Parrish Library Marketing Consulting Project

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Introduction
Parrish Library of Management and Economics had undergone several renovations since 2005 yet never systematically examined its space and users. In 2017 fall, Krannert Graduate Marketing Club and Purdue Marketing Club initiated a marketing consulting project for the Parrish Library to understand how students value the library. By quantitative and qualitative market research methods, we hope to understand space utilization and students’ needs and preference. From these findings, we hope to provide insights for library in planning future renovation on service and facility.

Executive Overview

Target Audience
- Those who are physically in library
- Krannert students who don’t use library

Methodology
- Online survey: We disseminated an online questionnaire by email and QR code.
- On-site survey: We approached students inside the library and observed on-site behavior for a week in October, 2017.
- Focus group: We engaged in deep conversations with students to understand motivations behind action.

Timeline
Sep. 2017  On-site Survey 10/25-10/31
Apr. 2018  Focus Group 27-3/30

Online / On-site Survey

Planning and Preparation
Bi-weekly Meetings with Librarians
Learning from Previous Studies
Designing Survey and Pre-testing

Online Survey
We showed pictures of study spaces inside the library for students to choose their favorite spots. Also we asked reasons for dissatisfaction from their experiences.

User by Frequency
Heavy User (Visit Weekly)
Light User (Visit Monthly)

User by Degree
Undergraduate  Graduate

Survey Insights
- Create awareness about the library facilities and hours
- Conduct library tours during student orientation week
- Cater to students who live off-campus as students who live in the dorms are more likely to use the libraries closer to them
- Educate students on the usage of collaborative screens
- Consider the addition of color printers in the common area
- Create more self-study spots with plug-ins in the quiet rooms

Next Steps
We are currently collecting data from focus group interviews. We asked Krannert students about their experience in the Parrish Library and other libraries on campus. Once the interviews are done, we will compile findings from survey and focus groups for the final report.

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