26th Conference (2011) Wrap Up

2011 Conference Evaluation Report

Submitted by

2011 Evaluation & Assessment Committee:
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NASIG GATEWAY TO COLLABORATION **2011**

June 2-5, 2011

NASIG's 26th annual conference was held in St. Louis, Missouri. The conference featured three pre-conferences, two vision sessions, nine strategy sessions, fifteen tactics sessions, and seven poster sessions. Other events included first timers/mentoring reception, a vendor expo, an opening reception at the City Museum, and informal discussion groups.

This year, 294 of the 377 conference attendees completed all or part of the online evaluation form. This 78% response rate reflects an increase of 10% from last year's response rate of 68%. The periodic reminders on NASIG-L and Facebook have increased the response rate this year. This was the fourth year that the evaluation forms were available online. A PDF of the survey was also provided on the NASIG website for attendees to use during the conference. Those who completed the online evaluation form were also eligible to enter a drawing for a free conference registration. The winner will be announced in the *NASIG Newsletter.*
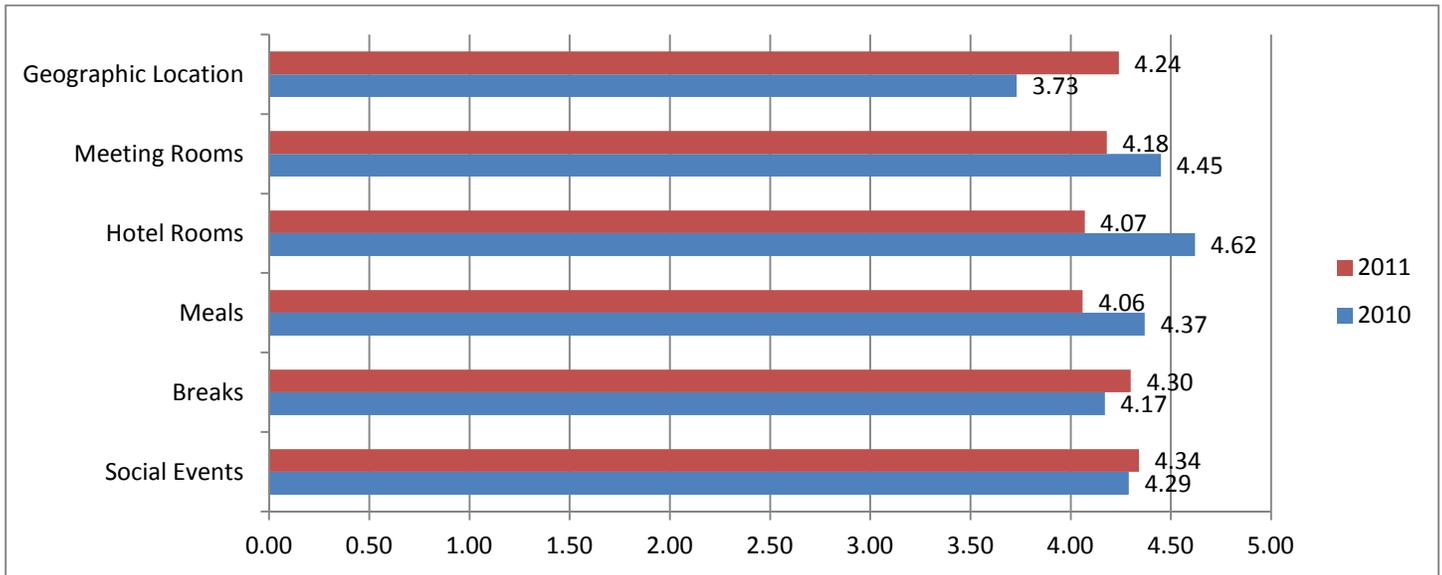
Conference Rating

Overall Conference Rating:
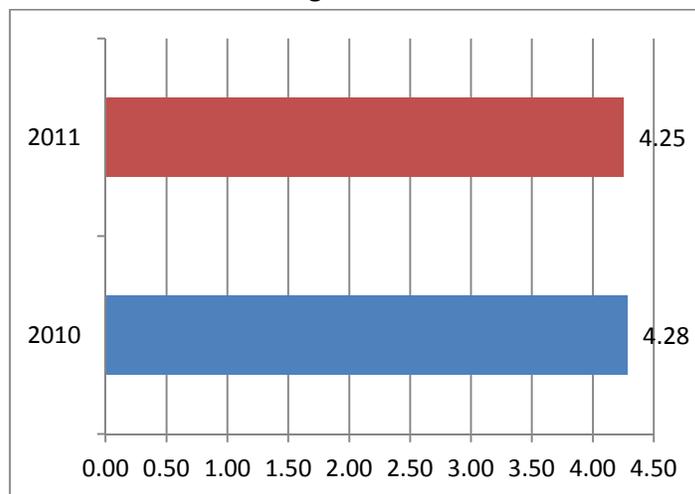
Respondents were asked to give ratings on a scale of 1 to 5, with 5 being the highest rating. The overall rating for the 2011 conference was 4.25, which is almost equal

to last year's conference at Palm Springs, CA, which was rated 4.28 overall.

**Facilities and Local Arrangements:**

Ratings for the facilities and local arrangements for this year's conference are almost equal to those of last year's conference in most of the categories except for geographic location, meeting, and hotel rooms. The St. Louis conference is rated 4.24, which is higher than the Palm Springs conference, rated at 3.73. Many commented that they liked the place and the conference's proximity to downtown, the Arch, Ballpark, and other surrounding places.

The meeting rooms (4.18) and hotel rooms (4.07) received somewhat lower ratings than last year, which were rated at 4.45 and 4.62, respectively. There were multiple comments about hotel and meeting rooms, such as: elevators were not working efficiently; noisy atmosphere due to construction, as well as proximity to the baseball stadium; not accessible for people with disabilities; and the meeting rooms had problems with audibility due to their layout, such as rooms being too long/narrow. However, many respondents also provided positive comments about complimentary internet access in these rooms, as they considered this a core service.

The meals (4.06) were rated slightly lower, while the breaks (4.30) were rated higher this year than last year's ratings, which were 4.37, and 4.17, respectively. There were many comments regarding missing the group meals such as the dine-around and the lunches. Social events (4.34) were rated slightly higher than those of Palm Springs (4.29). Attendees were overwhelmingly pleased with the opening reception at City Museum, and the majority commented that they loved the fun and food at City Museum. They also enjoyed an evening at the baseball game.

Online Conference Information:
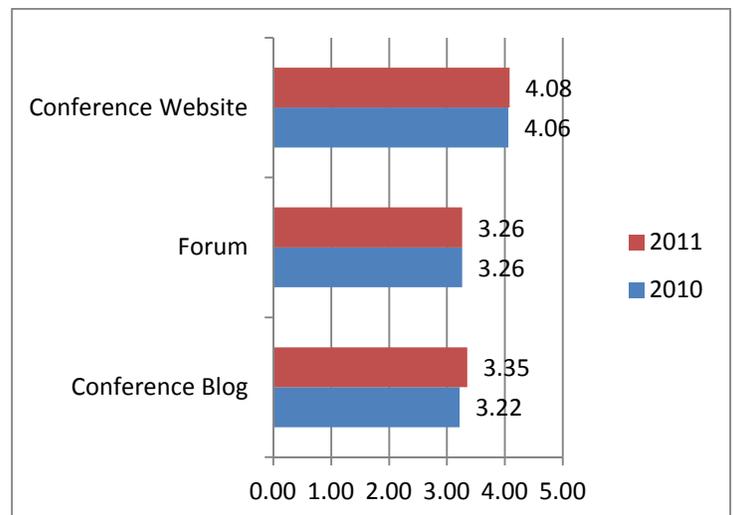
Other conference information, including the conference web site (4.08), forum (3.26), and conference blog (3.35), were rated almost the same as last year, which were 4.06, 3.26, and 3.22, respectively. Several attendees said that they did not use the blog and/or forum. Many commented that this could have been better publicized. Also, there was a recommendation to make it mobile-friendly.

NASIG again used an online store (CafePress) for conference souvenirs. Most respondents (78%) have not visited the store, nor have any opinions. About 20% liked the selection of items, while 1.2% did not like them. Some indicated that they would prefer a wider variety of shirt colors and better quality. Some participants said that they might buy souvenirs on site, but did not think about going to the online store. Also, it was suggested to have more marketing about CafePress on the blog and the Facebook page.

Many attendees expressed their gratitude to the conference planning committee and the program planning committee for all their hard work.

Program

Respondents were asked about the balance in the types of programs offered. This aspect rated 3.97, which is slightly lower than Palm Springs conference, which was 4.02. Many respondents commended on program selection, where there was a wide range of topics covered by knowledgeable speakers. The most repeated comment expressed on the balance of the program was the perceived lack of cataloging/metadata related sessions.

This year the program also followed a 'no-repeat' format where sessions were not repeated. Respondents were asked if the layout and explanation of program choices were easy to understand. This area received a 4.12 rating, which is slightly lower than last year, which was 4.16. Some commented that the layout was slightly confusing as Tactics and Strategies sessions on the program were difficult to follow, and suggested to list the sessions in chronological order. Also, there is a suggestion to make it easy to use on mobile devices.

Average Sessions Ratings:
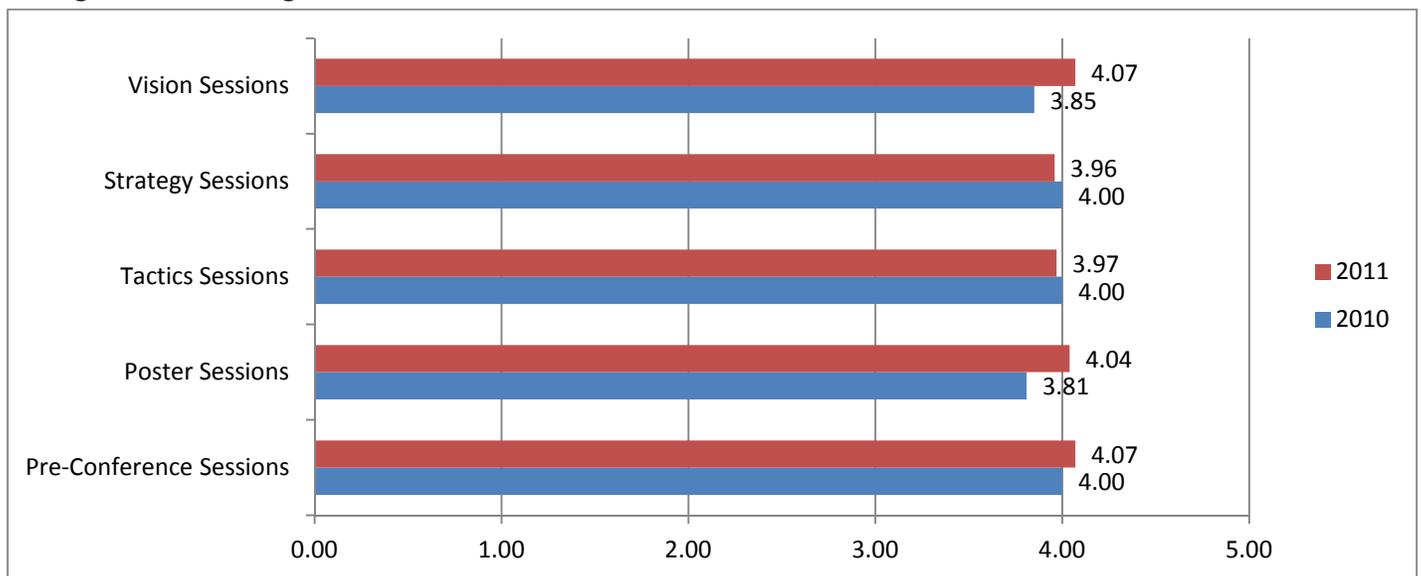
This year the conference featured two vision sessions. Adam Bly's "Science Re-Imagined" received a 3.95 rating. Paul Duguid's presentation, "Books in Chains," received a 4.19 rating. The average rating for vision sessions this year is 4.07, which is higher than last year's rating of 3.85.

The nine strategy sessions this year generated ratings ranging from 3.63 to 4.51 with an average rating of 3.96, which is slightly lower than that of the last year (4.0). The highest rating was given to "Continuing Resources and the RDA Test" (4.51). Two other sessions were rated above 4.0: "No Substantial Penalty for Withdrawal: Investing in a Different Collaborative Model for the Shared Print Archive" with 4.25, and "Leaving the Big Deal: Consequences and Next steps" with 4.21.

Fifteen tactics sessions were offered in St. Louis. Ratings ranged from 3.21 to 4.61 with an average of 3.97, which is slightly lower than the last year's 4.0. Nine sessions scored 4.0 or higher, with the highest rating going to "Humble PIE-J and What [is] ISO 8: National and International Efforts towards Improved Journal Presentation and Identification" presented by Robert Boissy, and Regina Romano Reynolds.

Seven poster sessions were presented this year. Ratings ranged from 3.84 to 4.21, averaging 4.04, which is

higher than last year's 3.81. The poster titled, "The @One eReader Bar: eReader exploration at the University of Nevada, Reno Knowledge Center" by Lisa Kurt and Erin Silva received the highest rating of 4.21.

Three pre-conferences featured this year with ratings varying from 3.0 to 4.85, with an average rating of 4.07, which is higher than last year's 4.0. Judy Kuhagen's, "Serials and RDA: An Ongoing Relationship" received the highest rating of 4.85.

The rate of attendees filling our poster session and pre-conference evaluations was up from last year. In 2011, an average of 100 people rated each poster session compared to an average of 62 people in 2010. The pre-conference was rated by an average of 22 participants. In 2010, pre-conferences received an average of 18 respondents.

Other Conference Events
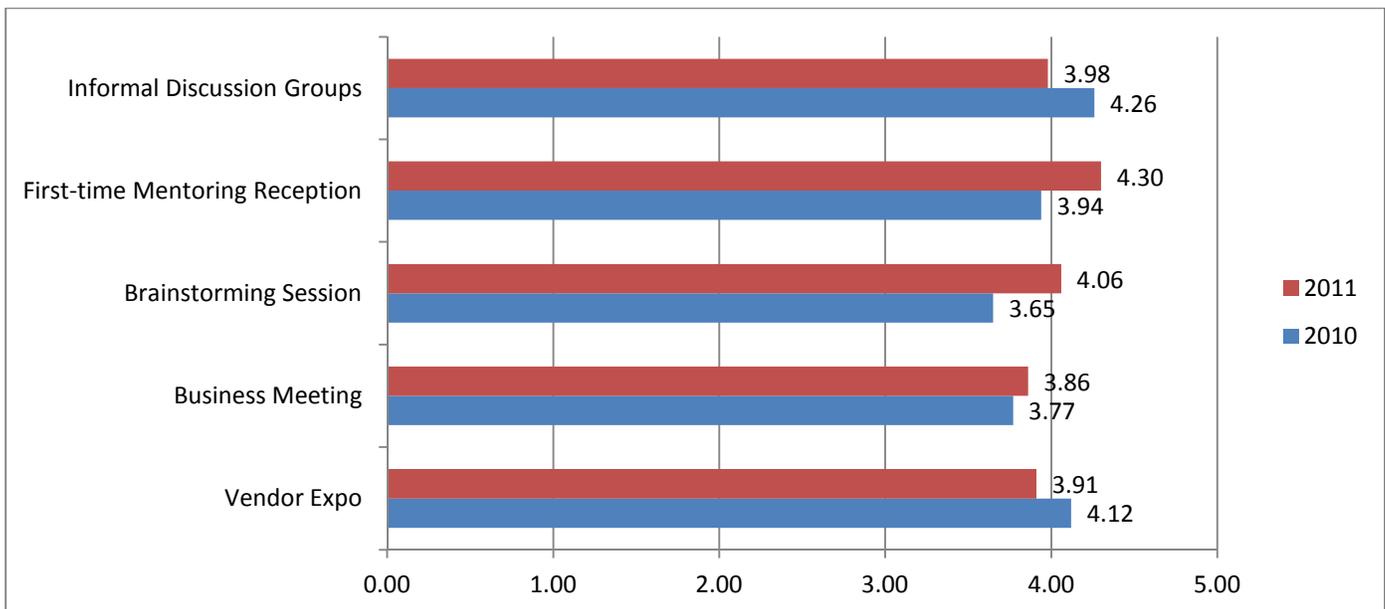
This year the informal discussion groups is rated 3.98, which is lower than the last year at 4.26. There are several comments about too many choices of groups to select, and has been suggested to have fewer offerings.

The First-Timers/Mentoring Reception rated 4.30, which is higher than 3.94 in 2010, with 87% of respondents favoring the continuation of this event in the future. The Brainstorming Session received a rating of 4.06,

which is rated higher than the last year of 3.65. As many as 75% of respondents would prefer to continue this event in the future. The Business Meeting rated a 3.86, which is slightly higher than 3.77 in 2010. The Vendor Expo was rated at 3.91. Though, it is rated lower than the last year, which was 4.12, 83% responded to

continue this session in future. However, there were multiple comments about the timing of the event, as not all conference attendees arrived early enough to attend the Expo.

Respondent Demographics

Respondents by Organization Type:
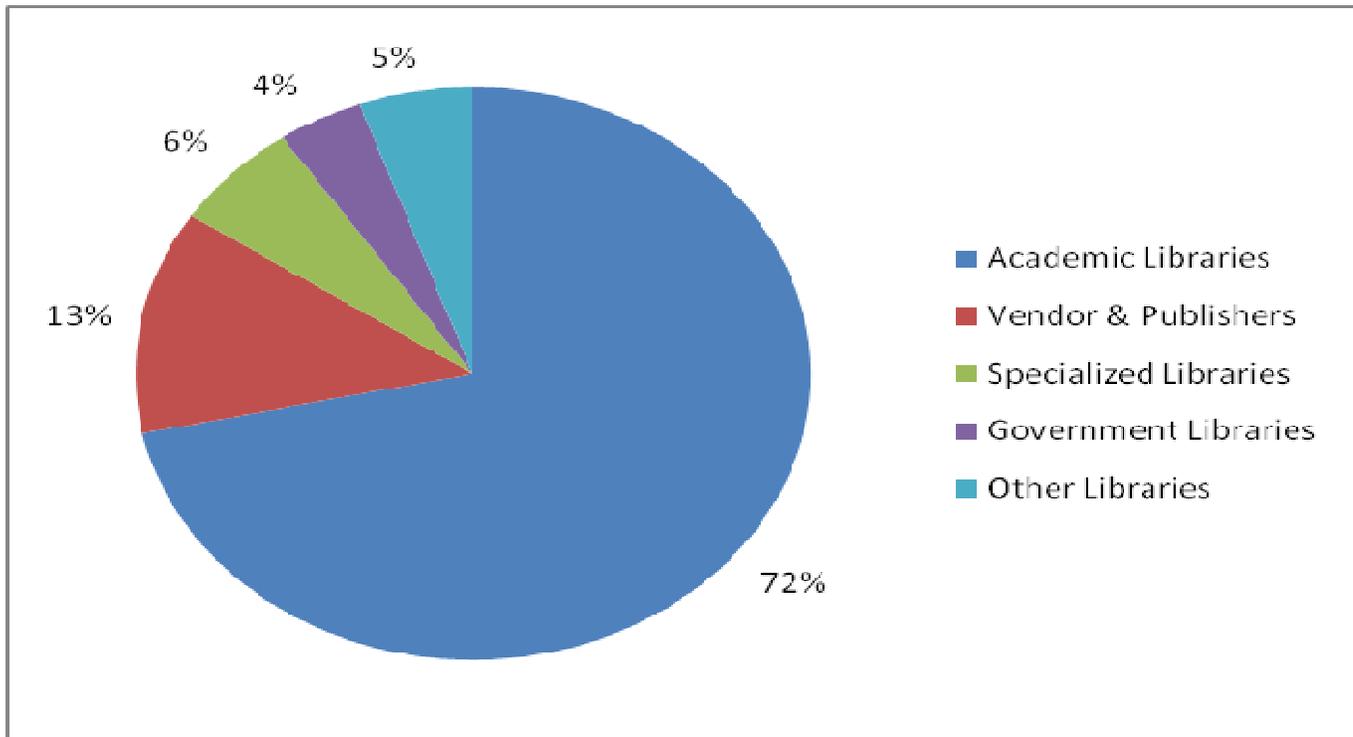
Academic library employees continue to represent the largest group of respondents (72%). This cohort includes university (179), college (29), and community college (2) librarians. Responses from the vendor and publisher community, including subscription agents (16), publishers (13), database providers (4), automated systems vendors (2), and book vendors (2) comprised 13% of the total respondents, higher than last year's 8%. Attendees from specialized libraries including medical (10), law (6), and special or corporate libraries (2) made up 6% of respondents, which is almost half of the last year's 11.7%. There were 12 attendees from government, national and state libraries, which represent 4.1%, same as last year. Other types of institutions included public libraries (5), students (2),

library network, consortium, or utility (3), professional association (1); and those selecting 'other' (5), which represents 5.4%, slightly lower than the last year's 6.1% Respondents were asked to describe their work, selecting more than one category as applicable. The largest respondent groups identified themselves as serials librarians (49.5%), followed by electronic resources librarians (42.5%), acquisitions librarians (27.1%), and catalog/metadata librarians (26.2%). Collection development librarians comprised 15.9% of respondents, licensing rights managers (13.6%), and technical service managers (14.5%). Reference librarians comprised 13.1% of the respondents. All other categories were selected by less than 10% of respondents.

Respondents by Years of Experience:
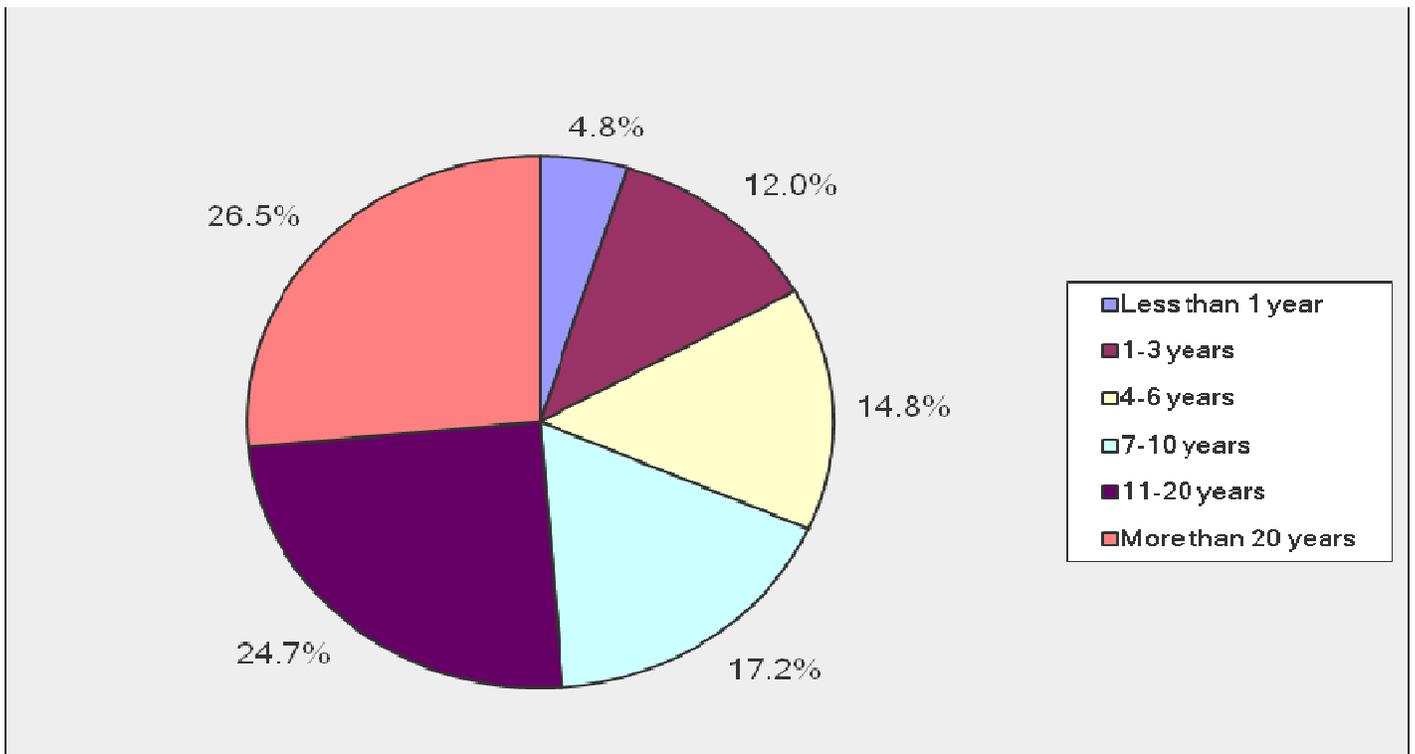
When asked for the amount of serials-related experience, the majority of respondents are in the categories of more than 20 years (26.5%) or 11-20 years (24.7%). Those with 10 or less years experience comprised 48.8% respondents, (less than one year: 4.8%, 1-3 years: 12%, 4-6 years: 14.8%, and 7-10 years: 17.2%).

Respondents by Number of NASIG Conferences Attended:
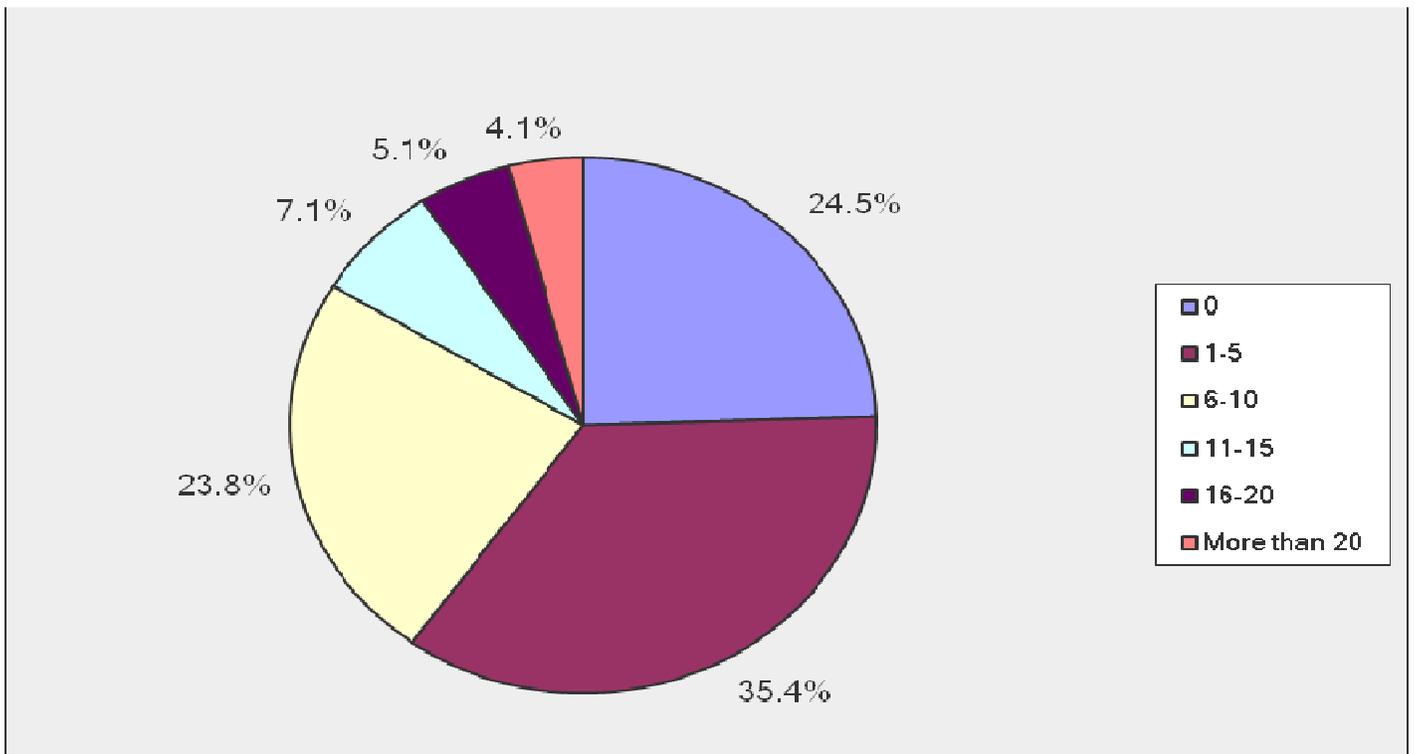
Most respondents were repeat NASIG attendees: 35.4% respondents had attended 1-5 previous conferences, 23.8 % had attended 6-10, 24.5% were first-timers, 7.1% had attended 11-15, 5.1% had attended 16-20, and 4.1% had attended for more than 20.

The Evaluation & Assessment Committee would like to thank everyone who took the time to complete the online evaluation form. We continue to be impressed each year with the thoughtful comments and suggestions that reflect a strong interest in continuing to improve upon the high quality conference NASIG puts on each year. Your comments and feedback are essential to the success of future NASIG conferences.