**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

**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

**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.

**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