

The Cambridge Libraries Survey 2023

Please help us reach as many of our users as possible to listen to their experiences!

Thank you for helping us to spread the word about the Cambridge Libraries Survey, which runs from Monday 13 February until Friday 10 March 2023 (deadline extended).

On page 1 of this pack you will find information [about the survey](#)

On page 2 you will find [resources and promotional materials](#)

About the survey

The survey is run by Cambridge University Libraries' Head of Assessment and User Experience, Dominic Dixon, using the standardised LibQUAL+ survey instrument which is adapted to suit the collegiate university context. Once the survey is closed, Dominic will analyse the survey responses and make the data available to Cambridge libraries staff.

The survey asks respondents to share their views and experiences of using library services across the University of Cambridge. The information gathered gives our libraries valuable perspectives to inform service provision and planning. This survey was last run in 2020 and will be run again in around 3 years. Over time, the survey findings help us to measure our progress in meeting users' needs.

You can find further details about why the survey happens and how the results are used on this page: [Cambridge Libraries Survey | Cambridge University Library](#)

The survey asks respondents to think about the library they use most often.

- They can select an individual named library from a list.
- They can select the option 'another library', which they can name if they wish.
- There is a single category for 'my College library'.

For details of the methodology of the survey, and a demonstration of how the results are presented and analysed, please [click here to access or download a pdf copy of the 2020 report via OneDrive/Sharepoint](#). (Please email Hannah Haines at hb281@cam.ac.uk if you need help to access this report.)

Many library users in Cambridge are likely to use more than one library, and many will use virtual or online services and resources that they don't associate with a particular library site. Your help in promoting the survey to your own users is invaluable. It will be fantastic if you are able to help cascade the invitation to take the survey within your Faculty, Department or College, and promote the survey and the incentive to respond as much as you can within your area.

Resources and promotional materials

Below (and attached to the email along with this pack) are some resources and ideas for raising awareness of the survey in your community and networks.

We'd really appreciate you sharing these resources as suggested here rather than creating your own. This is because we're using different URLs for each promotional channel in this campaign - we're keen to identify the most effective routes to direct people to the survey.

Email

Are you able to get a message out via local email lists or Moodle to audiences such as student year groups or those on specific courses? Can you contact Supervisors, Directors of Studies or teaching staff in your area and ask them to encourage their students to respond? The following text is available as guidance:

++++++

Cambridge University Libraries would love to hear your experiences of using our library services!

The Cambridge Libraries Survey runs from Monday 13 February to Friday 10 March - tell us how you find accessing information, resources, help and training opportunities in our libraries, as well as what you think about library spaces.

We want to hear from current staff and students at the University as well as our other users, including NHS staff. Respond to the 10-minute survey and you'll have the chance to win one of ten £50 Love Cambridge vouchers.

[TAKE THE SURVEY](#)

++++++

Newsletters

Please use or adapt the following text for any relevant newsletters within your area / School:

++++++

Cambridge University Libraries would love to hear your experiences of using library services! The Cambridge Libraries Survey runs from Monday 13 February to Friday 10 March - tell us how you find accessing information, resources, help and training opportunities in our libraries, as well as what you think about library spaces. We want to hear from current staff and students at the University as well as our other users, including NHS staff. Respond to the 10-minute survey and you'll have the chance to win one of ten £50 Love Cambridge vouchers.

[TAKE THE SURVEY](#)

++++++

Physical resources

Are you able to display posters and/or distribute postcards and bookmarks anywhere in the area of your library? Perhaps beyond the library space – departmental notice boards, the JCR, MCR, common room, tea area or locker room? If so, please contact Dominic Dixon after Monday 13 February on dd547@cam.ac.uk to arrange delivery of promotional materials.

Social media

We will be posting about the survey from UL accounts. It helps the visibility of these posts if you 'like' them (from your library's account and, if you have a professional profile on social media, from your own personal account). It spreads the message even further if your library can 'quote' share posts to highlight elements that are important for your community of users.

- Twitter [@theUL](https://twitter.com/theUL)
- Facebook [Cambridge University Library](https://www.facebook.com/CambridgeUniversityLibrary)
- Instagram [cambridgeuniversitylibrary](https://www.instagram.com/cambridgeuniversitylibrary)
- Linked In [Cambridge University Library](https://www.linkedin.com/company/cambridgeuniversitylibrary)

Digital resources

Attached to the email with this document you will find:

- a poster for display on digital screens in your area
- a powerpoint slide to use on digital screens or in any presentations you may be giving during the course of the survey
- three square 'logo' images, and an oblong image sized as a Drupal 'leading image' ('Your libraries, your views' next to the logo). These can be used on webpages or LibGuides if you wish
- a smaller version of this oblong image suitable for email signatures.

You are welcome to use these images to [link your readers to the survey here](#).

Word of mouth

Mention the survey to your community whenever possible. The UL homepage, <https://www.lib.cam.ac.uk>, will display a link on the carousel, so you can direct people here if you don't have a bookmark to hand to give out!

- teaching / training sessions
- interactions at borrowing desks / help points
- Faculty board / Departmental / College meetings
- Faculty / Department / College social events (tea in the library etc)

Thank you!