

2010 Customer Survey Results

Compiled June 2010 by Kathleen Reif, St. Mary's County Library Director

In April approximately **1,100 customers participated** in our Customer Satisfaction Survey, an increase from the 2008 survey when we had only 576 responses. Thank you for taking the time.

I have prepared this summary of the results. For the complete survey results, go to the following www address:

<http://www.zoomerang.com/Shared/SharedResultsPasswordPage.aspx?ID=L24AH96MY73D>

All of the library managers are studying the results and will try to honor as many of your requests and suggestions as possible. If you listed a special concern or suggestion, please talk directly with your staff.

There were some interesting changes since the 2008 survey:

- In 2008 you asked for the **following changes** which we have been able to accommodate:
 - increase check out period for entertainment DVDs from 3 days to 7 days;
 - send email reminders before your items are due. We now send out an email reminder 5 days before an item is due;
 - allow use of credit cards for fines and fees. This new service begins July 2010;
 - build a new Leonardtown Library. The Board of County Commissioners approved building a 39,000 SF library on the Hayden Farm property. The architects will be hired in FY 11, and construction is planned for FY 15.

- Many of you now receive library **communication via email**--89% vs 44% in 2008. Thank you. Postage money saved is used to purchase books and DVDs.

- 85% of respondents now use **Facebook**; thus, the reason we created and maintain a Facebook page.

- In 2008, 28% of the respondents thought we needed **more PCs** vs 15% in 2010. We are glad to see that the Library Board's investment in more PCs has paid off.

Some comments remained the same:

- You still **love your library staff** and think they provide SUPERB customer service! As their Library Director, I would like to thank you for recognizing the staff's excellence. They work VERY hard and it is heartening to have that recognized.

- You still want **more books and DVDs**. Since the 2008 survey, the staff have created several new strategies in an attempt to get new materials to you as soon as possible:

- Once a title has more than 5 holds for every copy owned, an additional copy is ordered; for example, we currently own 24 copies of the best seller *The Help* to meet the demand.
 - A few copies of best sellers are purchased and marked as “Xpress copies.” These copies cannot be put on hold which allows customers to possibly find a best seller on the New Book shelf.
 - Items are kept on the Hold Shelf for 5 days (rather than 7) after the customer is notified.
 - Many different formats, in addition to print, are provided to meet your preferences: audio books on CD, downloadables in print and audio, DVDs, Blu-rays.
- We recognize that some of the titles you want will not be “best sellers.” PLEASE share your recommendations with the staff to allow us to build a collection which meets the needs of our community.
 - You still want **longer hours**: Sundays at all the branches as well as Friday and Saturday evenings. This would require a significant increase in staff costs which would have to be approved by the Board of County Commissioners (BOCC). Please make your wishes known to the BOCC.
 - The libraries can get **very noisy** with so many people in such confined spaces. The staff and I were disappointed to see this is still a concern. Since the 2008 survey, the staff has been more proactive in reducing the noise level. You can help by alerting staff when a situation exists so it can be corrected immediately. This noise level is also a factor of not having enough library space. *The Library Facilities & Services Study* completed in 2007 concluded that the St. Mary’s County Libraries are much too small. We have 54,000 square feet (SF) of library space but we should have 95,000 SF to accommodate our population! The Board of Library Trustees is working with the BOCC to schedule the expansion or construction of new library facilities.
 - **Build** a new Leonardtown Library, expand the Charlotte Hall Library and build a new library in California/Hollywood area. We agree! In fact, those are the exact recommendations in the *Facilities & Services Study*. Please make your views known to the Board of County Commissioners. The Library Board needs your support to make this happen!

Thank you for your suggestions to help make your library even better. And if you have any more ideas or comments, please don’t wait for a survey. Just give them to your staff or drop them in the Comment Box at any branch.

THANK YOU for using your St. Mary’s County Library!