Library Services for the Future: engaging with our customers to determine wants and needs

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Session Outline

• Introduction
• Engaging through surveys
• First Case Study
• Second Case Study
• Conclusion
About Victoria University
Snapshot - University

• Victoria University employs approx 1,800 full-time equivalent staff.
• Approx 22,000 students.
• 2,500 are international students
• 2,000 are Māori students
• 1,500 are Pacific students
Snapshot - Library

- Employs approx 120 full-time staff
- 6 locations within Wellington
Principles and values

• Client Centred
• Evidence Based
• Future focused
• Aligned to key University goals
  e.g. increasing the number of Māori and Pasifika students enjoying success at higher levels
Engaging through surveys

How can librarians ensure that the evidence they gather is high quality?

- Pilot or pre-test
- Sampling
- Presentation
- Number and type of questions
Summary survey best practice

- Pre-notification
- Shorter questionnaires
- Print format surveys vs. online surveys
- Incentives offered at the time of the survey can increase responses
- Transparency around outcomes from the survey
First Case Study

- Library Services Review – Arotake Ratonga
- 32 focus group sessions
- Library website
- Online survey
It’s totally awesome.
You can tell it’s good when
there isn’t enough seats for
car the people who want
to hang or study
here.
Second Case study

• Te Ropu Whakamanawa
• Inclusive membership
• Snowball technique
• Competition for spine label
Before
How students used the space
Successful space
Te Taratara ā Kae
Māori and Pacific Collection

- A space and collection reflecting the unique people and cultures of Aotearoa New Zealand and the Pacific
- Brings together Māori and Pacific staff, students and collections under a story of mutual Māori and Pacific origins
- Is the zigzag design found on all pātaka or Māori storehouses
- Commemorates the story of the Pacific Chief Tinirau and his pet whale Tutumai which was killed by Kae
- Is guarded by 4 key figures on the two front pou: the men Tawhaki and Keke on the right who climbed the heavens to bring knowledge back to the world and the women Meikitiki and Meikeki on the left who take care of all those who pursue knowledge
- Aims to nurture and promote mātauranga Māori and Pacific Knowledge, provide a more equitable model of service delivery and contribute to the student experience and success
Conclusions

“In the end, what good is it if all you get is a report?”

(Alexander McCormick Director of National Survey of Student Engagement USA attributed in Jaschik 2009)
Whāia e koe ki te iti kahurangi,
Kia tāpapa koe,
He maunga tiketike.

Follow your treasured aspirations,
If you falter,
Let it be because of insurmountable difficulties.