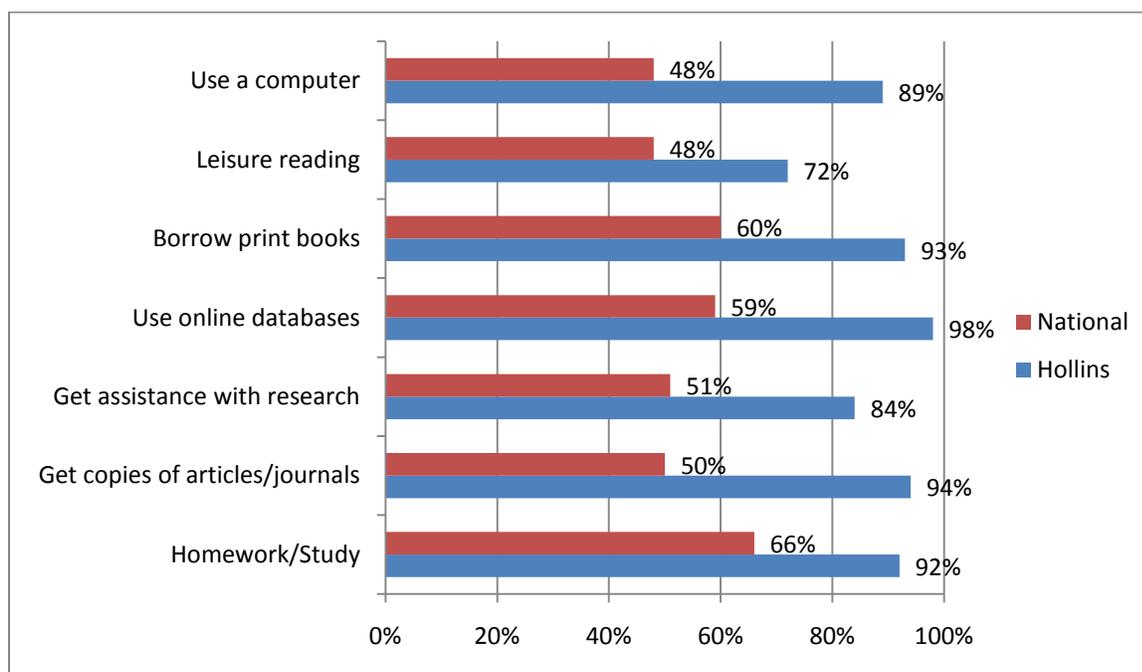


2011 Wyndham Robertson Library Survey

The Wyndham Robertson Library surveys the Hollins community once every five years to seek their feedback to improve our services and collections, and to better understand how our community uses our resources. We are happy to report that our community uses the Wyndham Robertson Library in a variety of ways that take full advantage of all we have to offer, and that satisfaction with most of our services and resources continues to grow.

Library use is up at Hollins. Our students are visiting the library more frequently in person than they did in 2006 – 66% of our undergraduates visit the library at least once/week, as compared to 61% in 2006. In addition, compared to a national survey of library use, our students use the library much more than the average college student does. For example, 61% of our undergraduate students use the library website at least once/week; nationally, only 22% of college students visit their library website at least weekly.¹

We also found that 99% of HU students visit the library in-person at least once/year, as compared to 71% of students nationwide. The chart below compares what percentage of Hollins students use the library at least once/year for the following activities, as compared to the national survey of students.



As seen in the chart, our undergraduate students use Wyndham Robertson Library for all that it has to offer – for the online databases and books to complete successful research assignments; for the staff assistance to make those research papers shine; and for the spaces in the building that encourage study and work.

For all these reasons, we believe that the library, in both our web and physical presence, continues to be a central gathering point for the Hollins community.

¹ National data on student usage of the library comes from the 2010 OCLC report, *Perceptions of Libraries, 2010: Context and Community*. Data on college student usage is available at: <http://www.oclc.org/reports/2010perceptions/collegestudents.pdf>.

We are also pleased to report that students, faculty, and staff all show strong and increasing satisfaction with the resources and services available to them from the library.

For example, consider the five major markers below, which we have measured in each of our past three surveys. Satisfaction with our library staff has increased markedly since 2006 and drastically since 2001; satisfaction with our resources shows a significant increase since 2006.

Change in student perception and use of library services and collections 2001 – 2006 – 2011	Very positive or positive response 2001/2006/2011	Change in opinion 2006-11 (2001-11)
How friendly and courteous is the library staff?	79% / 84% / 96%	+12% (+17%)
How would you rate the knowledge and expertise of the library staff?	77% / 85% / 95%	+10% (+18%)
How satisfied are you with the library instruction you've received?	81% / 87% / 94%	+7% (+13%)
How satisfied are you with the library's book collection?	66% / 66% / 92%	+26% (+26%)
How satisfied are you with the library's online databases?	82% / 76% / 94%	+18% (+12%)

We recognize that there remain areas for improvement. Although even the lowest item on the satisfaction scale, the library vending machines, received a 66% satisfaction ranking (total of respondents either very or mostly satisfied), the open-ended comments reflected a number of improvements the library could implement to make this an even more hospitable environment. Of concern to the community are the reliability and speed of the library computers, printers, and wireless Internet; maintaining a strong collection (particularly in regards to our book collection); maintaining the building's "like-new" feel; and the library's open hours.

About the survey

The library survey, open in February-March 2011, drew 220 responses, a 12.8% increase over the 195 responses for the 2006 survey. Graduate student response increased five-fold from 9 to 45, while undergraduate responses dropped slightly from 135 to 120, and faculty (29) and staff responses (26) stayed about the same.

Considering the number of surveys and the accompanying survey fatigue in today's society, we are pleased with the response rate. We did not offer any reward for taking the survey, but instead encouraged community members to complete the survey through a variety of marketing techniques.

The survey was divided into six main sections – frequency of library use by type of activity; 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.

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Staff/Services

Our community is extremely appreciative of the library staff. The library has undergone several staff changes since 2006, but has maintained a strong level of service and innovation.

The library staff came in a close second to the library building/atmosphere in responses to the question, "What do you like most about the library?", with 69 respondents mentioning the staff in general or particular staff members. Examples of responses included:

- Faculty: "The staff: friendly, helpful, generous, dedicated, knowledgeable, professional, and super smart. In short, just amazing."
- Undergrad: "I really like how the reference people are always there to help when I write my papers."
- Staff: "I adore the library staff."
- Graduate student: "The reference librarian for playwriting. She is amazing!"

When asked about one time the library helped them, survey respondents acknowledged the helpfulness of the staff more than anything else. 68 respondents mentioned the staff in their response.

- Undergrad: "I went in with a list of subjects I needed books on and the reference librarian walked with me all over the library to find them. She was incredibly knowledgeable and helpful."
- Undergrad: "The library helps me all the time, but they were especially useful last semester when I needed a particular article from an obscure journal. It took them a couple of weeks to track the journal down, but they found it in time for my paper!"
- Grad student: "Needed to research books in the music bldg - staff person offered to open the library and meet me there. Before our appointment, she had already found books on the topics she knew would interest me. She was a GREAT help to me and SO willing and gracious to go out of her way to help!"

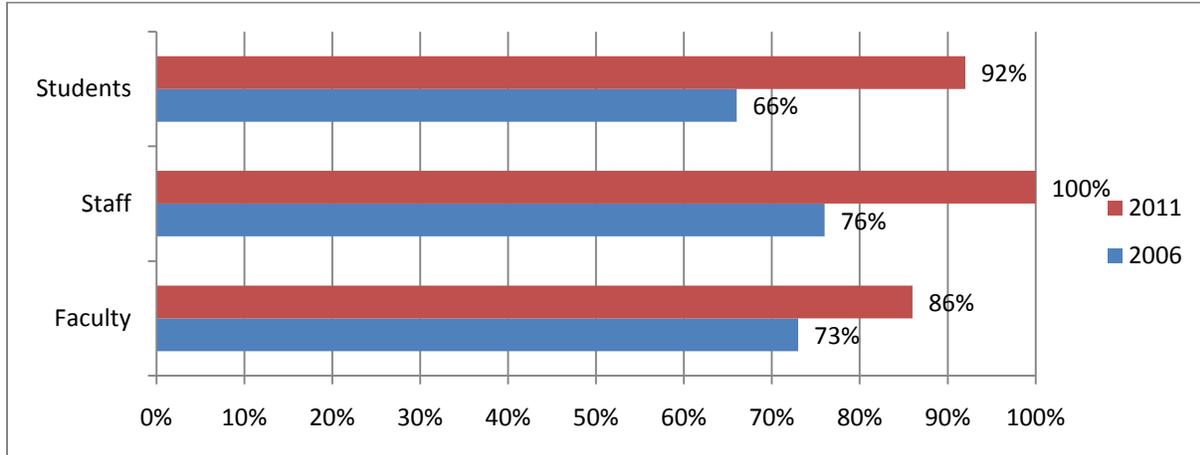
All service-related questions, including questions about interlibrary loan, instruction sessions, access to Roanoke College books, research/reference assistance, and the availability, friendliness, and expertise of library staff, received a satisfaction rating of at least 90% from respondents. We're also thrilled to report that 100% of the 29 faculty respondents said they were very or mostly satisfied with *all* of our services.

Resources/Collections

The biggest difference between survey responses in 2006 and 2011 came in the area of collections. All groups surveyed found the library's collection, including books, journals, and online databases, to be much more satisfactory now than five years ago. Quite honestly, this was a surprise for the library staff because available collections budgets have not kept pace with inflation over the past five years.

As an example, the next chart shows the percentage of faculty, staff, and students who were satisfied with our book collection in 2011, as compared to 2006.

% of respondents very or mostly satisfied with the library's book collection



We believe there may have been a few factors in this rise in satisfaction.

- Closer consultations with faculty and staff when making purchasing decisions.
 - Staff: "With our department allocations for the year. [Library staff member] did SUCH an amazing job. [Library staff member] had already researched the best resources."
- Increased numbers of instruction sessions helping to better connect students with our resources.
 - Faculty: "The library sessions for classes have been great."
- Increased levels of overall satisfaction with the library helping to raise all individual satisfaction ratings.
- The larger, more prominent new book shelf showcasing our new titles.
 - Faculty: "I especially like discovering something great on the new book shelf that I'd never heard of, but love."

Students gave our film collection their lowest satisfaction ranking (81%). We believe this is in large part due to the increased expectation for films that meet their entertainment wishes (the Netflix effect). Students also made a number of comments asking for better organization of the film collection, which is currently arranged by date of acquisition. Eight respondents indicated DVD organization was the one thing most needing improvement in the library.

Even though our collections received a large bump in satisfaction, many also mentioned them as an area for improvement. 29 respondents mentioned some aspect of our collection when answering the question about what most needs improvement. These responses were wide-ranging:

- "more teen-fiction" (undergrad); "adding new titles to the children's collection" (grad); "more science fiction/fantasy novels" (undergrad); "alternative health and holistic medicine" titles (undergrad); "more newer movies" (undergrad); "more extensive coverage in the online databases" (faculty).

Facility

The shine hasn't worn off the Wyndham Robertson Library building, even as we move into its 2nd decade of existence. Community users love the building and its atmosphere. As in 2006, we received more comments praising the building in the responses to “what one thing do you like most about the library” than any other category.

- Faculty: “A respite from the “real world”.”
- Undergrad: “It's so beautiful, and always seems clean and well maintained.”
- Undergrad: “How beautifully and helpfully it is arranged. Very homey, very feng shui.”
- Undergrad: “I love the atmosphere in the library-it's not too dark and there are plenty of study spaces for however you study.”

For the first time this year, we began to receive some comments suggesting the furnishings could be improved, though 93% of users are still satisfied with the furniture.

- Faculty: “Some of the chairs and tables are starting to show much wear and could be repaired and/or replaced.”
- Undergrad: “Some of the furniture is starting to show wear, but I really enjoy the diversity in types of furniture. It makes the library very homey.”

Also in regards to facilities, vending is a sore spot with the community. In 2006, when the vending machines were new – 93% of respondents were satisfied. This number dropped to only 66% satisfied in 2011 (with 24% somewhat satisfied and 10% not satisfied), the worst satisfaction rating of any survey question. A new coffee machine, which debuted in the spring, may alleviate some of this displeasure, but we may need still to find new ways to address vending expectations.

We also asked about hours, and a significant majority of respondents (82%) were satisfied. However, the library's hours also drew frequent comments. Most of these wishes for additional hours came from undergraduate students, who are the building's primary users, but a few faculty and grad students also expressed concerns. The undergraduates primarily focused on additional weekend hours (the library is currently open 8-6 Friday; 10-6 Saturday; and 12-12 Sunday).

- Undergrad: “I would prefer the library to open earlier than noon on Sunday.”
- Undergrad: “Would prefer a few more hours on Saturday and/or Friday night.”
- Undergrad: “The weekend hours are a little hard to work around as some people would like to get their work done in the early morning.”

Information Technology

The one broad area in which satisfaction levels dropped from 2006 was information technology. Computer satisfaction dropped from 91% to 85%; printer satisfaction dropped from 86% to 82%.

Clearly, students expect that the library should have a strong information technology presence, and when it doesn't live up to that expectation, it creates a high level of dissonance.

The IT category (including computers, printers, wireless, copiers, and scanners) received more response than any other area to the question, “what one thing in the library most needs improvement?” 31 respondents mentioned some aspect of IT – including 17 who said the computers, 10 the printers, and 8

the wireless. And in the IT comments section of the survey, 38 out of 40 respondents shared a negative experience. Most reflected the comments below:

- Undergrad: “The library computers are very slow compared to other computers on campus, such as in Dana. Boot time takes longer, and they just generally run more slowly. They are also inconsistent. For instance, some of the library computers will allow you to use a flash drive, while others will not, saying administrative privileges are required.”
- Undergrad: “The printers always seem to be broken/having issues. It's hard to depend on the printing anywhere on campus, but especially at the library.”
- Undergrad: “I'm extremely unsatisfied with the library's wireless. I come from a small town in southwest Virginia and our community college has better wireless capabilities than our wireless does. The wireless internet all over campus needs to be upgraded, and especially the wireless in the library. It's too slow, much too slow of a connection speed for a private school's library. This is my only comment, because it's my only concern.”

New Initiatives

We introduced a number of changes over the past five years, and the community has responded favorably to all of these innovations.

Most significantly, the library designed a new website in 2010 (to match the renovation of the university's web presence), started an instant messaging chat reference service in 2008, moved our interlibrary loan operations to the ILLiad software in 2010, and began offering extended hours and free snacks during finals week in 2006.

All of these changes received a satisfaction rating of at least 90%.

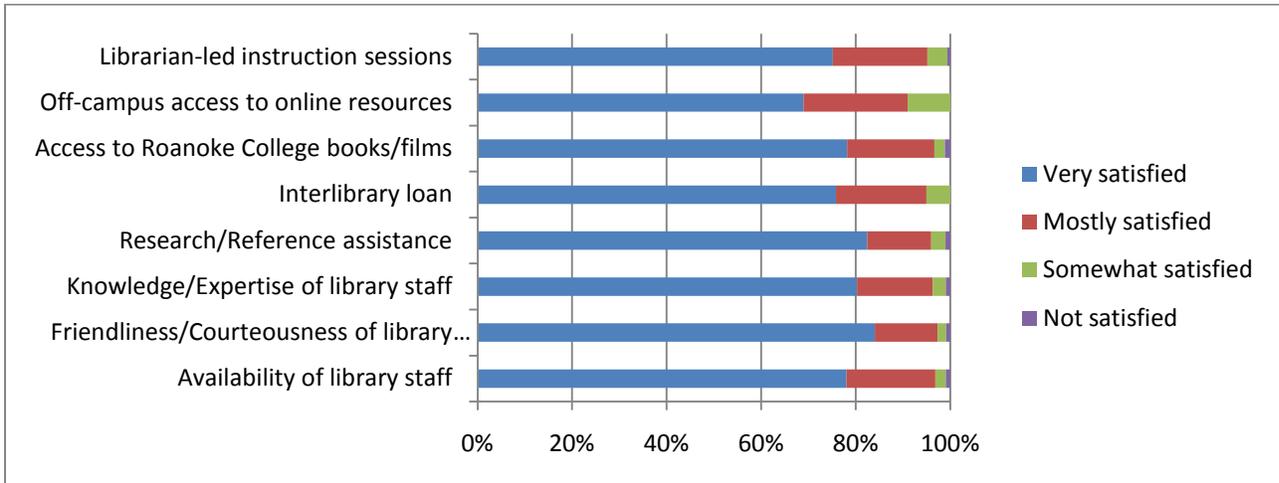
Notably, some of these services received mentions as the thing that the respondent liked most about the library or as an example of how the library helped them – indicating they've made an immediate impact on our users.

- Undergrad: “Finals stress: I came to the library to study and there were fruit snacks and bubbles. I felt much better.”
- Grad student: “The blankets in the baskets in case it gets cold. This token shows how the library staff has considered even minute details to make the library experience reach maximum effectiveness and enjoyment.”
- Faculty: “The zotero presentation [bibliographic citation software] has changed my life!!”

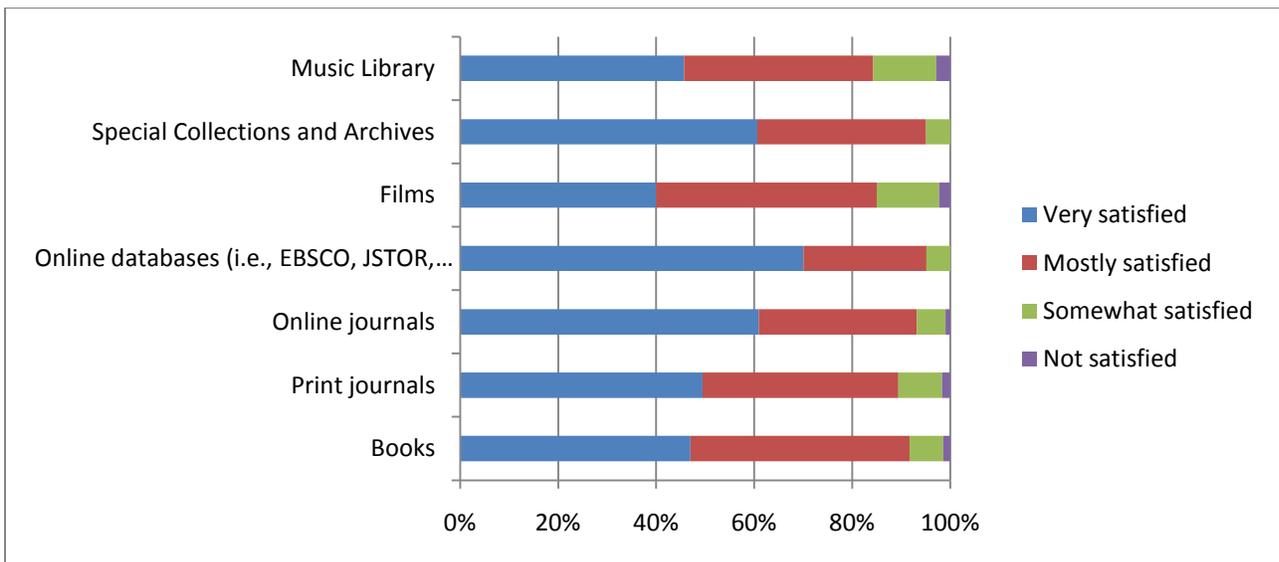
Excellence is Our Standard

The library staff is very pleased with the favorable survey results about our services and resources. The comments do suggest areas for growth and improvement in meeting community expectations, particularly in our partnerships with campus IT and food services. We welcome this candid feedback and the opportunity to continue to improve the positive library experiences our community has come to expect. When the Association of College & Research Libraries honored us with the Excellence in College Libraries award in 2009, we adopted the phrase “Excellence is Our Standard” in our library publications. It is gratifying to see that we have largely measured up to this high standard in the eyes of our valued community.

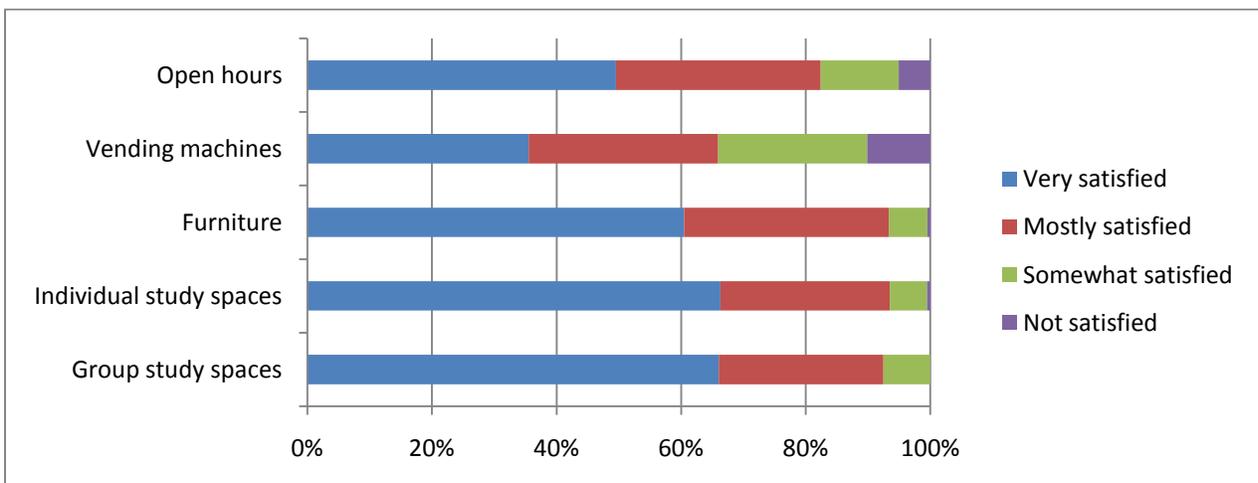
Appendix 1: Satisfaction with Library Services/Staff



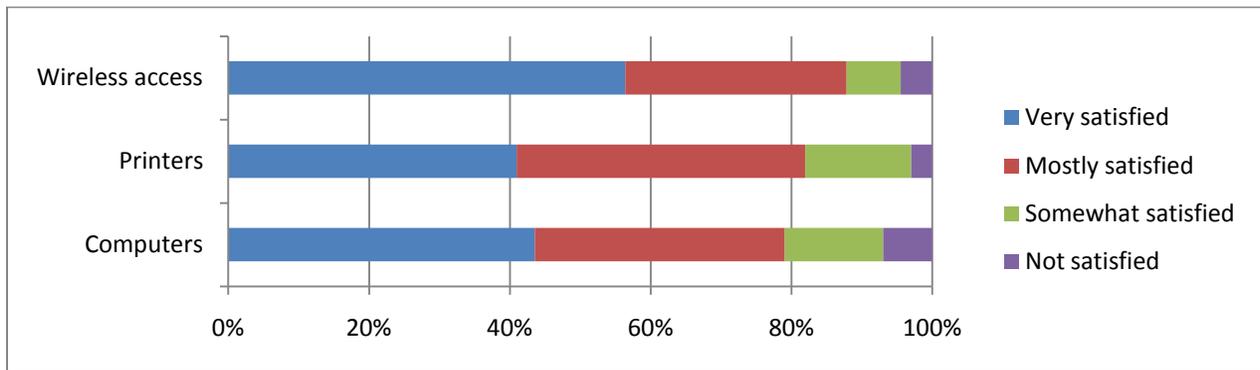
Appendix 2: Satisfaction with Resources/Collections



Appendix 3: Satisfaction with the Facility



Appendix 4: Satisfaction with Information Technology



Appendix 5: Satisfaction with New Initiatives

