

SCAMeL Speedy Startup Report: Examining Library Outreach & Resource Barriers

John P. Bourgeois, LSUHSC-New Orleans

Study Conducted Fall 2017

Report Submitted Fall 2018

This report summarizes the results and expenditures of my study “Examining Library Outreach & Resource Barriers” (hereafter “the Study”). SCAMeL funded this research through a Speedy Startup Award in March 2017. After the local IRB and IBC approved, recruitment and data collection commenced in August 2017 and concluded in December 2017. All data were deidentified before analysis began in January 2018. Analysis did not occur concurrently with data collection in order to avoid interfering with research subjects through inadvertently modifying services. The local IRB approved the closure of the study in March 2018. Presentations and manuscripts are currently being prepared.

The grant application assumed 60 subjects followed across the semester; this assumption was based on Fall 2016 School of Public Health registrations. However, of the 38 individuals approached, only 15 completed the all the questionnaires despite the incentive of a \$5 PayPal card per questionnaire completed. This is an overall response rate of 39.5%. The majority of respondents (78%) first heard about registering with the library at the school’s orientation, and 56% registered simply to get it taken care of. For the following analysis, only the 15 respondents who completed the entire study were included.

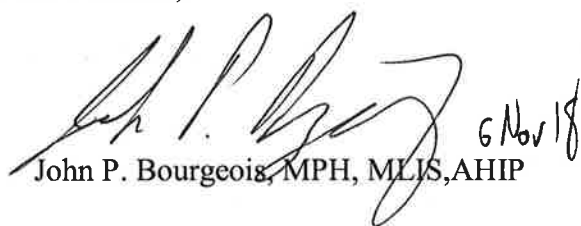
Regarding usage, the library’s quiet space was the resource most respondents planned to use and actually did use. In fact, respondents who indicated that they planned to use the library’s quiet space were 3.5 times more likely to use this resource than those who answered that they would not. Similarly, respondents who stated they would use articles, journals, or databases over the next semester were 85% more likely to use these resources. These were the only statistically significant relative risks between baseline responses and reflections on usage over the last semester. Similarly, those who indicated that they would use the quiet space in the baseline questionnaire were 3.5 times more likely to indicate they plan to use the quiet space next semester. Although there was no statistically significant relationship between predicted baseline usage and reported usage for e-books, those who predicted they would use e-books in the baseline questionnaire were 67% more likely to predict they would use e-books next semester.

When asked about difficulties using resources, respondents answered that they expected more difficulties than they actually encountered. Those who reported experiencing difficulties had more types of difficulties. This means that the third of respondents who had problems experienced *multiple* problems. While the majority of these problems were respondents being unable to find time to use the resources, not knowing how to use the resources and getting off-campus access were major issues as well. Many respondents reported that there were no resources they had wanted to use but could not. However, monthly there were approximately six resources that respondents wanted to use but could not and did not. Based on other data in this report, these respondents probably had *multiple* difficulties. More frustratingly, when asked how they attempted to overcome these encountered difficulties, the most prevalent response was “I did not bother with it.” This did change toward the end of the semester, but respondents still did not often use the library’s access points.

Based on this research, I have undertaken two initiatives to improve my visibility among these patrons. First, I, as the liaison to the School of Public Health, am actively maintaining a higher profile in the school. This involves seeking out and attending the school's functions – Research Day, Pot Lucks, Happy Hours, Staff Assemblies, and so forth. While the benefits of these efforts are not immediately quantifiable, I am able to informally visit with students, faculty, and staff which has informed my services. Second, I have office hours in the School of Public Health for five hours each week. This way, the burden is not on patrons to reach out to the library, but rather I help patrons where they are. While a large number of people have not met with me during office hours, those who do come have multiple questions with the average session lasting half an hour per individual. These are only quick outreach efforts that I will develop further as their impact becomes evident.

The grant budget was \$4,157. SCAMeL approved a budget of \$2,947. A total of \$1,738.98 was spent. Attached are a copy of the reimbursement form and the original application which has an outline of the research protocol as well as original budget.

Please let me know if you need anything else and thank you again for funding this important research,



John P. Bourgeois, MPH, MLIS, AHIP

Enclosed: SCAMeL Speedy Startup Expense/Reimbursement Form
SCAMeL Speedy Startup Application
SCC/MLA 2018 Presentation

SCAMEL SPEEDY STARTUP EXPENSE/REIMBURSEMENT FORM

Please provide the following for reimbursement

Awardee Name LSUHSC-New Orleans Social Security # EIN 72-6087770
(Required for individual 1st time payee reimbursement)

Check Payable To (if different from Awardee) _____

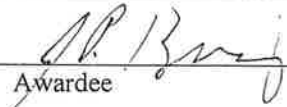
Address 433 Bolivar Street City New Orleans

State LA Zip 70112 Phone 504-568-6100

Email jbou12@lsuhsc.edu Date of Award March 8 2017

Project Name Examining Library Outreach & Resource Barriers

Expense Description	Amount
<u>IBM - SPSS Statistics Base software</u>	<u>\$ 1,210.00</u>
<u>Amazon - Manual for using IBM SPSS Statistics software</u>	<u>\$ 30.98</u>
<u>LSUHSC copy cards 83 @ \$6.00</u>	<u>\$ 498.00</u>
_____	<u>\$ _____</u>
_____	<u>\$ _____</u>
<u>Total</u>	<u>\$ 1,738.98</u>

Signature  Date 15 Mar 2018
Awardee

Signature _____ Date _____
Daniel E Burgard, Treasurer, SCAMEL

Please send this form with receipts to : Carol Knisley
UNT Health Science Center at Fort Worth
Gibson D Lewis Health Science Library
3500 Camp Bowie Boulevard
Fort Worth, TX 76107
Carol.Knisley@unthsc.edu
817.735.5132

SCAMeL Speedy Startup
Examining Library Outreach & Resource Barriers
February 6, 2017

Overview:

The proposed project will examine what type of library outreach activities lead to patrons registering with the library and patron perceptions of available resources. Currently at Louisiana State University Health Sciences Center - New Orleans (LSUHSC-NO) Libraries when patrons register for privileges, library staff do not know how those patrons were referred to the libraries. The proposed project will fill that knowledge gap by administering a monthly questionnaire throughout the Fall 2017 semester. As a pilot study, recruitment will come only from the School of Public Health (SPH) in order to keep the sample size manageable without additional staff. The target sample size is 60 participants based on SPH library registrants from the Fall 2016 semester.

Proposed Research:

The study design will be longitudinal throughout the course of the Fall 2017 semester. After SPH patrons register with the libraries, a librarian will approach them to ask their consent to participate in this research project. Once informed consent is attained, a questionnaire will be administered electronically. This baseline questionnaire will ask why they are registering, how they learned to register, and what library resources they believe they will use most often. Following completion of this questionnaire, the research subjects will be compensated with a \$5 gift card.

One month after this initial questionnaire, participants will be approached to complete a follow-up questionnaire to gather information on personal resource usage. These questionnaires will also explore participants' articulated barriers to access and how they have overcome these challenges, if they have. Upon completion, the participants will each receive \$5 as compensation for their time.

These subsequent research questionnaires will continue monthly from the date that the previous questionnaire was completed. At the end of the semester, subjects will complete a final questionnaire to gather their perceptions about the library's resources. Compensation of \$5 will be given upon completion. This concludes the subjects' involvement in the project.

A major consideration is patrons who register later in the semester. Regardless of when in the Fall 2017 semester an SPH patron registers, the individual will be offered the opportunity to participate in the study. The rationale is that those registering later in the semester may have different experiences and motivations than those registering at the beginning of the semester. Therefore their inclusion is beneficial to enrich the data's representation. In fact, patrons are eligible to be recruited until the end of the semester. If this occurs, the subjects will only be administered the baseline survey with \$5 compensation. No final questionnaire will be administered in these cases.

Importance:

By examining outreach success and use behavior, this research allows libraries to better target their resources. Libraries can make evidence-based decisions about resource promotion. Whether this means librarians focus more on activities that have greater impact on registrations or library staff change instruction topics is up to library leadership's discretion. For example, based on patron feedback, the library may offer additional classes on citation management software or modify individual teaching to address shortcomings. However, these are only the immediate benefits of this research.

Librarians implementing the changes can tailor their methods based on gathered information. Without insight into local patron behavior and expectation, any modifications will have a greater potential to be unfocused. This research can provide such insight. Furthermore, the simplicity of the study allows replication among other schools and institutions, enabling a more precise approach in particular settings. At its most fundamental, this research will examine the feasibility of such a small-scale, low-impact use testing.

Staff:

As liaison librarian to LSUHSC-NO School of Public Health, John Bourgeois will have the primary responsibility for carrying out the project. The tasks that will fall to him will be collecting informed consent, administering questionnaires, compensating participants, and analyzing data. However, he will not be the only party involved in this research. Circulation staff will reserve "Patron Registration" forms on which the registrant indicates association with the SPH or a program/department within that school. Also, other librarians' input will be sought when developing questionnaires in order to collect as much pertinent information as possible without becoming too burdensome on the research subject.

Timeline:

March 2017:	Award Given. Instrument Development Begins.
April 2017:	Finalize Instruments. Consult IRB Staff for Guidelines.
May 2017:	Prepare IRB Packet.
June 2017:	IRB Paperwork Submitted.
July 2017:	IRB Approves Study.
August 2017:	Subject Recruitment Begins.
September 2017:	Recruitment & Questionnaires.
October 2017:	Study Continues. Analysis Begins.
November 2017:	Study Continues. Analysis Continues.
December 2017:	Questionnaires Completed. Analysis Finishes.

Budget:

Cost	Item	Rationale
\$1,500	Subject Compensation	60 subjects at \$5/survey for 5 surveys
\$2,420	2 x Base SPSS Package	This is a data analysis software. Two copies are needed for multiple computers.
\$37	<u>Using IBM SPSS Stats, 2nd edition</u>	This book is necessary as a reference during analysis.
\$200	Printing Costs	Needed for printing envelopes and reminders for students.
<hr/>		
\$4,157	TOTAL	

Examining Library Outreach and Resource Barriers

John P. Bourgeois, MPH, MLIS, AHIP
Reference Librarian, LSU Health – New Orleans
jbou12@lsuhsc.edu

Intro & Methods

- LSUHSC-NO IBC#17102 & IRB#9710
- SCAMeL generously funded this research through a Speedy Startup Grant.
- SPH Affiliates Registered with Library. Sent a questionnaire. Followed-up monthly for the semester. Got \$5 gift card per questionnaire.

Response Rates

	Baseline	FU1	FU2	Final	Baseline-Final
Invited	38	27	20	18	23
Completed	27	20	18	15	5
Response Rate	68.4%	74.1%	90%	77.8%	22.7%

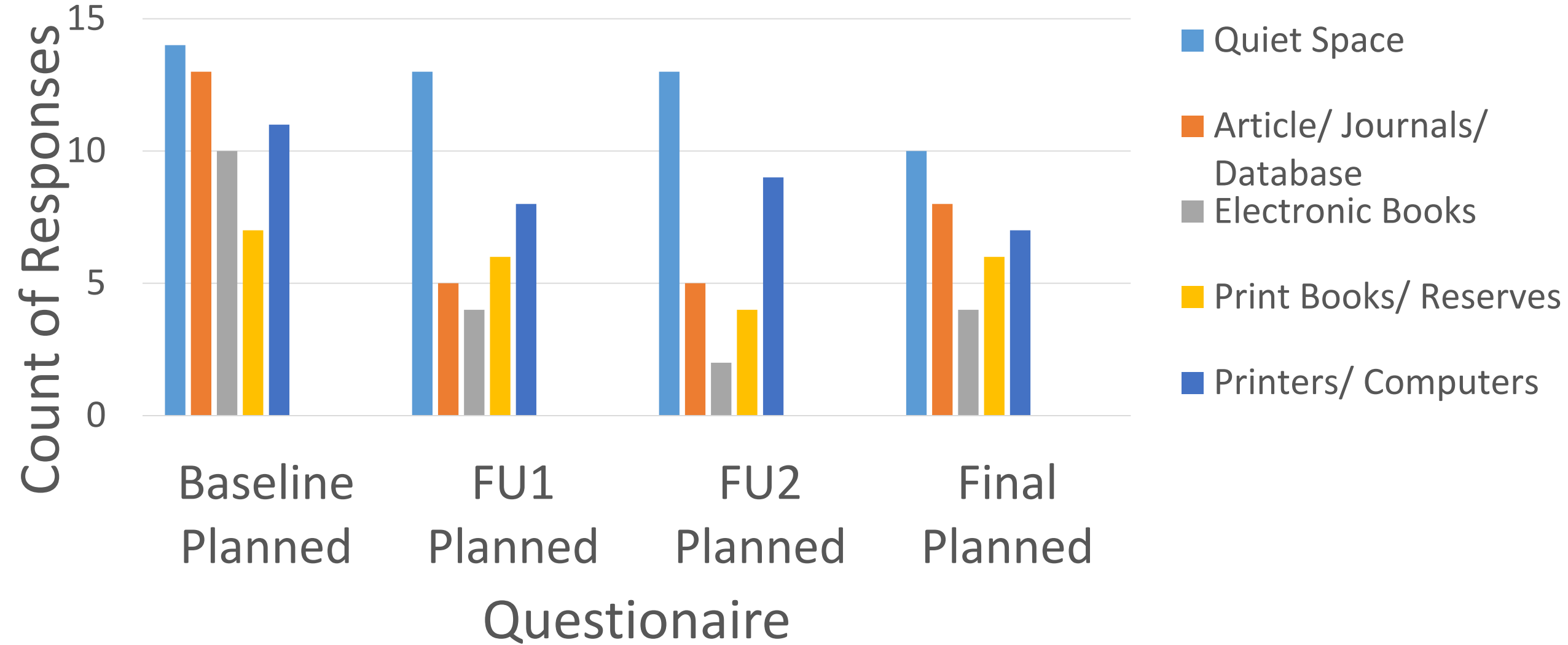
Overall Response Rate – 39.5%

Baseline – Registering & Why

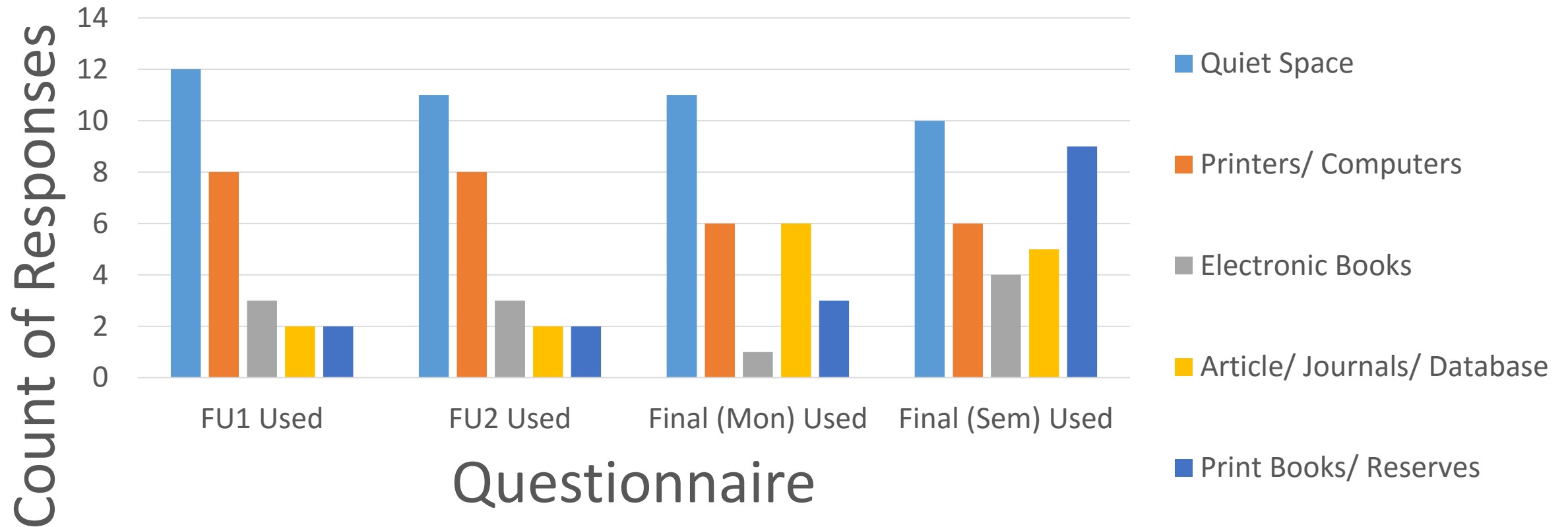
First Heard about Registering	n (27)	%
Library lecture during class	1	3.7
SPH Coordinators	3	11.1
SPH Orientation	21	77.8
Visiting the library	1	3.7
Other	1	3.7
Total	27	100

Reason Why Registered	n (27)	%
Wanted to get it taken care of	15	55.6
Need articles for class	2	7.4
Need books/reserves for class	2	7.4
Off-Campus Access	2	7.4
Articles for professional research	1	3.7
Had the registration form in front of me	5	18.5
Total	27	100

Planned Resource Use



Resources Used by Questionnaire



Discrepancies...

In the Final Questionnaire, participants were asked about their use of library resources over the past month and over the past semester. The results reported for the past semester could be validated against answers from the Follow-Up Questionnaires and Final Questionnaire.

QuietDiscrepancy	AJDDiscrepancy	EbksDiscr	PrintResDiscr	CompDiscr
26.67% (4)	26.67% (4)	13.33% (2)	13.33% (2)	33.33% (5)

Two interesting notes:

1. Discrepancies appear random among respondents.
2. Discrepancies are associated with duration of usage.

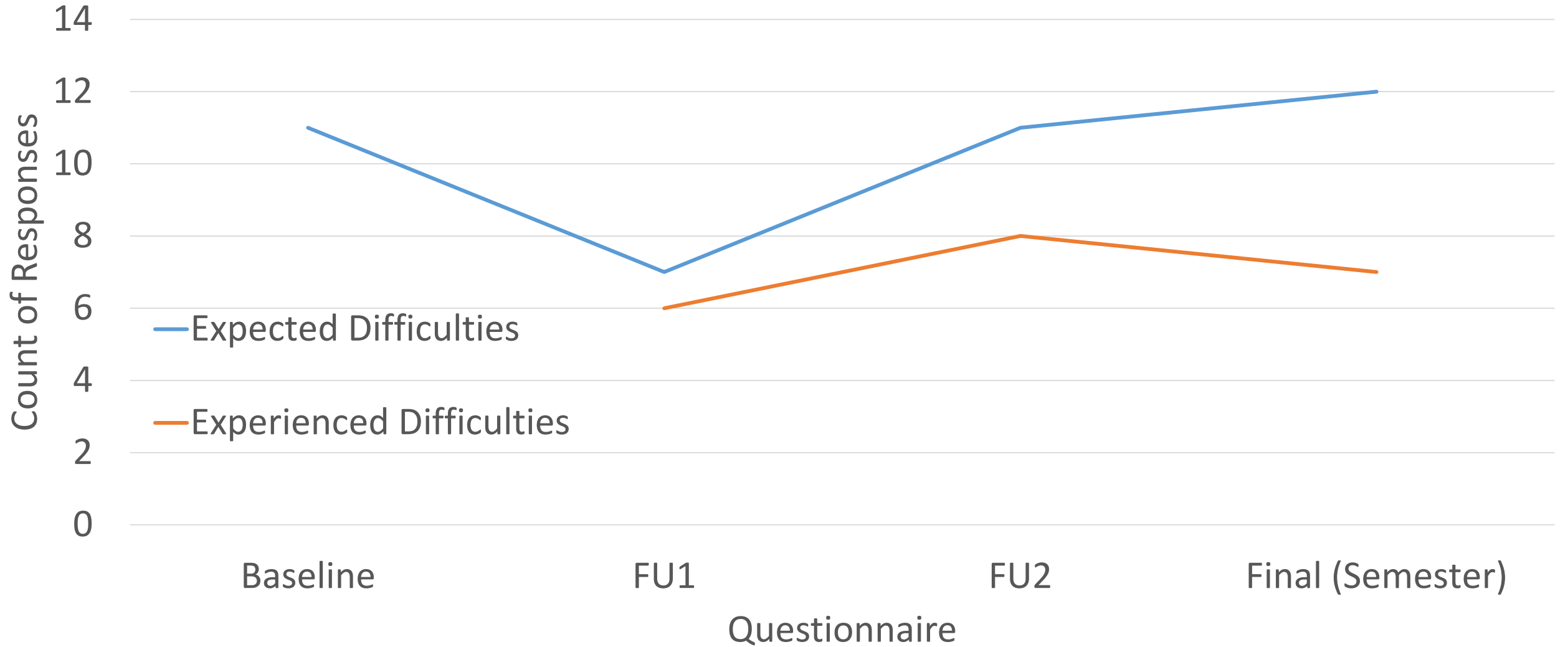
What to do? How prevalent is this?

This research is about perceptions of resources as much as actual usage, so both perceived use and actual use were be used for analysis.

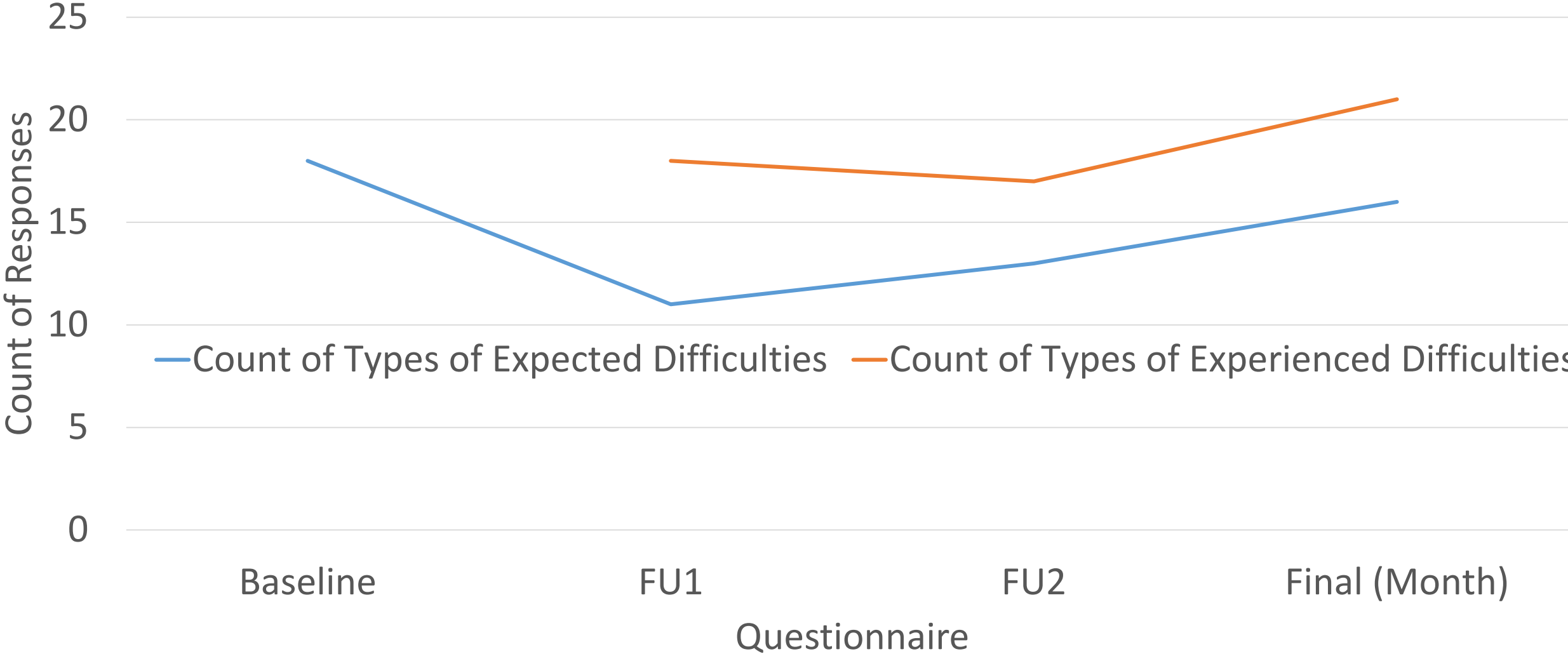
Baseline Expectations vs Semester Reflections

Baseline vs Last Semester	Quiet Space	Art/Jou/DB	E-Books	Print Bk/Res	Printers/Comp
RR (p)	3.497 (.003)	1.855 (.016)	1.143 (.661)	8.475 (.118)	1.376 (.619)
McNemar	.125	.016	.070	.625	.688
Baseline vs Next Semester	Quiet Space	Art/Jou/DB	E-Books	Print Bk/Res	Printers/Comp
RR (p)	3.497 (.003)	1.083 (.917)	1.667 (.048)	1.750 (.245)	0.917 (.152)
McNemar	.125	.125	.031	1.000	.289

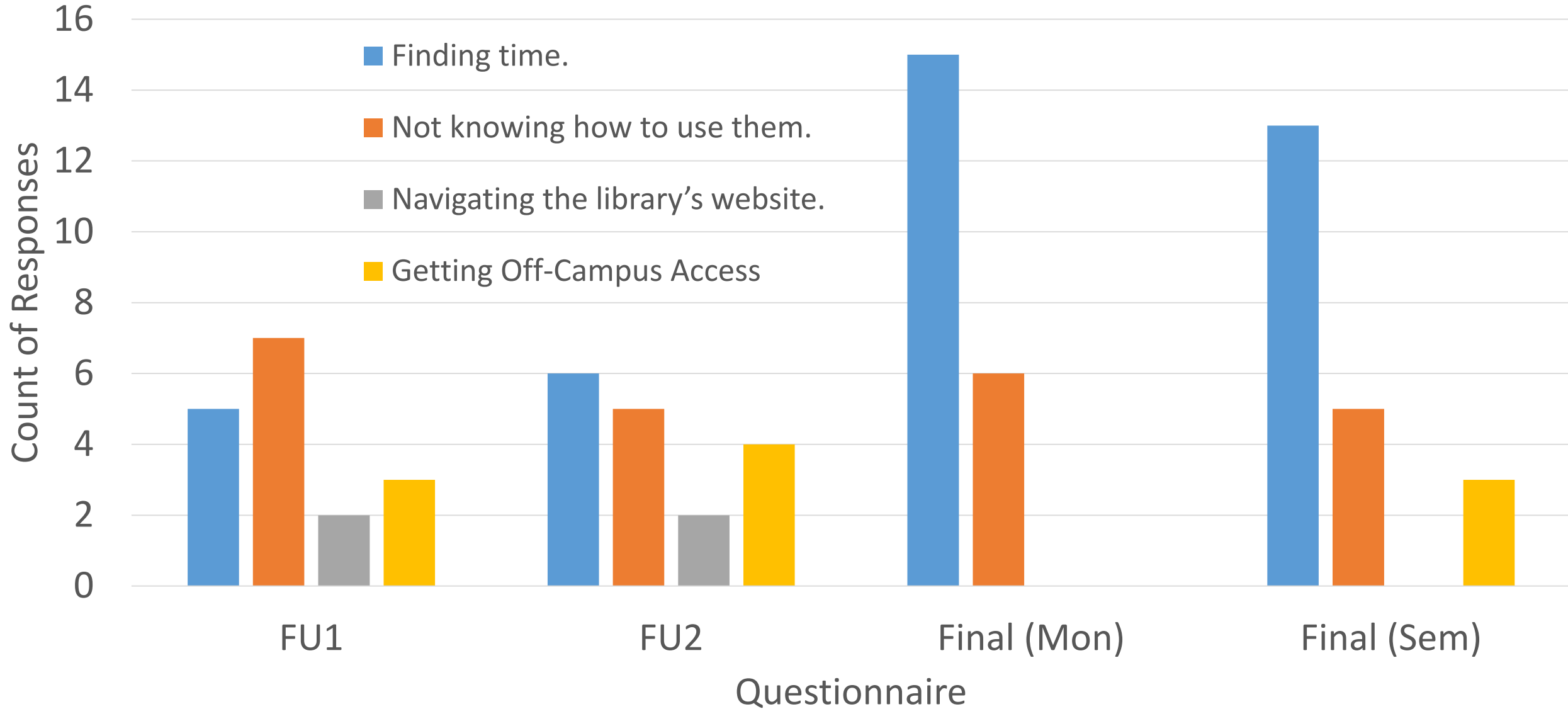
Difficulties - Expected vs Experienced by Respondents



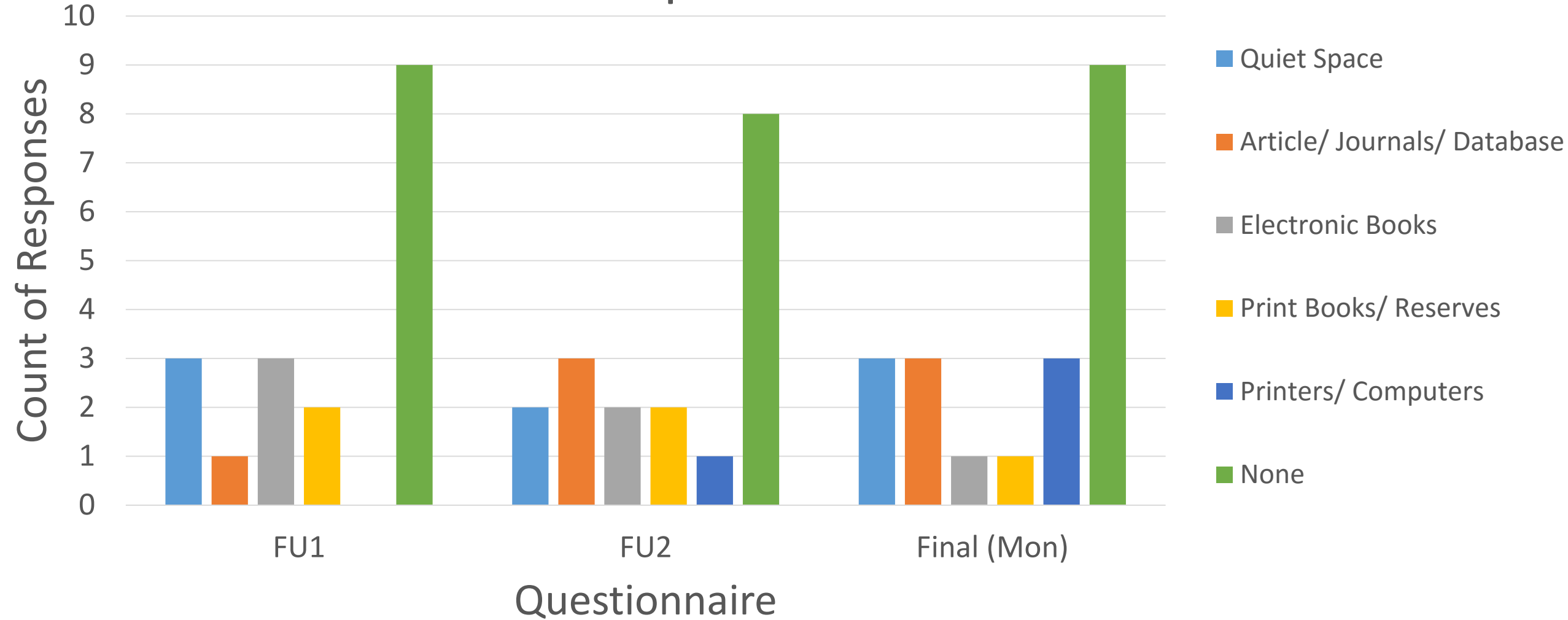
Difficulties - Expected vs Experienced by Total



Specific Difficulties by Questionnaire



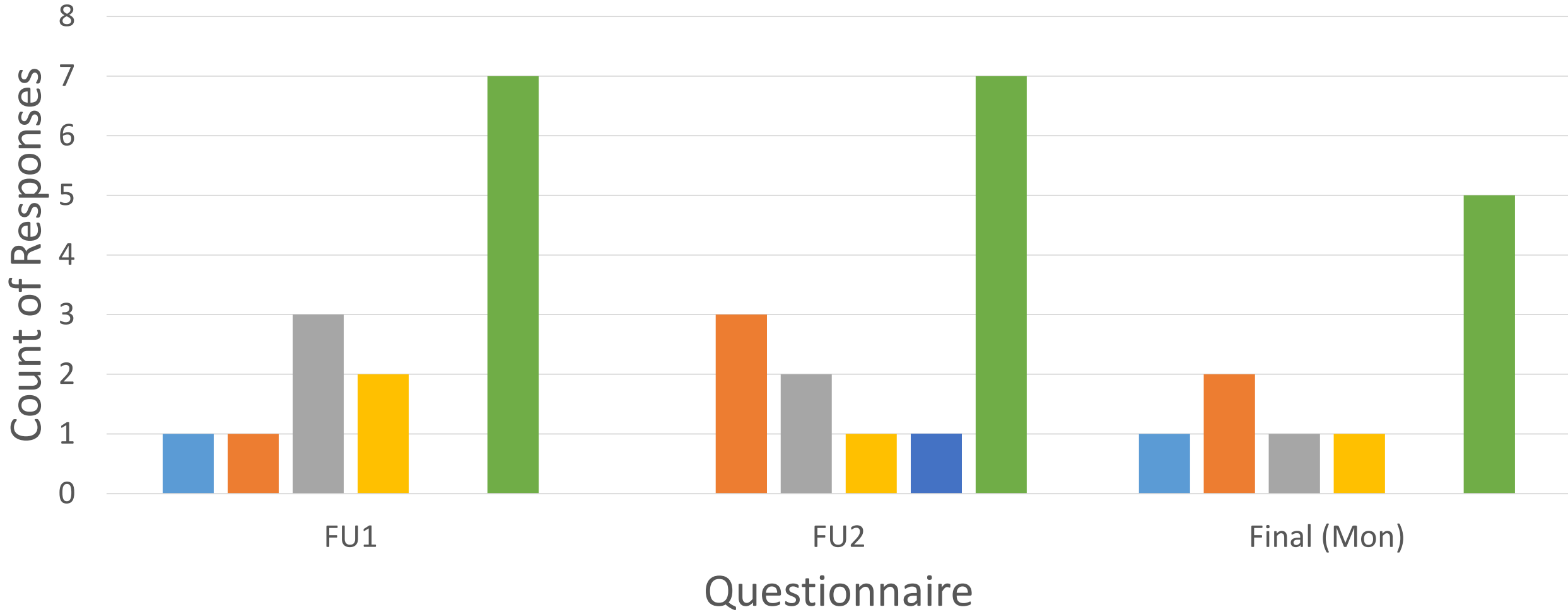
Resources Respondents Could Not Use



Used, Couldn't Use, Will Use

FU1					FU2					Final (Month)			
Quiet Space					Quiet Space					Quiet Space			
f11a	f14a	f15a	f18a	f21a	f21a	f24a	f25a	f28a	fn1a	fn1a	fn4a	fn5a	fn13a
0	1	1	1	0	1	1	1	1	1	0	1	1	1
1	1	1	1	1	1	1	8	1	1	1	1	1	1
1	1	4	0	1	AJD					1	1	1	1
AJD					f21b	f24b	f25b	f28b	fn1b	AJD			
f11b	f14b	f15b	f18b	f21b	0	1	2	1	0	fn1b	fn4b	fn5b	fn13b
0	1	2	1	0	0	1	3	1	1	0	1	2	1
E-Books					0	1	8	0	0	1	1	8	1
f11c	f14c	f15c	f18c	f21c	E-Books					0	1	1	1
0	1	2	1	0	f21c	f24c	f25c	f28c	fn1c	E-Books			
0	1	4	0	0	0	1	2	0	0	fn1c	fn4c	fn5c	fn13c
0	1	2	1	0	0	1	2	0	0	0	1	2	1
Print Books/ Reserves					Print Books/ Reserves					Print Books/ Reserves			
f11d	f14d	f15d	f18d	f21d	f21d	f24d	f25d	f28d	fn1d	fn1d	fn4d	fn5d	fn13d
0	1	2	0	0	0	1	8	1	1	0	1	1	1
0	1	1	1	1	1	1	2	1	1	Printers/ Computers			
Printers/ Computers					Printers/ Computers					fn1e	fn4e	fn5e	fn13e
***None					f21e	f24e	f25e	f28e	fn1e	1	1	1	0
					0	1	1	1	0	1	1	8	0
										1	1	1	1

Resources Wanted to Use but Could Not and Did Not



■ Quiet Space

■ Articles/ Journals/ Databases

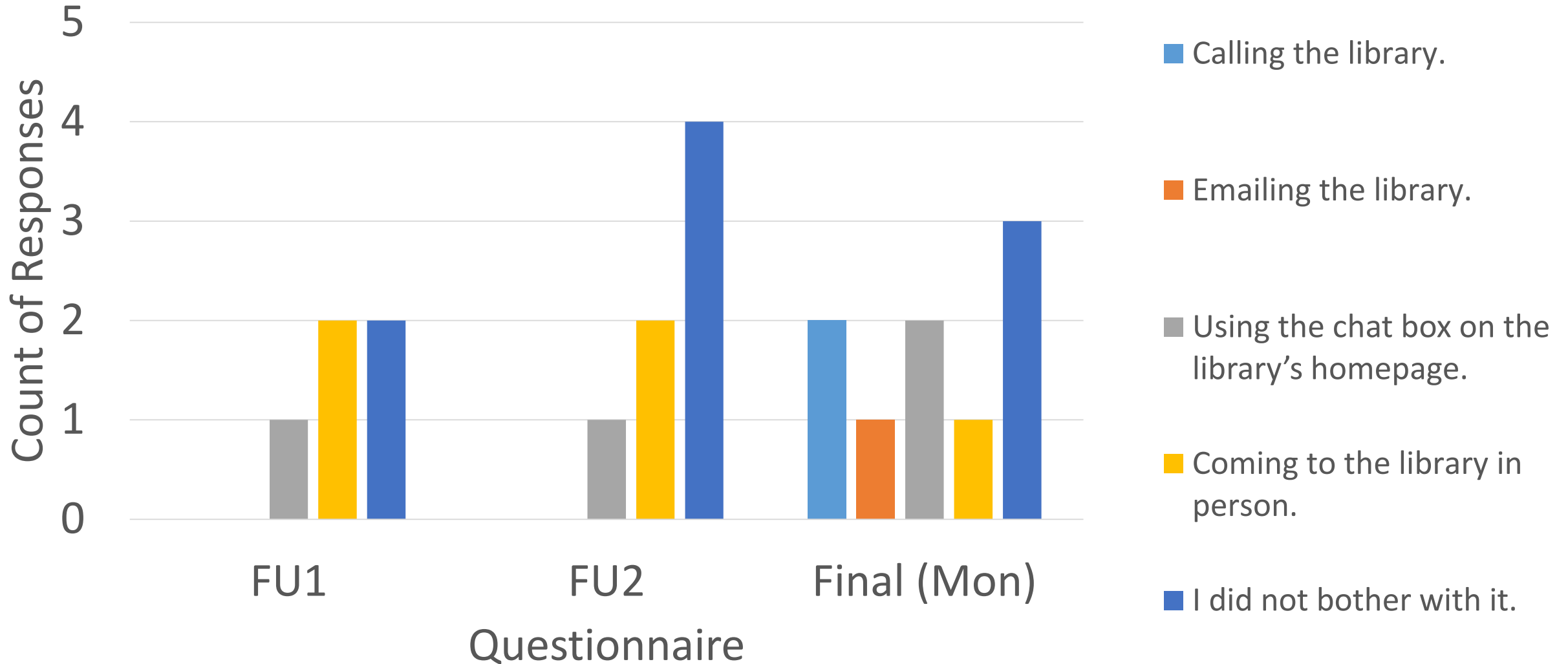
■ E-Books

■ Print Books/ Reserves Items

■ Computers/ Printers

■ Total

Attempts to Overcome Difficulties Encountered



Next Steps

- Meeting Students Where They Are.
- Managing Expectations.
- Anticipating Difficulties.
- Expanding the Study.

Questions?