Studying Ourselves: Libraries and the User Experience at UNT

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*Environment

*Projects

*Benefits

*Objectives

* 36,000 students
* Majority commuters from DFW area
* Over 5000 nontraditional
* Over 7000 in both online and on campus classes
* Over 3000 distance learning only
* Approximately 3500 transfer students annually
* Fall 2012: 3900 first time freshmen and 10,000 seniors

* UNT's
Students

*You're a librarian – find books and read

*CLIR workshops

*Related work experience

*Anthropology/sociology departments

*But I'm Not Trained

* One or two librarians supported by graduate assistants or student assistants

* Two graduate anthropology classes in qualitative and ethnographic methods

* Researchers

* Librarians:
  * Online students (16)
  * Graduate students (18)
  * New faculty (11)
  * College of Public Affairs and Community Service (26)
* Anthropology students
  * Online (61)
  * On campus (30+)

* Populations Studied

Observations

Triangulation

Focus Groups

Interviews

*Methods Used

Email

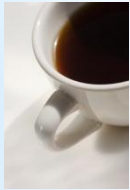Blackboard Announcements

Faculty Announcements

Incentives

*Recruiting

Sampling:
- Convenience
- Purposive

Demographics for Online Focus Groups

* 16 volunteers
* College
  * College of Business
  * College of Education
  * College of Information
  * College of Public Affairs and Community Service
  * ~~College of Merchandising, Hospitality and Tourism~~
* Academic level
  * 9 graduate students
  * 5 undergraduates
  * 1 certificate program
  * 1 undecided

* Basic demographics
  * 5 men, 11 women
  * Half over/half under 30
  * 1 African American; 1 Asian American; 14 Caucasian
  * 1 foreign student
* Location
  * 4 on campus
  * 3 in DFW metroplex
  * 2 in other parts of Texas
  * 6 out of state
  * 1 out of country

Non-traditional student schedules

Technology

Time Zones

*Challenges

*Findings

I wish there were more mention of the UNT Library on the main UNT page, or my UNT page, or in ….. Blackboard so that way I don't have to go to any course to look at that library. It should just pop out right there.

*Access to Library in Blackboard

*Phase 1: link to library on Blackboard WebCT sign in page

*Phase 2: Library tab in Blackboard Learn

*Access to Library in Blackboard: Actions Taken

Ya'll have on campus like training for graduate students with RefWorks and graduate research. It seems like they are always on campus, and maybe ya'll do have it where distance students can access that or get transcripts somehow. But, I've never seen it, but I would like to do something like that. But I just live too far away from Denton to try to actually go to one.

*Library Instruction for Online Students

* Using LibGuides to create subject guides and class pages
* Online tutorials
* Embedded librarians

* Library Instruction for Online Students: Actions Taken

I have had several experiences with library services where they don't want to help me, … or they can't leave the desk, or they get frustrated with me asking questions, or like today, I asked 'Where's room 123?' and they said 'Oh, it's just right over there.' and I said 'Well where's there. I can't see' and she goes 'Just right over there to the left and I was like 'Okay, so can you show me?' She said no, she can't leave the desk. So I had to walk around and I asked a student to you know show me where 123 was….

*Users with Disabilities

*Disability awareness training for library employees

*Brochure for users with disabilities with information on services provided for them

*Users with Disabilities: Actions Taken

I think they have done a really good job keeping up with what I think is trendy and fun and things that people want to see so they don't have to use Netflix or what have you. What they have not kept up with are the classroom support materials, at least in my area. So in terms of, again, conflict management, business etiquette, dispute resolution, mediation, human resources management, management issues in general across the board. The films are old.

*Faculty Dissatisfaction with Video Selection

* Added video information to subject guides
* Education regarding how to search for videos
* Education regarding Media Library collection development policy
* Discussion on use of department budgets

* Faculty Dissatisfaction with Video Selection: Actions Taken

Rank	Spring 2009 LibQUAL+® Survey Items with Largest Superiority Gaps – Online Students
1	A library Web site enabling me to locate information on my own
2	Easy-to-use access tools that allow me to find things on my own
3	Availability of online help when using my library's electronic resources
4	Print and/or Electronic journal collections I require for my work
5	The electronic information resources I need

Summer 2009 Online Student Focus Group Recommendations
Increase the Libraries' presence and visibility in Blackboard
Make the UNT Libraries' website easier to search
Obtain, publicize, and provide instruction in the use of a discovery tool
Provide library instruction that doesn't require being at the physical library
Communicate and collaborate more effectively with faculty members that teach online classes

Fall 2010 Anthropology Class Recommendations
Improve user experience with the UNT Libraries website (includes problems with access tools)
Improve library instruction
Improve communication

Rank	Spring 2011 LibQUAL+® Survey Items with Largest Superiority Gaps – Online Students
1	Online course support (readings, links, references)
2	Easy-to-use access tools that allow me to find things on my own
3	Making me aware of library services
4	A library Web site enabling me to locate information on my own
5	The electronic information resources I need

*Triangulating Results of Different Methods for Online Students

*Interviewer: So, how likely would you be to go to a voluntary workshop that the library put on?

*Graduate Student: I probably wouldn't. If I were an undergraduate without children, then I might. I would probably be more likely, but because I work full-time and I go to school full-time and I have children and I run a small business. In my mind I would think that I didn't have time for something like that. And because I commute.

*Non-traditional Student

* **Pathways to success: integrating learning with life and work to increase national college completion** – report to the U.S. Congress and Secretary of Education by the Advisory Committee on Student Financial Assistance

* UNT's student profile: the new normal

* National Issue

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