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## THE QUESTIONNAIRE

### EVENT STATISTICS

1. How many of each of the following kinds of special events did the library present in the past year?
  - A. Readings
  - B. Musical performances
  - C. Theatrical performances
  - D. Lectures or speeches
  - E. Film or movie showings
  - F. Fairs
  - G. Exhibits
  - H. Auctions
2. If your library hosted any other kinds of special events in the past year, what were they and how many did they host?
3. Does the library have a budget specifically for events?
4. If so, what is this budget?
5. Which departments of the library stage the most events and approximately how many do they stage each year?
6. How many events did the library present in each of the following years?
  - A. 2011
  - B. 2012
  - C. 2013 (anticipated)

### REVENUE AND ATTENDANCE

7. For what percentage of events does the library charge admission?
8. What was the total attendance at all library-sponsored events in the past year?
9. What is the average attendance for each of the following types of events?
  - A. Readings
  - B. Musical performances

- C. Theatrical performances
  - D. Lectures or speeches
  - E. Film or movie showings
  - F. Fairs
  - G. Exhibits
  - H. Auctions
  - I. All other
10. What were the total revenues from the following sources through library events in the past year?
- A. Admission fees for tickets
  - B. Donations specifically to attend fundraising events

## **MOST EFFECTIVE EVENTS**

11. What are some of the library's most effective events in terms of raising the awareness level of library patrons or in raising money through donations or admission fees?
12. If your library shows films, what was the most popular film or film series presented by the library over the past three years?
13. If your library holds book readings, what was the most popular reading that your library has staged over the past three years?

## **STAFFING & FOOD SERVICE**

14. How does the library staff special events? Does the library incur additional fees for security, food service, usher services, or other personnel costs? What are the costs and how are they paid for?
15. Does the library have an events coordinator or director who manages many of the executive functions of event preparation, marketing, and deployment?
16. How does the library generally handle food service at library special events?
- A. Does not offer food service
  - B. Provided by the college food service
  - C. Provided by the library café
  - D. Provided by outside caterers

17. What was the library's spending for food service at all special events in the past year?

## **DEPARTMENTAL HELP**

18. Which academic or administrative departments of the college have partnered with the library to present special events at the library?
19. Which departments of the college or other parent organization are essential as partners in managing a library-sponsored event?

## **MARKETING LIBRARY SPECIAL EVENTS**

20. Do various library departments share lists of attendees of library special events for marketing purposes?
21. Are attendees at library special events generally encouraged or required to provide contact information such as addresses and email addresses so that the library can use them for event marketing purposes?
22. How useful to your institution are the following marketing vehicles in advertising library special events?
- A. Opt-in emails
  - B. Ads in college newspapers
  - C. Ads in commercial newspapers
  - D. Postings on blogs and listservs
  - E. Facebook or similar sites
  - F. Twitter or similar sites
  - G. YouTube or similar sites
  - H. Pinterest or similar sites
  - I. Library website
  - J. Posters and flyers
  - K. Presentations by librarians
  - L. Emails to faculty and staff of the institution
23. What is your most effective way of marketing library special events?

## **LIBRARY EVENTS STAGED OUTSIDE THE LIBRARY**

24. How many special events sponsored at least in part by the library were held outside the library in the past year?

25. Please describe these events.
26. What was the approximate space rental costs, if any, for these events? If space was donated, mention this.
27. Approximately how many events that might be described as fundraisers did the library hold in the past year (including auctions, dinners, and any events designed to solicit donations or charity-related sales for the library)?
28. If the library did host any of these fundraising events, what percentage of the events were held in the library itself?

## **RECORDS AND ARCHIVES OF LIBRARY SPECIAL EVENTS**

29. Are any library special events photographed or videotaped? If so, how do you use these photos or tapes and where are they presented or archived?
30. If photos, video or audio tapes, or text transcripts of library special events are archived or otherwise maintained, has the library developed metadata or other finding aids so that these archives can be easily used? If so, how have you done this?

## **SURVEY PARTICIPANTS**

Alma College  
Baton Rouge Community College  
Bryan College  
Calvin College – Hekman Library  
Christendom College Library  
Coastal Carolina University  
Colorado State University  
Eastern Kentucky University Libraries  
Ferris State University  
Institute of American Indian Arts  
Jackson State Community College  
Mott Community College  
Mount Saint Mary College  
Northwestern University Library  
Riemenschneider Bach Institute  
Savannah College Art Design, Atlanta Campus  
SUNY Canton – Southworth Library  
SUNY Fredonia – Daniel A. Reed Library  
The University of Texas at San Antonio  
UCLA College Library  
UMass Libraries  
University of Arizona Libraries, Special Collections  
University of Guam  
University of Michigan  
University of Mississippi  
University of Nebraska-Lincoln  
University of New Hampshire Library  
University of North Texas  
University of Southern Indiana Rice Library  
University of Texas Libraries

## CHARACTERISTICS OF THE SAMPLE

Overall sample size: 31

### By Public or Private Status

Public	23
Private	8

### By Type of College

Community college	4
4-year college	11
MA- or PhD-granting college	7
Research university	9

### By Average Annual Full-Time Student Tuition

Less than \$10,000	12
\$10,000 to \$19,999	10
\$20,000 or more	9

### By Full-Time Equivalent Enrollment

Less than 5,000	11
5,000 to 19,999	11
20,000 or more	9

### By Total Number of Special Events Presented by the Library in the Past Year

Less than 10	15
10 or more	16