# 2016 Wyndham Robertson Library Survey Report

Through a significant period of transition in the library over the past five years, including a nearly complete turnover of staff and responsibilities, the library has maintained and even improved on its already strong levels of service to the Hollins community.

Our survey data show that our students, faculty, and staff are actively engaging with our services and resources, and their satisfaction level is extremely high. We not only built upon the successes indicated in our 2011 survey, but we also improved in many areas. This is particularly encouraging because the 2016 survey garnered a significantly higher response rate from our undergraduate population.

The Hollins community is in the library more than ever before. The chart below compares the 2016 survey results with our previous survey. In 2011, 34% used the library more than once/week, whereas in 2016 that number has increased to 41%. We are extremely pleased to see that over 70% of the university population is in the library at least once a week.
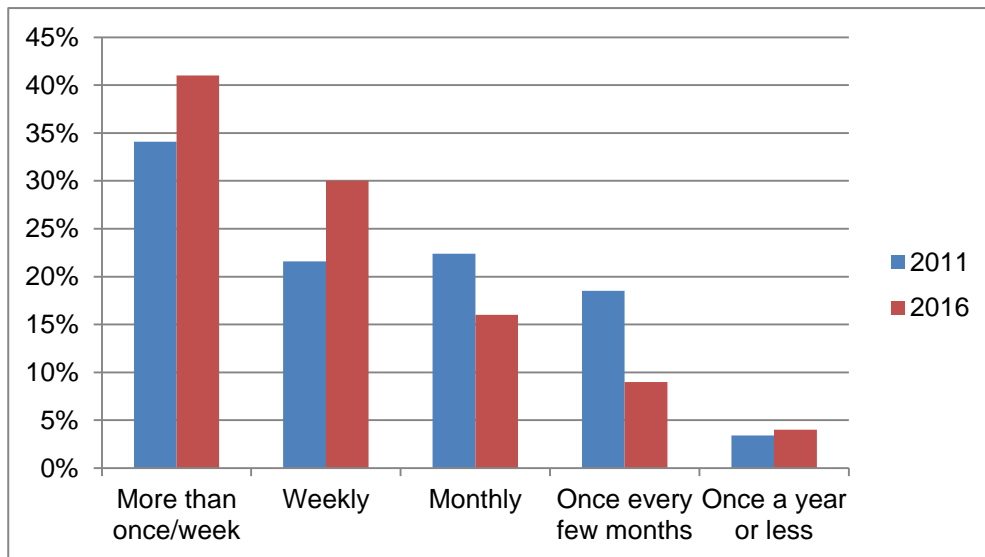
The student numbers are even more impressive. 50% of our undergraduate and graduate students report being in the library more than once a week and 30% report weekly use. Only 1% of respondents indicated they are the library once a year or less.

Since 2011 the library has made numerous changes to improve the usability and comfort of the building, and we think the increase in library use reflects our willingness to adapt to our community's needs. Here are a few of the changes since 2011:

- First floor renovation and the Center for Learning Excellence relocation (2015)
- New coffee shop in the coffee commons (2015)
- Reading Room redesigned with more gathering space and comfortable furniture (2014)
- Many practical items are now available for checkout and use, including lightning phone chargers, laptop chargers, and umbrellas (2014)
- Students can reserve lockers and carrels for the semester (2012)
- Films shelved by genre (2012)

More visits to the library create more opportunities for our staff to assist the community. We are happy to see that the staff is meeting this increased demand – user satisfaction continues to be above 90%. Below is a chart of student responses to our survey since 2001.

Change in student perception and use of library services and collections 2001 – 2006 – 2011 – 2016	Very positive or positive response 2001/2006/2011/2016	Change in opinion (2001-16)
How friendly and courteous is the library staff?	79% / 84% / 96% / 97%	+1% (+18%)
How would you rate the knowledge and expertise of the library staff?	77% / 85% / 95% / 98%	+3% (+21%)
How satisfied are you with the library instruction you've received?	81% / 87% / 94% / 92%	-2% (+11%)
How satisfied are you with the library's book collection?	66% / 66% / 92% / 90%	-2% (+24%)
How satisfied are you with the library's online databases?	82% / 76% / 94% / 94%	+0% (+12%)

About

Every five years the Wyndham Robertson Library surveys the Hollins community to receive feedback on our services and resources. We use this data to better understand our user community, what we're doing right, and what areas we can improve upon.

With 278 completed surveys, participation increased 26% from the 220 completed surveys in 2011. Traditional undergraduate responses accounted for much of the increase – 182 this year vs 108 in 2011. Horizon student's responses remained about the same (11) and staff responses

increased from 26 to 32. Faculty responses dropped from 29 to 22 and graduate students responses dropped from 45 to 30.
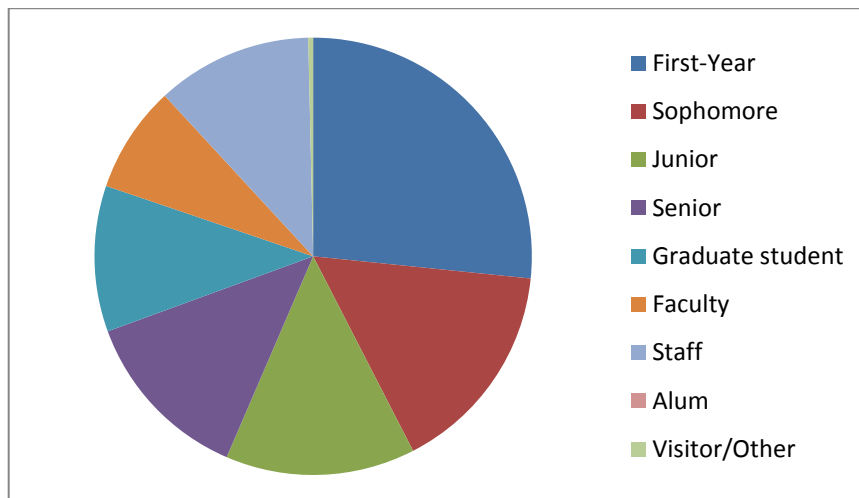
We are pleased with the large growth in undergraduate participation, given the large number of surveys students are asked to complete. This year we incentivized the survey by offering participants a prize each week it was available. The sooner a person participated, the better chance they had to win a $50 gift card to the book store (2 winners) or free coffee for the rest of the semester (2 winners).

The survey included six main sections – how frequently you use the library for certain activities; satisfaction with services; satisfaction with the facility; satisfaction with information technologies in the library; satisfaction with the collections; and satisfaction with new initiatives. Respondents also had multiple opportunities to give qualitative feedback in the form of written comments. Only completed surveys were used to calculate data from the multiple choice and Likert scale questions. However, we pulled the comments from the additional 44 surveys that are incomplete. In total, we have data from 322 surveys. Satisfaction is calculated by combining the answers "very satisfied" and "mostly satisfied".

Staff & Services

*Fundamental Commitment: As user-oriented **service providers**, we engage in dialogue with our community to develop personalized and responsive services that meet the needs of the campus.*

We are happy to report that our satisfaction ratings for library staff and services are even higher than they were in our most recent survey. Since 2011 the library has undergone significant staffing changes, including the loss of one staff position in 2014. Of our nine current full-time

staff members, only two people remain in the same position – all other positions have been filled with new hires (four[1]), or previous employees in new positions (three[2]).

Through these changes, the library continues to provide top-notch services to the campus. Significantly, the availability of library staff, friendliness/courteousness of library staff, knowledge/expertise of library staff, and research/reference assistance categories all received a satisfaction rating of 98% or above.

Next to general comments about the library (e.g. "I love the atmosphere and comfort of the library", 65 total), the staff were the most mentioned response to the question "What is the one thing you like most about the library?"(58). A sample of responses:

- Undergraduate student: "I really like the staff, they are always there and willing to help. The librarians are great and are so helpful and useful."
- Graduate student: "The helpfulness of the librarians and staff."
- Staff: "The library staff members are incredible. They make the library experience memorable and pleasant."
- Faculty: "Friendly, knowledgeable staff. Everyone goes out of his or her way to be helpful from research to ordering books to ILL, etc."

In response to the question "Tell us about one time the library helped you" research assistance was the overwhelming response (118), followed by general comments about staff members (28).

- Undergraduate student: "I needed help with a research topic in an English class and during an informative session, a librarian helped me pick out a topic AND gave me endless resources to back up my topic. It was very easy to find what articles I needed."
- Graduate student: "Several librarians helped me get invaluable sources for my masters thesis via the online journals, books in the library, and through interlibrary loan."
- Graduate student: "Literally all four years of my undergrad."
- Faculty: "One time? How about everyday? Great help with research tools presentations for my students, cheerful can-do attitude, inspirational ideas for everything from library research sessions to modifications to my browsers on my computer to new databases."

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[1] Susan Vandale, Technical Services & Metadata Librarian (2012-2016); James Miller, Information Technology and Liaison Librarian (2013); Rebecca Seipp, Outreach & Liaison Librarian (2013); Karen Ryan, Circulation Coordinator (2013)
[2] Luke Vilelle, Public Services Librarian to University Librarian (2012); Maryke Barber, Outreach Librarian to Public Services Librarian (2013); Lilla Thompson, Cataloging Coordinator to Interlibrary Services Coordinator (2014)

Collection

Fundamental Commitment: As **facilitators** *of inquiry and exploration that help develop the scholarship and creative work by the Hollins community, we collect, organize, and deliver a rich and diverse set of resources across a variety of formats that match Hollins' broad liberal arts curriculum.*

The library's collections (books, journals, films, and online databases) received strong satisfaction ratings, though not quite as strong as they were in the previous survey. Interestingly, students and staff were less satisfied with our book collection, while satisfaction increased among the faculty.
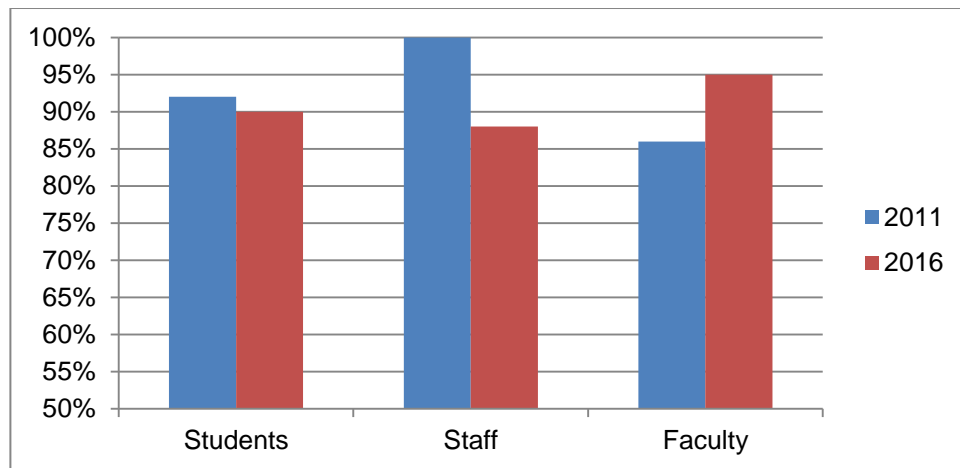
Many student and staff concerns about the book collection centered around the availability of leisure material. Hollins students are avid readers[3] and our staff mainly uses our book collection for leisure materials, so this is a logical concern for both groups.

- Undergraduate student: "I understand that this is a college library, but I do wish that there were more young adult novels. When I have the opportunity to read things that aren't required for class, I chose to read YA novels because they're more for entertainment."
- Staff (in response to "What one thing in the library most needs improvement?"): "Selection of books for pleasure."

While our main goal for our collection is to match our resources to the academic curriculum, we also recognize the importance of leisure reading. We will look for opportunities to more specifically target the acquisition of specific types of leisure reading (including fantasy and young adult fiction) and to refer community members to the public library or ILL for leisure material when appropriate.

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[3] A 2011 National Survey on Student Engagement showed our students, especially as incoming students, read significantly more books on their own (not assigned) for personal enjoyment or academic enrichment.

The entire community's responses to the other aspects of our collection were positive, ranging from 84.5% for the music library to 94% for our online databases. Given the significant portion of research that is now completed online, our students' 93.9% satisfaction with our online databases is particularly encouraging.

- Undergraduate student: "There are so many resources available to us. Perfect for any kind of research or just casual interest."
- Undergraduate student: "The online databases are absolutely incredible."

One point of concern students raised is the issue of textbooks – many would like these resources to be available at the library. Students asked for textbooks in the comments about our collection:

- Undergraduate student: "I wish I could find more of my text books."

When we asked about a time the library was not able to help them:

- Undergraduate student: "When I was looking for textbooks but couldn't find them."

And when we asked for ways that we can improve the library:

- Undergraduate student: "I would like to see more of my text books available. I think many students would appreciate it for classes that are taken often and use the same book. Like for business, math, and political science classes."

As the costs of higher education continue to rise, access to textbooks is an immediate concern for our students. The library is leading the movement on campus for faculty to use more Open Educational Resources (OERs) and materials already in the library for their assigned texts. We will continue to explore our role in keeping the cost of assigned materials down for students.

Facility

*Fundamental Commitment: As the **intellectual hub** of campus, we provide spaces and programming to encourage reflection, exploration and engagement, and also celebrate the scholarship and creative work done by our community.*

The library building continues to receive overwhelmingly positive reviews from the community, just has it has in the past two surveys. Group study rooms, individual study spaces, the furniture, and the new first-floor classroom all received satisfaction ratings above 90%. Further, the general atmosphere (65), study spaces (50), and the building (44) were three of the top four responses to the question about what our patrons liked most about the library. Comments include:

- Staff member: "It's a beautiful space, all areas are welcoming."
- Undergraduate student: "The space. It's a beautiful space and the quiet is so helpful when I'm studying but there's also numerous rooms for studying in groups which is a

blessing. There's a variety of locations within the library which provides everyone with a place where they are comfortable and can focus, which can change based on the day."

- Graduate student: "The openness and light is wonderful. I love the reading lofts. There is something on every floor to love. The space is incredible."

The library also welcomed two new additions to our physical space that are managed by other departments: the Center for Learning Excellence (CLE) and the coffee shop. The CLE received an excellent satisfaction rating (92% from our undergraduates), and the CLE classroom received similar satisfaction ratings from our students and faculty (93%).

The coffee shop's hours received our lowest rating of the entire survey, with a 59% satisfaction rating. The coffee shop's hours, offerings, and quality were also addressed by many survey respondents, with the majority wanting additional hours (83 comments total). Comments include:

- Summer graduate student: "I do wish the hours on the coffee shop were longer during the summer. It'd be nice to get tea/coffee/snacks in the evening in particular."
- Graduate student: "I don't understand why the coffee shop is not open in the mornings and closed on the weekends. Again, Hollins is a secluded campus, and there are no other areas nearby to get coffee. This service should be provided to students, if at least having regular coffee available at all times. I have heard many complaints about this from undergraduates and especially the graduate students, who all have day jobs and work on campus either in the morning or during the weekend."
- Graduate student: "Based on my drink orders, I would like to make it aware coffee baristas should be trained more to know how to properly make specialized drinks. There have been many times my drink needed to be remade because the drink was not prepared properly. Some of the barista staff do not even know how to make some specialized drinks, and have asked me for advice."
- Undergraduate student: "The coffee shop should have more hours, like maybe Sunday-Thursday 4 pm- 11pm for people who are done with classes and do not wish to eat at Moody for dinner and would rather study at the library and maybe a few more food options at the shop."

These results will be shared with Meriwether Godsey as we continue to work to find the most efficient way for the café to function.

Information Technology
IT provides public desktops, two printers, and wireless access throughout the building. The satisfaction rating for the computers and printers improved from 2011 levels, from 85% to 91% for the computers, and from 82% to 89% for the printers. Wireless access was our highest rated offering in the information technology category with 93% satisfaction. Many students commented that they depend on the technology in the library:

- Undergraduate student: "When my laptop broke last semester the library helped me with being able to do all of my computer-related assignments."
- Undergraduate student: "I rely on the library regularly for computer and printer use."

While overall satisfaction is higher, computers and printers were mentioned 25 times when the survey asked participants what needs improvement in the library. The library's printers were mentioned more than the computers in the comments, with many of those comments asking for more printers. Information technology has become essential to university research and students expect that technology to be available and in good working order in the library.

- Undergraduate student: "Sometimes the printers are acting up, and there has been times where both haven't been working, which can be frustrating since it seems like the number of printers undergrads are allowed to use keep going down."
- Summer graduate student: "I wish we had access to more printers during the summer grad school programs."

New Services

*Fundamental Commitment: As **innovators**, we continually seek to surprise the HU community through rethinking and redefining how the library can contribute to the success of the university.*

The library continues to respond to the needs of our community and adapt our services and materials accordingly. Our survey included eight new services/changes and all were well-received by the students that use the services – the majority receiving a 90% or above satisfaction rating (faculty and staff responses were not significant in this category, as many selected "do not use"). Of those, films shelved by genre, checking out phone or laptop chargers, text-messaging a librarian, and zines received a satisfaction rating of above 90% from all students. Undergraduate Research Awards and Write-Ins were close to the 90% satisfaction rating, with both at 88%. Library app for Apple & Android devices, stand-alone scanner on first floor received satisfaction responses of 82% and 84%, respectively.

These results indicate that we continue to respond to the needs of our students, but many students responded that they did not use these services. We need to continue to heavily advertise new services/changes at the library, perhaps through repeated outreach efforts or new marketing methods. When students use the new services, however, they are pleased with them.

- Undergraduate student: "I love having zines in the library, because they introduce ideas in creative ways, and many have made me get a library book relating to some kind of information included in the zine."
- Undergraduate student: "Being able to check-out chargers here can be a real life-saver, especially when your charger dies and you're in between paychecks or are waiting for the replacement to come in the mail. The zines are cool and fun to browse when taking a study break and the write-ins are a huge help, though I kind-of wish there were more each semester."
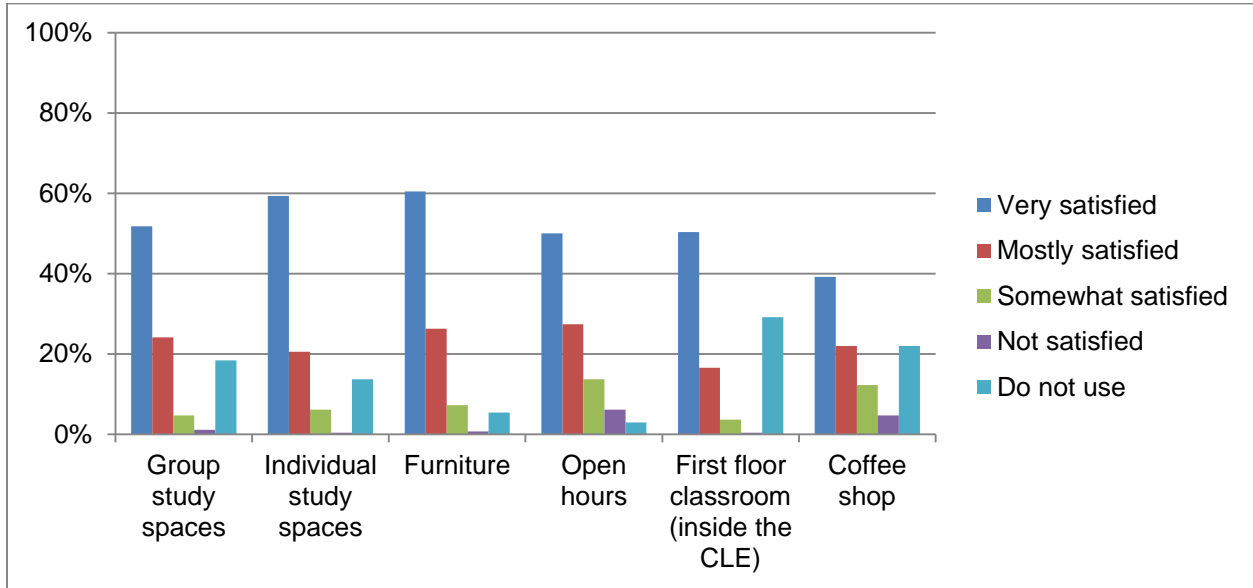
Appendix 1: Satisfaction with Library Services/Staff
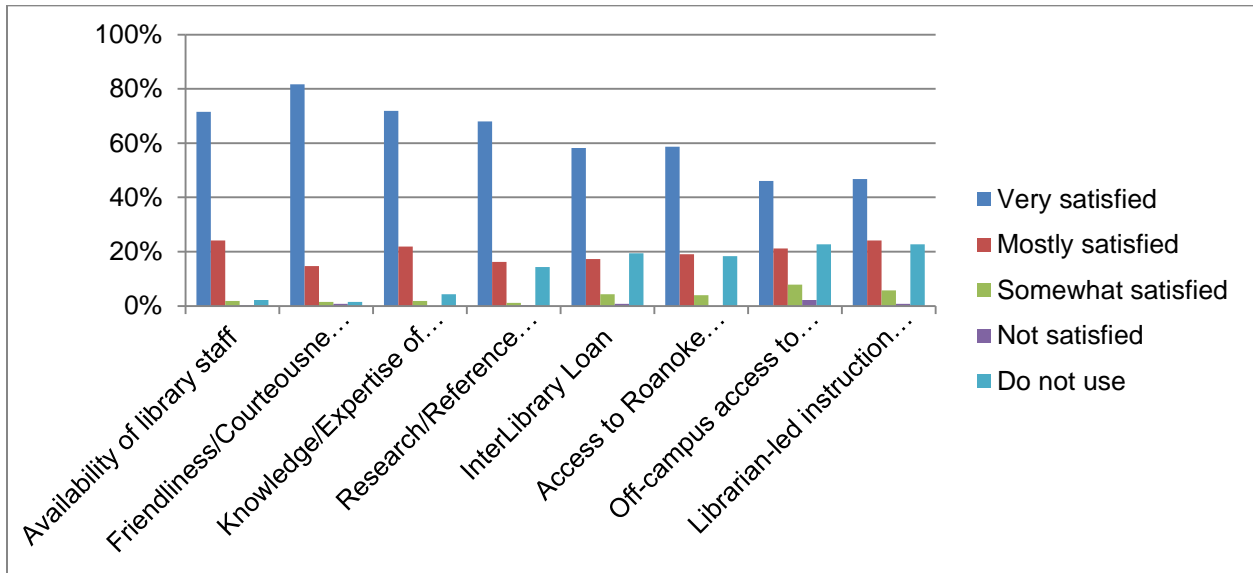
Appendix 2: Satisfaction with Resources/Collections
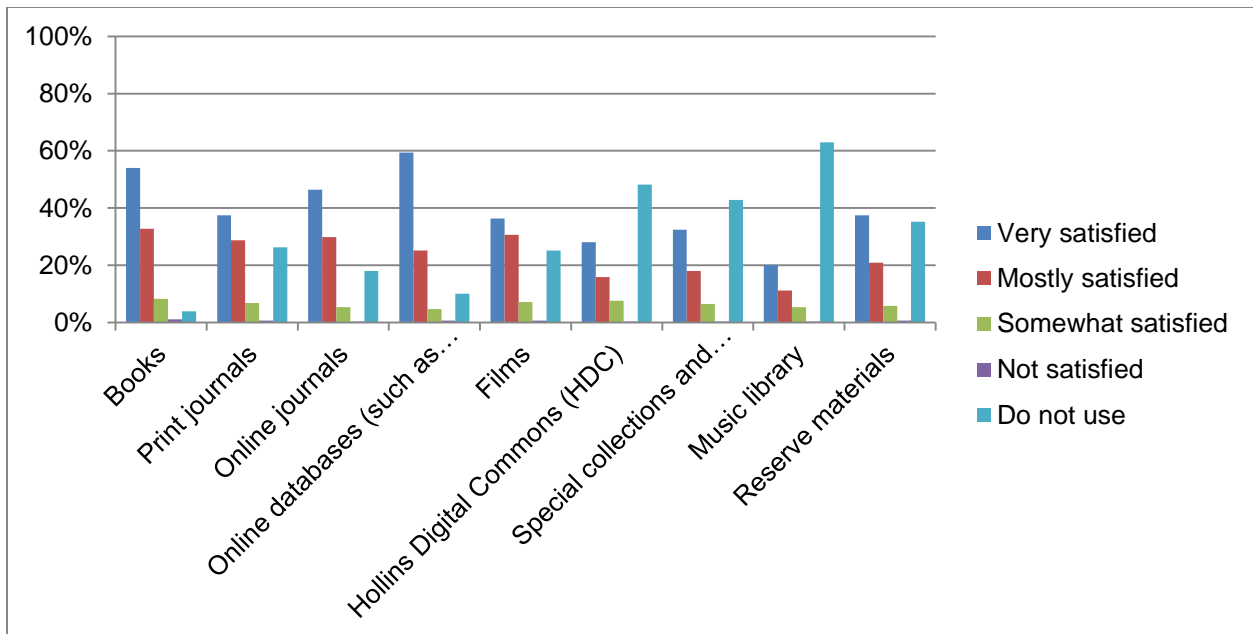
Appendix 3: Satisfaction with Facility

Appendix 4: Satisfaction with New Initiatives