

Metrics and Impacts Interest Group (MIIG):

Wednesday, June 25, 2025 | 2:00 p.m. – 3:00 p.m. | Zoom

Minutes:

Metrics and Impact Interest Group

June 25, 2025, 2-3pm

Present: Rachel Burke (Cochair), Diana Marshall (Minutes), Danielle Dae, Leann Preiss, Jeff Verbeem, Kat Lucas, Kelli W

Absent/Regrets: Ariana (Cochair),

1. Welcome
 1. Nice to see returning faces!
 2. Ariana is away today to Rachel will chair the meeting.
2. Indigenous Acknowledgement
 1. DONE
3. Approval of the Minutes
 1. We'll share both sets of minutes with the next agenda, to approve at the next meeting.
4. Review of Action Items
 1. NONE
5. Housekeeping
 1. Interrupt, ask questions, informal!
6. Introduction of Attendees
 1. Quick roundtable, Rachel: CPL, Diana: FVRL, Danielle: Hilton Hills near Toronto, Leann: Uni of FV South Asian Studies Inst, Jeff: BCIT, Kat: NVDL, Rya: Squamish PL, Kelli is in Nova Scotia today!

7. Background and Goals for Metrics and Impacts Interest Group
 1. Connect people to build a community of Library folk interested in metrics, measurement and impact.
8. Any New Business?
 1. Diana preparing updates to FVRL's measurement and planning tool. May be willing to do the next case study.
9. Case Study: Coquitlam Public Library's Customer Satisfaction Survey
 1. Feedback at first meeting, might be helpful to review case studies - and Rachel volunteered.
 2. CPL new cycle of customer satisfaction survey. Started in 2019. Assess resources, services, promotion. Big learning journey. Next round: August/Sept. Have presented formerly in the past, will share presentation here but less formally.
 3. Identified community needs: 2018 (2019?) Customer Needs Assessment survey. Planning to redo this year.
 4. 2019-2021 strat plan. Quantify community impacts. Goals / outcomes identified without evaluation plan in place. Proposed: annual repeated survey, likert measurements, demonstrate numerical change over time, supported with comments and other qualitative data.
 5. 2023: Published first survey: Customer Satisfaction Survey. Shared the survey.
 1. Uses tool: Limesurvey ??? sp??? It's Canadian, Canadian surveys for data

security. Extensive options for data output /reporting. Don't love it.

2. Questions include: Resident? Ages? How hear about survey? Satisfaction levels with various collections, services, spaces (very satisfied to very dissatisfied plus 'don't know'). Additional measures. Awareness measures. Approx ten mins to complete. Broad categories make it hard to assess fine details. open for 2-3 weeks. 1000+ responses.
3. Exported all the data, anonymized. Spreadsheet of results. Satisfaction categories, COUNTIF, scored. Used to create a numerical score.
4. Comment data: beastly. Code each comment. Time consuming. Started with 10 categories. Now use broader categories, e.g. can filter : negative comments + facilities
5. Identified themes, make recommendations, prepare report. E.g. Data to recommend fines-free policy change. Then can demonstrate impact on satisfaction. E.g. Switching to BiblioCommons for catalogue. Worked with City Marketing on design.
6. Can use the templates and process for future iterations. Timing changes each iteration, usually in the Summer.
7. Q&A

1. Awesome work! the report is great. Cannot be improved.
2. Q: Would you review the recommendations and actions from the previous report to draft the next one?
 1. Simple ratings - happiness with collections and satisfaction changes over time, and we track the changes we make as well. Can't directly attribute. Score has only changed by .5 so not so significant, but it's something.
3. Q: How incentivize folks to complete the survey?
 1. In an early year we did collect names/contact for a prize draw. Can't recall why we stopped, but have a higher turnout in subsequent years, so doesn't seem to have hurt not to incentivize.
4. Q: Lots of interest in completing it?
Commonly hear 'love us', excited to share.
 1. Not shy to provide negative feedback. Also lots of praise for specific staff!
 2. Surveys don't tend to attract moderate feedback - either praise or damning.
5. Q: Coordinate timing with the City? Any expertise or support?

1. We're on our own. CPL is a non-profit funded by the municipality - a little unusual. IT, HR etc all in-house, including survey expertise. Good relationship with the City, share priorities etc. Marketing team from the City.
6. Q: Would you consider using AI to help process comments for future iterations?
1. CPL AI policy is in the works - concern from various folks with submitting the data. Probably will be all manual this year.
 2. FVRL AI Policy says 'no personal data'. How to strip these out without spending as much time as for hand-coding. Catch 22.
 3. Hand-coders become a huge resource to the organization for customer experience perspective and knowledge.
7. Q: Others who do satisfaction survey? How to make ours better?
1. Can't make it better - yours is great.
 2. Other libs do eval off the side of desk, lower expectations. At the mercy of the expertise and side-motives and scope creep.
 3. Awareness question - Did you know we do X? Y/N - It's also a

marketing opportunity, so include things you know people don't know about because no one is using it!.

8. Q: Other software options?

1. Lime: Would explore other options, probably costs less than SMonkey - and is Canadian.
2. Tableau: Seems to draw out what we need. Worth a look at.
3. Counting Opinions: For use year-round. Others using as well. Provincial Libraries Branch uses this software for annual reporting.
4. MS Forms: It's fine. Don't love it. It makes nice graphs and quotes.
5. SurveyMonkey: Two factor authentication is crap/annoying. But the interface is pretty and it's easy to use. Costs money, but not much compared with Qualtrics. \$700ish for two seats? A few of us use this.
6. Qualtrics: Not as pretty as SMonkey, powerful for data/questions but clunky. Costs more money.
7. CountingOpinions: Have you considered running it year-round? We're going to launch with Counting Opinions and it's an

open year-round survey that you do marketing pushes for throughout the year. This seems to be what libraries around us use.

8. What other Case Studies would you like to see?

1. Website survey - feedback and how to make it better, digital branch.

1. FVRL put out a new website this year - perhaps we have some expertise to share, will check.

2. Accessibility user feedback surveys. Space use. How to survey on site.

1. BCLA Birds of a Feather session on user experience and testing. Might be forming their own. Worth asking.

2. District of Squamish did accessibility assessment of all buildings. Meaningfulaccess.com consultant. Tangible places to improve your building. E.g. If you see someone and you're curious about their experience using x, talking pts to approach them.

10. Round Table Discussion

1. What are your responsibilities related to metrics or impact?

1. Rachel: Customer Satisfaction Survey, Manager of Collections and IT teams, reporting responsibilities. Circ stats,

Collections stats, Usage/Station stats, Project outputs, usage data.

2. Diana: Feeding into system statistics for Board and Exec, otherwise amorphous, with discretion for department projects, demonstrating impact.
3. Rya: With discretion for projects, aside from programs.
4. Daneille: My position is new - long-term metric goal is that I'm evaluating how our strategic plan is progressing as our new one launches in 2027. Right now I'm focused on launching the customer satisfaction survey and updating our marketing metrics.
5. Jeff: Role for assessment but not under pressure to do so. Strategic Plan - time to develop a new one - use it to assess basepoint for new priorities. Missed opportunity last year to strategize data gathering. So many stats we automatically collect don't have value. Collect stats with intention, demonstrate impact, *tell our story*.

11. Review of Action Items

1. **ACTION: Diana** will ask Communications Manager about website feedback survey prior to launch.
2. **ACTION: Rachel** will invite Colleen of BCLA's 'Tell Your Story' fame, to our next Metrics meeting.
3. **ACTION: Rachel** will send invitation/announcement for next MIIG meeting.

12. Adjournment: 3:00 pm

1. Next meeting: Fourth Wednesday around 2pm -
September