

Bringing Marketing to Life in Libraries

Evaluation of the feedback to workshops

Introduction

In 2005 a comprehensive review of usage, attitudes and perceptions of users and non-users of libraries in Wales was undertaken. As a result of this a marketing strategy was put in place to meet the challenges highlighted during the research and consultation. This marketing strategy has led to the development of various strands of national and local level promotional campaign, public relations activity, staff training and the development of tools to enhance and improve marketing of libraries on the ground.

In spring 2008 it was decided that the next step should be to galvanise enthusiasm for marketing amongst frontline staff whilst also exposing a wider audience to some of the key marketing messages. It had also been identified that support from senior management was crucial to staff feeling able to try new ways of marketing library services and so the initial focus for any programme had to be 'buy-in' at a senior level.

The programme

A series of full day workshops were developed, comprising a half day review of the initial research and strategy from 2005 and an introduction to all the tools and training that was now available. This was then followed by a half day workshop in small groups to promote creative thinking, enthusiasm for, and understanding of, marketing and for each authority group to leave with a simple plan of new activities.

Prior to inviting participants to these workshops, three sessions were held with senior managers to explain the purpose and content, receive their input on development and to secure their agreement to support the workshops and send the staff whom they felt would benefit the most.

Despite relatively short notice the workshops were well attended and support was received from the senior management teams. This document briefly summarises the feedback on the day from all those who attended the workshops.

The sample

The table below shows the feedback from respondents by workshop region as well as the total overall number of forms received.

Total respondents	129
Abergavenny	19
Cardiff	22
Carmarthen	15
Aberystwyth	20
Wrexham	28
Llandudno	25

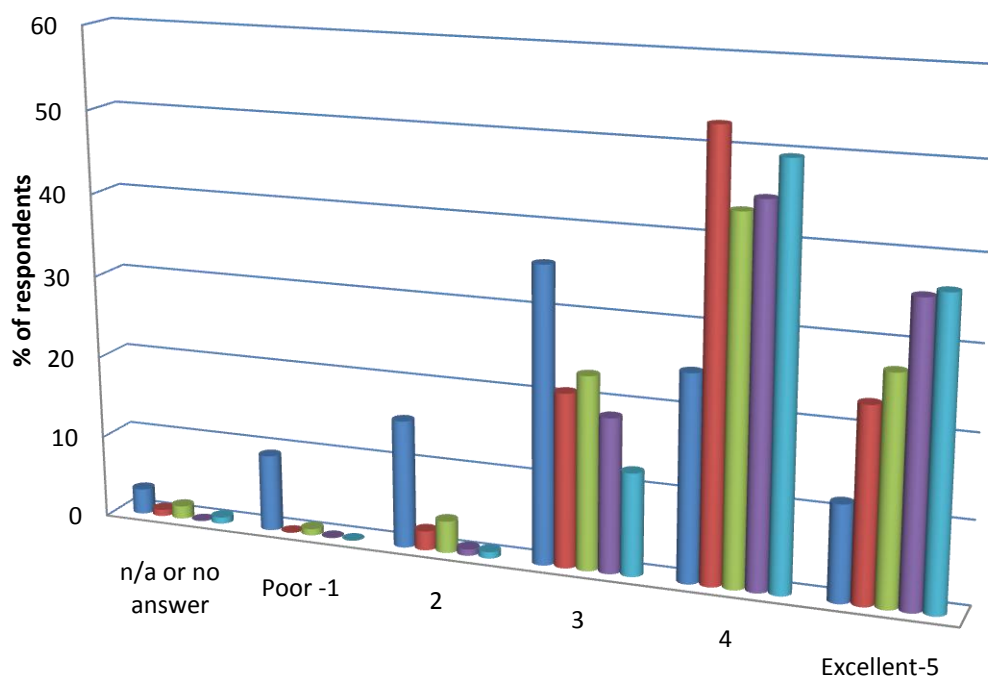
All the Graphs and charts are in percentage of respondents rather than number of respondents. Graphs relate to total respondents and are not broken down by area as it was felt that the differences were too minor to justify this.

The feedback forms were completed immediately at the end of each session and so represent a reaction to the day rather than the longer term impact.

The graph below shows the overall evaluation of the workshops with ratings from 1-5 with 1 being poor and 5 being excellent.

The figures show that 86% of respondents rated their overall enjoyment of the day as either very good or excellent and over 80% rated the presentations as either very good or excellent.

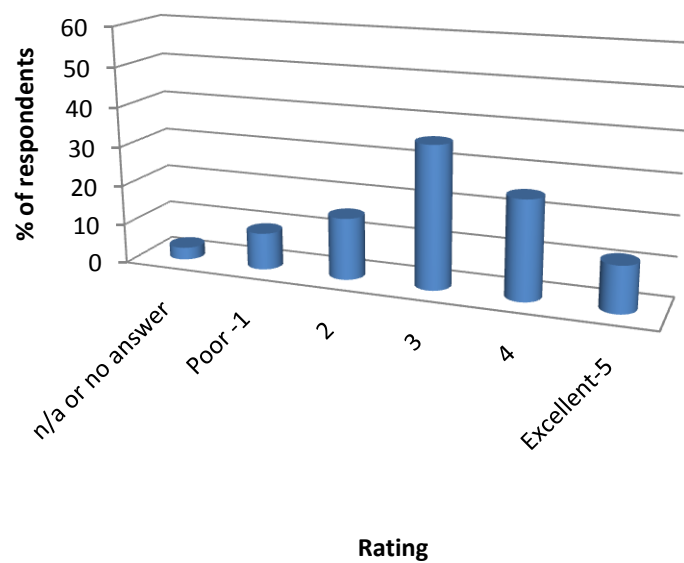
Overall Evaluation



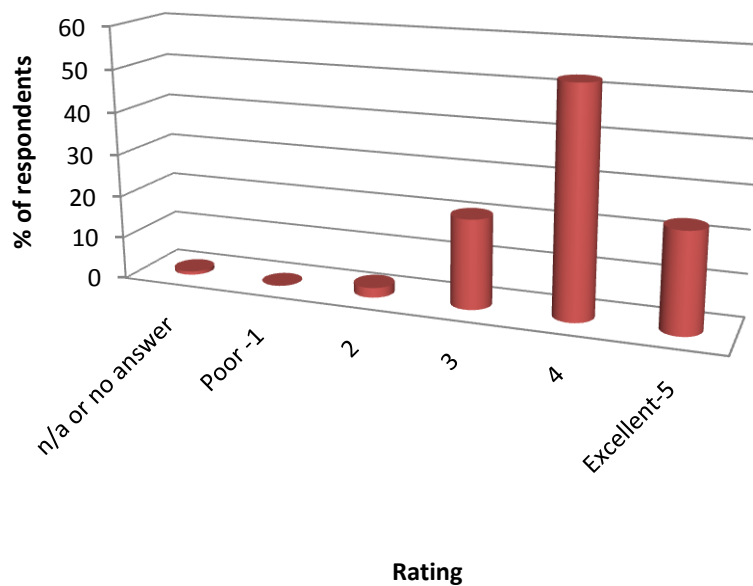
	n/a or no answer	Poor -1	2	3	4	Excellent-5
Contact before the day	3.1	9.3	15.5	35.7	24.8	11.6
Organisation	0.8	0.0	2.3	20.9	52.7	23.3
content	1.6	0.8	3.9	23.3	43.4	27.1
presentation	0.0	0.0	0.8	18.6	45.0	35.7
overall enjoyment	0.8	0.0	0.8	12.4	49.6	36.4

The following pages show the figures for each of the criteria separated into individual graphs for easy viewing without comparison. Again the figures are percentages of all respondents.

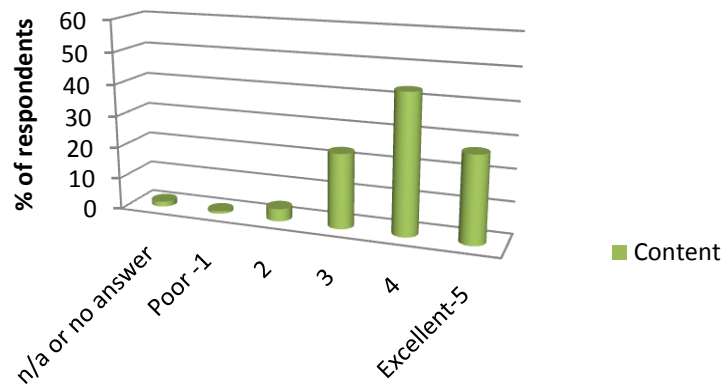
Contact before the day



Organisation

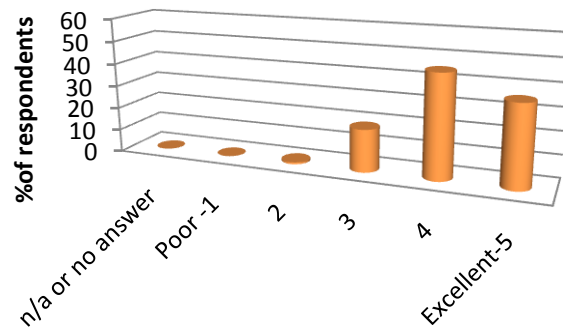


Content



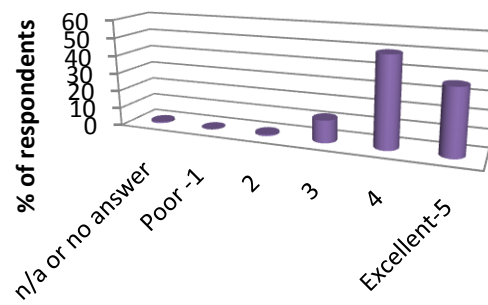
Rating

Presentation



Rating

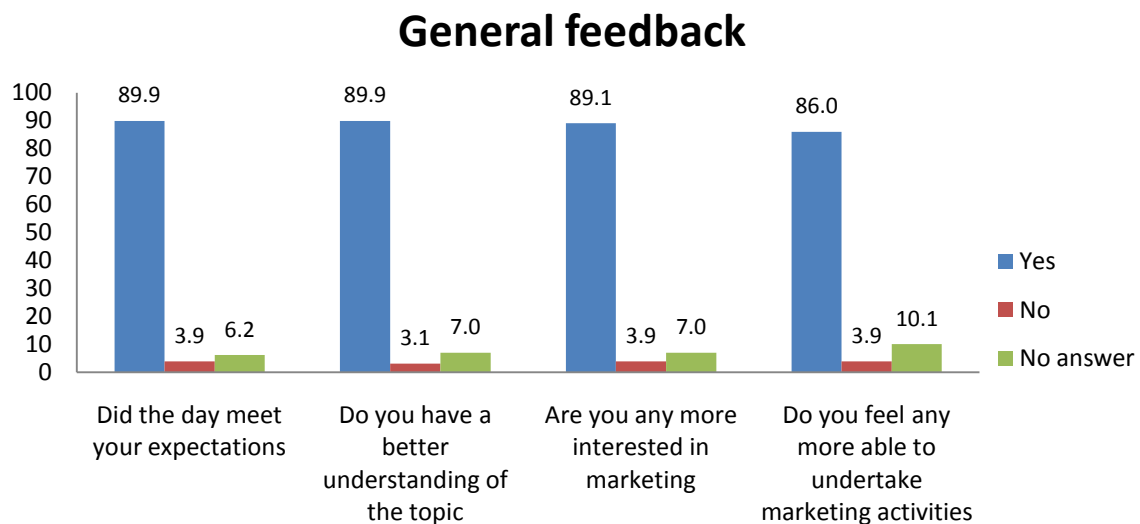
Overall Enjoyment



Rating

The following graph shows the more general feedback regarding the expectations and perceived impact on the individual's knowledge and confidence at the end of the day.

It is pleasing to note that almost 90% of respondent were both more interested in marketing and had a better understanding of the topic following the workshop and that 86% felt more able to undertake marketing activities.



Some anecdotal feedback on individual responses to the day is recorded below to provide a richer insight into respondents' feelings at the end of the workshops.

"Innovative and interesting. Opened up and broke down barriers"

"Friendly approachable presenters who were genuinely interested in what we felt and thought"

"fun but constructive"

"Brilliant ideas, well organised day without feeling too pressurised"

"Well paced, real world stuff!"

"Made me realise that marketing is everyone's responsibility"

"The feeling that anything was possible"

The overwhelming sense from the feedback was that the opportunity to network and share ideas with staff from other authorities had provided many of the key benefits of the day and it was clear that this was a new experience for many of the attendees.