THERE IS A METHOD TO THIS MADNESS!

Debbie McMahon
Baylor University
Debbie_Mcmahon@Baylor.edu

Alisa Rod
Ithaka S+R
Alisa.rod@ithaka.org

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OUTLINE OF TALK

1. Survey Methodology
2. Why so serious?
3. Buy-in
4. Marketing and Outreach
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
BUY-IN
INOLVE 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

Alisa Rod and Debbie McMahon
alisa.rod@ithaka.org       Debbie_McMahon@baylor.edu