“Tell Us What You Think:” Results of An Exploratory Study of Student Feedback on an Academic Library

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Recommended Citation
Grant, Anne; Serrao, Jessica; and Mason Smith, Maggie, ““Tell Us What You Think:” Results of An Exploratory Study of Student Feedback on an Academic Library” (2019). Presentations. 176.
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"Tell Us What You Think:"
Results of An Exploratory Study of Student Feedback on an Academic Library

Anne Grant, Jessica Serrao, Maggie Mason Smith

2019 SCLA Annual Conference
Agenda

We will:

● Discuss how the Task Force met its charge
● Describe data gathering and analysis
● Summarize the 804 responses received
● Outline potential library improvements
● Reflect on successes and challenges
Task Force Charge

“To develop a process by which Clemson Libraries can solicit online and in-person feedback from students, faculty and staff on campus. This process would encompass all libraries, with a focus on Cooper.”
Diversity of Task Force and Volunteers

- Task force included 4 staff, 2 faculty, 1 student
- Representation from four Libraries units
  - Administration (1)
  - Technical Services and Collection Management (1)
  - Libraries Facilities (1)
  - Information and Research Services (4)
- Skill sets in marketing, outreach, technology, and collegial collaboration
- Knowledge of Clemson student needs, organizational and institutional knowledge
- Volunteers represented a variety of demographics (age, race, gender, sexual orientation)
Marketing Strategy

Print
- Outdoor step stake signs (8)
- Flyers
- Tabling posters

Digital
- Blog
- Social media
- Online news article

Consistent Branding: 10 Days to Have Your Say #TellClemsonLibraries
Incentives

T-Shirts
Candy
Amazon Gift Cards
King of Pops
Gathering Student Feedback

Online
- Blog
- Vlog
- Instagram
- Twitter
- Facebook

In-Person
- Tables at six campus locations
Analyzing the Results

- Compiled data into spreadsheet
- Created a coding manual
- Four people coded ~200 comments each
- Conducted intercoder reliability
- Extracted themes from codes
- Visualized the data
**Codes to Themes**

**Theme**
Labeled and defined as a

**Seating**

---

**Codes**

<table>
<thead>
<tr>
<th>CodeName</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating</td>
<td>Places and furnishings provided for patrons to sit.</td>
</tr>
</tbody>
</table>

---

"Need more seating in general always look for 10 minutes."
# Coding Manual

<table>
<thead>
<tr>
<th>Original Theme</th>
<th>New Suggested Theme</th>
<th>Number</th>
<th>Code/Category</th>
<th>Definition</th>
<th>Instructions/Coding rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility</td>
<td>Accessibility</td>
<td>11</td>
<td>Building Accessibility and Safety</td>
<td>Ways in which a patron can gain access to library buildings and safety of the buildings.</td>
<td></td>
</tr>
<tr>
<td>Accessibility</td>
<td>Accessibility</td>
<td>42</td>
<td>Hours</td>
<td>How often a patron can access the physical library spaces, services, resources, and tenants.</td>
<td></td>
</tr>
<tr>
<td>Accessibility</td>
<td>Accessibility</td>
<td>4</td>
<td>Signage</td>
<td>Wayfinding or directional guides visible to patrons that provide assistance in navigating the physical library space.</td>
<td></td>
</tr>
<tr>
<td>Accessibility</td>
<td>Accessibility</td>
<td>4</td>
<td>Transportation</td>
<td>Various modes of transport patrons use to get to the library buildings.</td>
<td></td>
</tr>
<tr>
<td>Environment/facilities/general services/supplies?</td>
<td>Facilities</td>
<td>122</td>
<td>Building Temperature</td>
<td>Climate relating to the degree or intensity of heat in the library buildings.</td>
<td></td>
</tr>
<tr>
<td>Environment/facilities/general services/supplies?</td>
<td>Facilities</td>
<td>17</td>
<td>Cleanliness</td>
<td>Cleanliness of the general spaces, bathrooms, and furnishings.</td>
<td></td>
</tr>
<tr>
<td>Environment/facilities/general services/supplies?</td>
<td>Facilities</td>
<td>14</td>
<td>Decor/Aesthetic Appearance</td>
<td>Internal or external visual appeal of the library buildings.</td>
<td></td>
</tr>
</tbody>
</table>
Summary of Responses

- 804 responses collected
  - In-person collection overwhelmingly successful
    - 95% of the comments collected (763 of 804)
- Mostly undergraduate students
Top 15 Codes
Spaces
- Ind/Group Study
- Seating
- Furniture

Facilities
- Temperature
- Bathrooms
- Cleanliness
- Lighting

Accessibility
- Hours
- Physical Access
- Signage

Services
- ILL
- Food
- Computers

Resources
- Technology
- Checkout
- Physical/Digital
- Office Supplies
Campus Connections

- Student Affairs Publications
  - Campus Banner + Design
  - The Tiger Newspaper
- Clemson Area Transit
- Institutional Research (Institutional Review Board)
- Clemson Computing and Information Technology (CCIT)
What Worked

- Diverse task force - student, faculty, and staff
- Variety of locations to collect feedback
- Incentives
  - King of Pops popsicles
  - Amazon gift card drawings
  - Candy
- Turning practice into Scholarship
  - Presentation
  - Scholarly Article
  - Practitioner Article
What Would We Do Differently?

- Extend our timeline to allow for more marketing and awareness
- Use a more specific prompt to frame feedback
- Reevaluate the tabling locations and times in retrospect, there were places that the team found to be less successful than others, and varying tabling times could reach a broader sample of students
- Train volunteers more thoroughly
Impact of Feedback

- New seating (an additional 338 seats)
- Relocation of print journals to remote location (70,400 items moved offsite)
- New collections to be added
  - African American
  - Juvenile Collection
- Increased number of whiteboards across building
- Increased number of phone chargers for checkout
- Increase in office supplies for student use
- Provided information for the libraries strategic planning process and master planning for future renovations
To access our blog site and feedback data:

https://libraries.clemson.edu/ten-days

Questions?

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