10-28-2016

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

ALAO 2016
COLLEEN BOFF, AMY FRY, KATIE MIHALY, & LINDA RICH
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

BG's Best Breadsticks
Pizza • Pasta • Subs • Salads

Campus Pollyeyes
440 E. Court St.
(419) 352-9638
Like us on Facebook
Serving Bowling Green Since 1978

Come in for a free Slice of pizza in exchange for your feedback about the library!
1ST FLOOR LARGE GROUP STUDY ROOM
ASSESSMENT METHODS

Responses by Assessment Method (N=1,941)

- Post Its: 86
- Whiteboards: 1333
- Paper/Pencil: 483
- Conversations: 39
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.
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...**

<table>
<thead>
<tr>
<th>N=51 (women only)</th>
<th>To find someone to talk to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience store (longer hours or better selection)</td>
<td>More books on reserve and better head phones</td>
</tr>
<tr>
<td>Longer building hours</td>
<td>Fix the security check machine so I don't have to take my laptop out everytime</td>
</tr>
<tr>
<td>Full length mirror in the women's room</td>
<td>Up to date computers so they don't crash or run slow</td>
</tr>
</tbody>
</table>

| Monday, April 4-Monday, April 11 Prompt in women’s restroom |

- More Mac computers
- With animation
- Nothing!
ABOUT OUR USERS
**DID YOU BRING YOUR LAPTOP WITH YOU TO THE LIBRARY TODAY?**

<table>
<thead>
<tr>
<th></th>
<th>By water filling station (n=182)</th>
<th>By the elevators (n=217)</th>
<th>Combined (N=399)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>139 (76%)</td>
<td>193 (89%)</td>
<td>332 (83%)</td>
</tr>
<tr>
<td>No</td>
<td>43 (24%)</td>
<td>24 (11%)</td>
<td>67 (17%)</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Method</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus update (email)</td>
<td>43</td>
</tr>
<tr>
<td>Bathroom stalls</td>
<td>42</td>
</tr>
<tr>
<td>TV monitors throughout campus</td>
<td>28</td>
</tr>
<tr>
<td>Flyers in buildings where you go to class</td>
<td>26</td>
</tr>
<tr>
<td>Flyers laying around on tables throughout the library</td>
<td>25</td>
</tr>
<tr>
<td>Flyers in res hall</td>
<td>24</td>
</tr>
<tr>
<td>BG News</td>
<td>12</td>
</tr>
<tr>
<td>Rotating banner on main library web page</td>
<td>11</td>
</tr>
<tr>
<td>Library Twitter</td>
<td>11</td>
</tr>
<tr>
<td>Library Facebook</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td>UL blog</td>
<td>1</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>They prefer to study/access from elsewhere</td>
<td>9</td>
</tr>
<tr>
<td>Too far</td>
<td>9</td>
</tr>
<tr>
<td>Lazy</td>
<td>4</td>
</tr>
<tr>
<td>They don't know how to</td>
<td>3</td>
</tr>
<tr>
<td>Their friends DO use the library</td>
<td>3</td>
</tr>
<tr>
<td>Too many distractions for them</td>
<td>2</td>
</tr>
<tr>
<td>Too crowded</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>By water filling station (n=91)</th>
<th>By the elevators (n=90)</th>
<th>Combined (N=181)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>82 (90%)</td>
<td>73 (81%)</td>
<td>155 (86%)</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>9 (10%)</td>
<td>17 (19%)</td>
<td>26 (14%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>By water filling station (n=73)</th>
<th>By the elevators (n=74)</th>
<th>Combined (N=147)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>print</strong></td>
<td>65 (89%)</td>
<td>63 (85%)</td>
<td>128 (87%)</td>
</tr>
<tr>
<td><strong>electronic on a library device</strong></td>
<td>1 (1%)</td>
<td>3 (4%)</td>
<td>4 (3%)</td>
</tr>
<tr>
<td><strong>electronic on personal device</strong></td>
<td>7 (10%)</td>
<td>8 (11%)</td>
<td>15 (10%)</td>
</tr>
</tbody>
</table>

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
**Have you ever tried to find a book in this library?**

<table>
<thead>
<tr>
<th></th>
<th>By the book collection n=28</th>
<th>By the reference computer area n=58</th>
<th>Combined N=86</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>26 (93%)</td>
<td>49 (84%)</td>
<td>75 (87%)</td>
</tr>
<tr>
<td>no</td>
<td>2 (7%)</td>
<td>9 (16%)</td>
<td>11 (13%)</td>
</tr>
</tbody>
</table>

**If yes, how did that go?**

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

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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>n=68</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Yes</strong></td>
<td><strong>No</strong></td>
</tr>
<tr>
<td>29 (43%)</td>
<td>39 (57%)</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count (Percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, but I've never used it</td>
<td>26 (38%)</td>
</tr>
<tr>
<td>Yes, I've used it and like it</td>
<td>13 (19%)</td>
</tr>
<tr>
<td>Yes, I've used it but it didn't really work for me</td>
<td>0</td>
</tr>
<tr>
<td>No, but I probably would never use it anyway</td>
<td>9 (13%)</td>
</tr>
<tr>
<td>No, but it's a good idea &amp; I might use it sometime</td>
<td>20 (29%)</td>
</tr>
</tbody>
</table>

Wednesday, April 27
In-person focus group
ABOUT OUR BUILDING & EQUIPMENT
**WHAT WOULD YOU CHANGE ABOUT THESE [REFERENCE AREA] COMPUTERS?**

<table>
<thead>
<tr>
<th>N=31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers (slow &amp; old)</td>
</tr>
<tr>
<td>Macs/Linux operating system</td>
</tr>
<tr>
<td>Nothing</td>
</tr>
<tr>
<td>Need computer workstation area that is QUIET</td>
</tr>
<tr>
<td>Need computer workstations for small group work</td>
</tr>
<tr>
<td>power</td>
</tr>
<tr>
<td>Put supplies near printers</td>
</tr>
<tr>
<td>Need for printer on 7</td>
</tr>
<tr>
<td>Color printer is a problem</td>
</tr>
<tr>
<td>Chairs</td>
</tr>
</tbody>
</table>
TELL US...

WHAT IS YOUR FAVORITE SPOT?

<table>
<thead>
<tr>
<th>Location</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st floor-Learning Commons</td>
<td>6</td>
</tr>
<tr>
<td>1st floor-café</td>
<td>5</td>
</tr>
<tr>
<td>1st floor-gov docs</td>
<td>2</td>
</tr>
<tr>
<td>1st floor</td>
<td>1</td>
</tr>
<tr>
<td>1st floor-atrium</td>
<td>1</td>
</tr>
<tr>
<td>1st floor-STAC</td>
<td>1</td>
</tr>
<tr>
<td>1st floor-by PCR</td>
<td>1</td>
</tr>
<tr>
<td>3rd floor</td>
<td>5</td>
</tr>
<tr>
<td>8th floor</td>
<td>4</td>
</tr>
<tr>
<td>2nd floor</td>
<td>2</td>
</tr>
<tr>
<td>4th floor</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
</table>
| Needed power                                | 21 | 31%
| Needed to create my own vibe                | 21 | 31%
| I liked the space but not the furniture     | 11 | 16%
| Needed some sunshine                        | 10 | 15%
| Worked with a group and needed more seating | 4  | 6%  |
**WHAT CAN WE DO TO IMPROVE THE 7TH FLOOR?**

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

**Activity 1**

**Location:** Café

**Feedback method:** Taping blurbs to the windows of the Café  
- 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 5 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 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:

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 reservable 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?

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=230474&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?