REIMAGINE OCLS

THE POWER IS IN YOUR HANDS.

STRATEGIC PLANNING PROJECT REPORT

APRIL 2021

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IWU

ONLINE CAMPUS LIBRARY SERVICES

EXECUTIVE SUMMARY

Indiana Wesleyan University Off Campus Library Services started a strategic planning process called **Reimagine OCLS: The Power is in Your Hands** in Fall 2020.

To prepare for this process, OCLS developed a strategic planning survey to gather input from IWU National & Global and Wesley Seminary stakeholders.

OCLS conducted the Reimagine OCLS Survey to assess the use of current library services, library resources, current needs, and future needs of students, faculty, staff, and administrators. OCLS will use the survey results to inform future plans and services.

The survey participation was excellent, with responses from each group in the N&G and Wesley Seminary community. The survey was available online for two and half weeks with 798 responses.

The OCLS team analyzed and discussed the findings and discussed them in a series of strategic planning meetings in December 2020. The OCLS team developed recommendations dealing with current services, the OCLS website, and awareness and outreach.

Among the key recommendations:
- Projects to build awareness of OCLS services.
- In exploring opportunities for new services, implementing AI for a virtual help desk should be considered.
- The library website needs to be updated and become more user-friendly.
- Survey responses showed that overall, stakeholders from all groups are not aware of OCLS services. Outreach and communication plans to key stakeholders need to be implemented.
- Our name is confusing to N&G students, and faculty find it difficult to separate us from the Jackson Library on the Marion campus. A new name that accurately describes what we do should be considered.

SURVEY FINDINGS

METHODOLOGY AND DEMOGRAPHICS

As part of the **Reimagine OCLS: The Power is in Your Hands** strategic planning project, the Reimagine OCLS Survey was distributed to IWU National & Global and Wesley Seminary students, faculty, staff, and administrators between November 3, 2020, and November 20, 2020.

The results of the Reimagine OCLS Survey form the foundation of this report.

The 798 total Reimagine OCLS Survey respondents included 674 students, 83 faculty, 28 staff, 13 administrators.

The student participants in the survey included 133 associate students (19.7%), 258 bachelor's students (38.3%), 218 master's students (32.3%), 49 doctoral (7.3%), and 16 other students getting certifications(2.4%).

When looking at the Wesley Seminary results, there were 76 students, 2 faculty, 2 staff, and 1 administrator.

The Wesley Seminary student participants included 1 associate student, 7 bachelor's students, 59 master's students, and 9 doctoral students.


Legend: ■ Total ■ N&G ■ Seminary
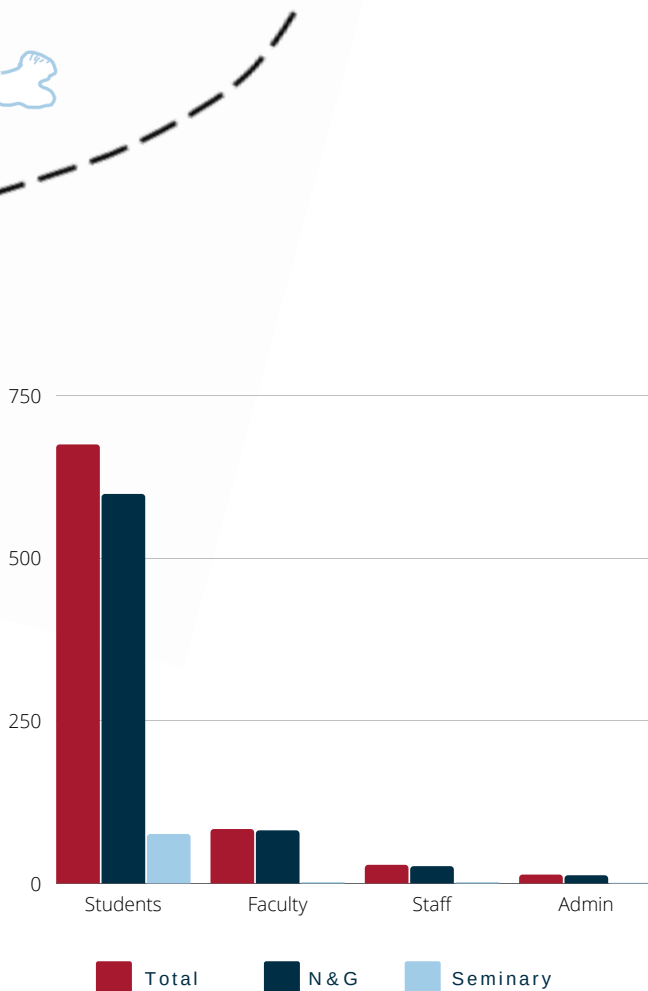
KEY FINDINGS FROM REIMAGINE OCLS SURVEY

As part of IWU OCLS's **Reimagine OCLS: The Power is in Your Hands** strategic planning project, the Reimagine OCLS Survey was distributed to IWU National & Global and Wesley Seminary students, faculty, staff, and administrators between November 3, 2020, and November 20, 2020. A total of 798 respondents participated in the survey.

PERSONNEL WEIGH IN OCLS IMPACT ON STUDENT SUCCESS

Neither agree nor disagree
6.5%

Agree
29.8%
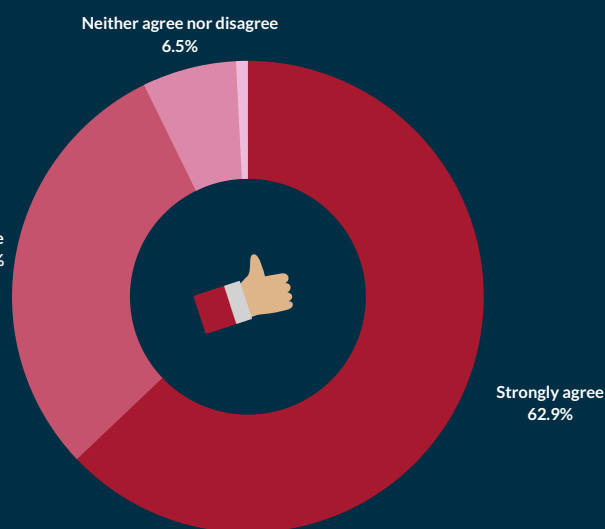
Strongly agree
62.9%

A very positive finding of the survey was that the majority of IWU Personnel (Faculty, Staff, and Administrators) respondents "Strongly agree" with the statement, "OCLS has a positive impact on student success."
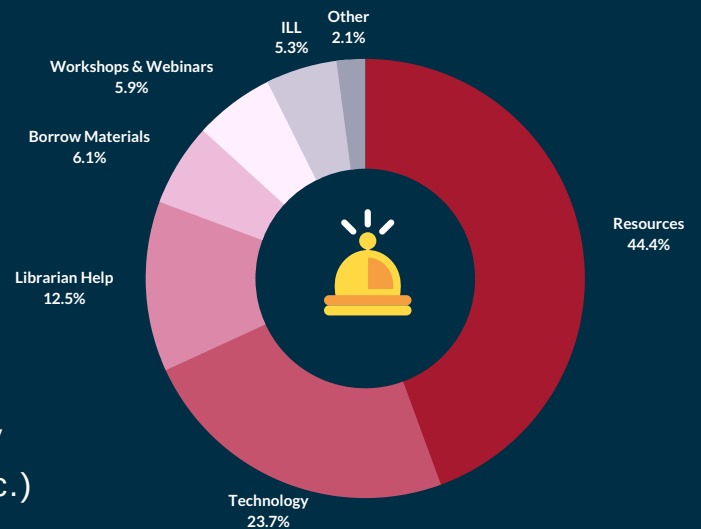
OVERALL SATISFACTION

A majority of respondents across all of the survey participant groups were satisfied with OCLS services. A large percentage of students and personnel saying they were very satisfied overall.

Dissatisfied
2.1%

Neutral
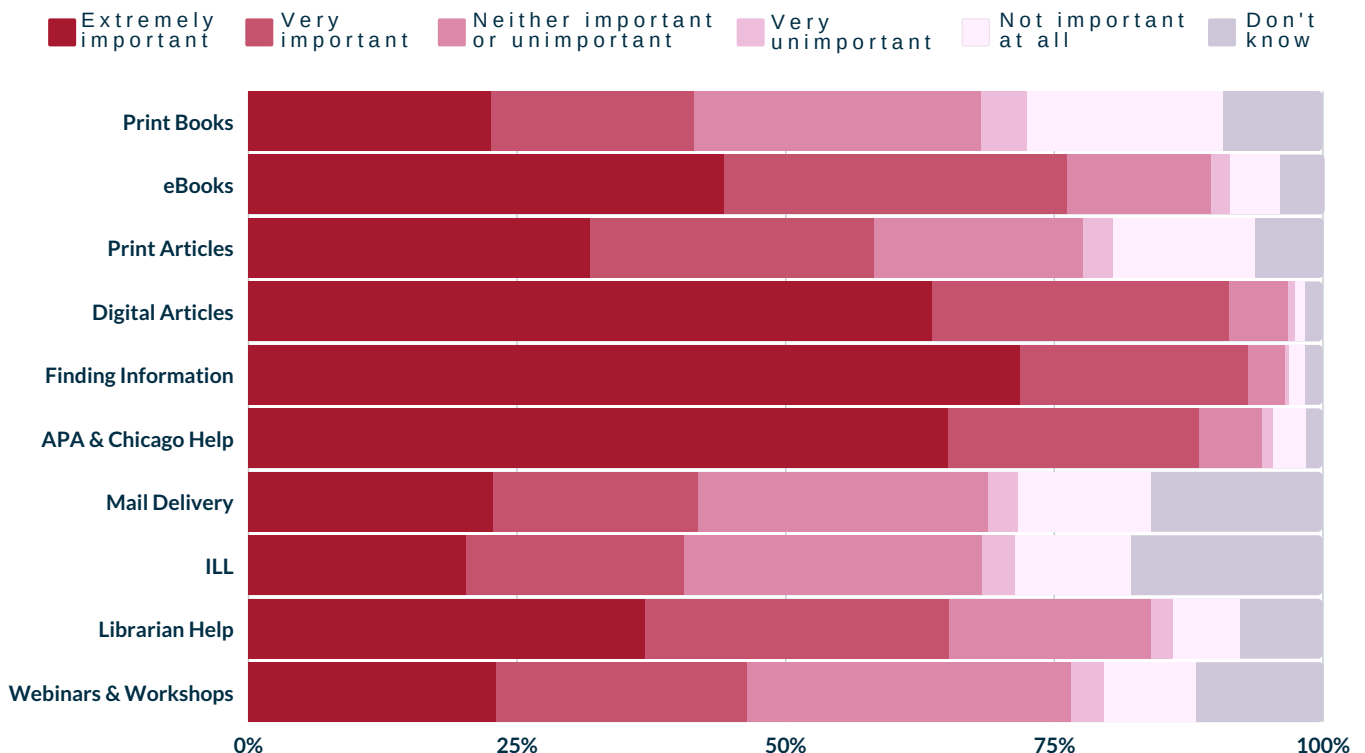9.9%

Very satisfied
48%

Satisfied
38.6%
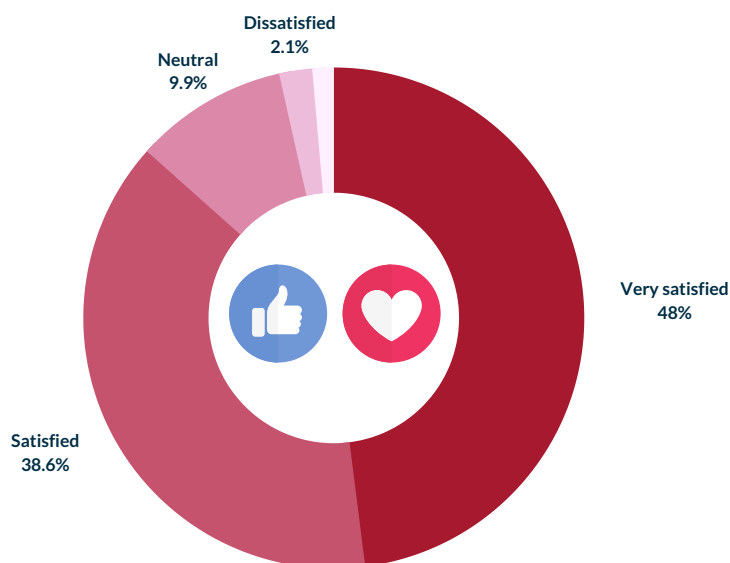
OCLS SERVICES AND STUDENTS

Top library services used by the student survey participants included accessing online resources (ebooks, databases, journal articles, etc.) (44.4%), using library technology (Academic Writer, EndNote, etc.) (23.7%), and getting librarian help (chat, phone, PSPs, Zoom appointments, etc.) (12.5%).

Other 2.1%
ILL 5.3%
Workshops & Webinars 5.9%
Borrow Materials 6.1%
Librarian Help 12.5%
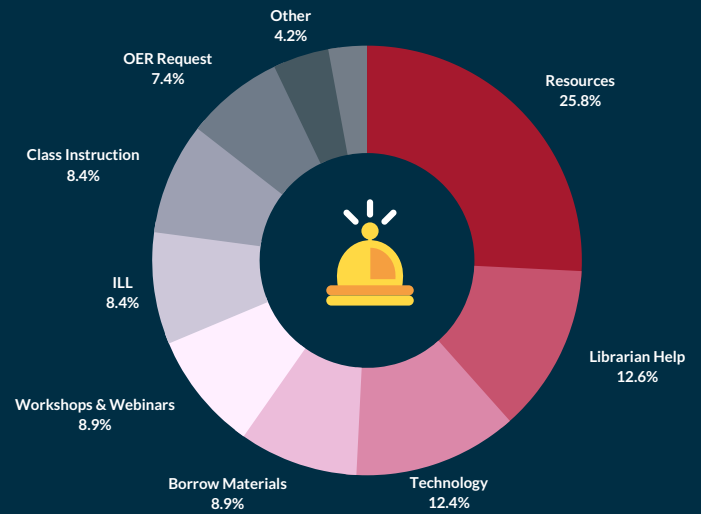**Resources** 44.4%
Technology 23.7%

The highest-ranked services which were seen as extremely important by students were Finding Information (71.8%), APA and Chicago Style Help (65.1%), Digital Articles (63.6%), eBooks (44.2%), and Librarian Help (36.9%).

OCLS Tutorials were mentioned extensively by students as being helpful.

Extremely important | Very important | Neither important or unimportant | Very unimportant | Not important at all | Don't know

Print Books
eBooks
Print Articles
Digital Articles
Finding Information
APA & Chicago Help
Mail Delivery
ILL
Librarian Help
Webinars & Workshops
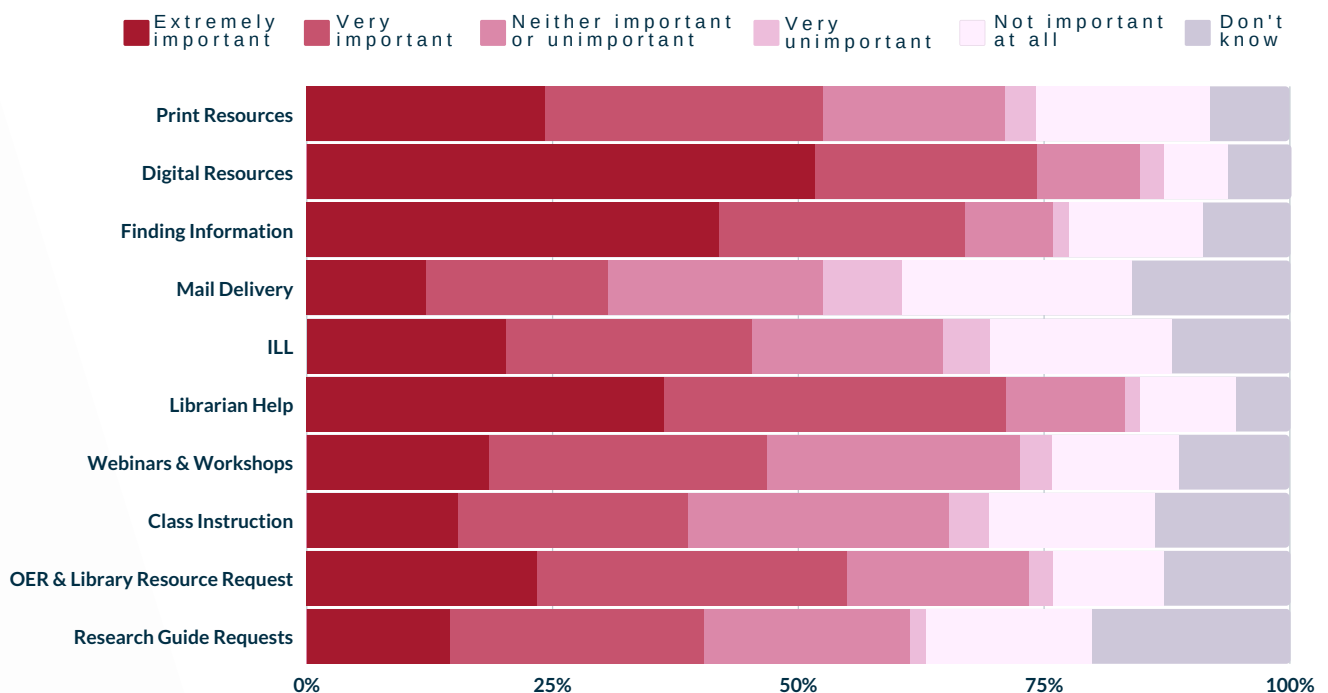
0%   25%   50%   75%   100%

OCLS SERVICES AND PERSONNEL

Top library services used by the IWU Personnel survey participants included accessing online resources (eBooks, databases, journal articles, etc.) (25.8%), getting librarian help (chat, phone, PSPs, Zoom appointments, etc.) (12.6%), using library technology (Academic Writer, EndNote, etc.) (12.4%), and borrowing print materials (8.9%).

Other 4.2%
OER Request 7.4%
Class Instruction 8.4%
ILL 8.4%
Workshops & Webinars 8.9%
Borrow Materials 8.9%
Technology 12.4%
Librarian Help 12.6%
Resources 25.8%

The highest-ranked services which were seen as extremely important by IWU Personnel were Digital Resources (51.6%), Finding Information (41.9%), Librarian Help (36.3%), Print Resources (24.2%), and OER & Library Resource Request (23.4%).

Legend: Extremely important | Very important | Neither important or unimportant | Very unimportant | Not important at all | Don't know

Print Resources
Digital Resources
Finding Information
Mail Delivery
ILL
Librarian Help
Webinars & Workshops
Class Instruction
OER & Library Resource Request
Research Guide Requests

0% 25% 50% 75% 100%

FUTURE SERVICES

When asked about unmet needs and ideas for future services, many of the respondents' comments asked for services that OCLS already offers (chat, APA Review, services similar to Academic Writer, APA resources, APA help, webinars, etc.) or are not in our power to offer (tutoring, technology help, etc.).

SUGGESTIONS OF NOTE

When asked what services OCLS should offer in the future, participants mentioned more training on using OCLS with great frequency, and respondents suggested webinars, workshops, and week-long courses.

Other ideas were Zoom appointments with an evening librarian and an interactive help desk.

OCLS WEBSITE

OCLS is first and foremost a digital library for IWU National & Global adult students. While the overwhelming majority of N&G students solely take classes online, all students need to use the OCLS for research and to get help. Our digital spaces are vital to the student experience.
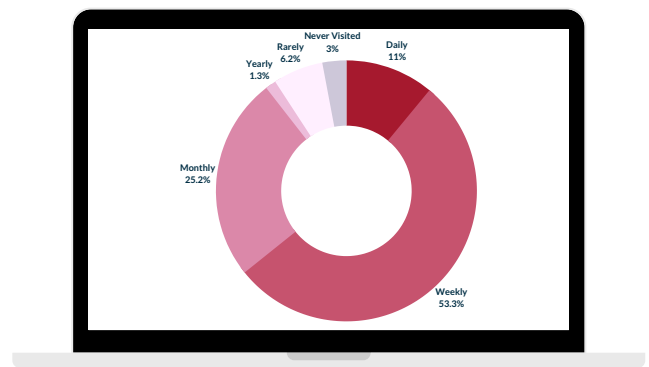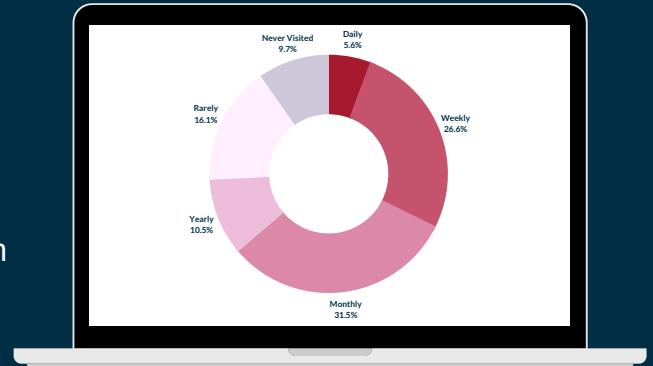
WEBSITE
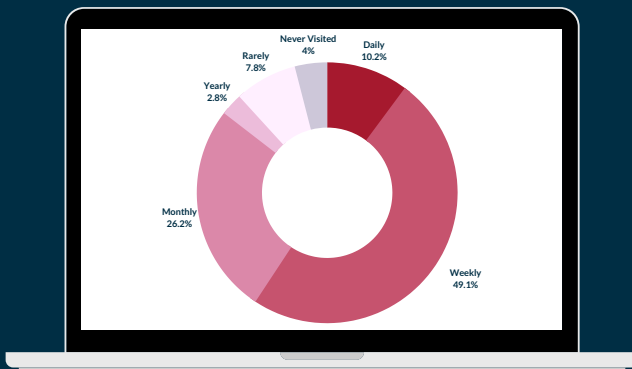
Nearly half of the survey participants visit the OCLS website weekly (49.1%), a quarter visits the website monthly (26.2%), and a tenth visit the website daily (10.2%), while 15% visit yearly, rarely, or have never visited.

Never Visited 4%
Daily 10.2%
Rarely 7.8%
Yearly 2.8%
Monthly 26.2%
Weekly 49.1%

STUDENT VISITS

Over half of the student participants visit the OCLS website weekly (53.3%), a quarter visits the website monthly (25.2%), and about a tenth visit the website daily (11%), while a tenth visits yearly, rarely, or have never visited.

Rarely 6.2%
Never Visited 3%
Yearly 1.3%
Daily 11%
Monthly 25.2%
Weekly 53.3%

PERSONNEL VISITS

About a quarter of faculty, staff, and administrator participants visit the OCLS website weekly (26.6%), about one-third visits the website monthly (31.5%), and 5.6% visit the website daily, while more than one-third (36.3%) visit yearly, rarely, or have never visited.

WEBSITE VISITS BY DEVICE

According to the survey participants, 85% access the OCLS website from their computer or laptop, while 15% access the OCLS website from their mobile device (smartphone or tablet).
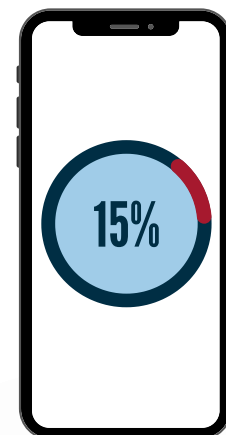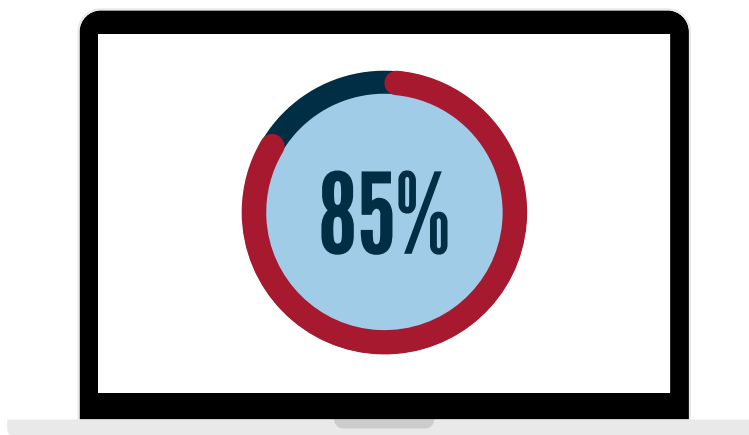
OCLS WEBSITE EASE OF USE

Survey participants were asked how easy it was to accomplish certain tasks on the OCLS website. While all the participant groups responded, the website is vital to the student experience, so this report will only show the student responses.

STUDENT EASE OF USE

The highest-ranked tasks reported as very easy were accessing journal articles (41%), accessing databases (37%), finding information on OCLS hours and services (37%), asking for help (34%), and accessing eBooks (30%).

The most difficult tasks reported as not very easy or difficult were asking for help (12%), finding information on OCLS hours and services (9%), and accessing databases (8%).

| Legend: | Very easy | Easy | Neutral | Not very easy | Difficult | Don't use |
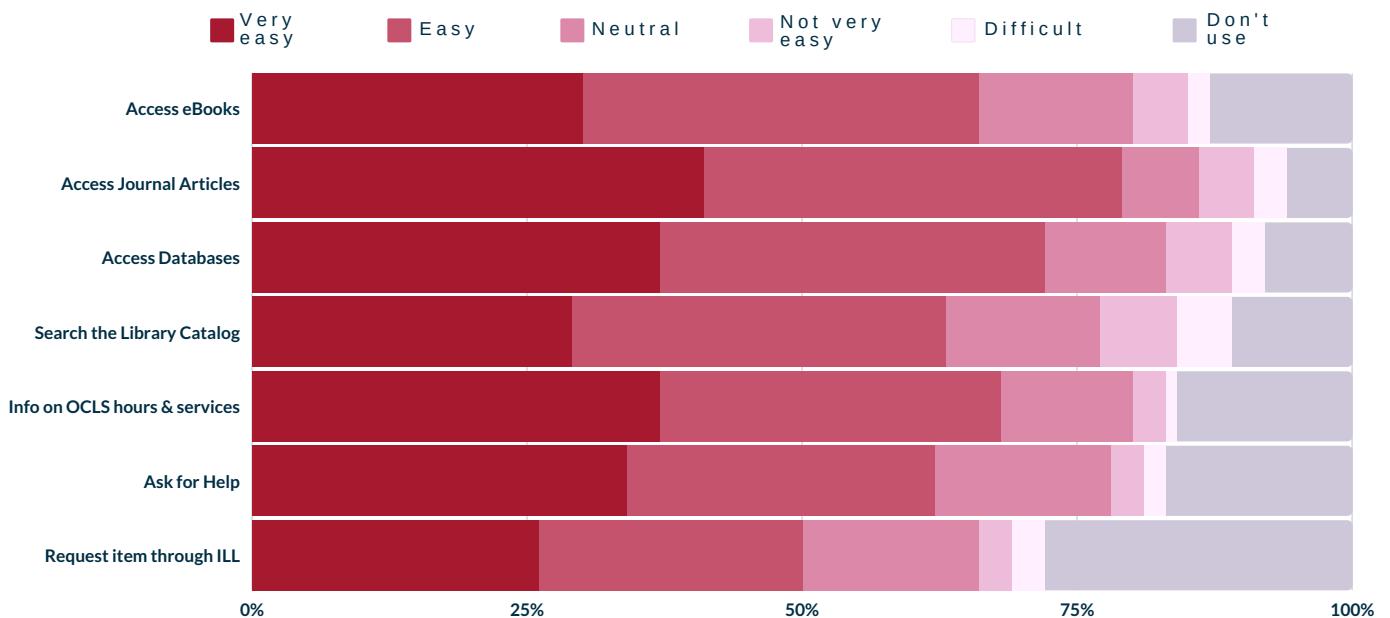
NEW & FUTURE SERVICES RECOMMENDATIONS
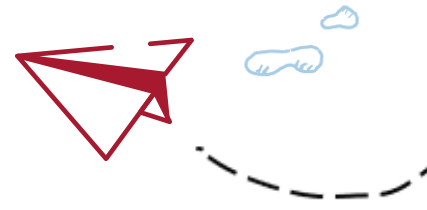
In exploring opportunities for new services, implementing AI for a virtual help desk, more training to use OCLS, and evening appointments should be considered. Future services should be created with a marketing mindset.
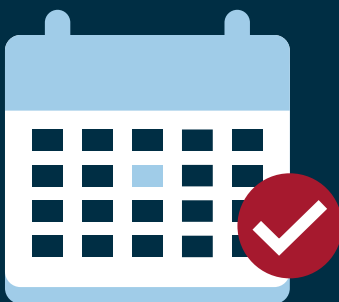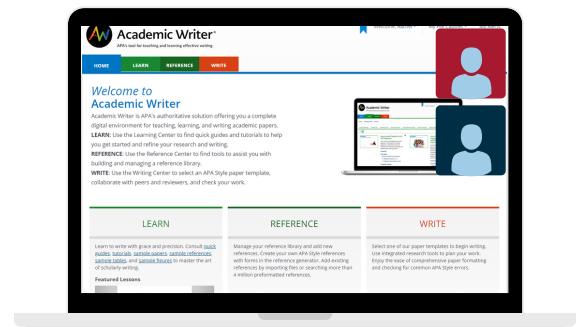
VIRTUAL HELP DESK

Creating a virtual help desk with a solution like Verloop.io would extend OCLS support and answer student questions easily, especially outside of business hours.

TRAINING & WEBINARS

OCLS offers a core set of webinars but should look for opportunities to expand the training they offer.

EVENING APPOINTMENTS

Students expressed the need for librarian appointments outside of the regular times offered. Expanding appointment hours should be given consideration.

WEBSITE RECOMMENDATIONS

As mentioned previously our digital spaces are vital to the student experience. Survey respondents mentioned extensively that the OCLS website is outdated and not user-friendly.
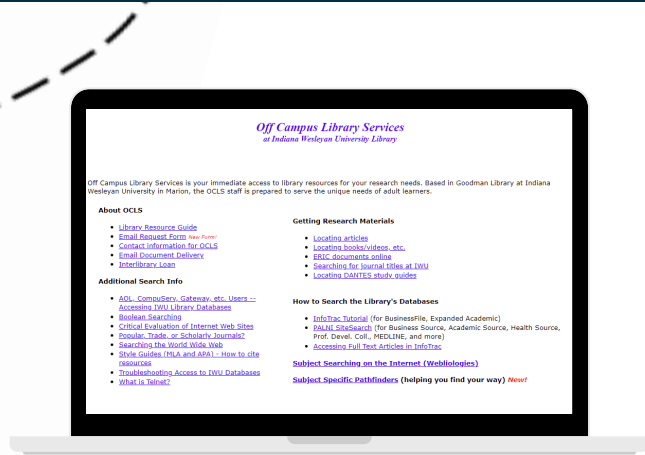
Recommendation:
The library website needs to be updated and become more user-friendly.
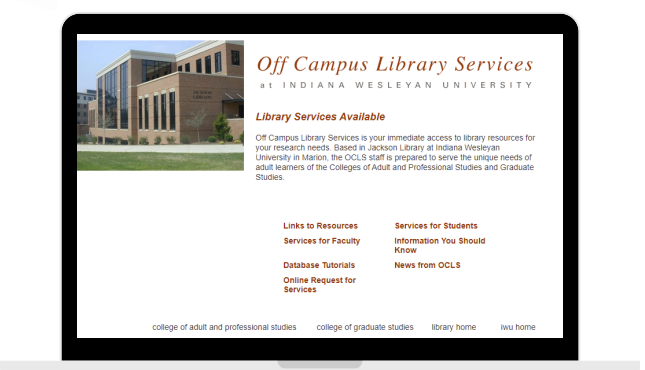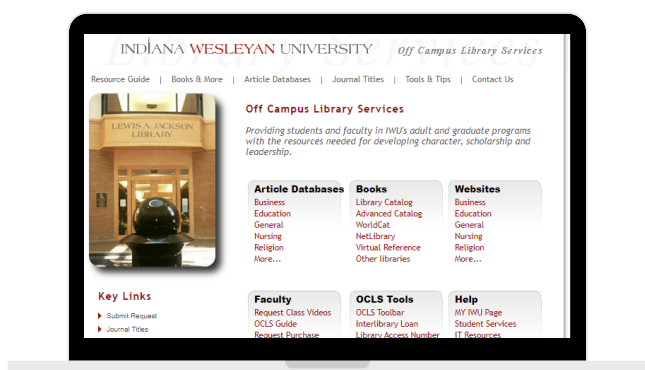
WEBSITE HISTORY

The OCLS website has remained virtually the same since October 2009, except for the introduction of a new header in June 2013 and the introduction of a search box area and OCLS chat in February 2018.
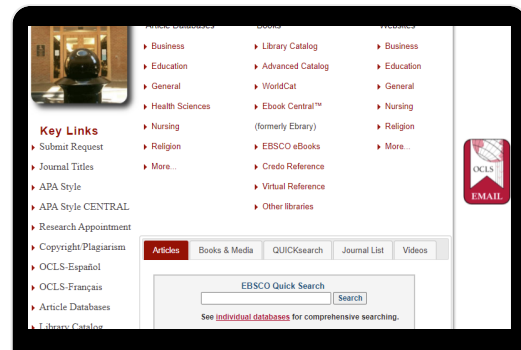
SEPT 2001 - JAN 2003

FEB 2003 - SEPT 2009

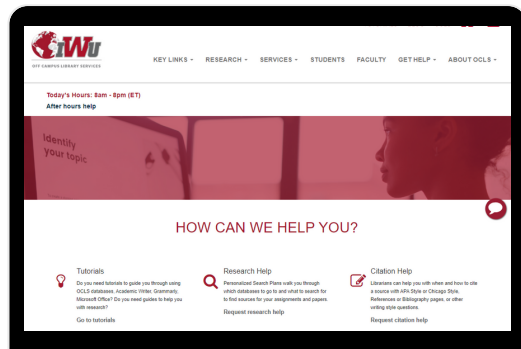## OCT 2009 - MAY 2013

JUNE 2013 - JAN 2018
New header

FEB 2018 - JUNE 2020
New search box area
and OCLS chat

WEBSITE UPDATE

The website was adequate in 2009, but changes in the way users access information and what they expect from websites have changed drastically over the last 12 years.

JULY 2021

The OCLS website has not stayed consistent with IWU branding or changes in website design and user interfaces. The main hurdle with updating the website is that the OCLS team does not directly control the current OCLS website.

It is recommended that the website be updated to current IWU branding and with current website design and user interfaces on a platform controlled by the OCLS team. User testing should be done to ensure that the website meets student and other stakeholder needs.

At the writing of this report, the new OCLS website has been designed on the Springshare LibGuides platform, and user testing is underway. The website is slated to debut on July 7, 2021.

BRANDING & IDENTITY

When OCLS was founded in 1993 and serving the IWU Division of Adult and Professional Studies (APS) "off-campus students", our name was appropriate.

Now we are serving IWU N&G students. The majority of our students are online across the United States and the World.

Our name is confusing to N&G students. When students call OCLS they frequently worry that they didn't call the correct library and identify themselves as online students. Faculty, especially those in the Marion, Indiana area do not know there is a difference between or find it difficult to separate us from the Jackson Library on the Marion campus.

Recommendation:
Off Campus Library Services is a "Marion-centric" name. With the changes in education modalities, OCLS is not "off" our students' campus. A new name that accurately describes what we do should be considered.

A NEW NAME

During the OCLS Strategic Planning meetings, the team discussed a new name. OCLS Dean Jay Wise proposed the name Online Campus Library Services. This name describes who we are and keeps the same acronym that the N&G community is used to (OCLS) and we can keep the same email address and website domain. At the writing of this report, we are moving forward with getting approval for this name change.

AWARENESS & MARKETING

It became clear from most comments that OCLS stakeholders from all groups are not aware of OCLS services and support. OCLS needs to market and promote its excellent services and resources.

Recommendations:
- Projects to build awareness of OCLS services.
- Outreach and communication plans to key stakeholders need to be implemented, including newsletters for students and faculty.
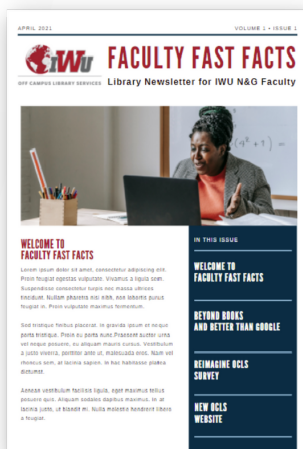
FACULTY NEWSLETTER

A quarterly newsletter should be released to build awareness of OCLS services and support to faculty and adjunct faculty so they can refer students to OCLS and see increased relevance for libraries.

NEW FACULTY EMAILS & FACULTY GUIDE

Emails should be sent to new adjunct faculty welcoming them to IWU N&G and include a link to a companion faculty guide to inform new adjuncts of support and OCLS services available to them and their students and answer Frequently Asked Questions that we get.

NEW STUDENT EMAILS & SURVIVAL GUIDE

Emails should be sent to new students welcoming them to IWU N&G and include a link to a new student survival guide to inform new students of support and OCLS services available to them and answer Frequently Asked Questions students have.

STUDENT NEWSLETTER

OCLS should consider a monthly or bi-monthly student newsletter that gives research tips, upcoming webinars, and other relevant information helpful to students.

ANNUAL REPORT

One of the biggest issues is that users do not know about the services offered which affects the perception of OCLS's relevance to the N&G Community. Stakeholder's perception of relevance is a serious threat. "If they [libraries] remain too humble to tell the story of what they do, they will continue to shrink in importance" (Anderson, 2020, p.xiii). Perception is linked to funding threats, shrinking usership, and outdated perceptions. Only by telling the story of the library in a compelling and meaningful way to the right audience and at the right time will we change the perception of relevance (Anderson, 2020).

OCLS should release an annual report to demonstrate its value to the N&G Community that includes service metrics and short articles about projects of note from the last year.

REFERENCES

Anderson, C. (2020). *Library marketing and communications: Strategies to increase relevance and results*. ALA Editions.