

HolyCOW!

CONSULTING

The Community Assessment Tool

The Community Assessment Tool is the first instrument of its kind in the 21st century developed specifically for public libraries. It will help you achieve a better understanding of the people you are trying to serve in your community.

Why do you need it? 80%-95% of community members are clearly satisfied with the services provided by their local library. But our research suggests that libraries live or die on that 15% difference which impacts their ability to get a levy passed, reach non-users, and have positive “community chatter” about the library.

Overall satisfaction is just one piece of information you’ll find in the Community Assessment

It’s fast. It’s inexpensive. It’s easy.

About the Survey

A professionally designed survey with a 30% return rate that can help you...

- Reach new markets in your community
- Discover what will bring more people to your library
- Evaluate your customer service
- Discover what is driving customer satisfaction and usage
- Assess community openness to generating additional revenues for your library.

The Community Assessment Tool will help you make better decisions, in less time, with more confidence!

It is FLEXIBLE. Vary your sampling size or create additional questions for the survey based upon your library’s specific needs.

It is RELEVANT. Compare your library with others while obtaining information for developing action plans specific to your needs. Testing the community for the vitality of a levy? Need to focus for staff training activities? Can’t decide which area of programming or collections needs attention first? CoAT will tell you this and much more.

It is AFFORDABLE. No need to spend your entire book budget on a consultant who may be clueless about libraries. With Holy Cow!, you get library experience at a cost that libraries can afford.

“Holy Cow!’s PROFESSIONALISM will wow you! From goal-setting and survey development through sampling, reporting, and follow-up, Russ Crabtree listens, explains, and follows through with your project. Model customer service!”

Lynn Book Harden
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