



MEMO

To: MSL Commission
From: Jennie Stapp, State Librarian
Rebekah Kamp, Data Coordinator
Subject: Public Awareness Campaign metrics
Date: June 1, 2023

The following information about metrics to evaluate current and ongoing needs to promote awareness and adoption of the services and information resources of the State Library is provided to the Commission for informational purposes.

This dashboard provides data regarding the current metrics to evaluate the impact of the current public awareness campaign: [Workbook: MSL Awareness Campaign \(mt.gov\)](#).

Commissioner Burnett has challenged the State Library to see a 15% increase in the use of our services. This measure sets a positive goal and one which will require continued investment to achieve. In addition to continued focus on general awareness of the State Library, future needs for additional marketing include the need to promote the growth of the Montana Real Time Network and to secure paid subscribers to ensure the Network is self-funded in the next five years and the need to promote a new Montana Cadastral Application which is scheduled to launch by the end of the calendar year.

Regarding metrics, for the RTN, we have approximately 170 users and 0 subscribers (because we are not accepting subscriptions yet). The goal is to grow the number of subscribers to 500 over 5 years.

For the cadastral application, we want to measure increased use, user satisfaction with the new application, and awareness that the application is operated by the State Library. We have baseline usage data. Beginning July 1, MSL will launch a user satisfaction and awareness survey to establish baseline data for those two metrics. Follow up surveys launched with the new application will be used to evaluate awareness and satisfaction compared to baseline data.