Survey Implications for Marketing and Outreach to Adult Learners and Faculty of the Metropolitan College at Johnson C. Smith University

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ABSTRACT SUMMARY

- Creating partnership between the library and the Metropolitan College
- Creating a larger demand for the library services
- Creating an assessment standard which can be implemented for the traditional students
THE PROCESS

- Made connections with the Metropolitan College Administration
- Worked with Institutional Planning
- Created survey of 11 questions
SURVEY RESULTS

- Received a 18% response rate from Metropolitan students
- Students relied on Google to find information
- A large majority have never had a JILL instruction class
- Most don’t know about library resources and services
OVERALL OUTCOMES & KEY INNOVATIONS

- Survey development
- Creation
  - Faculty Toolkit
  - Student Impact Cards
CHALLENGES

- Time
  - Survey development
    - Authors Experience
  - Faculty engagement
    - Current faculty
    - New faculty
  - Limited student participation
    - Non-traditional students
  - DNC
STAKEHOLDERS

- Metropolitan students
- Metropolitan College
- James B. Duke Memorial Library
- The University
GOALS NOT ACHIEVED

- We were unable to create a demand at this point in time
- We were unable to develop a focus group
UNIVERSITY STRATEGIC PLAN

• Aligns with the library’s strategic goal of fostering a culture of awareness of the library’s resources
• Creating partnerships between the library and faculty
CONCLUSION

- Utilizing different methods for survey distribution
  - Administer twice a semester or twice a year
  - Consider print or electronic formats
  - Conduct impromptu surveys outside of typical learning environments
  - Elicit the aid of the Student Library Advisory Board
- Survey faculty
  - Print or Electronic
  - Library town hall meeting
- Focus groups
  - Students
  - Faculty
  - Library town hall meeting
- Educate the faculty about the library resources and services
  - Meet & Greets
  - Departmental meetings
  - Faculty orientations
REFERENCES

Brown, Joann A. “Marketing and Retention Strategies for Adult Degree Programs.” New Directions for Adult and Continuing Education 103(Fall 2004):51-60.


QUESTIONS

Now is the...