

ETR ASSOCIATES

# Tobacco Education Clearinghouse of California (TECC)

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## Usage of and Satisfaction with TECC Services *Survey Summary*

**Reporting Period: July - December 2009**

***Report dated: January 27<sup>th</sup>, 2010***

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## INTRODUCTION

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In December 2009, the Tobacco Education Clearinghouse of California (TECC) conducted an online survey to assess usage of and satisfaction with its various services: resource library, customer service pertaining to the TECC sales catalog, and websites (ROVER, and sales catalog website.) Respondents were asked if they had personally accessed TECC services, and not if their project had accessed services. The survey was posted online for three weeks. The list of recipients was the Partners user mailing list which includes all staff members in funded CDPH-CTCP projects, as well as CDPH-CTCP staff members. An email reminder was sent out mid-way during the three-week period. In all, 624 email invitations<sup>1</sup> were sent to staff in 110 funded agencies (excluding TECC); 8 emails bounced back due to invalid email addresses, and 2 respondents declined to complete the survey.

The final number of respondents who completed the survey was 103. Project/ agency names were cross-referenced with the December 2009 contact lists distributed by CTCP. The 103 respondents were found to be representative of 70 unique funded projects (excluding TCP). Given that the current number of funded projects is 110 (excluding TECC), the **project response rate is therefore 64%**. The representation of projects is as follows: 21 of 36 general competitive grantees and priority populations planning grantees (58%), 7 of 13 Statewide, including STAKE, Evaluation and Media (54%), 42 of 61 Local Lead Agencies (69%) and CTCP staff (7 CTCP staff).

The key findings for the survey are presented below, followed by the detailed data tables. Where available, comparison data for the previous years are also provided within the detailed data tables.

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## OVERALL KEY FINDINGS

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1. Overall, 90% of projects (and 89% of individuals) who responded to the survey accessed at least one of TECC's three services (requested technical assistance through the Resource Library, visited Rover Library Services website for information, or ordered materials from the TECC sales catalog) at some point during the past year.
2. Each service was accessed by between two-thirds and three-quarters of projects (64% of individuals):
  - 76% of projects (62% of individuals) reported contacting the Resource Library for technical assistance;
  - 73% of projects (64% of individuals) ordered materials from TECC's sales catalog; and
  - 67% of projects (67% of individuals) had visited Rover at least once in the past year.

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<sup>1</sup> The original list from CTCP dated December 2009 included 701 email addresses. TECC staff were excluded from this mailing. Survey Monkey rejected 65 other emails due to the email recipient having opted out of receiving Survey Monkey emails at some point.

3. Representatives from the seven projects<sup>2</sup> who had not accessed any of TECC's services during the past year indicated they had no need for new materials, had access to library services within their own agency, or did not need information or services from the Resource Library.
4. Overall, participants expressed satisfaction for TECC's services in the past year. On a scale of "1-very dissatisfied" to "5-very satisfied", participants (n=102) rated an average of 4.4 for their overall satisfaction with TECC in the past year (85% indicated "very satisfied" or "satisfied").
5. From open-ended comments, respondents had suggestions for new material to be included in the catalog, for example, new designs for T-shirts, more lead-free items, products and messages that are more cutting-edge, and more environmentally free products.
6. Respondents also found TECC staff to be highly responsive in their service contacts. Some examples of respondents' comments about TECC included:
  - *"My team highly regards TECC staff and the services provided. TECC is a great statewide project. It truly supports the work we do locally."*
  - *"You have a wonderful team of people who are eager to help. Keep up the good work!"*

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## KEY FINDINGS BY SERVICE TYPE

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### SECTION I: TECC RESOURCE LIBRARY

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1. Almost two-thirds (62%) of the 103 respondents indicated that they had contacted TECC library staff for technical assistance or information relating to resource library services on at least one occasion from January to December 2009.
2. Of the 64 respondents who had contacted TECC library staff for technical assistance, 72% indicated that they were already familiar with TECC Resource Library services. Half of the respondents also indicated that they had received an email (e-alert) about TECC services, and one-third had read about TECC Resource Library services on a PARTNERS posting.
3. The top three areas where respondents (n=64) requested assistance from TECC Resource Library were 1) carrying out general research on a specific topic (61%), developing or updating new materials (45%), and working on advocacy/ policy work (34%).
4. Respondents who had received assistance on resource library information and services (n=62) appeared to be highly satisfied with all aspects of the technical assistance. On a scale of "1-very dissatisfied" to "5-very satisfied", participants rated an average of 4.6 for their overall satisfaction with TECC library services in the past year (97% indicated "very satisfied" or "satisfied").

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<sup>2</sup> Upon cross-referencing these seven projects with our usage data for Resource Library services, one of the projects was found to have made a ready-reference request (RRR) from the TECC Resource Library in 2009.

5. When asked how well the TECC Library staff had met respondents' needs, 94% (n=62) indicated their needs had been met very or moderately well. As in the previous year, all 63 respondents (100%) indicated they would recommend TECC library services to another funded TCP agency.
6. In the past year, TECC library staff helped to decrease time and resources TCP funded agencies spent on tobacco-related research (as indicated by 57% of 63 respondents), increased staff knowledge on current tobacco-related research (49%), as well as decreased time and resources spent on material development (46%).
7. Some suggestions respondents had for TECC library included supporting a study group for funded staff who request similar items, lowering the insurance cost for borrowing items, making more items available in an electronic format, and making it possible for staff to search Research Wire, SHS Collection and Top 10 Lists.
8. Respondents also had high praise for the knowledge and expertise TECC library staff bring to their work. Some examples of comments from respondents included:
  - *"TECC is an invaluable resource, especially due to limited staffing. Staff are knowledgeable and always pleasant and helpful."*
  - *The Research Wire and Top 10 Resources are superb for use in the tobacco control trenches. We look forward to receiving them."*
9. Of the 39 respondents who did not seek technical assistance or information on resource library services, the largest percent of the respondents (44% of 39 respondents) indicated it was because their project or agency had no need for resource library assistance from TECC. Just over one-quarter (28%) of 39 respondents indicated that they had accessed resources on the ROVER services website, and another 13% of 39 respondents indicated they preferred to carry out their own research using local or online resources.

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## SECTION II: ROVER LIBRARY SERVICES WEBSITE

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1. Awareness of Rover is high among funded agencies, with 90% (93 of 103 respondents) indicating that they know about Rover. When asked if they have a Rover account and password, 73 respondents (or 71% of 103 respondents) indicated they did. Of all 103 survey respondents, Rover was accessed by 68 respondents (66% of total survey sample).
2. Of these 73 Rover account holders, 68 respondents (93%) reported having visited the website at least once in the past year. Less than half of these 68 visitors (43%) indicated they had visited Rover between 3 to 5 times the past year.
3. The majority of 62 respondents (80%) who had used Rover in the past year found the website to be "very easy" or "easy" to use. However, some issues encountered while using the website included difficulty in accessing abstracts and repetitive searches to find an item. Self-expressed technologically challenged respondents stated their preference in directly asking library staff for assistance instead of going through a self-search on Rover.

4. Of 64 Rover users, slightly more than half (55%) indicated they had used at least one of the special features available. The most commonly accessed feature was sending a 'Ask a Librarian' request (71%), followed by borrowing materials (63%).
5. Of 25 respondents who had not visited the ROVER website, they explained it was because someone else in their agency uses Rover, or that they had no need to borrow library materials or search the library catalog.

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### SECTION III: TECC CUSTOMER SERVICE/ ONLINE SALES CATALOG WEBSITE (WWW.TOBACCOFREECATALOG.ORG)

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#### *Customizing material*

1. Eighteen percent (18%) of 102 respondents (or 14 projects) indicated that they had customized materials from TECC's catalog in the past year.
2. Of the 18 respondents (representing 14 projects) who placed orders for customized material, 15 respondents indicated they were "very satisfied" or "satisfied" with the overall service.

#### *Ordering material*

3. Two-thirds of respondents (66 respondents or 65% of 102 respondents) indicated that they had ordered materials from TECC's sales catalog in the past year.
4. The vast majority of these respondents were happy with the timeliness of the material they received. Eighty-two percent of the 65 respondents indicated that the material arrived "promptly."
5. Close to half of the 66 respondents (47%) indicated they had ordered through a customer service representative or talked to a TECC staff member about their order. On a scale of "1-very dissatisfied" to "5-very satisfied", 29 participants rated an average of 4.6 for their overall satisfaction with TECC customer service in the past year (93% of 29 respondents indicated "very satisfied" or "satisfied").
6. Of 66 respondents who indicated they had ordered materials in the past year, just over half (53%) reported they had made their orders online. When asked to rate the online sales catalog website, 82% of these 34 online users indicated that the overall quality of the website was "very good" or "good."
7. Some suggestions respondents had for TECC included making yo-yo's available again, more environmentally friendly items, and information around availability of items during placement of orders. Suggestions for the sales catalog website included allowing for payment via invoice as an option under payment, ability to navigate laterally from one type of category to another during searches.
8. Respondents also had praise for TECC customer service staff for their efficient service. Some comments included:
  - "Customer service and distribution service is just great."

- *TECC is the best tobacco control resource that CTCP-funded programs consistently have available to us. The staff act quickly, efficiently and thoroughly to requests. We could not function nearly as well in the field without TECC support."*
9. For 36 respondents who did not order any materials from the sales catalog this past year, 56% (or 20 respondents) indicated that it was because they had no need for new material, and 7 respondents (19%) indicated someone else in their agency was responsible for placing orders.

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**DATA TABLES**


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**1. Project Type (n=103 respondents)**

	<b>n</b>	<b>Number of respondents</b>	<b>Number of projects</b>	<b>Percent of projects</b>
General Competitive Grantee (including Priority Populations Local Interventions)	36	23	21	58%
Local Lead Agency	61	62	42	69%
Statewide (including STAKE, Evaluation and Media)	13	11	7	54%
CTCP	1	7	1	--
<b>Total</b>	<b>110</b>	<b>103</b>	<b>70 (excludes CTCP)</b>	<b>64%</b>

**COMPUTED DATA****2. In the past year (January through December 2009), have you used any of TECC's services:**

- **technical assistance through the Resource Library,**
- **visited Rover for information, or**
- **ordered materials from the sales catalog**

*Data was analyzed at the level of projects, rather than by respondents.*

	<b>Number of projects (n=70, excluding CTCP)</b>	<b>Percent of projects</b>
<b>Did not access any of TECC's services</b>	<b>7*</b>	<b>10%</b>
<b>Accessed at least one of TECC's services</b>	<b>63</b>	<b>90%</b>
Accessed Resource Library for technical assistance	53	76%
Visited Rover Library Services Website	47	67%
Ordered materials from TECC sales catalog	51	73%

\* The seven projects include 4 Statewide agencies, 1 LLA and 2 CGs.

**SECTION I: SATISFACTION WITH SERVICES FROM TECC RESOURCE LIBRARY****3. In the past year (January to December 2009), did you contact a TECC staff for help with information/ research or on any matters relating to RESOURCE LIBRARY services?**

	2007 (n=111)	2008 (n=92)	2009 (n=103)
Yes	63%	63%	62%
No	37%	37%	38%

*<<Contacted TECC Resource Library For Assistance>>*

**4. What prompted you to initiate contact with a TECC library staff? (check all that apply)**

	2008 (n=53)	2009 (n=64)
I am familiar with TECC Resource Library services and I knew they would be able to help me	41 (78%)	46 (72%)
I received a call from TECC library staff describing their services	2 (4%)	4 (6%)
I received an email (e-alert) about TECC library services	16 (30%)	32 (50%)
I heard about TECC Resource Library services from another funded project	--	1 (2%)
I heard about TECC Resource Library services from a CTCP staff	9 (17%)	9 (14%)
I read about TECC Resource Library services on a PARTNERS posting	15 (28%)	20 (31%)
I read about TECC Resource Library services on TECC's website (via <a href="http://www.tecc.org">www.tecc.org</a> or <a href="http://www.tcsrover.org">www.tcsrover.org</a> )	12 (23%)	12 (19%)
I met one of TECC's library staff at a conference or training	7 (13%)	15 (23%)
Other:		
<ul style="list-style-type: none"> <li>- I am familiar with TECC's role as a resource library</li> <li>- I received an email from TECC Library staff asking me for copies of signed policies that had been posted on Infohub</li> <li>- I received an email from your staff</li> <li>- I was directed by the City Manager's office to obtain the total number of secondhand research articles in MUH dwellings</li> <li>- I was having trouble finding obscure information, thought they could help</li> <li>- My co-worker recommended TECC.</li> <li>- Received e-mail response from Doreen Wynn</li> <li>- Wanted to update and disseminate a Top 10 resource list.</li> </ul>		

**5. What activities were you working on that you needed TECC Resource Library's assistance? (check all that apply)**

	2008 (n=54)	2009 (n=64)
General research on a specific topic	42 (78%)	39 (61%)
A presentation	19 (35%)	13 (20%)
Develop/update new materials	27 (50%)	29 (45%)
Advocacy/policy	18 (33%)	22 (34%)
Response to outside request	7 (13%)	11 (17%)
Used for a grant	8 (15%)	9 (14%)
Staff orientation/continuing ed	6 (11%)	2 (3%)
Program development/management	9 (17%)	9 (14%)
Other:		
- Custom Signs		
- CX preparation		
- Enforcing a city park no smoking policy		
- I wanted to initiate a collaboration between TECC, TEAM lab and us TCEC		
- It is hard to remember exactly. I was not familiar with the library and inquired about its function		

**6. Please indicate your level of satisfaction based on the interaction(s) you had with the TECC Resource Library staff.**

	Mean Rating	2009 (n=63)				
		Very satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very dissatisfied (1)
Availability	4.7	42 (67%)	20 (32%)	1 (2%)	--	--
Knowledge	4.6	43 (68%)	16 (25%)	3 (5%)	--	--
Helpfulness	4.7	45 (71%)	15 (24%)	2 (3%)	--	--
Timeliness	4.6	42 (67%)	17 (27%)	2 (3%)	1 (2%)	--
Relevance	4.6	40 (63%)	16 (25%)	2 (3%)	--	1 (2%)
OVERALL SATISFACTION	4.6	42 (67%)	19 (30%)	--	1 (2%)	--

**7. How well did the TECC Resource Library staff meet your needs?**

(n=62)	Number (Percent of Respondents)
Met our needs very well	50 (81%)
Met our needs moderately well	8 (13%)
Met our needs a little	3 (5%)
Did not meet our needs at all	1 (2%)

**8. In the past year, how has accessing TECC Resource Library services impacted your agency's work? (check all that apply)**

	2008 (n=53)	2009 (n=63)
Decreased time and resources spent on material development	22 (42%)	29 (46%)

	2008 (n=53)	2009 (n=63)
Increased our use of evidence-based research in program planning	27 (51%)	24 (38%)
Ensured up-to-date statistics and data are always available to key stakeholders	26 (49%)	28 (44%)
Decreased time and resources spent on tobacco-related research	32 (60%)	36 (57%)
Increased staff knowledge on current tobacco-related research	32 (60%)	31 (49%)
Little or no effect	2 (4%)	3 (5%)
Don't know	1 (2%)	3 (5%)
Other: - I'm still learning to take advantage of the resource library - My question was very obscure, so I was not surprised they could not help, I am sure they are fine for ordinary things. - They were helpful for CX information - We can always depend on TECC to meet our needs. - Would often follow up a second time if something new came up.		

**9. Would you recommend TECC's information/ resource services to another funded TCP agency?**

	2008 (n=55)	2009 (n=63)
Yes	55 (100%)	63 (100%)
No	0%	0%

**Comments:**

- Absolutely, TECC is to be commended for all their great assistance. They everything possible to meet our request.
- I had a difficult time trying to access the info I needed on-line only. I had to call and speak to someone who was very helpful.
- It is good to know they do offer services
- Provide assistance
- Staff is very helpful & friendly, website is easy to use, borrowed items are mail in a timely manner
- TECC is a good source of information, particularly researching a specific topic.
- The quick service and assistance have always been there and the staff is wonderful.
- Truly a valuable resource...friendly staff provide quick access to current research.
- What would I do without you all at TECC! Thanks for getting me the information so quickly!

**10. Please share any comments or suggestions you may have about ways we can improve TECC's Library services or publications (*ResearchWire, Top 10 Resources, Secondhand Smoke Collection*).**

**Suggestions**

- We are exploring ways we can support project needs for tools that help them find ways to present and use data in visually interesting ways

- Although I am not personally paying for return of borrowed items I find it terrible to insure an item for \$100 when sometimes it's a very minor item.
- More information that applies to special populations, like Native Americans.
- Please offer more items electronically. Search capability for Research Wire, SHS collection, & Top 10
- Support a study group for people who have requested similar resources?

***Positive comments***

- Doreen was great!
- Great staff...very easy to work with!
- Nice work!
- TECC is an invaluable resource, especially due to limited staffing. Staff are knowledgeable and always pleasant and helpful.
- TECC is great, and I always appreciate when I can come up for air and do research with your services. It's ideal to have so much information available in a streamlined way, and I really am grateful, as I know most health colleagues working on different topic areas don't have such an amazing resource to support their work. Thanks for what you do!
- TECC staff, services, and materials are all top-notch!
- Thank you for all that you do and have done for use. Your help has made our jobs easier and more effective.
- The Research Wire and Top 10 Resources are superb for use in the tobacco control trenches. We look forward to receiving them. TECC is an excellent resource for what other programs have done in specific areas of tobacco control.
- They are useful information.
- You are doing a great job!

***Remain status quo***

- All is fine
- As it is it is very informative and user friendly. thank you
- At this time, I am completely satisfied.
- Good Job. The fact that TECC can make custom signs for parks and buildings is very helpful because it is affordable and cuts down on comparing prices. Also, they have a good selection that often just needs a little tweeking to fit our needs.
- I don't have any recommendations for improvement. TECC is great! Once I submit an inquiry, it doesn't take long before I hear back. They help reduce the time spent searching for materials so that I can focus on my program.
- Just keep on keepin' on
- Keep up the great service! Thank you.
- Not comments at this time; thanks for being so pleasant when I was just poking around.
- Please keep it up your good job!

*<Did Not Contact TECC Resource Library For Assistance>>*

**11. If you haven't contacted the TECC RESOURCE LIBRARY staff for any information or library services in the past year, what are the reason(s) you didn't? (check all that apply)?**

	2007 (n=34)	2008 (n=27)	2009 (n=39)
Our project/agency didn't need information assistance/ library assistance from TECC this past year	59%	59%	44%
It didn't occur to us to seek information assistance/ library assistance from TECC	12%	15%	10%
Our project/agency didn't believe information assistance/ library assistance from TECC would be beneficial	--	--	--
Unsure of what help was available from the TECC Resource Library	18%	19%	10%
Did not know how to get hold of TECC Resource Library staff	--	--	3%
Did contact TECC library staff but did not receive a response	--	4%	3%
Prefer to do my own research using local or online resources	15%	23%	13%
Used resources on the TECC services website and/or Rover Library Services website	21%	23%	28%
Other <ul style="list-style-type: none"> <li>• I am the LLA's evaluation consultant, and if I have a question I go to the Evaluation Center. I am unaware of evaluation resources you may have that they don't have.</li> <li>• I did my own research.</li> <li>• I work in Accounting so I don't access library resources</li> <li>• I work on the fiscal side of the house and program probably interacts with TECC for supplies.</li> <li>• Never heard back after I faxed in my request to use library services, and was unsure if I would need to pay postage to send items back to TECC.</li> <li>• Not part of my job to do this research</li> <li>• Other staff contacted TECC for our program</li> <li>• Other staff have used the services - I am talking for myself.</li> <li>• San Diego County's TCRP program manager is my information resource.</li> <li>• Started work in the field 3 months ago</li> <li>• We got all of our information assistance in 2008, so this year we already had all the information that we needed.</li> </ul>			

**SECTION II: SATISFACTION WITH ROVER LIBRARY SERVICES WEBSITE****12. Knowledge and Use of Rover Library Website (www.tcsrover.org)**

<i>Do you know about Rover? (n=103)</i>	<b>Number of respondents</b>	<b>Percent of respondents</b>
<b>Yes</b>	<b>93</b>	<b>90%</b>
<b>No</b>	<b>10</b>	<b>10%</b>
<i>Do you have a Rover account and password? (n=93)</i>	<b>Number of respondents</b>	<b>Percent of respondents</b>
<b>Yes</b>	<b>73</b>	<b>79%</b>
<b>No</b>	<b>20</b>	<b>21%</b>
<b>In the past year (January through November 2009), how often have you visited Rover? (n=73)</b>	<b>Number of respondents</b>	<b>Percent of respondents</b>
<b>Never visited the site</b>	<b>5</b>	<b>7%</b>
<b>Yes</b>	<b>68</b>	<b>93%</b>
Rarely (About once or twice a year)	23	34%
Sometimes (About 3-5 times a year)	29	43%
Frequently (About once a month)	8	12%
Regularly (More than once a month)	8	12%

&lt;&lt;IF VISITED ROVER&gt;&gt;&gt;

**13. How would you rate the website in terms of ease in locating resources?**

(n=62)	<b>Number of respondents</b>	<b>Percent of respondents</b>
Very easy	4	6%
Easy	46	74%
Difficult	11	18%
Very difficult	1	2%

***If you had difficulty, please describe briefly what it was:***

- Could not access the info I wanted
- I just find it easier to request assistance from the staff than to use Rover. I am not a very tech savvy person.
- It is hard to navigate and find what I need every time.
- It seems kind of confusing trying to get the abstract you want to read.
- It's more me. I am an impatient web browser and sometimes push buttons too quickly. This most recent TECC wire led us to Rover rather than just linking and of course I became annoyed because I'm impatient.
- Never got a response back after finding the information I wanted to borrow.
- Required several searches to find materials sought
- Sorry - I am not used to taking advantage of the Rover offerings

- This series of questions doesn't account for I am not sure. I don't know if I have an account & can't recall how user-friendly it is
- Was easier to just ask Kendra for assistance

**14. In your visits, did you use any of the special features (borrow materials, create folder, set up alert, send an "Ask the Librarian" request)?**

(n=64)	Number of respondents	Percent of respondents
No	29	45%
<b>Yes (check all that apply)</b>	<b>35</b>	<b>55%</b>
Borrow materials	22	63%
Create folder	7	20%
Set up alert	2	6%
Sent a "Ask a Librarian" request	25	71%
<i>Other: Called Doreen, downloaded pdfs, not sure.</i>		

**15. Do you have any suggestions for Rover website layout, features, or functionality??**

***Suggestions***

- Revise search by TCP intervention topics
- Figuring out how to access the pre-set categories instead of doing a blind search is tough for me. Also, there are some little things like when you set the search results for 10 per page and then go to the next page of results it gives you a single detailed item. Nothing huge at all, I'm really happy with Rover as a resource and have borrowed items and need to remind myself to avail myself of this great resource more than I currently do.
- I think that Rover should be promoted on Partners and in all TCP efforts, more widely to make sure that we are all familiar with it.
- I'm not sure how to set up a folder. TECC staff did that for me.
- Make it more user friendly. Sorry I can't be more specific since I had to give up and I am not fluent in "data access" speak.
- Make the use of Rover more simple.
- Not sure. I know I don't find it especially user friendly and can't quite pinpoint why. Again it may be me.

***No suggestions***

- All is fine
- Can't think of any.
- It works well now. No suggestions.

<<FOR RESPONDENTS WHO INDICATED THEY DID NOT HAVE A ROVER ACCOUNT/ PASSWORD>>

**16. If you do not have a Rover account/ password, please explain why (check all that apply).**

(n=20)	Number of respondents	Percent of respondents
I don't know how to obtain a Rover account/ password	3	15%
I have no need to borrow library materials or search the library catalog	2	10%
Someone else in my agency/ project uses Rover	5	25%
I prefer to pick up the phone or email a librarian directly for information or services	2	10%
I prefer to do my own research	2	10%
I have access to library resources with my own agency	1	5%
Other:		
<ul style="list-style-type: none"> <li>• Haven't had a strong need. Often do my own research. Accounts with passwords get tedious to sign up for and then end up sending out lots of e-mails</li> <li>• I can't remember to be honest, but I am aware of it</li> <li>• I didn't know I needed one!</li> <li>• I have the Partners Account</li> <li>• I just don't have one</li> <li>• I need to apply for password.</li> </ul>		

<FOR RESPONDENTS WHO INDICATED THEY HAVE A ROVER ACCOUNT/ PASSWORD BUT HAVE NOT VISITED THE WEBSITE>

**17. If you have not visited the Rover library services website, please explain why. (check all that apply)**

(n=5)	Number of respondents	Percent of respondents
I have no need to borrow library materials or search the library catalog	3	60%
Someone else in my agency/ project uses Rover	2	40%
I prefer to pick up the phone or email a librarian directly for information or services	1	20%
I prefer to do my own research	--	--
I have access to library resources with my own agency	--	--

### SECTION III: SATISFACTION WITH TECC CUSTOMER SERVICE/ DISTRIBUTION OF SALES CATALOG

#### 18. In the past year, have you customized a TECC catalog material?

(n=102)	Number of Respondents	Percent of Respondents
Yes	18	18%
No	84	82%

#### 19. How satisfied were you with the overall service for customizing a TECC catalog material?

(n=18)	Number of respondents	Percent of respondents
Very satisfied	7	39%
Satisfied	8	44%
Neither satisfied nor dissatisfied	3	17%
Dissatisfied	--	--
Very dissatisfied	--	--

**Comments:**

- Our park signs have worked well for usage and samples to City Council members.
- Currently in the process. So far so good.

#### 20. Did you order any materials from TECC's sales catalog this past year (January to December 2009)?

	2008 (n=85)	2009 (n=102)
Yes	72%	65%
No	28%	35%

*<<Ordered Materials from TECC Sales Catalog>>*

#### 21. The material I requested arrived ...

	2008 (n=60)	2009 (n=65)
Promptly	90%	82%
Within a reasonable time	10%	17%
Too late to be useful	--	2%

**22. Did you order through a customer service representative or talk to a customer service representative about your order?**

(n=66)	Number of Respondents	Percent of Respondents
Yes	31	47%
No	35	53%

<FOR RESPONDENTS WHO INDICATED THEY ORDERED OR SPOKE TO A CUSTOMER SERVICE REPRESENTATIVE>

**23. Please indicate your level of satisfaction based on the interaction(s) you had with the TECC Customer Service staff (n=31)**

	Mean Rating	Very satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very dissatisfied (1)
Availability	4.6	22 (71%)	7 (23%)	2 (6%)	--	--
Knowledge	4.7	22 (73%)	7 (23%)	1 (3%)	--	--
Helpfulness	4.5	21 (70%)	4 (13%)	5 (17%)	--	--
Courtesy	4.8	24 (80%)	6 (20%)	--	--	--
OVERALL SATISFACTION	4.6	20 (69%)	7 (24%)	2 (7%)	--	--

**24. Please share any comments or suggestions you may have about ways we can improve TECC's customer service and distribution services.**

*Specific issues*

- I do not like no "Smoking Sucks" logo, lack of new material, you need more "green" items. Shipping cost is too high, you discontinued the yoyos, they were great here
- We previously ordered yo-yo's from the catalog and they have been a HUGE hit in our community with our youth. When I later called to order more, I was told that they were in stock, but they were no longer selling them. They couldn't tell me why this was the case; did they test positive for lead? Was someone offended? I never got a good answer and would still like some yo-yo's.
- I have found it difficult to have items customized. There is a nice selection of items but now have to order by check only because of problems with items being backed ordered. This caused a problem for our fiscal department as the order was pieced mailed over several credit card billings. It would be great if when placing an order, we would know whether or not the item was in stock.
- Some of the communication regarding customizing the materials was difficult to understand.

*Positive comments*

- All is fine
- Appreciate the very affordable materials and will be placing another order quite soon.
- Bill is terrific
- Customer service and distribution service is just great.

- TECC is the best tobacco control resource that CTCP-funded programs consistently have available to us. The staff act quickly, efficiently and thoroughly to respond to requests. We could not function nearly as well in the field without TECC support.
- You are doing a great job...no recommendations.

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*<<Satisfaction with TECC Online Sales Catalog Website>>*

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**25. From January to November 2009, have you ordered materials through the tobaccofreecatalog.org website?**

(n=66)	Number of Respondents	Percent of Respondents
Yes	35	53%
No	31	47%

**26. Overall, how would you rate the TECC sales catalog website (www.tobaccofreecatalog.org)?**

(n=34)	Mean rating	Very good (5)	Good (4)	OK (3)	Poor (2)	Very poor (1)
Ease of navigation	4.1	11 (32%)	16 (47%)	7 (21%)	--	--
Search function	4.1	11 (32%)	15 (44%)	8 (24%)	--	--
Checkout process	4.2	12 (35%)	14 (41%)	6 (18%)	--	--
Payment options	4.2	13 (38%)	15 (44%)	4 (12%)	1 (3%)	--
Visual design	4.1	12 (35%)	13 (38%)	8 (24%)	--	--
Technical support for using site (via email or phone)	4.2	13 (38%)	14 (41%)	7 (21%)	--	--
OVERALL RATING	4.1	11 (32%)	17 (50%)	6 (18%)	--	--

**27. Do you have any suggestions on how we may improve the online TECC sales catalog website?**

***Specific Suggestions***

- After updating the shopping cart and then click on continue shopping it doesn't go immediately back to where you were. It needs to just go back like it does when you remove an item and then click on continue shopping. It caused me to be confused until I figured out that you have to click on continue shopping again.
- Competitive grantees and others who have the ability to order and pay via invoice should be able to choose that option from the website when checking out.
- It is excellent as is. However, additional low-cost materials for topic areas, such as multi-unit housing, smoke-free movies, etc., would be helpful.
- It seems like I had to go back up to the higher levels a couple of times instead of being able to navigate laterally from one type of category to another when I was trying to find materials.
- Please see previous comments. I buy ALL my supplies from you and there is never anything new or you are out of stock. We need kites, green items.

- Ran into some challenges during checkout but worked with a TECC staff member to resolve problem.

**Other**

- All is fine
- Thank you for the service. We have not taken advantage of personalizing items due to budget.
- The TECC sales catalog website is great. We like to use it because we can view everything available at any given time. Besides that, TECC has awesome materials.

<<Did Not Order Materials from TECC Sales Catalog>>

**28. If you have not ordered materials from our sales catalog this past year, why not? (check all that apply)?**

(n=36)	Number of respondents	Percent of respondents
Had no need for new materials	20	56%
Someone else in the agency places orders	7	19%
Did not find the materials that I needed	2	6%
Found ordering process too difficult/ slow	0	--
Did not work with our purchasing system/ policies	2	6%
Materials that I wanted to order were too expensive	1	3%
<p><i>Lack of budget</i></p> <ul style="list-style-type: none"> <li>• And no budget</li> <li>• Budget constraints.</li> </ul> <p><i>Other</i></p> <ul style="list-style-type: none"> <li>• Do not use the materials as part of my job</li> <li>• Historically speaking, I love the staff. Friendly, helpful. The service is soooooo prompt. Others in our project may have ordered items. I always enjoy working with TECC!!!</li> <li>• I'm new to the Tobacco program as of October 1st.</li> <li>• Never received a TECC Catalog in the mail to review</li> <li>• No budget to purchase materials, we focus more on locally customized fact sheets</li> <li>• TCP promotional item moratorium</li> <li>• Unfamiliar, not sure it's for us</li> </ul>		

## **SECTION IV: OVERALL SATISFACTION WITH TECC IN GENERAL**

### **29. In the past year, what would you say your OVERALL level of satisfaction with TECC is?**

	<b>2007 (n=104)</b>	<b>2008 (n=77)</b>	<b>2009 (n=102)</b>
Very satisfied	47%	61%	51%
Satisfied	47%	25%	34%
Neutral	7%	13%	15%
Dissatisfied	--	--	--
Very dissatisfied	--	1%	--

### **30. Do you have any final comments or suggestions for TECC?**

#### *Suggestions for new material in sales catalog*

- As for TECC catalog products, I really would like to see some new designs for t-shirts and posters. Preferable designs that are more attractive and hip. Designs look more like art than a commercial. The only T-shirt I might would (maybe) want to wear is the 'No smoking zone' (English/Chinese) or the 'Tobacco is not friendly for the earth and other living things'. The same old designs are getting boring. Thanks for asking.
- More acms and bcms in the catalog. With the lead moratorium it is nearly impossible to purchase items and there is no selection through the catalog.
- Take a page from Reality TV shows and crime dramas or even Fox Cable News network and offer some over-the-top, cutting edge, and border controversial products and service messaging that take tobacco control and injury prevention to the next level.
- Yes, think green, look at what other companies are offering, provide free sample products, offer free shipping,. I love how you are now making signs, you can expect an order soon, how about banners?

#### *Positive comments*

- Congratulations for the hard work in assist us LLAs
- Doreen Wynn, TECC Resource Library Specialist, has been very helpful in researching resource material for several of my project. She is very professional and insightful individual. She strives to provide you with the most updated and accurate information and she is very quick to respond to my request. I am very appreciative of all of her assistance this year.
- Good Job and Thanks
- Good luck!
- Great work!! We always enjoy working with TECC staff.
- I have always been pleased with my interactions with TECC.
- I'm very satisfied with TECC services.
- In addition to the Library folks, I really appreciate Q's hard work and quick responses to inquiries, etc.
- Keep up the good work.
- My team highly regards TECC staff and the services provided. TECC is a great statewide project. It truly supports the work we do locally. Thanks!
- Overall I am very satisfied with TECC.
- Please keep doing what you are doing. Current staff members are the best.
- Thank you for your services. You are great!

- Thank you!
- Thanks for all that you provide.
- Thanks for being there.
- TECC is an excellent resource for our program.
- You have a wonderful team of people who are eager to help. Keep up the good work!
- You're doing a great job!

*Other*

- I am not a Facebook or Twitter person.
- I am not the right person to survey for the Ventura County LLA. I trust you are surveying victoria.gonzales@ventura.org as well.
- I'm old school. You won't catch me using Facebook or Twitter. Please don't give up on your catalog!