



HSLI Newsletter Survey 2019 Results Report

Survey Period: June 11, 2019 through June 28, 2019

Participants: HSLI Members

Results Summary and Analysis

Results Summary

- There were 108 members at time of survey
- 44 surveys were completed.
 - *Newsletter* editors did not participate.
 - Responses to 5 multiple choice questions were required.
 - Optional comments were collected. Eight were through the optional selection under each of the multiple choice questions 1 through 5. Thirteen were in the optional question 6 for final comments.

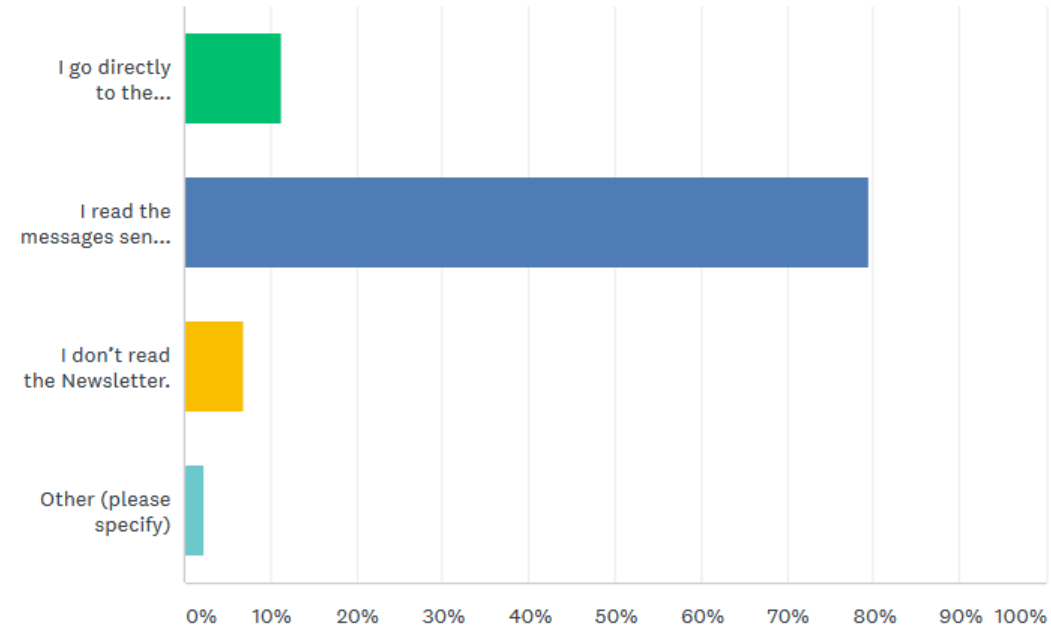
Analysis

- 3 of the 21 comments stated no knowledge of the *Newsletter*.
- Reader access is typically by reading messages sent to the HSLI discussion list that contain the links to new posts in the *Newsletter* (80%).
- The home page is the most used page (90%)
- The preferred frequency of announcements on the HSLI discussion list about *Newsletter* posts was divided between the current frequency of weekly (61%) and twice monthly (35%).
- 45% and 36% of readers experience benefit from the “time-sensitive” e-mail messages sent to the HSLI discussion list that alert people to a last-minute opportunity rarely or sometimes, respectively. Two of 21 comments were about low utility of time sensitive emails because are same-day or passed deadlines.
- 60 to 95% of the respondent find HSLI organization or member news, other organization news, and legislative updates helpful.

Opportunities

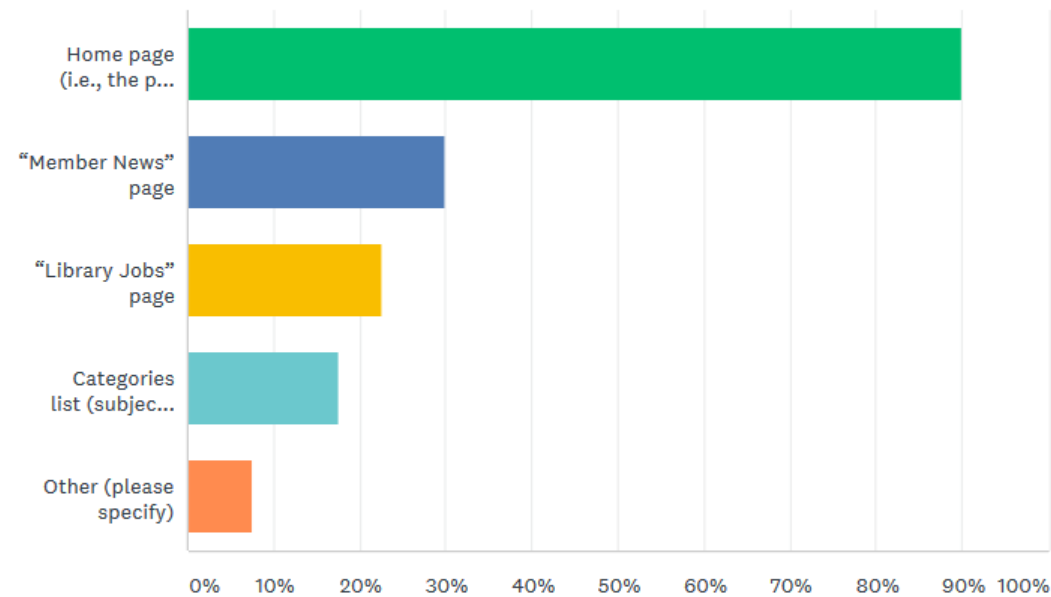
- Promote the *Newsletter*
 - Share survey results in a poster session at an HSLI Annual Conference, possibly as soon as the 2019 conference.
 - Add the results report slide set to the members section of the HSLI website.
- Modify frequency of e-mail Alerts
 - Possibly, during news lulls (e.g., summer months, holiday seasons) reduce frequency of e-mail messages, sent to the HSLI discussion list from weekly to twice monthly. The frequency variations would be under the discretion of the editor(s).
- Revise election criteria and timing for the “time-sensitive” e-mail alerts to the discussion list
 - Type of message - Define types events are in scope (e.g., deadlines not announced in an earlier post, pop-up or last-minute events not announced in an earlier event).
 - Advanced notification to editor(s) – To be accepted, the submission request must be sent to the *Newsletter* editor(s) with-in 48 hours of the deadline/event to be announce.
 - Timing of the e-mail alert message – E-mail alert to be sent the day before the deadline, not the same day.

Q1: Which statement best describes how you usually access the Newsletter content?



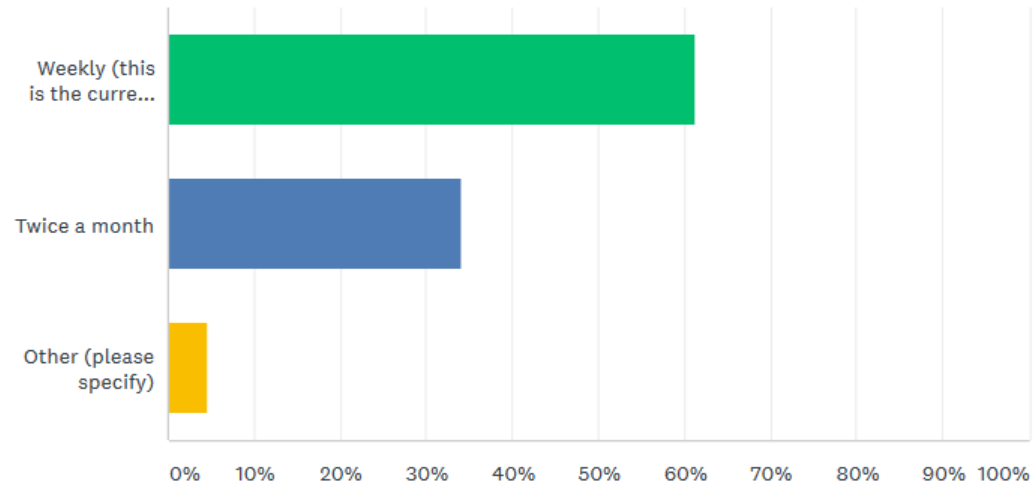
ANSWER CHOICES	RESPONSES	
I go directly to the Newsletter page.	11.36%	5
I read the messages sent to the HSLI discussion list that contain the links to new posts in the Newsletter.	79.55%	35
I don't read the Newsletter.	6.82%	3
Other (please specify)	2.27%	1
TOTAL		44

Q2: Please indicate which pages or other features of the Newsletter you use. Select all that apply.



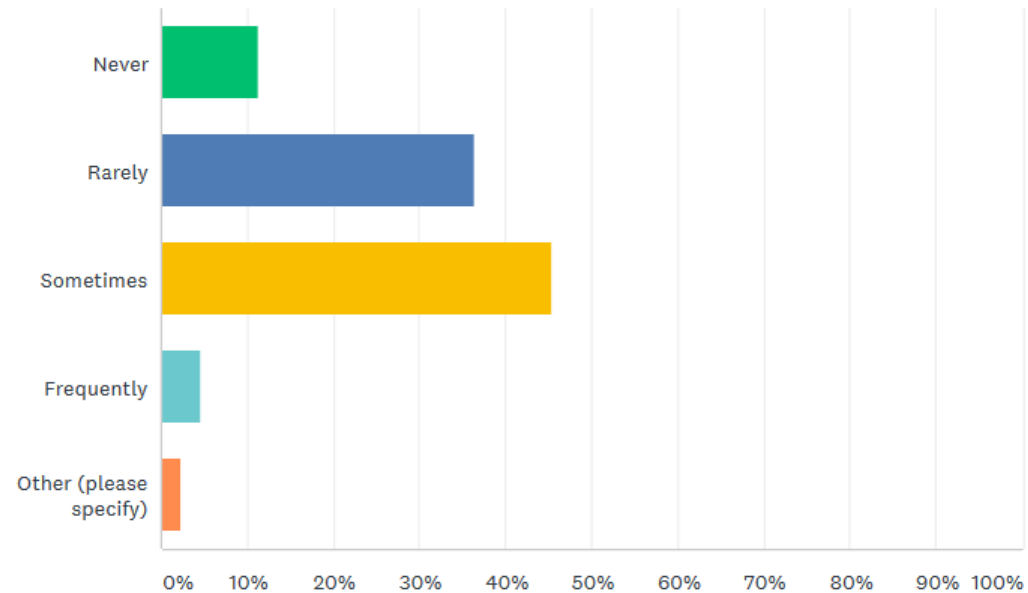
ANSWER CHOICES	RESPONSES
▼ Home page (i.e., the page with the posts), either directly or via the links in the messages sent to the HSLI e-mail discussion list	90.00% 36
▼ "Member News" page	30.00% 12
▼ "Library Jobs" page	22.50% 9
▼ Categories list (subject indexing and links to similar news posts)	17.50% 7
▼ Other (please specify)	Responses 7.50% 3
Total Respondents: 40	

Q3: What frequency do you prefer for the e-mail messages, sent to the HSLI discussion list, that contain the links to new posts in the Newsletter?



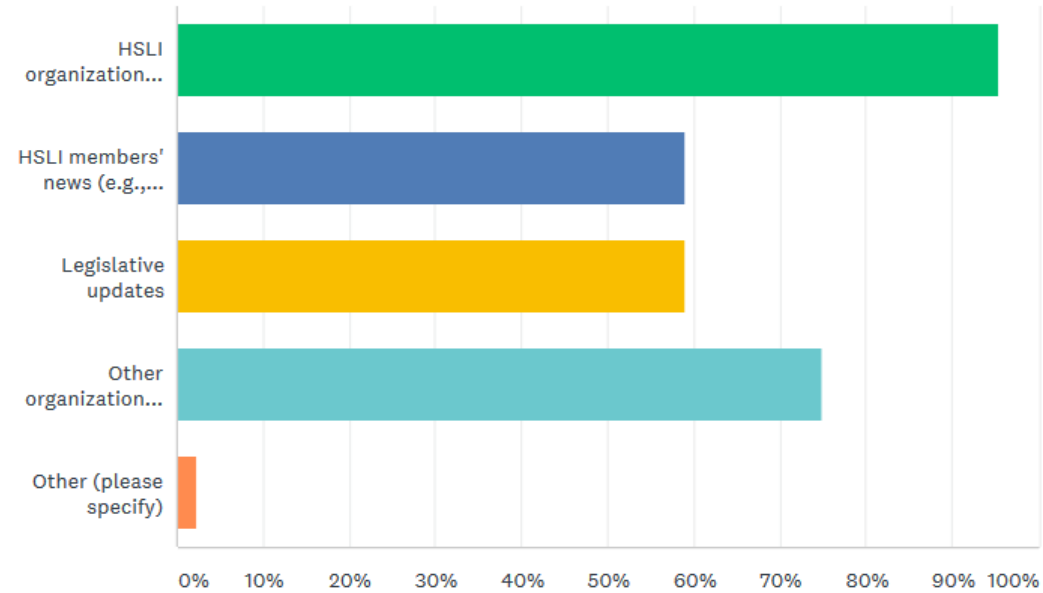
ANSWER CHOICES	RESPONSES
Weekly (this is the current frequency)	61.36% 27
Twice a month	34.09% 15
Other (please specify)	4.55% 2
TOTAL	44

Q4: How often have you benefited from the “time-sensitive” e-mail messages sent to the HSLI discussion list that alert people to a last-minute opportunity? For example, did the time-sensitive alert help you meet a deadline, or take advantage of an opportunity, that you may have missed, otherwise?



ANSWER CHOICES	RESPONSES	
Never	11.36%	5
Rarely	36.36%	16
Sometimes	45.45%	20
Frequently	4.55%	2
Other (please specify)	2.27%	1
TOTAL		44

Q5: What kind of news to do you find helpful? Select all that apply.



ANSWER CHOICES	RESPONSES
▼ HSLI organization events	95.45% 42
▼ HSLI members' news (e.g., professional awards or recognition)	59.09% 26
▼ Legislative updates	59.09% 26
▼ Other organizations' news (i.e., events such as CE and meetings relevant to health science librarians)	75.00% 33
▼ Other (please specify)	Responses 2.27% 1
Total Respondents: 44	

Q1 through Q5: Comments

Q1: Which statement best describes how you usually access the Newsletter content?

- Sorry, I didn't realize you had one. Not sure if you meant the blog?

Q2: Please indicate which pages or other features of the Newsletter you use. Select all that apply.

- Federal and State Legislative News
- All are skimmed. I focus on any of these, depending on the content for any particular issue.
- I didn't know there was a newsletter

Q3: What frequency do you prefer for the e-mail messages, sent to the HSLI discussion list, that contain the links to new posts in the Newsletter?

- A lengthier email twice a month would probably be fine, with one-off extras for time-sensitive news.
- I don't remember getting emails about a newsletter

Q4: How often have you benefited from the “time-sensitive” e-mail messages sent to the HSLI discussion list that alert people to a last-minute opportunity? For example, did the time-sensitive alert help you meet a deadline, or take advantage of an opportunity, that you may have missed, otherwise?

- Taking advantage of a last-minute opportunity - or an opportunity that we may have known about earlier but that we had not responded to yet because of current time considerations or other reasons is welcome, so time-sensitive e-mail messages [sic] are important.

Q5: What kind of news do you find helpful? Select all that apply.

- Emails requesting ideas or help. I learn a lot from the intellectual conglomerate

Q6: In the space below, please share any other comments, suggestions, or questions you might have about the Newsletter.

1. I am new to this and have not used it as I should. I am interested and appreciate it but need more time to become familiar with all it has to offer.
2. ok
3. I rely on it for news. Thanks to everybody who compiles and works on it!
4. Keeping each posting concise is appreciated.
5. I thoroughly enjoy the Facebook posts by the HSLI account as well. Very well selected, and I find myself reading most.
6. The HSLI Newsletter is a great place to share news with members and with persons who may be thinking about becoming members. The editors are doing a terrific job of including a lot of information on Federal and State information, on Trends in our field, and on announcements from member educational institutes. Is there any interest or possibility for us to request that WordPress provide a template design for brief blog-length feature articles on trends, as well as, practical instruction approaches? A design template with newsletter columns might be an idea worth exploring, if that is possible financially and if member time considerations might allow this approach. The current content is reliable in both detail and breadth, so this is very useful to readers. Are there different formats that WordPress might suggest? - Thanks for this member survey.
7. Thanks for keeping us updated and "connected" this way!
8. I'm not a huge fan of the blog format, but it seems to work fine.
9. I think people work hard on the Newsletter and they should know that it is appreciated, if not always useful. IOW, I appreciate the effort, but at times the info is not relevant.
10. I especially like reading about CE opportunities, about HSLI member news, and about Illinois library news. I subscribe to the job postings from RAILS, but I suppose that not all health science library job opportunities go to RAILS. I'm not interested in conference proposals or non-health science out of state events. Eric does a great job of keeping us updated on the newsletter. I like having the updates pushed via email. I probably wouldn't take the time to visit the HSLI web site on a regular basis.
- 11. The time sensitive emails usually contain information about events that are on the day of the email or have already passed. Not as useful as they could be.**
12. I find the legislative updates helpful.
- 13. I didn't even know there was a newsletter beyond the listserve [sic] links. I have kind of stopped taking them seriously because by the time I see them so many of them have already happened or the deadline has passed.**