



Parents, Alumni, and Libraries

What our customers really believe about the library

Presented by Lorraine Haricombe and Irene Hoffman, ARL Membership Meeting, May 3, 2013

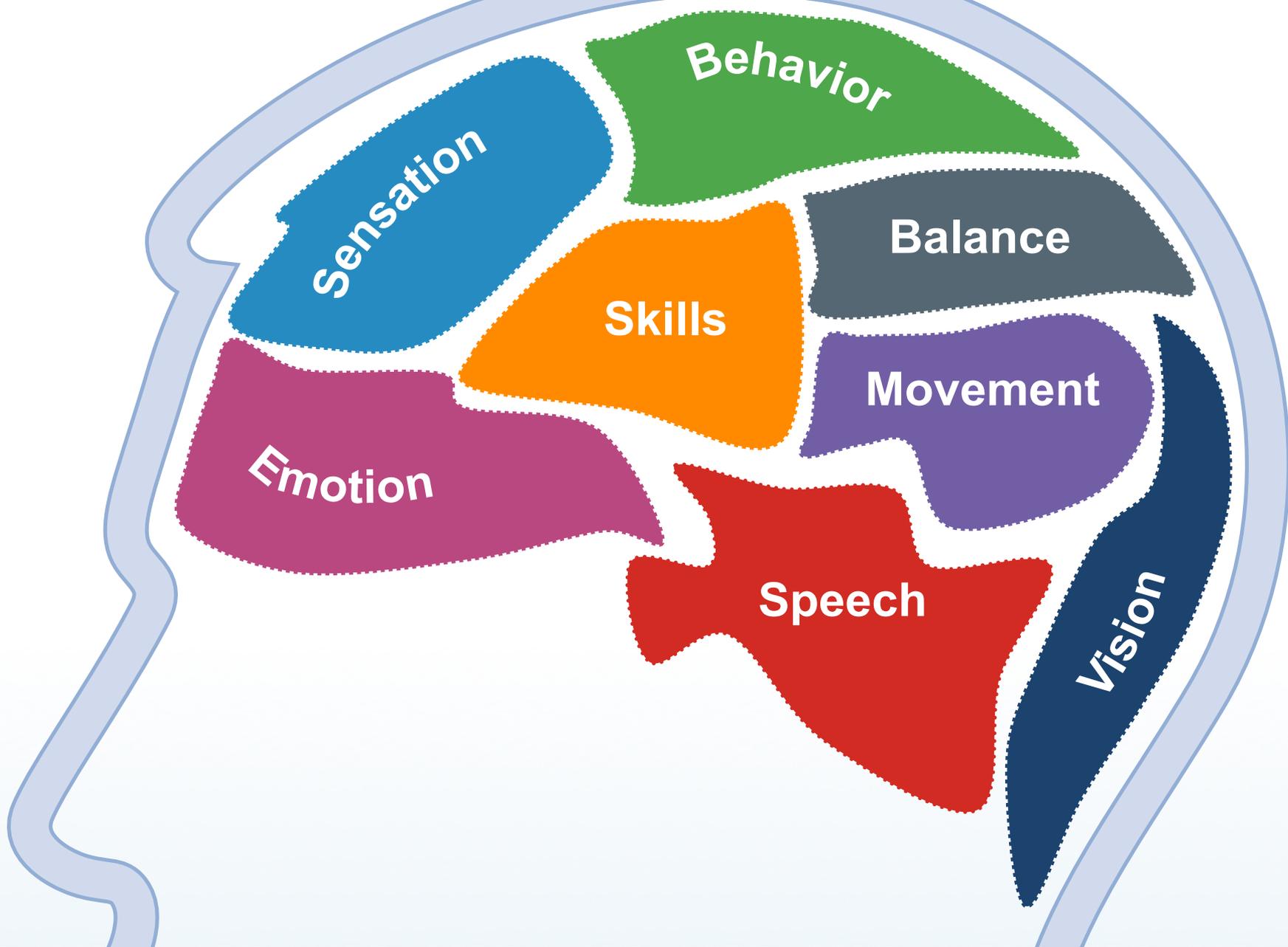


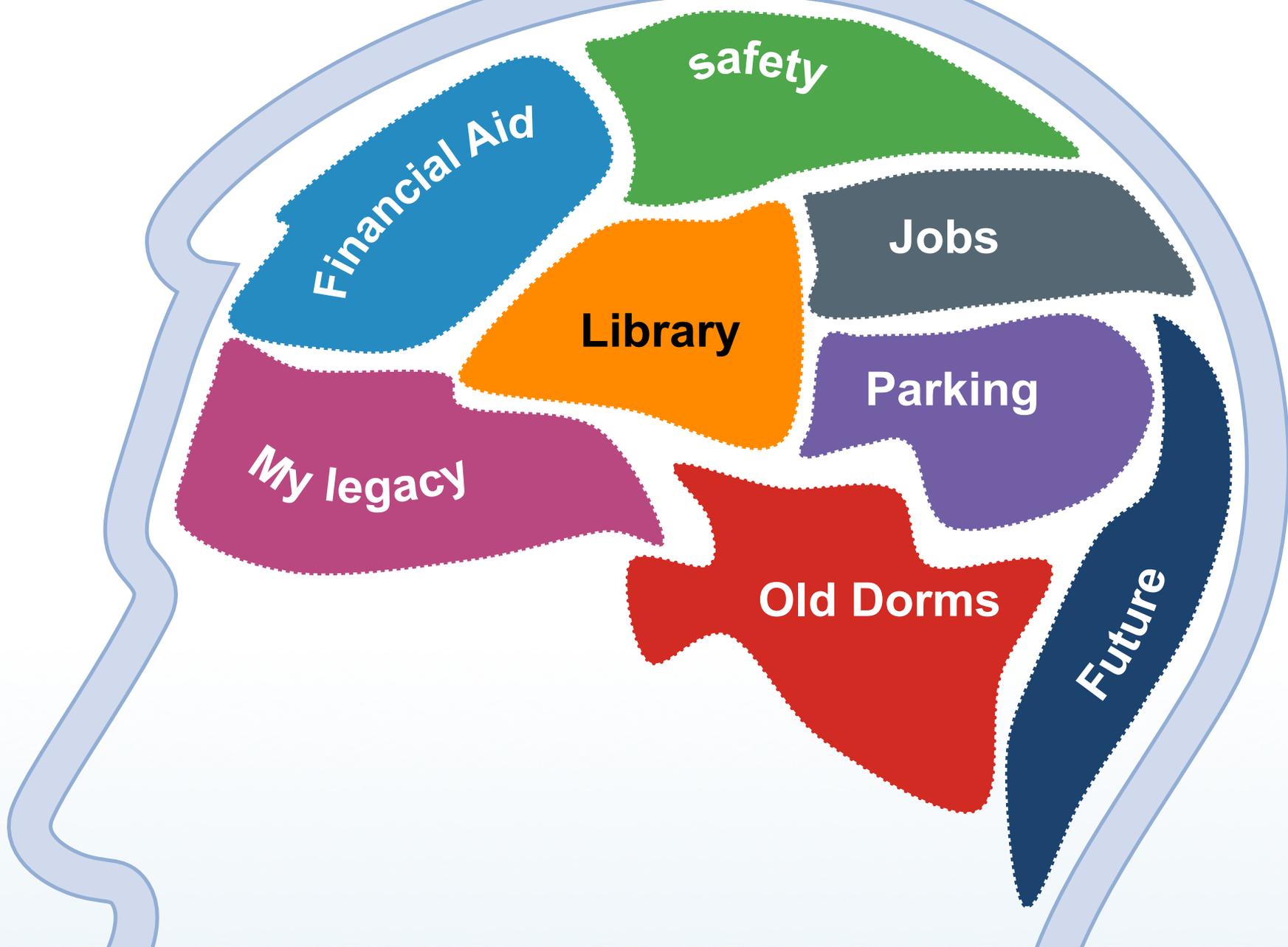
Why this study?

- Success requires increased engagement with all our stakeholders
- Many studies on how to increase value and engagement with our students, faculty and scholars -- little work on customer perceptions
- Gain deeper understanding of how customers value the full range of campus life, and how the library “stacks up”
- How might these perceptions impact libraries and universities as they move from physical spaces to mixed and virtual models

Aim for today

- Share an overview of what we learned
- Share a campus “perceptions map”
- Dive into a few landmarks on the map and what the findings tell us about new ways to think about the value and perception of libraries
- Entice you to read the report



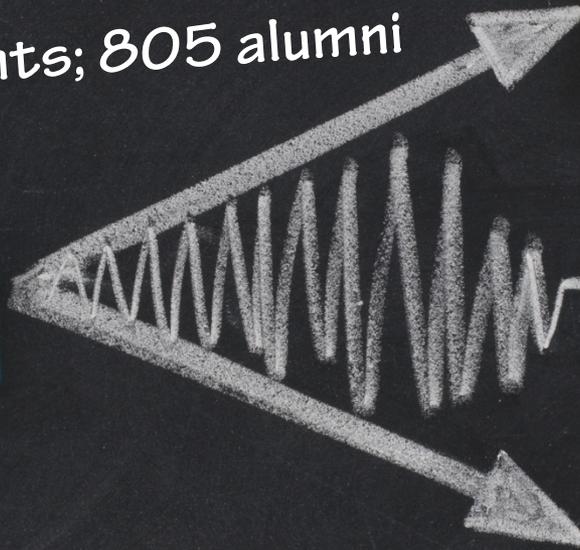
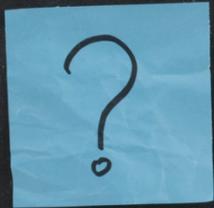


Landscape to Mindscape



Minds We Mapped

Surveyed our customers:
805 parents; 805 alumni



YES

MAYBE

NO

30 minute surveys = 48,000
minutes of interviews



HARVARD BUSINESS SCHOOL



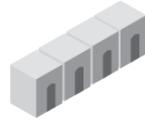
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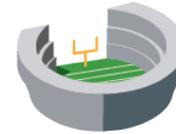
Campus Elements to Probe



Library



**Restaurants
& Bars**



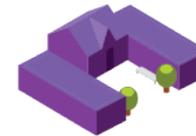
Sports



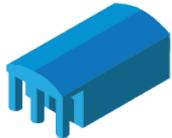
Classroom



**Fraternities
& Sororities**



Student Union



**Alumni
Programs**



**Recreation
Center**



University Clubs



**Career
Placement**



Research



**Campus
Coffee Shops**



**International
Studies**



**Residence
Hall**

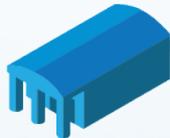


**Campus Support
Communities**



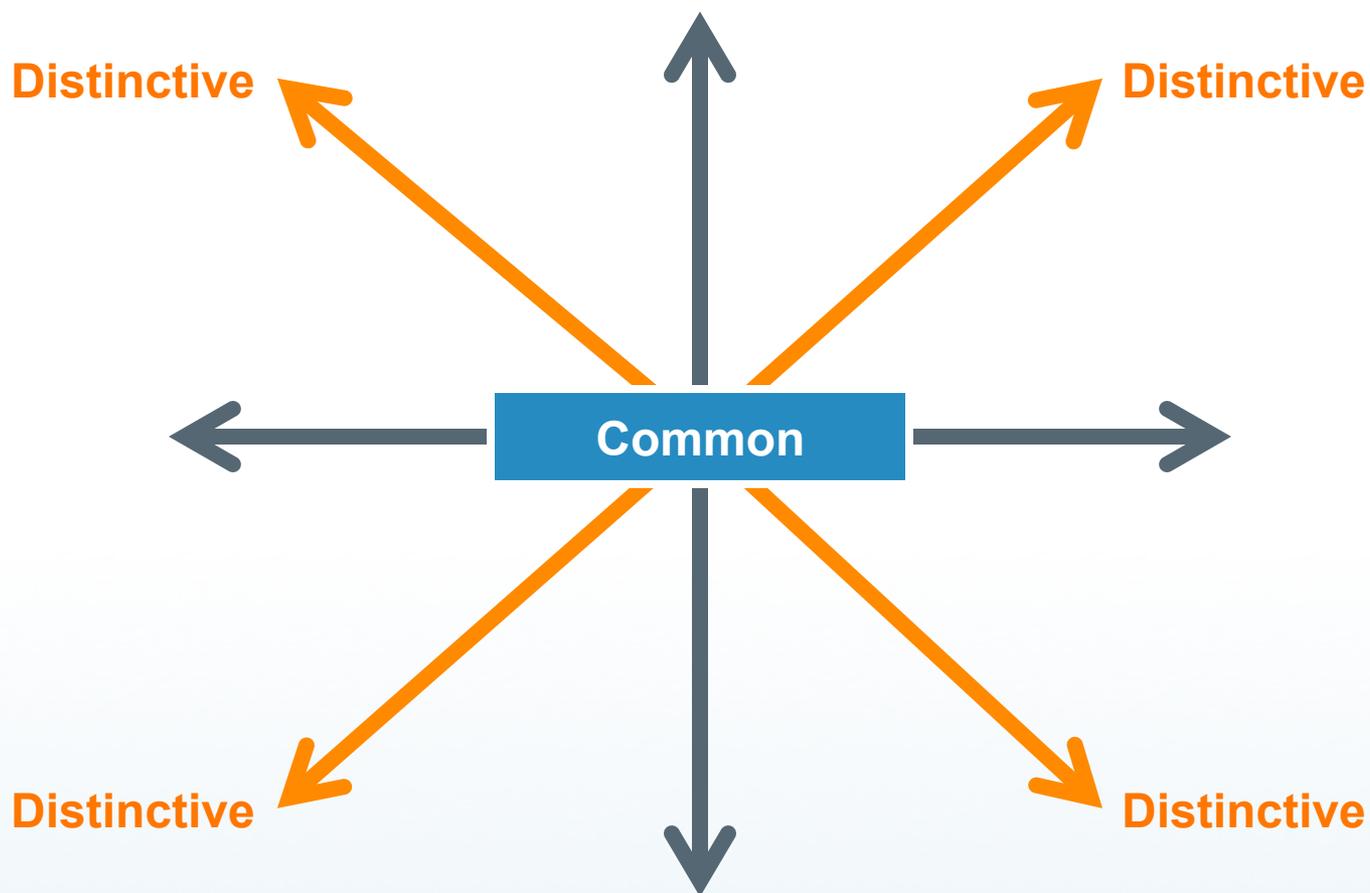
**Performing
Arts**

Impressions to map



Helps you get work done
Way to blow off steam
Heart and soul of the campus
Place to think philosophically
Builds character
Builds lifelong relationship
Stimulates amazing ideas
Find your passion
The greater good
Safe haven
Access to technology

Perceptions Mapping



The Individual

Extracurricular

Academic

The Academy

Campus Coffee shops

Convenient
Group space
Important to everyday lives

Student Union

Indispensable
Reliable

Restaurants & bars

Residence Hall Community

Student-to-student learning
Blow off steam
Connects parts
Haven for passion

Rec center/gym

Campus Support Communities

University clubs

Performing & creative arts

Fraternities /sororities

Build lifelong relationships

Builds teamwork skills

School spirit

Sports Teams

Buzz/notoriety

Safe Haven

Center -where
it all comes together
Assistance when struggling

Place to think Philosophically

Support & guidance

Introspection

Safe to Explore

Interesting

Get Work Done

Technology access

Library

Current, relevant
Information

Seeking Truth

Tools for information

Guidance

Latest technology

Grounds Knowledge

Learn from the past

Great thinking

Classrooms, lecture halls, labs

Exploration

Career Placement Center

Challenge traditional thinking

Experiment with new ideas

Broadens horizons

Stimulates amazing ideas

Valuable intellectual
property

Successful future

**Research
Funding,
Grants**

International studies

Gives legitimacy

Status for recognition and credentials

Alumni programs

Impacts status and ranking

Faculty status and recognition

Increases awareness of the university

"Heart" and "soul"
Find yourself

Experience
foreign cultures

Find your passion

Timelessness & longevity

Builds self confidence

Builds character

Important to
prospective students

History of the
university

Legacy

Faculty and students work together
Greater good of humanity

Communicates reputation

Achieve dreams

Gives legitimacy

Status for recognition and credentials

The Individual

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Knowledge for all

Learn from the past

Exploration

Valuable intellectual property

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Impacts status and ranking

The spot we own in the mind

- Place to get work done
- Latest technologies
- Technology access
- Current and relevant information
- Assistance when struggling
- Legacy

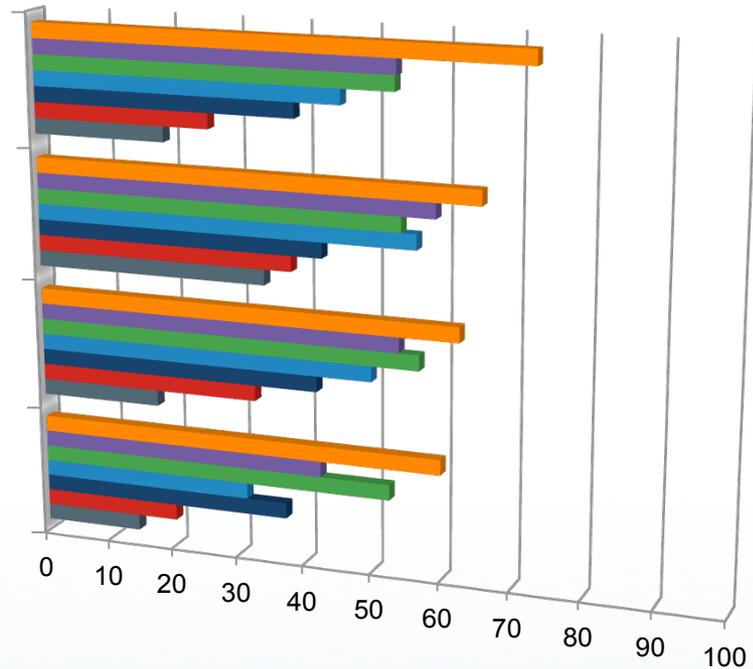
Libraries are there for me and my children

Something students can rely upon

An indispensable part of the “student” experience

Provides a safe haven

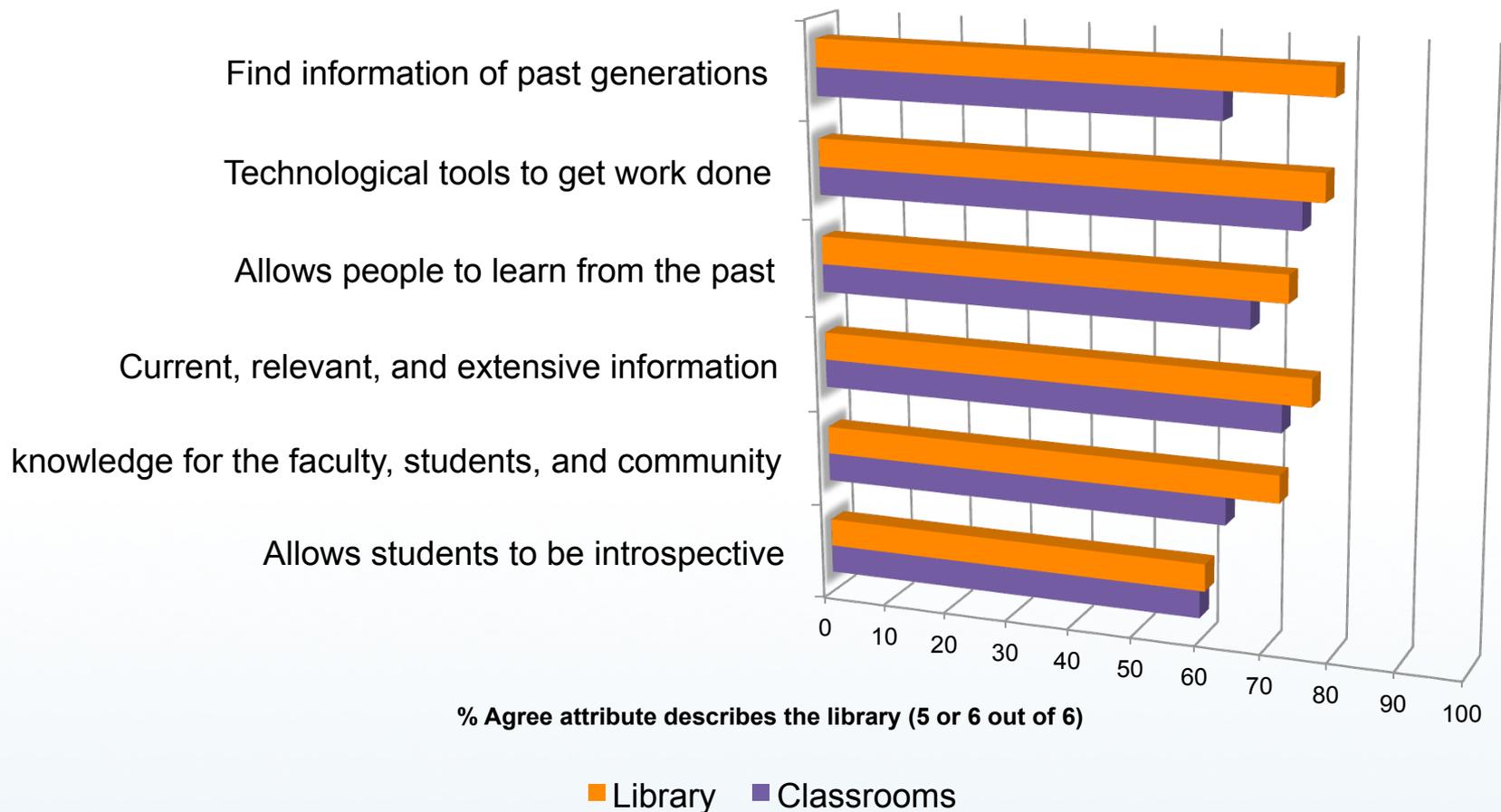
Provides a safe haven for pursuing one’s own passions



% Agree attribute describes the library (5 or 6 out of 6)

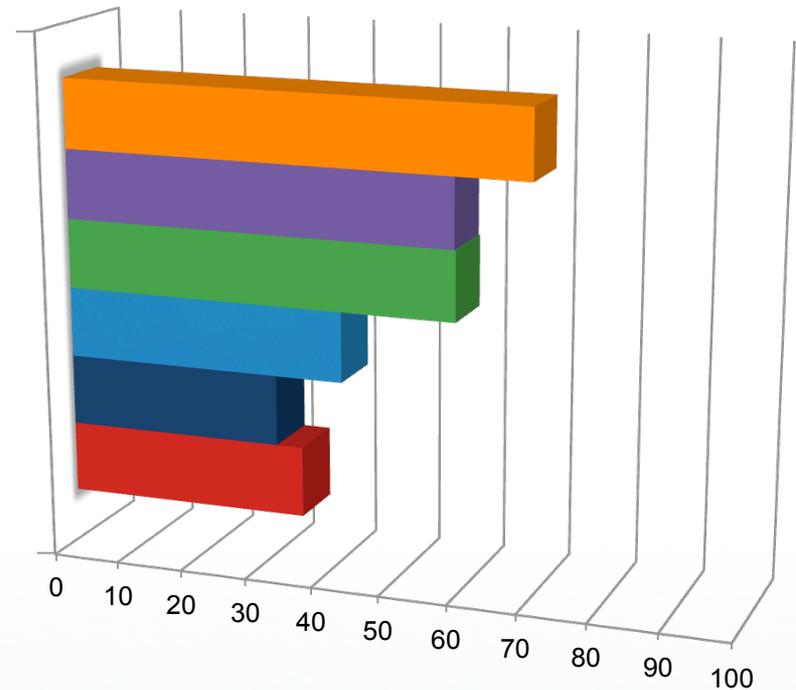
Library Student Union Support Communities Residence Halls Gym Coffee Shops Campus Restaurants/bars

Libraries and classrooms share many academic attributes



Customers see the library as an important part of the legacy of the university

Provides a legacy of intellectual property that is invaluable to the university



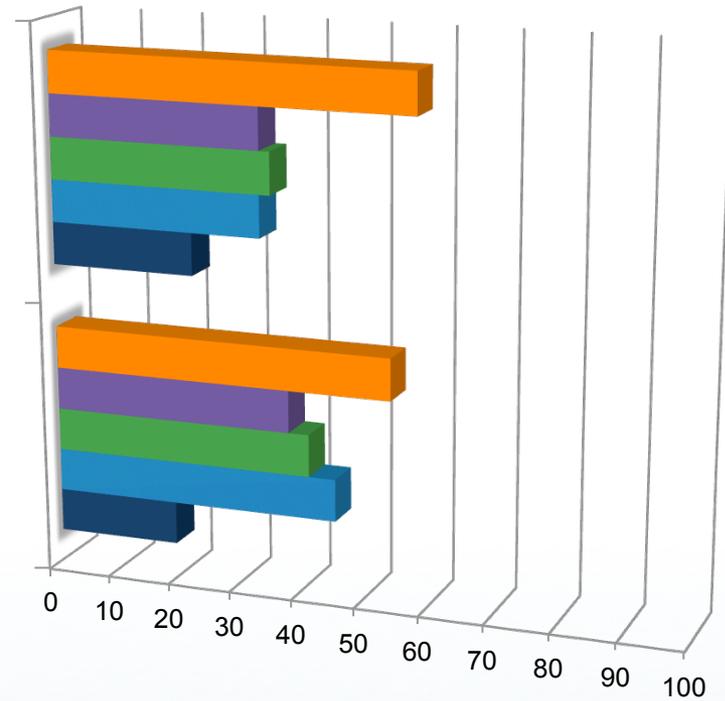
% Agree attribute describes the library (5 or 6 out of 6)

Library Faculty Research Funding Rankings Study Abroad Alumni Programs

Recruitment and Longevity

Imparts a sense of timelessness and longevity

Would be something high on the list that prospective students would examine before deciding to attend



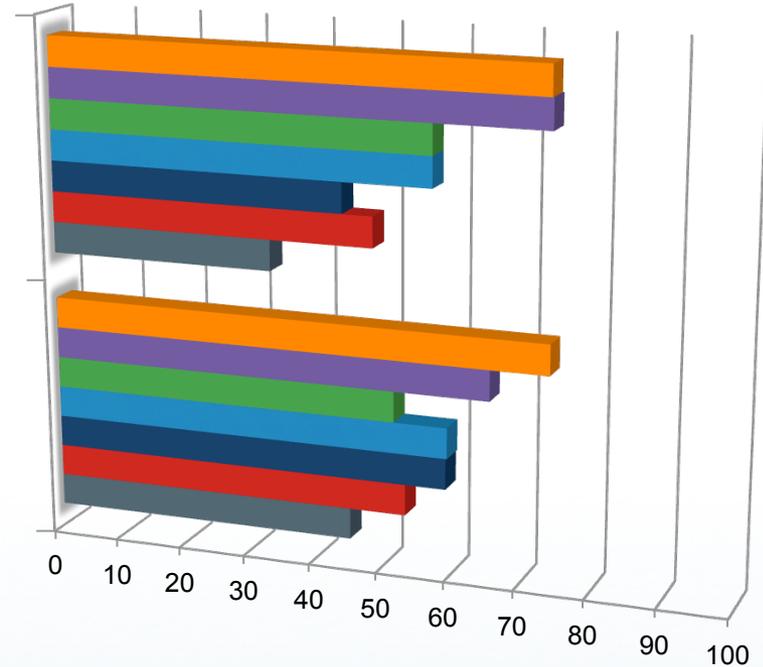
% Agree attribute describes the library (5 or 6 out of 6)

Library Clubs Performing Arts Spaces Sports Team Fraternities/Sororities

Convenience and team work

Provides a space for groups to meet and work together

Convenient for students

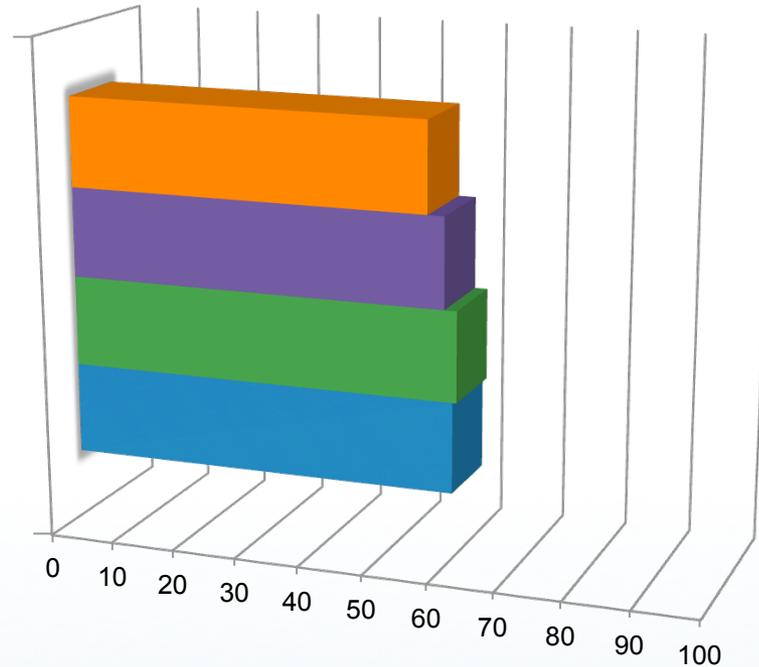


% Agree attribute describes the library (5 or 6 out of 6)

Library Student Union Support Communities Residence Halls Gym Coffee Shops Campus Restaurants/bars

Customers feel that students receive help and guidance in several specific places

Gives students help and guidance



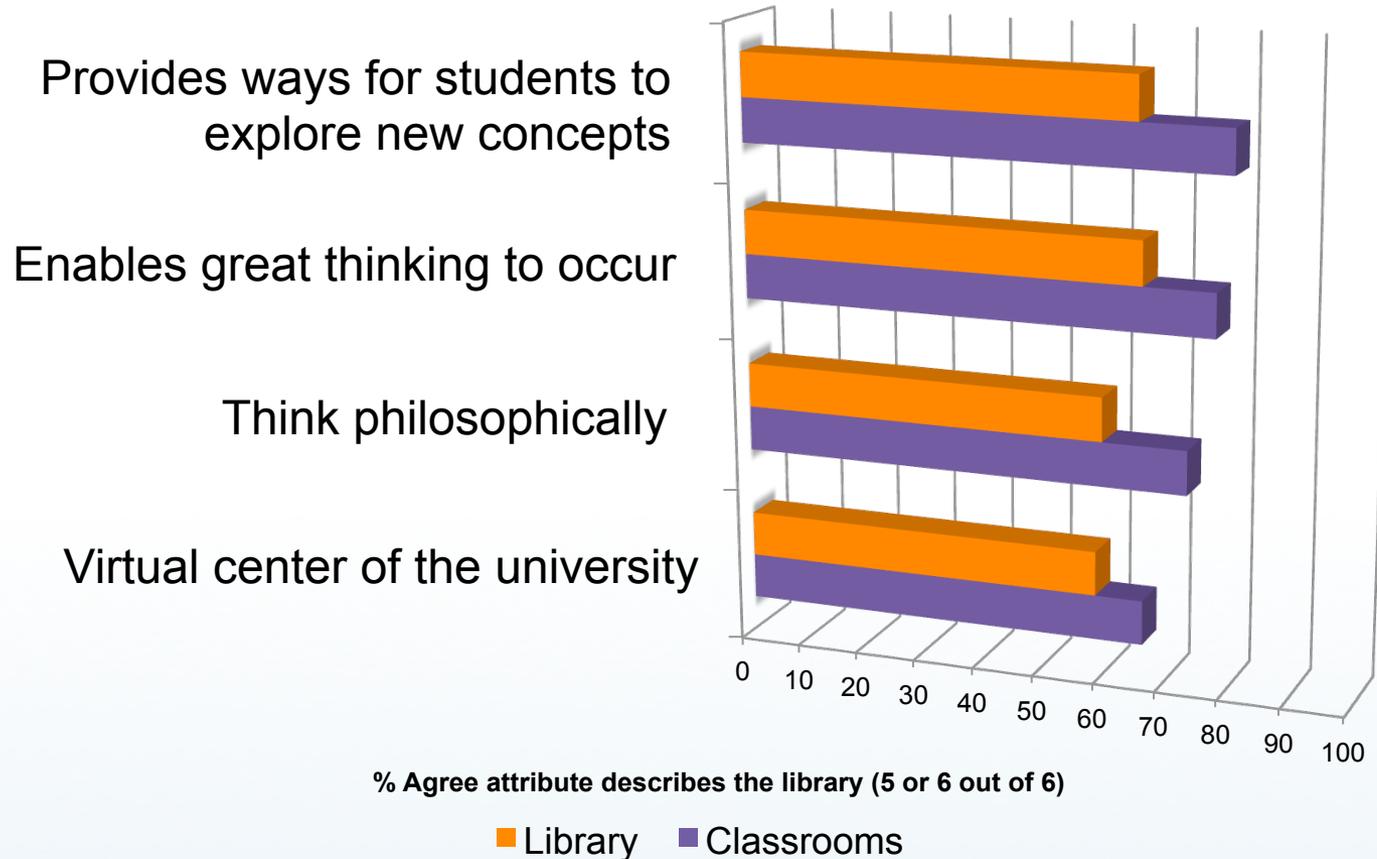
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Library Classrooms Advisors Career Placement

The spot we thought we owned

- Heart and soul of the campus
- History of the university
- Legacy

A few points where classroom hold an advantage in the customer's mind

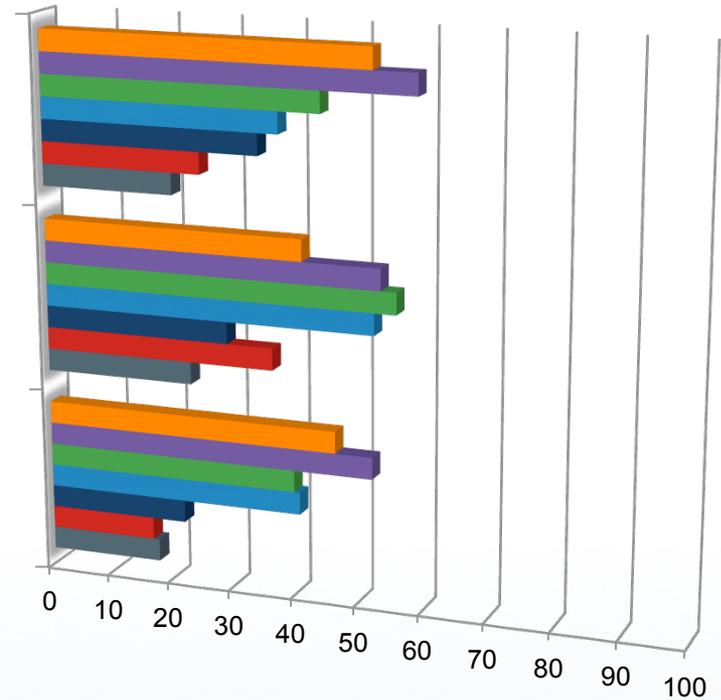


Library is not “top of mind”

Connects all of the various parts of the university together

Brings students together one-on-one so that they can learn from each other

The real "heart" and "soul" of a university



% Agree attribute describes the library (5 or 6 out of 6)

Library Student Union Support Communities Residence Halls Gym Coffee Shops Campus Restaurants/bars

Customer Beliefs

Library “believers”

Perceptions of the library in terms of:

- Stature
- Recognition
- Deprivation
- Funding

Library Believers: More than 77% of all constituencies

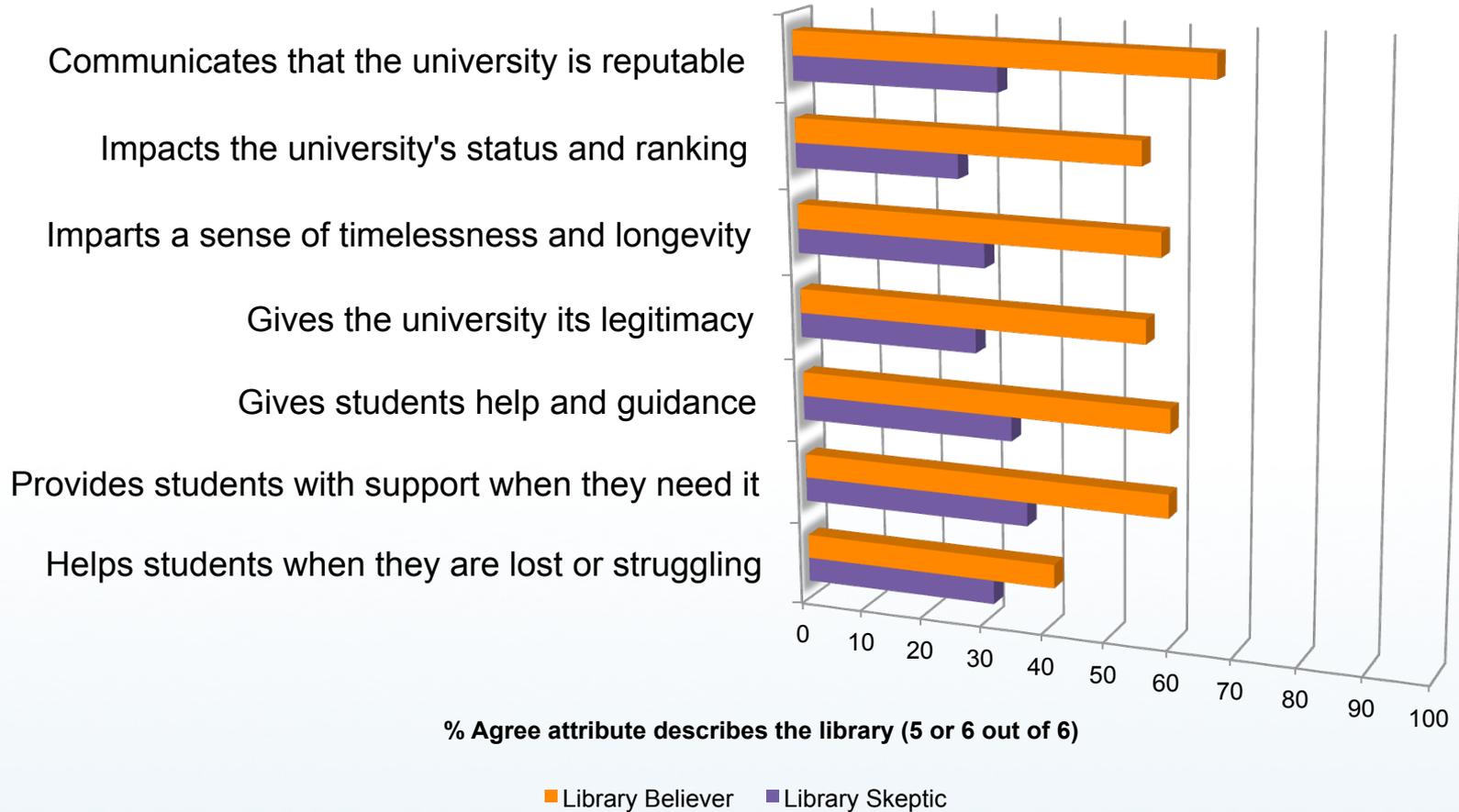
Agree with “*University/College Library...*”

- ...funding says a lot about the caliber of school*
- ...was personally very important to me / or the success of my student*
- ...is even more important today than it was a decade ago*
- ...is a very important contributor to the success of students*
- ...if closed would make me very concerned about delivery of a quality education*

Disagree with “*The University/College Library...*”

- ...does not significantly help students to be more successful*
- ...if closed would be a sensible way to save money*
- ...is not needed - they can get everything they need in other ways, like the Internet*
- ...only provides access to books*
- ...funding could be better spent on other areas of the school*

Perceptions drive belief



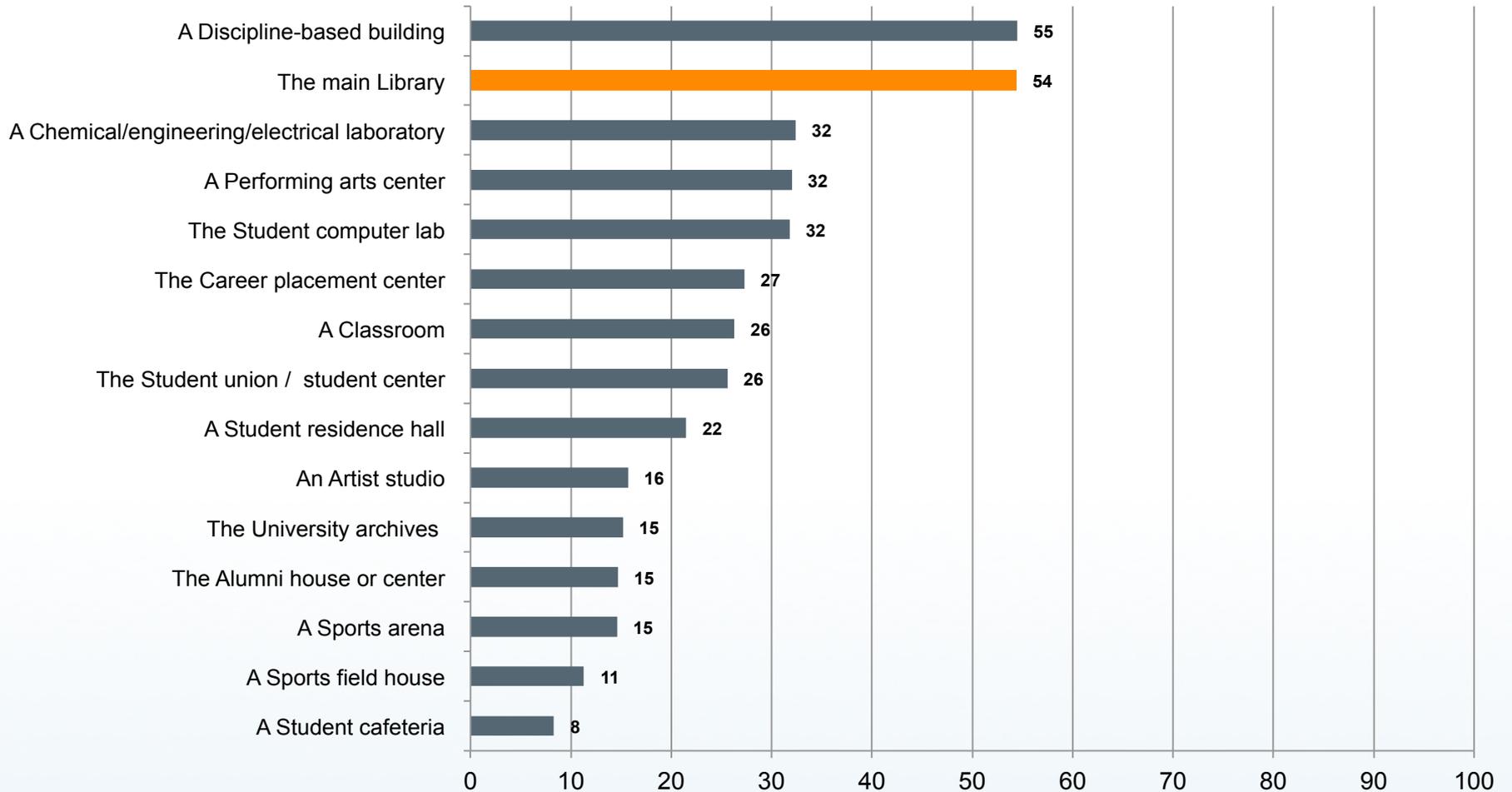
Recognition Exercise

Imagine that a substantial gift to the university or college is made in:

- your honor
- your student's honor

Where can we honor your gift ?

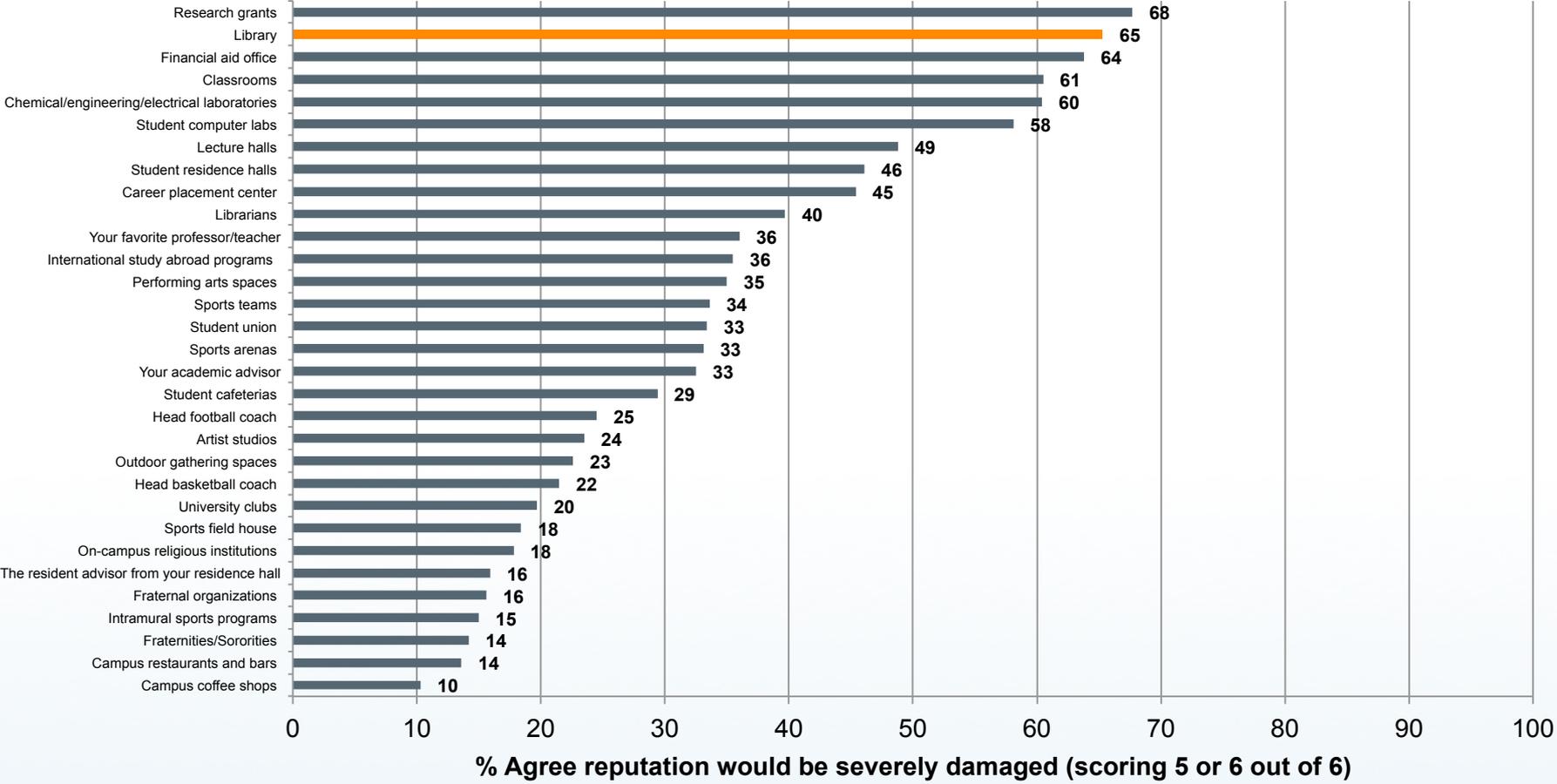
Name it after me



Deprivation Exercise

“To what extent would the reputation of a college or university be damaged if the funding to support the following were lost?”

65% of grads/parents agree that losing the funding for libraries would severely damage the reputation of a university



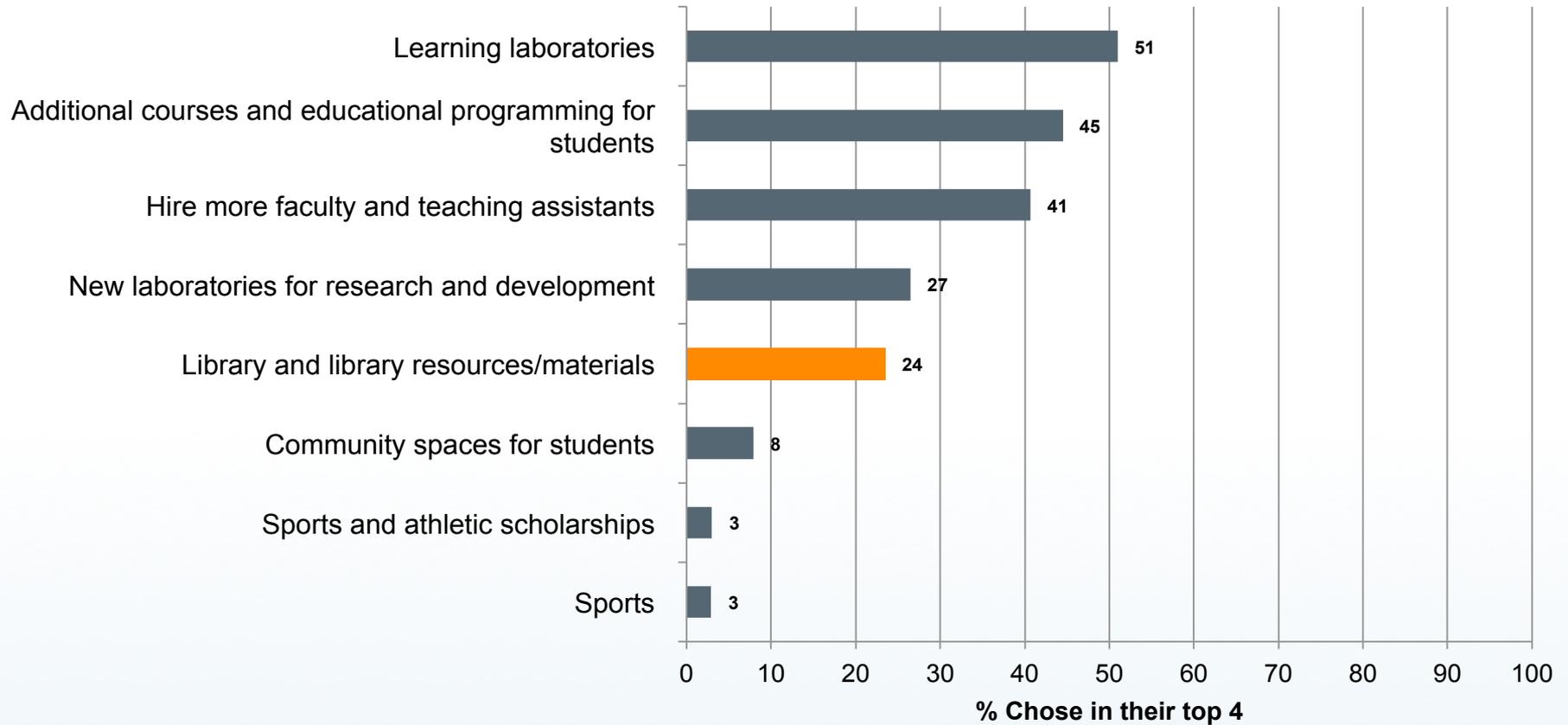
Budget Exercise

Imagine that you had the power to increase the budget for 4 of the following 8 things at...

- the university or college that you attended (graduates)
- your student's university or college (parents)

Now, of those, pick your top 2

While loss of funding considered an issue, increasing funding not top of customer's list



A few takeaways

- New areas of value to amplify
- Compelling, contemporary value for customers – getting their dollars out of college
 - Pragmatic, “getting work done”
 - Tools for individual work
 - Assistance when struggling
- Long term appreciation for library as a ‘place’ on campus
 - my name on a building
- Many shared perceptions with the classroom
- Perceived need for increased funding relatively weak

For more information

- Contact
 - Lorraine Haricombe ljharic@ku.edu
 - Irene Hoffman hoffmani@oclc.org
- The Report
 - Member Report planned for release before ALA annual
 - Will be available at no charge on OCLC website <http://www.oclc.org/en-US/reports.html>