

# Information Services User Survey 2011

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## *Results and Action Plan*



UNIVERSITY OF TORONTO  
FACULTY OF INFORMATION

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*Information Services User Survey 2011: Results and Action Plan*

Date

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# 1. Introduction

Information Services (IS) conducts a survey yearly to assess the iSchool student body's satisfaction with the staff, facilities, services, and resources. This report summarizes the data collected from the 2011 *Information Services User Survey* and outlines IS response to the survey via an action plan. This plan is designed to address student concerns and implement new initiatives or enhance existing services.

Information Services would like to extend our thanks to the iSchool student body for taking the time to respond to this survey. Feedback and suggestions from students are invaluable resources for IS as we continue to revise, build upon, and improve our services in accordance with student needs and interests.

## The Survey Results

Both qualitative and quantitative data were collected and analyzed. The quantitative data collected included demographic information (program, level of study, full- or part-time status) of the respondents as well as overall response rates.

Additionally, four open-ended questions were used to collect qualitative data regarding the student body's level of satisfaction with IS staff, facilities, services, and resources while providing an opportunity for students to contribute suggestions and comments. The qualitative data were sorted into themes, assigned codes, and analyzed using *NVivo 9* software.

## The Action Plan

The results of the survey, including the Information Services Action Items and the complete set of comments for "Areas for Improvement" were circulated and discussed amongst the Information Services staff. Teams within Information Services identified comments and suggestions pertinent to their area. These teams, which include Reference Services, Public Services, Collections, Instruction, Promotion, and Information Technology, each met to discuss potential resolutions to students' concerns.

An Action Plan for 2011 has been created in response to the 2011 *Information Services User Survey*. The Action Plan is a strategic initiative to ensure Information Services addresses all of our users' concerns and recommendations promptly and efficiently.



## 2. Follow-up to 2010 Information Services Action Plan

The 2010-2011 Action Plan was based on responses gathered in the *Information Services User 2010 Survey*. The teams within the Information Services unit met after the survey data were aggregated to devise a strategic plan to address survey respondents’ suggestions and concerns. As of June 2011, Information Services has implemented all of the tasks outlined in the previous year’s Action Plan. The following tables outline the endeavors and initiatives resulting from the Action Plan.

<b>Technology Initiatives</b>
Computer software optimized, improving application updates
Inforum computers upgraded to MS Office 2007 with complete suite of software and multi-language options available
Step-by-step manuals posted next to all SMARTBoards in Bissell Building and on website
Three (3) new powerstrips added to desks in wi-fi free-form area
Ricoh printers replaced to enhance performance (print in black/white and colour) and reduce paper jams. Users can save scanned images to USB keys or their network drives. Users can also print wirelessly from their laptops.
Four (4) new wireless access points installed at critical locations to improve coverage and density of the network
30+ new Netbooks added to collection
Six (6) iPads added to collection
Prompt implemented on computers requiring users to cancel notice to stay on machine
Alternative printing options being explored
Begun negotiations to replace Toshiba PC laptops with new laptops
New room booking systems being explored
Application Delivery Platform in the works for Fall 2011

<b>Space/Environment Initiatives</b>
Options for additional “quiet study” space explored for Bissell Building
Additional signage displayed to direct students to quiet spaces and manage expectations about noise levels at Inforum
Plants added to improve atmosphere
Office of Space Management contacted to investigate feasibility of using additional rooms in Bissell Building for group work and quiet study
Renovations of Museum Studies Studio Space, including Ph.D carrels and group study rooms, has been confirmed for summer/fall 2011

<b>Collections/Loans Services Initiatives</b>
Request form made available on website to encourage users to request titles for purchase
Request form made available on website for students wishing to access titles in cataloging
IS Unit striving to make course readings available on Blackboard whenever possible while remaining within constraints of copyright law

<b>Customer/Workshops Initiatives</b>
Working on current budget model in efforts to accommodate student requests for extended hours
Student assistants now receive customer service training to enhance skills
IS staff now participate in mandatory training sessions covering IT, web 2.0, and reference/research skills to refresh and improve skills
Instructional workshops distributed throughout September, October, November to accommodate student schedules

<b>Promotion/Outreach Initiatives</b>
Web 2.0 applications including Facebook, Twitter, website pages, and blogs were streamlined to promote services, facilities, and upcoming events
Promotional initiatives were launched in the Inforum physical space, including an Inforum resources scavenger hunt and the advertising of services on desk signs and computer backgrounds
A collection of print materials was created, including accessibility-related signage and promotional brochures and pamphlets

### 3. Respondent Demographics and Response Rates

Response to the 2011 *Information Services User Survey* was excellent. This year 37.2% of students enrolled in programs at the Faculty of Information responded to the survey, an increase of 1.2% from the 2010 response rate of 36%, and an increase of 7.2% from the 2009 response of 30%. Additionally, the cross section of survey respondents (their program and status) closely mirrors that of the overall student population enrolled at the Faculty. This is particularly true for the MI/MIS and MMIS students, whose rate of response is identical.

**Table 1 Respondent Demographics and Response Rates**

	Number of survey respondents	Number of students enrolled (Winter 2011)	Rate of response	Percentage of students enrolled (Winter 2011)	Percentage of total respondents
PhD program	8	39	20.5%	7%	3.8%
MI/MIS programs	172 <sup>1</sup>	445 <sup>2</sup>	38.7%	79.6%	82.3%
MMIS program	29	75	38.7%	13.4%	13.9%
<b>TOTALS</b>	<b>208</b>	<b>554</b>	<b>37.2%</b>		
	Total number of survey respondents	Faculty of Information student enrollment	Overall response rate	<b>100%</b>	<b>100%</b>
Full time	173	436	39.7%	78.7%	83.2%
Part time	35	118 <sup>3</sup>	29.7	21.3%	16.8%

<sup>1</sup> One respondent indicated “KMDI Collab Program” in the space provided. For the purposes of this survey, this student will be counted with the MIS/MI students.

<sup>2</sup> Four students are enrolled as Non-degree students, and one as a Diploma student. For the purposes of this survey, these students will be counted with the MIS/MI students.

<sup>3</sup> Eight Ph.D. students are enrolled as Flex-time students, meaning that their status might switch between full and part-time. For the purposes of this survey, these students will be counted with the part-time students.

## 4. Analysis of Open-ended Survey Responses

This year, the overall format of the survey consisted of four open-ended questions allowing respondents to share what they liked (Q3), what they disliked (Q4), how IS could further support the student body (Q5), and any additional comments on IS staff, facilities, services, and resources (Q6.) This section describes and examines the survey data by coding comments from individual responses to reveal trends. For a more detailed description of the methods used for this qualitative analysis, please see *Appendix A: Description of Methods Used in Qualitative Data Analysis*.

### a) Things Students Like

Question 3 of the survey asked: ***Which things do you like the MOST about the iSchool's Information Services staff, facilities, services, and/or resources?*** The intent of this question was to elicit positive feedback on the aspects of Information Services that respondents appreciated and valued.

A total of 594 references to things students liked were drawn from responses to Question 3, 5, and 6. While the majority of the references listed below are responses to Question 3, this collection of comments also includes a number of relevant responses to Questions 5 and 6. In other words, any comments made in response to Questions 5 or 6 that fit into the themes for Question 3 (for example: “The staff are always friendly and happy to help out”<sup>4</sup>) are included in order to provide a comprehensive picture of all the things that students liked. Individual respondents often listed multiple things. Most responses to Question 3 contained between 2-3 references while several listed up to 6 things they liked.

The theme ***Staff Attitude (132)*** is used to group together survey responses that complimented the positive attitude and approachability of the Information Services staff. Comments included here range from simple statements such as, “The staff is very friendly” and “delightful attitude of Inforum staff” to more detailed comments such as, “The staff is ALWAYS helpful, friendly and able to assist, if it wasn’t for the Inforum staff, I don’t think I would have been able to get through this year!”

The theme ***Staff Competence (94)*** encapsulates comments related not to the attitudes of the staff, but to an appreciation of their knowledge, availability, effectiveness, and willingness to help. Comments from this theme include, “They have always either led me to the right sources for research materials or did a wonderful job of giving me access to the right software. I trust their knowledge and guidance” and “The staff provide exemplary reference service.”

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<sup>4</sup> Throughout the document, direct quotes from the users’ responses are used. Though not always grammatically correct, they are quoted verbatim to maintain authenticity.

Figure 1 Things Students Like (Responses from Questions 3, 5, and 6)

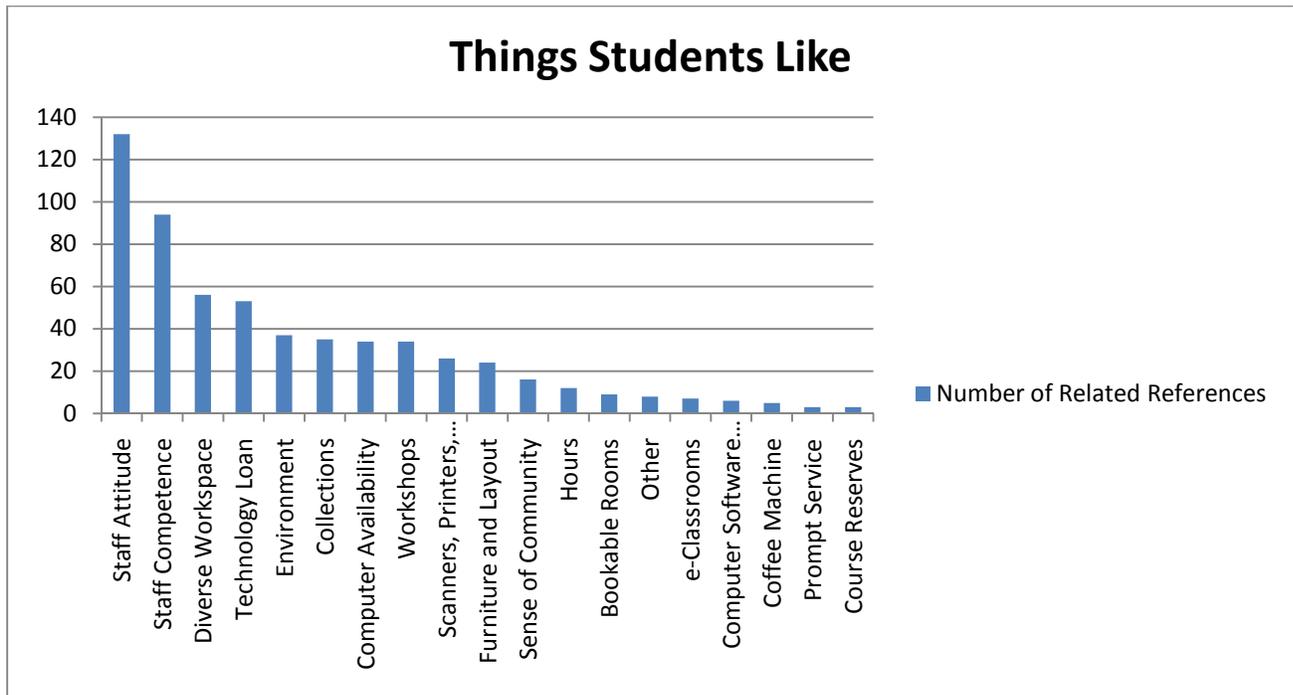


Table 2 Things Students Like (Responses from Questions 3, 5, and 6)

Things Students Like	Number of Related References	%
Staff Attitude	132	22.22%
Staff Competence	94	15.82%
Diverse Workspace	56	9.43%
Technology Loan	53	8.92%
Environment	37	6.23%
Collections	35	5.89%
Computer Availability	34	5.72%
Workshops	34	5.72%
Scanners, Printers, Copiers	26	4.38%
Furniture and Layout	24	4.04%
Sense of Community	16	2.69%
Hours	12	2.02%
Bookable Rooms	9	1.52%
Other	8	1.35%
e-Classrooms	7	1.18%
Computer Software and Functionality	6	1.01%
Coffee Machine	5	0.84%
Prompt Service	3	0.51%
Course Reserves	3	0.51%
<b>Total References</b>	<b>594</b>	<b>100.00%</b>

The theme ***Diverse Workspace (56)*** is broad in nature, intended to portray the wide range of appreciative comments for the assorted types of workspaces available at the Inforum. More specifically, this theme captures positive remarks on the group meeting rooms and quiet study spaces available to students. Sample comments include “I like how open and accessible the Inforum space is while also reserving space for quiet study” and “I love having the option of both quiet study rooms to book and larger, collaborative space.” Additionally, other respondents commented on the Inforum’s function as a multi-use space: “used for guest lectures, info nights for prospective/incoming/graduating students, iTeas.”

The theme ***Technology Loan (53)*** captures favourable responses towards the diverse technological devices available for loan to students, including laptops, netbooks, e-readers, iPads, cameras, and computer accessories. Comments include “I like how the inforum has amassed a large amount of computers, e-books, cameras and other devices that some students may otherwise not have access to for projects” and “Wide array of technology available to students at the Inforum.”

***Environment (37)*** broadly captures students’ feeling on the building itself, including appreciative comments on its cleanliness, bright atmosphere, and comfortable facilities. Comments range from “Bright open work space in the Inforum” and “the space is bright and motivating” to “I love the atmosphere of the inforum. It is the best library I have ever had the pleasure of studying at.”

The ***Collections (35)*** theme gathers all praiseworthy comments related to the Inforum’s available collections and resources. General comments focused on the breadth and selection of resources, including “Comprehensive resources” and “The collection is amazing.” Additional comments touted the online availability and ease of accessibility of the resources, stating “Unlimited access to most online journals from campus and via proxy” and “The journals and e-books are pretty much the only thing I use.”

***Computer Availability (34)*** is a theme that represents appreciation for the availability of computers for student use in the Inforum, e-classrooms, and for loan. Sample comments include “I like the easy access to computers within the school, in the various classrooms” and “I also like the fact that there are plenty of computer terminals for everyone. I’ve never had to bring my laptop to school.”

The ***Workshops (34)*** theme captures positive comments concerning the instructional workshops offered in the Fall and Winter semesters. General comments include “Workshop series are fantastic” and “The workshops the Inforum puts on are also excellent and helpful.” More specific comments refer to the quality, career relevance, topics, and timing of the workshops, including “The ones I’ve attended (ie. website development, posters with punch) have been really useful” and “All the citation and software tutorials are greatly appreciated. The handouts provided are invaluable!”

The theme **Scanners, Printers, Copiers (26)** captures praise for the scanning, printing, and copying equipment in the Inforum. More particularly, students expressed gratitude for the ability to wirelessly print from their laptops and scan/email themselves PDFs from print materials using the photocopier. Select comments include “I love that there is wireless printing set up, so you can print right from your laptop!” and “I like the scanning machine, where one can scan some part of the book and email the scanned material to oneself.”

**Furniture and Layout (24)** denotes comments related to student satisfaction with the quality and comfort of the furnishings (including chairs, tables, and desks) and the effectiveness of their physical layout and organization. Many comments expressed an appreciation for the newly purchased furniture, including “The new desks and outlets are fantastic, and it’s a lot easier to do work in the Inforum” and “The new tables and chairs are a huge improvement over last year.” Many students also commented on the furniture’s proximity to the Inforum’s large windows and the abundance of natural light in the space, saying “I love the big windows in the facility” and “Comfy chairs and desks to sit at with good light.”

The theme **Sense of Community (16)** concerns comments referring specifically to the Inforum as a home-base for the iSchool community. Examples included “IS/Inforum really is the heart of our school” and “I love the place, the iSchool community hub. I will miss both after graduation.” The responses also emphasized the Inforum’s function as a communal space to socialize with peers, with comments ranging from “It is not a stuffy library, but rather, it is a space for peers to come together to talk about our courses/work/ideas/etc.” to “I enjoy being able to come to the Inforum in the afternoon and use the space to collaborate with peers.”

**Hours (12)** refers, simply, to those comments voicing appreciation for the Inforum’s long hours of operation and 24 hour T-card access to the e-classrooms. Comments include “24 hour study spaces” and “The Inforum is open regularly for long periods of time, which makes it a convenient study space.”

**Bookable Rooms (9)** captures all comments that express an appreciation for the private and group study room options. Comments include “The reservation of rooms is really working out well for us” and “The ability to book discussion rooms are great!”

The **Other (8)** theme includes comments that did not easily fit with the other “Things Students Like” themes. However, one mini theme containing more than one comment emerged: an appreciation for guest speakers and lecturers at the iTeas (4). All eight “Other” comments are:

- Guest lecturers have been an integral component of the program.
- Great practice of bringing in speakers from the profession to keep us plugged in to the reality we’ll soon be facing.
- The iTeas have improved in relevance to professional development.

- I always enjoy working while listening to iTeas.
- Being connected to what is going on in various library worlds both in Canada and the States through classes, e-mail lists, events, etc ...
- Hand sanitizer at the computers – great idea!
- I like the student assistant program.
- I also appreciate all the extra fun things you do to cheer up the somber masters students.

The ***e-Classrooms (7)*** theme conveys positive responses related to computer and software access in the e-classrooms. Comments range from general: “E-classroom Laptops” to more specific comments like: “The computer labs on the 1<sup>st</sup> and 2<sup>nd</sup> floors are also great; I love that we have 24 hour access to them.”

The theme ***Computer Software and Functionality (6)*** includes comments that reflect the students’ gratitude for the computer and software functionality. Comments indicate that the students particularly value the wide variety of computer programs, stating “I like how Microsoft Visio was installed on the desktop computers in the Inforum” and “free software (ie. Visio, MS Project.)”

***Coffee Machine (5)*** is a simple theme referring to the convenience and enjoyment of the Tassimo coffee machine in the 5<sup>th</sup> floor Brian Cantwell Smith Ideas Exchange. Comments include: “Coffee! Convenient and at a great price. This shows deep consideration for making the Inforum a comfortable environment” and “Love the coffee maker and how cheap the coffee is!”

***Prompt Service (3)*** represents an appreciation for prompt service from the IS Unit both in person and via email. Comments include: “I particularly appreciate the way they’ve followed up with me by email in response to reference inquiries and other services (e.g. poster printing), adding further suggestions, informing me that things are ready.”

***Course Reserves (3)*** includes reflections on the course reserves service. Comments include: “The course reserves are the most useful” and “I also like how easy it is to get books on reserve.”

## b) Areas for Improvement

Question 4 of the survey asked: ***Which things do you like LEAST about the iSchool’s Information Services staff, facilities, services and/or resources?*** The intent of the question was to elicit critique on aspects of Information Services that respondents were unsatisfied with and which could be improved.

References to things student thought needed improvement were drawn from responses to Questions 4, 5, and 6. As explained above, any comments made in response to

Questions 5 and 6 that fit into the themes for Question 4 (for example: “The Internet in Bissell is terribly inconsistent”) are included here in order to provide a complete picture of things that respondents dislike.

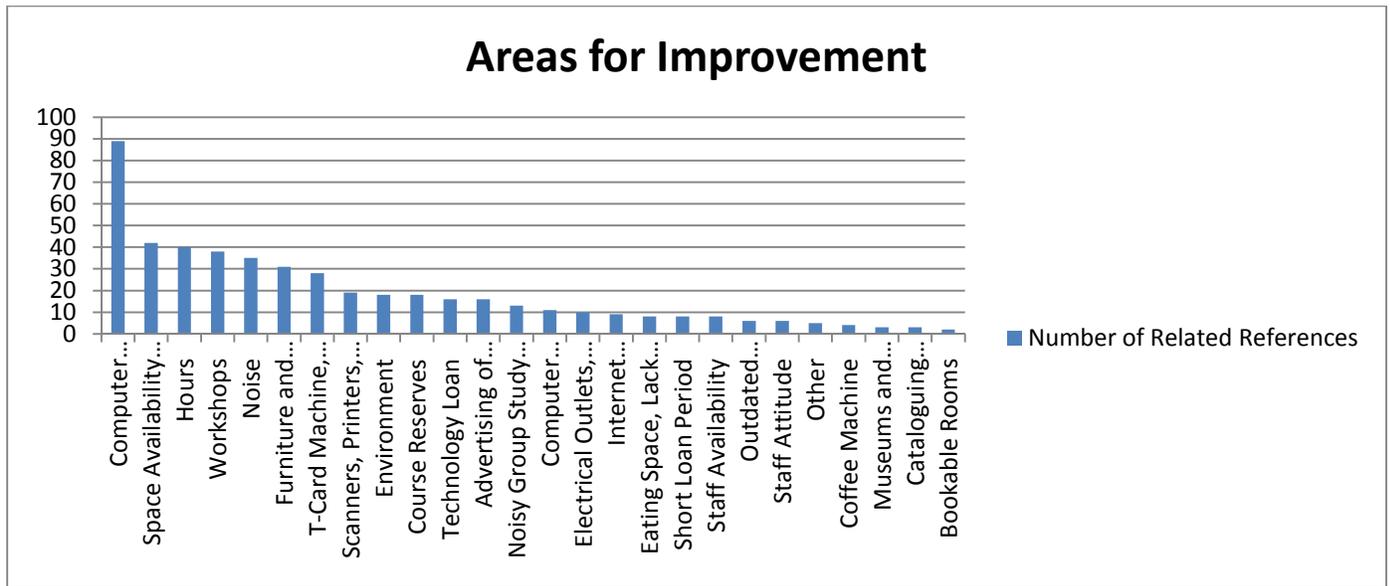
The theme ***Computer Software and Functionality (89)*** references comments exhibiting dissatisfaction with the functionality of the computers—primarily those in the Inforum open area and the group study rooms. Complaints were focused on the perceived slowness and age of the workstations; there were very few complaints about the computers in the e-Classrooms or those available for loan. Comments include: “Update computer hardware/software – computers take a long time to log in and are sometimes quite slow”. Many comments also referred to inconsistently loaded software on the computers or demonstrated a concern about the security of the workstations. Comments include: “It’s kind of annoying that not all programs are on all computers” and “Provide more secure and consistent software maintenance (same software installed on all machines, everything wiped each time user logs off, etc.)”

***Space Availability and Uses (42)*** broadly encapsulates comments about the inappropriate use of IS-related spaces, complaints about the lack of quiet study space, and requests for additional group meeting rooms. Comments range from “Few places for quiet, individual study” and “It would be nice if we could have more group study rooms available throughout the year” to “While I understand that the Inforum is the hub of the iSchool, I really dislike when there are talks, receptions, or presentations during regular library hours. I find it extremely hard to concentrate.”

The theme ***Hours (40)*** gathers comments conveying student dissatisfaction with the perceived limited hours of operation at the Inforum. In particular, the majority of the students surveyed requested that the Inforum have extended weekend hours, stating “The hours are not long enough for graduate students, especially on weekends” and “Weekend hours: it would be nice for it to be open later on Saturdays and earlier on Sundays.”

***Workshops (38)*** references comments related to student dissatisfaction with the workshop series. In particular, students suggested that workshops be offered more regularly throughout the semesters as space is often limited and include more technical/practical content. Comments include “I think providing more workshops throughout the term instead of just at the beginning would be useful.”

Figure 2 Areas for Improvement (Responses to Questions 4, 5, and 6)



**Noise (35)** is a broad theme meant to capture student frustration with the varying noise levels in both the Inforum and by the 5<sup>th</sup> floor study carrels and the disruptive effect of noise on study capabilities. Comments include “Noise can sometimes be an issue at the Inforum, making it difficult to study without excessive interruption” and “The Inforum has become entirely a social hub, losing those few quiet study spaces and respect for those who need to work undisturbed too.”

The theme **Furniture and Layout (31)** encapsulates dissatisfied responses related to the furnishings (chairs, tables, desks, etc.) in the Inforum and the physical layout and organization of the Inforum space (4<sup>th</sup> and 5<sup>th</sup> floors.). Comments include “Wish there was better accessibility to the 5<sup>th</sup> floor” and “Some of the group study rooms are not kept as clean.” Many comments referred specifically to student dissatisfaction with the uncomfortable and oft-broken red task chairs and lodged a strong demand for more of the new purple task chairs, stating “I just wish that all the old, red chairs at the computer stations were replaced by more purple ones” and “more of the new comfortable chairs!”

Table 3 Areas for Improvement (Responses from Questions 4, 5, and 6)

Areas for Improvement	Number of Related References	%
Computer Software and Functionality	89	18.31%
Space Availability and Uses	42	8.64%
Hours	40	8.23%
Workshops	38	7.82%
Noise	35	7.20%
Furniture and Layout	31	6.38%
T-Card Machine, Lack of	28	5.76%
Scanners, Printers, Copiers	19	3.91%
Environment	18	3.70%
Course Reserves	18	3.70%
Technology Loan	16	3.29%
Advertising of Services, Resources etc, Lack Of	16	3.29%
Noisy Group Study Rooms	13	2.67%
Computer Availability, Lack of	11	2.26%
Electrical Outlets, Lack of	10	2.06%
Internet Infrastructure	9	1.85%
Eating Space, Lack of	8	1.65%
Short Loan Period	8	1.65%
Staff Availability	8	1.65%
Outdated Collections	6	1.23%
Staff Attitude	6	1.23%
Other	5	1.03%
Coffee Machine	4	0.82%
Museums and Archives Resources, Lack of	3	0.62%
Cataloguing Systems	3	0.62%
Bookable Rooms	2	0.41%
<b>Total References</b>	<b>486</b>	<b>100.00%</b>

**T-Card Machine, Lack of (28)** is a specific theme meant to capture suggestions that a cash-to-Tcard machine be installed in the Inforum by the scanners and photocopiers. An illustrative example is “If my TCard runs out of money when photocopying or printing, it’s awkward having to leave the building and go to Robarts to put more money on it.”

The theme **Scanners, Printers, Copiers (19)** captures students’ dissatisfaction with the scanning, printing, and copying equipment in the Inforum. Responses focus primarily on the malfunctioning T-card reader at the printer and on the desire for free or cheaper printing. Comments range from “the U of T card reader doesn’t work” and “fix the

Inforum's printer system so that it doesn't keep rejecting various people's T-cards" to "offer free printing" and "give grad students money towards printing like other grad students."

**Environment (18)** is a broad theme related to the environment inside the Bissell Building. Comments placed in this category related primarily to dissatisfaction with the building's atmosphere and poor temperature regulation. Comments range from "The grey colour scheme of the Inforum is depressing" and "Outdated facilities with uncomfortable and gloomy atmosphere" to "The Inforum is always way too hot" and "Why is the heat always cranked?"

**Course Reserves (18)** is a specific theme that accounts for dissatisfaction with the course reserves system at the Inforum. These concerns focused primarily on the inadequate loan periods and lack of duplicate course reserve materials. Comments include "I would like course reserves to be available for more than 2 hours (perhaps 4 hours would be sufficient)" and "Multiple copies of particularly popular/core literature that are available in course reserve."

The theme **Technology Loan (16)** captures requests for longer loan periods and new technological devices. Comments include things like "It would be handy to be able to borrow a laptop for a few days at a time."

The theme **Advertising of Services, Resources, etc., Lack of (16)** references comments bemoaning the lack of advertising of the resources, services, and technology offered by the IS Unit. Comments include "Perhaps have some sort of pamphlet or information session that describes the full list of resources offered to students" and "Have a list posted in the Inforum that lets students know what technology there is to book out."

**Noisy Group Study Rooms (13)** includes comments related specifically to the noise insulation problems in the group study rooms. Comments include things like "The smaller rooms used by groups can get a bit noisy and the sound travels" and "Sometimes I am disturbed by noise from people in the adjoining study room."

**Computer Availability, Lack of (11)** includes comments related to the limited number of available workstations in the Inforum; students also expressed a desire for more Mac desktops. Comments range from "Provide more computers in the Inforum" to "Provide more Apple computers – I use a Mac at home and it would be much more convenient to work on Microsoft Office/browse the web at an iMac workstation rather than a PC."

The theme **Electrical Outlets, Lack of (10)** captures dissatisfaction with the lack of electrical outlets in the Inforum and several of the classrooms in the Bissell Building.

Examples of comments include “The lack of power outlets in some of the classrooms” and “Fix non-live power outlets in the Inforum.”

**Internet Infrastructure (9)** denotes comments related to student frustration with inconsistent wireless internet in the Inforum and the entire Bissell Building. Comments range from the general “Expand the wireless” to the more specific “There are a few rooms (Museum Studies study/lecture area on the 5<sup>th</sup> floor, the 2<sup>nd</sup> floor lecture hall, several spots in the main lecture hall on the 3<sup>rd</sup> floor) that lend towards very poor wireless access.”

The theme **Eating Space, Lack of (8)** combines dissatisfaction with the no-eating rule in the Inforum with a sense of frustration that the no-eating rule is enforced sporadically. Comments range from “No food allowed” to “Maybe the no-food policy could be enforced a bit more, it’s kind of gross when people eat in the Inforum” and “Sometimes people eat while working on computer stations and don’t clean their desks before leaving.”

**Short Loan Period (8)** captures expressions of dissatisfaction with the two-week loan period on books at the Inforum. Comments include “2 week sign-out limit. It seems too short, compared to the 6 weeks grad students get from most other parts of the university” and “No email reminders sent for overdue books.”

The theme **Staff Availability (8)** broadly encapsulates discontent with the availability of librarians and IT staff. Comments include “The staff isn’t always available,” “IT staff are not available for enough hours and other staff don’t have enough knowledge of equipment and programs” and “It would be great if the Meebo service was actually staffed – every time I check it is never active.”

**Outdated Collections (6)** groups together comments conveying a sense that the Inforum’s collections (including books, journals, and magazines) are outdated. Comments range from the general “Print resources in the stacks seem older, out of date” to the more specific “I wish that the magazine collection (newest edition) could circulate for a bit before it’s bound into a monograph.”

The theme **Staff Attitude (6)** includes a diverse range of comments concerning the attitudes of the staff at the Inforum. Comments include “I recently had an annoying experience with one of the Inforum staff who spend more time questioning me than helping me out” and “People working on the front desk aren’t always willing to help or give instructions on how to use scanners.”

The **Other (5)** theme includes responses that did not easily fit with any of the other “Areas for Improvement” themes. The 5 “Other” comments discuss mailing lists, the website, and lost and found.

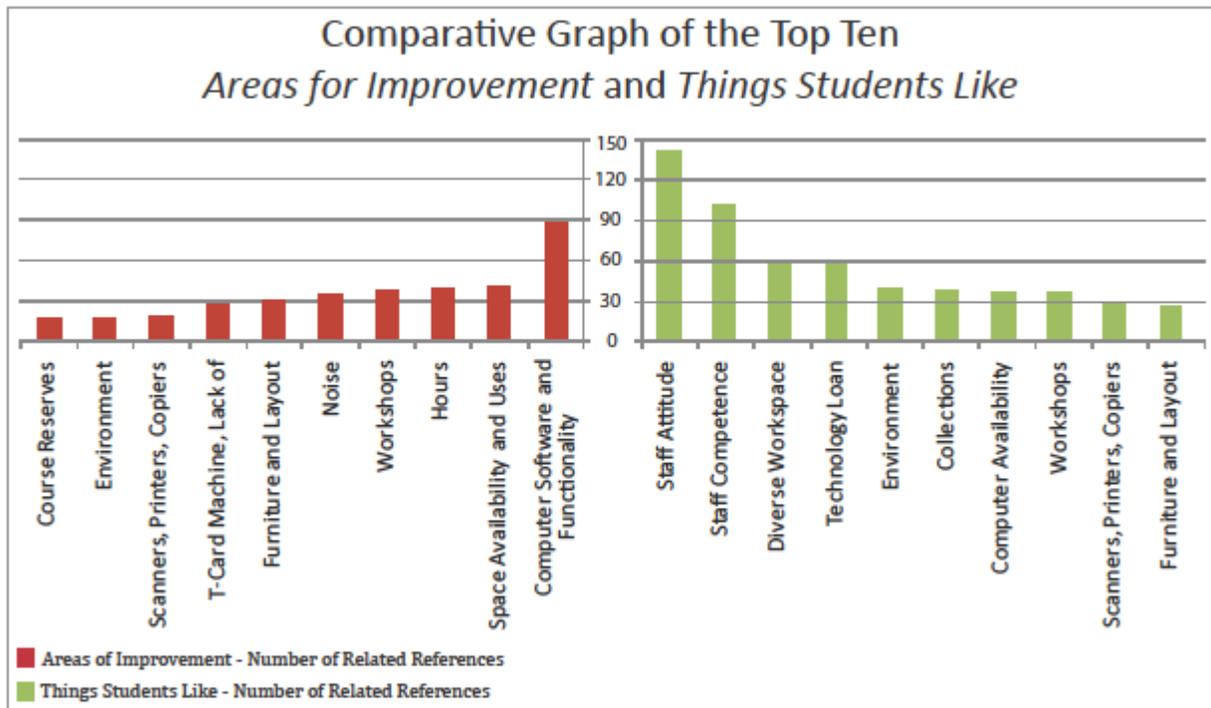
**Coffee Machine (4)** is a simple theme capturing dissatisfaction with the Tassimo coffee machine in the 5<sup>th</sup> floor Brian Cantwell Ideas Exchange. Comments include “Tea ran out of stock partway through the year for the machine on the 5<sup>th</sup> floor” and “It’s a shame that the coffee machine is up on the 5<sup>th</sup> floor instead of the 4<sup>th</sup> floor lobby (where we can eat and drink).”

**Cataloguing System (3)** includes comments conveying a general dissatisfaction with and confusion about the cataloguing system in the Inforum. An illustrative example is “Sometimes it can be difficult to locate things on your own because items could be in a variety of places (ie. stacks, course reserves, spinners, etc) and it’s not always clear when viewing the catalogue.”

**Museums and Archive Resources, Lack of (3)** encompasses comments that reference a lack of museums and archives resources. Comments include things like: “More MMST-relevant resources: collections management resources (computer programs, education collection)” and “For purposes of study, gallery-like visual space is needed to support the MMst degree.”

The **Bookable Rooms (2)** theme reflects dissatisfaction with the system used for booking group study rooms.

Figure 3 Comparative Graph of the Top Ten Areas for Improvement and Things Students Like



As Figure 3 shows, the survey respondents demonstrated noticeable satisfaction with the Information Services staff. Not only are staff attitude and competence the highest ranking themes on the “Like” side – they are also the two highest ranking themes on the entire survey. A sense of satisfaction with the overall environment (including staff, services, and facilities) predominates the “Like” side, as do certain features that the Information Services unit strives to develop and promote: the technology loan, collections, and workshops. Many of the issues raised on the “Improvement” side relate to some form of accessibility in terms of the space, noise issues, hours, T-card machine, short-term loan period, or equipment functionality.

Four themes figured highly on both the “Like” and “Improvement” sides: *Environment*, *Scanners/Printers/Copiers*, *Diverse workspace* (represented on the “Improvement” side as *Noise*), and *Workshops*. In some cases, this is attributable to differences of opinion (ie. some respondents found the Inforum space to be bright and open, while others disliked the atmosphere); in other cases, respondents pointed out different aspects that appealed or did not appeal to them (ie. some respondents appreciated the workshops while others requested more workshops at different times of the year; some students appreciated the Inforum scanners and wireless printing, while others disliked the T-card reader functionality). Most notably, many respondents valued the Inforum’s diversity as a collaborative space with options for quiet study, while others found the space distracting

and not conducive to quiet study. This dichotomy presents a challenge; however, proposed solutions are outlined in the Action Plan.

### c) Additional Comments and Suggestions

This section describes responses to Questions 5 and 6 of the survey: ***What can Information Services do to support you further?*** and ***Please comment on any other aspects of the iSchool's Information Services facilities, resources, services, and staff you think may be of interest to us.*** For Question 5, the comments of the 208 respondents could often be grouped into the sections *Things Students Like* and *Areas for Improvement*. For Question 6, 132 of the 208 survey respondents gave comments and suggestions that could be coded into the sections *Things Students Like* and *Areas for Improvement*. As explained above, these comments have been included with the results for *Things Students Like* and *Areas for Improvement* to provide a combined perspective on areas of satisfaction and areas for improvement. The remaining comments from Questions 5 and 6 have been collected into the three simple groups explained below.

The ***Suggestions (34)*** theme includes specific suggestions made by students in Questions 5 and 6. Please see Appendix B for a complete list of student suggestions.

The ***Praise for IS Unit (47)*** theme captures general praise for the IS Unit. Comments include things like: “Thanks for all your hard work: you are an example of student-centered service to the rest of U of T” and “Thanks for being dedicated to the student experience. It is clear that Information Services really aims to provide students with all the necessary resources, services, and facilities to be successful.”

Finally, the ***Faculty of Information, General (31)*** groups together appreciative and dissatisfied comments related to the Faculty of Information rather than to the IS Unit. Comments range from “I like it that students can pick up papers from the students services,” to “Offer more evening classes, especially core and required courses. Offer more online options, offer more summer school options that fit the above.”



## 5. Survey Follow-up: Information Services Action Plan

The Information Services Unit is committed to addressing the needs and concerns of the iSchool community. The *Information Services User Survey 2011* serves as a medium for the IS Unit to gather valuable feedback from a significant portion of the student body. This year, the open-ended nature of the survey questions gave students the freedom to provide specific feedback on things they liked, areas they felt needed improvement, and suggestions and comments about IS staff, facilities, services, and resources. The survey provides valuable information for use in future IS planning.

In response to the survey results, members of the IS Unit met to establish an action plan to address the student concerns listed in *Areas for Improvement*. Table 5 summarizes the specific steps the IS Unit is taking to address priority items identified in the survey.

In addition to the specific action items listed in Table 5, some of the key concerns raised in the survey will be addressed via several long-term, strategic, promotional, and outreach initiatives. These initiatives are discussed in more detail below in Table 5.

Table 4 Information Services Action Item

Student Concerns (Survey Item)	Related References	IS Action Item	Implementation
<i>Computer Software and Functionality</i>	89	Software on all workstations will be streamlined and updated.	Summer 2011
		User profiles in Windows XP and 7 will be modified to yield performance improvements.	Summer 2011
<i>Space Availability and Uses</i>	42	E-classroom space will continue to be booked for quiet study when events occur in the Inforum.	Ongoing

<i>Hours</i>	40	Usage statistics and budget determine the hours of operation. Statistically, the Inforum is less busy during late hours. Rather than allotting additional hours to Saturday evenings, IS will look into offering extended Saturday evening hours during “crunch” time (3 per term), and the possibility of opening at 11am on Sundays.	Fall 2011
<i>Workshops</i>	38	IS schedules workshops around course timetables to ensure evening and Saturday sessions accommodate an array of student schedules.	Ongoing
		Based upon attendance records in previous years, workshops occurring after the first 6 weeks of the semester are scarcely, if at all, attended; thus, IS will continue to offer a concentration of workshops within the first month and a half of the fall and winter terms.	No Date
		Working within budget constraints, IS will continue to explore the feasibility of offering more sessions on Saturday and expanding the Instructional Series into the summer term.	Ongoing
		In consultation with iSchool professors, IS will continue to ensure that practical, academic, and technical workshops complement course content and are taught by reputable instructors.	Ongoing
		Professional development workshops will be coordinated by the iSchool’s new placement officer Isidora Petrovic.	Fall 2011
<i>Noise</i>	35	IS has requested classroom space for quiet study.	Summer 2011
		IS will provide disposable noise-reducing earplugs for those who wish to work without interruption in the Inforum.	Piloting Fall 2011

<i>Furniture &amp; Layout</i>	31	Funding is being secured to replace the maroon chairs in the Inforum computer area with the same model chairs found in the free-form Wi-Fi space.	Date TBD
<i>T-Card Machine, Lack of</i>	28	IS is waiting for the T-Card Office to decide on a long-term card strategy before investing in a \$15,000 T-Card machine.	Ongoing
<i>Scanners, Printers, Copiers</i>	19	IS is working with the T-Card Office to address hardware issues for the Inforum's card readers.	Summer 2012
		IS is investigating alternate possibilities for payment.	Summer 2012
<i>Environment</i>	18	While building temperatures are controlled centrally by the University, IS will continue to work with University Facilities to report issues.	Ongoing
		More plants and artwork will be added to the Inforum to improve the atmosphere of the space.	Ongoing
<i>Course Reserves</i>	18	To enable general access to more resources from the Inforum collection, IS will reduce the size of the course reserves to only core works not available online or through Blackboard. All other works, including most duplicates, will be re-integrated into the stacks for regular circulation.	Fall 2011
<i>Advertising of Services, Resources, etc., Lack of</i>	16	IS services, resources, facilities, and staff will be rigorously publicized through events, emails, LCD screens, computer backgrounds, print and digital materials, and social media platforms.	Ongoing
<i>Technology Loan</i>	16	Individual requests for overnight technology loans will be accommodated on a case-by-case basis. Students should query Information Services staff to arrange for overnight loans.	Ongoing

<i>Noisy Group Study Rooms</i>	13	In the past year, additional rooms for group work and study space were booked through the Office of Space Management. IS will continue to work with the Faculty and the University to investigate additional space options.	Ongoing
<i>Computer Availability, Lack of</i>	11	V-Apps is being utilized in specific courses; thus, IS is providing users with access to common programs, network printers, network drives, and home directories using a web browser.	Summer 2011
		IS is in negotiations with the Student Tech Fund and the Administration to secure funding for additional computer workstations in the Inforum, including Mac computers.	Winter 2012
<i>Electrical Outlets, Lack of</i>	10	IS, in conjunction with the Facilities Coordinator, will investigate the feasibility of increasing the number of electrical outlets in the Inforum.	Ongoing
<i>Internet Infrastructure</i>	9	A new U of T wireless network was deployed, allowing users to roam without having to repeatedly re-authenticate their wireless connection.	Summer 2011
		All wireless access points in the Bissell building have been replaced and the wireless network switch has been upgraded, thus improving speed and connectivity.	2010-2011 Academic Year
<i>Eating Space, Lack of</i>	8	With the exception of special events, eating is strictly prohibited within the stacks and public spaces of the Inforum to preserve the integrity of our resources and facilities.	No Date
<i>Short Loan Period</i>	8	IS will examine circulation statistics and assess the impact of lengthening the loan period of the general collection.	Fall 2011
<i>Staff Availability</i>	8	New and existing staff members will be trained on procedures for providing technical assistance to patrons.	Fall 2011

		IS will ensure that all staff receive Meebo training. Meebo hours will be advertised through various print and digital media.	Fall 2011
		The technical team within the IS Unit will be able to provide circulation and technical assistance at the Information Desk throughout the week.	Fall 2011
<i>Outdated Collections</i>	6	New titles are purchased regularly throughout the year and put on display across from the Information Desk. New titles can also be viewed on the iSchool website under Collections.	Fall 2011
		Students are encouraged to send IS recommendations of works that they would like to see in the Inforum collection.	Fall 2011
		Staff will receive more extensive reference services training.	Fall 2011
		IS is committed to building a research-level collection that meets the needs of those conducting current and historical research. IS will advertise the recommendation form and new titles more heavily this year.	Fall 2011
<i>Staff Attitude</i>	6	Different customers prefer varying types/levels of assistance with technical equipment. Training will be provided to staff on different approaches for assisting patrons with scanners and photocopiers.	Fall 2011
		Staff will receive more extensive reference services training.	Fall 2011
<i>Website</i>	<5	The new Faculty of Information website launched on June 1, 2011. Further improvements, changes, refinements, and functionality will be forthcoming.	Ongoing

# Appendix A: Description of Methods Used in Qualitative Data Analysis

Data for this survey were collected electronically between March 21 and April 8, 2011 on the survey site [www.surveymonkey.com](http://www.surveymonkey.com). Qualitative data collected consists of the written responses to the survey's four open-ended questions (Questions 3, 4, 5 and 6). The length of responses varied from one word (as in responses to Question 6 where responses wrote things like "Nothing!" or "n/a") to longer paragraphs or bulleted lists of up to 100 words or more in some cases. The qualitative data were sorted into themes, assigned codes, and analyzed using *Nvivo 9* software.

## Data Importing and Organization

1. Data were copied into *Nvivo 9* directly from *Survey Monkey's* "Analyze Results" pages.
2. One *source folder* was established in *Nvivo* for each of the four open-ended questions.
3. The text from each individual response was imported as a dataset previously downloaded from the *Survey Monkey's* "Analyze Results" pages. Responses were then saved in the appropriate source folder. For example, each individual response from Question 3 was saved as an individual source file in the "Question 3" source folder.

## Establishing Themes and Codes

To establish general themes for the data, Information Services intern Judith Majonis used the list of themes created by last summer's Information Services interns for the analysis of the *Information Services 2010 User Survey*. Further reading of the 2011 survey responses prompted the creation of a few additional themes not included in last year's survey and the removal of a few themes no longer relevant to this year's survey based on a lack of responses. In response to comments on question 4, *Staff Attitude* and *Coffee Machine* were created while *Museum Studies Studio* and *SMART Boards* were removed. Based on this list of themes, an initial list of *codes* for each question was established and entered in *Nvivo* as *tree nodes*. These codes were grouped together by colour to distinguish them in the following manner: green for 'Things Students Like,' red for 'Areas for Improvement,' and purple for 'Additional Comments and Suggestions.'

## Assigning Data to the Codes

With this initial tree node structure, individual responses could then be assigned one or more codes by selecting words, phrases, and comments within each individual source file and dragging them into the related code.

Since each individual response (source file) could include references to multiple items, as many codes as necessary were assigned to individual source files. The number of codes assigned to an individual source file range from 1 to 6 in several cases.

As a result of assigning codes to the data, queries could be established to list all the comments related to a particular code.

## A Note about Demographic Data

For the purposes of this analysis, responses to Questions 3, 4, 5, and 6 were not cross-analyzed based on the academic program or status of the respondents.

## Appendix B: List of Students' Suggestions (From Questions 5 and 6)

The following is a list of students' suggestions that did not fall under the sections of *Things Students Like* or *Areas for Improvement*. Information Services reviewed these suggestions and took them into consideration when creating the 2011 Information Services Action Items.

- They can provide more help with essays and brainstorming to find resources
- Scan more reading to blackboard (I know you can't but it support me further).
- provide remote help
- Scan and make available in PDF journal articles from recent years that aren't available online due to how recent they are (e.g. last few issues of Archivaria for non ACA members).
- More social events at the start of first year.
- adopt a library cat
- Add staff time to prepare coursebooks so that this can be an option for students.
- More information about student assistant roles and responsibilities
- throw a giant end-of-year Inforum dance party - the space is begging for a disco ball!
- Though you know what I feel is missing sometimes? And maybe this isn't your call, but... when I was doing a search for articles in academic Aboriginal portals, a surprising number (most) journals and articles weren't available to us, which made research difficult. Can we get access somehow to more Aboriginal journal sources?
- Security checks in the basement comp.lab. after 9pm.
- I hope that the faculty can provide chances for students to do the mock interviews. They were offered last year, but not this year.
- I hope that some of the activities such as the itea, itable, etc. can be video taped and students can have access to these activities on iSchool's website.
- The other thing that would be helpful is if some of the talks could be scheduled in the early evenings rather than during the day. I realize that part-time students are likely in the minority at the school but I know I would attend more of these if they

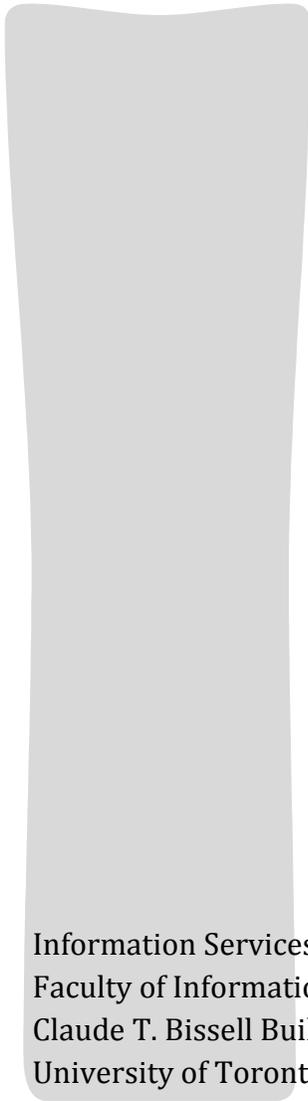
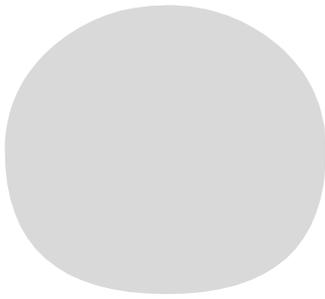
weren't during the day. I work during the day and so it isn't easy to make these talks right now.

- There are times when I needed to access an article in a journal that was only available in hard copy. Having to commute in for one article did not make a lot of sense. I would have paid \$3-5 to have someone at the Inforum scan it and email it to me. You might think about offering this fee-service.
- We want a gallery display space in the building
- Communicate more with the profs and TAs so nothing slips through the cracks
- I would love if there were loops on the desks for laptop locks.
- Would it be possible to print a weekly schedule for the 2nd floor computer lab that could be posted by the door? I know it's online, but sometimes it would be nice to decide to work there and be able to see what's scheduled (if anything) in that room that day.
- Help with the Job Spice would be really useful for me.
- To improve its services, IS can offer a "tech support" desk, in addition to its circulation & reference desks, to assist students with technical support, and problems with their laptops.
- Maybe we could use a helpdesk that's specifically for information services? I usually only go to the Inforum staff for library needs- borrowing books, asking questions, etc. I don't really know if I'm supposed to ask them general information services questions.
- Photos/names of the Information Service Staff at the entrance so that we can remember their name and acknowledge their contribution
- The inforum should have a microwave.
- It might be beneficial to have more staff on hand during the lunch rush, as sometimes they are overwhelmed and have trouble helping everyone in a timely and effective manner.
- We need more multimedia displays for purposes of engaging students and visitors. For example, the vitrine outside the Inforum is outdated and could be replaced by visual screens that play movies, display objects or student projects. These would

also help with upgrading the facilities. The Pratt library is a really good model to look at for creating a modern space that supports contemporary student activities.

- It would also be nice if there was a water dispenser in the 7th floor lounge so you don't have to go through 2 sets of locked doors to get a drink.
- It would also be interesting to have someone on staff make recommendations about good magazine articles to read (for the current issues on the rack). This might encourage more "reading breaks" for students.
- I find the transition from print and paper to digital adds extra work to students, work that often get in the way of doing readings and assignments for class. Try to minimize this and make everything in one format.
- The Inforum could do with a suggestion box.
- I think it would be beneficial if the Inforum had liaison librarians (I don't know if that's possible) to some of the more cutting edge aspects of the program. These would be people who would know where to find resources for maker spaces, etc.
- Why don't you have a town hall meeting or revitalization contest? I'll submit a low-cost, easily implemented redesign that will make an impact on how the room is used, without changing its current functions in any way. You can give a target budget with requirements, and then implement whichever of them are most suitable with a sub-committee of students, administrators, and members of the Information Service Unit. I'd be happy to help out in any way I can.
- maybe it is a good idea to take on a project to design the Inforum space with the help of students, something like a Decoration committee
- Self-checkout would be nice when the inforum happens to be busy with questions and I only want to check out books.





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