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THE QUESTIONNAIRE

PUBLIC RELATIONS

1. Does the library have its own public relations representative or staff?

2. Does the library have a specific line item budget for public relations?

USE OF SURVEYS

3. Has the library surveyed _____ to find out their opinion of the library and its services?

    A. Alumni
    B. Current students
    C. Faculty
    D. College administrators
    E. Distance learning students
    F. Local neighbors
    G. Librarians employed by other institutions
    H. School of library science attendees

4. Does the library use any internet-based survey sites or vehicles to help survey these or other groups? If so, which do you use?

5. Does the library make an effort to centralize survey data about the library and place it in some form of archive or repository?

6. Approximately how many times in the past year has the library surveyed its library patrons?

7. Approximately what percentage of these surveys were conducted primarily using an online survey tool?

8. For what separate and distinct populations does the library try to segment data? For example, if it surveys faculty for their level of satisfaction with the library, does it break down the data by subject area? By age of faculty member? By degree of library use?

FOCUS GROUPS

9. Has the library ever used focus groups to test student or faculty use of and attitudes about the library?

10. If so, how many focus groups has the library conducted in the past year alone?

11. In what areas have focus groups been most useful?

12. Has the library (or your college in the name of the library) ever hired a consultant or freelancer to conduct focus groups for the library?

TRACKING AND PROMOTING THE ACHIEVEMENTS OF LIBRARY FACULTY

13. How do you showcase books and articles written by library faculty and staff?

14. What role does the library play in tracking how often scholars from your institution are cited in scholarly publications?

MONITORING THE LIBRARY'S ONLINE REPUTATION

15. Which offices or departments of the library are most involved in the reputation management effort?

16. Agree or disagree: There is a great deal of distorted information and misinformation on the internet about our library and how to use it.

17. Has your college ever hired a consultant to monitor the library's reputation on blogs, listservs, websites, YouTube, Facebook, Twitter, and other internet forums?

18. How much staff time per year (in hours) is expended in your office on monitoring and responding to posts about the college on blogs, Facebook, and other social media forums?

19. Does your college use any form of software or web-based service to monitor the college's reputation on the internet?

20. Describe the services that your college uses to identify mentions of the college on blogs, Facebook, Twitter, Google+, and other social media and internet sites.

21. Does your college employ any system of metrics or measurement through which it can get some idea of the number of times it is being mentioned—either positively or negatively—on various channels such as on blogs, YouTube, or Facebook?

22. Does the library monitor certain search terms regularly through free or paid search services such as Google Alerts? How many search terms do you monitor and what are some of the more important ones? For example, do you monitor the mention of certain special library collections, or perhaps a special event given by the library, or a new acquisition or achievement by a library faculty member?

LIBRARY RANKINGS

23. Are you aware of your library's ranking among academic libraries in US News & World Report?

24. What do you think of the various methods for ranking academic libraries such as those of US News & World Report and Princeton Review?

LIBRARY DATA ON INTERACTIONS WITH PATRONS

25. What kind of statistics does the library keep to be able to uphold and improve its reputation with college administrators, faculty, and accreditation agencies?

26. What advice can you give peer institutions on how you have tracked how students and faculty have used the library? Have you kept statistics on information literacy sessions, use of virtual references, and other contacts? What kind of data have you found most useful in upholding the library's virtues?

27. Finally, how else would you advise your peers on how best to monitor and assess the reputation of the library with key stakeholders such as faculty, administration, students, and accreditation agencies?

SURVEY PARTICIPANTS

Bryan College
Buena Vista University
Cabrini College
Central Christian College
Cleveland State University
Coastal Carolina University
Colorado School of Mines
Concordia University Nebraska
County College of Morris
Edgecombe Community College
Education Affiliates
Gogebic Community College
Grand Rapids Community College
Grossmont College
Huntingdon College
Iona College
Lawrence Technical University
Le Moyne College
Linn State Technical College
Marian University
McGill University
Mercy College
Montclair State University
Northeastern State University
Northwest Vista College
Oklahoma State University Center for Health Sciences
Old Dominion University
Oregon Institute of Technology
RMIT University
Roxbury Community College
St. Cloud State University
Shepherd University
Texas Woman's University
Universidad de Sevilla
University of New Hampshire
University of Pennsylvania
University of Texas at San Antonio
University of Toledo
University of Victoria

CHARACTERITISTICS OF THE SAMPLE

Overall sample size: 39

By Public or Private Status

Public	26
Private	13

By Annual Full-Time Tuition

Less than $7,500	15
$7,500 to $24,999	13
$25,000 or more	11

By Full-Time Student Enrollment

2,500 or less	11
2,501 to 9,999	12
10,000 or more	16

By Type of College

Community college	10
4-year college	12
MA/PhD-granting college	9
Research university	8

Public or private status of the college, broken out by annual full-time tuition, prior to deductions.

Tuition	Public	Private
Less than $7,500	100.00%	0.00%
$7,500 to $24,999	61.54%	38.46%
$25,000 or more	27.27%	72.73%

Public or private status of the college, broken out by full-time equivalent enrollment for all programs and divisions.

Enrollment	Public	Private
2,500 or less	27.27%	72.73%
2,501 to 9,999	66.67%	33.33%
10,000 or more	93.75%	6.25%

Public or private status of the college, broken out by type of college.

Type of College	Public	Private
Community college	90.00%	10.00%
4-year college	25.00%	75.00%
MA/PhD-granting college	77.78%	22.22%
Research university	87.50%	12.50%

Annual full-time tuition, prior to deducions, broken out by public or private status of the college.

Public or Private	Less than $7,500	$7,500 to $24,999	$25,000 or more
Public	57.69%	30.77%	11.54%
Private	0.00%	38.46%	61.54%

Annual full-time tuition, prior to deducions, broken out by full-time equivalent enrollment for all programs and divisions.

Enrollment	Less than $7,500	$7,500 to $24,999	$25,000 or more
2,500 or less	18.18%	36.36%	45.45%
2,501 to 9,999	41.67%	25.00%	33.33%
10,000 or more	50.00%	37.50%	12.50%

Annual full-time tuition, prior to deductions, broken out by type of college.

Type of College	Less than $7,500	$7,500 to $24,999	$25,000 or more
Community college	70.00%	10.00%	20.00%
4-year college	8.33%	50.00%	41.67%
MA/PhD-granting college	55.56%	22.22%	22.22%
Research university	25.00%	50.00%	25.00%

Full-time equivalent enrollment for all programs and divisions, broken out by public or private status of the college.

Public or Private	2,500 or less	2,501 to 9,999	10,000 or more
Public	11.54%	30.77%	57.69%
Private	61.54%	30.77%	7.69%

Full-time equivalent enrollment for all programs and divisions, broken out by annual full-time tuition, prior to deductions.

Tuition	2,500 or less	2,501 to 9,999	10,000 or more
Less than $7,500	13.33%	33.33%	53.33%
$7,500 to $24,999	30.77%	23.08%	46.15%
$25,000 or more	45.45%	36.36%	18.18%

Full-time equivalent enrollment for all programs and divisions, broken out by type of college.

Type of College	2,500 or less	2,501 to 9,999	10,000 or more
Community college	30.00%	30.00%	40.00%
4-year college	50.00%	33.33%	16.67%
MA/PhD-granting college	11.11%	55.56%	33.33%
Research university	12.50%	0.00%	87.50%

Type of college, broken out by public or private status of the college.

Public or Private	Community college	4-year college	MA/PhD-granting college	Research university
Public	34.62%	11.54%	26.92%	26.92%
Private	7.69%	69.23%	15.38%	7.69%

Type of college, broken out by annual full-time tuition, prior to deductions.

Tuition	Community college	4-year college	MA/PhD-granting college	Research university
Less than $7,500	46.67%	6.67%	33.33%	13.33%
$7,500 to $24,999	7.69%	46.15%	15.38%	30.77%
$25,000 or more	18.18%	45.45%	18.18%	18.18%

Type of college, broken out by full-time equivalent enrollment for all programs and divisions.

Enrollment	Community college	4-year college	MA/PhD-granting college	Research university
2,500 or less	27.27%	54.55%	9.09%	9.09%
2,501 to 9,999	25.00%	33.33%	41.67%	0.00%
10,000 or more	25.00%	12.50%	18.75%	43.75%