



New User Satisfaction Survey

Why I am doing this:

Part of our Library's Long Range Plan (done using the PLA's Planning for Results process) includes goals and measures for our virtual and physical space to be "safe, welcoming and accessible." We also have a "brand personality" that we strive for that includes staff being "welcoming, helpful and knowledgeable." In addition, with our current interest in creative ways to change our physical space and to make our Library more intuitive and comfortable for our users we need a way to tap into those "fresh eyes" and first impressions that new library patrons have. So, this survey is intended to give me data to report to my Long Range Planning Committee our progress on meeting our "customer experience" goals and to give us practical ideas on how to improve our service and space.

What you need:

1. Monthly New Users Report (from Evergreen)
2. Google Forms (via Google Drive)

What to do:

1. Create your survey in Google Forms! My survey is attached as an example. Make sure to use good survey commonsense! Extensive help on Google Forms can be found here: <http://support.google.com/drive/bin/answer.py?hl=en&answer=87809&topic=1360904&ctx=topic>
2. Pull your Monthly New Users Report from Evergreen: <http://plum.pls-net.org/twiki/bin/view/Evergreen/MonthlyNewUsersReport>
3. Look up new patron emails in Evergreen (or copy them from the report if PLS can add them in) and add them to an undisclosed recipient list (see below).
4. Wait for the responses to pour in!
5. When the new Monthly Users Report comes out, analyze the responses from the previous month using the "Summary of responses" option in Google Forms and download the responses to an Excel spreadsheet (or copy to a new Google Spreadsheet).
6. Delete responses from the survey (but only after doing step #5)
7. Repeat steps 2-6 each month!

How to Send an Email to Undisclosed Recipients from Gmail

Now, to address a message in Gmail so that it goes to "undisclosed recipients" but arrives in all the real recipient's inboxes:

- Click *Compose Mail* to start a new message.
- Type "Undisclosed recipients <" followed by your Gmail address followed by a closing ">" in the *To:* field.
 - If your Gmail address is `rzr.onr@gmail.com`, for example, this (not including the quotation marks) would go in the *To:* field: "Undisclosed recipients <`rzr.onr@gmail.com`>".
- Click *Add Bcc*.
- Type the email addresses of all intended recipients in the *Bcc:* field.
 - Make sure you separate the addresses by comma.
 - If you write the same group of recipients repeatedly, you can make it a list.
- Now type the message and its subject, and finally click *Send*.

Or, Using the Group Contact Feature in Gmail

Use the Group feature to create a group (or several groups if you want) and give it a name that means something to you. Put in all the email addresses that are applicable to that group. Each recipient can exist in several different groups. It is easy to add and remove individuals from or to each group you have created. Have a play with this feature to get familiar with what it does. If you click on a contact then hit the Groups button at the top of the contact box, all your groups will be listed and then you can select or de-select that individual to exist in each group by clicking the small button by the group name.

Then use the Bcc box as suggested above. Put nothing in the "To" box. Start typing the name of the group you want to send to in the Bcc box and it will offer you all the groups (and also individual contacts) that have the letters you have typed. Select the appropriate group.

Your "sent" copy will show all the individuals but this does not appear in the recipients version.

Using this option, you can send the survey inside an email instead of just linking to the survey. One less click for patrons!