If the Library Genie granted you three wishes, what would they be?
Results and lessons learned from an annual user feedback campaign
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Objective
This poster describes the creation, results, and lessons learned from an annual “Library Wishes” user feedback campaign.

The Health Sciences Library solicited “library wishes” in 2013 as a method to gather user feedback for their Five-Year 2013-2017 Strategic Plan. Now in its third year, the annual Wishes Campaign has developed into an effective and creative way to discover and share the needs of students, faculty, and staff.

Methods
1. Apply a clever and consistent marketing theme
2. Provide users with a quick and easy online form
3. Share the wishes with users in a tag cloud
4. Share the wishes with users in a table

Results
Each form submission allowed the user to enter up to three separate wishes.

The initial campaign in 2013 generated 254 wishes from 108 submissions.
The 2014 campaign generated 349 wishes from 152 submissions. This was a 40% increase in the number of submissions and a 37% increase in the number of wishes.
The 2015 campaign generated 253 wishes from 121 submissions. This was a 20% decrease in the number of submissions and a 28% decrease in the number of wishes.

In 2013, 27 wishes were granted. In 2014, 56 wishes were granted. A few wishes from 2014 were already granted in 2013.

Table 1. Number of wishes and submissions from 2013 to 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Wishes</th>
<th>Submissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>254</td>
<td>254</td>
</tr>
<tr>
<td>2014</td>
<td>349</td>
<td>152</td>
</tr>
<tr>
<td>2015</td>
<td>253</td>
<td>121</td>
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</tbody>
</table>

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