Brand Assessment Survey Results

Executive Summary

Purpose

Rutgers University Libraries undertook a study in the spring 2014 semester to evaluate users’ perceptions of the librarians and staff, facilities, technology, collections, and services in the Libraries. Members of the research team targeted undergraduate students, graduate students, and faculty members for the survey.

Participants

The survey was primarily distributed via student and faculty listservs with additional promotion through social media. The survey was distributed to students and faculty in 31 schools and colleges within the university, across all campuses, providing a comprehensive, representative sample of participants.

In total, there were 1,643 total participants, including 701 undergraduate students, 517 graduate students, and 425 faculty. Participants reported using a variety of library locations, as displayed in the chart below.
Results

Participants were asked to select from a list of 35 words that came to mind when they think of Rutgers University Libraries. The 10 most frequently selected words were, in order from most frequently to least frequently: useful, accessible, convenient, quiet, easy to use, organized, friendly, informative, essential, and safe.

Participants were also asked to rate 9 statements on a scale of 1-5, where 1 = strongly disagree and 5 = strongly agree. The statements that most strongly resonated with the participants, with their respective means, were:

<table>
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<th>Statement</th>
<th>Mean</th>
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<tr>
<td>Rutgers University Libraries (RUL) are an essential component of my scholarly / academic experience at Rutgers University.</td>
<td>4.10</td>
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<tr>
<td>RUL provide the web-based services I need from a library (e.g. website, mobile website, digital content).</td>
<td>4.03</td>
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<tr>
<td>RUL provide the resources I would expect a university library to provide.</td>
<td>4.03</td>
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<tr>
<td>RUL librarians and/or staff are friendly.</td>
<td>4.00</td>
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When broken out by university affiliation, the results demonstrated surprising similarities and distinct differences across the respondent groups. Undergraduate students, graduate students, and faculty all described the Libraries as useful, accessible, and convenient, in their top 10 most frequently selected words.

Undergraduate students rated statements on resources, web-based services, and technology within the physical library space the most highly. Graduate students most strongly resonated with statements on RUL being essential, friendly librarians/staff, and desired web-based services. Faculty most highly rated statements on RUL being essential, friendly librarians/staff, and the speed in which RUL obtains scholarly material.

Implications

The findings from this brand assessment will be used to shape future communications and services within the Rutgers community.

The Libraries will concentrate on creating a user-centered experience for our faculty and students, with an emphasis on accessibility, convenience, and ease of use. This focus will translate to all aspects of the Libraries, including facilities, technology, collections, and services.

The Libraries will consider the results of this study in light of other related studies conducted nationally and/or at other universities.

\(^1\) Responses were weighted to appropriately represent the composition of the university population.