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

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Access Services Conference 21 November 2019
Agenda

We will:

- Discuss how the Task Force collected feedback
- 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.”
The Campaign

5 weeks planning & marketing

10 days online & in-person feedback
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
Using Campus Connections

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 a spreadsheet
- Created a coding manual
- Four people coded ~200 comments each
- Conducted intercoder reliability
- Extracted themes from codes
Summary of Responses

- 763 In person
- 6 Social Media
- 34 Blog

Mostly undergrads
Top 15 Categories

Frequency of occurrence

Categories:
- Studying: 235
- Furniture: 96
- Seating: 89
- General Space: 83
- Satisfaction Lib. Employees: 54
- Study Zone Noise Levels: 53
- Group Study: 52
- Hours: 42
- Physical Resources: 40
- Outlets: 39
- Resource Satisfaction: 38
- Crowded: 35
- Reservable Rooms: 35
- Computers: 31
- Individual Study: 25
Spaces
- Ind/Group Study
- Seating
- Furniture

Services
- ILL
- Food
- Computers

Resources
- Tech Lending
- Physical/Digital
- Office Supplies

Facilities
- Temperature
- Bathrooms
- Cleanliness
- Lighting

Accessibility
- Hours
- Physical Access
- Signage

Themes

Accessibility 4.3%
Resources 11.6%
Facilities 8.0%
Spaces 56.3%
Services 19.8%
## Overview of Strengths and Weaknesses

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
<td>469</td>
<td>“I like the big tables for group projects”</td>
</tr>
<tr>
<td><strong>Weaknesses</strong></td>
<td>621</td>
<td>“Rooms just for Doc students to study with lockers”</td>
</tr>
<tr>
<td><strong>Neutral</strong></td>
<td>1</td>
<td>“The hours”</td>
</tr>
</tbody>
</table>
Examples

“Starbucks line =( But otherwise awesome!”

“The library is great - my favorite part is the hours and Starbucks!”

“I like Starbucks open until 1:00AM”
Examples

“Good environment to work in with the POD and other choices to help take food breaks”

“POD open earlier on Sundays”

“Vending machine on the third floor”
Examples

“Helpful staff!!”

“Staff should be aware of student's concern and should always accept them with hospitality”

“Awesome staff at the desk. So kind and go above and beyond! Also love the technology rentals!”
Impact On Spaces

- Moved 70,400 journal volumes offsite
- New study spaces and furniture (added 338 seats)
- New group study rooms
- Impacted strategic planning and master planning for future renovations
Impact On Services & Facilities

● Printers moved to fourth floor
● Third floor gained new outlets and coat of paint
● Impacted website redesign
What did this tell us about services?

- Students may not be on the social media that we are using for the libraries
- Students happy with services and resources, but wanted more space
- Print collections were important to students
- Students see all “tenants” as “the library” (computing, printing, etc) - need to work to make them partners
- Do we have the technology that students need?
Impact on Resources

Purchased $1,000 worth of new items

- Whiteboards & markers
- iPhone and Android phone chargers
- Staplers & hole punches
- New collections to be added
  - African American
  - Juvenile Collection
Successes

- Great in-person response
- Variety of tabling locations
- Incentives
- Diverse task force of student, faculty, staff
- Strengthened internal relationships
- Dean’s support
Challenges

- Short timeline for marketing and awareness
- Tabling locations and times
- Volunteer training on feedback prompts
- Low participation on social media
To access our blog site and raw data:

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

Questions?

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