Assessing Research Consultations: Surveying a ‘Captive’ Audience

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Project Description

• We used two Springshare products to assess our research consultation service.

• Baylor University Research & Engagement Librarians offer research consultations, which students book using LibCal.

• We assessed these consultations through a survey (created in LibWizard).

• Ultimately, the project originated because of one of the features of LibCal: the automatic follow-up email sent to everyone who books an appointment, which is where we put the link to the survey.

• Cannot stress enough how easy this was to implement and how low-maintenance it is.
Set-up step 1
Set-up step 2

Follow Up Email to Patron

An email is sent to the patron after the appointment time. This is the default template, you can customize this per appointment.

**Subject**
Appointment follow up

**Body**

Hi {{FIRST_NAME}},

Thanks for attending the appointment on {{START_TIME}}, {{DATE}}.

Please fill out our survey about the help you received. You can find the survey here: <a href="http://baylor.libsurveys.com/libcafolowup">http://baylor.libsurveys.com/libcafolowup</a>

If you have any further questions, please contact me thank you!

**Preview**

Hi John,

Thanks for attending the appointment on 10:06am, Tuesday, March 26, 2019.

Please fill out our survey about the help you received. You can find the survey here: <a href="http://baylor.libsurveys.com/libcafolowup">http://baylor.libsurveys.com/libcafolowup</a>

If you have any further questions, please contact me thank you!
Set-up step 3

Hi Ellen,

Thanks for attending the appointment on 6:00am, Wednesday, March 27, 2019.

Please fill out our survey about the help you received. You can find the survey here: [link]

If you have any further questions, please contact me thank you!
Response!

https://baylor.libapps.com/libapps/login.php
How did you hear about making an appointment with a librarian?
“If you learned something new, what was it?”
“If you learned something new, what was it?”

• “I learned an efficient way of searching for sources that I didn't know before”

• “That I can scan books with a scanner and convert them to SEARCHABLE pdfs. That's amazing.”

• “I found that there were far more resources available to me if I knew where to look. I thought I had already found all the relevant books in the library but after the meeting I found dozens more which directly relate to my research project.”

• “I learned how to use Zotero (so very helpful) and also learned a few new techniques on how to work with databases.”
“If you learned something new, what was it?”

• “The crucial role a librarian can play in helping one to accomplish academic research objectives. Ms. Wood was extremely helpful to and patient with me.”
“If you recommend making an appointment to others, why?”
How helpful?

Students wrote that we were “__________ helpful”

VERY
EXTREMELY
INFINITELY
SUPER
SO
INCREDI BLY
ALWAYS
GENERALLY
“If you recommend making an appointment to others, why?”

• “I had no idea what I was doing and when I left, I had a much better understanding of my task.”

• “Librarians are incredibly knowledgeable and can help students to better access the vast amount of resources Baylor has to offer it's students.”

• “It’s encouraging to share ideas and interests with a knowledgeable librarian”

• “There are so many resources at Baylor to help you do your best work and this is one of them that gets over looked! The librarians are so helpful and knowledgeable on their topics!”

• “Eileen Bentsen was extremely helpful and kind to me throughout our appointment. I really liked her and I enjoyed researching sources for my project, which is something I never thought I would! She made the process so easy.”
“If you recommend making an appointment to others, why?”

• “BECAUSE EILEEN IS THE BEST. A living saint.”
Take-aways

• Juniors made the most appointments, because of the class for junior honors thesis students: an appointment is required.

• The majority of students hear about appointments from either a professor or from a librarian during a class.

• Students love making an appointment with a librarian; they are satisfied with what they get from them and would always recommend them to others.

• Ultimately, the reason why our appointment service is so successful is because of the value of the help that students receive from the librarians.
Going forward...

• Take advantage of the fact that professors promote the service
• Re-design survey to ask different questions