What Do They Need? -

Collecting Meaningful and Actionable Data Through a User-Centered Needs Assessment

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Who Are We?
“MSU’s fall headcount is 16,703, a total that’s 2 percent above last fall’s count and one that marks 10 years of continuous enrollment growth for the campus, which has set enrollment records in 13 out of the last 15 years.” - MSU News Service September 28, 2017
Commons Assessment Group 2.0

We know we need to do assessment!

BUT what do we assess?

And how do we assess it?

How do we show impact of library services & resources on student success?
Assessment – Struggling with Metrics

- We need to assess what we do, but what are we measuring?
  - Student success?
    - How do you quantify “student success?”
- We struggled with articulating what it was we wanted to assess
Purpose

• Develop a set of recommendations for the MSU Library’s Research Commons based on user feedback
• Promote a culture of evidence-based decision making
Methods and Tools - LibQUAL+

• LibQUAL+
  • “LibQUAL+ is a web-based survey offered by the Association of Research Libraries that helps libraries assess and improve library services, change organizational culture, and market the library. The survey instrument measures library users' minimum, perceived, and desired levels of service quality across three dimensions: Affect of Service, Information Control, and Library as Place.” - Association of Research Libraries’ “What is LibQUAL+®?”

• MSU’s 2016 LibQUAL+ Results
  • 1049 respondents from a randomly selected sample of ~4,000 students, faculty, and staff
  • 422 comments
Methods and Tools - Qualtrics

- Survey distribution via Qualtrics
  - Qualtrics is a powerful online survey tool for building, distributing, and analyzing surveys

- Tutor Surveys
  - 43 Respondents
  - 5 Questions
  - 215 Individual Responses
Methods and Tools - NVivo

- Qualitative coding via NVivo
  - “NVivo is software that supports qualitative and mixed methods research. It’s designed to help you organize, analyze and find insights in unstructured, or qualitative data like: interviews, open-ended survey responses, articles, social media and web content.

  NVivo gives you a place to organize and manage your material so that you can start to find insights in your data. It also provides tools that allow you to ask questions of your data in a more efficient way.” – QSR International’s “What is NVivo?”
Methods and Tools - Coding

- A group of 8 faculty, staff, and students read through the 422 LibQUAL+ comments, and coded them using Brown University’s Methodology for Coding Qualitative Data (User Comments)

- The 173 comments coded as “Suggestion” and/or “Negative” were combined with the 215 tutor responses then coded within NVivo according to the following parameters:
  - “Awareness” – does the comment indicate a lack of awareness of library spaces and/or services?
  - “Suggestion” – does the comment provide a suggestion related to something that the library can change?
  - “Space” – does the comment focus on the library’s spaces?
  - “Service” – does the comment focus on the library’s services?
  - “Use” – does the comment indicate using a specific library space or service?
  - “Policy” – does the comment relate to a library policy?
### Analysis and Recommendations

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1. The study chairs are nice to be able to move around easily while still keeping an eye on my work.

2. I try to use my hours as a drop in center and do the majority of my appointment tutoring in the library drop in center as well.

3. The primary issue is that it gets crowded when both drop in sessions and appointments are being held simultaneously. More space would help this issue.

4. I don't just tutor at a table on the second floor of the library.

5. I use the tables and chairs, that's about it.

6. Nice to have a quiet space to work, atmosphere is the greatest quality.

7. The white boards are amazing!

8. I have not yet used the drop in center. I reserve group rooms in case of need.

9. Make it isolated from the library, maybe doors? Students not receiving tutoring blocking up the limited space is annoying at times.

10. I have not yet encountered a situation in which I needed to...
1. Implement a Campus-Wide Communications Campaign to Increase General Awareness of Library Spaces and Services
2. Enforce Current Quiet Policies, and Possibly Expand Quiet Areas
3. Increase Group Study Room Capacity
4. Increase Number of Power Outlets Available to Users

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5. Improve our Users’ Understanding of Our Online Offerings and Resources
Takeaways

• Through this process, we created a rich database of information that will help us respond to questions about library usage while also giving us the ability to identify and address some immediate “low-hanging fruit” to improve our library’s user experience.

• This database, and the process used to create it, have given us the ability support our stakeholders in making evidence-based decisions on matters both anticipated and unanticipated.
Discussion

• What questions do you have about our process, themes, outcomes, and/or data?

• What have you done in your libraries to help with making evidence-based decisions?
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