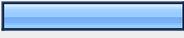


## Statewide Marketing Survey - Workshop Participants

1. Have you put into practice any of the principles or activities that you learned about in the “Effective Marketing for Libraries” training?			Response Percent	Response Count
Yes			72.3%	60
No			27.7%	23
			<i>answered question</i>	83
			<i>skipped question</i>	0

2. What principles or activities have you put into practice?			Response Count
			43
			<i>answered question</i>
			<i>skipped question</i>
			43
			40

3. What are the barriers that have prevented you from putting the principles or activities into practice?			
		Response Percent	Response Count
Lack of understanding	<input type="checkbox"/>	5.0%	1
Lack of confidence	<input type="checkbox"/>	5.0%	1
Lack of support from staff	<input type="checkbox"/>	5.0%	1
Lack of support from director		0.0%	0
<b>Lack of time</b>		<b>85.0%</b>	<b>17</b>
Lack of money		25.0%	5
Lack of staffing		45.0%	9
Other (please specify)		25.0%	5
		<i>answered question</i>	<b>20</b>
		<i>skipped question</i>	<b>63</b>

4. What learnings from the training stand out most in your mind?		
		Response Count
		56
		<i>answered question</i>
		<b>56</b>
		<i>skipped question</i>
		<b>27</b>

**5. If you took the opportunity for follow-up work with the trainers by phone or e-mail, how useful was it?**

		Response Percent	Response Count
N/A		93.5%	58
Not at all		0.0%	0
Somewhat		1.6%	1
Useful		1.6%	1
Very useful		3.2%	2
<i>answered question</i>			<b>62</b>
<i>skipped question</i>			<b>21</b>

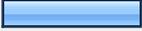
**6. Grants may be available next year for developing marketing plans, based on the training you received in "Effective Marketing for Libraries." How likely is your library to apply for the grant?**

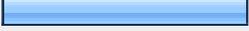
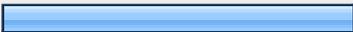
		Response Percent	Response Count
Not likely		36.1%	22
Somewhat likely		21.3%	13
Likely		27.9%	17
Very likely		14.8%	9
<i>answered question</i>			<b>61</b>
<i>skipped question</i>			<b>22</b>

**7. Have you used the printed bookmarks and posters provided to you?**

		Response Percent	Response Count
Yes		63.5%	40
No		36.5%	23
<i>answered question</i>			<b>63</b>
<i>skipped question</i>			<b>20</b>

8. Did you distribute the bookmarks and posters outside the library?			
		Response Percent	Response Count
Yes		46.2%	18
No		53.8%	21
		<i>answered question</i>	39
		<i>skipped question</i>	44

9. Were they effective in helping you promote your library's services?			
		Response Percent	Response Count
Not at all		10.5%	4
Somewhat		65.8%	25
Useful		21.1%	8
Very useful		2.6%	1
		<i>answered question</i>	38
		<i>skipped question</i>	45

10. Why haven't you used the printed bookmarks and posters provided?			
		Response Percent	Response Count
Didn't like them		8.3%	2
Didn't match my library's needs		37.5%	9
Negative response from public		0.0%	0
Other (please specify)		54.2%	13
		<i>answered question</i>	24
		<i>skipped question</i>	59

11. Did you see the print ads?				
			Response Percent	Response Count
Yes			49.2%	31
No			50.8%	32
			<i>answered question</i>	63
			<i>skipped question</i>	20

12. Where did you see the ad?				
			Response Count	
			30	
			<i>answered question</i>	30
			<i>skipped question</i>	53

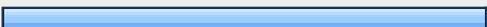
13. Did you hear the radio spots?				
			Response Percent	Response Count
Yes			36.5%	23
No			63.5%	40
			<i>answered question</i>	63
			<i>skipped question</i>	20

14. Where did you hear the radio spot(s)?				
			Response Count	
			21	
			<i>answered question</i>	21
			<i>skipped question</i>	62

15. Have you seen the public service announcement on TV with Bill Gates, Sr.?			
		Response Percent	Response Count
Yes		12.7%	8
No		87.3%	55
		<i>answered question</i>	63
		<i>skipped question</i>	20

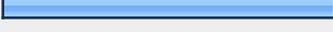
16. Where did you see the Public Service Announcement?			
			Response Count
			7
		<i>answered question</i>	7
		<i>skipped question</i>	76

17. Have your customers mentioned any aspects of the campaign? Please check those mentioned.			
		Response Percent	Response Count
None mentioned		75.0%	45
Radio ads		5.0%	3
Print ads		3.3%	2
TV Public Service Announcement		1.7%	1
Posters		5.0%	3
Bookmarks		11.7%	7
Tagline, "Discover. Explore. Experience. Libraries of Washington"		5.0%	3
Other (please specify)		6.7%	4
		<b>answered question</b>	<b>60</b>
		<b>skipped question</b>	<b>23</b>

18. Have you used the online library marketing toolkit at <a href="http://www.libraries.wa.gov/toolkit">http://www.libraries.wa.gov/toolkit</a> ?			
		Response Percent	Response Count
Yes		14.3%	9
No		74.6%	47
Didn't know about it		11.1%	7
		<b>answered question</b>	<b>63</b>
		<b>skipped question</b>	<b>20</b>

19. Please rate how effective the individual items in the toolkit were for you in promoting your library.							
	Not at all	Somewhat	Useful	Very Useful	N/A	Rating Average	Response Count
Bookmarks	16.7% (1)	33.3% (2)	33.3% (2)	16.7% (1)	0.0% (0)	2.50	6
Posters	16.7% (1)	33.3% (2)	33.3% (2)	16.7% (1)	0.0% (0)	2.50	6
Print ads	33.3% (1)	33.3% (1)	33.3% (1)	0.0% (0)	0.0% (0)	2.00	3
Radio ads	50.0% (1)	50.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.50	2
Media guidelines	20.0% (1)	0.0% (0)	20.0% (1)	60.0% (3)	0.0% (0)	3.20	5
	<i>answered question</i>						<b>8</b>
	<i>skipped question</i>						<b>75</b>

20. Comments		Response Count
		3
	<i>answered question</i>	<b>3</b>
	<i>skipped question</i>	<b>80</b>

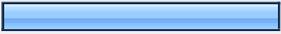
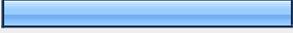
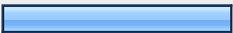
21. What would make the toolkit more useful?			
		Response Percent	Response Count
Ability to make more changes to meet local needs		44.2%	19
Simpler to use		14.0%	6
Wouldn't use regardless of contents		9.3%	4
<b>Other (please specify)</b>		<b>51.2%</b>	<b>22</b>
<i>answered question</i>			<b>43</b>
<i>skipped question</i>			<b>40</b>

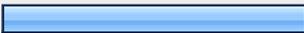
22. Has the marketing campaign helped libraries in your community, on your campus, or in your school?							
	Not helpful	Somewhat helpful	Helpful	Very helpful	No opinion	Rating Average	Response Count
Helped create a greater awareness of libraries	9.3% (4)	<b>53.5% (23)</b>	34.9% (15)	2.3% (1)	0.0% (0)	2.30	43
Helped improve our ability to conduct local marketing and public awareness activities	16.7% (7)	<b>40.5% (17)</b>	26.2% (11)	16.7% (7)	0.0% (0)	2.43	42
Helped increase usage of our library	<b>46.2% (12)</b>	26.9% (7)	19.2% (5)	7.7% (2)	0.0% (0)	1.88	26
Helped increase funding for our library	<b>68.0% (17)</b>	20.0% (5)	12.0% (3)	0.0% (0)	0.0% (0)	1.44	25
Helped increase our library's visibility with governing officials	25.0% (8)	<b>43.8% (14)</b>	25.0% (8)	6.3% (2)	0.0% (0)	2.13	32
<i>answered question</i>							<b>47</b>
<i>skipped question</i>							<b>36</b>

23. Comments		Response Count
		21
	<i>answered question</i>	21
	<i>skipped question</i>	62

24. Of the following, please rate what has been most useful to you in marketing your library?						
	Not useful	Somewhat useful	Useful	Very useful	Rating Average	Response Count
Online toolkit	<b>32.6% (14)</b>	30.2% (13)	30.2% (13)	7.0% (3)	2.12	43
"Effective Marketing for Libraries" workshop	4.3% (2)	10.6% (5)	<b>42.6% (20)</b>	<b>42.6% (20)</b>	3.23	47
Posters	<b>35.8% (19)</b>	28.3% (15)	32.1% (17)	3.8% (2)	2.04	53
Bookmarks	28.8% (15)	<b>36.5% (19)</b>	32.7% (17)	1.9% (1)	2.08	52
Public Service Announcements	33.3% (16)	<b>41.7% (20)</b>	18.8% (9)	6.3% (3)	1.98	48
Radio spots	<b>37.5% (18)</b>	33.3% (16)	16.7% (8)	12.5% (6)	2.04	48
Print ads	<b>39.1% (18)</b>	28.3% (13)	26.1% (12)	6.5% (3)	2.00	46
Tagline, "Discover. Explore. Experience. Libraries of Washington State"	<b>32.7% (16)</b>	<b>32.7% (16)</b>	26.5% (13)	8.2% (4)	2.10	49
	<i>answered question</i>					<b>57</b>
	<i>skipped question</i>					<b>26</b>

25. Comments		Response Count
		17
	<i>answered question</i>	17
	<i>skipped question</i>	66

26. What else would help you in marketing and promoting your own library?			
		Response Percent	Response Count
Training on working with the media		25.9%	14
<b>Advanced marketing training</b>		<b>46.3%</b>	<b>25</b>
Advocacy training		42.6%	23
Continued statewide campaign with print and radio ads and public service announcements		44.4%	24
Other (please specify)		35.2%	19
		<b>answered question</b>	<b>54</b>
		<b>skipped question</b>	<b>29</b>

27. Do you work in:			
		Response Percent	Response Count
<b>Public library</b>		<b>46.8%</b>	<b>29</b>
School library		11.3%	7
Academic library		14.5%	9
Tribal library		0.0%	0
Special library (business, medical, law)		9.7%	6
Other (please specify)		17.7%	11
		<b>answered question</b>	<b>62</b>
		<b>skipped question</b>	<b>21</b>

28. What is the zip code of your library?		
		Response Count
		58
	<i>answered question</i>	58
	<i>skipped question</i>	25