Parrish Library Marketing Consulting Project

- Krannert Graduate Marketing Association & Purdue Marketing Association

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CONTENT

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EXECUTIVE SUMMARY

Overview

In 2017 Fall, Krannert Graduate Marketing Association and Purdue Marketing Association initiated a marketing consulting project for the Parrish Library to understand how students value the library. By quantitative and qualitative market research method, we hope to understand space utilization and students' preference. From these findings, we hope to provide insights for library in planning improvement and innovation for service and facility.

Key Findings

Overall

- Satisfaction rates of studying experience are around 80%
- More graduate students than undergraduate have used the library.
- More than half of the students come to the library for self-study while printer/computer and group meeting rank second and third.
- For self-study, the Parrish library is quieter than other libraries, but it could still too loud because of group meetings around. Some students are looking for individual cubical tables or silent space for self-study
- Both genders value the vending machine and cafeteria
- Non-Krannert student come to the library during lunch break

Graduate Student

- Graduate students surge into the library after class when study space in Rawls Hall is packed.
- More graduate students than undergraduate have used the collaborative screens.
- Graduate students stay longer hours from 1-5 hours in the library

Undergraduate Student

- Undergraduate students stay short hours from less than 1 to 2 hours in the library
- Undergraduate students value computers and printer the most because of schoolwork

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INTRODUCTION

The Roland G. Parrish Library of Management & Economics has aimed to be the pioneer in transforming the 21st Century academic library. The library has supported Krannert School of Management with business resources and collaborative spaces for decades. Till 2012, Parrish Library had undergone three phrases of renovation which altered it into an open space for modern information literacy and collaborative learning. Yet, the library had not yet evaluated its space utilization and students' activities in the last 5 years.

In 2017 Fall, Krannert Graduate Marketing Association and Purdue Marketing Association initiated a marketing consulting project for the Parrish Library to understand how students value the library. By quantitative and qualitative market research method, we hope to understand space utilization and students' preference. From these findings, we hope to provide insights for library in planning improvement on service and facility.

The experiential learning project was an interdisciplinary collaboration. The research team consisted of undergraduate and graduate students, marketing and business analytics major. Together team members contributed talents of research design, marketing strategy, recruiting and data analytics as maximum synergy to the project.

Our research is a case study of students' satisfaction survey for supporting library space and service planning. We apply online survey and focus group as a balanced method in gathering quantitative and qualitative data. Thus, we organized the paper by first explaining our research methodology for online survey and focus group. Second, we discuss key findings from online survey and focus group and synthesize overall insights. Lastly, we suggest recommendation based on our findings in terms of short and long-term goals.

METHODOLOGY

Online Survey and Onsite Survey (2017 Fall)
After meeting with librarians for clarifying the request, we designed an online survey in Qualtric for scanning the general perception of the Parrish library from Krannert students. We used the same set of survey during the onsite survey so as to efficiently combine responses altogether for interpretable results. The questionnaire encompasses demographic information, behavioral questions and facility utilization experience with multiple choices, ranking, and open questions. The questions are intended to glean insights for actionable suggestion by diving deep into students' experience and expectation.[2] The survey was sponsored by Ilana Stonebraker and Heather Howard with two $50 Amazon gift cards as lucky draw award.

Important Date
Dry runs of the questionnaire with 20 samples were conducted from October 19th to 24th (7 days).
Online survey went officially online from October 25th to November 22nd (28 days).
Onsite survey took place from October 25th to October 31st (7 days).

Target Audience
We targeted mainly at Krannert students who have used the library as well as those who don't use the library. We ask those who visit the library in the last 12 months because they had fresh memory of their experience. To extract a representative sample from the population. we kept equal proportion of genders while the number of undergraduate and graduate participants was monitored to be close to ratio 3:1.[3]

Promotion
For 4 weeks, we promoted the survey around Rawls Hall, Krannert building and Purdue Memorial Union on bulletin board, class breaks, social hour, Purdue email, and Krannert Students Newsletter. For onsite survey, team members took shifts and arranged a week-long schedule. Later we found that we could focus on peak hours like 3 to 6 pm in order to approach more participants efficiently. Every morning, we set a table with laptops/tablets at the spiral staircase and invited students to take the survey. We gave sweet treats after participants took the survey and invite them to join the Amazon gift card lucky draw.

	10/25/2017(Wed)	10/26/2017(Thurs)	10/27/2017(Fri)
12am-2am			
6am-8am	Shan	Hanna, Shan	
8am-11am	Shan (coffee hour)	Shan(till 9:30)	
11am-1pm	Shan		Alfredo, Shan
1pm-3pm	KA		Shan
3pm-6pm	BJ		Shan (till 4:30pm)
6pm-8pm	TM	Alfredo	Closed
8pm-11:30pm	MB		Closed
	Grad	**Undergrad**	**Undergrad**

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[2] Please refer to Appendix A for the complete set of the questionnaire, "Parrish Library Consulting Project - 2017".

[3] The ratio was referenced from University Enrollment Summary in 2016.
http://www.purdue.edu/enrollmentmanagement/researchanddata/enrollmentsummary.html

Survey Flow Map

For library users, we focused on frequency users[4] who had unpleased experience and asked them from reasons of dissatisfaction. For non-user, we invited them to give suggestion to the library for increasing their willingness to come.

Screening: Been there in 2017? — No → **Open Q:** Suggestion

Screening: Been there in 2017? — Yes ↓

Behavioral: Frequency, Duration, Enter Time →

Activity: Self-study, Group meeting, Printer/Computer →

Facility Satisfaction: Cafeteria, Info desk, Access to reserves, Checking out books, Leadership Communication Studio →

Collaborative Screen Experience: Used before? →

Open Q: Suggestion

Activity — Frequent users ↓ **Satisfaction:** Seat Availability, Lighting, Furniture, Wifi, Environment, Overall — Dissatisfied or Highly dissatisfied ↓ **Reasons for Dissatisfaction**

Facility Satisfaction — Dissatisfied or Highly dissatisfied ↓ **Reasons for Dissatisfaction**

Collaborative Screen Experience — Yes ↓ **Satisfaction** — Dissatisfied or Highly dissatisfied ↓ **Reasons for Dissatisfaction**

Collaborative Screen Experience — No ↓ **Why not use**

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[4] Frequency Users are defined as those who "always," "usually," "sometimes" go for self-study or group or "always," "usually" go for printer/computer.

Focus Group (2018 Spring)

Under budget constraints, we organized 5 focus groups with $10 incentive per person for a 45-minute discussion.[5] Each focus group would be conducted by a moderator and a note taker in Rawls study rooms with recording device. The discussion outline was developed from the findings of online survey and meetings with librarians. Since we found there was gender difference in opinions from our online survey, we decided to separate male and female in user groups to see how they speak differently. The focus for user group would be on disappointing experience while non-user group would be the factors for choosing a study space. Before launching the official focus groups, we had pilot focus groups among team members, which we took turned playing moderator role and developed interview skills.

		5 Focus Groups
User	Undergrad	1 group with 6 Male
		1 group with 6 Female
	Graduate	1 group with 6 Male
		1 group with 6 Female
Non-user	1 (6 Undergrad + 4 Graduate AND 5 Male + 5 Female)	
Budget	(5 groups) * (6 people in each group)* ($10 for 45 mins interview) = $ 300	

Important Date
One dry run took place on January 19th to finalize the discussion outline.
Official focus groups were conducted from February 7th to March 28th. More graduate students are available on Wednesday evening after the social hour in Rawls. Undergraduate focus group schedule scattered from Monday, Tuesday to Wednesday evening, depending on participants' availability.

Target Audience
For user groups, we look for Krannert students who visit weekly and stay for 1-2 hour for self-study.
For non-user, we look for students who had visited other libraries for study weekly, stay for 1-2 hour for self-study.

Promotion
We looked for participants via Purdue emails (2 responses out of more than 200 invitations), Marketing Association members (2 responses), Rawls social hour (20 responses) and networking.

Discussion Flow Map

Introduction → Experience → Study Space Preference → Safety Sense → Suggestion

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[5] Please refer to Appendix B for the original plan and Appendix C for the finalized discussion outline.

KEY FINDINGS

Online and Onsite Survey

I. Half students come weekly and the other half come monthly or less

In the survey, there are 79.4% of participants been to the Parrish library as least once in 2017. Among these library users, 51.7% of the participants visit the library weekly while the other visit 1-2 times a month or in longer period.
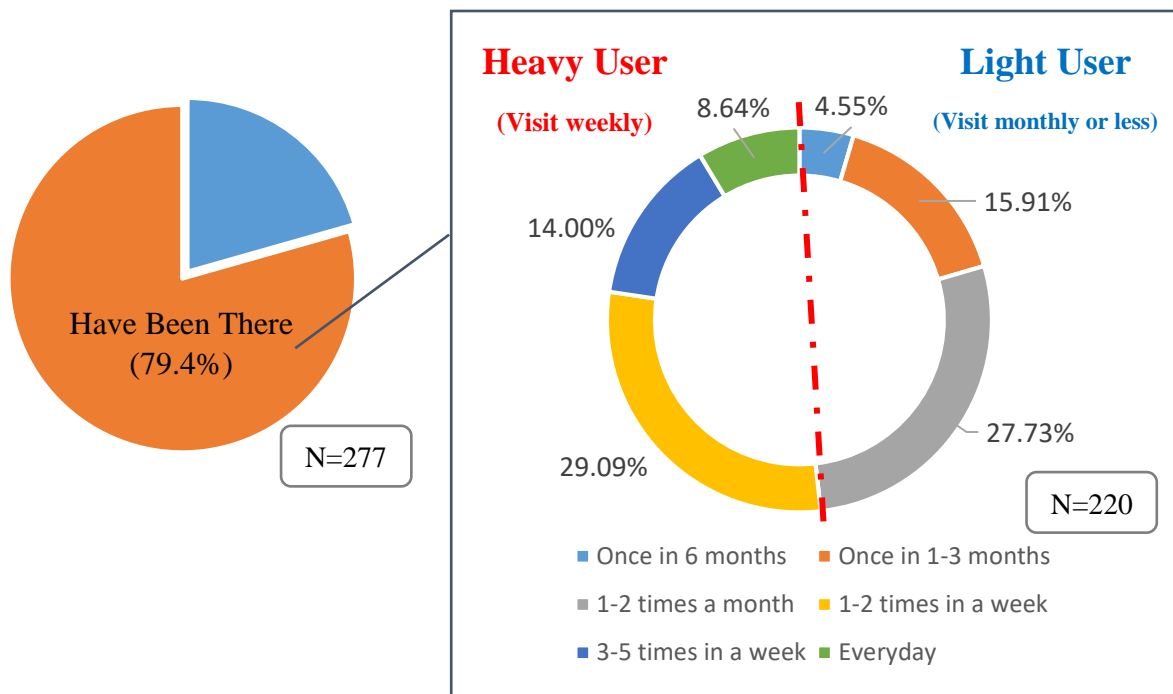
II. More graduate students than undergraduate have used the library

In the survey, we found 93.5% of graduate participants had visited the library while 74% of the undergraduate had. Some freshmen suggested that the library location is too far from dorms such as McCutcheon Hall. Other argued that they don't know much about the location or the resource of the library.[6] Still, we could compare the percentages among undergraduate students of each grade since we had imbalanced numbers of each grade: 130 freshmen (46.9%), 7 sophomores (2.5%), 23 juniors (8.3%), and 31 seniors (11.2%).
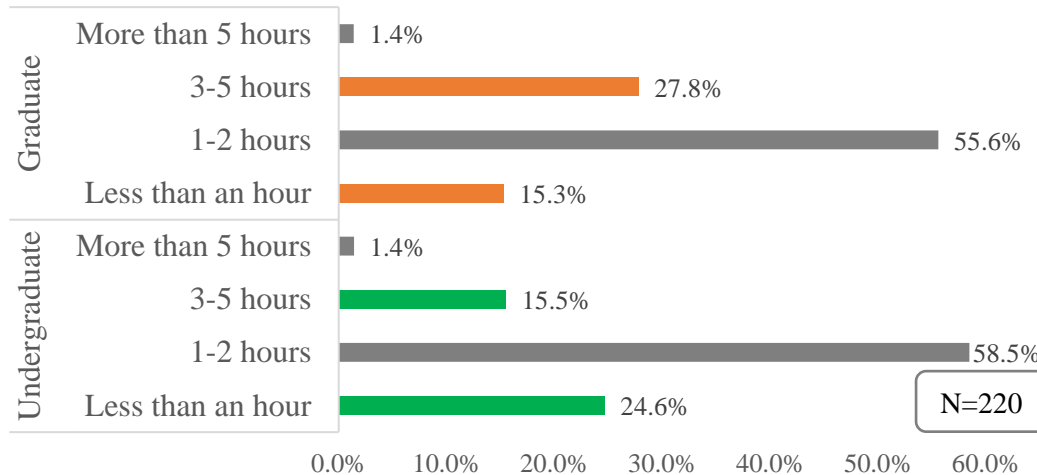

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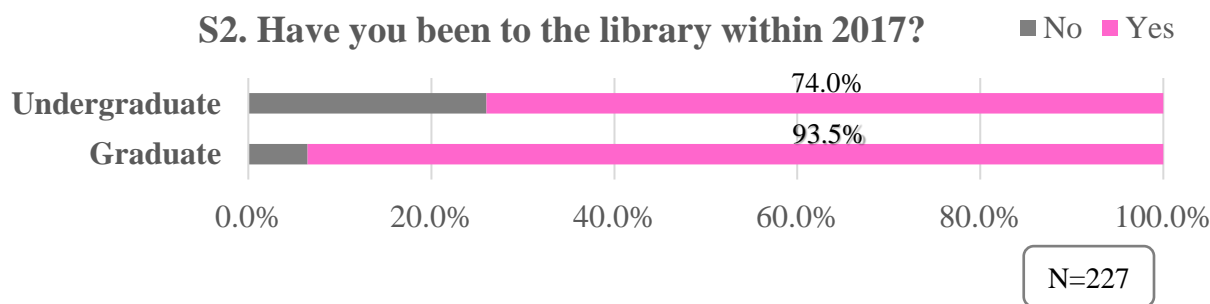
[6] For more feedback, please refer to Appendix A for Q17 "Why do you prefer NOT to use the Parrish Library?"

III. Undergraduate students stay for a shorter time than graduate students

More undergraduate students stay less than an hour (24.6%) than graduate students (15.3%). 27.8% of graduate students stay for 3-5 hours, which is proportionately higher than undergraduate students (15.5%).

Q2. How many hours a day do you usually spend when you go to the Parrish library?

Group	Duration	Percentage
Graduate	More than 5 hours	1.4%
	3-5 hours	27.8%
	1-2 hours	55.6%
	Less than an hour	15.3%
Undergraduate	More than 5 hours	1.4%
	3-5 hours	15.5%
	1-2 hours	58.5%
	Less than an hour	24.6%

N=220

IV. Graduate students surge into the library after class

46% of the graduate students visit the library after 3pm when most classes are over. Around 3pm, Rawls Hall is usually overflowed with students looking for study space and group meeting tables. When common areas and study rooms in Rawls are fully occupied, graduate students would cross the street and settle in the Parrish Library. On the other hand, we observed some undergraduate students go to classes at the Learn Lab in the morning, which may explain why more undergraduate enter the library before noon.

Q3. At what time do you usually enter the Parrish library?

N=220
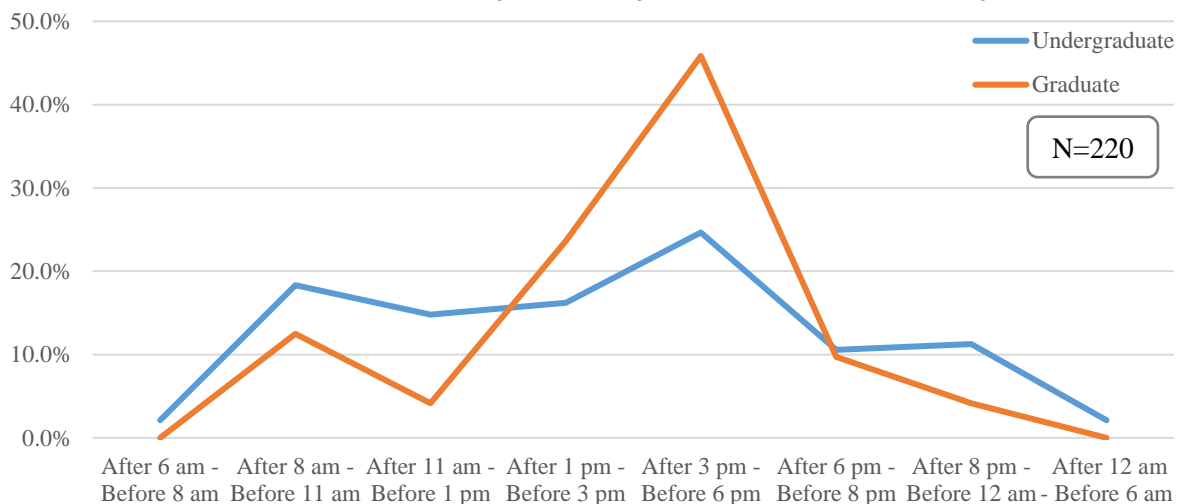
V. Non-Krannert students come for lunch break

25.9% of non-Krannert students claimed that they enter the library after 1pm till 3pm during lunch break, probably for heating lunch boxes with the microwave. Krannert students, as mentioned above, usually enter the library after classes end at 3pm.

Q3. At what time do you usually enter the Parrish library?
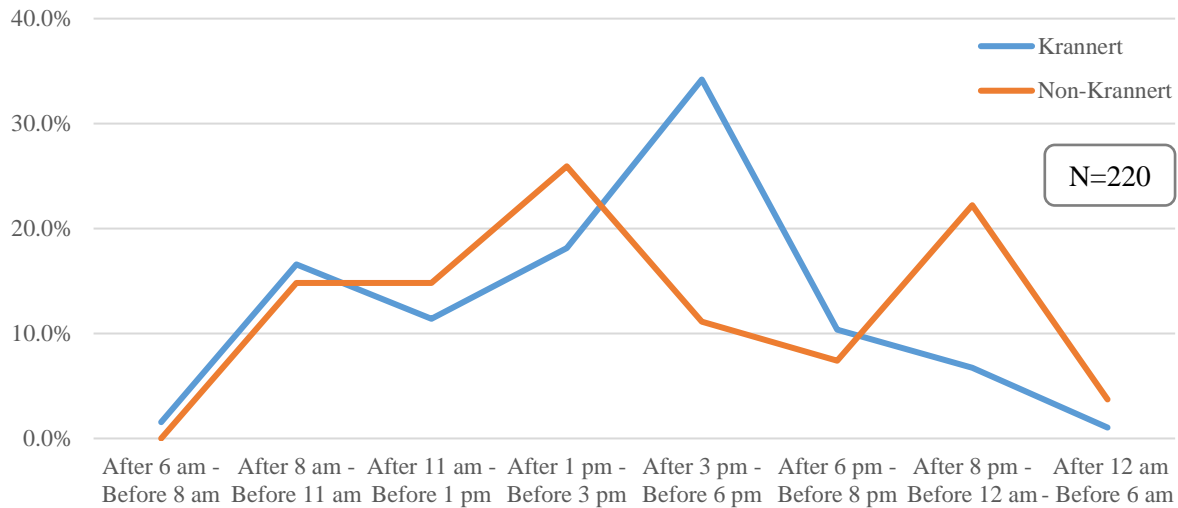
VI. Fewer females enter the library in the evening

Only 5% of females argued that they usually enter the library after 6pm, which is lower than male (14.3%). Whether it implies a safety concern among female requires more evidence. Therefore, we included "safety sense" into the focus group discussion outline as our next step.

**Q3. At what time do you usually enter the Parrish library?**
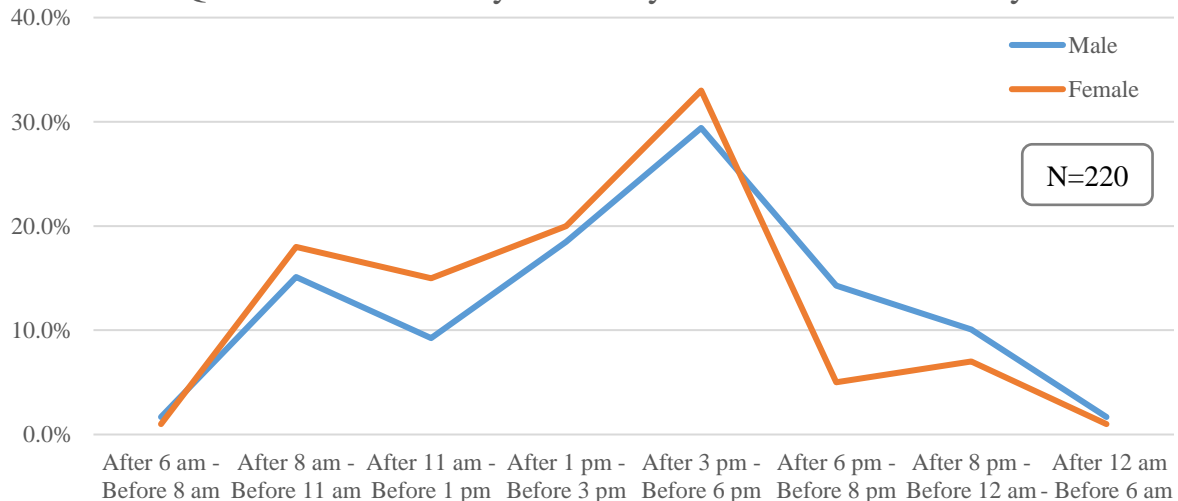
VII. More than half of the students come for self-study

We summed up the percentage of responses of "always" and "usually" to segment out those frequent users. Around 70% of students come to the Parrish Library for self-study. More graduate students (36.1%) than undergraduate students (26.8%) have group meetings in the library. 38.1% of students who live less or equal to 15 minutes away from Krannert building usually have group meetings in the library. 48.6% of undergraduate students use the computers or printers while only 29.2% of graduate students do. 46.8% of students who live 15-30 minutes away from Krannert building usually utilize the computer or printer.

Q4. How often do you do these activities in the library?
(Percentage = Always + Usually)
(By Degree and Travel Distence from Residence)
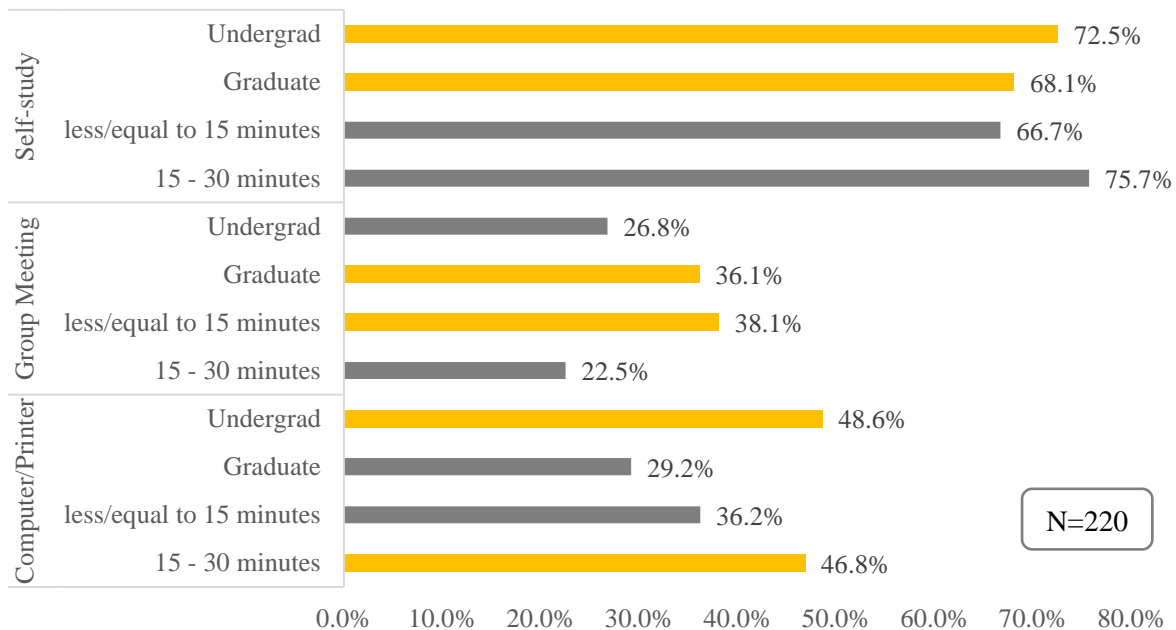
VIII.   Red sofa booth is the most popular study space

These are the top 3 popular study spots for self-study.

These are the top 3 popular spots for group meeting.

In the survey, we asked students to rank their top 3 favorite spots for self-study and group meeting. We found that the red sofa booth appears on both lists as number three and number one. Currently there are only 3 sets available in the library and they are usually occupied.

IX. Collaborative screens are popular among graduate and non-Krannert students.
Overall, there are 20.9% of students had used the collaborative screens. More graduate students (26.4%) than undergraduate (16.2%) had used them. Also, there are 40.7% of non-Krannert students claimed that they had related experience. More male (24.4%) than female (17%) had used them. On the other hand, we cannot tell significant difference from students living less/equal to 15 minutes away and those who live 15-30 minutes away.

		Count	Yes	No	Percentage
			%	%	%
Sum		220	20.9%	79.1%	100.0%
Student Identity#	Undergraduate	142	16.2%	83.8%	64.5%
	Graduate	72	26.4%	73.6%	32.7%
	PhD	6	66.7%	33.3%	2.7%
Gender	Male	119	24.4%	75.6%	54.1%
	Female	100	17.0%	83.0%	45.5%
	Prefer not to say	1	0.0%	100.0%	0.5%
Major	Krannert	193	18.1%	81.9%	87.7%
	Non-Krannert	27	40.7%	59.3%	12.3%
Travel Distance From Residence	less/equal to 15 minutes	105	18.1%	81.9%	47.7%
	15 - 30 minutes	111	22.5%	77.5%	50.5%
	30 - 60 minutes	3	66.7%	33.3%	1.4%
	More than 60 minutes	1	0.0%	100.0%	0.5%

X. Satisfaction rate are around 80%

In general, more than 80% of students are satisfied with their overall experience of self-study, group meetings and using computer or printer in the library. As for other services and facility, 72.2% of students feel satisfied with information desk services. Here, we only asked those who had experiences using these facilities/service to give satisfaction score. Satisfaction rate is computed by summing "high satisfied" and "satisfied." Dissatisfaction rate is computed by summing "high dissatisfied" and "dissatisfied." [7]

Satisfaction Rate for Overall Experience
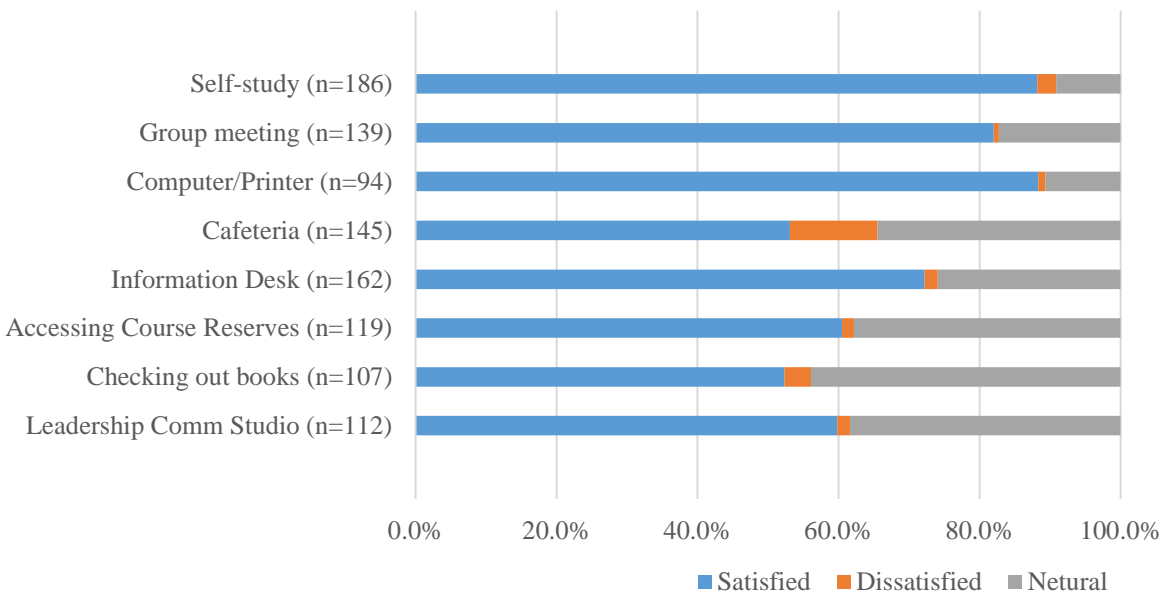
XI. Gender plays a role in satisfaction rate

We conducted Chi-square test[8] to examine the opinion difference among each group such as gender, degree, Krannert or not. and travel distance from residence. We found that males rated significantly higher in satisfaction of self-study, group meeting, computer/print, collaborative screen, and services/facilities than females did. To be more specific, more males are satisfied than females in "finding a seat," "lighting," and "furniture" for self-study. Also, more males (65.8%) are satisfied than females (41.3%) in "finding a seat" for group meeting.

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[7] Please refer to Appendix A for complete result and plenty of feedback from students in Q15 and Q16.

[8] The test was conducted by 95% confidence interval. For all the test result, please refer to OnlineSurvey_cross table.xlsx for the complete result.

Focus Group

Due to schedule constraints of participants and moderators, we ended up interviewing 22 students, including 7 undergraduate and 15 graduate students, 19 Krannert and 3 non-Krannert students. The following is the profile of participants.

User		
Graduate	Female	BAIM[9]
Graduate	Female	BAIM
Graduate	Female	Marketing
Graduate	Female	Marketing
Graduate	Female	MBA
Graduate	Female	MBA

User		
Graduate	Male	BAIM
Graduate	Male	BAIM
Graduate	Male	BAIM
Graduate	Male	MBA
Graduate	Male	MBA
Graduate	Male	MBA

User		
Undergrad	Male	Industrial Management
Undergrad	Female	Finance and Accounting
Undergrad	Female	Marketing

Non-user		
Undergrad	Male	Cyber Security
Undergrad	Male	Computer Science
Undergrad	Male	Information Technology
Undergrad	Female	Marketing
Graduate	Male	BAIM
Graduate	Male	MBA
Graduate	Female	MBA

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[9] Business Analytics and Information Management

I. **Undergraduate participants regard the library as an quieter alternative and value the computer the most**

Undergraduate participants think the Parrish Library is quieter and less crowded than Hicks and HSSE. They knew about the library because they had class in Krannert building or the learn lab. They think that computers, vending machine and coffee machine are the important features that attract them to the library. Besides, some undergraduate participants expressed their sense of belonging about the space.

> *"As a Krannert student, it feels like home, something special to us," from one female student.*

> *"I like to own my space. I don't like to sit beside others," from one female student.*

II. **Graduate participants appreciate the variety of furniture and good lighting.**

Graduate participants argued that Parrish Library looks modern and has a variety of furniture, with resources such as journals, database and books. They started to visit the library because of friends and group meeting. They value lighting, windows, charger, printer, scanner and other facilities in the library. Some participants praised the collaborative screens for group meetings.

> *"Different furniture suits different moods," from one female student*

> *"I like the windows in the library. They make the place look open," from one male student.*

> *"The windows beside the red booth are nice," from one female student.*

> *"I like the windows in front of the individual table," from one female student.*

> *"I think the library is only place equipped with a professional scanner, but the it is confusing to use. Even the staff (at that time) didn't know how to use it. It took me 2 hours to figure out how to make a pdf," from one male student.*

> *"Bad extension. I need more charging place," from one male student.*

III. **Both genders value the vending machine and cafeteria.**

Some participants claimed that the library is a good place for late night study because of vending machine and cafeteria. However, the smell coming from the microwave during lunch hour could be disturbing.

> *"Vending machine, and cafeteria with food is good for late night study," from one male student.*

"Both the vending machine and coffee machine are good," from one female student.

"I found the vending machine went out of stock at night," from one male student.

"Smells of food can be distracting when I tried to study," from one male student.

"I heated my lunch box in the library and took it to the first floor, so the smell won't disturb others," from one female student.

IV. Students look for quiet zone for concentration
Some participants contended that the library is quieter than Hicks or HSSES. Yet, there are times that it could be too loud for full concentration.

"Lack of quiet zone," from one male student

"I tried studying in the cooperate study room but there were people talking loudly," from one male student.

"There should be more small tables," from one female student.

V. The library is well lit all day but the Drawing Room needs more light at night
Most participants felt safe during day time. They felt comfortable for leaving belonging unattended for a restroom break. Yet, some suggested that the 1st floor (Drawing Room) needs to be lighter at night.

"I trusted the security there (on campus)." from one female undergrad.

"At night when you come down to the first floor, its' really dark and quiet. I didn't feel good," from one female graduate.

"I would exit the library from the staircase and avoid walking through the hallway (of drawing room)," from one female graduate.

"First floor is dark while the library is brighter and better for sitting," from one male student.

VI. Some seats are occupied intentionally
Some participants complained that they saw students who occupied the seats by leaving their bags. Since there are limited seats available in the library, behaviors like this makes it more difficult to find a seat.

"People left bags to save spots, but they did not show up. Often times same person occupied the same spots," from one male student.

Comprehensive Insights

To sum up the findings of online survey and focus group, we came with these insights:

- Graduate students had used the collaborative screens
- For self-study, the Parrish library is quieter than other libraries, but it could still too loud for full concentration. Some students are looking for individual cubical tables for self-study
- Both genders value the vending machine and cafeteria
- We could not tell why more male than female felt satisfied in "finding a seat"

Comparative Analysis Among Other Libraries

- **Hicks Undergraduate Library** is described as dungeon. Some students heard of incidents of stealing, The Café with good pastry open till 11pm is good for night study, a low-key place to stay. Yet, walking from Hicks to Chauncy could be very dark at night.
- **The Humanities, Social Sciences and Education Library (HSSE)** is huge and packed with books with a bit dated feeling like 1980s.
- **Wilmeth Active Learning Center (WALC)** is so big and crowded that some feel insecure for personal belongings.
- **Krach Leadership Center (KRCH)** has Starbucks with big widows, open space and white board on the wall.
- **CoRec** is good for causal study because of its high windows and sports vibe.
- **Purdue Memorial Union (PMU) Tap room** and **HAMP 2F** are a cool place for self-study (from engineering students)
- **West Lafayette Public Library** is a good alternative for school libraries.

RECOMMENDATION

I. The library received high satisfaction rate, so it should keep its quality information service and open space

Overall, the library received plenty of praises from students because of its open space, facility and resources. Some students suggested that the library had done a great job in providing a collaborative space and information service.[10] Yet, there are some room for improvement in the short term. Some participants mentioned they encountered stuffs who did not know how to use the scanner or could not help fixing problems with computers. Therefore, we suggest that the library could provide clear instructions for printer and scanner such as graphic illustration. Besides, some students look for color printers in the future too, which may require budget and space consideration.

II. The library could offer individual tables and silent space for self-study

According to the open questions in the survey and focus group interviews, some students suggest there should be more space for individual study. They argued that the library should provide more individual tables so as to avoid situations like a large group table being occupied with one person. Moreover, some students expect a silent area for full concentration. In fact, students have mixed opinions about how the space is designed for. Take the Corporate Study Room for example. One participant shared his experience and conveyed that he went there for quietness but got disturbed by noise. On the other hand, the online survey shows that 18.7% of students like to have group meeting there![11] Therefore, some students proposed that a silent room would be a helpful option for studying. One feasible way to divide the area would be placing a sign board of "Quiet Zone" as a reminder. In the future, the library could take these feedback into space arrangement.

III. The library should keep improving facility and encourage students to report problems.

According to the survey, we heard from some students suggested that the male restroom constantly goes out of service. Also, one participant from the focus group interview recalled that there was one time she could not find any computer to work on her assignment because the only one available turned out to be broken. To provide quality information service, the library should encourage students to report for maintenance such us computers, toilet, charging point, and HDMI connection for collaborative screens.

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[10] Please refer to Appendix A and find Q15 and Q16 for more compliments from students!

[11] Please refer to Appendix A for Q7 "What are your top preferred group meeting spots?"

IV.   The library could offer free coffee during final weeks.

As participants from the survey and focus group had suggested, the library could offer free coffee during final weeks for boosting mood. Besides, the library should keep the vending machine in stock for late night study. These would be helpful for students studying in the library during final weeks.

V.   The library should continue improving sense of safety in personal security and belongings

As far, most students feel safe throughout the day staying around the library because they trust the security in the campus. However, some participants had observed that the drawing room on the first floor could be dim at night which gives them a sense of insecurity. We suggest the library to collaborate with Krannert building administrator and improve the lighting together.

VI.   The library could work with professors to include library resources during their lecture

Some students argued that they don't know much about the library resources and availability so they don't have incentives to use. Here is a comment from the online survey:

*"As a freshman, in the beginning of the year, I did not know much about the
library and what exactly the space was for. I was also unsure if just anybody
could use that space, I thought it might be an area for only specific students,"
from one undergraduate student.*

Therefore, we suggest the librarians could work with faculty in Krannert and include library resources into business courses. When students start browsing the databases and journals for assignments, they would have a better idea of how to better utilize the copious resources.

VII.   The library could promote job search related resources and enhance collaboration with KPDC

Job search is one of the most critical thing for business students. Since the library owns resources that are helpful for cooperate research or industry insights, it can work with KPDC more closely and develop workshops to help students succeed in job search. So far the library have been working with the career coaches, thus we suggest that the library can further promote these resources available to students. The library could also better understand student's need and industry trend, which helps improve resource development in the long run.

ACKOWLEDGEMENT

RESEARCH TEAM

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MS in Marketing

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Sairam is currently a junior at Purdue, studying Marketing and Management. He will be graduating in the spring of 2019.

Alexander Batta

Alexander is a sophomore in Finance and Marketing. He comes from Batesville, Indiana. He is involved in the Purdue Marketing Association and currently the VP of Events. He also hold a job at the CoRec as a Facility Specialist.

Parrish Library Consulting Project -2017

S1 Are you an undergraduate/graduate student? (N=277)

○ Undergraduate (1) 69.3%

○ Graduate (2) 27.8%

○ PhD (3) 2.9%

○ Other, please specify: (4) 0.0%

S2 Have you been to the Parrish library within this year? (N=277)

○ Yes (1) 79.4%

○ No (2) 20.6%

Q1 How often do you go to the Parrish library? (N=220)

⭘ Everyday (1) 8.6%

⭘ 3-5 times in a week (2) 14.1%

⭘ 1-2 times in a week (3) 29.1%

⭘ 1-2 times a month (6) 15.9%

⭘ Once in 1-3 months (4) 4.5%

⭘ Once in 6 months (5) 27.7%

Q2 How many hours a day do you usually spend when you go to the Parrish library? (N=220)

⭘ Less than an hour (1) 21.8%

⭘ 1-2 hours (2) 56.8%

⭘ 3-5 hours (3) 20.0%

⭘ More than 5 hours (4) 1.4%

Q3 At what time do usually enter the Parrish library? (Single Choice) (N=220)

○ After 6 am ~ Before 8 am (1) 1.4%

○ After 8 am - Before 11 am (2) 16.4%

○ After 11 am - Before 1 pm (3) 11.8%

○ After 1 pm - Before 3 pm (4) 19.1%

○ After 3 pm - Before 6 pm (5) 31.4%

○ After 6 pm - Before 8 pm (6) 10.0%

○ After 8 pm - Before 12 am (7) 8.6%

○ After 12 am - Before 6 am (8) 1.4%

End of Block: Frequency, duration and time

Display This Question:

If Have you been to the Parrish library within this year? = Yes

Q4 How often do you do these activities in the Parrish Library? (N=220)

	Always (1)	Usually (2)	Sometimes (3)	Seldom (4)
Self-study (1)	40.0%	31.4%	13.6%	15.0%
Group meetings (2)	5.5%	24.1%	33.6%	36.8%
Printing documents or accessing computer software (3)	14.1%	28.6%	26.8%	30.5%

Q5 What are your top 3 preferred self-study spots? (Select up to 3 by checking boxes at upper left)

☐ Corporate Study Room (1) 26.7%

☐ Individual table (2) 31.6%

☐ Green couch and movable table (3) 20.9%

☐ Round table with black chairs (4) 24.1%

☐ White bar (5) 24.1%

☐ Brown sofa (6) 33.7%

☐ Red chair (7) 13.9%

☐ Red couch (8) 30.5%

☐ Blue zone (9) 20.3%

☐ Tables in folding divider (10) 12.3%

☐ Blue sofa (11) 9.6%

☐ Black sofa (12) 4.8%

☐ Hollister Conference Room (13) 4.3%

☐ Financial Conference Room (14) 3.2%

☐ Learn Lab (15) 8.0%

☐ Computer Zone1 (16) 11.2%

☐ Computer Zone2 (17) 6.4%

☐ None above (18) 0.0%

End of Block: Study Space

33

Display This Question:

If How often do you do these activities in the Parrish Library? = Self-study [Always]

Or How often do you do these activities in the Parrish Library? = Self-study [Usually]

Or How often do you do these activities in the Parrish Library? = Self-study [Sometimes]

Q6 How satisfied are you in using the study space in the Parrish Library? (N=187)

	1 (Highly dissatisfied) (1)	2 (dissatisfied) (2)	3 (Neutral) (3)	4 (Satisfied) (4)	5 (Highly satisfied) (5)
Finding a seat (1)	5.3%	15.0%	23.5%	40.1%	16.0%
Lighting (2)	2.2%	3.2%	10.2%	53.8%	30.6%
Furniture (3)	1.1%	2.1%	15.5%	47.6%	33.7%
Wifi connection (4)	0.5%	3.8%	17.3%	43.2%	35.1%
Environment (5)	0.5%	2.2%	15.6%	54.3%	27.4%
Overall experience (6)	0.5%	2.2%	9.1%	63.4%	24.7%

Q6.1 Why do you feel dissatisfied about finding a seat? (Multiple Choice) (N=296)

☐ Limited seats are available for self-studying. (1) 99.6%

☐ Available seats are messy. (2) 2.3%

☐ The furniture does not meet my need. (3) 2.6%

☐ Other reasons, please specify: (4) 0.8%

Q6.2 Why do you feel dissatisfied about the lighting? (Multiple Choice) (N=11)

☐ It's too dark for studying. (1) 30.0%

☐ It's too bright for studying. (2) 10.0%

☐ Lamps should be added to each table. (3) 50.0%

☐ Other reasons, please specify: (4) 10.0% (Voices seem to carry from long distances)

Q6.3 Why do you feel dissatisfied about the furniture? (Multiple Choice) (N=9)

☐ The tables are too small for placing laptops and books. (1) 33.3%

☐ The chairs are not cozy enough for long-sitting. (2) 33.3%

☐ Some of them are broken and need to be fixed. (3) 33.3%

☐ Other reasons, please specify: (4) 50.0% (Some of the sofas are a little low for the desks; I don't like the brown couches that move. I sit down and it slides around; Not enough booths)

End of Block: Self-study followup 1

Start of Block: Self-study followup 2

Q6.4 Why do you feel dissatisfied about Wifi connection? (Multiple Choice) (N=11)

☐ It's too slow for downloading files. (1) 37.5%

☐ It's difficult to connect. (2) 50.0%

☐ The connection is unstable. (3) 50.0%

☐ Other reasons, please specify: (4) 0.0%

Q6.5 Why do you feel dissatisfied about the environment? (N=5) (Multiple Choice)

☐ I need more privacy. (1) 20.0%

☐ It's too noisy for studying. (2) 80.0%

☐ The seats are messy. (3) 0.0%

☐ The air condition is too cold. (4) 0.0%

☐ The restrooms are untidy. (5) 0.0%

☐ Other reason, please specify: (6) 0.0%

Q6.6 Why do you feel dissatisfied about the overall experience? (Select up to 2 choices) (N=7)

☐ It's difficult to find a seat (1) 60.0%

☐ The lighting is not suitable for studying. (2) 20.0%

☐ The tables and chairs don't meet my need. (3) 20.0%

☐ Wifi connection is not convenient. (4) 20.0%

☐ The environment needs to be improved. (5) 40.0%

☐ Other reasons, please specify: (6) 0.0%

✳

Q7 What are your top 3 preferred group meeting spots? (Select up to 3 by checking boxes at upper left)

☐ Corporate Study Room (1) 18.7%

☐ Individual table (2) 7.9%

☐ Green couch and movable table (3) 23.0%

☐ Round table with black chairs (4) 28.8%

☐ White bar (5) 16.5%

☐ Brown sofa (6) 12.2%

☐ Red chair (7) 16.5%

☐ Red couch (8) 28.8%

☐ Blue zone (9) 28.1%

☐ Tables in folding divider (10) 27.3%

☐ Blue sofa (11) 7.2%

☐ Black sofa (12) 1.4%

☐ Hollister Conference Room (13) 17.3%

☐ Financial Conference Room (14) 14.4%

☐ Learn Lab (15) 19.4%

☐ Computer Zone1 (16) 7.9%

☐ Computer Zone2 (17) 9.4%

☐ None above (18) 0.0%

Q8 How satisfied are you in using the group meeting spots in the Parrish Library? (N=139)

	1 (Highly dissatisfied) (1)	2 (dissatisfied) (2)	3 (Neutral) (3)	4 (Satisfied) (4)	5 (Highly satisfied) (5)
Finding a table/room (1)	2.2%	12.2%	30.9%	39.6%	15.1%
Lighting (5)	0.0%	1.4%	15.1%	49.6%	33.8%
Furniture (2)	0.0%	3.6%	18.0%	44.6%	33.8%
Wifi connection (3)	0.7%	1.4%	16.5%	46.0%	35.3%
Environment (4)	0.7%	0.7%	15.1%	51.8%	31.7%
Overall experience (6)	0.0%	0.7%	17.3%	48.9%	33.1%

Q8.1 Why do you feel dissatisfied about finding a table or a room? (Multiple Choice) (N=23)

☐ Limited tables are available. (1) 95.0%

☐ It's difficult to book a room. (2) 5.0%

☐ I don't know how to book a room. (3) 10.0%

☐ Other reasons, please specify: (4) 5.0% (limited spots for group meeting)

Q8.2 Why do you feel dissatisfied about the lighting? (N=2) (Multiple Choice)

☐ It's too dark for group meetings. (1) 50.0%

☐ It' too bright for group meetings. (2) 50.0%

☐ Other reasons, please specify: (3) 0.0%

Display This Question:

> *If How satisfied are you in using the group meeting spots in the Parrish Library? = Furniture [Array]*
>
> *Or How satisfied are you in using the group meeting spots in the Parrish Library? = Furniture [Array]*

Q8.3 Why do you feel dissatisfied about the furniture? (Multiple Choice) (N=6)

☐ There are not enough chairs. (1) 40.0%

☐ The table is not large enough for group meetings. (2) 40.0%

☐ Some of them are broken and need to be fixed. (3) 20.0%

☐ Other reasons, please specify: (4) 20.0% (Chairs are weirdly uncomfortable)

End of Block: Group meeting followup 1

Start of Block: Group meeting followup 2

Display This Question:

> *If How satisfied are you in using the group meeting spots in the Parrish Library? = Wifi connection [Array]*
>
> *Or How satisfied are you in using the group meeting spots in the Parrish Library? = Wifi connection [Array]*

Q8.4 Why do you feel dissatisfied about Wifi connection? (N=3) (Multiple Choice)

☐ It's too slow for downloading files. (1) 33.3%

☐ It's difficult to connect. (2) 33.3%

☐ The connection is unstable. (3) 33.3%

☐ Other reasons, please specify: (4) 0.0%

Q8.5 Why do you feel dissatisfied about the environment? (Multiple Choice) (N=6)

☐ Group meetings need more privacy. (1) 40.0%

☐ It's too noisy for group meetings. (2) 60.0%

☐ The seats are messy. (3) 0.0%

☐ The air condition is too cold. (4) 0.0%

☐ The restrooms are untidy. (5) 20.0%

☐ Other reason, please specify: (6) 0.0%

Q8.6 Why do you feel dissatisfied about overall experience? (Select up to 2 choices) (N=1)

☐ It's difficult to find a table or a room. (1) 0.0%

☐ The lighting is not suitable for group meetings. (2) 0.0%

☐ Wifi connection is inconvenient. (3) 0.0%

☐ The environment needs to be improved. (4) 100.0%

☐ Other reasons, please specify: (5) 0.0%

Q9 How satisfied are you in using the printers and computers in the Parrish Library? (N=94)

	1 (Highly dissatisfied) (1)	2 (dissatisfied) (2)	3 (Neutral) (3)	4 (Satisfied) (4)	5 (Highly satisfied) (5)
Computers (1)	3.2%	1.1%	14.9%	50.0%	30.9%
Printers (2)	1.1%	4.3%	8.5%	56.4%	29.8%
Overall (3)	1.1%	0.0%	10.6%	61.7%	26.6%

Q9.1 Why do you feel dissatisfied about the computers? (Multiple Choice) (N=7)

☐ I had trouble finding an available seat. (1) 25.0%

☐ The internet connection is too slow. (2) 0.0%

☐ They are not equipped with the software I need for assignments. (3) 50.0%

☐ Some software version are not up to date. (4) 50.0%

☐ Other reasons, please specify: (5) 50.0% (Computers are too old & dirty; The system deletes all files every time I log out)

Q9.2 Why do you feel dissatisfied about the printers? (Multiple Choice) (N=9)

☐ There are times that they run out of paper when I need to print. (1) 40.0%

☐ The connect between printers and computers is unstable. (2) 40.0%

☐ Sometimes they do not print neatly and properly. (3) 40.0%

☐ I don't know how to get color-printing. (4) 20.0%

☐ Other reasons, please specify: (5) 20.0% (Color printer is needed in Krannert for public use.)

Q9.3 Why do you feel dissatisfied about the overall experience? (Select up to 2 choices) (N=1)

☐ The computers do not meet my need. (1) 100.0%

☐ The printers do not work properly. (2) 0.0%

☐ The tables are too small. (3) 0.0%

☐ The chairs are not comfortable. (4) 0.0%

☐ Other reasons, please specify: (5) 0.0%

End of Block: Printer and computer followup 1

Q10 How satisfied are you in using the following service and facilities in the Parrish Library?
(Some instructors have textbooks as "course reverses" available for students to read in the Parrish Library.)

	1 (Highly dissatisfied) (2)	2 (dissatisfied) (3)	3 (Neutral) (4)	4 (Satisfied) (5)	5 (Highly satisfied) (6)
Cafeteria facility (coffee machine, microwave, vending machine, water fountain) (1) (N=145)	3.4%	9.0%	34.5%	39.3%	13.8%
Information desk (2) (N=162)	0.0%	1.9%	25.9%	50.6%	21.6%
Accessing course reserves (3) (N=119)	0.8%	0.8%	37.8%	48.7%	11.8%
Checking out books (4) (N=107)	0.9%	2.8%	43.9%	37.4%	15.0%
Leadership Communication Studio (6) (N=112)	0.0%	1.8%	38.4%	40.2%	19.6%

Q10.1 Why do you feel dissatisfied about the cafeteria facilities? (Multiple Choice) (N=6)

☐ The coffee machine does not work properly. (1) 20.0%

☐ The microwave does not work properly. (2) 0.0%

☐ The vending machine does not work properly. (3) 20.0%

☐ The water fountain does not work properly. (4) 20.0%

☐ Other reasons, please specify: (5) 60.0% (I would appreciate it if there was an option to pay with dining dollars; The machine is a bit old; I could not find the option for water bottles in the vending machine.)

Q10.2 Why do you feel dissatisfied about in information desk? (N=3) (Multiple Choice)

☐ The staff could not answer my questions. (1) 33.3%

☐ The staff was not willing to help. (2) 0.0%

☐ I could not find anyone to ask when I was in need. (3) 33.3%

☐ Other reasons, please specify: (4) 33.3% (A staff gave me misleading instructions of printer)

Q10.3 Why do you feel dissatisfied about accessing course reserves? (Multiple Choice) (N=3)

☐ I could not find the book I needed. (1) 66.7%

☐ I needed more time to read the reserves. (2) 33.3%

☐ Other reasons, please specify: (3) 0.0%

Start of Block: Other facility followup 2

Q10.4 Why do you feel dissatisfied about checking out books? (N=4) (Multiple Choice)

☐ I could not find the book I needed. (1) 75.0%

☐ I wanted to extend the time for checking out. (2) 25.0%

☐ The books were in bad condition. (3) 0.0%

☐ Other reasons, please specify: (4) 0.0%

Q10.5 Why do you feel dissatisfied about the studio? (N=2) (Multiple Choice)

☐ It's difficult to book the room. (1) 100.0%

☐ The instruction of how to use the facility inside was not clear enough. (2) 0.0%

☐ I hope to extend my booking time. (3) 0.0%

☐ Other reasons, please specify: (4) 0.0%

End of Block: Other facility followup 2

Q11 Have you ever used the collaborative screens in the Parrish Library?

○ Yes (1) 20.9%

○ No (2) 79.1%

Q12 Why DON'T you ever use the collaborative screens? (Multiple Choice) (N=203)

☐ I don't need to display anything on the screens. (1) 67.8%

☐ I don't like to display my screen while other people are around. (2) 11.5%

☐ I don't know how to use it. (3) 28.2%

☐ Other reasons, please specify: (4) 9.2% (I have no reason to use it; I did not know about it; I had transition problem; I prefer to use the screens in Rawls; I cannot plug my Mac in; There was not HDMI available; I never come in the library in groups so I seldom used it.)

Q13 How satisfied are you in using the collaborative screens? (N=46)

○ Highly satisfied (1) 30.4%

○ Satisfied (2) 52.2%

○ Neutral (3) 13.0%

○ Dissatisfied (4) 4.3%

○ Highly dissatisfied (5) 0.0%

Q14 Why did you feel dissatisfied about the collaborative screens? (N=2) (Multiple Choice)

☐ I did not know how to connect my laptop to the screen. (1) 0.0%

☐ I failed to connect my laptop to the screen. (2) 50.0%

☐ I need more privacy when using the screen. (3) 0.0%

☐ Other reasons, please specify: (4) 50.0% (if you can provide HDMI connector, that will be much better for mac book users)

Q15 What are the difficulties you had in using the Parrish Library?

	Difficulties	Count
Seat	Finding a seat	36
	Finding chairs for individual study	6
	Sometimes it's hard to find group meeting space, because there is not much space.	2
	It is hard to find spaces to study in the mid-afternoon.	2
	Finding a seat during exam period	2
	I think with all libraries there aren't any private study rooms. They all seem like they require large groups. But if you need to record a presentation or practice something out loud there aren't really individual room spaces.	1
	It is very hard to find a seat. Typically the library is packed when I go to use it unless I go very early in the morning.	1
	I found out there are seats with stuff on them but it seems these people don't come back in short time period.	1
	Difficulties I have had with using Parrish Library is during busy hours it is hard to find a seat.	1
	It's usually a quiet environment and not ideal for conducting group meetings.	1
	The individual seats along the wall are nice, but usually filled.	1
	Finding chairs or space at booths or desks	1
	Finding all of the different study areas	1
	Finding empty tables with electric plugs	1
	Finding seating on the weekends	1
Silent Room	I could not concentrate while doing individual homework due to lots of distractions and noises around the library.	9
	I feel like the study place lacks privacy. I like studying alone and not be interrupted by noise, so having quite areas and being somehow isolated from other people would be great.	2
	I think it is more of a collaborative space than a library - if I need a quiet space to do hard-thinking work, students are often talking to much/too loudly in Parrish and I re-locate to a different space. But if I just need to do some simple work it's great.	1
	I don't like people chatting too loud in the public/common areas either, so I also don't want to disturb others who are trying to study.	1
	Since it's a public area, it's hard to find a quiet study space in the Parrish Library sometimes.	1

	Sometimes it may be loud in the area, but that is expected with group projects going on.	1
	Students that take phone calls in the study areas.	1
	Sometimes people speak loudly in self-study room.	1
Computer	I have difficulty finding a computer to use during the hours I visit the Parrish Library.	2
	I've had instances where the computers wouldn't download a file for me to print, and the information desk people couldn't fix it.	1
	Computers did not allow downloading things from Blackboard and sending them to printers.	1
	Computers should be widescreen.	1
	Computers sometimes don't work.	1
	Technical help required	1
Printer	The printers are out of paper sometimes.	2
	Sometimes printing is difficult.	2
	The printer is not connected with print website, which is so inconvenient for me to print studying material.	1
	I had to save a document before printing it out. Computers could not open documents and ran too slowly.	1
	I am not clear how to print stuff from my personal computer.	1
Furniture	Most tables are rather small for group meeting, say put 4 laptops on the table.	1
	Trying to find a comfortable place to study in the middle of the day.	1
	High chairs need to be less wobbly.	1
Opening Hour	The opening hours during weekend is too short.	5
	I'm not sure if it just started this year, but the change in hours is pretty inconvenient. Last year, I don't remember hours for Parrish changing on the weekend compared to the weekdays. If we could go back to how it was before where the library would always close at 12 that would be fantastic.	1
	Closing too early in the summer.	1
Coffee Machine	Coffee machine did not working and still took my money.	1
	How the coffee machine works is confusing.	1
	Coffee machine did not work.	1
Color Printer	No color printers	2
	I don't know how to get color printing from here.	1
HDMI	I had trouble connecting my laptop to the screens.	2
	The collaborative screens did not provide an HDMI wire that is needed for most laptops, thus only very old laptops can be used to access the collaborative screens.	1
Lighting	The lighting of the rooms could be better. At times, it seems too dark to study. (blue zoon, round table, computer zone with Krannert system)	1
	The seats I like are usually occupied The light is dark (red couch and brown sofa)	1
Others	Parrish Library is too far away from my dorm.	3

	I could not find the specific resources that I need, such as a particular book.	2
	Had trouble finding the directions to the restroom the first time.	2
	I had trouble connecting personal devices to the internet.	2
	As a freshman, in the beginning of the year, I did not know much about the library and what exactly the space was for. I was also unsure if just anybody could use that space, I thought it might be an area for only specific students.	1
	Low quantity of core course books such as financial accounting. Only one copy of the book "Accounting for Decision Makers" is available in the library.	1
	I would like to be able to purchase a drink but because I'm so used to using my dining dollars I rarely bring my wallet with me.	1
	The water fountain was broken and I have to pack up all my stuff to leave to go downstairs to get water.	1
	I could not find better access to charging points. It's inconvenient to use the points plugged.	1
	I don't like the fact that there are not that many books in the library.	1
	Occasionally I need some PDF reports for some market research databases.	1
	Time slots that people book are sometimes not used.	1
	I don't know how to use all the equipment there.	1
	Difficulty in finding appropriate databases.	1
	People being in reserved rooms.	1
	There are too few restrooms	1
	It's hard to find the library.	1
Praise from students	I have not had any difficulties in Parrish Library, always have found a spot and the environment was great to meet or study in.	1
	The few times I have been there, I have been able to find a seat, and the environment has allowed me to be productive.	1
	I've never had any difficulties but I feel like I haven't used the library to it's full potential.	1
	Every time I have gone there it has been a great place to study, and/or do homework.	1
	The staff is super friendly.	1
	All enjoyable experiences	1

Q16 Could you give some suggestions to improve the facilities or service of the Parrish Library?

	Suggestions	Count
Seat	Add more seat please!	17
	Add more individual seating	13
	I really enjoy the individual cubicle type seats in Hick's Undergraduate Library, and Parrish has a few seats like that, but they are filled usually. If there was any way to get a few more individual study spots, that would improve my experience in the library.	1
	I'm a Krannert grad student, so maybe having one room that is only accessible for Krannert grad students would improve my personal experience so I don't have to "compete" with undergrads with finding a spot for group work or individual study.	1
	People tend to leave their stuff on tables and booths and disappear for a long time. I wouldn't mind so much but then I have a hard time finding a space to study when people could give up their spot and move somewhere else.	1
	Possibly increasing the number of single study space available for individual students. Often times there will only be a single student at a table for four, and this is usually a waste of space.	1
	There are a lot of group-study area and the overall design is very collaborative and open, but if there are more space for individuals and more seats and more computers that would be great.	1
	There should be more copies of reference books. Group meetings should be closed doors there should be some bean bags in the main hall :)	1
	Perhaps more single study areas with blinders. I just like desks like those because they block distractions.	1
	I would suggest to increase the capacity, but it is cramped enough that it is not a good idea to add seat.	1
	Increasing seating capacity if possible maintaining a peaceful study environment	1
	More individual seating, so one person does not have to take up a whole couch.	1
	The seating arrangements of open area could be a bit more organized.	1
	I wish there were conference rooms available at all times.	1
	Re-organize the space so it could include more tables.	1
	Better seating, more study spaces, and more computers	1
	Make rooms that can be used for private studying	1
	Add more seating options and add more computers	1
	Chairs are too highly for the round tables.	1
	Add more places to sit for groups	1
Silent Room	Please employ rules to make people quiet or make some specific rooms for discussion.	1

	More isolated and separate spaces for group meeting should be made	1
	Noisy section and quiet section. Or 24/7 quiet hours	1
	Set aside areas for silence, whisper, and talking	1
	I would possibly recommend a silent reading room.	1
	Create more space to study less "hang out"space	1
	Individual study rooms would be highly useful.	1
	Strict silence policy	1
	Noise reduction	1
Computer	Add more computers	9
	More personal computer seats would be perfect since students need to operate some of the softwires that can only accessed through computers in library.	1
	More number of computers in common area for group discussions.	1
	Put more tables in if possible and maybe update the computers	1
	Add more Krannert Student only computer stations	1
	Add widescreen monitors	1
Printer	A help desk for the printers perhaps? I know a lot of people come to the library to get their printouts and/or scanned documents, and the system is quite buggy.	1
	I didn't know how to use the printers the first time, so I need instructions on how to use them	1
	Displaying clear instructions on how to print from a personal computer	1
	Add another printer	1
Furniture	Have more comfortable seating areas	3
	Add more red couches instead of the red chairs	2
	Comfortable seat and table that fits most of us in terms of height	1
	More practical seating, less couches	1
	More ergonomic furniture	1
	More sofa seating	1
	More comfy spaces	1
	Stabilize high chairs	1
	More couches	1
Opening Hour	Hopefully the library can open for longer hours.	5
	Open earlier or close later on weekend.	1
Coffee Machine	Free coffee	2
	If the coffee machine could be fixed or upgraded that would be great.	1
	Free coffee to Krannert Students.	1
	Change the roast of your coffee	1
	More options for coffee	1
	Cheaper coffee	1
Lighting	Better lighting in some spots	2
	Adding some natural light would really help.	1
	Slightly brighter lighting	1
Others	A color printer could be helpful.	4
	Provide HDMI for collaborative screens	4

	Bring more books into the Library.	3
	Improve the stability and connection of wifi	2
	Increase the stock of requisite books (core & elective) for the courses being undertaken as a part of the grad programs in Krannert	1
	Have some more food instead of snack only. Put sandwiches or something in vending machines so that it works 24 hours a day.	1
	If there was an option to pay with dining dollars I would probably spend more time in the library.	1
	Introduce the library to freshman early so they know of the resources available	1
	I don't know how to use collaborative screens, so I need better instructions for them.	1
	I would suggest better vending machine options, such as bottled water.	1
	Online access to newspapers - NYTimes, wall st journal, etc.	1
	Cancel time slots if they don't validate an hour prior	1
	Make the help desk more efficient in talking to people	1
	Improve the water fountain and the food selection.	1
	Have directional signs leading to the restroom	1
	Introduce group activities in the Library	1
	Better cafeteria, better food options	1
	Maybe have more business data bases	1
	More options in the vending machine	1
	Add some more Bloomberg devices	1
	Give more direction to students	1
	Put directions to bathroom.	1
	More efficient use of space	1
	More collaboration screens	1
	Make it more well-known	1
	Make it easier to find	1
	Presence of more staff	1
	Make it more fun	1
	Make it modern	1
	More staplers	1
	More puzzles	1
Praise from students	I think everything is great.	10
	You guys do a great job already!	2
	I actually really enjoy Parrish library how it is. I feel like, as a non - management student I don't used this facility as much as I should. Every time I go in there I can always find a seat and the lighting in there is great.	1
	Honestly, the Parrish Library is one of my favorite spots on campus to use as a study space. I don't think I could think of a way to improve it because it already has so many good resources.	1
	There's none a lot really. It's a good place to meet and study. I just don't spend a lot of time there cause most of my classes are in Beering and its far away from my dorm.	1

	Not that I can think of, because there are a good amount of spaces to work and it is always very quiet and relaxing to get work done in this area.	1
	The microwave is very convenient. I love the white bar table because I can stand when I am working on my computer. The newspapers are also great.	1
	There is not much in my mind that needs to be improved. Just keep up to date with the furniture and I believe the library will be great.	1
	There is nothing to improve. Everything is just fine.	1
	So far so good, I really enjoy studying at the library.	1
	There are no improvements needed to be made.	1
	No I think it already has a lot to offer.	1
	I like pretty much everything I've used	1
	Overall, it's a great place for study!	1
	So far I think it is pretty good.	1
	Keep up the good work!	1
	Everything seems fine.	1

End of Block: Open Questions

Q17 Why do you prefer NOT to use the Parrish library?

	Reasons	Count
Lack of Information about the library	I haven't heard of Parrish library until now.	8
	I do not know enough information about Parrish library and how its resources would benefit me.	2
	I had never heard of it until this survey	2
	Don't know where it is.	2
	It is not that I prefer not to use this specific library, I was just unaware of its existence. Being a new student at Purdue University, I am learning about all the different study locations. I am open to using the area.	1
	I am honestly not sure where it is and I am always near the Union or the Hicks undergraduate library so I just go to either of those buildings.	1
	I have not heard of the Parrish library until just now. Maybe if it was more advertised, I would go and check it out.	1
	I didn't know about the Parrish library (I am aware of Hicks, Stewart and a few science libraries but not this one).	1
	Honestly, I have not heard what or where it is. I would love to learn about it though!	1
Distance from dorm or class	It's far away from my dorm.	5
	It is further away from the main campus thus I need to have some time to spare to spend a good amount of time in the library.	1
	I don't use the Parrish library because I have been going to WALC lately. It is closer to my residence hall.	1
	It is too far away from my dorm and there are places to study nearby like the PMU and the WALC.	1
	Main buildings I stay are around the corner of Northwestern Ave and W Stadium Ave.	1
	There's nothing wrong with it. It's just not near any my classes this semester.	1
	It is too far away from my apartment, but it looks like a nice facility for students.	1
	I just figured that its always busy and that my room is closer.	1
	It is far from where I live this year (McCutcheon Hall).	1
	It's further away from the WALC and not as big.	1
	It is a little bit far from my lab building.	1
	It is far from where I live.	1
	Distance from apartment	1
Other	I haven't had a reason to go to Parrish library.	5
	I like to study at home.	2

	I usually study in my room. I only go to Krannert once a week when I have class so I go to other libraries that are closer to other buildings.	1
	I've always used the study areas in WALC and Krach, but I am open to the idea of using the Parrish Library.	1
	Most books seem to be online these days so its more work to actually go to a library.	1
	I have study hall hours every week, required by the football team, in Brees.	1
	I usually tend to go to other places in Krannert to study and do homework.	1
	I have never had any assignments that needed me to to a library yet.	1
	I prefer to use the Brees center for studying and tutoring sessions.	1
	I usually do most of my work at my desk in the IE department.	1
	I find WALC to be more convenient to access.	1
	I rather use the engineering library.	1
	It does not have books I need.	1
	I don't study in libraries.	1
	Hicks library is easier.	1
	There aren't any books!	1

Q18 What service or facility would you like to suggest to the Parrish Library to offer that could increase your willingness to use the library?

		Reasons	Count
Service		I think if the library offered better hours. I know I tend to study very late, and that may make me more inclined to use this library.	1
		If they a way where you could go in and learn how to use Excel, PowerPoint, and other such programs.	1
		Tutors and class help if they do not already have these programs.	1
		The library should be open 24 hours for students.	1
		I would recommend more tables with plug-ins.	1
		IT services for Krannert/ business students	1
		Easy access to books and research papers	1
		A service that delivers the books	1
		Free tutors like the Brees center	1
		Longer service hours	1
		Free tutoring	1
		Online books	1
		Mentors	1
		Food	1
Study Space		Study rooms	2
		If they do not have closed off areas to practice speeches or presentations, that might be something interesting and helpful to add.	
		Add many study rooms with white boards so that students use it for studying. The ones in WALC and Hicks are not enough.	1
		If there are quiet study spaces that would be a great way for me to study effectively at the library.	1
		Assuring that its a quiet place but there are always places available to sit	1
		The ability to get study hall hours for my sport.	1
		Study rooms for group work: 5-10 people	1
		Multimedia room.	1
Distance		I'm not sure where it is currently located, but somewhere on campus close to everything would be great!	1
		I think it offers great services, it is just not a convenient location for me.	1
		Closer to River Market apartments	1
Other		Advertisements of the Parish Library so that students know where the library is located and how big the study spaces are.	2
		I think Parrish is good as it is.	2
		Wide range of books	2
		Well, I've never gone because I haven't needed to yet. But, this is my first year at Purdue and I never heard of Parrish library or know where it is	1

	located. Maybe you can advertise the library more around campus with posters/flyers.	
	I believe that the library is already wonderful. From my research, the café style setup allows for a comfortable, yet productive environment. Ranked 11th nationally, I am intrigued to check it out.	1
	Maybe the various libraries on campus could advertise themselves more somehow? Unsure but I wish I knew more about the various libraries and what they looked like/their facilities.	1
	Since I have never been there, I'm not sure. A cafe would attract me, but as long as it has good seating and quiet environment I'm sure I'll like it.	1
	A sign saying where it is. Not sure where it is at all and I have either never seen it or just not noticed it.	1
	I haven't been here before as I am a CS student and use Lawson more, which is more accessible.	1
	I'm willing to use the library, I just haven't had a reason to.	1
	More public notice! I'd love to study there!	1
	New modifications and a relaxing atmosphere.	1
	More advertising	1
	Comfort	1
	Beanbags	1

S3.1 What year are you in? (N=192)

◯ Freshman (1) 67.7%

◯ Sophomore (2) 3.6%

◯ Junior (3) 12.0%

◯ Senior (4) 16.1%

◯ Others, please specify (5) 0.5% (While I'm a first year student I have a sophomore amount of credits.)

S3.2 What year are you in? (N=85)

◯ Year 1 (1) 64.7%

◯ Year 2 (2) 31.8%

◯ Other, please specify: (3) 3.5% (MBA; Year 4)

S4 What is your gender? (N=277)

○ Male (1) 52.0%

○ Female (2) 47.7%

○ Third gender (3) 0.0%

○ Prefer not to say (4) 0.4%

S5 What is your major? (N=277)

○ Krannert School of Management, major in: (22) 87.0%,

Major	Count
Finance	38
Business Analytics and Information Management	28
Marketing	26
General Management	25
Accounting	17
Economics	14
Management	10
Industrial Management	9
MBA	9
Global Supply Chain Management	7
Supply Chain Management	7
Supply Chain, Information and Analytics	6
Management and Marketing	4
Accounting and Finance	3
Finance and Management	3
Accounting, Finance, Marketing	1
Analytics	1
Business marketing, switching to Agriculture Business	1
Finance and Marketing	1
Management, Accounting, Finance	1
MIS	1
Strategy and Organizational Management	1
Pre-finance	1
Supply Chain and Analytics	1

○ Non-Krannert, major in: (23) 13.0%

Major	Count
Industrial Engineering	3
Civil Engineering	2
Computer and Information Technology	2
Computer Science	2
Electrical and Computer Engineering	2
Environmental and ecological engineering	2
Technology	2
Agriculture Economics	1
Agribusiness	1
Building Construction Management	1
Biomedical Engineering	1
Computer Graphics Technology	1
Education	1
English	1
Exploratory studies	1
Geomatic	1
Mathematics	1
Mechanical Engineering	1
Nutrition Science/Biochemistry	1
Physic	1
Professional flight but minoring in Econ	1
Professional Writing	1
Technology Leadership & Innovation	1
Veterinary Clinical Sciences	1

S6 How long does it take you to travel from your residence to the Parrish Library?
Please measure the time by the transportation you usually take for coming to the campus on weekdays.
(N=277)

○ less/equal to 15 minutes (1) 44.0%

○ 15 ~ 30 minutes (including 30 minutes) (2) 54.5%

○ 30 ~ 60 minutes (including 60 minutes) (3) 1.1%

○ More than 60 minutes (4) 0.4%

S7 Are you interested in joining a focus group for our library survey and share more thoughts to the library?
(A focus group is semi-structured group interview for gathering opinions for a topic.) (N=277)

○ Yes (1) 14.4%

○ No (2) 85.6%

S8 You are qualified for our luck draw for Amazon gift cards! Do you want to join the lucky draw? (N=277)

○ Yes (1) 84.8%

○ No (2) 15.2%

Display This Question:
If Are you interested in joining a focus group for our library survey and share more thoughts to the... = Yes
Or You are qualified for our luck draw for Amazon gift cards! Do you want to join the lucky draw? = Yes

S9 Your personal information will be used ONLY for the luck draw.Please leave your name:

_____

Display This Question:
If Are you interested in joining a focus group for our library survey and share more thoughts to the... = Yes
Or You are qualified for our luck draw for Amazon gift cards! Do you want to join the lucky draw? = Yes

S10 Please leave your Purdue email address:

_____

Focus group plan (updated, 01/10/2018)

Key Characteristics

User: visit weekly, stay for 1-2 hour for self-study, Krannert student

Non-user: visit other **libraries** for study weekly, stay for 1-2 hour for self-study (for competitive analysis)

		5 Focus group
User	Undergrad	1 group with 6 Male
		1 group with 6 Female
	Graduate	1 group with 6 Male
		1 group with 6 Female
Non-user	1 (6 Undergrad + 4 Graduate AND 5 Male + 5 Female)	
Budget	(5 groups) * (6 people in each group)* ($10 for 45 mins interview) = $ 300	

Date: 1/29 – 2/19 (depends on available time of crew members)

Time: Afternoon or Night, 1 hour

Place: Rawls study room

Outline

User	Non-user
Introduction • Please introduce your name, major and grade	**Introduction** • Please introduce your name, major and grade
Experience • Tell me about the fondest experience you had in the library. • Tell me about disappointments you had in the library. • If you were inviting people to the PL, what would you say?	**Experience** • Tell me about the fondest experience you had in the library. • Tell me about disappointments you had in the library. • If you were inviting people to the place, what would you say?
Factors for choosing a study space • How did you start coming to the Parrish Library? (referred by	**Factors for choosing a study space** • Where do you usually study? • How did you start going there?

User	Non-user
friends, environment, assignment need…) Which is the major influencer? • Which spots do you prefer to study? Why? • What features attract you? Which is the most important? (Furniture, lighting, Wifi, plug) Why? • Do you prefer a study space or a study lounge? Why? (Study space is a quiet, cubical space for self-concentration while study lounge is a nosier, open space for group discussion) • What kind of opening hour best suit your need? 24 hours?	(referred by friends, environment, assignment need…) Which is the most important? • What features attract you? Which is the most important? (Furniture, lighting, Wifi, plug) • Do you prefer a study space or a study lounge? Why? • Why do you prefer it to the Parrish Library?
Safety Sense • How late would you stay in the library? • How safe you do feel in the space if comparing with other places on campus? (specifying the building/part of campus) • Do you feel as safe even after 6 pm? If yes/no, what makes you feel so? • What can the library do to make you feel safe?	**Safety Sense** • How late would you stay in the library? • How safe you do feel in the space if comparing with other places on campus? (specifying the building/part of campus) • Do you feel as safe even after 6 pm? If yes/no, what makes you feel so? • What can the library do to make you feel safe?

User	Non-user
Suggestion • *Is there anything you wish to see in the library? (Puzzle, comforting dogs, free food…)*	

Crew

Focus Group	Moderator	Note taker
Undergrad-Male	Sairam	
Undergrad-Female	Alex	
Grad-Male	Tanner	Bhuvan
Grad-Female	Kelly	Shan
Non-user	Bhuvan	Shan

APPENDIX C – Focus Group Outline
Parrish Library Focus Group Interview Outline – User (Finalized)

User
Opening Good afternoon everyone, I am XXX… The notetaker for today is… The purpose of the focus group is… Please feel free in expressing yourself… The conversation is being recorded but your comment will remain anonymous in our final report…
Let's go around the table and introduce yourself to each other…
Let's recall your previous studying experience…. • What is your overall impression of the Parrish Library? • Could you describe any of your experience in the library?   ✓ Follow-up: Tell me some pleasant/unpleasant experience you had in the library. • What are the reasons for going the Parrish Library instead of other libraries?

Based on your experience, I have some more questions for you…
• When did you start studying in the library? How did you start?
   (Hints: referred by friends, environment, assignment need, close to your classroom or dorm…)
• Which is your favorite study spots?
   (show library photos)
• What physical features attract you? Which is the most important?
   (Hints: furniture, lighting, Wifi, plug…)
• What kind of opening hour best suit your need? 24 hours?
 	
• Do you prefer a study space or a study lounge? Why?
   (Study space is a quiet, cubical space for self-concentration while study lounge is a nosier, open space for group discussion)

User

For now, let's move on to the next topic…
• Have you ever noticed how the atmosphere change around the library from during the day to after class?
• Why do you think there is such disparity in between?
    (Hints: lighting, security…)
• How safe you do feel in the space if comparing with other places on campus? (specifying the building/part of campus)
    (show campus map)
• Do you feel as safe even after 6 pm? If yes/no, what makes you feel so?
• What can the library do to make you feel safe?

Aside from safety issue, … • Is there anything you wish to see in the library? (Puzzle, therapy dogs, free food…
To briefly sum it up, we talked about your impression to PL… Some of you prefer because … From day to night, the atmosphere changes from … because … **Are there more thoughts you would like to share? Anyone?** **Thank you for your opinions today! We appreciated your time and be sure to carry the gifts with you…**

Parrish Library Focus Group Interview Outline – Non-user (Finalized)

Non-user
Opening Good afternoon everyone, I am XXX… The notetaker for today is… The purpose of the focus group is… Please feel free in expressing yourself… The conversation is being recorded but your comment will remain anonymous in our final report…
Let's go around the table and introduce yourself to each other…
Let's recall your previous studying experience…. • Which library do you usually go for studying? • What is your overall impression of the library? • Describe any of your experience in the library.   ✓ Follow-up: Tell me some pleasant/unpleasant experience you had in the library. • What are the reasons for going the library instead of Parrish Library or other libraries?

Based on your experience, I have some more questions for you…
• When did you start studying in the library? How did you start?
    (Hints: referred by friends, environment, assignment need, close to your classroom or dorm…)
• What physical features attract you? Which is the most important?
    (Hints: furniture, lighting, Wifi, plug…)
 	
• Do you prefer a study space or a study lounge? Why?
    (Study space is a quiet, cubical space for self-concentration while study lounge is a nosier, open space for group discussion)

Non-user

For now, let's move on to the next topic…
• Have you ever noticed how the atmosphere change around the library from during the day to after class?
• Why do you think there is such disparity in between?
    (Hints: lighting, security…)
• How safe you do feel in the space if comparing with other places on campus? (specifying the building/part of campus)
    (show campus map)
• Do you feel as safe even after 6 pm? If yes/no, what makes you feel so?
• What can the library do to make you feel safe?

(We take the participants for a short tour around the library) **After the visit, …** • What is your impression to the Parrish Library? • Would you consider studying in Parrish Library? Why or why not?
To briefly sum it up, we talked about your impression of the Parrish Library… Some of you prefer other libraries because … **Are there more thoughts you would like to share? Anyone?** **Thank you for your input today! We appreciated your time and be sure to carry the gifts with you…**