

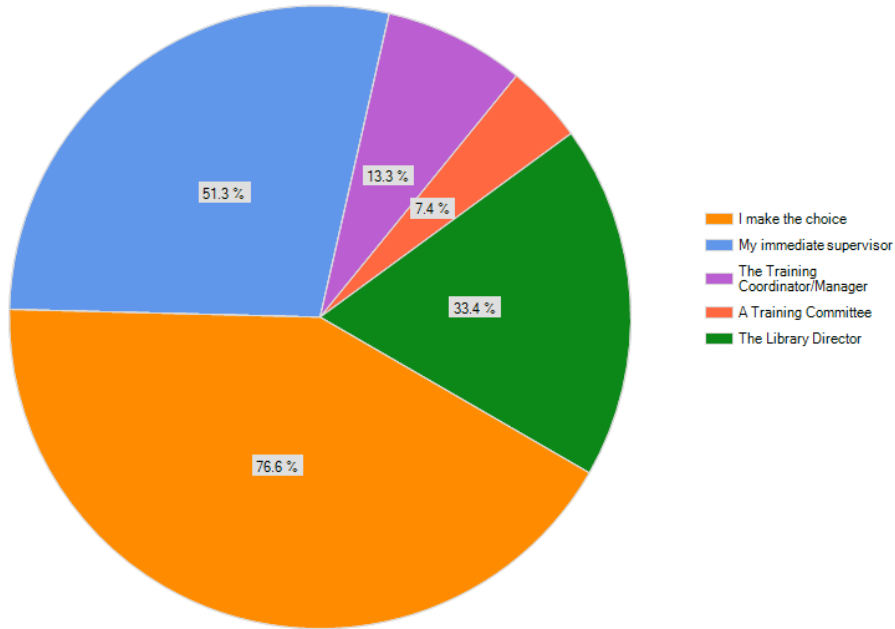
## Analysis of results from the 2011/2012 Needs Assessment Survey

The survey was available from March 15-April 5, 2011 via SurveyMonkey. There were 661 respondents.

The survey contained 14 general information questions, then nine questions relating to specific topics in which they could select all topics that were of interest to them.

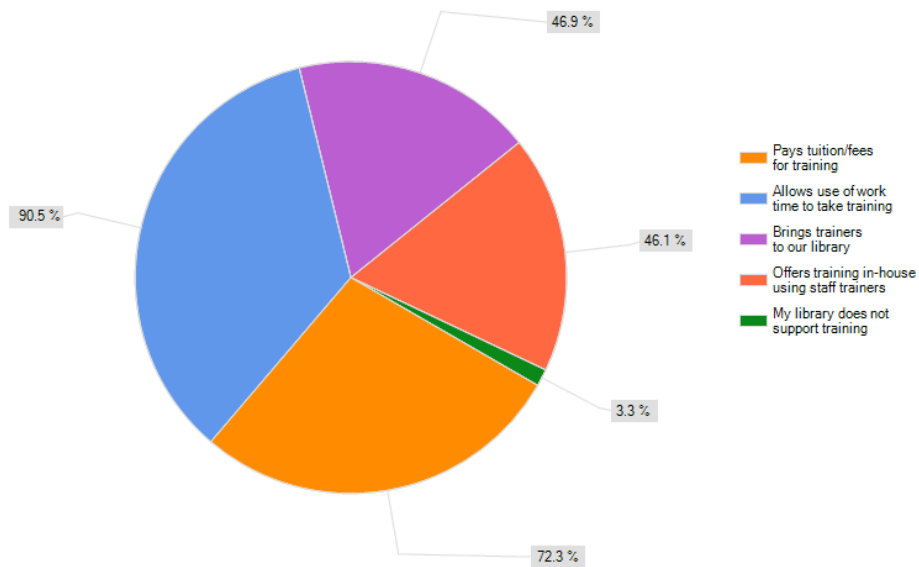
Question 1:

**Who makes decisions in regard to what training you receive annually? Choose all that apply.**



Question 2:

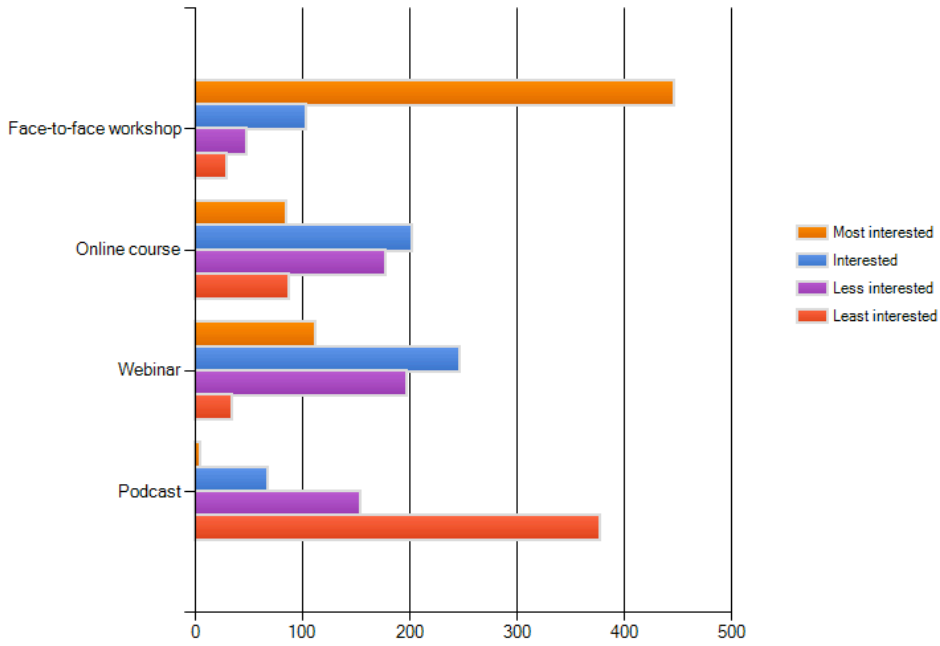
**How does your library support your training? Choose all that apply.**



## Analysis of results from the 2011/2012 Needs Assessment Survey

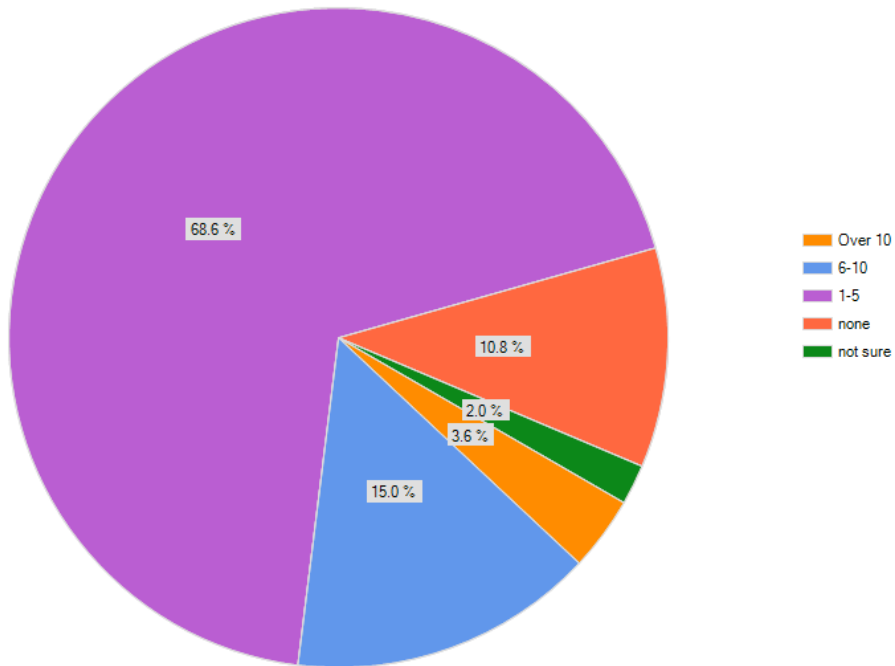
Question 3:

**If you were able to take any training you wanted and there were no barriers (e.g. travel, technology, etc.) rank the following formats in order of your personal preference. Make only one choice per column.**



Question 4:

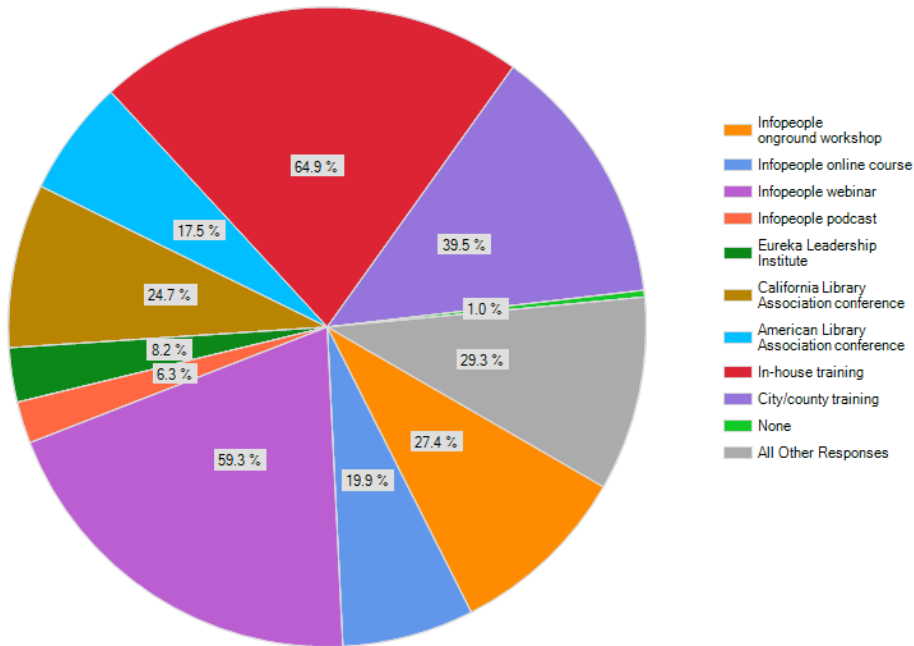
**How many continuing education events have you attended during the last year?**



Question 5:

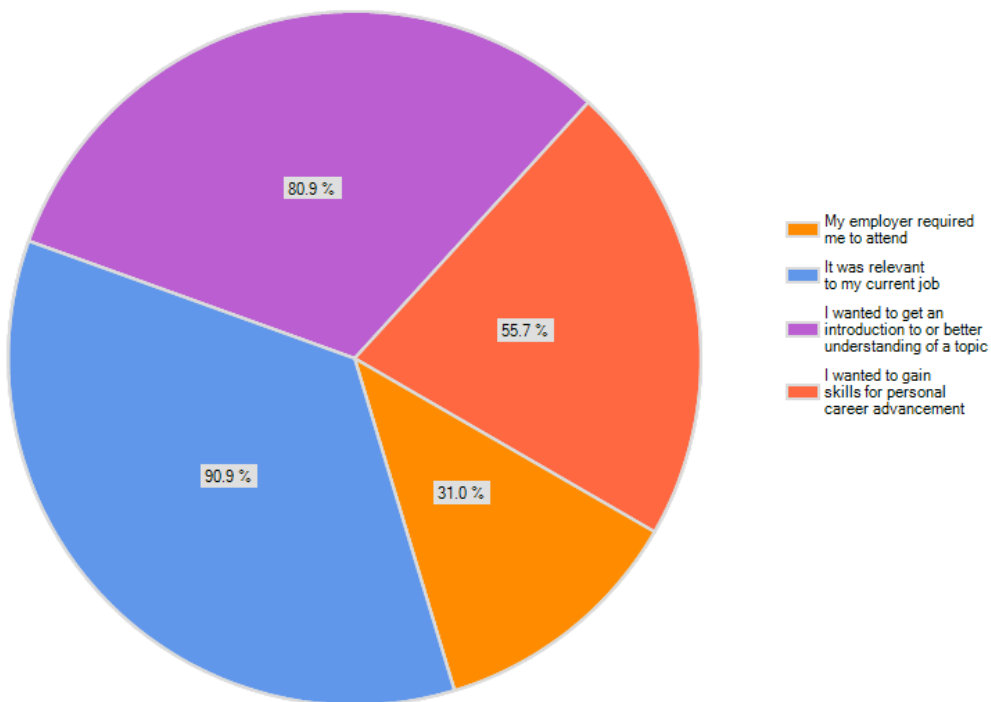
## Analysis of results from the 2011/2012 Needs Assessment Survey

What types of continuing education events did you attend during the last year? Choose all that apply.



Question 6:

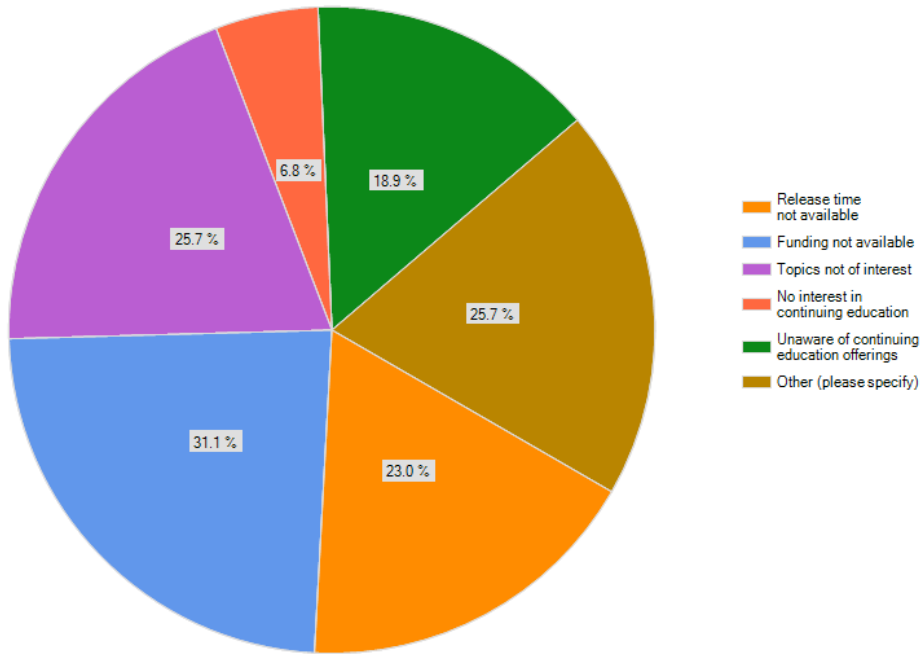
For what reasons did you attend training events during the last year? Choose all that apply.



Question 7:

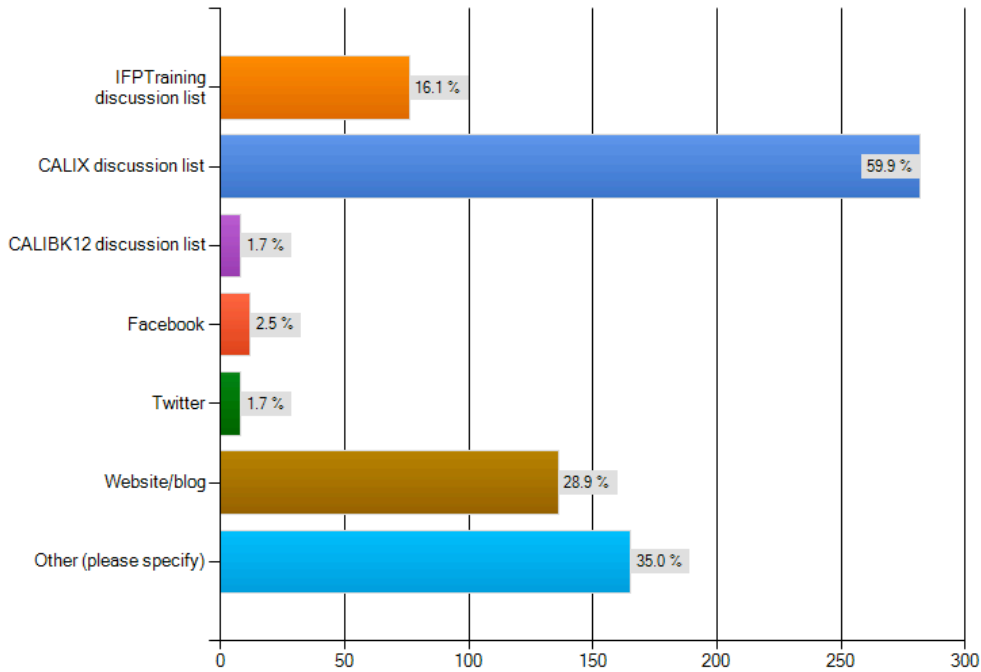
## Analysis of results from the 2011/2012 Needs Assessment Survey

**If you did not attend any training during the last year, what were the reasons? Choose all that apply.**



Question 8:

**If you attended Infopeople training in the past year, how did you learn about the event (s)?**



Topic responses (respondents made selections from lists of topics compiled by Infopeople):

**Collection Development and Management**

## Analysis of results from the 2011/2012 Needs Assessment Survey

Answer Options	Response Percent	Response Count
Good weeding practices	48.4%	305
Keeping your collection alive when your budget is cut	44.1%	278
Increasing library use through creative collection development and promotion	43.0%	271
Rethinking print reference collections	41.9%	264
Selecting and managing digital resources	31.0%	195
Collection development and maintenance fundamentals	28.7%	181
Trends in audiovisual collections	26.7%	168
Nontraditional circulating collections (e.g., tools, toys, games, guitars)	25.4%	160
Floating collections	24.4%	154
Trends in local history collections	22.5%	142
Collection management for support staff	15.1%	95
None of these topics are of interest to me	11.7%	74
Other (please specify)	1.3%	8
<b>answered question</b>		<b>630</b>

Customer Service		
Answer Options	Response Percent	Response Count
Trends/new models of customer service	62.1%	399
Dealing with difficult situations	54.0%	347
Keeping the library safe and sane	53.1%	341
Self-service in the library	45.3%	291
Customer service 101	31.9%	205
Bullying in the library	28.0%	180
None of these topics are of interest to me	7.8%	50
Other (please specify)	2.6%	17
<b>answered question</b>		<b>642</b>

Management/Supervision (select all topics that are of interest)		
Answer Options	Response Percent	Response Count
The effective middle manager	34.4%	219
Implementing/leading change	33.8%	215
Supervision 101: what all new supervisors need to know	33.2%	211
Leading library staff teams	33.0%	210
Grant writing	32.2%	205
Fostering innovation in the library	32.2%	205
Strategic planning	31.4%	200
Project management	29.4%	187
New models for library funding	28.0%	178
Building strategic partnerships	27.5%	175
Project planning	26.6%	169

## Analysis of results from the 2011/2012 Needs Assessment Survey

Best practices for budgeting in the current economy	26.1%	166
Fundraising	26.1%	166
Branch library management basics	25.3%	161
The accidental supervisor	24.7%	157
Communicating effectively with shareholders and community leaders	24.5%	156
Developing good planning documents: Marketing plan	23.4%	149
Process improvement – how to identify, analyze, and improve existing processes	23.0%	146
Budgeting 101	21.5%	137
Effective relations with friends' groups	21.5%	137
Library legal issues (general)	21.5%	137
Developing individual work plans for staff	21.4%	136
Library space analysis and planning	20.9%	133
Staff performance management and reviews	20.3%	129
Low-cost library remodels	20.0%	127
Developing and conducting needs assessments and surveys	19.5%	124
Developing good planning documents: Service plan	19.3%	123
Developing good planning documents: Technology plan	17.1%	109
Joint use facilities: trends and best practices	13.7%	87
Library foundations: creation, development, best practices	13.1%	83
Developing good planning documents: Facilities master plan	12.1%	77
Legal/structural/liability issues for friends, foundations, 501c3s, other library related groups	11.5%	73
Developing a library building plan	9.9%	63
None of these topics are of interest to me	8.6%	55
Providing outplacement and career transition services for laid-off employees	5.3%	34
Other (please specify)	1.9%	12
<b>answered question</b>		<b>636</b>

Marketing and Public Relations		
Answer Options	Response Percent	Response Count
Using social media for marketing	51.0%	321
Marketing basics for libraries	45.3%	285
Effective elevator speeches	35.9%	226
Marketing to particular groups (e.g., Latinos, boomers)	35.1%	221
Making the case for: Additional funding	31.2%	196
Making the case for: Increased staff	30.8%	194
Word of mouth marketing	29.1%	183
Developing an effective public relations campaign	29.1%	183
Marketing as a team sport	28.8%	181
Making the case for: The need for information literacy	25.3%	159

## Analysis of results from the 2011/2012 Needs Assessment Survey

Making the case for: The value for literacy programs	22.3%	140
None of these topics are of interest to me	11.8%	74
Other (please specify)	1.1%	7
<b><i>answered question</i></b>		<b>629</b>

<b>Public Service</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
New service models	46.8%	301
Readers' advisory – new techniques	43.2%	278
Initiating a new service with no budget/staff	41.7%	268
Using social media as reference tools	41.5%	267
Outreach to non-users	41.2%	265
Reference update	37.9%	244
Community reference	29.5%	190
CORE reference fundamentals – for new/support staff	28.8%	185
Services to special groups: Unemployed and underemployed, Homeschooling families	28.6%	184
Adult programming	27.7%	178
Trends in volunteer programs	27.4%	176
Survival language skills: Spanish	27.4%	176
Community-led service development	26.9%	173
Teen programming	25.5%	164
Subject resources: Jobs and workforce recovery	24.9%	160
Services to special groups: New immigrants and English language learners	24.4%	157
Senior/boomer volunteer programs	23.6%	152
Popular licensed databases	22.9%	147
Teen literature – basic and update	22.7%	146
Book discussion groups	22.7%	146
Reference interview skills	22.4%	144
Services to special groups: Homeless	22.1%	142
Working with a variety of cultures	21.9%	141
Promoting early literacy	21.8%	140
Booktalking – for various ages	21.2%	136
Storytime skills – various ages	20.7%	133
Children's literature – basic and update	20.4%	131
Subject resources: Accessing and understanding Census 2010 data	20.4%	131
Subject resources: Sustainability (e.g., how to reduce waste, recycle, reuse, get rid of electronics, etc.)	19.6%	126
Readers' advisory – basic	19.0%	122
Children's programming – various ages	18.8%	121
Teen volunteer programs	18.5%	119

## Analysis of results from the 2011/2012 Needs Assessment Survey

Teen service fundamentals – for new/support staff	18.0%	116
Subject resources: Government information	18.0%	116
Subject resources: Consumer health/medicine	17.9%	115
Services to special groups: Seniors	17.0%	109
Services to special groups: Those with disabilities	16.0%	103
Subject resources: Entrepreneurship and small business development	15.1%	97
Subject resources: Business (general)	15.1%	97
Subject resources: Genealogy	15.1%	97
Subject resources: Law	14.5%	93
Cyber safety – what every parent should know	14.3%	92
Children’s services fundamentals – for new/support staff	13.8%	89
Children’s programming – various ages	13.2%	85
Subject resources: Travel	11.4%	73
Subject resources: Music	9.8%	63
Subject resources: Science	9.3%	60
Puppetry	8.7%	56
Survival language skills: Chinese	8.6%	55
Survival language skills: Vietnamese	6.4%	41
Other (please specify)	5.0%	32
None of these topics are of interest to me	2.5%	16
<b>answered question</b>		<b>643</b>

### Staff and Public Training

Answer Options	Response Percent	Response Count
Developing online patron tutorials	39.3%	249
Teaching information literacy skills	32.5%	206
Teaching the public to: Gain basic computer skills	28.3%	179
Teaching the public to: Use the Internet	27.3%	173
Teaching the public to: Apply for a job online	26.7%	169
Train the trainer	25.4%	161
Teaching the public to: Use social networking	24.3%	154
Teaching the public to: Use licensed databases	24.2%	153
Staff development basics	24.0%	152
Teaching the public to: Create a resume	23.1%	146
Teaching the public to: Use email	21.2%	134
Teaching the public to: Use desktop software (e.g., Word, Excel, etc.)	19.1%	121



## Analysis of results from the 2011/2012 Needs Assessment Survey

Basic instructional design	17.1%	108
For new employees: Ethics for new employees	16.7%	106
Developing individual learning plans for staff	15.8%	100
Bibliographic instruction	15.2%	96
For new employees: Library 101	14.8%	94
Developing good learning objectives	12.6%	80
None of these topics are of interest to me	12.3%	78
Other (please specify)	2.2%	14
<b><i>answered question</i></b>		<b>633</b>

<b>Support Service</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Best practices in digitization	28.1%	177
None of these topics are of interest to me	25.3%	159
Basic book repair	22.7%	143
Alternatives to Dewey	21.9%	138
Resource sharing in the current economy	21.5%	135
Basic cataloging and classification	21.3%	134
Intermediate book repair	18.6%	117
Preservation planning for every library	17.5%	110
Cataloging digital media	15.7%	99
Implementing RDA	14.8%	93
Trends in document delivery	11.0%	69
MarcEdit: free software for batch record processing	10.8%	68
Other (please specify)	1.1%	7
<b><i>answered question</i></b>		<b>629</b>

<b>Technology – Including Equipment, Computer, and Internet</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
E-books	62.6%	405
New and emerging trends in electronic services, e.g.: QR codes, augmented reality	62.3%	403
Mobile applications	57.5%	372
New web tools and developments	57.3%	371
Improved web searching skills	47.6%	308
Open source and free technology	44.0%	285
Cloud computing	39.1%	253
New consumer products other than e-books	38.8%	251
Improved skills in using desktop software: Excel	29.8%	193

## Analysis of results from the 2011/2012 Needs Assessment Survey

Social media: Facebook	29.8%	193
Photoshop and Photoshop Elements	29.5%	191
Technology petting zoo	28.3%	183
Digitization (general)	27.0%	175
Website development skills: Designing, Maintaining	26.1%	169
Website development skills: Planning (content, structure, appearance, etc.)	26.0%	168
Social media: Blogs	25.7%	166
Local history digitization	25.7%	166
Social media: Twitter	23.2%	150
Search engine optimization for library websites	22.9%	148
Improved skills in using desktop software: PowerPoint	22.7%	147
Improved skills in using desktop software: Word	21.6%	140
Social media: Wikis	21.2%	137
Troubleshooting computer and other equipment	21.0%	136
Screencasting	20.4%	132
Improved skills in using desktop software: Publisher	19.2%	124
Website development skills: Content Management Systems (CMS)	19.2%	124
Social media: Location-based social networks – e.g., Foursquare	18.2%	118
Podcasting	17.8%	115
Website development skills: HTML coding	17.2%	111
Website development skills: Cascading Style Sheets (CSS)	17.0%	110
Improved skills in using desktop software: Outlook	14.7%	95
Broadband technology	9.3%	60
Network management	7.9%	51
Other (please specify)	7.9%	51
None of these topics are of interest to me	1.2%	8
<b>answered question</b>		<b>647</b>

<b>Workplace/Interpersonal Skills</b>		
<b>Answer Options</b>	<b>Response Percent</b>	<b>Response Count</b>
Making difficult conversations easier	48.1%	307
Dealing with toxic personalities in the workplace	47.0%	300
Conflict resolution	39.7%	253
Managing stress	39.0%	249
Time management	38.6%	246
Improv techniques: what library staff need to know	37.6%	240
Coping with change	37.5%	239

## Analysis of results from the 2011/2012 Needs Assessment Survey

Writing skills: staff reports, proposals, etc.	28.7%	183
Facilitation skills	28.5%	182
Communicating up	27.6%	176
Working in a team	24.9%	159
Meeting management	24.5%	156
Basic communication skills	22.4%	143
None of these topics are of interest to me	9.6%	61
Other (please specify)	2.2%	14
<i>answered question</i>		<b>638</b>