

Memo

To: Network Advisory Council

From: Tracy Cook, Library Development Director and the MontanaLibrary2Go Executive Committee

Date: August 7, 2018

Re: **Funding for Community Analysis of MontanaLibrary2Go Services**

Request: Up to \$14000 for the costs of an independent evaluator to gather feedback from patrons about Montana Library 2 Go services

Background: MontanaLibrary2Go has been a very successful program. So successful that MontanaLibrary2Go is unable to keep up with demand from our patrons. Our circulations have increased by over 600% since 2011. We changed our cost-share formula in 2017 in an attempt to better meet demand. The new cost-share formula was not sustainable for participating libraries. We are in the process of developing a new cost-share formula. In addition, in 2020 MontanaLibrary2Go is required to go through the Request for Proposal process to choose a vendor for the ongoing contract. The MontanaLibrary2Go Executive Committee would like to learn more about patrons' perceptions of the service in order to make the wisest decisions when allocating limited resources and making vendor choices.

The committee desires the following information:

FUNCTIONALITY OF WEBSITE & APPS:

Information we want:

Analysis of how the different interfaces are working for patrons and what they want from the interface. (Including information on importance of access to the Kindle format and side loading audiobooks to dumb devices.)

How that information will help us:

When we do the RFP in 2020, we will use the data to rate the importance of different aspects of proposals.

ALLOCATION OF CONTENT BUDGET FUNDS:

Information we want:

Analysis of patron priority preferences. (Do they want a larger collection or shorter wait times? How long are they willing to wait for items?)

How that information will help us:

When making budget and selection decisions, we will use the data to allocate funds and set hold ratio targets

FINANCIAL SUPPORT OF PROGRAM:

Information we want:

Analysis of willingness of community to financially support MontanaLibrary2Go through monthly or yearly donations.

How that information will help us:

When we are looking for alternate funding for MontanaLibrary2Go, we will use data to guide fundraising activities

BARRIERS TO USE OF MONTANALIBRARY2GO:

Information we want:

Analysis of the reasons Montanans do not use MontanaLibraryGo.

How that information will help us:

When we are marketing MontanaLibrary2Go, we will use the data to create messages/campaigns.

When we are training patrons to use MontanaLibrary2Go, we will use the data to target common barriers.

When we do the RFP in 2020, we will use the data to rate the importance of different aspects of proposals.

MSL Strategic Framework/LSTA 5-Year Plan Goals Addressed by Request:

- Create a Useful Information Infrastructure
- Securing sustainable funding
- Outreach/Lifelong Learning
 - Outcomes desired: Library directors and staff engage with community members and the library community designs services that follow a person throughout his/her lifespan.
- Community Leadership
 - Outcomes desired: Library directors, staff, support groups, advisory members, and board members increase their knowledge about library trends in balancing digital and traditional library services.