

## 2015-2016 Library Survey Analysis

### Responses Statistics

The 2016 library survey received 643 responses, down 301 from 2015. 510 of the responses were from students, a response rate of 27%. Responses dropped across the board, but the biggest drop was in online students. The response rate for Orlando campus students was 34% (425 responses). The response rate for Denver campus students was 62% (13 responses). The response rate for online students was only 12% (72 responses).

The response rate for faculty and staff was approximately 33% for staff, 45% for full-time faculty, and 7% for adjunct faculty. As in past years, adjunct faculty were the most difficult to reach, and the numbers reflect this.

### Library Use

The survey supports the visual evidence that the library continues to be used regularly. 48% of respondents use the library at least weekly, and only 10% say they use the library less than once a year or not at all.

The survey asked respondents how they contact the library. 71% use the library in person, 24% use email to contact the library, 14%<sup>1</sup> have called the library, and 10% indicate they contact the library through our website.

### Overall Success

The acceptable target for this survey is a satisfaction rating of 80% or higher. Satisfaction is defined as a response of 3 or 4 on 4-point Likert scale (depending on the question, 3 and 4 equate to either 'agree' and 'strongly agree' or 'somewhat satisfied' and 'completely satisfied'). The ideal target is 90% satisfaction.

The library survey contains 24 close-ended satisfaction questions. On the 2016 survey, 15 of the questions reached the ideal target of 90% satisfaction. Another 4 reached the acceptable target of 80%. Respondents expressed high satisfaction with all of the library's resources and with the service provided by the library staff.

### Areas for Improvement

The following questions fell below the acceptable satisfaction rating:

1. I know how to request books and articles the Library does not have.
2. I know how to access the Library's Course Reserves.
3. I know how to access Library LibGuides.
4. The Library has enough individual study areas to meet my needs.
5. The Library has enough group study areas to meet my needs.

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<sup>1</sup> The percentages for contacting the library add up to more than 100% because respondents could select more than one method.

All of these questions had a satisfaction rating greater than 70%. Question 1<sup>2</sup> had a satisfaction rating of 79.5%. Of dissatisfied respondents, 15.9% disagreed with the question, and 4.6% strongly disagreed. Question 2 had a satisfaction rating of 73.7%. Of dissatisfied respondents, 20% disagreed with the question, and 6.3% strongly disagreed. Question 3 had a satisfaction rating of 75.2%. Of dissatisfied respondents, 17.9% disagreed with the question, and 6.9% strongly disagreed. Question 4 had a satisfaction rating of 72.4%. Of dissatisfied respondents, 19.7% disagreed with the question, and 7.8% strongly disagreed. Question 5 had a satisfaction rating of 76.5%. Of dissatisfied respondents, 15.6% disagreed with the question, and 7.9% strongly disagreed.

The first three questions represent a problem of wayfinding and marketing. As we redesign our web present and implement a new marketing strategy, satisfaction in these areas should increase. The last two questions reflect the library's lack of space. While we can search for innovative ways to use our space, the satisfaction with these questions will likely not improve significantly until more space is available on campus.

### **Importance of the Library**

Survey respondents ranked the importance of the library to their success from 'extremely important' to 'not important'. 71% of respondents ranked the library as 'extremely important' or 'very important'. Only 11% of respondents found the library 'not important' or only 'somewhat important'.

### **Streaming Videos, IRIS, and Instruction Sessions**

The survey includes several questions specifically for faculty and adjuncts. These questions ask about professors' use of streaming videos and information literacy instruction sessions. Sixty-two faculty<sup>3</sup> responded to the question "How often do you use Library streaming videos in your course?" The majority (55%) indicated that they never use streaming videos. 29% responded that they use them at least once a trimester. The remaining respondents use streaming videos infrequently. No faculty reported using them daily, but 5% use them weekly.

The faculty who never use streaming videos were asked why they do not use them as an open-ended question. Most faculty indicated that either videos are not applicable to their courses or that they are not familiar with any videos that would be applicable.

On the information literacy question, 39 of 63 faculty reported that they have never requested a library instruction session. Of these 39, 26% were not aware of the service, 16% do not have class time to give to librarians, and 47% do not find information literacy instruction by a librarian necessary.

### **Open-ended Questions**

The 2016 library survey contained two open ended questions for all respondents. One of these questions asked students why they chose to study somewhere other than library. Students gave a variety of responses. The top responses were location (24% of responses), noise levels in the library

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<sup>2</sup> Numbering of questions refers to the numbers of the list in this section. The question numbers do not match the numbering in the survey itself. The text of the questions is taken verbatim from the survey.

<sup>3</sup> From this point, any reference to faculty means full-time faculty and adjuncts.

(21% of responses), lack of space in the library (21% of responses), and the library's limited hours (17% of responses).

The number of students who mentioned the noise in the library and the limited hours suggests that these items need to be addressed even though the closed-ended questions related to noise and hours both met the acceptable level of satisfaction ("I can find a quiet place to study in the library" had a rating of 81.6% and "The library is open the hours I need" had a rating of 82%). But it is possible that the comments represent a small vocal minority and that the library is already doing enough to meet students' needs for hours and noise level.

The second of the open-ended questions asked students to name one thing the library could do to improve. The most common comment (19%) was nothing / not applicable. The top four suggestions for improvement were more or better resources (14%), more or better space (12%), more study rooms (12%), and lower noise levels (12%). Library hours came in fifth at 9%.