



## Introduction

WVLS supports 25 public libraries and approximately 200 non-public libraries in seven counties in north central Wisconsin: Clark, Forest, Langlade, Lincoln, Marathon, Oneida and Taylor. The goal of this survey was to discover which communication channels the library community accessed most often and preferred. WVLS will use these findings to improve communication distribution through the tools the library community accesses and prefers.

## The Survey

WVLS distributed the 2017 WVLS Communications Survey to the WVLS.all email list on October 24, 2017. The survey closed Friday November 3, 2017. There were 46 responses: 19 Library Staff Members, 17 Library Directors, 3 System Trustees, 3 School Librarians, 2 Library Trustees, and 2 Others: 1 Library Technologist, 1 Children’s Librarian. The survey asked participants to identify themselves: Library Director, Library Staff, School Librarian, Special Libraries Librarian, Library Trustee, System Trustee, System Staff, or other.

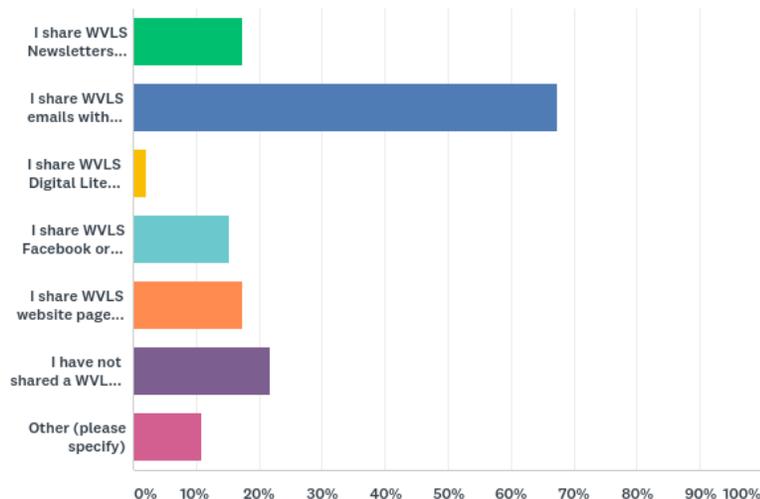
There were nine questions including: five multiple choice questions, two ranking questions, and two open ended comment areas. Participants noted their use of WVLS communication tools using two tiered rating ranges:

- Daily, Weekly, Monthly, A few times a year, Not used
- Not Useful, Useful, Very Useful, I do not use the Newsletter... but I plan to!

## Preferred Communication Tools

- The top three communication tools used as indicated by participants were: Email, Newsletter, and the WVLS Website at 98%, 57%, and 46% respectively.
- The three least used communications in order of least used to more used were: WVLS Digital Lites Blog, Google Communities, and Twitter 13%, 4%, and 0% respectively.
- The Library community has discussed WVLS information with colleagues by sharing: WVLS emails, WVLS website pages, and WVLS newsletters at 67%, 17% and 17% respectively.

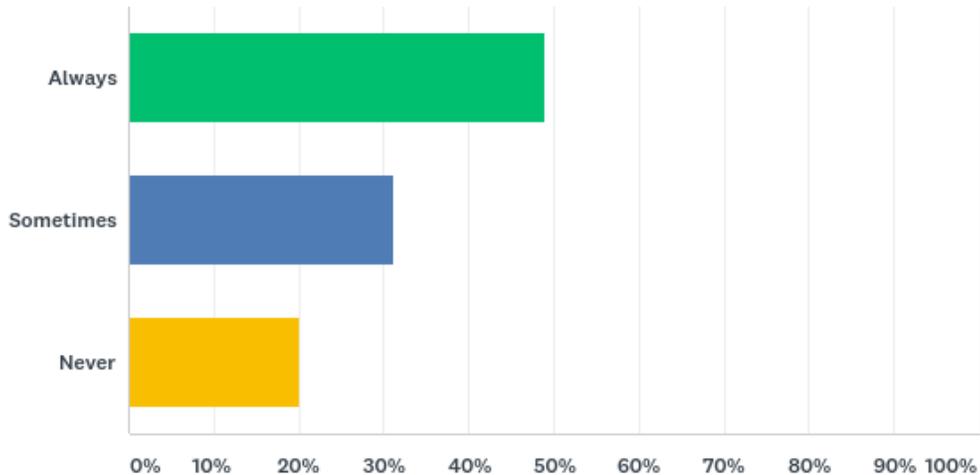
Q4 How do you share WVLS information with your colleagues? Select all that apply.



## WVLS Newsletter

- 49% of participants “Always” open WVLS newsletters, 31% “Sometimes” open WVLS newsletters and 20% “Never” open WVLS newsletters.

### Q6 How often do you open the WVLS newsletter?



	Not Useful	Useful	Very Useful	I do not read the WVLS Newsletter but I plan to!	Total
	12.20%	56.10%	4.88%	26.83%	
Featured Digital Lites blog articles	5	23	2	11	41
	0.00%	41.30%	41.30%	17.39%	
Dates to Know	0	19	19	8	46
	6.67%	53.33%	22.22%	17.78%	
News from WVLS Libraries (Spotlight on events in WVLS Member Libraries)	3	24	10	8	45
	0.00%	38.64%	40.91%	20.45%	
Resources You Should Know About	0	17	18	9	44
	2.27%	36.36%	40.91%	20.45%	
Coming Soon! announcement list	1	16	18	9	44

### **What information would you like to see in WVLS newsletters?**

- *Possible OverDrive/Libby update news.*
- *Information about our colleagues. New Director faces. Retirements. More personal information so that when we get together at meetings, we know who we are sitting by.*
- *For now please continue current content.*
- *I usually only read the email info.*

### **Comments or Suggestions?**

- *Question #5: additional answer needed. Suggest: "I do not read WVLS Digital Lites blog posts." A survey choice should not assume the surveyee's intentions.*
- *REALLY important dates, etc, First/Headline*
- *The newsletter is great; however, because it goes to a list it gets filtered out of my inbox. Therefore I tend to miss the newsletter. I will work on this.*
- *Thank you for sending this info via email. I need info sent to me because there's so much to keep up on and it's a good reminder to "read me."*
- *I haven't really had a chance to look at the newsletters all that much, given how new I am and busy learning my job.*
- *Too many emails!*
- *Emails catch my attention the quickest and most frequently*
- *Is the newsletter sent via email through any listservs?*

### **Action**

- Distill related communications i.e. CE opportunities into one email.
- Continue featuring Digital Lites blog posts in WVLS emails, newsletters and social media posts.
- Include more personal information regarding colleagues in WVLS communications i.e. retirements, new directors and staff, and library news.
- Continue to highlight important dates in WVLS communications and on the WVLS calendar web page.
- Post access to the WVLS newsletter on social media and list serves.