

## Academic Libraries Recruitment Efficacy and Outcome Study

The **Academic Library Recruitment Efficacy and Outcome Study** is an ongoing longitudinal study to investigate the efficacy of employee recruitment techniques used by academic libraries. This study focuses on the advertising of vacancies and the solicitation of applications.

The study collects data through electronic submission on an ongoing basis, with no anticipated end date for collection. Participant institutions may submit their data as searches are conducted with the option of withholding the institution's name. Over time, the study will result in a significant volume of data on academic library recruitment efforts.

The data generated by the study allows for comparison and assessment of library recruitment strategies in terms of their efficacy in generating qualified applicants for librarian and staff positions. This includes an opportunity for the evaluation of the use of specific advertising venues and practices intended to increase applications from members of traditionally underrepresented groups. Because this study is the first of its kind for academic libraries and the only one of this scope, the data will capture a unique variety of practices and produce a statistically significant sample for analysis based on institutional characteristics, position types, advertising venues, etc. In cases where the institution has requested to withhold its name from the reporting feature, the search data will only indicate general information such as type of institution (public or private) and region.

As a benefit to participant institutions, all submitted data is securely retained and made available for future reporting and interpretative purposes. The participant institutions will be able to use the database as a repository for their own search efforts and outcomes for compliance reporting and other purposes. Additionally, institutions will learn about posting locations and results from their peer institutions and use this information to refine their own recruiting efforts or better target applicants for specialized positions.

### Background

The University of Florida researchers and partners from peer institutions established the study design throughout 2009: defining the study parameters and the specific data to collect and developing the data collection tool and methodology. Participating peer institutions:

- Duke University
- Texas A&M University
- University of California-Irvine
- University of Chicago
- University of Massachusetts-Amherst
- University of Minnesota
- University of North Carolina-Chapel Hill

Data collection began in spring 2010. The data collected for each search includes: type of position (faculty or staff, technical focus, employment terms, etc), locations and efforts used to advertise the position, and the results of the search (completed applications, qualified candidates, and progress of applications through the selection process).

### Participating in this Survey

To participate in this survey, submit data and use the enhanced reporting features, each individual in an institution working on the Recruitment Study must register with myOpenID for their own account name and password at the following link <http://apps.uflib.ufl.edu/recruitmentstudy>.

### Contacts

Any questions or comments regarding this study are welcomed and may be directed to Brian Keith or Bonnie Smith at the University of Florida, George A. Smathers Libraries at (352) 273-2595 or [recruitmentstudy@uflib.ufl.edu](mailto:recruitmentstudy@uflib.ufl.edu).