

Getting Patrons to Tell Us What They Want:

The Hurdles of Library Assessment

BU Libraries' Assessment Committee

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Agenda

Assessment at BU Libraries

2019 Survey Process

Logistics

Marketing

Our Takeaways

Don't be quiet!

Take the BU Libraries Survey!
Faculty | Graduate Students | Undergraduates
Check your email for survey link.



**CHANCE
TO WIN
PRIZES!**

BU Libraries

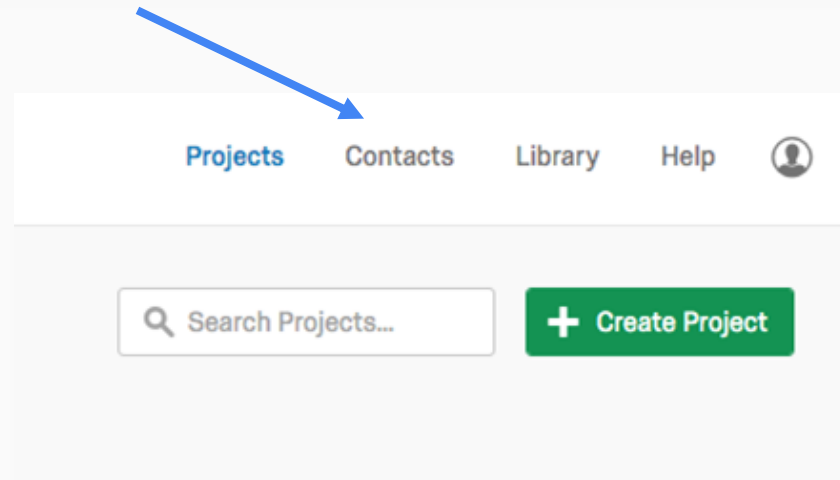
Assessment at BU Libraries

- Triennial User Survey to undergraduates, graduate students, and faculty
- Went out to 37,844 BU affiliates on March 28, 2019

Challenge: at the time the survey was scheduled to close, our response rate was significantly lacking in comparison to 2016

Logistics - Survey Distribution

- Qualtrics
- Mailing Lists
 - 'Contacts' tab
 - gather panels & approvals
- Invitation/Reminder Emails
 - test and save *all* messages before the launch
- Progress Tracking



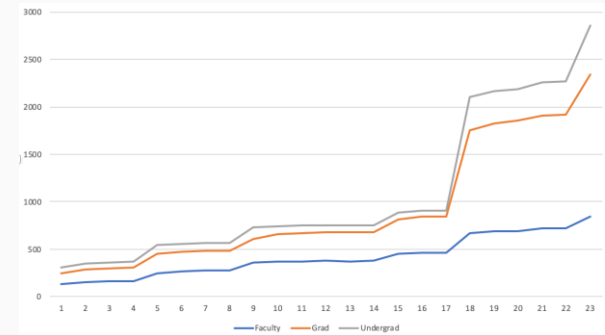
Choosing Prizes

- The Assessment Committee debated which prizes would be the best
 - Popular gifts during 2018 Holiday Season
- Grand Prizes: Nintendo Switches for undergraduate and graduate students
- Secondary Prizes: “Convenience Points” and Amazon Fire Sticks



Re-thinking Our Marketing Strategy

- Extended the period the survey was open because most surveys were completed only after reminder emails were received
- Switched survey strategy to highlight prizes in emails sent out to target audiences
 - “Win a Nintendo Switch! Take the Libraries’ Survey”
- Enormous jump in responses following this new focus



Our Takeaways

- Understand your audience, survey fatigue is real
 - choose prizes carefully
 - talk to people, a lot of students didn't realize what the prizes were
- Be flexible with the survey process
 - monitor survey responses to see how it's going
 - we needed to extend the deadline when we realized we weren't going to reach our goal
- Institutional changes
 - tasks previously done by Provost's office fell on us
 - Qualtrics limited emails we could send

Thank you!

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