/Refused

14A-G. Which of the following specific services have you used that are provided by MeL?
[CODE ALL THAT APPLY]

N=2010

23%	Database subscriptions purchased by the Library of Michigan and provided free to the public
36%	MeLCat, the shared statewide library catalog
4%	MORE, the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
9%	Michigana, a collection of digitized materials focusing on Michigan history
13%	Links to the Internet and MeL resources by topic (MeL Gateways)
14%	Full Text Magazines and Newspapers search button on the MeL home page
1%	Other/Undecided/Refused

15. Were you aware or not aware of the fact that you can access MeL, the Michigan eLibrary, at www.MeL.org from anywhere, as long as you have Internet access and a driver's license, state ID or participating library card?

87%	Aware
13%	Not Aware

16. How do you access MeL databases most often? From computers available at the library, at your home computer, or a computer at work?

19%	Computers available at the library
71%	Home computers
9%	Office computers
1%	Don't use MeL databases

17. Which of the following is the most frequent means by which you access the Michigan eLibrary? Is it…

59%	Through your local library web site
32%	By typing in the "MeL.org" address on your web browser
6%	By going through the State of Michigan web site, Michigan.gov
2%	Bookmarked as a 'favorite'
1%	At school

18. Does the requirement to enter your driver's license number or library card number to access MeL databases outside the library influence you to not try to access MeL databases, or, is having to enter that information not really a concern?

8%	Yes, it influences me to NOT try to access MeL databases
92%	No, it is not a concern ------ **GO TO Q.20**

19. Why do you not want to enter a driver's license or library card number?

45%	Privacy		10%	Tracking
25%	ID Theft		5%	Hassle
15%	Time Consuming			

20A-F. For which of the following reasons do you use the MeL databases? **[CODE ALL THAT APPLY]**

15%	Getting consumer health information
39%	Doing research or homework
6%	Getting legal information
16%	Doing genealogy research
2%	Taking vocational tests
10%	Doing business research
6%	Inter-Library loans
1%	Teaching – Education resources
1%	Movies – DVD
3%	Personal interest
1%	Other/Undecided/Refused

21. How often are you able to find what you are looking for when using MeL databases?

9%	All of the time
48%	Nearly all of the time
30%	Most of the time
8%	Some of the time
1%	Seldom
---	Never
2%	Undecided/Refused

22. Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, audio recordings, and other information, which is available from participating Michigan libraries. This catalog can inform you what is available at other libraries. You can order books or other resources, and have them delivered to your own participating library. Again, before you read the description of MeLCat, were you aware or not aware of this online catalog?

84%	Aware
15%	Not Aware ------ **GO TO Q.39**

| 1% | Undecided/Refused |

23. How often do you use the MeLCat, the shared statewide library catalog?

56%	A lot
27%	Some
10%	Only a little
7%	Not at all ------- **GO TO Q.39**

24. How would you rate the quality of MeLCat, the shared statewide library catalog -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

63%	Excellent ---- **ASK Q.25**
32%	Pretty good – **ASK Q.25**
95%	*TOTAL POSITIVE*
4%	*TOTAL NEGATIVE*
4%	Only fair ------- **GO TO Q.26**
---	Poor ------------ **GO TO Q.26**
1%	Undecided/Refused

25. What is the main reason why you offered a positive rating for MeLCat? **[THEN GO TO Q.27]**

28%	Increased Access to Materials	3%	I Use It Often
23%	Variety of What's Available	3%	Student – Educational Resource
16%	Always Find What I Want	2%	Important Resources
6%	Easy to Use	1%	Convenience
5%	Positive – In General	1%	Efficient – Time Saver
4%	Fast Delivery	1%	Quality – Reliable Information
3%	Cost Savings – Free	1%	Undecided/Refused

3%	Genealogy

26. What is the main reason why you offered a negative rating for MeLCat?

46%	Libraries Won't Always Share What's Listed	8%	Computers Not Always Available
15%	Difficult to Use	8%	Couldn't Get What I Requested
15%	Slow Delivery	8%	No Hold System

27. For which of the following reasons do you use MeLCat the most?

6%	Business research
1%	Employment, as an employer or job seeker
62%	Reading for recreational purposes
9%	Genealogy research
6%	Homeschool support
9%	Homework
1%	Teaching support
1%	Personal research
1%	Videos – Movies
1%	Academic research
1%	Music
1%	Locate – Request materials
1%	Self Help – Technical

28. How often are you able to find what you are looking for when using MeLCat?

13%	All of the time
60%	Nearly all of the time
21%	Most of the time
5%	Some of the time
---	Seldom
---	Never
1%	Undecided/Refused

29. How often do you receive what you request by using MeLCat?

42%	All of the time ---- **GO TO Q.31**
40%	Nearly all of the time
11%	Most of the time

3%	Some of the time
1%	Seldom
1%	Never
2%	Undecided/Refused

30. What was the main reason why you did not get what you requested?

18%	Unavailable		2%	Too Rare – Old – Fragile
16%	Not Requestable		1%	I Just Go Get It
12%	Library Listed Wouldn't Share It		1%	Not Listed on MeLCat
11%	Lost – Missing		1%	Request Disappeared
9%	Checked Out		1%	System Glitch
6%	Too New to Loan		1%	Tape vs CD
3%	Didn't Want to Wait For It		1%	Went to Wrong Library
3%	Had a Hold On It		1%	Other
2%	I Made a Mistake		9%	Undecided/Refused
2%	Still Waiting to See			

31. Are you able to track the status of your requests online through MyMeL or through your library account?

77%	Yes, able to track requests
18%	No, not able to track requests online ---- **GO TO Q.33**
5%	Undecided/Refused

32. Do you use MyMeL or your library account?

33%	MyMeL
67%	Library account

33. How quickly do you think you should be able to receive the materials you requested?

MEAN: 7.561 DAYS   MEDIAN: 7.0 DAYS

34. Before MeLCat was available, how often did you use traditional interlibrary loan services?

19%	A lot
26%	Some
27%	Only a little
27%	Not at all
1%	Undecided/Refused

35. Does the library you use provide training in the use of MeL databases, MeLCat, both or neither?

7%	Provides training in the use of MeL databases
12%	Provides training in the use of MeLCat
29%	Provides training in both MeL databases and MeLCat
27%	Provides training in neither
25%	Undecided/Refused

36. If you have received training in the use of MeL databases/and or MeLCat, would you say you have been completely trained, mostly trained, only adequately trained, inadequately trained, or poorly trained?

7%	Completely trained
15%	Mostly trained
6%	Only adequately trained
1%	Inadequately trained
---	Poorly trained
9%	Not trained
45%	Self trained

17% | Undecided/Refused

37A-D. Does your library advertise and encourage the use of MeL databases and/or MeLCat at your library with any of the following methods? **[CODE ALL THAT APPLY]**

42% | A logo or link on the library website
17% | Promotional flyers and posters
35% | Information from library staff
3% | None
3% | Other/Undecided/Refused

38. Has having access to MeL databases and/or MeLCat influenced you to be more satisfied and more likely to use your library, less satisfied and less likely to use your library, or, has access to these two programs not really influenced you one way or the other?

88% | More satisfied and more likely to use library
--- | Less satisfied and less likely to use library
11% | No influence
1% | Undecided/Refused

39. Do you use Michigan Online Resources for Educators (MORE), a curriculum-based collection in MeL?

8% | Yes
91% | No
1% | Undecided/Refused

40. Do you use with Michigana, the digital history collections in MeL?

17% | Yes
82% | No

1%	Undecided/Refused

41. Based on your understanding, how are MeL and its components, such as MeLCat, funded?

38%	State of Michigan	1%	Department of Education
22%	Taxes	1%	Federal Government
6%	Combination of State and Federal Funds	1%	Individual Libraries
6%	Library of Michigan	1%	Local Funds
5%	Grants	1%	LSTA
1%	Consortium Fees	17%	Undecided/Refused

42. When you access the Internet, how often do you use a search engine like Google or Yahoo to research or search for information – every time you are online, almost every time online, very frequently, somewhat frequently, seldom or never?

29%	Every time online
38%	Almost every time online
25%	Very frequently
6%	Somewhat frequently
1%	Seldom
---	Never
1%	Undecided/Refused

43. Thinking about reliability and accuracy of sources available through online search engines such as Google, Yahoo and Bing compared to research articles that are available from subscription databases purchased by a library, which source of information would you say is more accurate and reliable?

3%	Internet sources much more accurate and reliable

4%	Internet sources somewhat more accurate and reliable
7%	*TOTAL INTERNET MORE*
64%	*TOTAL DATABASE MORE*
22%	Research based database sources somewhat more accurate and reliable
42%	Research based database sources much more accurate and reliable
20%	Both are equally accurate and reliable
1%	Neither are accurate and reliable
8%	Undecided/Refused

44A-J. Where would you like to get information about MeL and the events and services available at your public library? **[CODE ALL THAT APPLY]**

8%	Newspapers
4%	TV News programs
3%	Cable TV programs
4%	Radio news programs
7%	School district newsletters
17%	Library newsletters
15%	Brochures or announcements while in the library
23%	Library website
15%	Library staff members
2%	Word of Mouth
1%	Email
1%	Other/Undecided/Refused

45. Thinking about what you may have learned about MeL and its components, such as MeL databases and MeLCat, while taking this survey, putting aside whether you currently visit your local library or not, would you say that in the future you are certain to visit a local library, likely to visit your local library, not likely to visit a local library, or certain that you will not visit a local library?

81%	Certain to visit library
14%	Likely to visit library
2%	Not likely to visit library
1%	Certain to Not visit library
1%	Undecided/Refused

46. How about accessing online resources by using the Michigan eLibrary, called MeL? Putting aside whether you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan?

67%	Certain to use the MeL website
24%	Likely to use the MeL website
6%	Not likely to use the MeL website
2%	Certain to Not use the MeL website
1%	Undecided/Refused

47. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a your participating library? Putting aside whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat?

73%	Certain to use MeLCat
18%	Likely to use MeLCat

6%	Not likely to use MeLCat
2%	Certain to Not use MeLCat
1%	Undecided/Refused

Finally, I would like to ask you a few questions for statistical purposes only.

48. Do you have children who are school age or younger?

62%	Yes
68%	No ----- **GO TO Q.52**

49A-C. Do you have one or more children who currently attends local public schools, private or parochial schools, or homeschool? **[CODE ALL THAT APPLY]**

62%	Yes, public schools
8%	Yes, private schools
3%	Yes, both public and private
---	Home schooled
17%	No children attend schools
10%	Undecided/Refused

50A-D. What grades do your children attend? **[CODE ALL THAT APPLY]**

23%	Elementary - K-5th Grade
16%	Middle school - 6th through 8th grade
17%	High school – 9th through 12th grade
6%	Pre-kindergarten or Head Start
38%	Undecided/Refused

51. Do you have infants or pre-school children who will be attending school in the future?

9%	Yes -- infants
15%	Yes -- pre-school
5%	Both
71%	Neither

52. In which of the following categories does your age fall?

10%	18 to 24
6%	25 to 29
9%	30 to 35
8%	36 to 40
19%	41 to 49
14%	50 to 55
19%	56 to 64
13%	65 or older
2%	Undecided/Refused

53. What is the last grade or level of schooling you completed?

6%	1st to 11th Grade
7%	High School Graduate
2%	Non-college post high school (technical training)
19%	Some college
30%	College graduate
35%	Post graduate school
1%	Undecided/Refused

54. What is your race -- are you White, African American, Hispanic, Asian, Native American, or a mixed race?

88%	White
3%	Black
1%	Hispanic (Puerto Rican, Mexican-American etc.)
1%	Asian
---	Native American
2%	Mixed-race
2%	Other
3%	Undecided/Refused

55. Gender

25%	Male
73%	Female
2%	Undecided/Refused

Library of Michigan

Online Surveys of Library Patrons and Staff

Final Report

Findings and Executive Summary

December 2011

EPIC ▪ MRA administered two online surveys, one for library staff and one for library patrons. A total of 562 library staff, beginning August 29, 2011 and ending October 11, 2011, and 26 library patrons, beginning August 31, 2011 and ending October 5, participated in the two online surveys and completed all or most of the questionnaires.

In light of a limited research budget, the on-line methodology was selected as being the most cost-effective means to garner data. Other methods were considered (e.g. on-site personal interviews, telephone interviews, hard copies for patron use, etc.) but time, cost and confidentiality constraints precluded serious consideration of anything but an on-line format.

The questionnaires used in the on-line surveys were developed by EPIC ▪ MRA in close consultation with Library of Michigan personnel directly responsible for developing their current SLAA five-year plan and who will be largely responsible for formulating the subsequent five-year plan pursuant to IMLS requirements. The lines of inquiry were formulated to assess whether or not the activities undertaken in the current plan through the state's LSTA achieved the desired results. These lines of inquiry were designed to assist responsible Library of Michigan staff in determining the extent to which pursued strategies in implementing the plan achieved their intended purposes and the extent to which resource allocation in pursuit of the plan's goals was effective.

Several efforts were made by the Library of Michigan to reach-out and invite patron participation at the 7 target libraries located in the Upper Peninsula communities of Marquette, Ironwood, Ishpeming, Calumet and Menominee, the northern lower Michigan community of Alpena, and the downriver community of Riverview in southeast Michigan. Despite these repeated attempts by Library of Michigan staff to encourage patron participation via messages to the target community library staff, only 26 patrons responded to the solicitation. It is noted that in a 2009 statewide on-line survey, data was collected from 2,868 patron respondents.
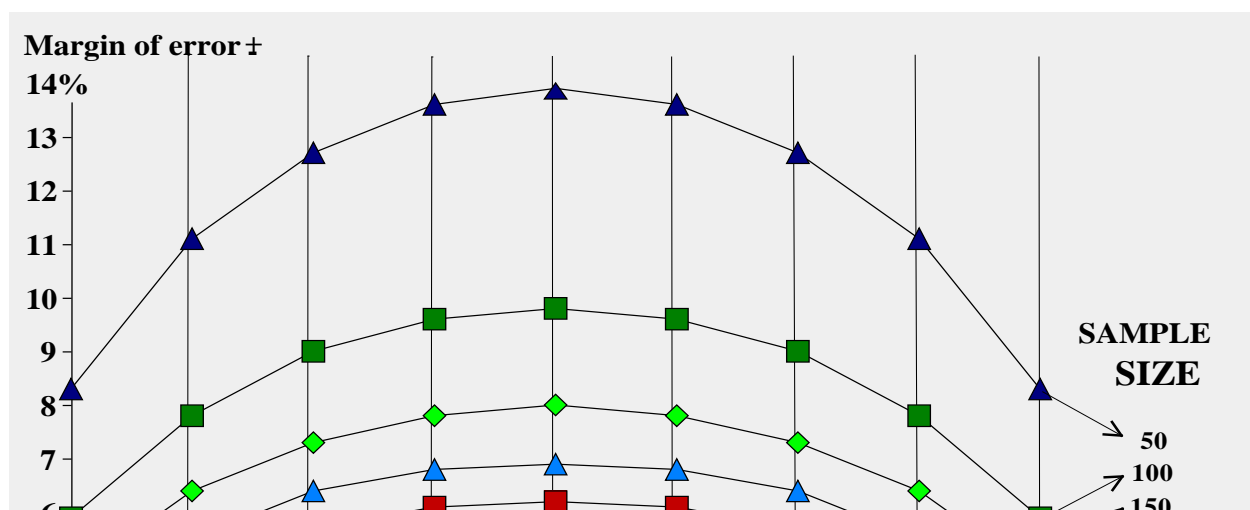
With the paucity of patron respondents from the 2011 survey of patrons in the seven aforementioned smaller Michigan communities, any attempt to provide statistically meaningful analysis of the data would be unenlightening.

Generally, in interpreting survey results, all surveys are subject to error; that is, the results of the survey may differ from that which would have been obtained if the entire population was interviewed. The size of the sampling error depends on the total number of respondents asked a specific question. The table on the next page represents the estimated sampling error for different percentage distributions of responses based on sample size.

For example, 56 percent of all 562 staff respondents said, "A lot" when asked "How much would you say your library patrons use MeLCat?" (Question 8). As indicated in the chart below, this percentage would have a sampling error of approximately plus or minus 4.2 percent. That means that with repeated sampling, it is very likely (95 times out of every 100), that the percentage for the entire library staff population in Michigan would fall between 51.8 percent and 60.2 percent, hence 56 percent ±4.2 percent.

EPIC ▪ MRA   SAMPLING ERROR BY PERCENTAGE (95 IN 100 CONFIDENCE LEVEL)
Percentage of sample giving specific response

SAMPLE SIZE	_10_	_20_	_30_	_40_	_50_	_60_	_70_	_80_	_90_
				% margin of error ±					
700	2.2	3.0	3.3	3.7	3.6	3.7	3.3	3.0	2.2
650	2.3	3.1	3.5	3.8	3.8	3.8	3.5	3.1	2.3
600	2.4	3.2	3.7	3.9	4	3.9	3.7	3.2	2.4
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
450	2.8	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.8
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
250	3.7	5	5.7	6.1	6.2	6.1	5.7	5	3.7
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
150	4.8	6.4	7.3	7.8	8	7.8	7.3	6.4	4.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
50	8.3	11.1	12.7	13.6	13.9	13.6	12.7	11.1	8.3

➢ Many of the questions appearing on this 2011 statewide survey of library staff repeat questions that were posed in a statewide on-line survey of staff conducted in 2009. For most of these subsequent tests of the same questions, results are quite similar. For instance:

    o Approximately two-thirds of staff-respondents from both studies report working at a, "public library"

    o Just over one-in-five (22 percent in both 2009 and 2011) report their work as being in, "an academic library at either a 2-year or 4-year institution".

    o Slightly over ten percent in each of the surveys report their work as being with, "A K-12 school library or media center".

➢ Staff perceive MeLCat as being the most widely used Michigan eLibrary (MeL) service used by patrons, followed closely by the MeL database service, when combining responses asking staff to identify the first and second most used MeL service offerings. These two services combine to take 86 percent of the library staff responses when asked to name to the top two most-widely used MeL services by patrons.

    o This result closely mirrors the 2009 survey result and, in fact, the figures for total usage are slightly higher in this later survey for the MeLCat service.

    o Lack of staffing tops the list of reasons cited by respondents to a follow-up open-ended question asking why their library "Does Not" participate in this MeL service.

➢ Of the staff professing to be in a position to know (77% of the entire sampling) virtually all of them – 96 percent of this "knowledgeable" cohort – reported that access to the MeL

databases saves their organization money. It is noted that the 2011 data reveal a much smaller number of respondents who reported themselves as being "Not knowledgeable" about whether or not MeL databases save their organization money than did the 2009 survey – 23 percent "Not knowledgeable" in 2011 versus 35 percent in 2009.

- o Among the very diverse sizes of the organizations from which staff members responded, the amount estimated to have been saved ranged from under $10,000 to over $100,000, with a 32 percent plurality reporting, "Up to $10,000", 23 percent reporting a savings of between $10,001 and $50,000, 14 percent claiming a savings of $50,001 to $100,000 annually and 5 percent of the entire sample reporting savings in excess of $100,000.

➢ In response to related follow- up questions asking about the level of use of MeLCat and the MeL databases, the 2011 survey results show high levels of use reported (as measured by the descriptions of "A lot" and, "Somewhat") by staff respondents, as was the case in 2009.

- o MeLCat use is reported at 97 percent - up 5 points from the 2009 study;

- o MeL databases usage is reported at 81 percent, down slightly from the 87 percent measured in the 2009 study.

- Nearly six-in-ten staff respondents (59%) reported having received training through the Library of Michigan.

    - Of those reporting having attended a Library of Michigan training seminar, the top sessions cited included:'
        - Beginning workshop (39%);
        - Rural Libraries conference (18%);
        - New Directors' session (16%);
        - Mahoney Children's Workshop (11%); and,
        - Six other specific sessions at 7 percent or lower.

- Virtually all of the attendees – 90 percent – reported the Library of Michigan training had helped them to provide service to their patrons either, "A lot" (49%) or at least, "Somewhat" (41%).

- Fewer than half of all staff respondents – 42 percent – reported having attended a training session sponsored by the Michigan Library Association. The "Summer Reading Workshop", "Fantastic Fiction", "Spring Institute" and, "Academic Library Day" topped the list of at least eleven specific sessions mentioned by respondents.

    - As with the Library of Michigan sessions, the vast majority of attendees (87%) found the Michigan Library Association sessions to be at least "Somewhat Helpful" in providing service to their patrons.

- Least attended of the sessions tested were those sponsored by the Midwest Collaborative Association and funded by the Library of Michigan, with 36 percent of the staff respondents reporting having attended one of their training seminars. Of those who attended a session, MeL Database and MeLCat training sessions captured 94 percent of responses.

- o Notwithstanding being the least attended of the sessions tested, attendees of the Midwest Collaborative Association found the sessions to the most helpful in providing service to patrons, with 96 percent reporting them as being at least "Somewhat Helpful". More important, however, is the 60 percent level reporting these sessions as being "Very Helpful".

- ➤ Over one-third of staff respondents (38%) reported being "Unaware" of the availability of tutorial videos for MeL users. Of the 61 percent professing awareness of the videos, roughly a third (34%) of this cohort reports having used them.

  - o As with the sessions sponsored by the Midwest Collaborative Association, virtually all of the relatively few users of the videos (96%) found them to be "Helpful", with 55 percent finding them to be "Very Helpful".
    - ▪ Of the above group, 70 percent reported having recommended them to their patrons.

- ➤ At just 28 percent, respondents reporting specific awareness of MeL's video tutorials for state government services such as how to apply for unemployment benefits, is much lower than awareness of the MeL videos generally. Moreover, even among the relatively few respondents who are aware of this particular video, only 12 percent report having used it. Given these low levels of use, measurements of helpfulness to the staff respondents and staff's subsequent recommendation for use to patrons are not instructive.

- ➤ For public library staff respondents (62% of the entire sampling), just under one-half (47%) reported knowledge that their facility participates in the Quality Services Audit Checklist – QSAC – Program.

  - o Of those knowing of participation in QSAC (N=164), just over two-thirds – or 67 percent – report that such participation has improved services for their patrons and an even two-thirds report that the QSAC has helped educate library trustees about services and library management.

- o Unlike the trustee edification, however, a 49 percent to 40 percent plurality of qualified respondents reported that QSAC <u>has not</u> helped educate local officials and other funding sources about their library's services and management.

➤ Only 20 percent of the staff respondents responded "Yes" to a question asking whether or not their organization applied for a Library of Michigan sub-grant when it was made available. The majority – 54 percent – were "Undecided" on the matter.

- o Among the 26 percent of respondents who reported "No" or "Undecided" to the initial inquiry about whether or not their library had applied for a sub-grant, a 28 percent plurality gave "Unaware of them or when they are offered" as the top reason for not applying among eleven other specific reasons cited by this cohort.

- o Of the 112 respondents (out of 562 in the total sampling) who indicated their library had made application for a sub-grant, over two-thirds reported that the application process was understandable and easy to follow, with only six percent responding "No" to this inquiry and the 26 percent balance being "Undecided".

➤ Most respondents – 78 percent – were either "Unaware" (73%) or, "Undecided" (5%) that project manuals were created for those organizations receiving LSTA grant funds.

- o Even among those who are aware of the existence of the manuals (N=151), only 35 percent report ever having reviewed them and among this subset (N=53), fewer than half (43%) report that they have ever started a program or modified an existing one, based on the information provided in the manuals.

- o For the remaining 24 respondents who qualified for the question, nearly all (94%) found the program started and/or modified by virtue of the information contained in the manuals to be "Helpful" to their patrons.

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Library of Michigan Online Survey of Library Staff – Frequency of Survey Responses
[562 SAMPLE – ERROR ±4.1%] Polling Dates: August 29, 2011 through October 11, 2011

01. What is the name of the library where you work?

7%	Ann Arbor District
3%	MSU
2%	Chippewa River District
1%	Alpena County George N Fletcher
1%	Bad Axe Are District
1%	Baker College
1%	Baldwin Public
1%	Brandon Township Public
1%	Canton Public
1%	Capital Area District
1%	Caroline Kennedy
1%	Clinton-Macomb Public
1%	Davenport University
1%	Deckerville Public
1%	Dexter District
1%	EMU
1%	Genesee District
1%	Grace A Dow Memorial
1%	Grand Rapids Public
1%	GRCC
1%	GVSU
1%	Hastings Public
1%	Hazel Park Memorial
1%	Howell Carnegie District
1%	James White
1%	Kent District

1%	Mardigian
1%	OCC
1%	Pinckney Community Public
1%	Portland District
1%	Presque Isle District
1%	Putnam District
1%	Rochester Hills Public
1%	Salem-South Lyon District
1%	Shiawassee District
1%	Shiawassee District-Owosso Branch
1%	St. Charles District
1%	TA Cutler Memorial
1%	Three Rivers Public
1%	U of D Mercy McNichols
1%	White Lake Community
1%	WSU
47%	Other *(at less than 0.5% each – see Appendix 1 for complete list sorted alphabetically)*
2%	Undecided/Refused

02. Is the library where you work. . .

62%	A public library
22%	An academic library at either a 2 year or 4 year institution
13%	A K-12 school library or media center
1%	Cooperative
1%	Federal-Government Agency
1%	Other/Undecided/Refused

03. Based on your records or observations, which one of the following Michigan eLibrary (MeL) services is the most frequently used by your patrons?

66%	MeLCat, the shared statewide library catalog

31%	MeL database – subscription based access to content not available on the open web, including full text magazines and newspapers
2%	NONE OF THE ABOVE
1%	MeL Gateways - links to the Internet and MeL resources by topic
---	M.O.R.E., the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
---	MeL Michigana, a collection of digitized materials focusing on Michigan history

04. Which of the services listed is the second most used service by your library patrons?

56%	MeL database – subscription based access to content not available on the open web, including full text magazines and newspapers
20%	MeLCat, the shared statewide library catalog
11%	MeL Gateways - links to the Internet and MeL resources by topic
6%	NONE OF THE ABOVE
5%	M.O.R.E., the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
2%	MeL Michigana, a collection of digitized materials focusing on Michigan history

Q.3/Q.4 COMBINED:

43%	MeL database – subscription based access to content not available on the open web, including full text magazines and newspapers
43%	MeLCat, the shared statewide library catalog
6%	MeL Gateways - links to the Internet and MeL resources by topic
4%	NONE OF THE ABOVE
2%	M.O.R.E., the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
1%	MeL Michigana, a collection of digitized materials focusing on Michigan history
1%	Other/Undecided/REfused

05. If your job at the library puts you in a position to know, does having access to MeL databases save your library money in your yearly budget?

74%	Yes
3%	No **------------------------- GO TO Q.7**
23%	Not knowledgeable ------ **GO TO Q.7**

06. How much money would you estimate that you save in your yearly budget by having access to MeL databases?

32%	Up to $10,000
23%	$10,001 to $50,000
14%	$50,001 to $100,000
5%	Over $100,001
26%	Not knowledgeable

07. How much would you say your library patrons use the MeL databases?

35%	A lot
46%	Somewhat
81%	*TOTAL USE MeL DATABASE*
12%	Only a little
1%	Not at all
6%	Not knowledgeable

08. How much would you say your library patrons use MeLCat, the statewide shared catalog?

56%	A lot
22%	Somewhat
78%	*TOTAL USE MeLCat*
10%	Only a little
8%	Not at all
4%	Not knowledgeable

09. Does your library participate in MeLCat?

78%	Yes ------------ **GO TO Q.11**
19%	No
1%	Undecided/Refused

10. What would you say is the main reason why your library does NOT participate in MelCat?
[WRITE COMMENT AS STATED]

21%	Limited staff
16%	Cost of it
13%	Not eligible/Non-public library
6%	Do not wish to loan materials
4%	Our geography-location prohibits
4%	Specialized collection
3%	Administration not interested
3%	Need more info about it
3%	No time to do so
3%	On the waiting list
3%	Technology-internet issues
2%	Have own catalog
2%	Limited patron demand for it
2%	We purchase requested materials

1%	No need to
1%	Plan to in the future
1%	Rely on OCLC only
1%	Wait time for materials too long
11%	Undecided/Refused

Goal II Questions

11. Have you ever attended any training with the Library of Michigan?

59%	Yes
40%	No----**GO TO Q.15**
1%	Undecided/Refused

12A-G. Which of the following programs have you attended? **[CODE ALL THAT APPLY]**

34%	Beginning Workshop
18%	Rural Libraries Conference
16%	New Directors
11%	Mahoney Children's Workshop
7%	E-rate Training
5%	Advanced Directors
4%	MeL Database
2%	MeLCat
1%	Cataloging
1%	Genealogy
1%	Other/Undecided/Refused

13. How much has the training helped you provide better service for patrons in your library?

49%	A lot
41%	Somewhat
90%	*TOTAL HELPED*
8%	Only a little
1%	Not at all
1%	Undecided/Refused

14. Why would you say your training has/has not helped you provide better service for patrons in your library? **[WRITE COMMENT AS STATED]**

33%	Increase awareness of services offered
20%	Assisting our patrons
17%	Updated information-professional development
9%	Staff-Administration networking opportunities
7%	Helped in general
3%	New ideas to implement in library
2%	Not helpful-not informative
2%	Saving money
1%	Awareness of new technologies
1%	E-rate training
1%	No reason
1%	Saving time
3%	Other *(at less than 0.5% each)*
1%	Undecided/Refused

15. Have you ever attended any Michigan Library Association training sponsored by the Library of Michigan?

42%	Yes
56%	No----**GO TO Q.18**
2%	Undecided/Refused

16A-E. Which of the following have you attended? **[CODE ALL THAT APPLY]**

25%	Summer Reading Workshop
24%	Fantastic Fiction
23%	Spring Institute
15%	Academic Libraries Day

2%	Annual Conference
2%	MeL Users Day
1%	Annual Technology Workshop
1%	Conference Workshops in General
1%	Directors Summit
1%	Leadership Day
1%	MeL Database Training
3%	Other *(at less than 0.5% each)*
1%	Undecided/Refused

17. How much has the training helped you provide better service for patrons in your library?

43%	A lot
44%	Somewhat
87%	*TOTAL HELPED*
8%	Only a little
2%	Not at all
3%	Undecided/Refused

18. Have you ever attended any Midwest Collaborative Association training funded by the Library of Michigan?

36%	Yes
62%	No----**GO TO Q.21**
2%	Undecided/Refused

19A-C. Which of the following have you attended? **[CODE ALL THAT APPLY]**

56%	MeL Databases Training
38%	MeLCat Training
2%	Cataloging

1%	MeL Users Day
3%	Undecided/Refused

20. How much has the training helped you provide better service for patrons in your library?

60%	A lot
34%	Somewhat
94%	***TOTAL HELPED***
5%	Only a little
---	Not at all
1%	Undecided/Refused

21. Are you aware of the tutorial videos available for users on MeL?

61%	Aware
38%	Unaware -------- **GO TO Q.26**
1%	Undecided/Refused

22. Have you ever used tutorial videos available for users on MeL?

34%	Yes
65%	No -------- **GO TO Q.26**
1%	Undecided/Refused

23. How helpful would you say the tutorial videos are to you?

55%	Very helpful
41%	Somewhat helpful
96%	***TOTAL HELPFUL***
3%	Only a little

---	Not helpful at all
1%	Undecided/Refused

24. Have you ever recommended the MeL tutorial videos to patrons?

70%	Yes
30%	No --------------- **GO TO Q.26**

25. How helpful would you say the MeL tutorial videos are to patrons?

49%	Very helpful
33%	Somewhat helpful
82%	*TOTAL HELPFUL*
2%	Only a little
---	Not helpful at all
16%	Undecided/Refused

26. Are you aware of the MeL tutorials for state government service, such as how to apply for unemployment benefits?

28%	Aware
71%	Unaware -------- **GO TO Q.31**
1%	Undecided/Refused

27. Have you ever used tutorials for state government services on MeL?

12%	Yes
87%	No --------------- **GO TO Q.31**
1%	Undecided/Refused

28. How helpful would you say the tutorials are to you in your work?

58%	Very helpful
37%	Somewhat helpful
95%	*TOTAL HELPFUL*
5%	Only a little
---	Not helpful at all

29. Have you ever recommended the tutorials for state government to patrons?

84%	Yes
16%	No --------------- **GO TO Q.31**

30. How helpful would you say the tutorials for state government services are to patrons?

38%	Very helpful
50%	Somewhat helpful
88%	*TOTAL HELPFUL*
---	Only a little
---	Not helpful at all
12%	Undecided/Refused

31. **[FOR PUBLIC LIBRARY STAFF MEMBERS ONLY]** Does your library participate in the QSAC (Quality Services Audit Checklist) Program?

32% | Yes
22% | No --------------- **GO TO Q.35**
33% | **NON-PUBLIC LIBRARY (55% TOTAL RESPONDENTS DO NOT PARTICIPATE)**
13% | Undecided/Refused

WITH NON-PUBLIC REMOVED:

47% | Yes
34% | No --------------- **GO TO Q.35**
19% | Undecided/Refused

32. Has participation in the QSAC (Quality Services Audit Checklist) Program improved services for your patrons?

67% | Yes
29% | No
4% | Undecided/Refused

33. Has participation in the QSAC (Quality Services Audit Checklist) Program helped educate library trustees about library services and management?

66% | Yes
27% | No
7% | Undecided/Refused

34. Has participation in the QSAC (Quality Services Audit Checklist) Program helped educate local officials and funding sources about library services and management?

40%	Yes
49%	No
11%	Undecided/Refused

Goal III Questions

35. When the Library of Michigan has made subgrants available to libraries, has your library applied?

20%	Yes
26%	No ------------------------ **GO TO Q.37**
54%	Undecided/Refused ------ **GO TO Q.38**

36. Was the application process understandable and easy to follow?

68%	Yes --------------------- **GO TO Q.38**
6%	No --------------------- **GO TO Q.38**
26%	Undecided/Refused – **GO TO Q.38**

37. What would you say is the main reason why your library HAS NOT applied for subgrants?
[WRITE COMMENT AS STATED – PLEASE BE SPECIFIC]

28%	Unaware of them or when they are offered
16%	Unsure if we have in the past or not
14%	Do not qualify for them
13%	No time to do so
3%	No interest in it
2%	Limited staff
2%	No grant writers on staff
2%	Not needed
2%	Too much paperwork
1%	Co-op handles that
1%	Have other funding sources
16%	Undecided/Refused

38. Are you aware that project manuals were created by libraries that have received LSTA grant funds?

22%	Aware
73%	Unaware -------- **GO TO Q.42**
5%	Undecided/Refused

39. Have you ever reviewed the project manuals created by libraries that have received LSTA grant funds?

35%	Yes
64%	No --------------- **GO TO Q.42**
1%	Undecided/Refused

40. Have you ever started a program, or modified one of your library's existing programs, because of your use of the information from these manuals?

43%	Yes
55%	No --------------- **GO TO Q.42**
2%	Undecided/Refused

41. How helpful to the patrons was the program that was started or modified?

50%	Very helpful
44%	Somewhat helpful
94%	*TOTAL HELPFUL*
---	Only a little helpful
---	Not at all helpful
6%	Undecided/Don't know

Finally, we would like to ask you a few questions for statistical purposes only.

42. Are you a director, administrator, librarian, paraprofessional, clerk or page?

28%	Director
6%	Administrator
41%	Librarian with an M.L.S
12%	Paraprofessional
9%	Clerk or Page
4%	Undecided/Refused

43. In which of the following categories does your age fall? How old are you?

9%	18 to 30
15%	31 to 40
20%	41 to 50
14%	51 to 55
33%	56 to 64
4%	65 or older
5%	Undecided/Refused

44. What is the last grade or level of schooling you completed?

---	1st to 11th Grade
2%	High school graduate
1%	Non-college post high school (technical training)
9%	Some college
15%	College graduate
69%	Post graduate school
4%	Undecided/Refused

[ONLY IF YOU HAVE A POST GRADUATE DEGREE]

45. Do you have an MLS degree?

N=389

90%	Yes
9%	No
1	Undecided/Refused

46. What is your race -- are you White, African American, Hispanic, Asian, Native American, of mixed race, or of some other race?

86%	White
2%	Black
1%	Hispanic (Puerto Rican, Mexican-American etc.)
1%	Asian
---	Native American
2%	Mixed-race
2%	Other
6%	Undecided/Refused

47. Gender

12%	Male
82%	Female
4%	Undecided/Refused

Appendix 1 – Q.1 Complete List – All Mentioned, Sorted Alphabetically

Adam Cardinal Maida Alumni

Addison Twp Public

Airport Community Schools Elementary : Ritter Eyler and Sterling Elementary

Alanson Area Public

Albion District

Alcona County

Allegan District

Alpena Community College

Alpena County George N Fletcher Public

Ann Arbor District

Ann Arbor District - Downtown Branch

Ann Arbor District - West

Ann Arbor District - Malletts Creek Branch

Ann Arbor District - Pittsfield Branch

Ann Arbor Public Elementary School

Annapolis High School Media Center

Armada Free Public

Auburn Hills Public

Bacon Memorial District

Bad Axe Area District

Baker College

Baker College Muskegon Campus

Baldwin Public

Bangor Public Schools

Bay College

Bay County System

Bayliss Public

Beardslee

Beaver Island District

Belding Area Schools all four

Belleville Area District

Benton Harbor Public

Benzie Shores District

Berrien Springs Community

Bloomfield Township Public

Boyne District

Bradner Schoolcraft College

Braille Talking Book

Brandon Township Public

Bridgman Public

Brighton High School Media Center

Buchanan Elementary School

Bullard Sanford Memorial

Bultema Memorial

Burr Oak Township

Cadillac Wexford Public

Calulmet Public School

Camden Township

Canton Public

Capital Area District

Caro Area District

Caroline Kennedy

Central Michigan University

Charlevoix Public

Charlotte Community

Cheboygan Area Public

Chelsea District

Chesterfield Township

Chippewa River District

Chippewa River District - Faith Johnston Branch

Chippewa River District -Veterans Memorial Branch

Clinton Macomb Public

Coloma Public

Colon Township

Columbia Township

Commerce Township Community

Community District

Community District -Bancroft Branch

Cranbrook Campus

Cranbrook Campus Cranbrook Kingswood Upper School

Cranbrook Schools Brookside Libraray

Cromaine District

Croton Township

Curtis Public

Davenport University

Davenport University Warren

Dearborn Heights City

Dearborn Public

Deckerville Public

Delta College

Delta Township District

Detroit Public

Dexter District

Dickinson County

Dowagiac District

E J Shaheen - Glen Oaks Community College

East Lansing Public

Eastern Michigan University

Eastern Michigan University Halle

Eastover Elementary School

Eaton Rapids Public

Eau Claire District

Edwardsburg High School and Middle School

Emory W Morris LRC

Eshleman - Henry Ford Community College

Eton Academy

Farmington Community

Fennville District

Ferndale Public

Flat River Community

Flushing Community Schools (High school and middle school)

Forsyth Township Public

Frankenmuth Wickson District

Franklin Middle School AND Stevenson Middle School

Fraser High School Media Center

Fraser Public and Roseville Public

Fremont Area District

Galesburg Memorial

Garden City High School

Garden City Middle School

Garden City Public

Genesee District

Gladwin County District

Glen Oaks Community College

Glen Oaks Community College EJ Shaheen

Godwin Heights Public Schools

Gogebic Community College

Grace A Dow Memorial

Grand Ledge Area District

Grand Rapids Community College

Grand Rapids Public

Grand Valley State University

Grand Vally State University Steelcase

Grant Area District

Grosse Pointe Public

Groves Media Center Birmingham Public Schools

Gull lake schools

Hackley Public

Ham - Rochester College

Hamburg Township

Harper Creek High School

Harper Woods Public

Harrison District

Haslett High School

Hastings Public

Hazel Park Memorial

Helena Township Public

Henika District

Henry Ford Community College

Henry Ford Macomb Hospital

Herrick District

Hesperia Community

Highland Township Public

Hillsdale Community

Holland Christian Elementary Schools

Holland Christian High School

Holly Township

Holt Junior High School

Homer Public

Hope College

Hope Middle School

Houghton Lake Public

Howard Miller

Howe Memorial

Howell Carnegie District

Hudson Public

Independence Elementary -N Sashabaw Elementary

Indian River Area

Ingham Intermediate School

Interlochen Center for the Arts

International Academy High School

Ionia Community

Iosco-Arenac District

Ishpeming Carnegie Public

Jackson Community College

Jackson District

Jacquelin E Opperman Memorial

James White

Jefferson Elementary School Media Center

John F Kennedy Jr

John Glenn High School

John Paul II Catholic School

John W Chi Holt Senior High School

Jonesvile District

Kalamazoo Christian High School

Kalamazoo Public

Kalkaska County

Kendall College of Art and Design

Kent District

Kent District Plainfield Branch and US Attorney's Office

Kettering University

Kuyper College Zondervan

Lake Odessa Community

Lake Superior State University Kenneth J Shouldice

Lakeview Schools

Lansing Community College

Leelanau Township

Leighton Township

Leland Township

LeRoy Community

Levey Middle School-Southfield Michigan

Lincoln Park Public

Litchfield District

Loutit District

Lyon Twp Branch of Roscommon Area District

Mackinac Island Public

Macomb College

Macomb Intermediate School District and International Academy of Macomb

Madison Heights Public

Main

Marcellus Township

Mardigian

Margaret D Sneden

Marlette District

Marshall District

Marshall Middle School Learning Resource Center

Marygrove College

Mattawan High School

McNichols Campus

Menominee County

Mercy High School Media Center

Merrill District

Michigan State University

Michigan Technological University

Mideastern Michigan Cooperative

Milan Public

Monroe County System

Monroe County Community College

Morton Township

Mott Community College

Moustakas Johnson

Munising School Public

New Groningen Elementary School

North Central Michigan College

Northern Michigan University

Northland Cooperative

Northwestern Michigan College - Osterlin

Nottawa Township

Novi Public

Oakland Community College

Oakland Community College Southfield Campus

Oakland Community College Mosier -Auburn Hills Campus

Oakland County

Ogemaw District

Orchard Primary School

Orion Township Public

Oscar A Carlson High School

Osterlin Northwestern Michigan College

Otsego County

Otsego County Gaylord

Parker Middle School

Patmos

Paw Paw District

Peter White Public

Petoskey District

Pinckney Community Public

Pioneer Middle School

Plymouth District

Pontiac Academy for Excellence Elementary School

Portage District

Portage Lake District

Portage Public Schools

Portland District

Prentis Memorial of Temple Beth El

Presque Isle District

Presque Isle District -Onaway Branch

Public of Saginaw

Public High School

Putnam District

Quincy Elementary

Rauchholz Memorial

Reading Community

Redford Township District

Reed City Public

Richland Township

Richmond Township

Rochester Collge

Rochester Hills Public

Romeo District

Romulus High School

Ruth Hughes Memorial District

Saginaw Chippewa Tribal

Saginaw Valley State Univ

Salem South Lyon District

Sanilac District

Saugatuck-Douglas District

Shelby high School

Shiawassee District

Shiawassee District --Owosso Branch

South Redford Schools

Southfield Public

Southgate Anderson High School Media Center

St Charles District

St Clair County

St Clair Shores Public

St Fabian School

St John Lutheran School

Superiorland Cooperative

Suttons Bay Bingham District

Swan Valley High School Media Center

T F Reed Memorial-Davenport University

TA Cutler Memorial

Tecumseh District

The Gary Byker Memorial of Hudsonville

The Wayne Public

Three Rivers Public

Trenton veterans memorial

Truman High School

Ubly Community Schools

University Grand Valley State University

University Liggett upper school

University of Detroit Mercy

University of Detroit Mercy McNichols

University of Detroit Mercy School of Dentistry

University of Michigan-Dearborn Mardigian

US Attorney's Office - Western District of Michigan

US EPA NVFEL

Van Wylen

Vicksburg District

Vicksburg Middle School and Vicksburg High School

Wakefield Public

Waldo Western Michigan University

Waldron District

Walled Lake Consolidated Schools

Walton Erickson Public

Waterford Township Public

Watervliet District

Wayne County

Wayne Memorial High School

Wayne State University

West Bloomfield Township Public

West Branch District

West Iron District

Westland Public

White Lake Community

White Lake Township

William P Faust Westland Public

Wixom Public

Woodlands Cooperative

Zeeland Public Schools Zeeland East High School

Library of Michigan Online Survey of Library Patrons
[FREQUENCY REPORT OF SURVEY RESPONSES – 26 SAMPLES]
Polling Dates: August 31, 2011 through October 5, 2011

01. What is the name of the library you use? If you use more than one library, at which library do you spend the most time?

54%	Peter White
34%	Calumet
8%	Ironwood Carnegie
4%	Ishpeming Carnegie

02. Is the library that you use most often …

85%	A public library
4%	A K-12 school library
11%	K -12 and public combined library

03. How often do you personally visit a library – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

15%	Every day
23%	A few times a week
58%	A few times a month
4%	A few times a year
---	Seldom
---	Never

04. How often do you visit your library online from your home or office – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

8%	Every day
50%	A few times a week
23%	A few times a month
15%	A few times a year
4%	Seldom
---	Never

05A-G. MeL is the Michigan eLibrary, a 24/7 online library for Michigan residents provided by the Library of Michigan. MeL includes databases, a statewide library catalog (MeLCat), a digital Michigan history collection (Michigana); and curriculum materials for parents and teachers (MORE). These resources and more are provided by the Library of Michigan and are accessible online at www.mel.org or through your local library website. Which of the following specific services have you used that are provided by MeL? **[CODE ALL THAT APPLY]**

46%	MeLCat, the shared statewide library catalog
15%	MeL database – subscription based access to content not available on the open web, including full text magazines and newspapers
10%	MeL Gateways - links to the Internet and MeL resources by topic
8%	MeL Michigana, a collection of digitized materials focusing on Michigan history
---	M.O.R.E., the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
21%	NONE OF THE ABOVE

06. The Library of Michigan provides over 40 online subscription databases of specialized information available to any Michigan resident, 24 hours a day, 7 days a week. These databases

are available as a program of the Library of Michigan called "MeL databases". MeL databases provide full-text articles searchable by topic or keyword, industry reports, practice tests, reference information and resources created by experts in almost any field, as well as age appropriate materials to support student education. Before you read this description of the databases available, were you aware or not aware of these online databases?

46% | Aware
54% | Not Aware ---------------------- **GO TO Q.12**

07. How often do you use the MeL databases available through the Library of Michigan and local libraries at www.MeL.org?

33% | A lot (once a month or more)
25% | Some (at least once every 6 months)
42% | Only a little (at least once a year)
--- | Seldom/Not at all -------------- **GO TO Q.12**

08. How do you access MeL databases most often- from computers available at the library, at your home computer, or a computer at work?

42% | Computers available at the library
33% | Home computers
--- | Office computers
--- | Don't use MeL databases ---- **GO TO Q.12**
25% | Undecided/Refused/Skipped Question

09. How would you rate the quality of the MeL databases that you use -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

25% | Excellent ------ **ASK Q.10**

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42%	Pretty good ---- **ASK Q.10**
67%	*TOTAL POSITIVE*
---	Only fair ------- **GO TO Q.11**
---	Poor ------------ **GO TO Q.11**
33%	Undecided/Refused/Skipped Question

10. What is the main reason why you offered a positive rating for the MeL databases? **[THEN GO TO Q.12]**

25%	Like – In General
12.5%	Can Find What I'm Looking For
12.5%	Convenient
12.5%	Fast
12.5%	Great Resource
12.5%	Up to Date Information
12.5%	Wide Variety

11. What is the main reason why you offered a negative rating for the MeL databases?

No answers

12. Were you aware or not aware of the fact that you can access MeL, the Michigan eLibrary, at www.MeL.org from anywhere, as long as you have Internet access and a driver's license, state ID or participating library card?

| 58% | Aware |
| 42% | Unaware |

13. Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVDs, audio recordings, and content available from participating Michigan libraries. This catalog can inform you of what is available at libraries across the state. You can

order books or other resources, and have them delivered to your own participating library. Again, were you aware or not aware of this online catalog before you read the description of MeLCat?

77%	Aware
19%	Unaware ------------------- **GO TO Q.18**
4%	Undecided/Refused/Skipped Question

14. How often do you use the MeLCat, the shared statewide library catalog?

38%	A lot (once a month or more)
24%	Some (at least once every 6 months)
14%	Only a little (at least once a year)
14%	Seldom/Not at all ---------- **GO TO Q.18**
10%	Undecided/Refused/Skipped Question

15. How would you rate the quality of MeLCat, the shared statewide library catalog -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

72%	Excellent
22%	Pretty good
94%	*TOTAL POSITIVE*
---	Only fair -------- **GO TO Q.17**
---	Poor ------------- **GO TO Q.17**
6%	Undecided/Refused/Skipped Question

16. What is the main reason why you offered a positive rating of Excellent/Pretty Good for the quality of MeLCat? **[THEN GO TO Q.18]**

31%	Wide Variety
25%	Easy to Use
19%	Fast
13%	Can Find What I'm Looking For
6%	Convenient
6%	Like – In General

17. What is the main reason why you offered a negative rating of Only fair/Poor for the quality of MeLCat?

No answers

Peter White Grant Questions

18. Do you use the Peter White Public Library in Marquette?

69%	Yes
23%	No ------------- **GO TO Q.27**
8%	Undecided/Refused/Skipped Question

19. Are you aware of the outreach locations with book drops that were put in place as a convenience to users in 2010?

50%	Aware
50%	Unaware------ **GO TO Q.22**

20. Have you ever used any of the outreach locations?

40%	Yes

60% | No ------------- **GO TO Q.22**

21. Do the outreach locations make it easier on you to find information that you need?

25% | Yes
75% | No

22. Are you aware of the Books by Mail program that was started in 2010?

60% | Aware
40% | Unaware -------- **GO TO Q.27**

23. Have you ever used the Books by Mail program?

25% | Yes
75% | No --------------- **GO TO Q.27**

24. Does the Books by Mail program make it easier on you to get library materials that you need?

100% | Yes
--- | No --------------- **GO TO Q.26**

25. Why does the Books by Mail program make it easier on you to get library materials that you need? **[THEN GO TO Q.27]**

50% | Made easier when I was ill
50% | No travel involved

26. Why does the Books by Mail program NOT make it easier on you to get library materials that you need?

No answers

Superiorland Grant Questions

27A-E. Do you, or does anyone in your household, use any of the following libraries? **[CODE ALL THAT APPLY]**

11%	Ironwood Carnegie Library in Ironwood
35%	Calumet Public School Library in Calumet
8%	Ishpeming Carnegie Public Library in Ishpeming
---	Alpena County Library in Alpena
4%	Spies Public Library in Menominee
42%	No ----------------- **GO TO Q.34**

28. Teen technology programs were offered at your library in 2010. Before we just mentioned them, were you aware or unaware of the teen technology programs?

27%	Aware
73%	Unaware ---------- **GO TO Q.34**

29. Did you, or did anyone in your household, participate in any of the programs? **[CODE BEST RESPONSE]**

---	Yes, respondent
25%	Yes, someone else
25%	Yes, more than one
50%	*TOTAL PARTICIPATED*
50%	None --------------- **GO TO Q.34**

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30. Specifically, did any child or young adult in your household participate in any of the programs?

| 100% | Yes |
| --- | No |

31. Did the programs help you or another household member learn about safe use of social networking?

| 100% | Yes |
| --- | No |

32. Did the programs help you or another household member learn how to use personal media devices and online services?

| 100% | Yes |
| --- | No |

33. Did the programs encourage you or another household member to participate in library activities more frequently?

| 100% | Yes |
| | No |

Riverview Grant Questions

34. Do you use the Riverview Public Library in Riverview?

| --- | Yes |

100% | No ------------ **GO TO Q.44**

35. Are you aware that English as a Second Language classes were offered at the Riverview Public Library?

--- | Aware
--- | Unaware ------ **GO TO Q.38**

36. Have you, or has anyone in your household, attended any of the English as a Second Language classes that were offered in 2010 at the Riverview Public Library?

--- | Yes
--- | No ------------ **GO TO Q.38**

37. How useful did you, or another member of your household, find the English as a Second Language classes that were offered at the Riverview Public Library to be?

--- | Very useful
--- | Somewhat useful
--- | Only a little useful
--- | Not useful at all

38. Are you aware of the employment and job seeking skills classes that were offered in 2010 at the Riverview Public Library?

--- | Aware
--- | Unaware ------ **GO TO Q.41**

39. Have you, or has anyone in your household, attended any of the employment and job seeking skills classes that were offered at the Riverview Public Library?

---	Yes
---	No ------------- **GO TO Q.41**

40. Did you, or did anyone in your household, find the employment and job seeking skills classes that were offered at the Riverview Public Library to be helpful?

---	Yes
---	No

41. Are you aware of the computer skills and training classes that were offered in 2010 at the Riverview Public Library?

---	Aware
---	Unaware ---------- **GO TO Q.44**

42. Have you, or has anyone in your household, attended any of the computer skills and training classes that were offered at the Riverview Public Library?

---	Yes
---	No ----------------- **GO TO Q.44**

43. How useful did you, or another member of your household, find the computer skills and training classes that were offered at the Riverview Public Library to be?

---	Very useful
---	Somewhat useful
---	Only a little useful
---	Not useful at all

Demographics

Finally, we would like to ask you a few questions for statistical purposes only.

44. Are there children, school age or younger, in your household?

39%   Yes
91%   No ----- **GO TO Q.46**

45A-D. Are there one or more children who currently attend local public schools, private or parochial schools, charter schools, or are homeschooled in your household? **[CODE ALL THAT APPLY]**

72%	Yes, public schools
---	Yes, private schools
---	Yes, charter schools
9%	Home schooled
9%	No children attend schools yet

46. In which of the following categories does your age fall? How old are you?

4%	Under 18
4%	18 to 30
---	31 to 40
23%	41 to 50
31%	51 to 55
31%	56 to 64
4%	65 or older
3%	Undecided/Refused/Skipped Question

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47. What is the last grade or level of schooling you completed?

---	1st to 11th Grade
15%	High School Graduate
---	Non-college post high school (technical training)
19%	Some college
39%	College graduate
27%	Post graduate school

48. What is your race -- are you White, African American, Hispanic, Asian, Native American, of mixed race, or of some other race?

88%	White
4%	Mixed-race
8%	Undecided/Refused/Skipped Question

49. Is English the primary language spoken in your household?

100%   Yes

50. Gender

4%	Male
96%	Female

EPIC▪MRA MICHIGAN LIBRARY SURVEY – SEPTEMBER 2009 -- DRAFT 4

SEQ# _____   **DATE:____/____/_____**   **ZIPCODE: _____**

PHONE #_____   **INTERVIEWER_____**

COUNTY _____   **JURIS _____**   **WARD ____ PRECINCT _____**
===
Hello, this is **(NAME)** from **EPIC-MRA**, a Lansing based survey research firm. We're conducting a random statewide survey with Michigan residents about important state and local issues. This is not a sales call, you will not be asked for a donation, and you will not be contacted again because you participated in this survey. This is strictly research and I'd like to take a few minutes to include the opinions of your household.
===
We need to have a balance of men and women in this survey, and we also need to have young adults represented. May I please speak to the youngest adult **[MALE/FEMALE, depending on specified quota]**, age 18 or older, who is home now?
     IF YES: REPEAT INTRO FOR NEW RESPONDENT & CONTINUE.
     IF NO, ASK: "Is there any other adult **[MALE/FEMALE, as specified]**, age 18 or older, who is at home right now?" **IF NOT, TERMINATE.**

___01. Where is the closest local library located nearest to where you live? Is it… **[READ AND ROTATE 1 TO 4 BELOW]**

(1)   In the city, village or township where you live
(2)   In some other city, village or township located within the same county where you live
(3)   In another nearby county within 15 miles of where you live
(4)   In another county more than 15 miles from where you live
(5)   Undecided/Don't know **(DO NOT READ)**

___02. Is the library closest to where you live . . . **[READ 1 TO 4 -- ROTATE 1 TO 3 BELOW]**

(1)   A Local public library
(2)   A K-12 school library, or
(3)   A College or university library
(4)   Some other type of library **(Please specify):** _____
(5)   Undecided/Don't know **(DO NOT READ)**

___03. With the development and growth of computers and the Internet, including access from the home or office, do you think local libraries are more important to the community, less important, or about the same importance as they have always been?

(1)   More important
(2)   Less important
(3)   About the same importance
(4)   Undecided/Don't know

___04. Do you most often visit the local library located closest to where you live, do you visit some other local library that is not located as close, or, would you say you don't visit any libraries at all?

(1)   Primarily visits the local library closest to where they live -- **GO TO Q. 06**
(2)   Visits some other library that is NOT located as close ------- **GO TO Q. 06**
(3)   Never visits a library at all -------- **ASK Q. 05**
(4)   Undecided/Don't know ------------------------- **GO TO Q. 18**

What would you say are the one or two main reasons why you DO NOT visit any local library in your community? **[WRITE UP TO TWO COMMENTS AS STATED, THEN GO TO Q. 18]**

05A: _____

05B: _____

___06. Thinking about the people living in your household, are you the only household member who visits the library, is there someone else who also visits the library, or, are there more than two household members who visit the library?

(1)   Respondent only household member who visits the library
(2)   Someone else also visits the library
(3)   More than two household members visit the library
(4)   Unsure/Refused

___07. Thinking about the person in your household who most often visits the library, how often does that person visit the library – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

(1)   Every day
(2)   A few times a week
(3)   A few times a month
(4)   A few times a year
(5)   Seldom
(6)   Or Never **---------------------- GO TO Q. 18**
(7)   Undecided/Don't know

___08. How often does the person in your household who most often visits the local library do so via the Internet by going online – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

(1)   Every day
(2)   A few times a week
(3)   A few times a month
(4)   A few times a year
(5)   Seldom
(6)   Or Never
(7)   Undecided/Don't know

___09. In the past year or two, have you or has anyone else in your household used the computers at a local library to connect to the Internet?

(1)   Yes, respondent has used library computers for Internet connection -------- **GO TO Q. 11**
(2)   Yes, someone else has used library computers for Internet connection ----- **GO TO Q. 11**
(3)   Yes, more than one has used library computers for Internet connection ---- **GO TO Q. 11**
(4)   No one in household has used library computers for Internet connection -- **ASK Q. 10**
(5)   Unsure/Refused ------ **GO TO Q. 18**

___10. What would you say is the main reason why you or someone else in your household has **NOT USED** computers at a local library to connect to the Internet? Is it because… **[READ 1-5 – ROTATE 1-4 – CODE 1ˢᵗ & ONLY 1 RESPONSE, THEN GO TO Q. 12]**

(1)   The connection at the library is slower than the one at home or work
(2)   There aren't enough computer stations available at the library to be able to use one
(3)   You just never thought about using the library computers with Internet access,
(4)   You wouldn't feel as comfortable using public computers at the library as you would using your own computer at home or at work
(5)   Or, is there some another reason **(Please specify)**: _____
(6)   Unsure/Refused

___11. What was the main reason why you or someone else in your household used the library computers to connect to the Internet? **[WRITE COMMENT AS STATED]**

_____

___12. Thinking about the quality of the facility, the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials available in the local library that <u>you most often use</u>, how would you rate the quality of that library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

(1)   Excellent ----- **ASK Q. 13**
(2)   Pretty good -- **ASK Q. 13**
(3)   Only fair -------------- **GO TO Q. 14**
(4)   Poor -------------------- **GO TO Q. 14**
(5)   Undecided/Don't know ------ **GO TO Q. 15**

___13. Why did you give the local community library you most often visit a **POSITIVE** rating of (**Excellent/Pretty good**) for the quality of the facility and the things that are offered? **[WRITE COMMENT AS STATED, THEN GO TO Q. 15]**
_____

___14. Why did you give the local library you most often visit a **NEGATIVE** rating of (**Only fair/Poor**) for the quality of the facility and the things that are offered? **[WRITE COMMENT AS STATED]**

_____

___15. Over the past couple of years, what would you say are all of the library services that you or others in your household have used? **[DO NOT READ - CODE ALL RESPONSES CITED OR WRITE-IN UNDER "OTHER"]**

 [IF "BORROWING" BOOKS, PROBE FOR MORE SPECIFIC ANSWER]

(01)   Borrowing books, all types
(02)   Borrowing fiction best seller books
(03)   Borrowing non-fiction books
(04)   Borrowing children's books
(05)   Borrowing large print books
(06)   Borrowing audio books
(07)   Borrowing movies & other visual materials
(08)   Using genealogy or local history materials
(09)   Attending programs for children
(10)   Attending programs for adults
(11)   Attending book discussion groups
(12)   Attending classes on how to use the internet
(13)   Using a computer for Internet Access
(14)   Using online library resources, either at the library or remotely
(15)   Getting research assistance from librarians
(16)   Getting homework help from librarians
(17)   Using quiet study spaces
(18)   Using group study or tutoring space
(19)   Using meeting rooms for a club or organizational meeting
(20)   Other (**Please specify**):
          _____
(21)   Undecided/Don't know

What would you say are the one or two most important things that the local library provides in the way of services, information or technology?

16A: _____

16B: _____

What would you say are the one or two most important things that the local library should provide in the way of services, information or technology, which the local library does not currently offer? **[WRITE COMMENT AS STATED]**

17A: _____

17B: _____

___18. As you may or may not know, there are over 40 commercial online databases of research information that are available to any Michigan resident through the Library of Michigan, as well as through all types of Michigan libraries. These databases are available through a program of the Library of Michigan called "MeL," which stands for Michigan eLibrary, the state's on-line library service. MeL provides information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. Before I just described the databases of information available through all Michigan libraries, were you aware or not aware of these online databases?

(1)   Aware
(2)   Not Aware **---- GO TO Q. 20**
(3)   Unsure

___19. Another service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, and other information, which is available at participating Michigan libraries. This catalog can inform you what is available at which libraries. Books or resource information can be ordered, and then delivered to a nearby participating library. Again, before I described MeLCat, were you aware or not aware of this online catalog?

(1)   Aware
(2)   Not Aware
(3)   Unsure

___20. Whether you use a local library on a regular basis or not, have you ever accessed and used the Michigan eLibrary of database information, called MeL?

(1)   Yes, accessed MeL ------------ **ASK Q. 21**
(2)   No, never accessed MeL -------------- **GO TO Q. 26**
(3)   Unsure --------------------------------- **GO TO Q. 26**

___21. How many times have you accessed and used MeL in the past year – 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice?

(1)   10 or more times
(2)   6 to 9 times
(3)   3 to 5 times
(4)   Once or twice
(5)   Unsure/Refused

___22. Which of the following specific services have you used that are provided by MeL?
[READ 1 TO 6 BELOW – ROTATE 1 TO 5 – CODE ALL RESPONSES]

(1)   Database subscriptions, which are purchased by the state of Michigan and provided to the public free of charge
(2)   MeLCat, the shared statewide library catalog
(3)   MORE, the Michigan on-line resource for educators, which are teaching materials linked to curriculum standards
(4)   Michigana, which is a digitized collection of materials focusing on Michigan history
(5)   Links to the Internet and MeL resources by topic
(6)   Or something else **(Please specify):** _____
(7)   Undecided/Don't know

___23. What is the most frequent means by which you access the Michigan eLibrary? Is it
[READ 1 to 4 -- ROTATE 1 THROUGH 3]

(1)   Through your local library web site
(2)   By typing in the "MeL.org" address on your browser
(3)   By going through the State of Michigan web site, Michigan.gov

OR

(4)   Through some other way **(Please specify):** _____
(5)   Unsure/Refused

___24. How would you rate the quality of the online resources available through the use of MeL – would you give MeL a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

(1)   Excellent ----- **ASK Q. 24**
(2)   Pretty good -- **ASK Q. 24**
(3)   Only fair --------------- **GO TO Q. 25**
(4)   Poor -------------------- **GO TO Q. 25**
(5)   Unsure ------- **GO TO Q. 26**

___25. What is the main reason why you offered a positive rating of **(Excellent/Pretty Good)** for the quality of the database and information available on MeL? **[WRITE COMMENT AS STATED, THEN GO TO Q. 27]**

_____

___26. What is the main reason why you offered a negative rating of **(Only Fair/Poor)** for the quality of the database and information available on MeL? **[WRITE COMMENT AS STATED]**

_____

___27. Again, whether you use a local library on a regular basis or not, in the past year, have you used MeLCat, the catalog of books, material and information that is available at participating Michigan libraries and can be ordered and delivered to your local participating library?

(1)   Yes, accessed MeLCat-------- **ASK Q. 28**
(2)   No, never accessed MeLCat ---------- **GO TO Q. 32**
(3)   Unsure --------------------------------- **GO TO Q. 32**

___28. How many times have you accessed and used MeLCat – 10 or more times, 6 to 9 times, 3 to 5 times, or only once or twice?

(1)   10 or more times
(2)   6 to 9 times
(3)   3 to 5 times
(4)   Once or twice
(5)   Unsure/Refused

___29. How would you rate the quality of the catalog available by using MeLCat, with the ability to order books, audio books, music, movies and other material and have it delivered to your local participating library – would you give MeLCat a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

(1)   Excellent ----- **ASK Q. 30**
(2)   Pretty good -- **ASK Q. 30**
(3)   Only fair --------------- **GO TO Q. 31**
(4)   Poor -------------------- **GO TO Q. 31**
(5)   Unsure ------- **GO TO Q. 32**

___30. What is the main reason why you offered a positive rating of **(Excellent/Pretty Good)** for the quality of the catalog service called MeLCat? **[WRITE COMMENT AS STATED, THEN GO TO Q. 32]**

_____

___31. What is the main reason why you offered a negative rating of **(Only Fair/Poor)** for the quality of the catalog service called MeLCat? **[WRITE COMMENT AS STATED]**

_____

___32. Were you aware or not aware of the fact that you can access MeL, the Michigan eLibrary, from anywhere, as long as you have Internet access and a drivers license, state ID or participating library card?

(1)   Aware
(2)   Not Aware **--- GO TO Q. 34**
(3)   Unsure

___33. Were you aware or not aware of the service which allows you to borrow books or other materials through interlibrary loan by using MeLCat?

(1)   Aware
(2)   Not Aware
(3)   Unsure

___34. People sometimes change their minds while taking surveys. Thinking about what you may have heard about the programs and databases of information that are available, putting aside whether you currently visit your local library or not, would you say that in the future you are certain to visit a local library, likely to visit your local library, not likely to visit a local library, or certain that you will not visit a local library?

(1)   Certain to visit library
(2)   Likely to visit library
(3)   Not likely to visit library
(4)   Certain to Not visit library
(5)   Unsure

___35. How about accessing on-line resources by using the Michigan eLibrary, called MeL?, Putting aside whether you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan?

(1)   Certain to use the MeL website
(2)   Likely to use the MeL website
(3)   Not likely to use the MeL website **------ GO TO Q. 37**
(4)   Certain to Not use the MeL website **----- GO TO Q. 37**
(5)   Unsure

___36. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a nearby participating library? Putting aside whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat?

(1)   Certain to use MeLCat
(2)   Likely to use MeLCat
(3)   Not likely to use MeLCat
(4)   Certain to Not use MeLCat
(5)   Unsure

___37. How many working computers do you currently have at home – one, two, three or more, or, do you not have a working computer at all in your home?

(1)   One
(2)   Two
(3)   Three or more
(4)   Does not have a working computer at home
(5)   Unsure/Refused

___38. Are you able to connect to the Internet, either at home, at work, at your local library, at a Cyber café, on a laptop computer or other portable device with a wireless connection, at some other location, or, would you say that you do you NOT connect to the Internet at any location? **[IF CONNECTS TO INTERNET, PROBE TO DETERMINE WHERE – CODE ALL CONNECTIONS MENTIONED]**

(1)   Yes, connects at home
(2)   Yes, connects at work
(3)   Yes, connects at a local library **---- ASK Q. 39**
(4)   Yes, at a Cyber café
(5)   Yes, on a portable laptop computer with wireless connection
(6)   Yes, connects at some other location (**Please specify**): _____
(7)   No, does not have a connection to the Internet at any location ------ **GO TO Q. 47**
(8)   Unsure/Refused ------ **GO TO Q. 47**

[IF "(3)" NOT SELECTED THEN GO TO Q. 42]

___39. Where do you connect to the Internet <u>the most</u> – **[ROTATE]** at the library, at home, at work or some other Internet connection source that's available to you? \

(1)   Library
(2)   Home
(3)   Work
(4)   connects at some other location **(Please specify):** _____
(5)   Unsure/Refused

___40. Is the Internet connection at your library faster or slower than the other Internet connection(s) available to you?

(1)   Library is faster
(2)   Other source is faster
(3)   Both of equal speed
(4)   Unsure

___41. Would you say that the speed of the Internet connection at the library is adequate or not adequate?

(1)   Adequate
(2)   Not adequate
(3)   Undecided/Don't know

___42. How many hours per day do you spend online connected to the Internet?

(1)   Write in number of hours: _____
(2)   Unsure/Refused

___43. How many hours per day do you spend reading hardcopy books, magazines or newspapers?

(1)   Write in number of hours: _____
(2)   Unsure/Refused

___44. When you access the Internet, how often do you use a search engine like Google or Yahoo to research or search for information – every time you are online, almost every time online, very frequently, somewhat frequently, seldom or never?

(1)   Every time online
(2)   Almost every time online
(3)   Very frequently
(4)   Somewhat frequently
(5)   Seldom
(6)   Or Never ---------------**GO TO Q. 48**
(7)   Unsure/Refused ------ **GO TO Q. 48**

___45. When you are not able to find what you are looking for with the Internet search engine you most often use, which of the following do you usually do to continue to look further for the information? **[READ 1 TO 7 BELOW]**

(1)   Ask a friend or relative **----------------------------- GO TO Q. 47**
(2)   Visit or call the library or go to their web site to
         look for a book, magazine or article on the subject **------------- ASK Q. 46**
(3)   Go online and use a different search engine **---- GO TO Q. 47**
(4)   Other sources online (**Please specify**): _____**--- GO TO Q. 47**
(5)   Or, not look any further for the information **---- GO TO Q. 47**
(6)   Unsure/Don't know **-------------------------------- GO TO Q. 47**

___46. Which do you do most often, **[READ & RANDOM ROTATE (1) thru (3)] . . .?**

(1)   Visit the library
(2)   Call the library
(3)   Go to the library web site
(4)   Unsure/Don't know

___47. Thinking about the relative reliability and accuracy of sources available through on-line search engines such as Google, Yahoo and Bing compared to research articles that must be purchased from subscription databases, which source of information would you say is more accurate and reliable – **[ROTATE]** Sources found through search engine inquiries, or database sources purchased through subcriptions? **[IF RESPONDENT SAYS ONE IS MORE ACCURATE AND RELIABILE, FOLLOW-UP BY ASKING]** Would that be much or somewhat more accurate and reliable?

(1)   Internet sources much more accurate and reliable
(2)   Internet sources somewhat more accurate and reliable
(3)   Research based database sources somewhat more accurate and reliable
(4)   Research based database sources much more accurate and reliable
(5)   Both are equally accurate and reliable **(VOLUNTEERED)**
(6)   Neither are accurate and reliable **(VOLUNTEERED)**
(7)   Undecided/Don't know

___48. Where would you say you get most of your information about the events and services available at your local public library? **[DO NOT READ OPTIONS BELOW -- CODE CLOSEST ANSWER OR WRITE IN UNDER OTHER]**

(01)   *The Detroit News*
(02)   *The Detroit Free Press*
(03)   *Other area local newspapers*
(04)   TV News programs
(05)   Cable TV programs
(06)   Radio news programs
(07)   Church bulletins
(08)   School district newsletters
(09)   Library newsletters
(10)   Brochures or announcements while in the library
(11)   Library staff members
(12)   Someone outside the library
(13)   Other source **(PLEASE SPECIFY):_____**
(14)   Undecided/Don't know

Finally, I would like to ask you a few questions for statistical purposes only.

___49. Do you have children who are school age or younger?

(1)   Yes -------------------- **ASK Qs 50 TO 52**
(2)   No ------------------------------ **GO TO Q. 53**
(3)   Undecided/Don't know ------- **GO TO Q. 53**

___50. Do you have one or more children who currently attends local public schools, private or parochial schools, or both?

(1)   Yes, public schools ----------- **ASK Q. 51**
(2)   Yes, private schools -----------**ASK Q. 51**
(3)   Yes, both public and private--**ASK Q. 51**
(4)   No ------------------------------------- **GO TO Q. 52**
(5)   Undecided/Don't know/Refused ----- **GO TO Q. 52**

___51. What grades do your children attend? **(CODE ALL THAT APPLY)**

(1)   Elementary - K-5th Grade
(2)   Middle school - 6th through 8th grade
(3)   High school – 9th through 12th grade
(4)   Pre-kindergarten or Head Start
(5)   Refused

___52. Do you have infants or pre-school children who will be attending school in the future?

(1)   Yes -- infants
(2)   Yes -- pre-school
(3)   No
(4)   Refused

___53. For how many years have you lived in your current community? **[DO NOT READ -- CODE BEST RESPONSE]**

(1)   2 years or less
(2)   3 to 5 years
(3)   6 to 10 years
(4)   11 to 15 years
(5)   16 to 20 years
(6)   Over 20 years
(7)   All of their life **(VOLUNTEERED)**
(8)   Undecided/Don't know/Refused

___54. Could you please tell me in what year you were born? **[IF REFUSED, ASK:** 'Would you please tell me into which of the following categories your age would fall? Please stop me when I get to a category that best applies to you.' **AND READ 1 TO 8]**

[RECORD YEAR HERE ___ ___ ___ ___ AND THEN CODE BELOW]

(1)   18 to 24 years -- **(1985 to 1991)**
(2)   25 to 29 years -- **(1980 to 1984)**
(3)   30 to 35 -------- **(1974 to 1979)**
(4)   36 to 40 -------- **(1969 to 1973)**
(5)   41 to 49 -------- **(1960 to 1968)**
(6)   50 to 55 -------- **(1954 to 1959)**
(7)   56 to 64 -------- **(1945 to 1953)**
(8)   65 and over ----- **(1944 or before)**
(9)   Undecided/Don't know/Still Refused

___55. What is the last grade or level of schooling you completed? **(DO NOT READ -- CODE RESPONSE)**

(1)   1st to 11th Grade
(2)   High School Graduate
(3)   Non-college post high school (technical training)
(4)   Some college
(5)   College graduate
(6)   Post graduate school
(7)   Don't know/refused

___56. Do you own your home, are you buying it, do you lease your home or do you rent?

(1)   Own home
(2)   Buying home
(3)   Lease
(4)   Rent
(5)   Don't know/Refused

___57. What is your race -- are you White, African American, Hispanic, Asian, Native American, or a mixed race?

(1)   White
(2)   Black
(3)   Hispanic (Puerto Rican, Mexican-American etc.)
(4)   Asian
(5)   Native American
(6)   Mixed-race
(7)   Don't know/Refused

___58. Would you please tell me into which of the following categories your total yearly household income falls --- including everyone in the household? Please stop me when I get to the category that applies to you? **(READ LIST --- 1 to 6)**

(01)   Under $25,000
(02) $25,000 to $50,000
(03) $50,000 to $75,000
(04) $75,000 to $100,000
(05) $100,000 to $150,000
(06)   Over $150,000
(07)   Retired **(VOLUNTEERED - ASK: But is there an income category I read that would apply to your household?)**
(08)   Refused

___59. Sex of respondent **(BY OBSERVATION ONLY)**

(1)   Male
(2)   Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE

Library of Michigan Online Survey of Library Patrons – October 2009

01. What is the name of the library you use? If you use more than one library, at which library do you spend the most time?

_____

02. Is the library you named above. . .

- ❏ A public library
- ❏ A K-12 school library
- ❏ A College or university library
- ❏ Or, some other type of library (**Please specify**): _____

03. Over the past couple of years, which of the following library services have you or others in your household used?

- ❏ Borrowing books, all types
- ❏ Borrowing fiction best seller books
- ❏ Borrowing non-fiction books
- ❏ Borrowing children's books

- ❏ Borrowing large print books
- ❏ Borrowing audio books
- ❏ Borrowing movies/visual materials
- ❏ Using genealogy/local history info
- ❏ Attending programs for children
- ❏ Attending programs for adults
- ❏ Attending book discussion groups

- ❏ Attending classes on how to use the internet
- ❏ Using a computer for Internet Access
- ❏ Using online library resources at library
- ❏ Using online library resources outside the library, i.e. from home, work or elsewhere
- ❏ Getting research assistance from librarians
- ❏ Getting homework help from librarians
- ❏ Using quiet study spaces
- ❏ Using group study or tutoring space
- ❏ Using meeting rooms for a club/meeting
- ❏ Other (Please specify): _____
- ❏ Undecided/Don't know

04. How often do you visit your library – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

- ❏ Every day
- ❏ A few times a week
- ❏ A few times a month
- ❏ A few times a year
- ❏ Seldom
- ❏ Never

05. How often do you visit your library online from your home or office – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

- ❏ Every day
- ❏ A few times a week
- ❏ A few times a month
- ❏ A few times a year
- ❏ Seldom
- ❏ Never

06. Thinking about the quality of the library you use, the computers and other technology, Internet connection, books, equipment, periodicals and other resource materials available, how would you rate the quality of your library – would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- ❏ Excellent
- ❏ Pretty good
- ❏ Only fair
- ❏ Poor

[IF POSITIVE RATING OF EXCELLENT/PRETTY GOOD]
07. Why did you give your library a **POSITIVE** rating of (**Excellent/Pretty good**)?

_____

[IF NEGATIVE RATING OF ONLY FAIR/POOR]
08. Why did you give your library a **NEGATIVE** rating of (**Only fair/Poor**)?

_____

09. As you may know, there are over 40 commercial online databases of research information available to any Michigan resident from the Library of Michigan, as well as through most Michigan libraries. These databases are available as a program of the Library of Michigan called "MeL," which stands for Michigan eLibrary, the state's online library available at www.MeL.org. MeL provides information to Michigan residents of all ages with varying needs, including full-text articles, industry reports, reference information and materials created by experts in almost any field, as well as age appropriate materials to support student education. Before you read this description of databases available, were you aware or not aware of these online databases?

- ❏ Aware
- ❏ Not Aware
- ❏ Unsure

10. How often do you use the MeL databases available through the Library of Michigan and local libraries and at www.MeL.org?

- ❏ A lot
- ❏ Some
- ❏ Only a little
- ❏ Not at all

[IF YOU USE MeL]
11. How would you rate the quality of the MeL databases that you use -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- ❏ Excellent
- ❏ Pretty good
- ❏ Only fair
- ❏ Poor

[IF YOU OFFERED A POSITIVE RATING OF EXCELLENT OR PRETTY GOOD]
12. What is the main reason why you offered a positive rating for the MeL databases?

_____

[IF YOU OFFERED A NEGATIVE RATING OF ONLY FAIR OR POOR]
13. What is the main reason why you offered a negative rating for the MeL databases?

_____

14. Which of the following specific services have you used that are provided by MeL?

- ❏ Database subscriptions purchased by the Library of Michigan and provided free to the public
- ❏ MeLCat, the shared statewide library catalog
- ❏ MORE, the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
- ❏ Michigana, a collection of digitized materials focusing on Michigan history
- ❏ Links to the Internet and MeL resources by topic (MeL Gateways)
- ❏ Full Text Magazines and Newspapers search button on the MeL home page

- ❏ Something else **(Please specify):** _____

15. Were you aware or not aware of the fact that you can access MeL, the Michigan eLibrary, at www.MeL.org from anywhere, as long as you have Internet access and a driver's license, state ID or participating library card?

❑ Aware
❑ Not Aware
❑ Unsure

16. How do you access MeL databases most often? From computers available at the library, at your home computer, or a computer at work?

❑ Computers available at the library
❑ Home computers
❑ Office computers
❑ Don't use MeL databases

17. Which of the following is the most frequent means by which you access the Michigan eLibrary? Is it…

❑ Through your local library web site
❑ By typing in the "MeL.org" address on your web browser
❑ By going through the State of Michigan web site, Michigan.gov
❑ Through some other way **(Please specify):** _____
❑ Unsure

18. Does the requirement to enter your driver's license number or library card number to access MeL databases outside the library influence you to not try to access MeL databases, or, is having to enter that information not really a concern?

❑ Yes, it influences me to NOT try to access MeL databases
❑ No, it is not a concern

[IF YES]
19. Why do you not want to enter a driver's license or library card number?

_____

20. For which of the following reasons do you use the MeL databases?

❑ Getting consumer health information
❑ Doing research or homework
❑ Getting legal information
❑ Doing genealogy research
❑ Taking vocational tests
❑ Doing business research
❑ Some other purpose **(Please specify):** _____

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21. How often are you able to find what you are looking for when using MeL databases?

❏   All of the time
❏   Nearly all of the time
❏   Most of the time
❏   Some of the time
❏   Seldom

22. Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVD's, audio recordings, and other information, which is available from participating Michigan libraries. This catalog can inform you what is available at other libraries. You can order books or other resources, and have them delivered to your own participating library. Again, before you read the description of MeLCat, were you aware or not aware of this online catalog?

❏   Aware
❏   Not Aware
❏   Unsure

23. How often do you use the MeLCat, the shared statewide library catalog ?

❏   A lot
❏   Some
❏   Only a little
❏   Not at all

[IF YOU USE MeLCat]
24. How would you rate the quality of MeLCat, the shared statewide library catalog -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

❏   Excellent
❏   Pretty good
❏   Only fair
❏   Poor

[IF YOU OFFERED A POSITIVE RATING OF EXCELLENT OR PRETTY GOOD]
25. What is the main reason why you offered a positive rating for MeLCat?

_____

[IF YOU OFFERED A NEGATIVE RATING OF ONLY FAIR OR POOR]
26. What is the main reason why you offered a negative rating for MeLCat?

_____

27. For which of the following reasons do you use MeLCat the most?

- ❏ Business research
- ❏ Employment, as an employer or job seeker
- ❏ Reading for recreational purposes
- ❏ Genealogy research
- ❏ Homeschool support
- ❏ Homework
- ❏ Some other purpose (**Please specify**): _____

28. How often are you able to find what you are looking for when using MeLCat?

- ❏ All of the time
- ❏ Nearly all of the time
- ❏ Most of the time
- ❏ Some of the time
- ❏ Seldom

29. How often do you receive what you request by using MeLCat?

- ❏ All of the time
- ❏ Nearly all of the time
- ❏ Most of the time
- ❏ Some of the time
- ❏ Seldom

[IF YOU DID NOT RECEIVE WHAT WAS REQUESTED]
30. What was the main reason why you did not get what you requested?

_____

31. Are you able to track the status of your requests online through MyMeL or through your library account?

- ❏ Yes, able to track requests
- ❏ No, not able to track requests online

[IF YES]
32. Do you use MyMeL or your library account?

- ❏ MyMeL
- ❏ Library account

33. How quickly do you think you should be able to receive the materials you requested?

Number of days: _____

34. Before MeLCat was available, how often did you use traditional interlibrary loan services?

❑ A lot
❑ Some
❑ Only a little
❑ Not at all

35. Does the library you use provide training in the use of MeL databases, MeLCat, both or neither?

❑ Provides training in the use of MeL databases
❑ Provides training in the use of MeLCat
❑ Provides training in both MeL databases and MeLCat
❑ Provides training in neither

36. If you have received training in the use of MeL databases/and or MeLCat, would you say you have been completely trained, mostly trained, only adequately trained, inadequately trained, or poorly trained?

❑ Completely trained
❑ Mostly trained
❑ Only adequately trained
❑ Inadequately trained
❑ Poorly trained
❑ Not trained
❑ Self trained

37. Does your library advertise and encourage the use of MeL databases and/or MeLCat at your library with any of the following methods?

❑ A logo or link on the library website
❑ Promotional flyers and posters
❑ Information from library staff
❑ Other
❑ Does not advertise

38. Has having access to MeL databases and/or MeLCat influenced you to be more satisfied and more likely to use your library, less satisfied and less likely to use your library, or, has access to these two programs not really influenced you one way or the other?

❑ More satisfied and more likely to use library
❑ Less satisfied and less likely to use library
❑ No influence

39. Do you use Michigan Online Resources for Educators (MORE), a curriculum-based collection in MeL?

❏	Yes
❏	No

40. Do you use with Michigana, the digital history collections in MeL?

❏	Yes
❏	No

41. Based on your understanding, how are MeL and its components, such as MeLCat funded?

_____

42. When you access the Internet, how often do you use a search engine like Google or Yahoo to research or search for information – every time you are online, almost every time online, very frequently, somewhat frequently, seldom or never?

❏	Every time online
❏	Almost every time online
❏	Very frequently
❏	Somewhat frequently
❏	Seldom
❏	Or Never
❏	Unsure

43. Thinking about reliability and accuracy of sources available through online search engines such as Google, Yahoo and Bing compared to research articles that are available from subscription databases purchased by a library, which source of information would you say is more accurate and reliable?

❏	Internet sources much more accurate and reliable
❏	Internet sources somewhat more accurate and reliable
❏	Research based database sources somewhat more accurate and reliable
❏	Research based database sources much more accurate and reliable
❏	Both are equally accurate and reliable
❏	Neither are accurate and reliable
❏	Undecided/Don't know

44. Where would you like to get information about MeL and the events and services available at your public library?

- ❑ Newspapers
- ❑ TV News programs
- ❑ Cable TV programs
- ❑ Radio news programs
- ❑ School district newsletters
- ❑ Library newsletters
- ❑ Brochures or announcements while in the library
- ❑ Library website
- ❑ Library staff members
- ❑ Someone outside the library
- ❑ Other source **(PLEASE SPECIFY):**_____

45. People sometimes change their minds while taking surveys. Thinking about what you may have learned about MeL and its components, such as MeL databases and MeLCat, while taking this survey, putting aside whether you currently visit your local library or not, would you say that in the future you are certain to visit a local library, likely to visit your local library, not likely to visit a local library, or certain that you will not visit a local library?

- ❑ Certain to visit library
- ❑ Likely to visit library
- ❑ Not likely to visit library
- ❑ Certain to Not visit library
- ❑ Unsure

46. How about accessing online resources by using the Michigan eLibrary, called MeL? Putting aside whether you currently visit the MeL website, would you say that in the future you are certain to use the MeL website, likely to use the website, not likely to use the website, or certain that you will not use the MeL website provided by the Library of Michigan?

- ❑ Certain to use the MeL website
- ❑ Likely to use the MeL website
- ❑ Not likely to use the MeL website
- ❑ Certain to Not use the MeL website
- ❑ Unsure

47. How about accessing the catalog called MeLCat to find out what books, and other materials are available at other libraries so you can order materials and have them delivered to a your participating library? Putting aside whether you currently use MeLCat, would you say that in the future you are certain to use MeLCat, likely to use MeLCat, not likely to use MeLCat, or certain that you will not use MeLCat?

- ❑ Certain to use MeLCat
- ❑ Likely to use MeLCat
- ❑ Not likely to use MeLCat
- ❑ Certain to Not use MeLCat
- ❑ Unsure

Finally, I would like to ask you a few questions for statistical purposes only.

48. Do you have children who are school age or younger?

- ❑ Yes
- ❑ No

[IF YES]
49. Do you have one or more children who currently attends local public schools, private or parochial schools, or homeschool?

- ❑ Yes, public schools
- ❑ Yes, private schools
- ❑ Yes, both public and private
- ❑ Homeschool
- ❑ No children attend schools
- ❑ Undecided/Don't know/Refused

50. What grades do your children attend?

- ❑ Elementary - K-5th Grade
- ❑ Middle school - 6th through 8th grade
- ❑ High school – 9th through 12th grade
- ❑ Pre-kindergarten or Head Start

51. Do you have infants or pre-school children who will be attending school in the future?

- ❑ Yes -- infants
- ❑ Yes -- pre-school
- ❑ No

52. In which of the following categories does your age fall?

- ❑   18 to 24
- ❑   25 to 29
- ❑   30 to 35
- ❑   36 to 40
- ❑   41 to 49
- ❑   50 to 55
- ❑   56 to 64
- ❑   65 or older

53. What is the last grade or level of schooling you completed?

- ❑   1st to 11th Grade
- ❑   High School Graduate
- ❑   Non-college post high school (technical training)
- ❑   Some college
- ❑   College graduate
- ❑   Post graduate school
- ❑   Don't know/

54. What is your race -- are you White, African American, Hispanic, Asian, Native American, or a mixed race?

- ❑   White
- ❑   Black
- ❑   Hispanic (Puerto Rican, Mexican-American etc.)
- ❑   Asian
- ❑   Native American
- ❑   Mixed-race
- ❑   Other

55. Gender

- ❑   Male
- ❑   Female

Library of Michigan Online Survey of Library Staff – October 2009

01. What is the name of the library where you work?

_____

_____

02. Is the library where you work. . .

❑ A public library
❑ A K-12 school library, or media center
❑ An academic library at a college or university
❑ Or, some other type of library (**Please specify**): _____

03. With the development of the Internet and growth of computer use, including access from the home or office, do you think reference service libraries like the one where you work are more important to the community, less important, or about the same importance as they have always been?

❑ More important
❑ Less important
❑ About the same importance
❑ Undecided/Don't know

04. Based on your records or observations, which one of the following services provided by the Michigan eLibrary (MeL) have the greatest number of your library patrons used over the past year or two?

❑ Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
❑ MeLCat, the shared statewide library catalog
❑ MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
❑ Michigana, a digitized collection of materials focusing on Michigan history
❑ Links to the Internet and MeL resources by topic (MeL Gateways)
❑ Or something else (**Please specify**): _____

05. Which of the services listed is the second most used service by your library patrons?

❑ Database subscriptions, purchased by the Library of Michigan and provided to the public free of charge
❑ MeLCat, the shared statewide library catalog
❑ MORE, Michigan Online Resources for Educators, teaching materials linked to curriculum standards
❑ Michigana, a digitized collection of materials focusing on Michigan history

❑   Links to the Internet and MeL resources by topic (MeL Gateways)
❑   Or something else **(Please specify):** _____

06. How much would you say your library patrons use the MeL databases?

❑   A lot
❑   Some
❑   Only a little
❑   Not at all

07. Overall, how would you rate the quality of information in the MeL databases that you offer to your library patrons? Would you give the MeL databases a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

❑   Excellent -------- **ASK Q.08**
❑   Pretty good ------ **ASK Q.08**
❑   Only fair ------------- **GO TO Q.09**
❑   Poor ------------------ **GO TO Q.09**

08. What is the main reason why you offered a positive rating for the MeL database? **[THEN GO TO Q.09]**

_____
_____

09. What is the main reason why you offered a negative rating for the MeL database?

_____
_____

10. How often do you or your patrons go to the MeL databases through the Full Text Magazines and Newspapers search button on the MeL home page?

❑   A lot
❑   Some
❑   Only a little
❑   Not at all

11. Do you purchase other databases to complement MeL database offerings?

❑   Yes
❑   No --- **GO TO Q.13**

What are the one, two or three most important databases, or most used databases, that you have purchased to complement MeL database offerings?

12A: _____

12B: _____

12C: _____

13. If your job at the library puts you in a position to know, does having access to MeL databases save your library money in your yearly budget?

❑   Yes
❑   No ---------------------- **GO TO Q.15**
❑   Not Knowledgeable --- **GO TO Q.15**

14. How much do you estimate having access to MeL databases may save your library annually?

Estimated amount saved per year: $_____

15. What would you say most of your library patrons use your on-site library computers for, connecting to the Internet, word processing, using the catalog, or for some other purpose?

❑   Connecting to the Internet
❑   Word processing
❑   Using the catalog
❑   Some other purpose **(Please specify):** _____

16. What percentage of your library patrons would you say are aware of MeL databases?

Write in percentage: _____ Percent

17. What percentage of your library patrons would you say actually use MeL databases?

Write in percentage: _____ Percent

18. Have you ever participated in MeL database training classes offered by the Library of Michigan through the Michigan Library Consortium?

❑   Yes
❑   No

19. Where, or where else, did you receive your training in the use of MeL databases?

- ❑   Michigan Library Consortium in Lansing
- ❑   Michigan Library Consortium regional training
- ❑   Self trained
- ❑   Other **(Please specify):** _____
- ❑   Have not received training --- **GO TO Q. 22**

20. How would you describe the training that you have received in the use of MeL databases? Would you say you have been…

- ❑   Completely trained
- ❑   Mostly trained
- ❑   Only adequately trained
- ❑   Inadequately trained
- ❑   Poorly trained
- ❑   Not trained at all ----- **GO TO Q.22**

What are the one or two things that you think could be done to improve the training provided in the use of MeL?

21A: _____

21B: _____

22. Do you offer training classes to your library patrons in the use of MeL databases?

- ❑   Yes
- ❑   No ----- **GO TO Q.25**

What are the one or two main reasons why you have NOT been able to offer training classes in the use of MeL databases?

23A: _____

23B: _____

24. Does the training in the use of MeL databases include how to access the databases from home?

❑   Yes
❑   No

25. Do you think that more of your library patrons access MeL databases from computers available at the library, at their home computer, a computer at work, or somewhere else?

❑   Computers available at the library
❑   Home computers
❑   Office (work) computers
❑   Somewhere else (**Please explain**): _____

26. Do you market and encourage the use of MeL databases at your library?

❑   Yes
❑   No ----- **GO TO Q.30**

27. Do you market and encourage the use of MeL databases just to your library patrons, or, do you market the availability and use of the MeL databases to the public as a way of encouraging the use of library services?

❑   Only library patrons ---- **GO TO Q.29**
❑   General public --- **ASK Q.28**
❑   Both --------------- **ASK Q.28**
❑   Neither ------------------ **GO TO Q.29**

28. Specifically, how do you market to the general public?

_____

What are the one or two main methods of marketing that you use to encourage the use of MeL databases?

29A: _____

29B: _____

30. Do you brand the MeL databases by placing the MeL logo or a text link on the library web site?

❑   Yes
❑   No

31. Do you or does your Web site direct people with or without library cards to use MeL

databases at MeL.org?

❑ Yes ---- **GO TO Q.33**
❑ No ----- **ASK Q.32**

32. What is the main reason why you have not directed them to MeL.org?

_____

_____

33. Does your library participate in MeLCat?

❑ Yes
❑ No----**GO TO Q.35**

34. What is the main reason why your library decided to participate in MeLCat? **[THEN GO TO Q.36]**

_____

_____

35. What is the main reason why your library decided NOT to participate in MeLCat? **[THEN GO TO Q. 57]**

_____

_____

36. How much would you say your library patrons use MeLCat, the statewide shared catalog?

❑ A lot
❑ Some
❑ Only a little
❑ Not at all

37. What percentage of your library patrons would you say are aware of MeLCat?

Write in percentage: _____ Percent

38. What percentage of your library patrons would you say actually use MeLCat?

Write in percentage: _____ Percent

39. How would you rate the quality of MeLCat? Would you give MeLCat a positive rating of

excellent or pretty good, or a negative rating of only fair or poor?

- ❑ Excellent------- **ASK Q.40**
- ❑ Pretty good---- **ASK Q.40**
- ❑ Only fair --------- **GO TO Q.41**
- ❑ Poor -------------- **GO TO Q.41**

40. What is the main reason why you offered a positive rating for MeLCat? **[THEN GO TO Q.42]**

_____

_____

41. What is the main reason why you offered a negative rating for MeLCat?

_____

_____

42. If your current job at the library puts you in a position to know, have you had to reassess staffing needs and/or workflow since your library decided to participate in MeLCat?

- ❑ Yes, staff needs
- ❑ Yes, workflow
- ❑ Yes, both
- ❑ No, neither
- ❑ Not Knowledgeable

43. Have you been able to fill most of the incoming requests for materials that have come through MeLCat?

- ❑ Yes---- **GO TO Q.45**
- ❑ No ---- **ASK Q.44**

44. What is the main reason why you have not been able to fill most of the requests for materials through MeLCat?

_____

_____

45. Overall, do you think your library patrons like or dislike MeLCat?

- ❑ Strongly like --------- **ASK Q.46**

❑   Somewhat like------- **ASK Q.46**
❑   Somewhat dislike -------- **GO TO Q.47**
❑   Strongly dislike ---------- **GO TO Q.47**

46. What is the main reason why you think your library patrons like MeLCat? **[THEN GO TO Q.48]**

_____
_____

47. What is the main reason why you think your library patrons dislike MeLCat?

_____
_____

48. If your current job at the library puts you in a position to know, have you changed your collection practices and/or funding efforts since deciding to participate in MeLCat?

❑   Yes
❑   No----------------------- **GO TO Q.50**
❑   Not Knowledgeable -- **GO TO Q.50**

49. How have you changed your collection practices and/or funding efforts since joining MeLCat?

_____

50. Have you had any problems with the loaning of AV materials as a result of participating in MeLCat?

❑   Yes
❑   No ------ **GO TO Q.53**

What are the problems that your library has experienced?

51A:_____

51B:_____

51C:_____

What did your library do to respond to those problems?

52A:_____

52B:_____

52C:_____

53. Has your library had any other specific problems since you joined MeLCat?

❑   Yes
❑   No ------ **GO TO Q.56**

What problems have you had?

54A:_____

54B:_____

54C:_____

What did your library do to respond to those problems?

55A:_____

55B:_____

55C:_____

56. If your current job at the library puts you in a position to know, based on your understanding, where does the funding for MeLCat come from?

_____
_____

57. Have you received training in the use of MeLCat?

❑   Yes
❑   No ----- **GO TO Q.62**

58. Have you ever participated in MeLCat training classes offered by the Library of Michigan through the Michigan Library Consortium?

- ❑ Yes
- ❑ No

59. Where, or where else, did you receive your training in the use of MeLCat?

_____

_____

60. How would you describe the training that you have received in the use of the MeLCat? Would you say you have been…

- ❑ Completely trained
- ❑ Mostly trained
- ❑ Only adequately trained
- ❑ Inadequately trained
- ❑ Poorly trained
- ❑ Not trained at all

What are the one or two things that you think could be done to improve the training provided on the use of MeLCat?

61A: _____

61B: _____

62. Do you offer specific training classes to your library patrons in the use of MeLCat?

- ❑ Yes --- **GO TO Q.64**
- ❑ No---- **ASK Q.63**

What are the one or two main reasons why you have NOT been able to offer training in the use of MeLCat?

63A: _____

63B: _____

64. Do you market and encourage the use of MeLCat at your library?

- ❑ Yes
- ❑ No ------ **GO TO Q.67**

65. Do you market and encourage the use of MeLCat just to your library patrons, or, do you market the availability and use of the MeLCat to the public as a way of encouraging the use of library services?

- ❑ Markets just to library patrons
- ❑ Markets to the general public
- ❑ Markets to both
- ❑ Markets to neither

What are the one or two main methods of marketing that you use to encourage the use of MeLCat?

66A: _____

66B: _____

67. Are you familiar with the Michigan Online Resources for Educators, called MORE?

- ❑ Yes
- ❑ No ---- **GO TO Q.70**

68. Do you recommend the use of MORE to your patrons?

- ❑ Yes ---- **GO TO Q.70**
- ❑ No ----- **ASK Q.69**

69. What is the main reason you do not recommend the use of MORE to your patrons?

- ❑ It's not useful
- ❑ Need training
- ❑ Need promotional materials
- ❑ Other reason **(Please explain):** _____

70. Are you familiar with Michigana, the digital history collections in MeL?

- ❑ Yes
- ❑ No ----- **GO TO Q.73**

71. Do you recommend the use of Michigana to your patrons?

- ❑ Yes ---- **GO TO Q.73**
- ❑ No ----- **ASK Q.72**

72. What is the main reason you do not recommend the use of Michigana to your patrons?

- ❑ It's not useful

❑   Need training
❑   Need promotional materials
❑   Other reason (**Please explain**): _____

Finally, I would like to ask you a few questions for statistical purposes only.

73. Are you a director, administrator, librarian, paraprofessional, clerk or page?

❑   Director
❑   Administrator
❑   Librarian
❑   Paraprofessional
❑   Clerk
❑   Page

74. In which of the following categories does your age fall?

❑   18 to 24
❑   25 to 29
❑   30 to 35
❑   36 to 40
❑   41 to 49
❑   50 to 55
❑   56 to 64
❑   65 or older

75. What is the last grade or level of schooling you completed?

❑   1st to 11th Grade
❑   High School Graduate
❑   Non-college post high school (technical training)
❑   Some college
❑   College graduate
❑   Post graduate school ---------- **ANSWER Q. 76**

[IF YOU HAVE A POST GRADUATE DEGREE]
76. Do you have an MLS degree?

❑   Yes
❑   No

77. What is your race -- are you White, African American, Hispanic, Asian, Native American, or a mixed race?

❑   White
❑   Black

- ❑ Hispanic (Puerto Rican, Mexican-American etc.)
- ❑ Asian
- ❑ Native American
- ❑ Mixed-race
- ❑ Other

78. Gender

- ❑ Male
- ❑ Female

Library of Michigan Online Survey of Library Patrons – July 2011

01. What is the name of the library you use? If you use more than one library, at which library do you spend the most time?

_____

02. Is the library that you use most often …

❑   A public library
❑   A K-12 school library
❑   A college or university library
❑   Some other type of library **(Please specify)**: _____

03. How often do you personally visit a library – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

❑   Every day
❑   A few times a week
❑   A few times a month
❑   A few times a year
❑   Seldom
❑   Never

04. How often do you visit your library online from your home or office – every day, a few times a week, a few times a month, a few times a year, seldom, or never?

❑   Every day
❑   A few times a week
❑   A few times a month
❑   A few times a year
❑   Seldom
❑   Never

05A-F. MeL is the Michigan eLibrary, a 24/7 online library for Michigan residents provided by the Library of Michigan. MeL includes databases, a statewide library catalog (MeLCat), a digital Michigan history collection (Michigana); and curriculum materials for parents and teachers (MORE). These resources and more are provided by the Library of Michigan and are accessible online at www.mel.org or through your local library website. Which of the following specific services have you used that are provided by MeL? **[CODE ALL THAT APPLY]**

❏ MeLCat, the shared statewide library catalog
❏ MeL database – subscription based access to content not available on the open web, including full text magazines and newspapers
❏ M.O.R.E., the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
❏ MeL Michigana, a collection of digitized materials focusing on Michigan history
❏ MeL Gateways - links to the Internet and MeL resources by topic
❏ Something else **(Please specify)**: _____
❏ NONE OF THE ABOVE

06. The Library of Michigan provides over 40 online subscription databases of specialized information available to any Michigan resident, 24 hours a day, 7 days a week. These databases are available as a program of the Library of Michigan called "MeL databases". MeL databases provide full-text articles searchable by topic or keyword, industry reports, practice tests, reference information and resources created by experts in almost any field, as well as age appropriate materials to support student education. Before you read this description of the databases available, were you aware or not aware of these online databases?

❏ Aware
❏ Not Aware ---------------------- **GO TO Q.12**

07. How often do you use the MeL databases available through the Library of Michigan and local libraries at www.MeL.org?

❏ A lot (once a month or more)
❏ Some (at least once every 6 months)
❏ Only a little (at least once a year)
❏ Seldom/Not at all -------------- **GO TO Q.12**

08. How do you access MeL databases most often- from computers available at the library, at your home computer, or a computer at work?

❏ Computers available at the library
❏ Home computers
❏ Office computers
❏ Don't use MeL databases ---- **GO TO Q.12**

09. How would you rate the quality of the MeL databases that you use -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

- ❑ Excellent ------ **ASK Q.10**
- ❑ Pretty good ---- **ASK Q.10**
- ❑ Only fair ------- **GO TO Q.11**
- ❑ Poor ------------ **GO TO Q.11**

10. What is the main reason why you offered a positive rating for the MeL databases? **[THEN GO TO Q.14]**

_____

11. What is the main reason why you offered a negative rating for the MeL databases?

_____

12. Were you aware or not aware of the fact that you can access MeL, the Michigan eLibrary, at www.MeL.org from anywhere, as long as you have Internet access and a driver's license, state ID or participating library card?

- ❑ Aware
- ❑ Not Aware

13. Another specific service of MeL is MeLCat, which is a shared online catalog of materials, such as books, DVDs, audio recordings, and content available from participating Michigan libraries. This catalog can inform you of what is available at libraries across the state. You can order books or other resources, and have them delivered to your own participating library. Again, before you read the description of MeLCat, were you aware or not aware of this online catalog?

- ❑ Aware
- ❑ Not Aware ------------------- **GO TO Q.18**

14. How often do you use the MeLCat, the shared statewide library catalog?

- ❑ A lot (once a month or more)
- ❑ Some (at least once every 6 months)
- ❑ Only a little (at least once a year)
- ❑ Seldom/Not at all ---------- **GO TO Q.18**

15. How would you rate the quality of MeLCat, the shared statewide library catalog -- would you give it a positive rating of excellent or pretty good, or a negative rating of only fair or poor?

❑ Excellent
❑ Pretty good
❑ Only fair -------- **GO TO Q.17**
❑ Poor ------------- **GO TO Q.17**

16. What is the main reason why you offered a positive rating of Excellent/Pretty Good for the quality of MeLCat? **[THEN GO TO Q.18]**

_____

17. What is the main reason why you offered a negative rating Only fair or Poor for the quality of MeLCat?

_____

Peter White Grant Questions

18. Do you use the Peter White Public Library in Marquette?

❑ Yes
❑ No ------------- **GO TO Q.27**

19. Are you aware of the outreach locations with book drops that were put in place as a convenience to users in 2010?

❑ Aware
❑ Unaware------ **GO TO Q.22**

20. Have you ever used any of the outreach locations?

❑ Yes
❑ No ------------- **GO TO Q.22**

21. Do the outreach locations make it easier on you to find information that you need?

❑ Yes
❑ No

22. Are you aware of the Books by Mail program that was started in 2010?

❑ Aware
❑ Unaware -------- **GO TO Q.27**

23. Have you ever used the Books by Mail program?

❑   Yes
❑   No --------------- **GO TO Q.27**

24. Does the Books by Mail program make it easier on you to get library materials that you need?

❑   Yes
❑   No --------------- **GO TO Q.26**

25. Why does the Books by Mail program make it easier on you to get library materials that you need? [THEN GO TO Q.27]
_____

26. Why does the Books by Mail program NOT make it easier on you to get library materials that you need?
_____

Superiorland Grant Questions

27A-E. Do you, or does anyone in your household, use any of the following libraries? **[CODE ALL THAT APPLY]**

❑   Ironwood Carnegie Library in Ironwood
❑   Calumet Public School Library in Calumet
❑   Ishpeming Carnegie Public Library in Ishpeming
❑   Alpena County Library in Alpena
❑   Spies Public Library in Menominee
❑   No ----------------- **GO TO Q.34**

28. Teen technology programs were offered at your library in 2010. Before we just mentioned them, were you aware or unaware of the teen technology programs?

❑   Aware
❑   Unaware ---------- **GO TO Q.34**

29. Did you, or did anyone in your household, participate in any of the programs? **[CODE BEST RESPONSE]**

❑   Yes, respondent
❑   Yes, someone else
❑   Yes, more than one
❑   None --------------- **GO TO Q.34**

30. Specifically, did any child or young adult in your household participate in any of the programs? **[CODE BEST RESPONSE]**

❑   Yes
❑   No

31. Did the programs help you or another household member learn about safe use of social networking?

❑   Yes
❑   No

32. Did the programs help you or another household member learn how to use personal media devices and online services?

❑   Yes
❑   No

33. Did the programs encourage you or another household member to participate in library activities more frequently?

❑   Yes
❑   No

Riverview Grant Questions

34. Do you use the Riverview Public Library in Riverview?

❑   Yes
❑   No ------------- **GO TO Q.44**

35. Are you aware that English as a Second Language classes were offered at the Riverview Public Library?

❑   Aware
❑   Unaware ------ **GO TO Q.38**

36. Have you, or has anyone in your household, attended any of the English as a Second Language classes that were offered in 2010 at the Riverview Public Library?

❑   Yes
❑   No ------------- **GO TO Q.38**

37. How useful did you, or another member of your household, find the English as a Second Language classes that were offered at the Riverview Public Library to be?

- ❏ Very useful
- ❏ Somewhat useful
- ❏ Only a little useful
- ❏ Not useful at all

38. Are you aware of the employment and job seeking skills classes that were offered in 2010 at the Riverview Public Library?

- ❏ Aware
- ❏ Unaware ------ **GO TO Q.41**

39. Have you, or has anyone in your household, attended any of the employment and job seeking skills classes that were offered at the Riverview Public Library?

- ❏ Yes
- ❏ No ------------- **GO TO Q.41**

40. Did you, or did anyone in your household, find the employment and job seeking skills classes that were offered at the Riverview Public Library to be helpful?

- ❏ Yes
- ❏ No

41. Are you aware of the computer skills and training classes that were offered in 2010 at the Riverview Public Library?

- ❏ Aware
- ❏ Unaware ---------- **GO TO Q.44**

42. Have you, or has anyone in your household, attended any of the computer skills and training classes that were offered at the Riverview Public Library?

- ❏ Yes
- ❏ No ----------------- **GO TO Q.44**

43. How useful did you, or another member of your household, find the computer skills and training classes that were offered at the Riverview Public Library to be?

- ❏ Very useful
- ❏ Somewhat useful
- ❏ Only a little useful
- ❏ Not useful at all

Demographics

Finally, I would like to ask you a few questions for statistical purposes only.

44. Are there children, school age or younger, in your household?

❑   Yes
❑   No ----- **GO TO Q.46**

45A-D. Are there one or more children who currently attend local public schools, private or parochial schools, charter schools, or are homeschooled in your household? **[CODE ALL THAT APPLY]**

❑   Yes, public schools
❑   Yes, private schools
❑   Yes, charter schools
❑   Home schooled
❑   No children attend schools yet

46. In which of the following categories does your age fall? How old are you?

❑   Under 18
❑   18 to 30
❑   31 to 40
❑   41 to 50
❑   51 to 55
❑   56 to 64
❑   65 or older

47. What is the last grade or level of schooling you completed?

❑   1st to 11th Grade
❑   High School Graduate
❑   Non-college post high school (technical training)
❑   Some college
❑   College graduate
❑   Post graduate school

48. What is your race -- are you White, African American, Hispanic, Asian, Native American, of mixed race, or of some other race?

❑   White
❑   Black
❑   Hispanic (Puerto Rican, Mexican-American etc.)
❑   Asian
❑   Native American
❑   Mixed-race
❑   Other

49. Is English the primary language spoken in your household?

❑   Yes
❑   No

50. Gender

❑   Male
❑   Female

Library of Michigan Online Survey of Library Staff – July 2011

01. What is the name of the library where you work?

_____

_____

02. Is the library where you work. . .

❑　A public library
❑　A K-12 school library or media center
❑　An academic library at either a 2 year or 4 year institution
❑　Some other type of library **(Please specify)**: _____

03. Based on your records or observations, which one of the following Michigan eLibrary (MeL) services is the most frequently used by your patrons?

❑　MeLCat, the shared statewide library catalog
❑　MeL database – subscription based access to content not available on the open web, including full text magazines and newspapers
❑　M.O.R.E., the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
❑　MeL Michigana, a collection of digitized materials focusing on Michigan history
❑　MeL Gateways - links to the Internet and MeL resources by topic
❑　Something else **(Please specify)**: _____
❑　NONE OF THE ABOVE

04. Which of the services listed is the <u>second most</u> used service by your library patrons?

❑　MeLCat, the shared statewide library catalog
❑　Mel, or Michigan eLibrary database subscriptions (including full text magazines and newspapers)
❑　MORE, the Michigan Online Resources for Educators -- teaching materials linked to curriculum standards
❑　Michigana, a collection of digitized materials focusing on Michigan history
❑　Links to the Internet and MeL resources by topic (MeL Gateways)
❑　Something else **(Please specify)**: _____

05. If your job at the library puts you in a position to know, does having access to MeL databases save your library money in your yearly budget?

❑　Yes
❑　No **-------------------------- GO TO Q.7**
❑　 Not knowledgeable ------ **GO TO Q.7**

06. How much money would you estimate that you save in your yearly budget by having access to MeL databases?

- ❏ *Up to $10,000*
- ❏ *$10,001 to $25,000*
- ❏ *$25,001 to $50,000*
- ❏ *Over $50,001*
- ❏ *Not knowledgeable*

07. How much would you say your library patrons use the MeL databases?

- ❏ A lot
- ❏ Somewhat
- ❏ Only a little
- ❏ Not at all
- ❏ Not knowledgeable

08. How much would you say your library patrons use MeLCat, the statewide shared catalog?

- ❏ A lot
- ❏ Somewhat
- ❏ Only a little
- ❏ Not at all

09. Does your library participate in MeLCat?

- ❏ Yes ------------ **GO TO Q.11**
- ❏ No

10. What would you say is the main reason why your library does NOT participate in MelCat?
[WRITE COMMENT AS STATED]

-

Goal II Questions

12. Have you ever attended any training with the Library of Michigan?

❑   Yes
❑   No----**GO TO Q.16**

13A-F. Which of the following programs have you attended? **[CODE ALL THAT APPLY]**

❑   Beginning Workshop
❑   New Directors
❑   Advanced Directors
❑   Rural Libraries Conference
❑   Mahoney Children's Workshop
❑   E-rate Training
❑   Something else (**Please specify**): _____

14. How much has the training helped you provide better service for patrons in your library?

❑   A lot
❑   Somewhat
❑   Only a little
❑   Not at all

15. Why would you say your training has/has not helped you provide better service for patrons in your library? **[WRITE COMMENT AS STATED]**

_

16. Have you ever attended any Michigan Library Association training funded by the Library of Michigan?

❑   Yes
❑   No----**GO TO Q.19**

17A-E. Which of the following have you attended? **[CODE ALL THAT APPLY]**

❑   Summer Reading Workshop
❑   Spring Institute
❑   Academic Libraries Day
❑   Fantastic Fiction
❑   Or something else (**Please specify**): _____

18. How much has the training helped you provide better service for patrons in your library?

- ❑ A lot
- ❑ Somewhat
- ❑ Only a little
- ❑ Not at all

19. Have you ever attended any Midwest Collaborative Association training funded by the Library of Michigan?

- ❑ Yes
- ❑ No----**GO TO Q.22**

20A-C. Which of the following have you attended? **[CODE ALL THAT APPLY]**

- ❑ MeL Databases Training
- ❑ MeLCat Training
- ❑ Something else **(Please specify): _____**

21. How much has the training helped you provide better service for patrons in your library?

- ❑ A lot
- ❑ Somewhat
- ❑ Only a little
- ❑ Not at all

22. Are you aware of the tutorial videos available for users on MeL?

- ❑ Aware
- ❑ Unaware -------- **GO TO Q.24**

23. Have you ever used tutorial videos available for users on MeL?

- ❑ Yes
- ❑ No --------------- **GO TO Q.24**

24. How helpful would you say the tutorial videos are to You?

- ❑ Very helpful
- ❑ Somewhat helpful
- ❑ Only a little
- ❑ Not helpful at all

25. Have you ever recommended the MeL tutorial videos to patrons?

❑   Yes
❑   No --------------- **GO TO Q.27**

26. How helpful would you say the MeL tutorial videos are to patrons?

❑   Very helpful
❑   Somewhat helpful
❑   Only a little
❑   Not helpful at all
❑   Undecided/Don't know

27. Are you aware of the MeL tutorials for state government service, such as how to apply for unemployment benefits?

❑   Aware
❑   Unaware -------- **GO TO Q.32**

28. Have you ever used tutorials for state government services on MeL?

❑   Yes
❑   No --------------- **GO TO Q.32**

29. How helpful would you say the tutorials are to you in your work?

❑   Very helpful
❑   Somewhat helpful
❑   Only a little
❑   Not helpful at all

30. Have you ever recommended the tutorials for state government to patrons?

❑   Yes
❑   No --------------- **GO TO Q.32**

31. How helpful would you say the tutorials for state government services are to patrons?

❑   Very helpful
❑   Somewhat helpful
❑   Only a little
❑   Not helpful at all
❑   Undecided/don't Know

32. **[FOR PUBLIC LIBRARY STAFF MEMBERS ONLY]** Does your library participate in the QSAC (Quality Services Audit Checklist) Program?

❑   Yes
❑   No --------------- **GO TO Q.36**

33. Has participation in the QSAC (Quality Services Audit Checklist) Program improved services for your patrons?

❑   Yes
❑   No

34. Has participation in the QSAC (Quality Services Audit Checklist) Program helped educate library trustees about library services and management?

❑   Yes
❑   No

35. Has participation in the QSAC (Quality Services Audit Checklist) Program helped educate local officials and funding sources about library services and management?

❑   Yes
❑   No

Goal III Questions

36. When the Library of Michigan has made subgrants available to libraries, has your library applied?

❑   Yes
❑   No ------------------------- **GO TO Q.39**
❑   Undecided/Refused ------ **GO TO Q.39**

37. Was the application process understandable and easy to follow?

❑   Yes
❑   No
❑   Undecided

38. What would you say is the main reason why your library HAS NOT applied for subgrants?
[WRITE COMMENT AS STATED – PLEASE BE SPECIFIC]

-

_____

_____

39. Are you aware that project manuals were created by libraries that have received LSTA grant funds?

❑ Aware
❑ Unaware -------- **GO TO Q.43**

40. Have you ever reviewed the project manuals created by libraries that have received LSTA grant funds?

❑ Yes
❑ No --------------- **GO TO Q.43**

41. Have you ever started a program, or modified one of your library's existing programs, because of your use of the information from these manuals?

❑ Yes
❑ No --------------- **GO TO Q.43**

42. How helpful to the patrons was the program that was started or modified?

❑ Very helpful
❑ Somewhat helpful
❑ Only a little helpful
❑ Not at all helpful
❑ Undecided/Don't know

Finally, we would like to ask you a few questions for statistical purposes only.

43. Are you a director, administrator, librarian, paraprofessional, clerk or page?

❑ Director
❑ Administrator
❑ Librarian with an M.L.S
❑ Paraprofessional
❑ Clerk or Page

44. In which of the following categories does your age fall? How old are you?

❑ Under 18
❑ 18 to 30
❑ 31 to 40
❑ 41 to 50
❑ 51 to 55

❑   56 to 64
❑   65 or older

45. What is the last grade or level of schooling you completed?

❑   1st to 11th Grade
❑   High school graduate
❑   Non-college post high school (technical training)
❑   Some college
❑   College graduate
❑   Post graduate school

[ONLY IF YOU HAVE A POST GRADUATE DEGREE]
46. Do you have an MLS degree?

❑   Yes
❑   No

47. What is your race -- are you White, African American, Hispanic, Asian, Native American, of mixed race, or of some other race?

❑   White
❑   Black
❑   Hispanic (Puerto Rican, Mexican-American etc.)
❑   Asian
❑   Native American
❑   Mixed-race
❑   Other

48. Gender

❑   Male
❑   Female