

FAST FACTS

Recent Statistics from The Library Research Service

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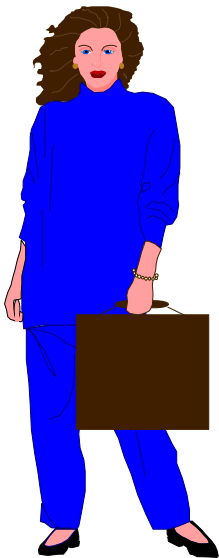
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Creating Change in Challenging Times Marketing Skills for School Library Media Specialists A Follow-Up Report on the 1997 Colorado Library Marketing Council Workshops



During 1997, the Colorado Library Marketing Council sponsored a series of workshops to develop the marketing and customer service skills of school library media specialists and to encourage them to adopt “internal locus of control”—i.e., to understand that the status of their positions can be attributed largely to factors under their own control. Recently, having allowed an interval of six months to elapse since the last in the series of workshops, the

Library Research Service conducted a follow-up survey of participants to assess the impact of these events. Twenty out of 25 questionnaires were returned, for an 80 percent response rate. The accompanying table presents the results of that survey, including the number and percentage of participants marking each response.



Answers to most of the questions indicate that the workshops were highly successful:

- Virtually all of the responding participants (95 percent) indicate 1) that they are now more likely to attribute the status of their positions in their schools to factors they can control, 2) that they have integrated improved marketing and customer service skills into their jobs, and 3) that they have actually changed what they do based on their own market research projects.
- Nine out of ten responding participants (90 percent) assessed the workshops as being a good or excellent investment of their time that is having a positive or very positive long-term impact on how they do their jobs.
- More than eight out of ten responding participants (85 percent) reported that they are more likely to set goals and objectives for marketing their services to their clients, and that they have actually changed how they do their jobs based on their own market research projects.

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Keith Curry Lance ■ Director ■ Library Research Service
State Library & Adult Education Office ■ Colorado Department of Education
Library & Information Services Department ■ University College ■ University of Denver
201 East Colfax Avenue, Suite 309 ■ Denver, Colorado 80203-1799
Tel.: 303.866.6737 ■ Fax: 303.866.6940 ■ E-mail: lance_k@cde.state.co.us ■ Web site: www.lrs.org

Most of the workshop participants are still putting into action what they learned in the workshops:

- Four out of five responding participants report that they are actively engaged in market research projects. All of these projects include one-to-one interviews, and half of them include analyzing available data. About a third of those doing market research are employing surveys or focus group interviews.
- Two-thirds of responding participants report that they are developing policies and procedures on customer service for their library media programs.



Clearly, the workshops are having a profound impact on the participants, but what gains are these changes producing?

- Responding participants indicate that teachers and, to a lesser extent, administrators consider library media specialist positions more essential, thanks to the changes flowing from the workshops. Seven out of ten respondents indicate that teachers consider them more essential, but only three out of ten could say the same about administrators.
- Nine out of ten responding participants report improved communication with colleagues, and half report being more involved in building-level decision-making. Less frequently reported gains include: avoiding staff or budget cuts (35 percent), being asked to serve on or lead committees (30 percent), and increasing staffing or budget (15 percent).

These lasting, long-term impacts of the CLMC model for marketing, customer service, and locus-of-control training will be available to a wider audience of librarians in 1998-99. A Library Services and Technology Act (LSTA) grant is enabling CLMC to replicate this proven two-workshop series statewide for librarians of all types.

The first pair of workshops will be held on October 16, 1998, in Colorado Springs. The first of these two events is a Colorado Library Association pre-conference. (See the CLA conference web site, <http://douglas.lib.co.us/cla98/>, or the specific entry on this event, <http://198.59.43.100/cla98/marketing.html>). The second of the first two events is on December 10, 1998, in Pueblo. The second pair of workshops will be held in mid-November 1998, in Estes Park and in mid-January 1999, in Longmont, and the third pair in late January and mid-March 1999, in Grand Junction.

Watch the "libnet" listserv and the state continuing education database on ACLIN (<http://CEDB.aclin.org>) for additional details. For answers to other questions related to these events, contact Mark Estes, co-chair, Colorado Library Marketing Council, at estesm@hro.com, or your Regional Library Service System office.

Creating Change in Challenging Times

Marketing Skills for School Library Media Specialists

The 1997 Colorado Library Marketing Council Workshops

Follow-up Survey Results

Question	Response	Number	Percent
1. Overall, did participating in the workshops have a positive, long-term impact on how you do your job? Mark (X) one.	Very positive	2	10
	Positive	16	80
	No change	2	10
	Negative	0	0
2. Overall, was attending the workshops a good investment of your time? Mark (X) one.	Excellent investment	6	30
	Good investment	12	60
	Fair investment	2	10
	Poor investment	0	0
3. Since participating in the workshops, are you more or less likely to attribute the status of your position in your school to factors that you can control? Mark (X) one.	Much more likely	7	35
	Somewhat more likely	12	60
	About the same	1	5
	Less likely	0	0
4. Since participating in the workshops, are you more or less likely to set goals and objectives for marketing your services to your clients? Mark (X) one.	Much more likely	10	50
	Somewhat more likely	7	35
	About the same	3	15
	Less likely	0	0
5. Did you change <u>what</u> you do on the job based on the market research project you completed between the workshops? Mark (X) one.	Yes	7	35
	In progress	12	60
	No	1	5
6. Did you change <u>how</u> you do your job based on the market research project you completed between the workshops? Mark (X) one.	Yes	6	30
	In progress	11	55
	No	3	15
7. Are you still doing market research? Mark (X) one.	Yes	4	20
	In progress	12	60
	No	4	20
8. If so, what method of research are you doing? Mark (X) all that apply.	Survey	5	25
	One-to-one interviews	16	80
	Focus group interviews	5	25
	Analyzing available data	10	50
9. Have you developed policies and procedures on customer service since the workshop? Mark (X) one.	Yes	1	5
	In progress	13	65
	No	6	30
10. Do you believe that library media specialists are considered more essential by administrators in your building than before you participated in the workshops? Mark (X) one.	More essential	6	30
	No change	14	70
	Less essential	0	0

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Question	Response	Number	Percent
10. Do you believe that library media specialists are considered more essential by teachers in your building than before you participated in the workshops? Mark (X) one.	More essential	14	70
	No change	6	30
	Less essential	0	0
11. Have you (or any of your staff) received further training in customer service skills since you participated in the workshops? Mark (X) one.	Yes	3	15
	Scheduled	2	10
	No	15	75
12. Have you integrated improved marketing skills into how you do your job? Mark (X) one.	Extensively	2	10
	Somewhat	17	85
	A little	1	5
	Not at all	0	0
13. Have you integrated improved customer service skills into how you do your job? Mark (X) one.	Extensively	3	15
	Somewhat	16	80
	A little	1	5
	Not at all	0	0
14. What gains have you achieved using the marketing or customer service skills you acquired through the workshops? Mark (X) all that apply.	Improved communication with colleagues	18	90
	More involved in building level decision-making	10	50
	Asked to serve on or lead building, district, or association committee(s)	6	30
		7	35
		3	15
	Avoided staff or budget cut		
	Increased staffing or budget		