LDC is an open, non-profit consortium of researchers, technology developers and educators joined together by common interest in language resources.

LDC is located in Philadelphia, PA, USA
- Hosted by the University of Pennsylvania
- Over 40 full-time staff members
- LDC celebrated its 15th Anniversary in 2007
LDC’s Community

◆ LDC supports the activities of many communities
  ● Human language technology (HLT) developers, linguists, language teachers, researchers in language-related fields

◆ The Consortium has a global presence
  ● Individuals and organizations from over 50 countries have licensed LDC data

◆ LDC publishes data from a variety of sources
  ● Also supplies software and tools to end users

◆ Organizations encouraged to join as members to receive the greatest benefit from the consortium
New Challenges for LDC

In 2006, LDC noted an increased variety of members

- Increased variety brings new and changing needs

LDC also wanted to learn more about existing and former members, as well as nonmembers

- What data, tools and software do they need?
- What other services could LDC provide them?
- What does LDC do well?
- What can LDC improve upon?

Feedback from the community was needed to satisfy these questions
2006 Member Survey

◆ Email survey would serve LDC’s needs
  ● Inexpensive to administer and analyze
  ● Can be tailored so specific questions can achieve specific results
  ● Are easily disseminated to LDC members and nonmembers

◆ Survey would be considered a success if:
  ● There was a high response rate from current members
  ● Responses were telling and directed, i.e.:
    ■ LDC learned more about the changing and wide-ranging needs of member communities
    ■ LDC was able to gauge the quality and desirability of its publications
2006 Survey Target and Execution

2006 Survey target

- All individuals invoiced in 2005 and 2006
  - Also surveyed were non-invoiced, ‘primary’ contacts at each invoiced organization
  - Total target – 1154 individuals (581 organizations)

Survey consisted of 18-19 questions

- 13 general questions
- 4-5 questions specific to each membership type
- Survey greeted each recipient by name

Survey sent on 13 November 2006

- Reminder email sent on 19 December 2006
2006 Survey Results

- 78 unique responses for a 13.4% response rate (after bounce backs)
  - 63% responded to initial email
  - 37% responded to reminder email

- General satisfaction levels
  - 62% satisfied by 2005 and 2006 data releases
  - 64% gave high marks to LDC’s Catalog page

- Member satisfaction rates at 94%
  - Members had the highest response rates
2006 Survey Conclusion

- 2006 Survey deemed a success
  - 25% response rate is expected for an email survey
    - Overall response rate was 13.4%, though current Members’ response rates averaged 28.6%
  - LDC learned more about both new and existing members
    - Survey respondents were explicit in their needs
    - Some survey responses warranted additional dialogue
      - Follow-up emails were conducted in early 2007
  - LDC affirmed its belief that it is positively contributing to the community, though there is room for improvement
    - Improve the Catalog page and LDC homepage
    - “Keep up the good work LDC!”
2007 Member Survey

LDC wanted to confirm that 2006 Survey results were accurate

- Establishes a benchmark for future surveys

2007 Survey had similar parameters

- Updated to include all invoiced parties in 2006 and 2007 (not 2005 and 2006)
  - 2007 target – 1730 individuals (1018 organizations)
  - Changes to the 2007 Survey
    - Three questions omitted, four new questions added
    - A monetary benefit was offered to one blindly-selected respondent

Survey sent on 17 December 2007

- Reminder email sent on 7 January 2008
2007 Survey Conclusions

- 2007 Survey was also a success
  - 2007 Survey featured an increased response rate of 22.9% (2006 - 13.4%)
    - 235 unique responses (2006 - 78)
    - Member response rate increased to 64.1% (2006 – 28.6%)
  - 2006 Results were upheld
    - 42% of people satisfied with 2006 and 2007 publications (2006 – 62%)
    - 52% gave high marks to the Catalog page (2006 – 64%)
    - Respondents still pleased with LDC overall
    - Follow-ups again conducted as needed
Benefits of LDC Member Surveys

- Needs and sentiments of current members, former members and nonmembers have been benchmarked for future reference
  - LDC can now measure itself against past performance

- Surveys created a new avenue for feedback
  - Gave respondents an opportunity to directly communicate their needs in a dedicated forum

- Showed where the Consortium can improve itself
  - Advances LDC’s mission to accommodate the needs of members and other supported communities
Conclusions

- Surveys are a useful tool for reaching LDC’s communities
  - Can be used ‘as-needed’ for general and specific queries and concerns
- LDC data, tools and services are worthwhile and should continue to be created and distributed
- Survey timing is more critical than offer of benefit
  - Greatest percentage of survey responses in new year
  - Benefit was only offered to one respondent
- Communication is critical to determine what member and nonmember communities need
Questions??