

MEMORANDUM FOR Phyllis G. Smith
Jeffersonville Telephone Center
National Processing Center

From: Laura Hardesty
Academic Libraries Survey
Education and Related Statistics Branch
Governments Division

Subject: Academic Library Survey (ALS) – Non-response Calls

This memorandum describes the procedures for the 2010 Academic Libraries Survey (ALS) non-response telephone calls. The purpose of the telephone calls is to ask them to respond to the survey.

FILES PROVIDED

The Education and Related Statistics Branch will provide an Access database containing the following for each non-response institution. The list of new libraries for 2010 will not have 2008 contact information.

1. UNITID
2. NAME
3. ADDRESS
4. 2008 RESPONDENT
5. 2008 RESPONDENT PHONE
6. 2008 RESPONDENT E-MAIL
7. GENERAL TELEPHONE
8. CHIEF ACADEMIC OFFICER
9. WEB ADDRESS

MATERIALS

Each caller will be given a portion of the database printout for calling, and call sheets to record the information from the call. The call sheets need to have name, mailing addresses, email address, and a comment area for phone call outcomes.

PROCEDURE

The Chief Academic Officer name and telephone number are offered as additional information. This information may be outdated, but might be useful.

1. If the institution telephone number on the file is inaccurate or missing, use the following to locate a working telephone number.
 - A. The IPEDS COOL website is a good tool to use to locate the library's information. The COOL site is located at:
<http://nces.ed.gov/ipeds/cool/>

Go to the website and enter the 'Name of institution' in that field. On the next screen, click on the name of the institution for phone numbers, a link to their web site, etc. To look up another institution from this information page, click on 'New Search' symbol in the upper left part of the page.

- B. Use the ALS website to reach the institution's web page and search for a telephone number. Located at: <http://surveys.nces.ed.gov/libraries/als/>
1. Enter the institution's UNITID in the 'Search' box on the institution page.
 2. Click on the hyperlink under the institution name.
 3. Click on the link to the institution's website. If there is no website listed, perform a search on the name of the institution in the web browser.
 4. Find the telephone number. It may be under 'Contact us' in the toolbar.

THE CALL

1. Call the institution and ask to speak to the librarian.
2. If you aren't able to speak to the librarian at any time,
 - 1 Ask for the library director's email address to send the survey userID and password. Use the attached message in the email:
 - 2 If you can't get the email address, ask to leave a voice mail.
Good morning (afternoon, etc). My name is _____. I am calling for the Academic Libraries Survey, sponsored by the National Center for Education Statistics in the U.S. Department of Education. The survey deadline is Monday, February 28 and I am calling to offer assistance to help you register for the survey.
Please call me at 1-877-749-4925 at your earliest convenience. Thank you.
3. If you are able to speak with the library director, follow the script below for the calls. (Items in blue are, obviously, not part of the script.)

Good morning (afternoon, etc). My name is _____. I am calling for the Academic Libraries Survey, sponsored by the National Center for Education Statistics in the U.S. Department of Education. The survey deadline is Monday, February 28, and I am calling to offer assistance to help you register and complete your online survey.

Your participation is very important to the success of the survey.

It's easiest to email this information to you. May I have your email address?
If yes, copy email address onto call sheet.

May I also have a mailing address for your library?
(If yes, write this on your call sheet).

Thank you for your time. Have a good ____ (morning, etc.).

Record the name of the person and any other information they gave you on the call sheet.

4. Make up to 3 calls to the institution to try to speak to a person who can give you the information. If you have no success, record that on the call sheet.

END OF PROJECT

Ship the call sheets by FedEx to Governments Division at the Census Bureau at the end of the project, to the address below. Or Fax it to Laura Hardesty at 866-394-0138

US Bureau of the Census
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