

WHO WE ARE

The Center for Digital Initiatives makes unique research collections available online. This digital library offers powerful search and browse capabilities and accepts a variety of formats - from film to historic photographs to born-digital files.

It is the UVM Libraries' goal that students, faculty, staff, scholars, and community members participate as users and creators of digital resources in an open, collaborative environment. The CDI works with users to integrate digital collections in their research, teaching, and learning strategies.



Current CDI collections include:

- Congressional Speech, Correspondence, and Portrait Collections
- Dairy & the US Congress
- Fletcher Family Papers
- George Perkins Marsh
- Hay Harvesting Films
- Kake Walk at UVM
- Long Trail Photographs
- McAllister Photographs
- Maple Recipe & Research Collections
- Medieval and Renaissance Manuscripts
- Toussaint Photographs

THE PROBLEM

The CDI launched in April 2007. In 2008, the CDI received an IMLS grant with the explicit goal of making the CDI an "open, collaborative environment." Staffing increased, mission statements and collecting policies were rewritten, and a proposal process was announced by which anyone could suggest new digital collections.

We want to foster a community of user-creators.

In order to measure the growth of this community, we planned a series of recognition surveys through which we could determine whether UVM faculty and students were aware of our presence, our resources, and / or our services.

Do UVM faculty and students know about the CDI? Its resources? Its services?

THE SIDE EFFECT

Distributing a survey to measure recognition further promotes a program.

Simply by taking the survey, respondents who were not previously familiar with the CDI are now aware of our online collections and support services.

THE UNIVERSITY OF VERMONT

THE SURVEY AS OUTREACH: HOW MEASURING RECOGNITION CAN FURTHER PROMOTE SERVICES AND RESOURCES

RESULTS OF THE FIRST SURVEYS

Prior to taking this survey, had you heard of the Center for Digital Initiatives (CDI) ?

Yes	33% of faculty	12% of students
No	67%	88%

Unsurprisingly, not many people had heard of us.

How did you hear about the CDI?

Top Faculty Responses:	Colleagues (36%), Library Website (25%), Campus Media (21%), Print Publicity (20%), Academic Support Unit (16%), Liaison Librarian (14%), New Faculty Orientation (11%), Library Event (9%)
Top Student Responses:	Professors (31%), Library Website (31%), Academic Support Unit (15%), Library Instruction Session (13%), Campus Media (10%), Print Publicity (6%), Orientation (4%), Library Event (4%)

Prior to taking this survey, I have visited the CDI site at <http://cdi.uvm.edu/>.

Yes	33% of faculty	33% of students
No	67%	67%

Many people clicked through to our site.

What was your reason for visiting the CDI?

Research	29% of faculty	71% of students
Teaching	24%	6%
For Fun / General Interest	47%	53%
Contact Information	11%	6%
To Submit a Collection Proposal	5%	0%

Prior to taking this survey, I was aware of the CDI's collection proposal process which encourages anyone to suggest new collections.

Yes	20% of faculty	4% of students
No	80%	96%

Prior to taking this survey, I was aware of the following CDI services:

Online research collections	37% of faculty	27% of students
Instruction sessions on digital collections research	13%	5%
Support for assignments using CDI collections	10%	6%
Student internships & individual research projects	3%	3%

Encouragingly:

In the next year, for which of the following reasons do you anticipate using the CDI's site or services?

Research	49% of faculty	45% of students
Teaching	38%	5%
For Fun / General Interest	15%	14%
To Submit a Collection Proposal	9%	3%

Nearly half of each population said they would use our site for research in the next year.

REMEMBER: simply by taking the survey, respondents are now more aware of the CDI and its services.

THE UVM LIBRARIES' CENTER FOR DIGITAL INITIATIVES

THE SURVEY

Paper copies of the surveys are available.

Distribution: Link in University Email
Delivery: Zoomerang

**March 2010 - first Faculty Survey conducted
April 2010 - first Student Survey conducted**

All UVM Faculty were sent a link to the survey. With 344 faculty responses, our confidence level is 95% with a confidence interval of +/- 4.46.

A random sample of 4,000 UVM students (undergraduate, graduate, and non-degree) were sent a link. With 434 responses, our confidence level is 95% with a confidence interval of +/- 5.05.

Demographic questions ensured that respondents were UVM faculty or students. This information also provides faceted results about CDI awareness among faculty and students in different schools and majors.

The same surveys will be repeated in one year.

EXPECTATIONS

When the surveys are repeated in a year, we expect to see increased awareness.

Increased recognition of the CDI, its collections, and its services will be measured by increased positive responses to the following questions:

Prior to taking this survey, had you heard of the Center for Digital Initiatives (CDI) ?

Prior to taking this survey, I have visited the CDI site at <http://cdi.uvm.edu/>

Prior to taking this survey, I was aware of the CDI's collection proposal process which encourages anyone to suggest new collections.

Prior to taking this survey, I was aware of the following CDI services: (check all that apply)

In the next year, for which of the following reasons do you anticipate using the CDI's site or services? (check all that apply)

Increased awareness = Successful branding and promotion

It is also one step towards fostering a community of CDI users.

<http://cdi.uvm.edu>