

Appendix A

Customer Satisfaction Survey

Satisfaction Surveys

Brophy and Coulling (1996) state "customer satisfaction must be central to all attempts to implement and use quality management systems" (p. 95). They continue by asserting the collection of customer satisfaction data must be an active process. The measurement of customer satisfaction is the seventh main criterion in the Malcolm Baldrige National Quality Program in Education.

ISD 535 Staff Customer Satisfaction Survey

ISD 535 developed customer satisfaction surveys to measure the three major district goals: Safe and Welcoming Environment, Effective and Efficient Operations, and High Student Achievement. A survey was developed for each of the target customer groups: parents, students, and staff. Each year since the 1995-96-baseline year, surveys have been administered to the customer groups, data analyzed, and comparisons with previous results are made.

The ISD 535 staff customer satisfaction survey contains one question to measure the customer satisfaction for the Media Services department. The question reads, "Please rate the quality of service you receive from the following departments. Rate only those departments with which you have interaction." Following this statement, the 36 district departments are listed. ISD 535 analysis of the Staff Customer Service survey responses consistently ranked the Media Services department fifth highest of 36 departments. Table 6 reports the mean scores for the Media Services department in years 1997 through 2000. The mean is based on a five-point scale (5=Excellent, 4=Good, 3=Average, 2=Fair,

1=Poor). Improvement in Table 6 indicates the difference between the first year mean and last reported year mean. Effect size is the improvement divided by the standard deviation. Effect size less than 0.275 is very small, between .27 and .50 is small, between .50 and .75 is medium, and greater than .75 is large. Using a t test at the 0.05 level, the media services effect size is statistically significant; therefore, these differences are not the result of chance.

Table 1
Rochester Public Schools Employee Satisfaction Survey, Media Services Question

Year	1997	1998	1999	2000	Improvement	Effect Size	Significant
Mean	3.91	4.05	3.93	4.06	0.14	0.30	small increase
SD	0.46	0.44	0.46	0.44			

Open-ended response questions on the survey allowed district staff the opportunity to provide additional comments. The comments identified by the analysis staff as directed to the Media Services department were consistently positive. The comments generally noted the quick response to requests for materials and friendly staff. *Media Services Department Customer Satisfaction Survey.*

One goal of the Media Services department customer satisfaction survey was to validate the data collected by the school district's Staff Customer Satisfaction surveys. Additional goals included obtaining information about how students and staff used specific services of the media centers and how Media Services department customers felt these services met their needs.

Media Services Questionnaire Development

A series of work sessions were planned by the Media Services Department staff to begin the development of the survey document. In preparation for developing the Media Services Customer Satisfaction Survey, a number of library administration resources were consulted to gather a preliminary question bank. The question bank was divided into three categories: Safe and Welcoming Environment, Effective and Efficient Operations, and High Student Achievement, following the model established by the district.

At the first work session, library media specialists were asked to identify the critical service areas within the Media Services Program. These critical service areas were determined to be resources, instruction, and collaborative planning. The library media specialists also determined what specific information they wanted to know from their customers.

At this first meeting the department members participated in a short training based on the books *How to Design Surveys* (Fink, 1995b) and *How to Ask Survey Questions* (Fink, 1995a). Using the previously identified list of critical services (resources, instruction, and collaborative planning), work began on developing the survey question set. The media specialists divided into groups to work on subsets of the questions: one group for student questions, one for staff questions. Subsequent work sessions provided time to complete the preliminary questions and review questions for clarity of wording and common terminology.

Because of the wide range of grade levels being surveyed, particular attention was given to appropriate wording on the student survey. Many changes in language were made to accommodate the reading level of second grade students without talking down to

secondary students. The staff survey questions were reviewed to ensure that teachers at different instructional levels would read them in the same way.

The questions agreed upon were then presented to the Library Media Center paraprofessionals for review. The paraprofessionals were asked to make suggestions for making the questions clearer, reducing redundancy, and eliminating questions that did not directly relate to one or more of the critical service areas of resources, instruction, and collaborative planning. A meeting of both library media specialists and library media paraprofessionals led to further refinement of the questions and reduction of the total question set. There was agreement that the survey could not exceed two pages. The first question set totaled four pages. There was continuous questioning of whether the questions would lead to the desired information. Questions were reviewed for their ability to provide insight to customers who might be unfamiliar with some services. The head of the District's Research and Assessment office met with the department to review questions and make suggestions. By the end of January 1999, the final survey draft was and forwarded to the ISD 535 Administrative Council for review and approval.

Additional revisions of the draft survey were made by the library media specialists based on feedback from the ISD 535 Administrative Council and resubmitted several times before obtaining approval. The ISD 535 Administrative Council required all questions that might indicate a need for additional staffing, facilities renovation, or other financially encumbering questions be eliminated. Several meetings were held to make changes requested by the District Administrative Council. While there was considerable angst over the elimination of some questions and rewording of others, consensus was reached on the changes. In mid-March, the Administrative Council approved the survey.

The survey was submitted for formatting and duplication to the Research and Assessment office. A copy of both the staff and student survey forms is available in Appendix IV.

In final form, the two surveys consisted of a series of thirty-six questions on the staff form and twenty-eight questions on the student form. Responses were based on a five point Likert scale where five on the scale equals Strongly Agree, four equals Agree, three equals Undecided/NA, two equals Disagree and one equals Strongly Disagree. In addition, two open-ended questions at the end of the staff survey and three open-ended questions on the student survey provided additional opportunities for customer comment. Questions on both the student and staff surveys were aligned as much as possible in order to provide an opportunity for comparisons between survey forms. The Media Services department staff decided to set the acceptable level of satisfaction response at $\bar{M} = 3.5$.

Survey Results

The survey was administered during April 1999. Student survey returns were forty two percent or 9,396 surveys. Staff survey returns were fifty eight percent or 532 surveys. Student and staff responses on the survey indicated a high level of satisfaction with the Media Services Program. While the rate of return was lower than expected, the results provide adequate baseline data against which to compare future data collection. The results analysis compares similarly to the results of the ISD 535 staff satisfaction survey.

The questions that fell below the acceptable $\bar{M} = 3.5$, were the availability of newspapers, use of electronic databases, and need for computer and printer access and software. The Media Services department staff discussed possible plans of action

however, it was decided that each library media specialist would developed their own action plans to address this issue.

Response to the question asking if there was a feeling of safety in the Library Media Center was identified as a concern. While the question scored well above the $\bar{M} = 3.5$, the fact that any student did not feel completely safe in a library media center was of concern. In discussing the response to this question, the Media Services department staff found one explanation might be the closeness of the Columbine High School shooting and the administration of this survey. A number of the library media specialists chose to follow up on this question with their students.

Student data was disaggregated by race and grade level and analyzed. Most disaggregated categories showed mean scores at or above 4.0. The exceptions are Native Americans $\bar{M} = 3.88$ and "Others" $\bar{M} = 3.8$. While these scores are above the minimum set as acceptable, these ratings are significantly lower than the scores for all other groups. The library media specialists decided to visit individually with students identified as Native Americans in an attempt to determine what concerns this population had. The membership in the category "Others" is not identifiable and was dropped from consideration.

Media Specialist Reaction

In addition to the analysis report of the Media Services customer satisfaction survey, survey data were disaggregated by building and given to each library media specialist. Comments from the open-ended questions were disaggregated and provided to each library media specialist. Interpretation of these data was left to the individual media

specialists. Help in interpretation of the data was available from the Media Services Coordinator and the Research and Assessment office.

Many of the library media specialists indicated they used their building data to formulate continuous improvement plans at their building. Two of the middle schools were comparing their individual data with data generated by their building's surveys. The use of the individual building data allowed the library media specialists to identify which critical service areas (resources, instruction, and collaborative planning) needed improvement in their building.

Re-administration of Survey

The Media Services department staff decided to administer the survey once every two years. In the spring of 2001, when the survey was due for re-administration, the Media Services department staff moved into a crisis state due to a large district budget deficit. At that time, the department staff was focused on reorganization and preservation of basic library media services. The Media Services department staff decided not to re-administer the survey. The library media specialists felt they lacked the energy or time to administer the survey. In addition, the general mood within the district was negative because of the large budget cuts being made. Library media specialists felt this negative mood had a potential negative impact on the survey.

Rochester Public Schools Media Services Instructional Student Survey



Rochester Public Schools
Media Services Instructional Student Survey



MARKING INSTRUCTIONS

- Use a No. 2 pencil only.
- Do not use ink, ballpoint, or felt tip pens.
- Make solid marks that fill the response completely.
- Erase cleanly any marks you wish to change.
- Make no stray marks on this form.

CORRECT: INCORRECT:

Grade

- 02
 03
 04
 05
 06
 07
 08
 09
 10
 11
 12

Bubble in your grade, gender, and ethnicity.
(ie: 02,03,04,05,06,07,08,09,10,11,12)

- Male Native American
 Female Asian
 Black
 Hispanic
 White
 Other



High Student Achievement

1. Why do you go to the Media Center? (Bubble all that apply.)
 - to do my school work
 - to study for a test
 - to read
 - with my class for a lesson
 - to do research
 - to find materials for pleasure and/or personal interests
 - to use computers
 - to check out materials
2. How often do you use the Media Center?
 - every day
 - a few times a week
 - once a week
 - once a month
 - seldom
 - never
3. When do you usually use the Media Center?
 - before school
 - during school
 - after school
 - with my class
4. Which of the following do you know how to do?
 - check out materials
 - use the computer catalog
 - locate materials on the shelves
 - use reference materials
5. Which of the following on-line services have you used? (Bubble all that apply.)
 - Elementary:**
 - SIRS
 - Encyclopedia
 - Secondary:**
 - SIRS
 - SELCO
 - Infotrac
 - Proquest Direct
 - PBS video
 - Electric Library
 - Encyclopedia
6. When looking for information in the Media Center collection, the information I find is current.
7. When I look for information, the Media Center has materials on my topic.
8. I have enough working space when I use the Media Center.
9. The Media Center staff is helping me learn to use the Media Center.
10. The Media Center staff advises me on where to get information.

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
6.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

High Student Achievement (Con't.)

The Media Center collection contains what I need in the following collections:

11. Everybody (picture books)
12. Fiction
13. Nonfiction
14. Reference materials
15. Newspapers
16. Computers and printers
17. Computer resources (software, CD ROMs, Online services)
18. Magazines

Safe and Welcoming Learning Environment

19. I like going to the Media Center
20. The Media Center is open when I want to use it.
21. I can usually go from the classroom to the Media Center as needed.
22. Students feel safe in the Media Center.
23. The Media Center is a welcoming place.
24. If the Media Center was open after school or in the evening, I would use it regularly.

Efficient and Effective Operations

25. I can get help when I need it in the Media Center.
26. I find it easy to check out books and materials.
27. It is easy to find materials in the Media Center.
28. I know when new materials are in the Media Center.

29. What do you like most about the Media Center?

30. If I were in charge of the Media Center, I would make the following improvements.

31. Other comments about the Media Center.

If more space is needed for additional comments, feel free to attach another sheet of paper. (Please use a paper clip.)

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
11. Everybody (picture books)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Fiction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Nonfiction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Reference materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Computers and printers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Computer resources (software, CD ROMs, Online services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I like going to the Media Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. The Media Center is open when I want to use it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I can usually go from the classroom to the Media Center as needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Students feel safe in the Media Center.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. The Media Center is a welcoming place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. If the Media Center was open after school or in the evening, I would use it regularly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. I can get help when I need it in the Media Center.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. I find it easy to check out books and materials.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. It is easy to find materials in the Media Center.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. I know when new materials are in the Media Center.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for completing this survey!



Rochester Public Schools
Media Services Student Survey

The Cronbach Alpha of this survey is 0.936

May, 1999

Number in this Group: 9396 All Surveys

Grade 2 956 - 10%	Grade 6 766 - 8%	Grade 9 791 - 8%	Boys 4386 - 47%
Grade 3 924 - 10%	Grade 7 883 - 9%	Grade 10 659 - 7%	Girls 4303 - 46%
Grade 4 898 - 10%	Grade 8 672 - 7%	Grade 11 502 - 5%	Nat. Amer. 91 - 1%
Grade 5 1003 - 11%	Grade 12 309 - 3%		Asian 631 - 7%
			Hispanic 128 - 1%
			Black (Al. Am.) 295 - 3%
			White, 6946 - 74%
			Other 358 - 4%

1. Why do you go to the Media Center?

to do my school work 3273 - 35%	to do research 6286 - 67%
to study for a test 1302 - 14%	to find materials for pleasure and/or personal interests 3901 - 42%
to read 4143 - 44%	to use computers 3781 - 40%
with my class for a lesson 6641 - 71%	to check out materials 5432 - 58%

2. How often do you use the Media Center?

every day 438 - 5%	once a month 1189 - 12%
a few times a week 3066 - 33%	seldom 1542 - 16%
once a week 2522 - 27%	to check out materials 273 - 3%

3. When do you usually use the Media Center?

before school 551 - 6%	after school 756 - 8%
during school 6188 - 66%	with my class 6048 - 64%

4. Which of the following do you know how to do?

check out materials 7743 - 82%	locate materials on the shelves 6989 - 74%
use the computer catalog 6369 - 68%	use reference materials 6131 - 65%

5. Which of the following on-line services have you used?

Elem. SIRS 2078 - 22%	Sec. SIRS 1115 - 12%	Infotrac 527 - 6%	PBS Video 308 - 3%	Ency. 2583 - 27%
Encycl. 4565 - 49%	SELCO 1797 - 19%	Proquest 438 - 5%	Elec. Lib. 1765 - 19%	

Statement In order by question

Strongly Agree Undecided Disagree Strongly Disagree N Ave. S.D.

High Student Achievement

6. When looking for information in the Media Center collection, the information I find is current.	1167 - 12%	4035 - 43%	2561 - 27%	924 - 10%	460 - 5%	9137	3.49	0.54
7. When I look for information, the Media Center has materials on my topic.	2112 - 22%	4147 - 44%	1756 - 19%	791 - 8%	335 - 4%	9141	3.76	0.53
8. I have enough working space when I use the Media Center.	3084 - 33%	3693 - 39%	1189 - 13%	763 - 8%	394 - 4%	9123	3.91	0.55
9. The Media Center staff is helping me learn to use the Media Center.	2945 - 31%	3140 - 33%	1805 - 17%	828 - 9%	616 - 7%	9132	3.78	0.61
10. The Media Center staff advises me on where to get information collections:	3211 - 34%	3423 - 36%	1445 - 15%	589 - 6%	462 - 5%	9130	3.91	0.56
The Media Center collection contains what I need in the following collections:								

Wednesday, October 18, 2000

All Surveys

Statement	In order by question	Strongly Agree - 5	Agree - 4	or N/A - 3	- 2	Disagree - 1	Strongly Disagree - 1	N	Ave. S.D.
11. * Everybody (picture books)		3010 - 32%	2689 - 31%	2126 - 23%	576 - 6%	481 - 5%	9064 - 3.81	0.58	
12. * Fiction		3770 - 40%	3656 - 39%	1006 - 11%	427 - 5%	259 - 3%	9118 - 4.12	0.48	
13. * Nonfiction		3714 - 40%	3701 - 39%	1066 - 11%	394 - 4%	260 - 3%	9107 - 4.12	0.47	
14. * Reference materials		3110 - 33%	3840 - 41%	1416 - 15%	375 - 4%	268 - 3%	9029 - 4.01	0.49	
15. * Newspapers		1626 - 17%	3001 - 32%	2490 - 27%	787 - 8%	1078 - 11%	8882 - 3.37	0.67	
16. * Computers and printers		2715 - 29%	3472 - 37%	1431 - 15%	853 - 9%	551 - 6%	8032 - 3.77	0.60	
17. * Computer resources (software, CD ROMs, Online Services)		2283 - 24%	3156 - 34%	2054 - 22%	790 - 8%	665 - 7%	8987 - 3.62	0.62	
18. * Magazines		3003 - 32%	3424 - 37%	1513 - 16%	595 - 6%	491 - 5%	9036 - 3.87	0.56	
Safe and Welcoming Learning Environment									
19. I like going to the Media Center.		3393 - 36%	3015 - 32%	1582 - 17%	648 - 7%	536 - 6%	9154 - 3.88	0.59	
20. The Media Center is open when I want to use it.		2770 - 29%	3478 - 37%	1598 - 17%	765 - 8%	520 - 6%	9121 - 3.79	0.59	
21. I can usually go from the classroom to the Media Center as needed.		2169 - 23%	3140 - 33%	1875 - 20%	1192 - 13%	726 - 8%	9102 - 3.53	0.64	
22. Students feel safe in the Media Center.		3807 - 41%	3313 - 35%	1313 - 14%	298 - 3%	375 - 4%	9106 - 4.08	0.51	
23. The Media Center is a welcoming place.		3424 - 36%	3109 - 33%	1541 - 16%	643 - 6%	445 - 5%	9092 - 3.84	0.56	
24. If the Media Center was open after school or in the evening, I would use it regularly.		1814 - 19%	2015 - 21%	2533 - 27%	1387 - 15%	1295 - 14%	9044 - 3.18	0.73	
Efficient and Effective Operations									
25. I can get help when I need it in the Media Center.		3164 - 34%	3543 - 38%	1443 - 15%	546 - 6%	377 - 4%	9073 - 3.94	0.53	
26. I find it easy to check out books and materials.		3666 - 39%	3620 - 39%	1115 - 12%	378 - 4%	268 - 3%	9047 - 4.11	0.48	
27. It is easy to find materials in the Media Center.		2272 - 24%	3826 - 41%	1831 - 19%	689 - 7%	410 - 4%	9028 - 3.75	0.54	
28. I know when new materials are in the Media Center.		1559 - 17%	2181 - 23%	2099 - 22%	1787 - 19%	1428 - 15%	9031 - 3.07	0.76	

Wednesday, October 18, 2000

All Surveys

Rochester Public Schools Media Services Instructional Staff Survey



MARKING INSTRUCTIONS

- Use a No. 2 pencil only.
- Do not use ink, ballpoint, or felt tip pens.
- Make solid marks that fill the response completely.
- Erase cleanly any marks you wish to change.
- Make no stray marks on this form.

CORRECT: ● INCORRECT: ○ × ◊ ◑ ◒

Bubble in the level(s) that you provide instruction. Bubble in all that apply.

- Elementary School
- Middle School
- High School
- Other

High Student Achievement

1. Students have enough time in the Media Center to achieve the objectives of a lesson.
2. Students are acquiring skills to locate information.
3. It is important that teachers participate in media instruction with students in the Media Center.
4. It is important that media specialists be involved with instructional planning.
5. I team with the Media Center staff to help students:
develop lifelong reading habits and the appreciation of literature.
learn information skills.
6. It is important that lessons on media/information skills are integrated into instruction.
7. Cooperation and team efforts are taking place between classroom teachers and Media Center staff.
8. The media program plays an integral part in meeting district goals.
9. The media program plays an integral part in meeting building goals.
10. The media program plays an integral part in helping students meet Minnesota Graduation Standards.
11. The media program is involved in meeting the goals of the building technology plan.
12. The media program is an effective part of the total school program.
13. Students are able to research a topic at a teachable/learnable moment in the Media Center.

	STRONGLY DISAGREE	DISAGREE	UNDECIDED or N/A	AGREE	STRONGLY AGREE
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Safe and Welcoming Learning Environment

14. Students feel safe in the Media Center.
15. The Media Center is a welcoming place.
16. The Media Center has adequate instructional space.
17. The Media Center is esthetically appealing.
18. The Media Center has appropriate noise levels for active learning.
19. The Media Center is not disrupted by traffic flow.

Efficient and Effective Operations

20. Staff are made aware of new materials.
21. Requests for new materials are considered by the media staff.
22. The Media Center staff are available when I need them.

Think of curriculum units you have taught this year. Rate the following material collections for their ability to support those units.

23. Fiction
24. Nonfiction
25. Reference materials
26. Newspapers
27. Computers and printers
28. Computer resources (software, CD ROMs, Online services)
29. Magazines
30. Materials from the ESC Media Services collection
31. Professional materials

32. How often do you use the Media Center?

every day	once a month
a few times a week	seldom
once a week	never

33. When do you usually use the Media Center?
 (Bubble all that apply.)

before school	after school
during school	with my class

34. Which one of the following do you know how to do? (Bubble all that apply.)

check out materials
use the computer catalog
locate materials on shelves
use reference materials

35. Which of the following on-line services have you used? (Bubble all that apply.)

Elementary:

SIRS
Encyclopedia

Secondary:

SIRS
SELCO
Infotrac
Electronic Library
Proquest Direct
PBS Video
Encyclopedia

36. Bubble in the staff development programs you would be willing to attend.

In my building At district site

Collaborative Planning
Cooperative Teaching
On-Line Library Catalog
(Winnebago/SELCO)
On-Line services (SIRS,
Encyclopedia, etc.)
Using Media Center
Resources

37. If I were in charge of the Media Center, I would make the following improvements.

38. Other comments:

If more space is needed for additional comments, feel free to attach another sheet of paper. (Please use a paper clip.)



Rochester Public Schools
Media Services Instructional Staff Survey

May, 1999

The Cronbach Alpha of this survey is 0.938.

Number in this Group: 532 All Surveys

Statement	In order by question	Strongly Agree - 5					Disagree - 1					n	S.D.
		5	4	or N/A - 3	2	1	Index						
High Student Achievement													
1.	Students have enough time in the Media Center to achieve the objectives of a lesson.	122 - 23%	248 - 47%	85 - 16%	60 - 11%	5 - 1%	520	3.81	0.49	0	0.00	0.00	
2.	Students are acquiring skills to locate information.	130 - 24%	284 - 50%	81 - 15%	40 - 8%	10 - 2%	525	3.88	0.47				
3.	It is important that teachers participate in media instruction with students in the Media Center	200 - 39%	194 - 39%	71 - 13%	48 - 9%	16 - 3%	527	3.98	0.53				
4.	It is important that media specialists be involved with instructional planning.	223 - 42%	239 - 45%	51 - 10%	12 - 2%	2 - 0%	527	4.27	0.37				
5a.	I team with the Media Center staff to help students: develop life long reading habits and the appreciation of literature.	142 - 27%	201 - 39%	123 - 23%	42 - 8%	9 - 2%	517	3.82	0.50				
5b.	I team with the Media Center staff to help students: learn information skills.	119 - 22%	157 - 30%	54 - 10%	24 - 5%	4 - 1%	368	4.01	0.48				
6.	It is important that lessons on media/information skills are integrated into instruction.	235 - 44%	234 - 44%	33 - 6%	3 - 1%	2 - 0%	507	4.37	0.32				
7.	Cooperation and team efforts are taking place between classroom teachers and Media Center staff.	184 - 35%	230 - 43%	59 - 11%	37 - 7%	13 - 2%	523	4.02	0.48				
8.	The media program plays an integral part in meeting district goals.	194 - 36%	231 - 43%	68 - 13%	25 - 5%	7 - 1%	525	4.10	0.44				
9.	The media program plays an integral part in meeting building goals.	193 - 36%	225 - 42%	71 - 13%	29 - 5%	7 - 1%	525	4.08	0.45				
10.	The media program plays an integral part in helping students meet Minnesota Graduation Standards.	174 - 33%	190 - 34%	131 - 25%	25 - 5%	12 - 2%	522	3.92	0.50				
11.	The media program is involved in meeting the goals of the building technology plan.	166 - 31%	198 - 37%	99 - 19%	33 - 6%	29 - 5%	525	3.84	0.57				
12.	The media program is an effective part of the total school program.	228 - 42%	222 - 42%	37 - 7%	24 - 5%	13 - 2%	522	4.20	0.46				

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Statement	In order by question	Strongly Agree - 5	Agree - 4	Undecided - 3	Disagree - 2	Strongly Disagree - 1	n	S.D. Index
13. Students are able to research a topic at a teachable/learnable moment in the Media Center		131 - 25%	213 - 40%	69 - 19%	69 - 13%	11 - 2%	522	3.74 0.54
Safe and Welcoming Learning Environment								
14. Students feel safe in the Media Center.		324 - 61%	160 - 30%	33 - 6%	7 - 1%	1 - 0%	525	4.52 0.33
15. The Media Center is a welcoming place.		267 - 54%	176 - 33%	25 - 5%	27 - 5%	12 - 2%	527	4.33 0.45
16. The Media Center has adequate instructional space.		167 - 31%	164 - 35%	51 - 10%	93 - 17%	30 - 6%	525	3.70 0.65
17. The Media Center is esthetically appealing.		213 - 40%	211 - 40%	40 - 8%	47 - 9%	11 - 2%	522	4.09 0.50
18. The Media Center has appropriate noise levels for active learning.		142 - 27%	248 - 47%	63 - 12%	56 - 11%	15 - 3%	524	3.85 0.52
19. The Media Center is not disrupted by traffic flow.		139 - 26%	165 - 37%	58 - 11%	95 - 18%	37 - 7%	524	3.58 0.65
Efficient and Effective Operations								
20. Staff are made aware of new materials.		175 - 33%	162 - 34%	111 - 21%	37 - 7%	15 - 3%	520	3.88 0.53
21. Requests for new materials are considered by the media staff.		231 - 43%	165 - 31%	92 - 17%	18 - 3%	7 - 1%	513	4.16 0.46
22. The Media Center staff are available when I need them.		241 - 45%	166 - 31%	74 - 14%	20 - 4%	15 - 3%	516	4.16 0.49
Curriculum Units								
23. Fiction		145 - 27%	164 - 31%	96 - 18%	12 - 2%	9 - 2%	428	4.00 0.47
24. Nonfiction		127 - 24%	197 - 37%	63 - 16%	25 - 5%	8 - 2%	440	3.93 0.47
25. Reference materials		134 - 25%	162 - 30%	119 - 22%	20 - 4%	8 - 2%	443	3.89 0.49
26. Newspapers		75 - 14%	131 - 25%	151 - 28%	37 - 7%	20 - 4%	414	3.49 0.56
27. Computers and printers		79 - 15%	140 - 26%	130 - 24%	53 - 10%	29 - 5%	431	3.43 0.61
28. Computer resources (software, CD ROMs, Online Services)		75 - 14%	124 - 23%	149 - 28%	56 - 11%	20 - 4%	424	3.42 0.59
29. Magazines		71 - 13%	154 - 29%	149 - 28%	33 - 6%	13 - 2%	420	3.56 0.51
30. Materials from the ESC Media Services collection		84 - 16%	159 - 30%	132 - 25%	25 - 5%	11 - 2%	411	3.66 0.50
31. Professional materials		81 - 15%	156 - 29%	132 - 25%	46 - 9%	18 - 3%	433	3.55 0.55

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