Re-Thinking Community Needs Assessment to Drive Value

Re-think It: Libraries for a New Age

August 11, 2015
Grand Rapids, MI

Lanell White
Sr. Market Analyst
About Outsell
Agenda

- Information Industry: Trends and Library Context
- Information Product Development Life Cycle
- Reflecting Community Value and Needs
- Q&A
The Information Industry
10 Trends that Matter

- Continued Volatility
- Industries Indelibly Changing
- Security Kryptonite
- The Future of Money
- The New Parochialism
- Solving for Sustainability
- The Future of Jobs
- Machine Made
- The Need for Touch
- GAFA as our UI to Life
Key Issues for Libraries

- print to digital
- visualization
- staffing and talent
- disintermediation
- succession planning
- reproducibility
- mobility
- technology tipping points
- demonstrating value
- new products
- audience-based collection development
- stakeholder management
- discovery
- research data management
- digital archiving
- multi-disciplinary research
- collaboration
- understanding user needs
- patron preferences
- measuring ROI
- ebooks
- tight budgets
- real estate
- open access
Library Budgets

**Budgeted Growth:**
- 2.5%

**Staffing & Content Spend:**
- About the same

**Print Spending Decline:**
- Continues
- 27%
- 25% of budget spending

**Number of Vendors:**
- Holding steady
- 38 academic
- 52 overall

**Price Increase Guidance:**
- 2 to 6%
Being Strategic and Delivering Value
Strategic Assessment

Organizations ask themselves these key questions

- How is my business doing?
- What new trends, technologies, or events are emerging?
- What products and services should we offer?
- What changes in people, product, or process must occur?
Information Product Development Life Cycle
Thinking strategically about purpose and offerings
Reflecting Community Value and Needs

Developing an outside-in view within the library

"According to our survey, most end users would like more 'bee bee goo goo,' and less 'kah kah tee tee.'"

The Purpose of Needs Assessments
Gaining a clear understanding of the community

- Identify gaps between current and future states
- Gain fact-based understanding of the nature of needs
- Ascertain causes and drivers of needs
- Set priorities for strategic action
- Guide effective decision-making
The Needs Assessment Process

Needs assessment is an iterative set of six steps

1. Step 1: Scoping and Design
2. Step 2: Quantitative Survey
3. Step 3: Stakeholder Interviews
4. Step 4: Market Scan
5. Step 5: Analysis
6. Step 6: Recommendations and Action Items
Case Studies

Examples of libraries listening to the market

- Independent, non-profit in the legal space.
  - Library utilized interviews and a survey to assess stakeholder views on products, services, and technology.

- Large, government research center.
  - Library utilized interviews and a survey to assess stakeholder views on its service model and specialist programs.

- Corporate information center in biopharmaceuticals.
  - Library utilized end-user interviews and benchmarking to assess its service model and product portfolio.
Best Practices for Needs Assessments

High-level practices that ensure success and deliver insight

1. Identify study outcomes upfront; outcomes drive design and scope.
2. Assess target client groups and analyze patterns of need.
3. Conduct a market scan for benchmarking and best practices.
4. Use surveys for validation and interviews for discovery.
5. Synthesize and analyze results; distill main findings.
Q&A and Discussion
About Outsell

Outsell, Inc. is the world’s only research and advisory firm focused solely on media, information, and technology. We use a time-tested, quality-proven, top-secret blend of data, brains, community, and pizzazz to produce extraordinary value for our clients. Elite information industry executives from all over the world look to Outsell for trusted advice, bold insights, and confidential access to exclusive intelligence and decision support. Outsell has your back. You’ll stay more focused, save time, and grow revenue in a fast-changing, global, digital environment, and sleep better at night. Guaranteed.

www.outsellinc.com  Burlingame, CA · USA  London · United Kingdom
info@outsellinc.com  +1 650-342-6060  +44 (0) 20 8090 6590

The information, analysis, and opinions (the “Content”) contained herein are based on the qualitative and quantitative research methods of Outsell, Inc. and its staff’s extensive professional expertise in the industry. Outsell has used its best efforts and judgment in the compilation and presentation of the Content and to ensure to the best of its ability that the Content is accurate as of the date published. However, the industry information covered by this report is subject to rapid change. Outsell makes no representations or warranties, express or implied, concerning or relating to the accuracy of the Content in this report and Outsell assumes no liability related to claims concerning the Content of this report.