

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

A Survey Proposal by Sarah Davis

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This survey 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 survey would need to be offered on multiple occasions in order to assess whether satisfaction changed once different kinds of book discussions were offered at different times. The exact same

people would not be surveyed, but the general cohort would remain the same.

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?

https://ousurvey.qualtrics.com/jfe/form/SV_5ziTx1ENXCvSVxz