



**FRIENDS OF THE SACRAMENTO PUBLIC LIBRARY
SUMMARY OF AFFILIATE BRANCH SURVEY RESULTS
February 26, 2015**

I. INTRODUCTION

As part of its strategic plan development, FSPL conducted a survey of its branch affiliates and spoke with other interested constituencies. We received 55 responses from 26 branch affiliates—ranging from 1 from each of 13 branch affiliates to 6 from Belle Cooleedge.

Who Responded Most responses (41) were submitted by officers but 12 were submitted by non-officer members of the board and 2 by folks who were no longer on their branch affiliate board. Only 2 responders worked in the area of branch communications, while 4 reported involvement with book sales.

Recommendations A list of the recommendations from the survey is attached.

II. CONCLUSIONS

1. In their comments in the survey, branch affiliates have asked FSPL for changes and improvements in various areas. It is clear that FSPL will need the help and input from the branches in order to make some of the improvements.

2. FSPL gets its highest marks (useful and very useful) for membership services (90%), financial assistance (79%) and branch liaison services (74%), although even in those categories branch affiliates have made suggestions for improvement. The 84% figure for financial services indicates that FSPL needs to better communicate with branch affiliates the nature of a 501(c)(3) organization and the type of financial reports and tax returns required of such an organization, since every branch affiliate should have found FSPL financial assistance useful or very useful.

3. The responses to the liaison services suggest that the satisfaction level is greatly affected by how frequently a liaison attends meetings and tries to assist the particular branch affiliate. Consideration should be given to ensuring that liaisons do not have branches with conflicting meeting schedules, as that appears to be a large source of frustration for some branches.

4. For FSPL book sale services, advertising of book sales and lending of banners, aprons, etc. were more highly valued than providing branch affiliates with books.

5. Traditional communication services (newsletter, monthly FSPL report on board meetings, all-branch meetings and summaries of those meetings, branch liaison contact) were rated as useful or very useful by 66% of respondents. On the other hand, social media (Facebook, Twitter, website) were rated as useful or very useful by only 21% of respondents. So there is a clear divide as to how to best communicate with branch affiliates. 94% of respondents indicated that email was the best method for FSPL to communicate with their branch.

5. With respect to advocacy alerts and training and laying the foundation for Measure B, there was a clear divide between city and county branches, with city branches finding the advocacy services to be much more useful than county branches. This points to a need for FSPL to educate county branches as to the benefits they derive when a city tax campaign is successful and to the benefits of working with county supervisors and others to maintain support for the library system as a whole.

6. When asked whether they would like to see FSPL provide more help and training, 89% of respondents would like training in membership drives, 54% in book sales and 31% in newsletters. Other suggestions included training/help with fundraising, volunteer training and safety, and advertising.

7. Eight branches were willing to assist with FSPL programs, 7 branches with FSPL outreach efforts, and five with recruiting new members to the FSPL board.

III. THANK YOU

We want to thank all of you who took the time to respond to the survey, and in particular those of you who took even more time to write suggestions for improvement. The response was tremendous and we appreciate it!