

Introduction

Rogers State University first acquired OverDrive in the Fall of 2018. After reviewing three years of user and collection data available through the OverDrive Marketplace platform, and the social media promotion statistics from posts about the new collection, we wanted to gain more direct user experience feedback, as well as raise greater resource awareness. We wanted to know who knew about this resource, in addition to how they were using it. In the Fall of 2021, we started the process to assess the effectiveness of marketing, user satisfaction, user demographics, and determine how OverDrive was being utilized.

Purpose/Goals

While this study started with internal assessment as the only purpose, we soon realized we could use this study for more. We added the goal to leverage our study to expand interest in creating an academic OverDrive consortium to reduce costs and expand access to more public Oklahoma universities. Previously, when talking to other university libraries about the possibility of starting an OverDrive consortium, some expressed that they did not see how it could be used in an academic library. However, three were interested, as they already used OverDrive for academic collections. We hoped, by showing that students and faculty were using it for more than entertainment, we could change the perception in Oklahoma academic libraries that OverDrive and Libby are primarily for public library use.

Methodology

To reach the most users, we decided an online survey would be the most effective tool for this assessment. We built our questions around the type of information we wanted, as well as our new goal of showing how OverDrive can be used for academic purposes. With the assistance of the RSU IR Office, the survey was sent out at the end of the Spring '22 semester. Initially, we planned to send out the survey at the beginning of the semester. However, because of the demographic data we planned to collect (age, gender, affiliation, classification), we were required to go through the IRB process in addition to receiving approval from RSU's IR office. This process took longer, because of the additional criteria we had to meet. Our survey underwent a couple of revisions to get the approval of IRB. This additional process caused a delay in our timeline, resulting in the survey going out during the peak of assessment season.

Strengths

The Qualtrics survey platform was an excellent collaborative space that made the IRB process easier, distribution simple, and analysis faster. We were satisfied with Faculty and Staff response rates, so we know that email distribution worked well for them.

Pitfalls

The survey was distributed via email only during the peak student assessment time frame and had no additional promotion. This resulted in a very low response rate, particularly from students. Some valuable questions were left out to keep it shorter, so it was not as thorough.

Survey Response Rates

48 = Total count of Unique OverDrive & Libby users during the survey time period

38 = Total count of survey respondents who said they were aware of the service at RSU

63 = Total count of survey respondents who said they had used OverDrive and Libby

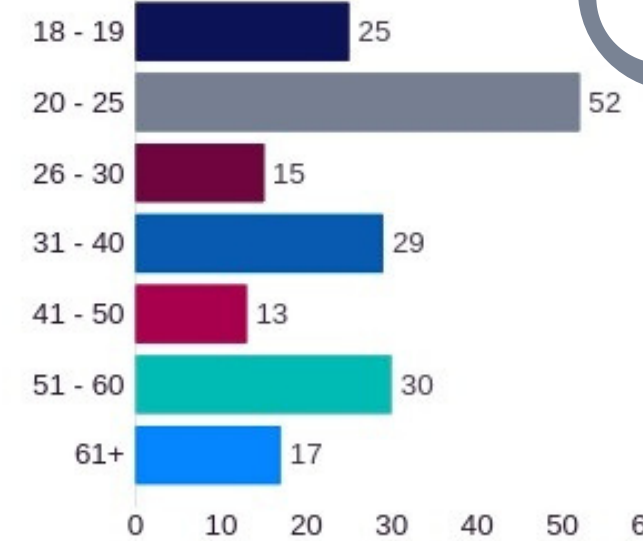
172 = Total count of Unique Active OverDrive & Libby Users during the 2021-2022 academic year

5.03% Student response
18.03% Staff response
20.42% Faculty response

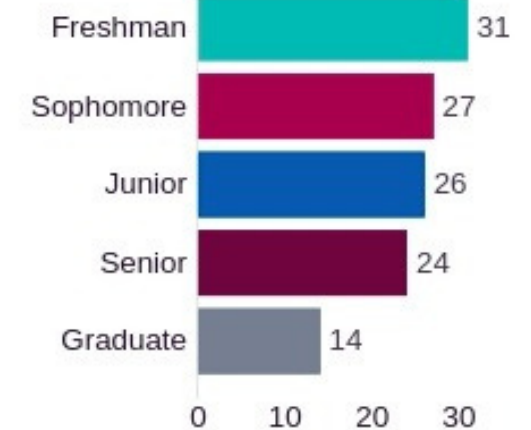
Response Rate
6.66%

Distribution:
2,482
Students + 142
Faculty + 183
Staff = 2,807

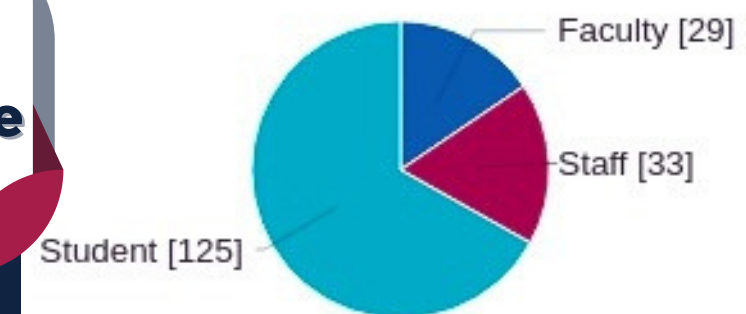
What is your age?



What is your classification?



Total Response
187



Next Steps

Due to the disappointing student response rates, we are considering the distribution of a new survey during the Fall 2023 term with the assistance of the RSU Librarians. We would like to use the successful results to leverage the acquisition of OverDrive at our current institutions and later build a consortium.