

Reading Together: Evaluating Customer Satisfaction
of Book Discussion Group Offerings at the Tulsa City-County Library

A Focus Group Proposal by Sarah Davis

For LIS 5713 Spring 2019

Focus Group Proposal Planning Document

Topic

This focus group proposal seeks to evaluate the customer satisfaction of book discussion group offerings at the Tulsa City-County Library (TCCL). Customers express verbal interest in these kinds of groups to library staff, but attendance does not always match the expressed interest level. A recent large book discussion event anecdotally suggested that some interested customers are confused by current offerings and may be interested in other options that could be offered by the library. By assessing this satisfaction level, TCCL can make informed decisions about book discussion group programming direction that best serves the needs of their customers.

Over the past year, TCCL worked to improve internal communication about book discussion groups, including title selection and scheduling decisions. These efforts culminated in an TCCL “Book Club Party” in January 2019 as a way to encourage interest in established TCCL book discussion groups (also referred to as book clubs). Turnout at this event was nearly quadruple the expected number, with nearly 200 attendees interested in book discussion groups. Staff debriefing after the event revealed that many customers indicated they had questions about library book discussion groups, including how to find a group, how to attend, and how to indicate their interest in certain underserved genres or meeting times.

From this experience has come a renewed desire to discover what TCCL customers are looking for in book discussion groups, including whether or not they are satisfied with current offerings and if they have ideas for improvement or change. Anecdotally, there is a disconnect between some customers who are interested in book discussion groups and their attendance. This focus group would seek to obtain specific feedback from individuals about their experiences with book discussion groups at the Tulsa City-County Library.

Research Questions

1. Are TCCL adult customers satisfied with book discussion group offerings?
2. Does customer satisfaction change if book discussion topic offerings are expanded?
3. Does customer satisfaction change if book discussion time offerings are expanded?
4. Do customers have other suggestions for TCCL book discussion offerings?

Population

The population represented by this focus group will be adult customers of the Tulsa City County-Library (TCCL) who are interested in book discussion groups. They may have previously attended a book discussion group at TCCL or other non-library sponsor, but previous attendance at a book discussion group is not required. Attendees will be recruited through their contact with TCCL.

To find attendees interested in book discussion group, signs will be posted at TCCL locations, information will be sent to adult customers' email addresses (those who have opted-in to receiving information from the library via email), and word-of-mouth announcement by book discussion group leaders will be encouraged at book discussion group meetings held at TCCL. All of these resources will include both a phone number to call and/or a survey from SurveyMonkey (which TCCL utilizes) to fill out to indicate interest. Those who respond will be contacted about their availability and interest based on the method they used to indicate interest (phone call or e-mail).

The following script will be used for phone calls:

Hello, my name is _____ and I am researching book discussion groups for the Tulsa City-County Library. You expressed interest in attending a focus group about this topic. We have been looking for adults who are customers of any Tulsa City-County Library location who are interested in book discussion groups. Do you have any questions I can answer?

- [If they have questions]: answer

- [If they do not have questions]: I'd like to confirm your attendance at _____ session.”
 - If yes: “Would you like a phone call reminder the day before? [Record answer]. Thank you for your time and we look forward to seeing you at [date and time].
 - If no: Thank you for your interest! Would you like your information saved for future research? [If yes, save.] [If no]: I will remove your information from the system. Thank you again!

There will be three separate sessions of this focus group in an attempt to mimic some of the different times offerings possible for book discussion groups. One will meet in the mid-morning on a weekday, one will meet on a weekday evening, and one will meet on a weekend morning. Six to eight members will be expected for each meeting, with a maximum of 10 registered for each session.

Details

These sessions will be recorded with an iPad using the Voice Memo app. An assistant will also take light notes of interesting comments that specify the time the comment was made as well as who made the comment to aid in reviewing the recorded audio. Refreshments will include small bottles of chilled water, coffee with cream and sugar options, and small packets of fruit snacks. The funds for these refreshments will be provided by (if approved after a request is made) by the Friends of Tulsa City-County Libraries who are committed to supporting and improving TCCL programming.

Participants in this focus group will be mailed or e-mailed (based on participant preference) a copy of the informed consent form prior to their assigned focus group date to allow them time to review the form. They can bring their form to the focus group, but copies will also be available at the session. It will be reviewed with each participant as they enter the room.

One session of the focus group will meet on a Tuesday morning at 10:30 AM at a small community library such as Nathan Hale. The second will meet on a Thursday evening at 6:30

PM at a medium community library such as Herman and Kate Kaiser Library or Broken Arrow Library. The third session will meet on a Saturday morning at a Regional Library at 9:30 AM.

The schedule is as follows:

Session 1: 10:30 AM-11:45 AM on Tuesday, May 14

Session 2: 6:30 PM-7:45 PM on Tuesday, May 16

Session 3: 9:30 AM-10:45 AM on Saturday, May 18.

The following will be used as an introductory statement: We will be talking about book discussion groups at the Tulsa City-County Library. The library wants to know more about how it can encourage the growth of book discussion groups at its branches and would like to hear from you. You have been invited to this focus group because you have expressed interest in attending book discussion groups at the library.



400 Civic Center • Tulsa, Oklahoma 74103-3830
918.549.7323 (ph) • 918.549.7379 (f) • TulsaLibrary.org

Agenda for Reading Together:

A Focus group about Book Discussion Groups at the Tulsa City-County Library

Facilitated by: Sarah Davis, Youth Librarian at the Herman and Kate Kaiser Library

Location: Herman and Kate Kaiser Library

Time and Date: 6:30 PM-7:45 PM on Tuesday, May 16

1. Fill out nametags and choose your refreshments
2. Find a seat in the meeting room.
3. Welcome with introductions
4. Review the agenda
5. Discuss goal and rules of the focus group
6. Questions
 - a. Name a book that you've discussed with others, either in a formal book discussion group or with a friend. What made you want to share about that book?
 - b. Describe an ideal book discussion group meeting. What are your expectations for how it would go?
 - c. What makes you interested in attending a book discussion group at the library? What makes a book discussion interesting and useful?
 - d. Are book discussions at bookstores or coffee shops different from those at libraries? In what ways?
 - e. If you're not sure about attending a specific meeting, what factors help you decide whether or not to attend that meeting?
 - f. What times of day work best for you to attend a book discussion group?
 - g. What types of books would you like to see discussed at a library book discussion group?
7. Conclusion

Thank you for your time and for agreeing to participate in this focus group. The library looks forward to hearing your thoughts and ideas.

Informed Consent

Project Title: Reading Together: Evaluating Customer Satisfaction of Book Discussion Group Offerings at the Tulsa City-County Library

Principal Investigator: Sarah Davis, MLIS student

Department: School of Library and Information Studies

1. You have been invited to volunteer for this focus group because you are an adult customer of the Tulsa City-County Library who has expressed interest in attending book discussion groups at the library.
2. Please read this form and ask any questions that you may have before agreeing to take part in this study.
3. Purpose of the Study: The purpose of this focus group is to learn from customers of the Tulsa City-County Library about their satisfaction with book discussion group offerings at the library.
4. Number of participants: Around 30 people may be participating in this study in separate sessions.
5. Procedures: If you agree to share your opinions, you will be asked to participate in this focus group.
6. Length of Participation: It should take an hour and a half of your time.
7. Risks of participation: There are no known risks to taking part in this study.
8. Benefits of participation: There are no benefits to participation.
9. Compensation: You will not be reimbursed for your time and participation in this study.
10. Confidentiality: In published reports, there will be no information included that will make it possible to identify you. Records will be stored securely and only approved personnel will have access to the records. There are organizations that may inspect and/or copy the research records for quality assurance and data analysis. These organizations include the OU Institutional Review Board.
11. Voluntary Nature of the study: Participation in this focus group is voluntary. If you withdraw or decline participation, you will not be penalized or lose benefits or services unrelated to the study. If you decide to participate, you may decline to answer any question and may choose to withdraw at any time.
12. Contacts and Questions: If you have concerns or complaints about the study, the researcher conducting this study can be contacted at sarah.e.davis-1@ou.edu or 918-549-7543. Contact the researcher if you have questions, or if you have experienced a research related injury. If you have any questions about your rights as a research participant, concerns, or complaints about the research and wish to talk to someone other than individuals on the research team or if

you cannot reach the research team, you may contact the University of Oklahoma – Norman Campus Institutional Review Board (OU-NC IRB) at 405-325-8110 or irb@ou.edu.¹⁴

If you would like a copy of this information to keep for your records you may contact Sarah Davis and she will email you a copy.

The Focus Group will be Audio recorded. Your consent to participate includes consent to be recorded. These recordings will be kept completely confidential and used only for research analysis.

Do you agree to participate in this focus group including being recorded for research purposes?

Yes

No

Signature and Date: _____