

Christmas wishes

Library & Learning Support Services

University of Surrey

About the organization

Organisation:	University of Surrey
Department:	Library & Learning Support Services
Size:	92 employees
Industry Sector:	Higher Education

University of Surrey is a campus university offering a wide range of research and study programmes for approx. 13,500 students.

Library and Learning Support Services (LLSS) is accommodated within a single building at the centre of campus. Along with core academic library services it also incorporates a Learning and Development team who provide academic and information skills support, Additional Learning Support for disabled and dyslexic students and the National Resource Centre for Dance.

Background: Feedback at the University of Surrey Library

The University of Surrey Library actively encourages users to give feedback about its resources and services to help to shape and improve Library experience. This is collected in a number of different ways:

- Comment cards
- Email
- In person
- Over the phone
- Student focus groups

- Social media – Twitter/Facebook
- Boards of Study or Student & Staff Liaison Committees

All comments are logged on a centralised spreadsheet to allow for a detailed analysis to happen every semester. Key analysis focuses on response time, type of feedback received, and top categories for negative and positive feedback, and all feedback is published bi-annually on our Library website: <http://www.surrey.ac.uk/library/using/feedback/>

In 2014-15, we received a total of 175 comments throughout the academic year (98 comments in semester 1, and 77 comments in semester 2).

The 'Christmas wishes' campaign

The 'Christmas wishes' campaign was launched in December 2015 as a means of eliciting feedback in a different, more engaging way. The Christmas tree was located just outside the Library next to our entry and exit gates in our 'social study space,' to attract the attention of as many library users as possible. A few blank, brightly-coloured baubles were initially hung on the tree to encourage others to add their own and get involved, and a sign was placed nearby which asked them to take a bauble and complete the following sentence: 'All I want for Christmas in the Library is...'

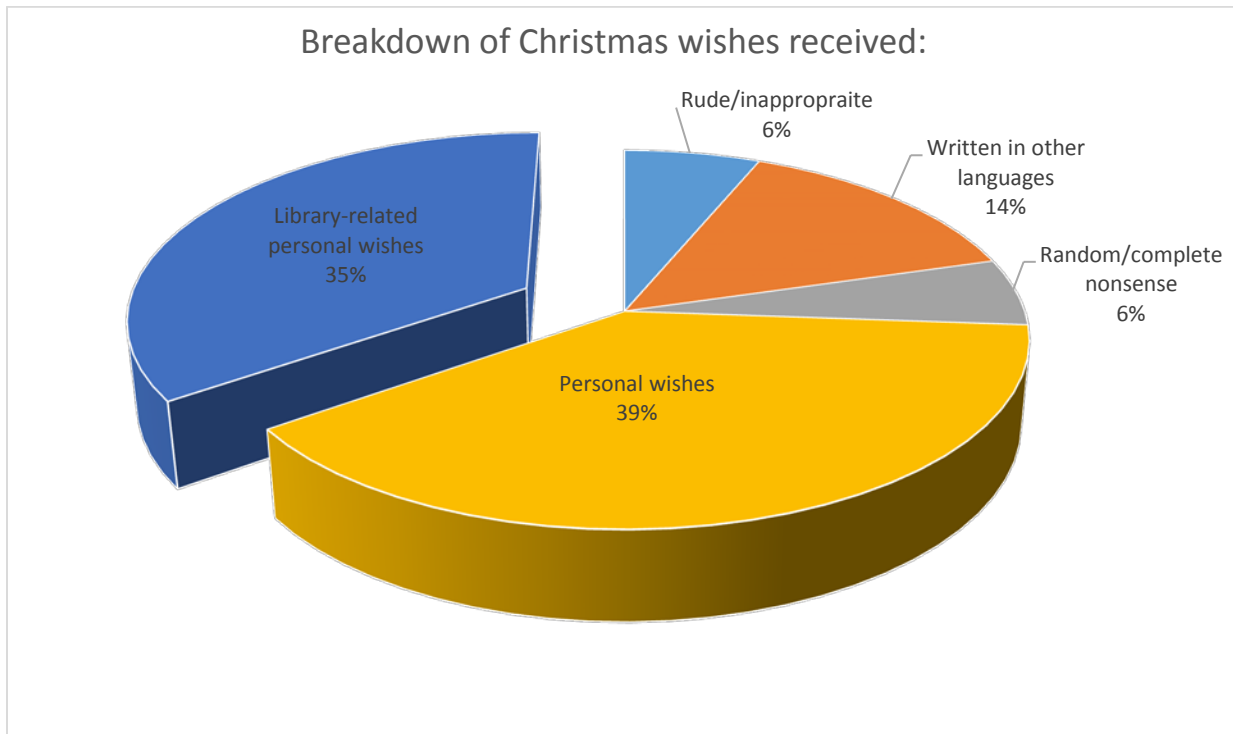
We advertised the Christmas wish tree on our social media platforms ([Blog](#), [Instagram](#), [Twitter](#), [Facebook](#)) and agreed to post any suitable baubles and responses as we went along to help keep the momentum (and interest) going.

The campaign ran for 16 days, and ended on Friday 18 December – the last day of semester before the Christmas vacation.



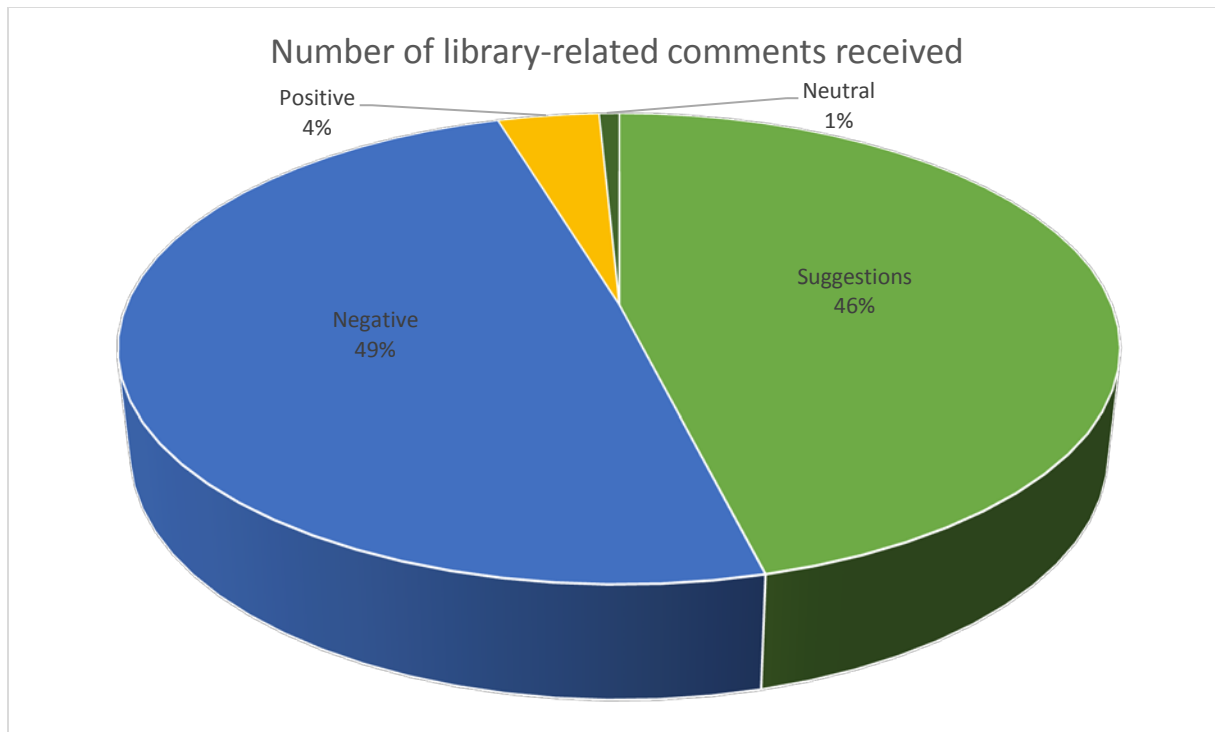
Findings

In just over two weeks, we counted 367 baubles on our Christmas wish tree. Not all were library-related, however. 23 comments were rude/inappropriate in nature, 52 were written in other languages, 21 were random/complete nonsense, and 143 were personal wishes/nice messages to others.



128 of the comments were suggestions or feedback about the Library. If we compare this figure to the number of comments we received in 2014-15 (175), this was a great response – particularly in such a short space of time. Broken down even further by type of feedback, we discovered:

- 63 comments were concerns/complaints (49.2%)
- 59 were suggestions (46.1%)
- 5 were positive (3.9%)
- 1 was neutral (0.8%)



It was positive to see we received almost as many suggestions as we did negative comments, and that library-related wishes were almost on par with the number of personal wishes that were also made.

Conclusion and evaluation

It would seem that the success of the campaign was due to the fact it was a fun, informal and anonymous way to give feedback about the Library. More importantly, students loved reading what other people had written (especially as we received a lot of personal wishes too), and after seeing a few baubles hanging on the tree were encouraged to engage with it themselves. The campaign was self-perpetuating and needed little involvement from staff once it had launched, although we did take it upon ourselves to remove any offensive/rude comments on a daily basis.

Once the campaign had ended, library-related wishes were sorted into categories so that we could better analyse our findings. Photos of baubles from our top 10 categories. were taken; we posted some of these on social media whilst the Christmas tree was still up in the Library – either on our Facebook gallery or on an ad-hoc basis on Twitter where we could offer useful advice or information - although the majority were posted in January 2016 as a means of concluding our campaign and sharing what actions we were planning to take in light of the feedback we received.

Strengths of the campaign

- Ability to collect a lot of feedback in a short space of time
- Cheap (Christmas tree was kindly donated) and easy to produce (only coloured paper and ribbon required for the baubles!)
- Minimal staff time required once campaign underway
- Responses can easily be posted on social media as a means of acknowledging feedback and identifying next steps

Weaknesses of the campaign

- Produced a considerable quantity of non-library related comments