STUDENT ENGAGEMENT SURVEY

YEAR 2018

Environment for discovery. Services for delivery
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Introduction

This is a report outlining the objectives, findings and recommendations of the Student Engagement survey. The survey was distributed as a short questionnaire which was available online and in hard copy at the circulation desk or pop up Library stand in the Atrium of the college. The stand was peopled by the student marketing team on a number of days between 13th and 17th December 2018, students were available for 3 hours at a time for a number of days each week.

The purpose of the survey is to:

- Determine any issues with the Library Services
- Investigate new methods of engaging with students
- Gather data on opinions of the Library
- Analyse differences between the services offered to Full and Part-time students

Two students from the BA Hons in Marketing Practice course as part of an initiative by their lecturer Mr. Dermot Bradfield worked with members of Library staff to promote the Library. In October 2018 Library staff began working with the Marketing students on outreach and engagement with NCI students. The benefits of this were twofold, the students gave their time and know-how to the Library team and they received practical experience of being involved in a small-scale initiative for the Library. The two students Jessica O’ Grady and Meireka Redmond worked with Catherine Curtin and Mary Buckley of the Library on the survey.

In order to increase engagement, it was recommended that we conduct a survey which would have the dual purpose of actively engaging with students and gathering feedback about services for the Library.
Methodology

In terms of gathering data we wanted to reach as many students as possible.

It was decided that an online survey would be created so that students could complete the survey from any location. One major challenge of having a questionnaire online is reaching the target sample, because of this, hard copies of the survey were also handed out in the Atrium of the college and submitted to a feedback box, the data was later inputted online.

There were 4 questions in the survey 3 of which were closed format questions which is more efficient for measuring and tabulating.

LibWizard (Springhare) which is an online form, surveys and assessment tool was used to create the online survey, and to analyse the results of the survey.

The student marketing team were essential to gathering the data, the majority of the surveys completed were through hard copy submissions. A display-stand with posters and a banner was set up to attract students and encourage them to fill in the questionnaire.

The Library invested in promotional materials including t-shirts with the Library/NCI logo for the marketing team and postcards/posters to advertise the survey. These were distributed with links to the online survey, Twitter and Facebook pages. As an incentive to encourage students to fill in the survey, complimentary pens and notepads were offered to any student who visited the Library stand in the Atrium. Promotional materials are attached in Appendix B.

A Word from the Student Marketing Team –

“We spread the surveying out over 4 separate days at different times each of the days to increase our feedback from all students including full time, part time/evening and multinational students. We got the opportunity to speak face to face with each participant and get to know more of our peers throughout the college. It was an enjoyable experience and we are glad we got to be apart if it.

We conducted the survey outside the main doors of the library. This was the perfect place to set up as it has a lot of footfall in and out of the library and there are always students passing through or gathered in the atrium. This gave us the opportunity to target a wide variety of students in NCI. “(Jessica O’Grady & Meireka Radford, 2019).

There were 125 Full Time and 22 Part Time respondents in total to the questionnaire.
Findings

There were 147 participants of the survey, 125 Full time and 22 Part time students, 2 full time students did not respond to the question do you use the Library?

**DO YOU USE THE LIBRARY?**

Cross Tab analysis of Full and Part-time students.

<table>
<thead>
<tr>
<th></th>
<th>Full Time</th>
<th>Part Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>120 (81.63%)</td>
<td>21 (14.29%)</td>
</tr>
<tr>
<td>No</td>
<td>3 (2%)</td>
<td>1 (&gt;1%)</td>
</tr>
</tbody>
</table>

**Student Engagement**

![Bar chart showing student engagement by Full-Time and Part-Time students]
HOW WOULD YOU ENGAGE WITH THE LIBRARY?

Participants were asked how they engage with the Library, and given four options to choose from. They could select in person in the Library, Online, E-mail or I don’t.

The majority of participants responded in person in the Library.

![Pie chart showing the distribution of responses]

There was some overlap in these questions with some students selecting more than one answer from the options. The breakdown of the answers is below.

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Submissions</th>
<th>% of Overall Submissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Person in the Library</td>
<td>128</td>
<td>57.92%</td>
</tr>
<tr>
<td>Online</td>
<td>67</td>
<td>30.32%</td>
</tr>
<tr>
<td>E-mail</td>
<td>17</td>
<td>7.69%</td>
</tr>
<tr>
<td>I don’t</td>
<td>9</td>
<td>4.07%</td>
</tr>
<tr>
<td>Total</td>
<td>221</td>
<td>100%</td>
</tr>
</tbody>
</table>
CROSS TABULAR ANALYSIS

Below is the cross tab analysis of the questions How would you engage with the Library and are you a full-time or part-time student:

<table>
<thead>
<tr>
<th>Response</th>
<th>Full Time</th>
<th>Part Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person in the Library</td>
<td>108</td>
<td>20</td>
</tr>
<tr>
<td>Online</td>
<td>58</td>
<td>9</td>
</tr>
<tr>
<td>E-mail</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>I don’t</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

Student Engagement

![Chart showing student engagement by response and part-time status]

- Full-Time
- Part-Time
HOW WOULD YOU SEEK INFORMATION IN THE LIBRARY?

If you were to seek information in the Library, how would you?

- In Person in The Library
- Library Website
- Social Media
CROSS TABULAR ANALYSIS

Below is cross-tab analysis for the question; if you were to seek information regarding the library, how would you?

<table>
<thead>
<tr>
<th>Response</th>
<th>Full Time</th>
<th>Part Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>88</td>
<td>16</td>
</tr>
<tr>
<td>Library Website</td>
<td>76</td>
<td>13</td>
</tr>
<tr>
<td>In person in the Library</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>
Further Comments

PERCENTAGE OF COMMENTS ABOUT A PARTICULAR SERVICE

Not all of the comments were placed in categories, below are the topics that appeared most frequently, percentages were calculated out of 78 which was the total number of comments made.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday Opening</td>
<td>4</td>
<td>5.1%</td>
</tr>
<tr>
<td>Opening Hours</td>
<td>14</td>
<td>18%</td>
</tr>
<tr>
<td>Computers</td>
<td>6</td>
<td>7.6%</td>
</tr>
<tr>
<td>Printers</td>
<td>5</td>
<td>6.4%</td>
</tr>
<tr>
<td>Staff</td>
<td>5</td>
<td>6.4%</td>
</tr>
<tr>
<td>Website</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>Total</td>
<td>78</td>
<td>100%</td>
</tr>
</tbody>
</table>

Comments Distribution
Recommendations

One of the most frequent suggestions that appeared in the survey, were related to opening hours, computer access, study rooms and more space.

Based on the suggestions of participants in this survey, the Library will be looking to get more space and increase opening hours in order to meet demand.

The Library marketing team will continue to engage with students using social media with an emphasis on Twitter and Facebook.

Based on the results, most students interact with the library directly, which is a positive result. In order to promote the library and any events or tutorials that are organized, more online engagement may be needed.

Part-time students were also more likely to mention opening hours in the comments than full-time students, adding extra opening hours with more online engagement could potentially improve the service that is offered to them.

The response rate for the questionnaire was relatively low, especially among part-time students, in order to decrease the chances of sampling error in the future, larger sample sizes will be sought. As the number of part time students who engaged with the survey was very low the next survey will concentrate on actively engaging directly with this cohort; we may visit these groups in a classroom setting in order to get input on library services. We would like to improve participation by 50% in the Nov/Dec 2019 survey, particularly in relation to part-time students.
Executive Summary

This survey was undertaken with the purpose of improving student’s engagement and receiving feedback about current Library services.

125 Full Time and 22 Part Time participants gave feedback about how they engage with the library and what they would like offered by the Library.

The results provided insight into what students expect from Library services which include longer opening hours, more print services and tutorials.

Student engagement while high is still majorly occurring in the Library, more effort may be needed to improve social media output.

This exercise was a start by the Library in a process by engaging with students and in co-opting support from registered students. We hope to repeat this survey in 2019 and would aim to increase the student participation by at least 50%, particularly for the part-time student cohort.

This was a learning exercise; the next survey will include the same questions which would enable the Library to compare the responses of students from one year to the next.
NCI LIBRARY STUDENT SURVEY

Marketing Team

JESSICA O’ GRADY
BA IN MARKETING PRACTICE

My name is Jessica O’Grady; I am 21 years old. I am currently in my final year studying Marketing Practice in NCI. When one of my lecturers approached the class and informed us of the opportunity to be a part of the first team work alongside the staff in Norma Smurfit Library on this marketing campaign, I knew I had to put my name forward. Although I knew it would be more work to take on, I was delighted when I was chosen to be a part of it. It was a great way to meet new people within the library as well as students in NCI. I enjoyed being involved and chatting with students while doing the surveys. Getting valuable student feedback that gave insight into how students view and use the library in NCI, was the most important aspect of this campaign. After compiling the results of the surveys, I am hopeful and excited to see how Norma Smurfit Library implements the feedback from this campaign into the future.”

MEIREKA RADFORD
BA IN MARKETING PRACTICE

My name is Meireka Radford, I’m in my final year of Marketing Practice in the National College of Ireland, the opportunity to get involved with the Norma Smurfit Library was brought to my attention and I put myself forward as it felt it would be a great way to put into the practice the skills I’ve learned throughout my time here. Through discussing what the staff wished to achieve from the project we agreed it was important that we gained insights into how students felt about the library and how we could improve their experience. Which is why we chose to conduct student surveys, it was a very enjoyable experience getting to engage with other students and hearing their opinions and I’m looking forward to seeing the results implemented.
Company Information

Norma Smurfit Library
National College of Ireland,
Mayor Street, IFSC,
Dublin 1, Ireland.

Tel 01-4498590
Email library@ncirl.ie
ncirl.ie/Library/NCI-Library
Appendices

APPENDIX A – SURVEY

Norma Smurfit Library

Student Engagement Feedback

Welcome to the Norma Smurfit Library Survey. We will be asking for your feedback on engagement with our services. The survey will take no longer than 5 minutes to complete.

Are you a Full-time or Part-Time Student of NCI?

☐ Full Time | ☐ Part Time

Do you use the Library?

☐ Yes | ☐ No (Please tell us why not below)

________________________________________________________________________________________

How would you engage with the Library?

☐ In person in the Library

☐ Online

☐ E-mail

☐ I don’t
If you were to seek information regarding the Library, how would you?

- [ ] In person in the Library
- [ ] Library Website
- [ ] Social Media

If you have any further comments or recommendations, please let us know below.

Norma Smurfit Library

National College of Ireland,
Mayor Street, IFSC,
Dublin 1, Ireland.

The Library may use this information as a tool to assist the library to facilitate and improve services to its users. Information used in any report/research carried out by the Library is anonymized.
NCI LIBRARY STUDENT SURVEY

APPENDIX B – PROMOTIONAL MATERIAL

WE'RE HERE TO HELP!

FOLLOW US ON
TWITTER @NCILIBRARY

LIKE US ON
FACEBOOK.COM/NCILIBRARY/

Twitter Live Feed every weekday
2pm - 4pm

Tweet us your library questions
NORMA SMURFIT LIBRARY WOULD LIKE YOUR FEEDBACK

Go online and let us know how you engage with the Library

COMPLETE OUR SURVEY ONLINE AT NCIRL.LIBWIZARD.COM/LIBRARYFEEDBACK