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## A Survey of Surveys: Developing a Survey Strategy for Your Library Using Standardized and/or Local Instruments

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# A survey of surveys:

## Developing a survey strategy for your library using standardized and/or local instruments

Southeastern Library Assessment  
Conference 2021

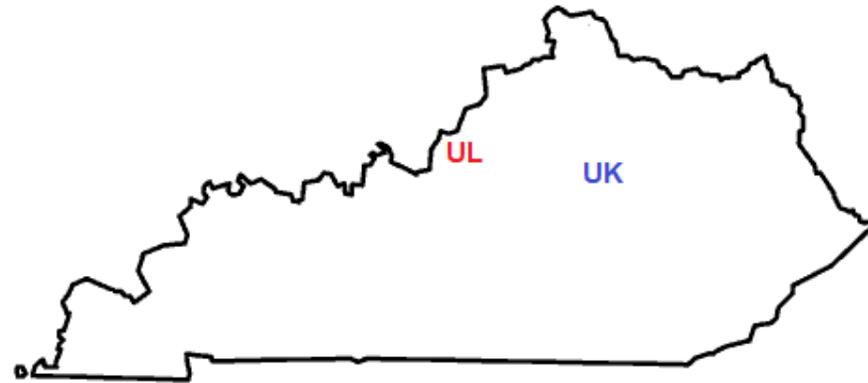
ANITA R. HALL

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# ABOUT OUR INSTITUTIONS



- About University of Louisville
- About University of Kentucky



# UNIVERSITY OF KENTUCKY: STANDARDIZED SURVEYS

- LibQUAL+® (ARL)

run approximately every 4-5 years:  
2001-2004 inclusive, 2007, 2011,  
2017 & 2020

- ClimateQUAL®, (ARL)

Plan to run every 4-5 years  
First year (baseline) 2020

- Work-Life Survey (Willis Towers Watson)

Run campus wide, comparison between Library  
faculty and Library staff, with colleges under  
Provost

# UNIVERSITY OF LOUISVILLE: LOCALLY-DEVELOPED SURVEYS

## Library Surveys

- Library Benchmark survey - (usually) every other year since 2001, current format since 2012 with major revision in 2021
- Climate survey planned for 2022

## Campus-wide surveys

- Student Support Services Survey (S4) - every other year, began participation in fall 2020.
- Climate Survey - two modules delivered in alternating years

# UNIVERSITY OF KENTUCKY LIBRARIES: LOCALLY-DEVELOPED SURVEYS

- Library Satisfaction Survey  
(individual library branch focus)

1991, 1998, 2004, 2009, 2013,  
with revision planned for fall 2022

- focuses on services, collections,  
resources and facilities at [then 9]  
individual libraries

- Library Website Observational  
Study & Survey

2012, 2014, 2016

Comments indicate improvements  
made / still needed in navigation

Difficult to anticipate all audiences  
(undergraduate, graduate,  
professional, faculty)

New Library  
website in  
development;  
rollout planned  
for Fall 2022

# PROS AND CONS: STANDARDIZED SURVEYS

## BENEFITS

- Rigor in development, testing
- Consistency
- May be used for benchmarking or longitudinal review
- Results may include data analysis, data visualization

## CHALLENGES

- Local questions may be limited / may not be included
- Lack of versatility, flexibility, granularity
- Length and detail of survey may be overkill
- May include dated terminology
- High cost

# PROS AND CONS: LOCALLY-DEVELOPED SURVEYS

## BENEFITS

- Highly granular and customizable
- Flexibility in frequency, topic, audience, reminders
- Low barriers: cost, testing
- Potential to connect to campus data systems

## CHALLENGES

- Time-intensive
- Rigorous development requires resources
- Inconsistency (benefit, too)
- Benchmarking opportunities are few
- Data analysis requirements

# WHEN IMPLEMENTING SURVEYS, CONSIDER:

- How much **funding** do you have?
- How much **bandwidth or expertise** do you have?
- How **long** do you have to develop your instrument?
- What **sample size** and **demographics** are you hoping for?
- Do you want to **customize** questions?
- Do you want to use the results to **benchmark**?
- Alignment with **institutional priorities**
- Test on **local sample**, if possible
- Can you **optimize** your survey for mobile / web responses?
- Impact of **survey fatigue**

# FUTURE LIBRARY ASSESSMENTS AT UK, UL

Use larger surveys to inform future assessments → granular or specific data

## UK

- Office space survey and space survey for undergraduate users
- Data dashboard for assessment data
- Focus groups for non-users, underrepresented users

## UL

- Student Advisory Board
- Usability study on digital collections
- Campus-wide climate survey: results viewed by unit, using that data to build specific assessments

# ANY QUESTIONS?

- Email us:
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