

THERE IS A METHOD TO THIS MADNESS!

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Library Assessment Conference
Seattle, WA
8/5/14

OUTLINE

1. Survey Methodology
 2. Why so serious?
 3. Buy-in
 4. Marketing and Outreach
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SURVEY METHODOLOGY

There is a scientific methodology to designing and implementing surveys

All aspects of a survey (question items, response rate, sampling design, etc.) have measurement properties

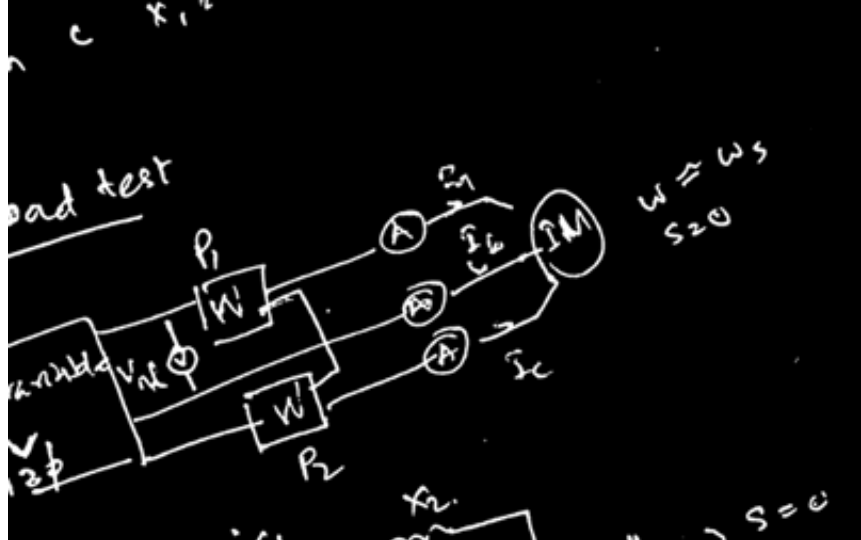
Best Practices:

- » Sampling
- » Incentives
- » Invitation and reminders
- » Mixed-mode outreach

WHY SO SERIOUS?

Non response bias:

- » 20% response rate is not just a number
- » Instead, think about a 80% non-response rate to see importance of best practices
- » Implications for generalizability



35	40	45	50	55	60
42	48	54	60	66	72
49	56	63	70	77	84
56	64	72	80	88	96

BUY-IN

INVOLVE LIBRARY PROFESSIONALS WHO HAVE A WORKING RELATIONSHIP WITH THE RESPONDENTS

To distinguish this survey as scientific research, not just another poll

- » *For liaisons*

- » *For respondents*

To strengthen the relationship between faculty and the library by illustrating the scientific research the library will engage in to support faculty

- » *Something the faculty can relate to*

MARKETING + OUTREACH

CREATE A TEAM TO PROMOTE AND COORDINATE SURVEY COMMUNICATIONS

- » Design of invitations
- » Incentives
- » Signatory on the invitation
- » Timing of invitations, down to the hour and day, may matter.
- » Signatory on the reminder
- » E-mail or mailbox postcard reminder? Mix it up

QUESTIONS AND DISCUSSION

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