

INCREASING THE N

@ COLUMBIA UNIVERSITY LIBRARIES

2003|6|9

2003

Sample size = 4,000
n = 279

2006

Sample size = 4,000
n = 286

2009

Sample size = 21,012 (total population)
n = 3,892

2009 ASSUMPTIONS

- Faculty are dissatisfied with *Information Control* areas
- *Information Control* is a priority for all populations
- Desired scores are lower for *Affect of Service* in all user populations, particularly AS-1 and AS-2
- *Library as Place* is increasingly important for graduate students and undergraduates

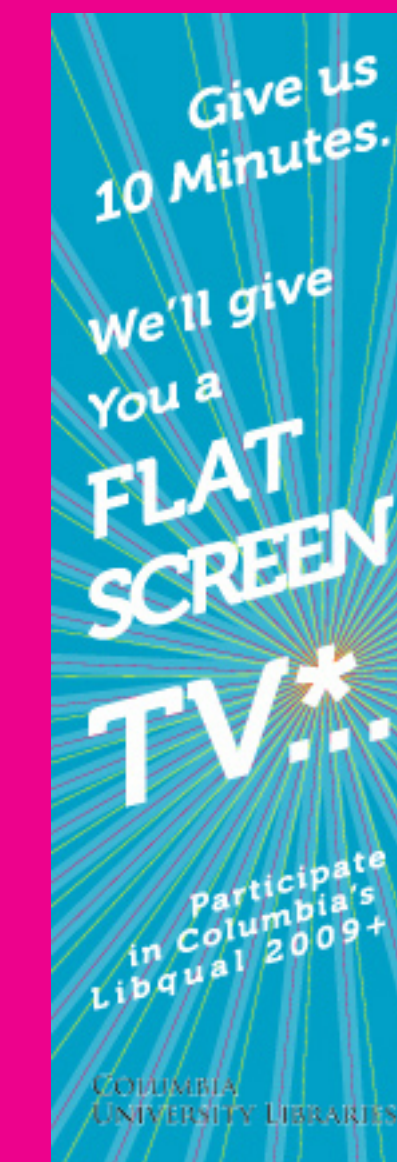
REPRESENTATIVENESS

In 2003 and 2006, faculty over-responded dramatically. In 2009, we gathered a nearly-perfect representative response from the University community.

MARKETING

We departed from LibQual+ branding, re-naming the survey the "Columbia University Libraries' 2009 Online Survey"

- Bookmarks were distributed at every library service-point
- Posters were hung throughout campus
- LCD slides were displayed in three libraries
- The survey was a *CUL Spotlight* on the Libraries homepage
- Placed a color ad in the student newspaper
- Two campus-wide, mass-emails were sent
- **Incentives:** Flatscreen TV and ten \$25 giftcards to amazon.com



ASSESSMENT WORKING GROUP + ASSESSMENT LIBRARIAN

- *CUL Assessment Forums* for library staff
 - Fall 2008, invited Cornell Libraries to present on their work with LibQual+
 - Spring 2009, AWG reviewed what LQ is, why we do it, and invited staff to participate by taking and promoting the survey
- The AWG began preparing for LQ 2009 12 months in advance, and "practiced" new analysis techniques using the 2006 data
- The AWG, chaired by the Assessment Librarian, used a team structure to prepare for the survey: marketing team, incentives team, literature team, comments team
- The Assessment Librarian was dedicated to the success of the LibQual+ survey, and managed the project: liaised with IT for sampling and mass email, served as LQ survey coordinator, attended ARL trainings, coordinated all LQ teams, organized outreach to staff

