

**TOPIC:** LITA Personas Task Force

**ACTION / INFORMATION / REPORT:** REPORT

**ACTION REQUESTED BY:** Hong Ma, Yoo Young Lee, Co-chairs of LITA Personas Task

**SUBMITTED:** January 12, 2017

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## **SUMMARY**

LITA Personas Task Force was appointed by LITA Board in January 2016 and run through Midwinter 2017. The Personas Task Force aims to learn more and gather information about those who are natural fit for LITA to develop personas to be used for LITA to create, refine and communicate tangible benefits and actionable strategies that directly address those interests, needs and expectations of the LITA membership.

**Members:** Hong Ma (Co-Chair), Yoo Young Lee (Co-Chair), Isabel Gonzalez-Smith, Callan M.R.Bignoli, Lynne E. Edgar, Amanda L. Goodman, T.J. Lamanna, Frank Skornia

**Board Liaison:** Bohyun Kim

**Staff Liaison:** Mark A. Beatty, Jenny Levine

## **BACKGROUND**

The LITA Board charges the Personas Task Force with defining and developing personas for LITA. These personas should represent the varied interests, needs, and expectations of the LITA membership both currently existing and potential.

The purpose of this Task Force is to learn more and gather information about those who are a natural fit for LITA -- whether they are currently a LITA member or not -- through these personas. These personas will be used for LITA to create, refine, and communicate tangible benefits and actionable strategies that directly address those interests, needs, and expectations of the LITA membership. The hope is that as a result, more people will join LITA, and the LITA members will find more ways to actively participate in and benefit from LITA. This is part of LITA's broader efforts to increase the user experience of the membership, some of which go

back to the 2011 LITA Emerging Leaders Project "Branding LITA: a Market Identity for the 21st Century" (<http://connect.ala.org/node/125841>).

## Goals

- Discover who are a natural fit for LITA.
- Define and develop personas to represent their varied interests, needs, and expectations.

## Deliverables

- **A set of personas of the LITA memberships.**
- Recommendations about use cases of these personas to improve the user experience of the LITA membership (**optional**).

## Data Gathering, Initial Analysis and Draft Persona Types

The Task Forces gathered all existing LITA membership data (including LITA membership data, LITA Job Descriptions, LITA Annual Reports, LITA Forum Attendee and Chair List, LITA Assessment and Research, Surveys) identified the draft persona types with main characteristics as well as questions/information need to be gathered.

Types	Main characteristics	Why join?/ Why don't join?	What expect from LITA?	How interact with LITA?	Needs/ Interests?
New Member	members who join LITA 2015-2016				
LITA Involvement Member	members who involved with LITA committees or interesting groups				
Administrator Member	members who are Admin (Deans/ Assoc.				

	Deans/ Directors/ Managers)				
Techie Member	members with techie (system installation, coding and etc.)				
Librarian Member	members with any librarian title or staff (liaison, subject, school, and etc.)				
Non Member	people are not LITA member (Social Media followers, Events participants, Previous members etc.)				

- Some of the members could fall into more than one category. If so, they are categorized in a hierarchical order in the table above. For example, a dean at an academic library serves also one of the committees at LITA. In this case, this person could be categorized as **Persona: LITA Involvement Member** (instead of Persona: Administrator Member).
- Main characteristics were identified based on existing data such as LITA membership data, surveys, annual reports and etc.
- All personas' motivation to join or renew LITA, their expectations, interaction, needs and interests will be discovered through user research.
- Non members: It will be identified through social media/ LITA listserv after the 2016 ALA Annual.
- Virtual interviews: Annual may help us identify who we want to interview virtually.
- It would be possible that there would be more persona types along with user research.

## User Research

### Onsite Interview

The task force conducted onsite interview at 2016 ALA Annual.

### Online Survey

Based on the information gathered via onsite interviews, the task force refined questions and developed online survey <https://www.surveymonkey.com/r/litapersonas>, distributed to the following lists.

*LITA-L, LITA Blog, LITA Social Medias (FB, Twitter), Code4Lib-L, Alma-L, Primo-L, VOYAGER-L, NMRT-L, IACRL*

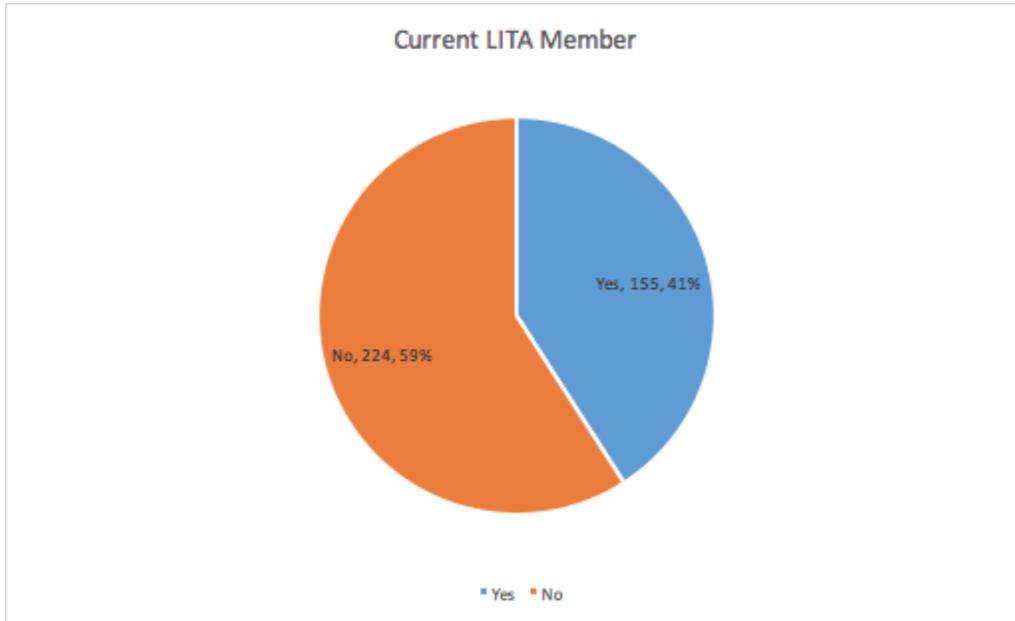
The survey process was very successful, we got 379 valid responses, plus 74 volunteers for willing to be followed up later on.

### **[Survey Summary by Types of Personas]**

<https://docs.google.com/document/d/1mGKWHEiWw8eD5RXcMwU-WLwrKEbAkvw42IXGckjZ50g/edit>

Current LITA Member

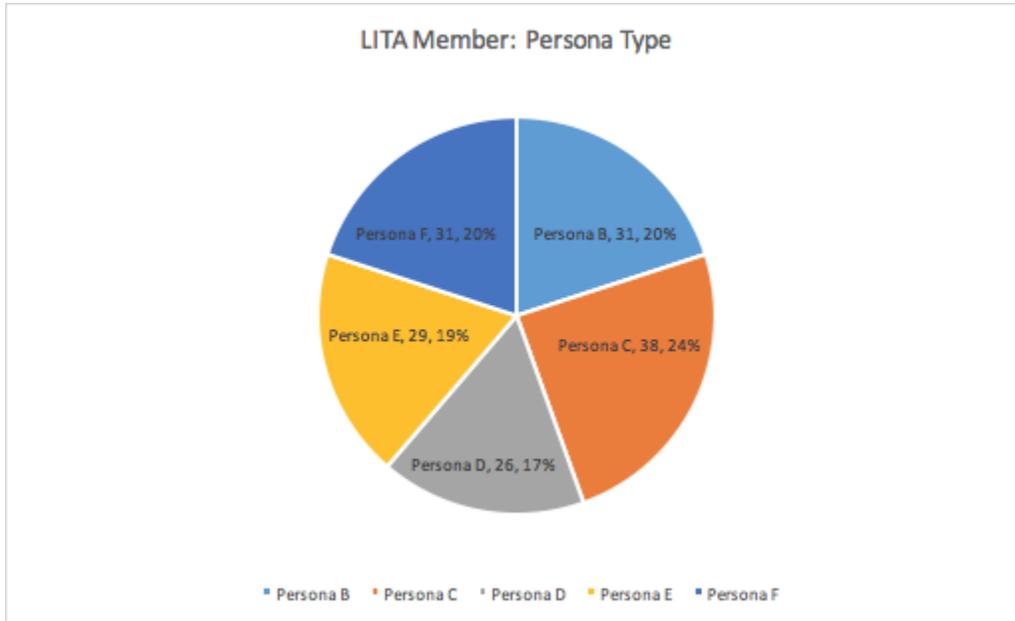
Current LITA Member	Total Survey Number	Valid Data Number
Yes	168	155
No	309	224
Total	477	379



1. Members (out of 115 respondents)

- [New Member](#)
- [LITA Involvement Member](#)
- [Administrator Member](#)
- [Techie Member](#)
- [Librarian Member](#)

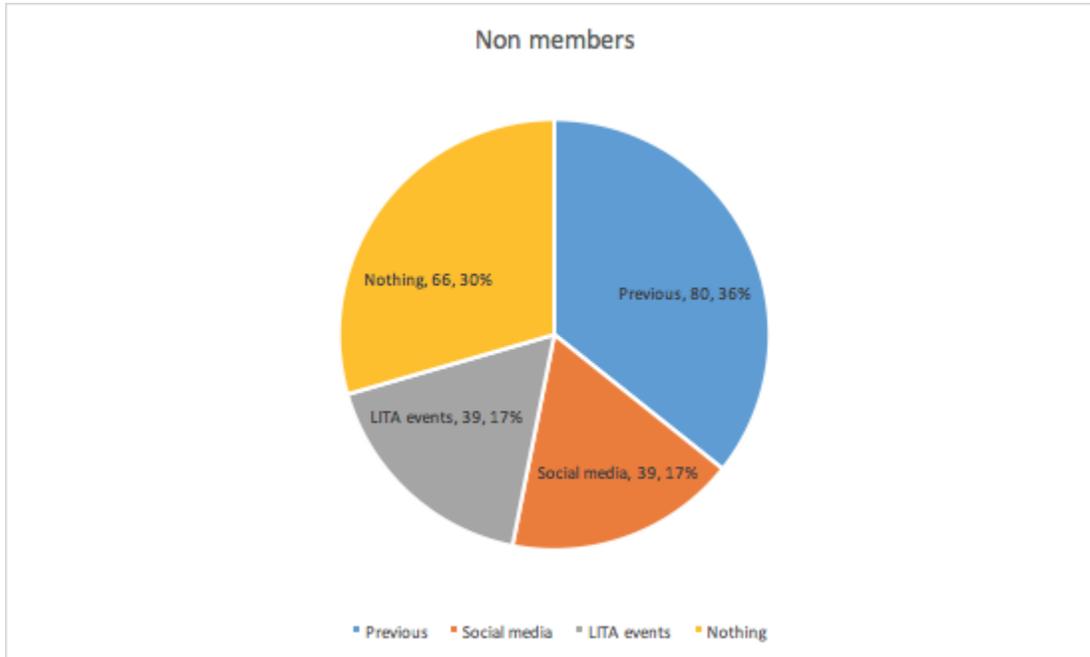
Category	Number of Responses
New Member	31
LITA Involvement Member	38
Administrators Member	26
Techie Member	29
Librarian Member	31



2. Non Members (out of 224 respondents)

- [Non Member: Previous Member](#)
- [Non Member: Social Follower](#)
- [Non Member: LITA Events Participant](#)
- [Non Member: No Collection with LITA](#)

Category	Number of Responses
Non Member: Previous Member	80
Non Member: Social Follower	39
Non Member: LITA Events Participant	39
Non Member: No Connection	66



## Refined LITA Persona Types

After survey analysis, we gathered more information for each persona types and also refined persona types, a brief summary is listed on the following table.

User Profiles	
New Member	New members who joined LITA 2015 - 2016 <ul style="list-style-type: none"> <li>The interaction with LITA particularly in the first year membership</li> </ul>
LITA Involvement Member	Members who are involved with LITA committees, IGs etc.
Administrator Member	Members who are admin level like Deans, Assoc. Deans, Directors, Managers
Techie Member	Members who deal with library technologies on a daily basis
Librarian Member	Members with librarian titles (academic, public with varying job titles)

Non Member	Non Members Four sub groups <ul style="list-style-type: none"> <li>• Non Members and has no connection with LITA</li> <li>• Non Members but attend LITA events</li> <li>• Non Members but Online LITA Followers</li> <li>• Previous Members</li> </ul>
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**Follow-up Questionnaire for Survey Volunteers**

The committee discussed the survey analysis results and pulling data and built the full profile of personas. We also identify some missing area (including personal characteristic) for each persona types we would like to follow up with those survey volunteers.

<b>Type</b>	<b>Number of Volunteers</b>	<b>Focused question to find out</b>
Non Member: No Collection	9	What other professional organizations you have been involved with? and why?
Non Member: Online Follower	8	Why not join LITA?
Non Member: LITA Events Participant	10	Why not join LITA?
Non Member: Previous Member	12	Why they drop?
New Member	7	What made them join LITA? (what part of LITA interesting to them)
LITA Involvement Member	8	What's next steps for your LITA involvement
Administrator Member	9	What you do to encourage your staff to get involved in terms of professional development
Techie Member	6	What information you found useful from LITA and what expectation you have
Librarian Member	4	How they interact with LITA? What made them join LITA

**Final Personas**

After the follow-up questionnaire with Survey volunteers, the committee produced the following full version personas.

**New Member (Jason Creek)**

Link:

[https://docs.google.com/presentation/d/1jsve2KaXt\\_Su1U04GFSstt7TjBFdodLBigMC72QxnE4/edit#slide=id.p](https://docs.google.com/presentation/d/1jsve2KaXt_Su1U04GFSstt7TjBFdodLBigMC72QxnE4/edit#slide=id.p)

**LITA Involvement Member (Rachel Stein)**

Link: [https://docs.google.com/presentation/d/1XoyLsUf2JlfGh-EkkjuK7f\\_h7my1-0R-rPhH8gGjkck/edit#slide=id.p](https://docs.google.com/presentation/d/1XoyLsUf2JlfGh-EkkjuK7f_h7my1-0R-rPhH8gGjkck/edit#slide=id.p)

**Administrator Member (Jennifer Torre)**

Link:

<https://docs.google.com/presentation/d/1P6YX8XmYeFL1z3SExfRrJL3QMYsJyfhSVV7tQYFC81A/edit#slide=id.p>

**Techie Member (Amy Chuck)**

Link: <https://docs.google.com/presentation/d/1ZdHmqoMMsGsB-6MtJUhtFq2-nn-PwJWCooBTLKakXHo/edit?usp=sharing>

**Librarian Member (Michael Zhang)**

Link: <https://docs.google.com/presentation/d/1UWnvRtenuOeEvg49t-DiPLW1imC3D-DpRV2G29XGYg/edit#slide=id.p>

**Non Member: No Connection (Carol English)**

Link: <https://docs.google.com/presentation/d/1nf-1ZZHcVLSkq4S4EQqMPAY88Lpg3xmyviSzcskNboY/edit#slide=id.p>

**Non Member: Online Follower (Rebecca Miller)**

Link:

[https://docs.google.com/presentation/d/1IttPqaHko6MNU5mnTebySolrkQmJejuat\\_bFNKCr-R0/edit#slide=id.p](https://docs.google.com/presentation/d/1IttPqaHko6MNU5mnTebySolrkQmJejuat_bFNKCr-R0/edit#slide=id.p)

**Non Member: LITA Events Participant (Steve Gonzalez)**

Link:

[https://docs.google.com/presentation/d/1NK4emmxDM6\\_DMsakMQkywocgXGmvPSI5QOzr4ARYBns/edit#slide=id.p](https://docs.google.com/presentation/d/1NK4emmxDM6_DMsakMQkywocgXGmvPSI5QOzr4ARYBns/edit#slide=id.p)

**Non Member: Previous Member (Andrew Young)**

Link:

<https://docs.google.com/presentation/d/1im9z44BADGII9HTPJVi3zVzQgTqUw7iScFXTm8oorg/edit#slide=id.p>

**ACTION REQUESTED**

These personas could be used for LITA Groups (committees, interesting groups and task forces) to tailor training topics, deliver persona specific resources to these categories.

The Board may consider to implement a follow-up task force to create recommendations about uses cases of these personas to improve the user experience of the LITA membership.