

## Introduction and Instructions

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.

## I. 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).

## II. 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).

### III. Data Submission

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>.

Participant institutions submit data for each search by completing the questionnaire at: [Recruitment Study](#). Once the mandatory information is completed on the first five pages (questions 1-13), the data will automatically be saved when moving to the next or previous page. If the browser is closed before completing the mandatory information, work will be lost. If the browser is closed after all the mandatory information has been entered, editing and deleting will remain possible from the institution's home page until the search is submitted. Select the 'Finished? Submit your Survey' button at the bottom of the last page when the data entry is complete. Once the posting is submitted editing will no longer be possible but the position will be immediately accessible for review through the Reporting Tool.

The intent is to collect granular and comprehensive data on each search. Participants are encouraged to track the data for each search as it is conducted. To help with this process, a spreadsheet is available to record recruitment efforts and outcomes as the search progresses. Please use the following link to access this spreadsheet: [Recruitment Study Mirror Template](#). This spreadsheet mirrors the information for the study, but the spreadsheet can be more easily manipulated by sorting and hiding data to best match the advertising efforts employed by the participant institution. All data should be entered through the survey tool. Do not send your worksheet.

### IV. Questionnaire Instructions

The following are detailed instructions to help users complete the survey. The survey is divided into four major sections:

- General Information
- Position Information
- Job Type
- Advertising Activities

#### General Information

- **Question 1:** Institution Name is required.
- **Question 2:** Privacy status is required. Participants must indicate the "privacy status" for the data submitted for each position. If the respondent opts to withhold the institution's name, the search data will only identify the institution type (public or private), region, etc.

#### Position Information

- **Question 3:** FTE (Full Time Equivalent) is required. 100% reflects a full time position or 1.0 FTE.
- **Question 4:** Fair Labor Standard Act Status is required. Exempt status should be selected if the position is salaried. Non-exempt should be selected if the position is hourly or overtime eligible.
- **Question 5:** For exempt positions, respondents select the one category that best describes the type of position:
  - Professional Librarian,
  - Other Professional, **or**
  - Support or Paraprofessional Staff

To qualify as a “Professional Librarian,” the position must require a Masters of Library Science (MLS), Masters of Library and Information Science (MLIS), an advanced degree or equivalent years of experience. “Other Professional” refers to professional positions which may or may not require an advanced degree and might serve in fields such as human resources, grants, senior administration, information technology, etc.

## Job Type

- **Questions 6 through 9:** Job type options span four categories.
  - Specialist
  - Administrator
  - Head, Branch
  - Department Head

**Please select all options in all four categories that apply for the position.**

The following descriptors are intended to aid in your determination of the most suitable job types.

- **Question 6:** Specialist
  - Specialists work in a wide variety of specific fields such as librarianship, personnel, fiscal matters, systems, preservation, etc. Specialists may or may not be strictly speaking professional librarians (i.e. have an MLS).
  - “Subject Specialist” should be selected for positions that primarily build collections, but may also offer specialized reference and bibliographic services.
- **Questions 7 and 8:** Administrator and Head, Branch
  - These codes should be used for all persons at these levels regardless of the area of specialty. If an Assistant or Associate Director is also head of a department, choose the category that best reflects the duties of the position.
  - If the administrative title structure at the respondent’s institution differs from these options, respondents should select the available option that best corresponds to that institution’s structure.
- **Question 9:** Department Head
  - For a Department Head whose department type is not included in the available options, should be reported under the category “Other.”
  - “Cataloging” should be used for either the head of the department that handles all cataloging, or for the head of a specialized cataloging unit (e.g. copy cataloging or foreign languages).
  - Assistant Department Heads who are responsible for major units and spend the bulk of their time in supervision and revision of the work of others should be reported under the “Department Head” category. However, Assistant Head positions responsible for small units or for supervision only in the absence of the head should not be reported under the Department Head category.
- **Question 10:** Working Title is required. Please indicate the working title, which may be different than the official title or rank, or the Job Type entered in questions 6-9. For example: Chemistry Librarian.
- **Question 11:** Employment Type is required. Please select the most appropriate for the options of temporary, regular and tenure accruing or permanent status eligible.
- **Question 12:** Institution type is required and the respondent should indicate the type of library in which the position will primarily serve. If the position’s primary area of service is not limited to a Law or Medical Library, the respondent should select “All Other.”
- **Question 13:** Date position was posted is required. Please indicate when advertising of the vacancy officially began.
- **Question 14:** Date search closed. Respondent should answer the question once the search is closed. If the search is in progress at the time respondent begins this questionnaire, make sure to use the link in the top right hand corner of the survey to “Save and continue the survey later” until the search is closed.
- **Question 15:** Search Status. Respondent should answer the question once the search is closed. Select the appropriate reason the search was closed. If the search is in progress at the time respondent begins this

questionnaire, make sure to use the link in the top right hand corner of the survey to “Save and continue the survey later” until the search is closed.

- **Question 16:** Employee start date should be left blank if the position is not filled at the close of the search. If the search is in progress at the time respondent begins this questionnaire, make sure to use the link in the top right hand corner of the survey to “Save and continue the survey later” until the search is closed.
- **Question 17:** Gender of the hired person should be reported if known. If unknown to respondent or if the position is not filled, the question should not be answered. If the search is in progress at the time respondent begins this questionnaire, make sure to use the link in the top right hand corner of the survey to “Save and continue the survey later” until the search is closed.
- **Question 18:** Ethnicity of the hired person should be reported if known. If unknown to respondent or if the position is not filled, the question should not be answered. If the search is in progress at the time respondent begins this questionnaire, make sure to use the link in the top right hand corner of the survey to “Save and continue the survey later” until the search is closed.

## Advertising Activities

### Background

The survey seeks to compile a comprehensive accounting of advertising and recruiting activities in order to assess the outcomes of these efforts.

Part of this effort is to determine how applicants first learned of the vacancy. If the applicant does not indicate this in the application, the respondent should inquire with the applicant. The following email template is exemplary and may be used for this purpose:

Dear <<applicant name>>,  
Thank you for your interest in the position of <<Position Title>> at <<Institution Name>>.  
Your email and attachments were received fine and have been submitted to the faculty search committee for their consideration.  
To assist us in evaluating our advertising strategies please let me know where you first learned of this opening.  
Should you have questions or concerns regarding the search process, please don't hesitate to contact me.  
Kind regards.

Institutions could also request that applicants identify how they learned of the vacancy in their advertisement using language such as the following: “Applicants should include a cover letter describing their interests in and qualifications for this position and reporting where they first learned of this vacancy. Additional required application materials include: ....”

The survey collects where the position was posted and the resulting number of applications for each posting or recruitment effort. The survey lists a considerable number of advertising activities, of which each institution may use only a small or limited number. Individual advertising activities are grouped into the following major categories:

- General Advertising Venues (Questions 19-21)
- Electronic Mailing Lists (Questions 22-23)
- Recruiting Library's Venues (Questions 24-25)
- Social Networking Web Sites (Question 26)
- Regional and Local Venues (Questions 27-31)
- Newspapers (Questions 32–39)

- ALA Accredited Library Schools (Question 40)
- Specialty Venues (Questions 41-44)
- Individuals (Question 45-47)

#### Questions 19 through 47: General Instructions

- For each advertising effort or location, enter “Y” in the first column if the position was posted at the indicated venue at least once during the course of this search. If not advertised through the venue or the effort described, leave blank and skip to the next row.
- If you answer “Y” for yes, please complete the remaining cells in that row.
  - # of completed applications column - indicate the number of applications completed as a result of having first learned of the vacancy using the indicated venue
  - # of applicants meeting minimum qualifications column - indicate the number of applicants meeting minimum qualifications as a result of the applicant having first learned of the vacancy using the indicated venue
  - # of telephone interviews column- indicate the number of telephone interviews conducted as a result of the applicant having first learned of the vacancy using the indicated venue
  - # of onsite interviews column- indicate the number of onsite interviews conducted as a result of the applicant having first learned of the vacancy using the indicated venue
  - # of offers extended column - indicate the number of offers extended as a result of the applicant having first learned of the vacancy using the indicated venue

Some of these questions require unique responses

- **Questions 24:** Recruiting Library’s Venues. These represent advertising venues within the home institution.
- **Question 25:** Special Interest Venues within the Home Institution. Entries reflect postings through institution-specific electronic mailing lists such as clubs and groups. If the position was posted to other special interest venues within the home institution, the respondent should report the specific site name(s) in the space provided.
- **Questions 25 through 44:** The survey requests that the respondent report the specific site name(s) in the spaces provided.

## V. Submitting the Data

Please note, in the event that an individual search results in the hiring of more than one person, respondents should submit the data for each additional hire in a separate survey as if more than one search was conducted.

Once the mandatory information is completed on the first five pages (questions 1-13), the data will automatically be saved when moving to the next or previous page. If the browser is closed before completing the mandatory information, work will be lost. If the browser is closed after all the mandatory information has been entered, editing and deleting will remain possible from the institution’s home page until the search is submitted. Select the ‘Finished? Submit your Survey’ button at the bottom of the last page when the data entry is complete. Once the posting is submitted editing will no longer be possible but the position will be immediately accessible for review through the Reporting Tool.

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).