

# FDLP Forecast Study Data Report

## State Forecast Results:

### Affiliations & Community Marketing



**AUGUST 12, 2013**

*The FDLP Forecast Study queried Federal depository libraries individually and at the state level to indicate their pressing issues, goals, and viewpoints and to identify their initiatives and needs. The State Forecast Questionnaire focused on the same key topics as in the Library Forecast Questionnaire. State questions largely paralleled those on the Library Forecast Questionnaire. Per the State Forecast Questionnaire instructions, state coordinators were asked to “please answer on behalf of the FDLP libraries in your state representing their collective experiences, their consensus on major issues when possible, and to the best of your knowledge.”*

*Results from the State Forecast Questionnaire are being presented as five individual Data Reports. Each Data Report presents the overall response rates of the State Forecast Questionnaire and the results of each State Forecast question pertaining to a particular topic.*

*The five State Data Reports are: Affiliations & Community Marketing, Education, Future Roles & Opportunities, LSCM Projects, and Preservation Issues.*

Figure 1 presents the total number of submissions from all respondents and the overall response rate. When the survey closed on November 30, 2012, 45 (47)<sup>1</sup> of the total 56 states<sup>2</sup> responded providing an overall response rate of 80% (84%).

**Figure 1: Overall Responses**

FDLP Jurisdictions Categories	Jurisdictions Totals	Number of Respondents	Response Rate
States	50	42	84%
DC & Territories	6	3 (5)	50% (83%)
<b>Totals</b>	<b>56</b>	<b>45 (47)</b>	<b>80% (84%)</b>

<sup>1</sup> Total responses received were 45 (47) meaning that the total number of physical questionnaires received was 45; however, the questionnaire for the state of Florida included the territories of Puerto Rico and the Virgin Islands.

<sup>2</sup> As defined in the State Forecast Questionnaire, a “state represents state, district, or territory.”

*The following Affiliations & Community Marketing questions from the State Forecast Questionnaire are:*

- *Question 9: “Do FDLP libraries in your state have formal or informal relationships/agreements with local non-FDLP libraries to provide Federal Government information?”*
- *Question 10: “Do FDLP libraries in your state market their FDLP collections and services to non-depository libraries or conduct other outreach activities that target the general public?”*
- *Question 11: “How can GPO assist in effectively marketing FDLP libraries and services?”*
- *Question 12: “Within the next five years, are FDLP libraries in your state planning to enter into new or additional relationships/agreements with non-FDLP libraries to provide Federal Government information?”*
- *Question 13: “Are FDLP libraries in your state planning to enter into new or additional relationships/agreements with other FDLP libraries to provide Government information?”*

*This report documents the data gathered from these questions. Please note: totals may not always equal 100% due to rounding.*

### QUESTION 9

*“Do FDLP libraries in your state have formal or informal relationships/agreements with local non-FDLP libraries to provide Federal Government information?”*

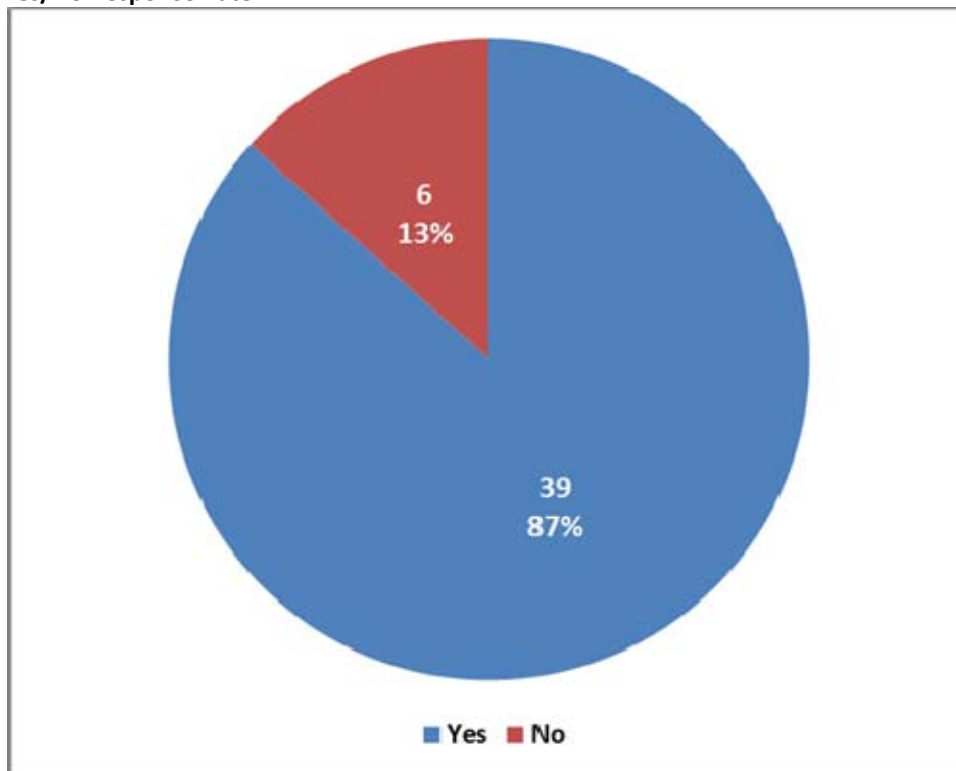
Response options were:

- 1) no
- 2) yes (Please describe these relationships)

#### QUANTITATIVE RESULTS

Of 45 state respondents to Question 9, 39 (87%) responded “yes,” while 6 (13%) responded “no.”

**Figure 2: Overall Yes/No Response Rate**



### QUALITATIVE RESULTS

Thirty-nine (39) states indicated their libraries had formal or informal relationships/agreements with local non-FDLP libraries to provide Federal government information. States were also given the opportunity to describe those relationship types. Respondents were not limited to the number of relationships/agreements they could indicate. The following figures depict the results of the qualitative analysis, and the findings of the individual open-ended responses.

Individual open-ended responses totaled 74 observations (individual relationships/agreements with non-FDLP libraries specified). Observations were grouped into four over-arching categories for reporting purposes:

- 1. Collaborative Resources/Services** are relationships between libraries, characterized by collaboration. Responses included: shared library catalogs and shared housing agreements.
- 2. Communicating/Promotion Awareness** refers to ways of sharing information and highlighting resources between libraries. Responses included: present at local workshops and for local groups and posting information on community email distribution lists.
- 3. Other** includes responses that did not describe a formal or informal relationship. Responses included: only library for the congressional district.
- 4. Referrals and Relationships** expresses an arrangement that includes a system of referrals or specifically describes a relationship. Responses included: formal relationship, informal relationship, formal referral, informal referral, or referrals that were undefined or general in nature.

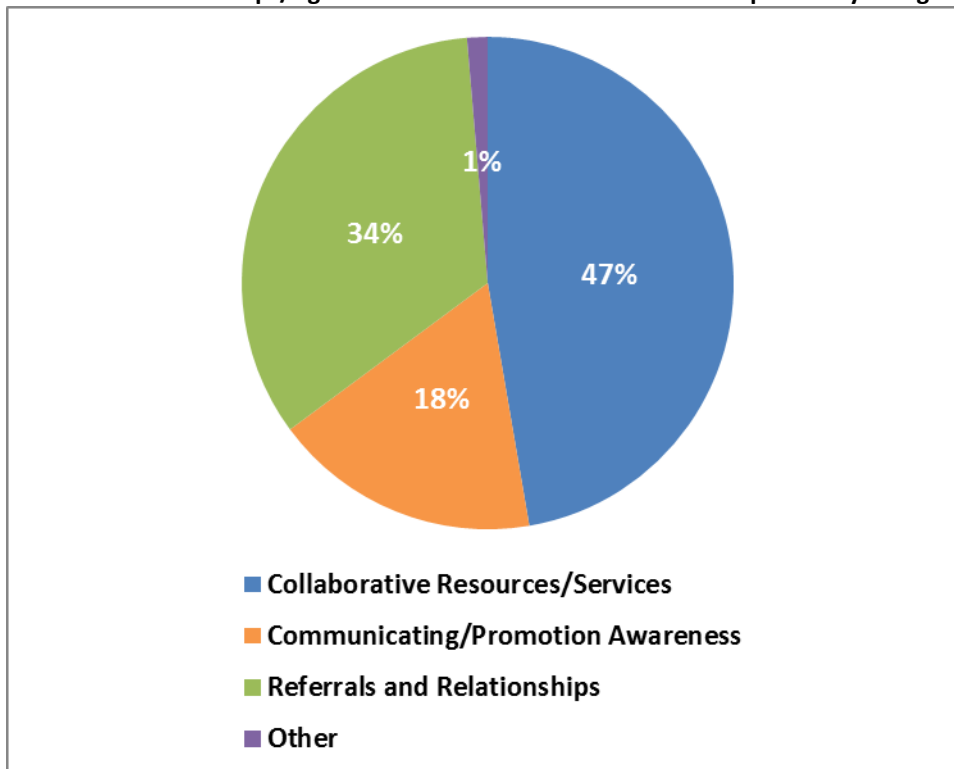
Figures 3 and 4 illustrate formal or informal relationships/agreements with local non-FDLP libraries by category.

Of the total number of observations reported by respondents, 47% reported relationships that included Collaborative Resources/Services, 18% reported relationships marked by Communicating/Promotion Awareness, 34% reported Referrals and Relationships, and 1% reported Other.

**Figure 3: Formal or Informal Relationships/Agreements with Non-FDLP Libraries: Responses by Category**

	Collaborative Resources/Services		Communicating/Promotion Awareness		Referrals and Relationships		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%	Freq	%		
<b>Total</b>	<b>35</b>	<b>47%</b>	<b>13</b>	<b>18%</b>	<b>25</b>	<b>34%</b>	<b>1</b>	<b>1%</b>	<b>74</b>	<b>100%</b>

**Figure 4: Formal or Informal Relationships/Agreements with Non-FDLP Libraries: Responses by Category**



### QUESTION 10

*“Do FDLP libraries in your state market their FDLP collections and services to non-depository libraries or conduct other outreach activities that target the general public?”*

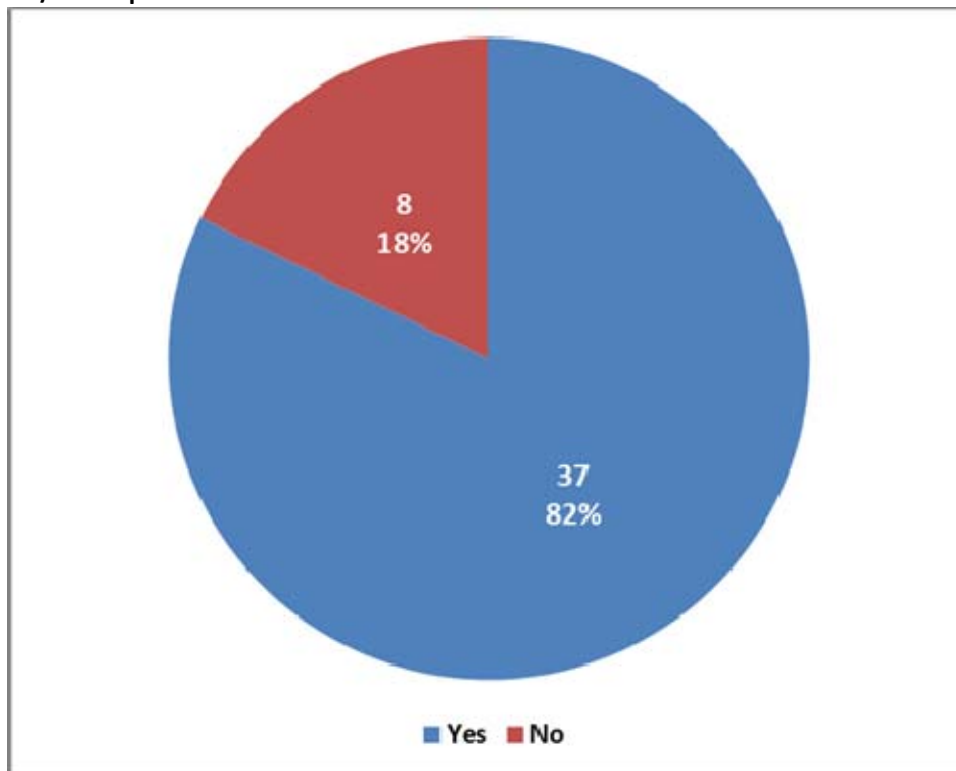
Response options were:

- 1) no
- 2) yes (Please describe)

#### QUANTITATIVE RESULTS

Of 45 state respondents to Question 10, 37 (82%) responded “yes,” while 8 (18%) responded “no.”

**Figure 5: Overall Yes/No Response Rate**



## QUALITATIVE RESULTS

Thirty-seven (37) states indicated their libraries market their FDLP collections and services to local non-depository libraries or conduct other outreach activities that target the general public. Those states were also given the opportunity to describe how those FDLP libraries do so. Respondents were not limited to the number of marketing methods they could indicate. The following figures depict the results of the qualitative analysis, and the findings of the individual open-ended responses.

Individual open-ended responses totaled 69 observations (individual marketing/outreach activities specified). Observations were grouped into three over-arching categories for reporting purposes:

- 1. Direct Marketing** refers to any marketing activity undertaken solely to increase awareness of library collections and services that is specifically directed at a particular group(s). Responses included: articles in newspapers, television/radio interviews, Web sites, PSAs, displays and exhibits, promotional materials, and social media/networking tools.
- 2. Indirect Marketing** refers to any marketing activity that increases awareness of the library's collections and services, but is undertaken for purposes other than solely marketing. Responses included: collaboration with Government, local community, libraries, consortia, and associations; participation in local or regional library conferences and meetings; presentations, programs, workshops, classes, and webinars on FDLP resources; special events; and networking.
- 3. Other** refers to any response that did not indicate a specific current or planned marketing activity. Responses included: informal marketing, sporadic marketing, and tax forms.

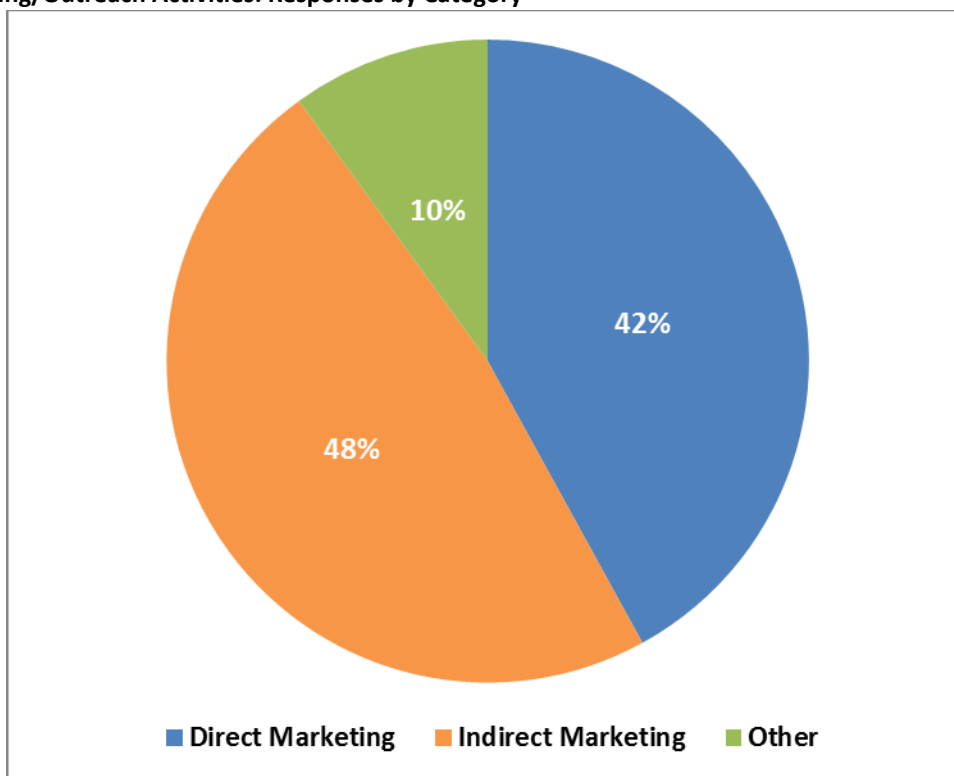
**Figures 6 and 7 illustrate marketing/outreach activities by category.**

Of the total number of observations reported by respondents, 42% reported Direct Marketing activities, 48% reported Indirect Marketing activities, and 10% provided an Other response (not indicating a specific current or planned marketing activity).<sup>3</sup>

**Figure 6: Marketing/Outreach Activities: Responses by Category**

	Direct Marketing		Indirect Marketing		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%		
<b>Total</b>	<b>29</b>	<b>42%</b>	<b>33</b>	<b>48%</b>	<b>7</b>	<b>10%</b>	<b>69</b>	<b>100%</b>

**Figure 7: Marketing/Outreach Activities: Responses by Category**



<sup>3</sup> There were 70 observations reported for the qualitative portion of Question 10. One of the observations was removed from the figures, because the response indicated the answer to the question was actually “no” instead of “yes.” This brought the total number of observations to 69.



## QUESTION 11

*“How can GPO assist in effectively marketing FDLP libraries and services?”*

### QUALITATIVE RESULTS

Question 11 did not have a yes/no (quantitative) component. Responses were entirely open-ended (qualitative).

Forty-five (45) states responded to Question 11, indicating ways GPO can assist in effectively marketing FDLP libraries and services. The following figures depict the results of the qualitative analysis, and findings of the individual open-ended responses.

Individual open-ended responses totaled 98 observations (individual marketing activities requested). Observations were grouped into four over-arching categories for reporting purposes:

- 1. Current or Potential GPO Activity** refers to marketing activities GPO is either currently undertaking or providing, or marketing activities GPO could potentially provide in the future. Responses included: bookmarks, brochures, stickers, signage, media spots, PSAs, tutorials, and webinars.
- 2. GPO Can Advise on Activity** refers to marketing activities in which GPO can provide advice or guidance. Responses included: marketing guidance/best practices, displays and exhibits for libraries, and social media/Web 2.0.
- 3. Other** are responses that did not specify ways GPO could assist in marketing efforts. Responses included: no time/staff/money for marketing, marketing help is not needed, and satisfied with current offerings from GPO.
- 4. Out of FDLP Scope** refers to marketing activities GPO cannot undertake due to statutory, policy, or budget limitations. Responses included: financial assistance/support/grants from GPO, subject guides, and automatically sending promotional items to all libraries in the FDLP.

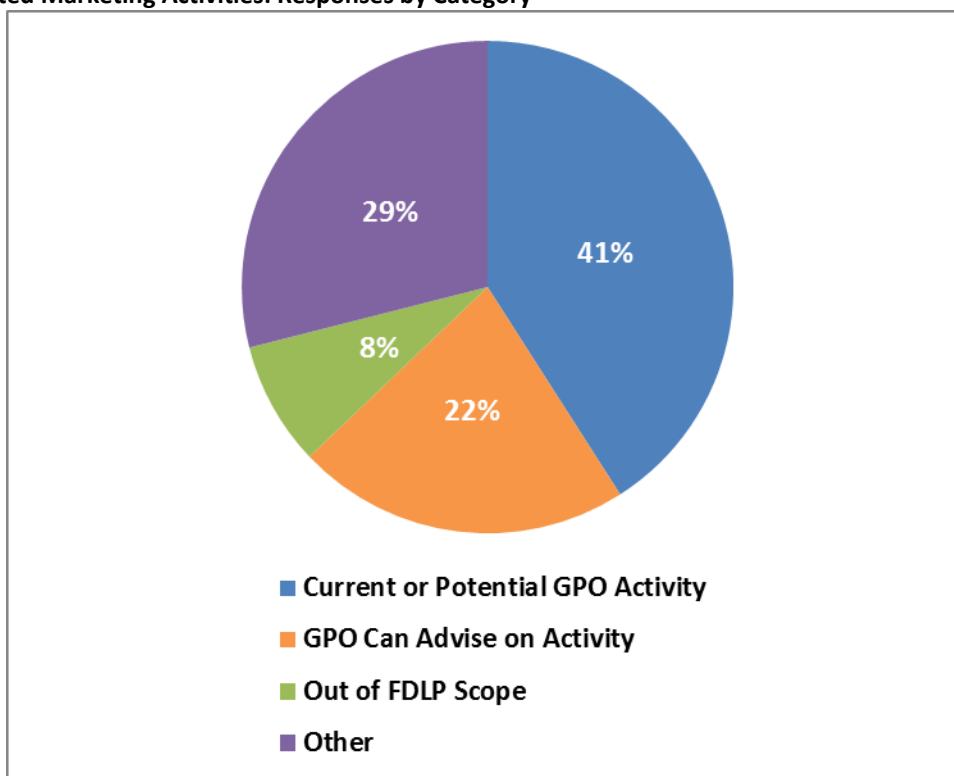
**Figures 8 and 9 illustrate marketing activities requested of GPO.**

Of the total number of observations reported by respondents, 41% requested current or potential GPO marketing activities, 22% requested a marketing activity in which GPO advises, 8% requested marketing that is outside the FDLP scope, and 29% did not provide a specific marketing suggestion (Other category).

**Figure 8: Requested Marketing Activities: Responses by Category**

	Current or Potential GPO Activity		GPO Can Advise on Activity		Out of FDLP Scope		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%	Freq	%		
<b>Total</b>	<b>40</b>	<b>41%</b>	<b>22</b>	<b>22%</b>	<b>8</b>	<b>8%</b>	<b>28</b>	<b>29%</b>	<b>98</b>	<b>100%</b>

**Figure 9: Requested Marketing Activities: Responses by Category**



### QUESTION 12

*“Within the next five years, are FDLP libraries in your state planning to enter into new or additional relationships/agreements with non-FDLP libraries to provide Federal Government information?”*

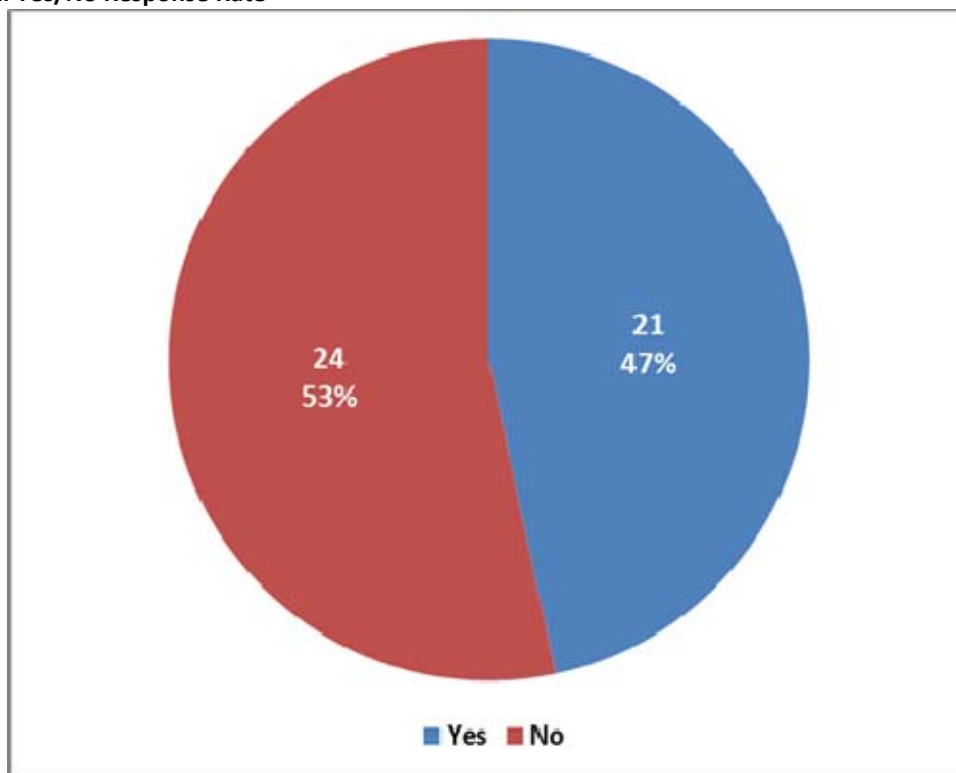
Response options were:

- 1) no
- 2) yes (Please describe these relationships)

#### QUANTITATIVE RESULTS

Of the 45 state respondents to Question 12, 21 (47%) responded “yes,” while 24 (53%) responded “no.”

**Figure 10: Overall Yes/No Response Rate**



## QUALITATIVE RESULTS

Twenty-one (21) states indicated FDLP libraries in the state were planning (in the next five years) to enter into new or additional relationships/agreements with local non-FDLP libraries to provide Federal Government information. They were also given the opportunity to elaborate on those types of relationships. Respondents were not limited to the number of planned relationships they could indicate. The following figures depict the results of the qualitative analysis, and the findings of the individual open-ended responses.

Individual open-ended responses totaled 39 observations (individual planned relationships/agreements specified). Observations were grouped into four over-arching categories for reporting purposes:

- 1. Ongoing/Potential Plans** refers to responses in which the respondent indicated their libraries plan to continue a current relationship or mention potential, yet undefined plans. Responses included: “the libraries partner with,” “continue to build on,” and “potential collaborations possible with.”
- 2. Other** refers to responses that did not stipulate a specific planned relationship. Responses included: informal and add record to consortium.
- 3. Outreach-Based** includes planned relationships with non-FDLP libraries based on communication, outreach, networking, or education. Responses included: programming, training, workshops, school visits, and “work together to.”
- 4. Promotion-Based** includes planned relationships with non-FDLP libraries that targeted promotion of libraries. Responses included: distribute FDLP promotional materials, and publicize through brochures and handouts.

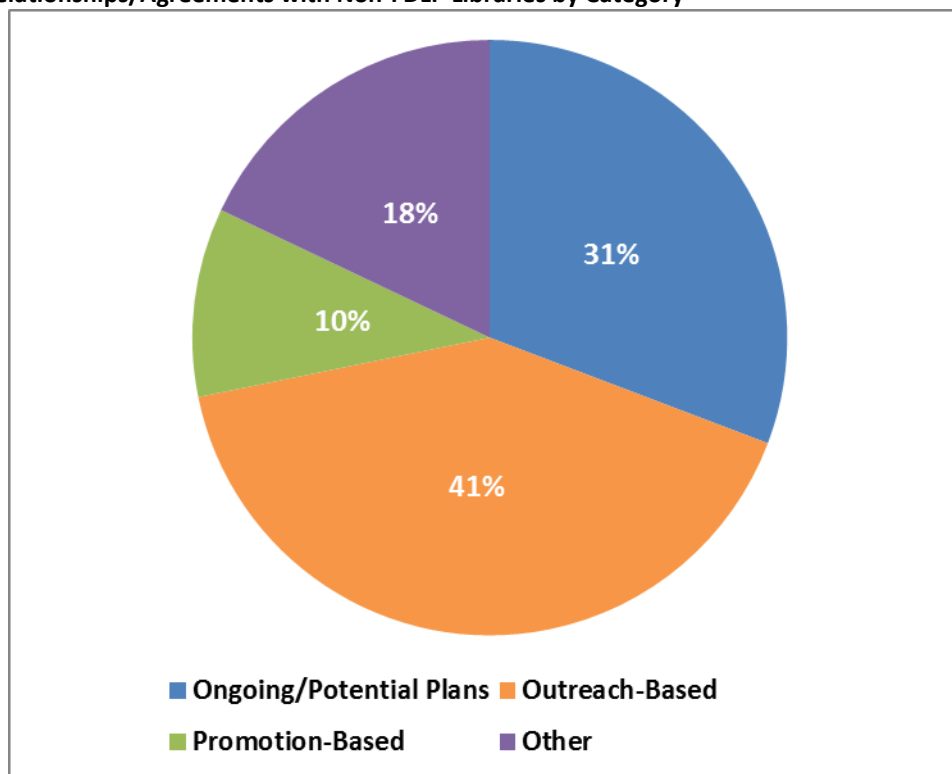
Figures 11 and 12 illustrate planned relationships/agreements with non-FDLP libraries by category.

Of the total number of observations reported by respondents, 31% reported Ongoing/Potential Plans, 41% reported Outreach-Based, 10% reported Promotion-Based, and 18% reported Other.<sup>4</sup>

Figure 11: Planned Relationships/Agreements with Non-FDLP Libraries by Category

	Ongoing/Potential Plans		Outreach-Based		Promotion-Based		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%	Freq	%		
<b>Total</b>	<b>12</b>	<b>31%</b>	<b>16</b>	<b>41%</b>	<b>4</b>	<b>10%</b>	<b>7</b>	<b>18%</b>	<b>39</b>	<b>100%</b>

Figure 12: Planned Relationships/Agreements with Non-FDLP Libraries by Category



<sup>4</sup> There were 45 observations reported for the qualitative portion of Question 12. Six of the observations were removed from the figures, because the responses indicated the answer to the question was actually “no” instead of “yes,” and the respondents did not indeed have current plans. This brought the total number of observations to 39.

### QUESTION 13

*“Are FDLP libraries in your state planning to enter into new or additional relationships/agreements with other FDLP libraries to provide Government information?”*

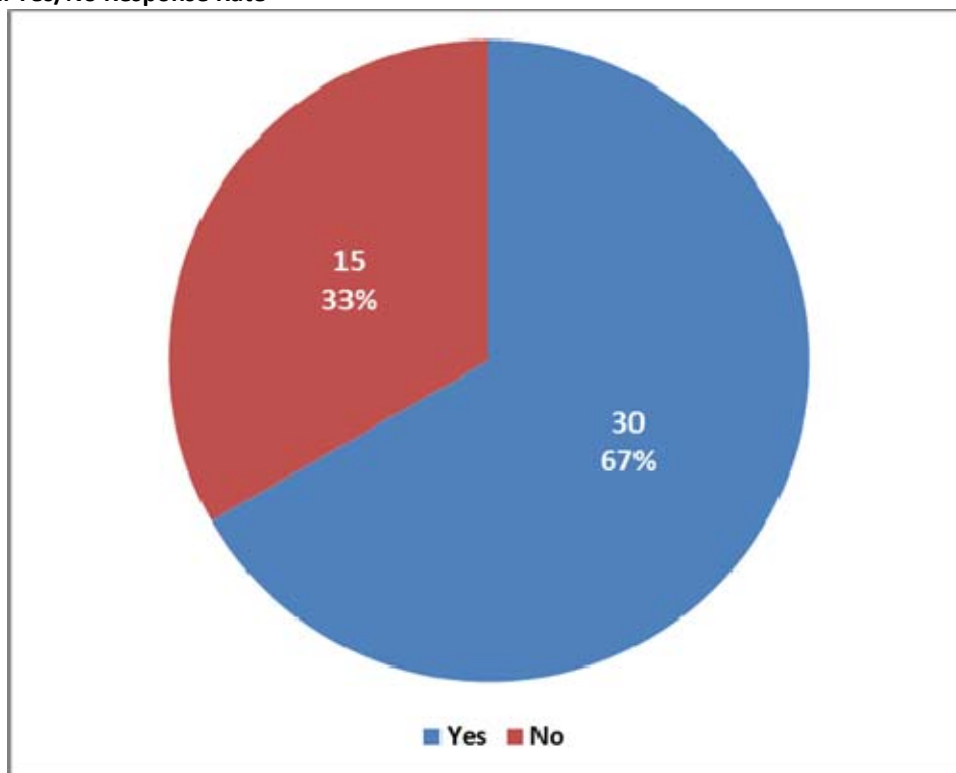
Response options were:

- 1) no
- 2) yes (Please describe these relationships and with whom these relationships/agreements will be entered)

#### QUANTITATIVE RESULTS

Of the 45 state respondents to Question 13, 30 (67%) responded “yes,” while 15 (33%) responded “no.”

**Figure 13: Overall Yes/No Response Rate**



## QUALITATIVE RESULTS

Thirty (30) states indicated their libraries were planning to enter into new or additional relationships/agreements with other FDLP libraries to provide Government information. In addition, they were also given the opportunity to elaborate on those types of relationships. Respondents were not limited to the number of relationships they could indicate. The following figures depict the results of the qualitative analysis, and the findings of the individual open-ended responses.

Individual open-ended responses totaled 45 observations (individual planned relationships/agreements specified). Observations were grouped into four over-arching categories for reporting purposes:

- 1. ASERL-Related** refers to activities where ASERL (Association of Southeastern Research Libraries) was mentioned as a potential partner in new or additional relationships. Responses included: ASERL Center of Excellence, ASERL program, and specific ASERL projects.
- 2. Ongoing/Potential Relationships** refers to responses in which the respondent indicated their libraries plans to continue a current relationship or mentioned potential, yet undefined plans. Responses included: maintaining current relationships, formalize existing relationships, or not currently but planning a relationship.
- 3. Shared Projects/Plans** refers to planned relationships that are well-defined or further along in planning. Responses included: shared housing, shared participation through consortial arrangements, digitization projects, and state-wide agreements/groups.
- 4. Other** included responses falling outside the scope of new or additional relationships with FDLP libraries. Responses included: upcoming remodel and “would like to but unsure how.”

Figures 14 and 15 illustrate plans for new or additional relationships/agreements with FDLP libraries by category.

Of the total number of observations reported by respondents, 18% reported ASERL-Related, 29% reported Ongoing/Potential Relationships, 44% reported Shared Projects/Plans, and 9% reported Other.

Figure 14: Plans for New or Additional Relationships/Agreements with FDLP Libraries by Category

	ASERL-Related		Ongoing/ Potential Relationships		Shared Projects/Plans		Other		Total Freq	Total %
	Freq	%	Freq	%	Freq	%	Freq	%		
<b>Total</b>	<b>8</b>	<b>18%</b>	<b>13</b>	<b>29%</b>	<b>20</b>	<b>44%</b>	<b>4</b>	<b>9%</b>	<b>45</b>	<b>100%</b>

Figure 15: Plans for New or Additional Relationships/Agreements with FDLP Libraries by Category

