



Your public access technology evaluation tool

## Survey Fielding Guide for Libraries

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## Thank you for participating in the IMPACT Survey!

By hosting the IMPACT patron web survey at your library, you are helping to increase the evidence that **public access computing makes a difference in the lives of library patrons, families, and communities**. The information you collect will help your library evaluate and improve the ways it provides access to computers and the Internet. You will receive valuable information about the ways your patrons use your public access computers and wireless services and about their computing preferences, which can be used to help inform and persuade local policy makers, funders, and your community about the benefits of public access computing.

The IMPACT Survey is **your** tool to help evaluate **your** public access computing program. **We understand that surveying patrons is often too difficult and resource-intensive for many public libraries to do on their own.** We're here to help. Additionally, having a standard validated survey is helpful because it makes comparisons between libraries possible. Standardized data will help the library community understand how a certain level of public access computing service may correlate to certain outcomes.

This Survey Fielding Guide contains step by step instructions for running the survey at your library, from registering your library system to what do after you've taken the survey down. Additional support documents are available on the [www.impactsurvey.org](http://www.impactsurvey.org) website, including:

- The contents of the survey, and information about the research that informs the survey
- FAQs covering everything from tech support to answering patron questions
- Promotional materials and tips to maximize patron participation
- Communication tools to help you utilize your survey findings to advocate for support

After your survey fielding period has closed, a downloadable report detailing your library's findings will be available *within 24 hours* under the **My Report** tab on the [impactsurvey.org](http://impactsurvey.org) website. Your full-color, ready-for-distribution report will include information about how your patrons use your computers and Internet connection in general, and across several key use domains – Civic Engagement; eBusiness and Entrepreneurship; eCommerce, Education, eGovernment, Employment, Health and Wellness, and Social Inclusion. Responses are compared with demographic data, providing a rich picture of who is using the library's PAC, how they're using it, how use has helped them, and how they rate the importance of PAC personally and within your community.

Welcome to the IMPACT Survey! We look forward to working with you.

Sincerely,

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## Host and benefit from the IMPACT Survey in 11 easy steps:

- ☒ **Register** your library system by creating an account at <http://impactsurvey.org>
- ☒ **Enroll** your library system by completing the Intake Form
- ☒ Choose your survey fielding **start and stop dates**
- ☒ Download your **code**
- ☒ **Inform** your library staff about the survey's purpose and procedures
- ☒ **Install a link** to the survey on your library's website
- ☒ **Promote** the survey to patrons
- ☒ After your survey fielding period has closed, **remove the survey link** from your website
- ☒ Access your library's **customized report**, available within 24 hours of survey closing
- ☒ Use your report and customized advocacy materials to **share your findings**
- ☒ **Run the survey annually or biannually** per your reporting needs and to monitor change

**We'll be here for you every step of the way. Contact us if you need help.**

## Detailed Survey Instructions:

### Before the Survey

1. **Register your library system** by creating an account at <http://impactsurvey.org>
  - We ask that *one* username and password be established per library system.
  - Once you have registered, you will receive a confirmation email and gain access to the **My IMPACT** area of the website.
2. **Enroll your library system** by completing the **Intake Form**.
  - Libraries must enroll at the system level; at this time we cannot enroll libraries at the branch level. Also, State Librarians can coordinate deployment of the survey for their state. We ask that interested State Librarians contact us.
  - The Intake Form will ask a series of questions about your library.
  - The Intake Form will ask you to confirm that you are enrolling your library with approval from the Library Director.
  - After your library system has enrolled, you will receive a confirmation email.
3. Choose your survey fielding stop and start dates under the **Survey Fielding** tab
  - The fielding period length is flexible. Based on previous response rates, we have built a formula that uses several parameters about your library to determine a recommended fielding period length. We anticipate that this recommended length of time will allow your library to get a meaningful number of responses.
    1. [INSERT GUIDELINES FOR FIELDING PERIOD LENGTH]
4. **Download your code** from the **Install My Code** tab.
  - We have tried to make the process of linking your library to the survey as easy as possible. Click on the **Install My Code** tab in the **My IMPACT** portal. This page contains HTML code, scripts, and files that you can copy and paste into your library's source files. There are several different options to choose from, including:
    1. **Interstitial box**: This is our preferred method because it is the most visible. When the patron accesses your library's website, a box with a link to the survey and a brief description will appear over the home page and the home page will be darkened. The patron will need to close the box to continue on to the library's website. This option can be customized so that the box only appears once per browser session. We suggest that the interstitial box be used in conjunction with a banner or button on the library website. That way if a patron dismisses the interstitial box survey notice at the beginning of their session they can return to it later.
    2. **Buttons and banners**: These are linkable images that can be inserted anywhere on your website. We recommend that these be installed prominently on the library's home page and that these also be used in conjunction with the interstitial box. They are available in a variety of sizes and in both English and Spanish.
  - We will be happy to help you decide which option is right for your library. If you have any problems with these options or wish to discuss which would be best for your library, please contact us. We're here to help.

- If your library does not have a website, you can still run the survey. We would ask that you set the homepage of the Internet browsers on your public access computer terminals to your library's unique IMPACT Survey URL and post flyers around the computers telling patrons know about the survey.
  - For you to run the survey, we do require any type of remote access to your website. The code we supply can easily be inserted into your library's website by anyone with basic HTML skills and should take less than 30 minutes.
  - We will provide as much technical assistance as you need (including walking through the procedure step-by-step) and can help you choose the best option for your library.
5. **Inform your library staff** about the survey's purpose and procedures.
- Ensuring that your library's staff is well-versed on the purpose and mechanics of the survey will help them to answer any questions your patrons may have.

### During the Survey

6. **Install a link to the survey** from your library's website when your fielding date arrives
- You can reference the fielding dates your library has chosen by referring to the **Survey Fielding** tab.
  - It might also be helpful to reference the **Install My Code** section of the [impactsurvey.org](https://impactsurvey.org) website, Step 4 in this document, or the Libraries FAQ.
7. **Generate as much patron participation as possible** using the materials provided under the **Promote Survey** tab.
- To increase the power of your survey findings, it's important that as many patrons participate as possible.
    1. We recommend sending an email to patrons to advertise the survey, as well as announcing it using local media and library communication outlets.
    2. Post the flyer around the library's computer terminals and in any other conspicuous locations.
    3. Other ways to maximize participation include:
      1. having a dedicated computer terminal for survey taking. This can be a computer on a cart or an existing terminal. This way a patron will not need to use time from their allotted limit to complete the survey.
      2. increasing time limits for patrons taking the survey. This may be administratively difficult.
      3. promoting the survey through social media outlets and at events.

### After the Survey

8. **Take down the survey link** at the end of your fielding period by removing the code from your website html.
9. Access your library's **customized report** via the **My Report tab**, available within 24 hours of your survey end date.
10. Use your library's report and the customized communication and advocacy tools found under the **Advocacy Tools** tab to **share the value of your PAC program** with policy makers, funders, and your community.

11. **Run the survey annually** or biannually per your reporting needs and to monitor changes in use.

**That's all there is to it!**

## Promote the Survey

### Sample text for email/newsletter/press release

From [insert start date] to [insert end date], [insert library name] is conducting an online survey to find out how their patrons use the library's free computers and Internet connection. The web survey, called the IMPACT Survey, is coordinated by the University of Washington Information School.

People use library computers and Internet connections for many purposes, including finding jobs, staying connected to family and friends, finding health information, and engaging in their community. The online survey will allow [insert library name] to collect information about how this resource is being used in our community. This information will enable the library to improve services and to communicate the value of public access computing to policy makers and funders.

You can support your public library by accessing the web survey from the [insert library name] website at [insert library URL] from [insert start date] to [insert end date]. The survey is completely anonymous and takes 10 to 15 minutes to complete. For more information, inquire at the library information desk, or visit the IMPACT survey web site at <http://impactsurvey.org>.

### Also...

- A customized flyer is available on the *Promote Survey* tab at <http://impactsurvey.org>

***More information can be found at <http://impactsurvey.org>***