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The Good, the Bad & the Ugly About Quick and Dirty Assessment Efforts

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THE GOOD, THE BAD & THE UGLY ABOUT QUICK & DIRTY ASSESSMENT EFFORTS

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GETTING STARTED

WHO, HOW & WHY

GOALS OF THIS EFFORT

1. To get direct patron feedback.
2. To experiment with different methods of gathering feedback.

Who wants to help?

ASSESSMENT METHODS & PLACEMENTS

1ST & 7TH FLOOR

- LOBBY
- CAFÉ WINDOWS
- RESTROOMS
- ELEVATORS
- COMPUTER WORKSTATIONS
- MAIN BOOK STACKS
- GROUP STUDY SPACE
- 7TH FLOOR (NEWLY RENOVATED)

PROMPTS & POST ITS ON CAFÉ WINDOWS
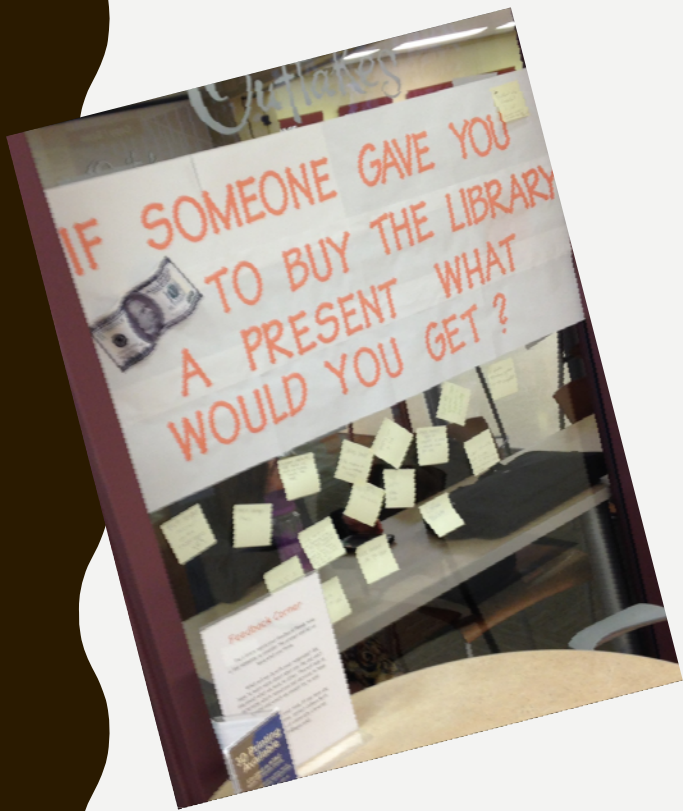
PROMPTS AND POST ITS IN RESTROOMS

WHITE BOARDS NEAR COMPUTERS

WHITE BOARDS IN STACKS

WHITE BOARDS NEAR HIGH TRAFFIC AREAS (ELEVATORS & WATER FOUNTAINS)

PAPER & PENCIL SURVEYS IN 1ST FLOOR COMPUTER AREA & ON 7TH FLOOR

FOCUS GROUP ACTIVITY
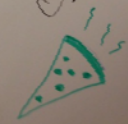
FIRST FLOOR FOCUS GROUP ACTIVITY

1ST FLOOR LARGE GROUP STUDY ROOM

ASSESSMENT METHODS

Responses by Assessment Method (N=1,941)
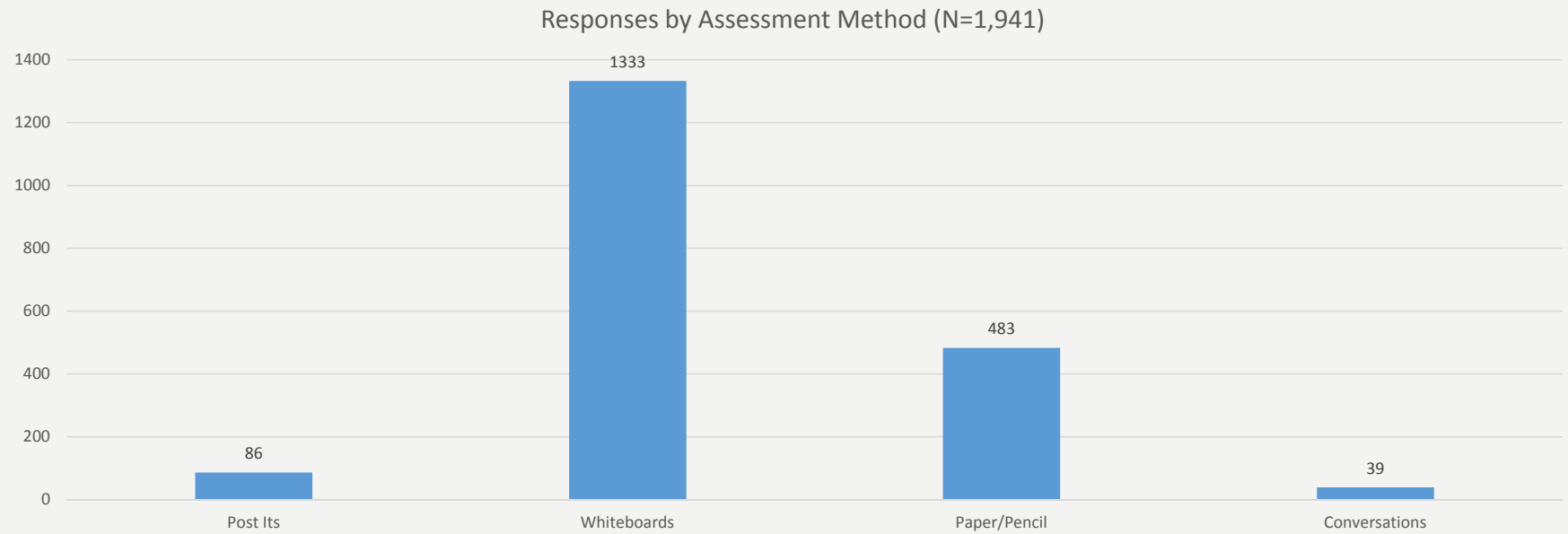
WHAT WORKED AND WHAT DIDN'T

WORKED

- **White boards** worked well for yes/no questions

- Students were willing to talk to us for **pizza**

- **Paper/pencil surveys** worked well for getting all kinds of feedback!

- **Post it notes** allowed for random thoughts (but didn't get the volume we had anticipated)

DIDN'T WORK

- Never EVER ask questions in the MEN'S room EVER again….like NEVER again!!

- The longer the white boards were left on 7th, the raunchier the feedback got.

- We should have consulted with the convenience store management before posting a specific question about their operation.

- Test questions with non-library folks.

GENERAL FEEDBACK

I THINK THE LIBRARY IS...

N=15

- Awesome!
- A great place to get help with research!
- Plastic forks not in Outtakes
- A calming atmosphere to accomplish work!
- The best! There is something here for everyone!
- The library is peaceful which is beautiful. Could really benefit from an actual Starbucks. There is a Dunkin cart, why not Starbucks.
- Where I spend entirely too much of my time too often
- Fix the wifi in the LB section
- Add book search tool to BGSU app

- More outlets! Maybe even a rechargeable USB block that could be checked out. Rentable lockers! Daily use is useless.
- More umbrellas. Also absorb the viewing center currently by the Gish.
- A great place to both cry and get your work done.
- Rooms for teachers office hours to be held.
- More tables in the learning commons. Also more study hours that just get together groups of learners. Living learning communities sans the living if you will. Like SI only more informal.
- I've had 5 mental breakdowns here. Can therapy dogs be permanent?

Monday, April 4-Friday, April 8
Prompt on café window

CAN SOMEONE IN THE LIBRARY PLEASE HELP ME...

N=51 (women only)	
Convenience store (longer hours or better selection)	21
Longer building hours	9
Full length mirror in the women's room	8

Monday, April 4-Monday, April 11
Prompt in women's restroom

To find someone to talk to
More books on reserve and better head phones
Fix the security check machine so I don't have to take my laptop out everytime
Up to date computers so they don't crash or run slow
Publish your responses to this
Put small table or chair in restroom
More study tables/quiet study areas. Not enough seats on 8
Check out books through OhioLINK? Profs keep mentioning it but I'm not sure how it works
More Mac computers
With animation
Nothing!

ABOUT OUR USERS

DID YOU BRING YOUR LAPTOP WITH YOU TO THE LIBRARY TODAY?

	By water filling station (n=182)	By the elevators (n=217)	Combined (N=399)
Yes	139 (76%)	193 (89%)	332 (83%)
No	43 (24%)	24 (11%)	67 (17%)

Monday, April 4-Wednesday, April 6-By water filling station
Monday, April 11-Wednesday, April 13-By the elevator
Prompt on whiteboards

BEST WAY TO COMMUNICATE WITH THEM

n=232	
Campus update (email)	43
Bathroom stalls	42
TV monitors throughout campus	28
Flyers in buildings where you go to class	26
Flyers laying around on tables throughout the library	25
Flyers in res hall	24
BG News	12
Rotating banner on main library web page	11
Library Twitter	11
Library Facebook	6
Other	3
UL blog	1

Other:
Someone stopping me and telling me
BG Home Page
Signs outside/inside library building

Wednesday, April 27
In-person focus group

THINK ABOUT YOUR FRIENDS WHO DON'T USE THE LIBRARY? DO YOU KNOW WHY THEY DON'T?

They prefer to study/access from elsewhere	9
Too far	9
Lazy	4
They don't know how to	3
Their friends DO use the library	3
Too many distractions for them	2
Too crowded	1

OTHER COMMENTS:

"We have a great library! It's all so helpful. I talk to friends at other schools and they don't have this kind of library. The Learning Commons is really big."

- One group of three said they would really appreciate a place to nap!

Wednesday, April 27
In-person focus group

ABOUT OUR COLLECTIONS & SERVICES

WOULD YOU USE A LEISURE READING COLLECTION? IF YES, WHICH FORMAT?

	By water filling station (n=91)	By the elevators (n=90)	Combined (N=181)
Yes	82 (90%)	73 (81%)	155 (86%)
No	9 (10%)	17 (19%)	26 (14%)

	By water filling station (n=73)	By the elevators (n=74)	Combined (N=147)
print	65 (89%)	63 (85%)	128 (87%)
electronic on a library device	1 (1%)	3 (4%)	4 (3%)
electronic on personal device	7 (10%)	8 (11%)	15 (10%)

Tuesday, April 19-Thursday, April 21-By the water filling station
Friday, April 22-Wednesday, April 27-By the elevators
Prompt on whiteboards

PRINT OR ELECTRONIC PREFERENCES

For books that you read just for fun, which format do you prefer?

For reading textbooks, which format do you prefer?

Wednesday, April 27
In-person focus group

Preferred Format

Format	Leisure	Textbooks
print	36	41
electronic	6	11
either	17	13
don't read	9	2
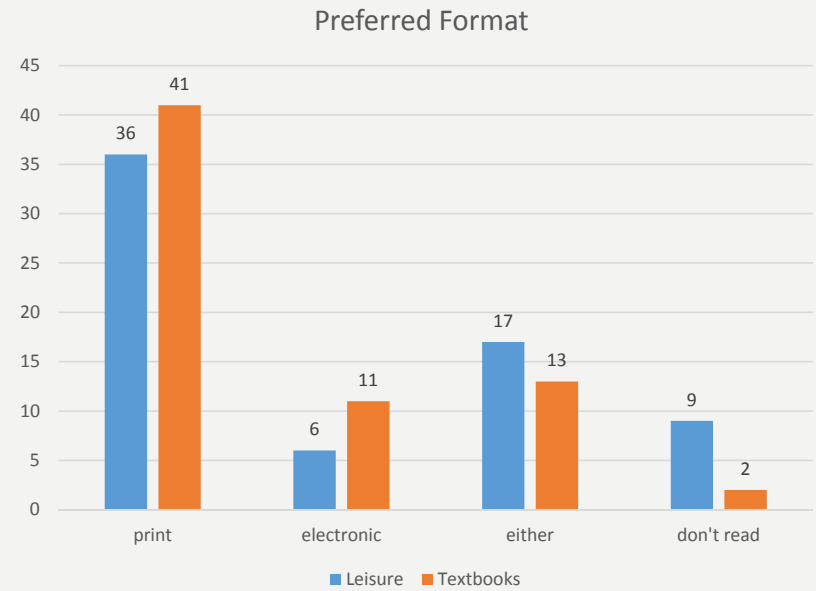
HAVE YOU TRIED TO FIND A BOOK IN THE LIBRARY & HOW DID THAT GO?

HAVE YOU EVER TRIED TO FIND A BOOK IN THIS LIBRARY?

	By the book collection n=28	By the reference computer area n=58	Combined N=86
yes	26 (93%)	49 (84%)	75 (87%)
no	2 (7%)	9 (16%)	11 (13%)

Friday, April 15-Thursday, April 21, in first floor book stacks
Friday, April 22-Wednesday, April 27, by the reference computers
Prompt on whiteboards

IF YES, HOW DID THAT GO?

	By the book collection n=25	By the reference computer area n=48	Combined N=73
Found on my own	18 (72%)	22 (46%)	40 (55%)
Found with help	4 (16%)	14 (29%)	18 (25%)
Didn't find	3 (12%)	12 (25%)	15 (21%)

EMBEDDED LIBRARIANS

If a librarian had office hours in the Student Union, would you stop by to get help with finding resources for your assignment?

n=68	
Yes	No
29 (43%)	39 (57%)

Wednesday, April 27
In-person focus group

AWARENESS OF SERVICE

Did you know that we have an online chat service where you can get immediate help with your information research?

n=68	
Yes, but I've never used it	26 (38%)
Yes, I've used it and like it	13 (19%)
Yes, I've used it but it didn't really work for me	0
No, but I probably would never use it anyway	9 (13%)
No, but it's a good idea & I might use it sometime	20 (29%)

Wednesday, April 27
In-person focus group

ABOUT OUR BUILDING & EQUIPMENT

WHAT WOULD YOU CHANGE ABOUT THESE [REFERENCE AREA] COMPUTERS?

N=31	
Computers (slow & old)	21
Macs/Linux operating system	3
Nothing	2
Need computer workstation area that is QUIET	2
Need computer workstations for small group work	1
power	1
Put supplies near printers	1
Need for printer on 7	1
Color printer is a problem	1
Chairs	1

Friday, April 8-Wednesday, April 13
Paper and pencil survey

TELL US...

WHAT IS YOUR FAVORITE SPOT?

1st floor-Learning Commons	6
1st floor-café	5
1st floor-gov docs	2
1st floor	1
1st floor-atrium	1
1st floor-STAC	1
1st floor-by PCR	1

7th floor	12
3rd floor	5
8th floor	4
2nd floor	2
4th floor	1

WHAT WOULD MAKE YOU COME TO THE LIBRARY MORE OFTEN?

Convenience store hours (7)
More study spaces (5)
Free food (4)
Textbooks (2)
Leisure reading
Discounted bulk printing
Nicer headphones
Better computers
Laser Quest
AC & Working outlets on 7
Puzzles
Visible digital signage

Wednesday, April 27
In-person focus group

TELL US WHY YOU REARRANGED THE FURNITURE ON 7TH
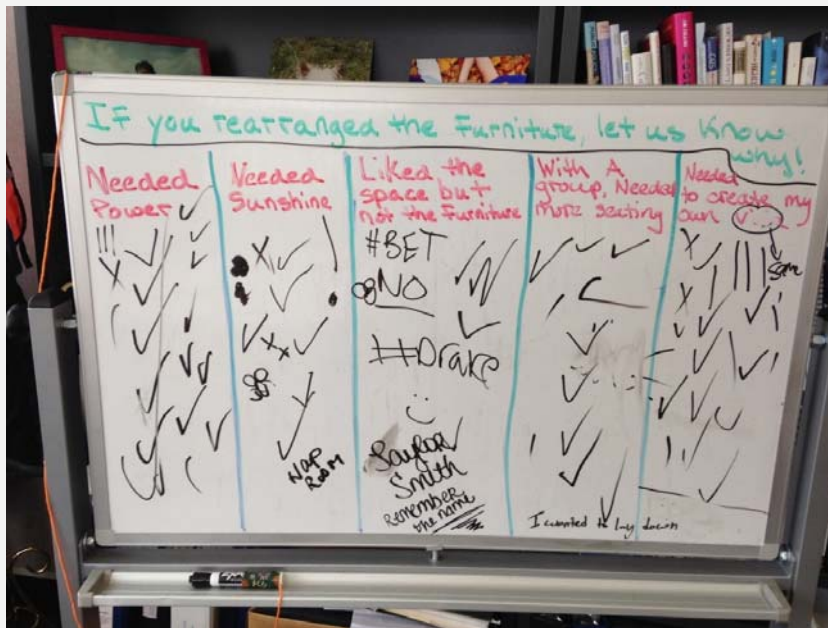
N=67		
Needed power	n=21	31%
Needed to create my own vibe	n=21	31%
I liked the space but not the furniture	n=11	16%
Needed some sunshine	n=10	15%
Worked with a group and needed more seating	n=4	6%

WHAT CAN WE DO TO IMPROVE THE 7TH FLOOR?

Need a drinking fountain	21		More group study spaces	4
More places to sit	15		Remodel / clean bathrooms	4
Convenience store (need for food)	12		More whiteboards / markers	4
Nothing/Awesome	10		Solo study units	3
Outlets (need for more or fix broken ones	9		Computers	3
vending machine complaints	9		TV	2
More tables	8		Puppies	2
Air conditioning	8		Chargers	2
Printer	7		Slow wifi	1
More booths	7		Mirror in bathroom	1
More comfy furniture	6		Clock	1

THEMES

WHAT DOES ALL THIS FEEDBACK TELL US?

THEMES

- Patrons responded positively to giving us feedback!

- Sometimes they didn't answer the prompt directly but took the opportunity to tell us what was on their mind!

- Overall satisfaction with the library.

- There is evidence to suggest that more study space is needed (for individual studying as well as group studying).

- More outreach and marketing is needed!

THEMES

1ST FLOOR

- Reference area computers are too slow
- Outtakes needs to be open longer hours
- The majority of students bring their laptops to the library but there is still a need for desktop computers in the library
- Electronic books are not in huge demand
- Print books are in higher demand than electronic when it comes to leisure reading and textbook reading

7TH FLOOR

- Students want a printer & water fountain on this floor
- Most students visit the 7th floor for 1 to 3 hours
- The majority of students are satisfied or very satisfied with the 7th floor

CLOSING THE LOOP

CLOSING THE LOOP

- Communicating the results
    - To staff
    - To patrons
    - To other offices
- Do more of this
    - In special collections, Learning Commons
    - Outside the building (union, rec center, res halls)

- Changes already in motion
    - Water bottle filling station on 7th
    - Printer on 7th
    - Outlet audit on 7th
    - New computers in reference area
    - Mirrors in restrooms
    - Leisure reading collection
    - This will inform how we design future spaces

APPENDIX A: PLANNING DOCUMENT

User Feedback Planning Document
Spring, 2016

Activity 1

Location:	Café
Feedback method:	Taping feedback blurbs to the windows of the Cafe

April 4-11	I think the library is_____.
April 11-18	(Kari needs the windows for National Library Week)
April 18-25	If someone gave you $1000 to buy the library a present, what would you get?
April 25-May 2	When did you try to buy something from Outtakes in the Library and found it was closed? (Supply ½ sheets this week and a basket for the replies.)

Daily check-in person: Katie

Daily check-in responsibilities:

- Each morning, check comments. Take down any inappropriate comments and save.
- Each morning, count the number of comments and record on a sheet of paper .
- Let colleen know if more supplies are needed.

Supplies needed: Cut out letters from the Ellison machine, double sided tape, Feedback Corner sign (explanation in plastic 8.5x10 table tent display), post it notes, pens

Activity 2

Location:	1st floor water fountain & by the elevators
Feedback method:	Whiteboard

April 4-6	Did you bring your laptop with you to the library today? Yes/no (water fountain)
April 11-13	Did you bring your laptop with you to the library today? Yes/No (elevator)
April 18-20	1. Would you use a leisure reading (think of bestsellers type of books) collection in the library? (yes/no) 2. If yes, how would you prefer to read such books? (print book, electronic device you borrow from the library, your own electronic device)

Daily check-in person: Linda R.

Daily check-in responsibilities:

- Is the marker still in place?
- Count the number of tallies each morning and record them on a sheet of paper.

Supplies needed: Whiteboard, marker, yarn/string, duct tape

Activity 3

Location:	Main book stacks area by the atrium &/ Reference computer area
Feedback method:	Large whiteboard from PCR

April 4-11	What percent of our books should we buy in electronic format? Add a hash mark under the percentage on this continuum. (Book stacks, north atrium)
April 11-14	What percent of our books should we buy in electronic format? Add a hash mark under the percentage on this continuum. (reference area)
April 15-21	Have you ever tried to find a book in the library (not on reserve)? Yes/no How did that go? Found the book on my own / didn't find the book / found the book with help (book stacks, north atrium)
April 22-27	Have you ever tried to find a book in the library (not on reserve)? Yes/no How did that go? Found the book on my own / didn't find the book / found the book with help (by the reference computer area)

Daily check-in person: Katie

Daily check in responsibilities:

- Is the white board marker still there to make a hash mark
- Count the number of hash marks each day.

Supplies needed: Whiteboard, marker, yarn/string, duct tape

Activity 4

Location:	1st floor bathrooms
Feedback method:	Foam Core board with prompt and post it notes

April 4-11	Can someone in the library please help me _____?

Update: Discontinue asking questions in the restrooms.

Activity 5

Location:	Reference area computers
Feedback method:	½ sheet mini paper/pencil surveys with drop boxes at printer stations

April 8-13	What would you change about these computers? (Drop in basket by printers)

APPENDIX A: PLANNING DOCUMENT CONT.

April 18-22	1. Have you tried to access the library resources on your phone? Yes/No
	2. If yes, rate your experience using this scale ☺..............:(
	3. Would you download and use library apps for your phone? Yes / no
	4. If yes to question 3, which library apps would be useful?
	5. Additional comments:
	(Drop your card in box by printers)
Daily check-in:	Colleen
Supplies needed:	Baskets and enough copies of prompts for the week (approx. 200), golf pencils

Activity 6	
Location:	Large group study room – first floor
Date:	Wednesday, April 27th at 3:00
Feedback method:	Paper pencil survey, whiteboard activity, focus group
Whiteboard prompt:	Did you know that this room is a reserveable space? Yes/No
Paper / pencil:	Once in a while, we want to tell you about stuff we purchased for you, new programs to help you with assignments or spaces we've made improvements to. Check any of the following that you would actually pay attention to:

- Flyers laying around on tables throughout the library
- University Libraries' Facebook page
- University Libraries' Twitter
- University Libraries' blog
- Campus update
- Rotating banner on main library web page
- BG News
- Flyers in your res hall
- Flyers in buildings where you go to class
- Bathroom stalls
- TV monitors throughout campus
- What do you suggest:

Focus group questions:

1. What brought you to the library the very first time?
2. What reasons do you come to the library now?
3. What is your favorite spot in the library?
4. What would make you come to the library more often?

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5. Think about your friends who do not use the library. Do you know why they don't?

Supplies needed: Pizza, whiteboard/marker, copies of survey question, copies of focus group questions for leaders to take notes, audio recording device (?), pencils/pens

Colleen will:
- Order the pizza
- Direct students entering room

Linda will:
- Lead focus groups with Jennifer

Heidi will:
- Distribute pizza

Additional Notes

- Colleen will be responsible for setting everything up and for collating responses
- We need to send a communication to the staff letting them know this is happening. They can reply to any of the prompts as users of the library and not as employees of the library.

Last updated April 22, 2016; edited for consistency and appearance 10/19/16

Prepared by Colleen Boff, Bowling Green State University, Jerome Library

APPENDIX B

During this presentation, the presenters passed out post it notes and asked for participants to jot down questions they might ask of their own users. We've compiled them here. Here is another resource for possible questions to ask at your institution:

http://clemson.libguides.com/c.php?g=23047 4&p=1530613 (Cooper Library Graffiti Wall by Peggy Tyler)

- Should we remove the big reading tables in favor of individual study pods or nooks?
- Do our hours meet your needs?
- Why did you come to the library today?