Millennials in Library:
Research Insights & Case Study

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Agenda

1. How are Students Using the Library to Perform Research?
2. The Library and Faculty: Early Findings
3. Case Study: Case Western Reserve
4. Summary
5. Q / A
Our Research

Curious

We were curious about search and research habits of Students

Two Studies were conducted

1: Students only
2: Student and Faculty Interviews

125 Students Interviewed

From a range of disciplines:
Business, Health, Physical Sciences, Arts, Humanities, Biology, Criminal Justice

From 6 US Universities and Community Colleges

Spanning the US, we spoke to students from a variety of institution sizes and profiles.
Student Pain Points

- Awareness / Knowledge
- Training
- Time / Efficiency
Search Behaviors

- Part of the Uniform
- Hesitation to Ask
- Often Start in Google

Students overwhelmingly ended up in Library Resources
I am on Google on my smartphone all the time. I will whip it out to answer a question anywhere – at home, school or a bar.

-1st year undergraduate
Influences on research behavior........
Teacher
A word from Faculty

I want them getting into the databases. What I do every semester is I reserve two days with [a librarian for training]...I tell them: “you are not students anymore of just information. You are being developed into young researchers and theorists....” My goal with them is not to have them find the information. My goal with them is to start learning the Process.

- Faculty at a Private University
We wanted to learn more........

1. Contextual Inquiry of Faculty
   A second study is underway

2. Phased Approach
   Phase one included 17 faculty interviews from a variety of institution types across disciplines and at various career stages

3. Focused on Research Workflows
   Contextual inquiry in research workflow and tools

4. Information Searching Behaviors
   How are faculty approaching search and research?

5. Role of the Library
   What is the Role of Library?
Faculty on the Library

• Digital / Electronic based access to information
• Access rather than “building”
• Made use of subject matter groupings
  • Library Website
• Employed work-arounds for materials they couldn’t access
  • ILL
  • Researcher’s web pages
  • Alma mater’s library
• **Send** students to the library for instruction

How could the library make this connection tighter?
THANK YOU
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Millennials in Library: Research Insights & Case Study

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- Private: ~10,000 FTE
- More graduate students (~53%)
- Research driven
- Engineering/medicine/business dominated
- Largely residential (on or very close to campus)
- Main library, 3 professional libraries, several local affiliated libraries/museums
  - Kelvin Smith Library: 24x7 during academic semesters
Last Plan (pre-2016): New Strategies & Approaches

• Staff Reorganization = refocused, new roles
  • Digital Scholarship
  • Marketing
  • Fundraising, development
  • Assessment
• Budget Re-alignment
• First Year Students: retention
• Focus: User awareness, user preferences
• Experimentation is OK…and expected
Previous Plan: Balanced Scorecard

Mission: KSL is the knowledge and creativity commons of CWRU

Customer Perspective
- I.2. Expand availability of and access to scholarly content
- I.3. Define and deploy a digital learning and research strategy
- I.5. Become the campus destination for intellectual pursuits

Financial Perspective
- I.2. Create a new library materials allocation formula
- Create financially sustainable services

Services and Engagement
- I.2. Expand the scope of special collections and explore opportunities to grow the use of archival materials
- C.1. Strengthen external content partnerships

Collection
- C.2. Create a strategic alumni and community engagement plan

Connection
- I.4. Increase student fluency in knowledge discovery and processing

Creation and Curation
- I.1. Transform the design and delivery of services by engaging in research to understand needs of CWRU community
- D.1. & D.2. Create and implement global resources and diversity plan

Learning And Growth
- Effectively implement reorganization and strategic plan implementation

Vision: KSL will be the information laboratory for knowledge collection, connection, creation and curation

Teams Color KEY:
- Research Services
- Acquisition & Metadata Services
- Access & Delivery Services
- Digital Learning & Scholarship
- Scholarly Resources & Special Collections
- Planning, Budgets & Assessment
- Human Resources
- Development
New Strategic Plan: Starting Now

http://library.case.edu/ksl/aboutus/strategicplan/

- Digital Scholarship
- Library embedded in entire research life cycle
- Relationship development
- Self service, point-of-need
- Researcher impact
Kelvin Smith Library User Reflections

- 5+ years of detailed reference transactional data
- 3 service points: confusing to users
  - Bounced between desks, not efficient
- Prefer services brought to them
- Too many options to know best personal path
- Traditional “reference” desk use decreasing
- Very technology dependent
- Learning styles are changing
What Students Are Saying to Us

1st National PL & FYE Conference: 2014 @ CWRU KSL

4 Undergraduate Students Panel: 2 very different univ.

Major takeaways:

1. Even good students are afraid to ask because they have never asked for help or are embarrassed they should know.

2. Library lingo does not make sense. Not sure where or how to get best help because too many options.
Previous Plan Accomplishments

- Combined Service Desk
- Research Services Balanced Portfolio
- Increased point-of-need support
- Match “reference” to user
- Build relationships with faculty & 1st year
- Make first year students “comfortable”
Research Services: Balanced Portfolio

Instruction
- Embedded
- Increased self-serve, self-paced for students
- Leveraging faculty power to persuade students

Collections
- Responsive
- Faculty & student input
- Rethink access

Research/Reference
- Proactive
- Entire research process
- “Partner”
- Where and when needed

Faculty Liaison
- Build relationships
- Demonstrate value/impact
- People/services – not just collections
New Service Models

- Old: Reference, Circulation, Freedman Center (multimedia) Desks
- New: Welcome Desk
  - Greeting
  - IDs scans for safety & generic broad demographic data
- New: Service Desk
  - Circulation, reserves, holds
  - Reference “triage”
  - Equipment lending
Reference Model Changed

- Service Desk staff take initial questions
- Librarians: virtual & scheduled “on call”
- Reference training for other staff
- Summon added - easy tool available to all
- Shared assessment/stats between library teams (LibAnswers/LibAnalytics)
- Librarians “hit the road”
  - Meet with students where they work & study
  - Find opportunities to build relationships with faculty
Old Desks
Library’s New Approach: Pilot & Experiment

• Users change too fast (new students every year)
• Software companies roll out early versions & updates regularly
• You cannot receive feedback without people using it
• You pay a lot of $ for resources, services, etc. = get it right!
• Our campus is “research” and “entrepreneurial” in style, so library should do the same
• Be honest when to stop, when to change
• Create opportunities for constant feedback
• Total transparency
Pilot Service Desk
Pilot Welcome Desk
Final Welcome Desk: Friendly Greeting, ID Scan, & Secure
Final Service Desk: Side-by-Side Support
Freedman Center: Original Version

- Multimedia Center
- Locked space with day time hours only
- Poster printing
- Technology, training, & software for:
  - Presentations
  - Audio
  - Video
  - Scanning
  - Language learning
- Mostly setup for individual work spaces
Freedman Center = Technology to Floor
Digital Research Services Librarians

DIGITAL SERVICES @KSL

Kelvin Smith Library has built a strong foundation to develop and provide digital services and unique expertise to accommodate the always-changing research needs of the university community and beyond.

VIEW DIGITAL SERVICES EMPLOYMENT OPPORTUNITIES
Digital Research Services Librarians & Research Services Librarians

• Embed throughout research life cycle (idea to publication to preservation)
• Participate “outside” library in subject department & research center events, social activities, etc.
• Demonstrate librarians can be partners and not just gateways to info
• Be a hub to others partners
• Focus on magnifying faculty actions & impacts
Freedman Center: New Version

- Center for Digital Scholarship
- Equipment to floor for self-service access
- Collaborative spaces
- Library staff act as “hub” to bring together partners
- Physical spaces support collaboration
- Students/staff go to computers to help users
- Students workers do digitization projects when not helping users
- Coming soon: Video Studio
Freedman Center Redesign
Freedman Center & Brody Chairs
Freedman Center
Freedman Center
Public Wow & Elevators
Student Signage Ideas = colors/icons
Art, Colors, Signage, Movable Furniture
New Web Presence

• Refocused on programs & people of library
• Quick Links to actions
• “Search” as a conversation focus
  • Summon becomes part of header of every webpage (formal site & LibGuides)
• Ramped up blog, pictures, Facebook, Twitter, Instagram usage
Hash Mark Stats
Transformed to Relationships & Impact Reporting

• Traditional stats transitioning to showing “impact”
• Awareness & sharing about people
  • Focused marketing, telling stories
  • Local & national media
• Programs & services
• Personal Librarian
  • Student do not ask for help = uncomfortable
  • OrgSync platform leveraged through Residence Life
  • Social interactions
Personal Librarian Program

A PROGRAM FOR FIRST-YEAR CWRU STUDENTS

Welcome to the KSL Personal Librarian Program! The KSL Personal Librarian is your dedicated support person in the library.

What is the KSL Personal Librarian Program?

The KSL Personal Librarian Program is designed to provide you with personalized support and guidance in navigating the library resources and services.

Why have a KSL Personal Librarian?

Having a Personal Librarian can help you:

1. Find library resources and services that meet your needs.
2. Answer questions about the library and its resources.
3. Help you develop research skills.
4. Provide guidance on citation and referencing.

How to Access Your KSL Personal Librarian

Your KSL Personal Librarian will be available throughout the academic year.

What is the Personal Librarian's Role?

Your KSL Personal Librarian is a resource for:

- Assisting you with library research and resources.
- Guiding you in accessing and using library resources.
- Helping you develop effective research strategies.
- Providing assistance with citation and referencing.

How to Contact Your KSL Personal Librarian

You can contact your KSL Personal Librarian via email, phone, or in person.

Library Hours and Location:

KSL Personal Librarian Office Hours:

Monday - Friday: 9:00 AM - 5:00 PM

Contact Information:

Phone: 216-368-3000
Email: personal.librarian@case.edu

Library Services:

- Research Assistance
- Citation and Referencing
- Interlibrary Loan
- Online Resources

Case Western Reserve University

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think beyond the possible
Relationships Management: Coming Soon

Customer Relationship Management (CRM)

• Automation of some communication
• Communication goals for librarians
• Track user expressed & demonstrated “impact”
• Easier transition to next librarian/staff to help the person
• Consistent messaging and efforts no matter who a person contacts in the library
Relationship Building Continues

- Everyone on campus will know their library contact & be contacted a few times a year
- Library instruction being redesigned with faculty partners
- Learn & partner on research: from idea conception to publication
- CRM roll out
- Support & partner on other’s initiated events
- Effort by library to promote faculty & student accomplishments
- Librarians increase participation in subject department events, activities, etc.
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