

June 29, 2007

COIL Meeting on VYEW

Meeting started approximately at 10:00 am and ended at 12:00pm. Members present Jason Dupree, Jamie Holmes, Tom Thorisch, David Oberhelman, Sarah Clark, Jan Ferris, Dennis Miles, and Frederic Murray.

On this day, Vyew was having technical difficulties and the file/desktop sharing feature was unavailable.

Minutes were reviewed from the meetings on May 25th and June 1st. Frederic moved to accept the minutes. Dennis seconded. Motion carried unanimously.

Discussion began on the COIL surveys by selecting a timeframe for the surveys' availability. Everyone agreed that a one month period would be sufficient. Oberhelman added that OK-ACRL would pay for a SurveyMonkey one month subscription (to support COIL's endeavor). There was voiced concern about communication and delivery method of the surveys. It was agreed that library directors and appropriate personnel would be contacted at each individual institution by phone or email. Direct mailing and postcard reminders were suggested too. A well coordinated effort appeared to be the prevailing theme.

Next, the group moved into editing the librarian survey. It was suggested to reword question 2 for clarity. The discussion was split about revising or starting over. The objective is to revise and keep in mind we are attempting to increase the response rate. Attendees asked for a list of the questions without the analyses attached (something later added to the COIL website: <http://okacrl.okstate.edu/coil/librarian-LOQ.doc> and <http://okacrl.okstate.edu/coil/program-loq.doc>). For time considerations, everyone agreed to submit further revisions by email.

Discussion moved to catchphrases and clarity of purpose. Thorisch submitted the only catchphrase "Round 2." Clark added the following points to address clarity: 1) how short the survey is and 2) how quickly it can be completed. Everyone agreed this would help response rate. The catchphrase was accepted because it gave the surveys a sense of credibility.

During discussion, Dupree visited SurveyMonkey's website and found both surveys archived. SurveyMonkey stated it would take a 24 hour period before the surveys were restored to active status.

Next, attendees examined what should be done with this information. Everyone was in agreement that COIL should use all avenues available (i.e., publishing a report, doing conference presentations, sending it to the Board of Regents/OCALD, etc.). During the discussion, Ferris mentioned Clark's background in marketing which would be a plus for future planning. Several ideas were mentioned but one stood out: "a road show."

Attendees were asked to include brainstorming ideas for the road show idea along with their revisions for the surveys.

Next scheduled meeting would be after the COIL workshop.