

Reshaping Information Services for a Changing Faculty Population

Evidence and Insights
from the MISO Survey

November 5, 2009

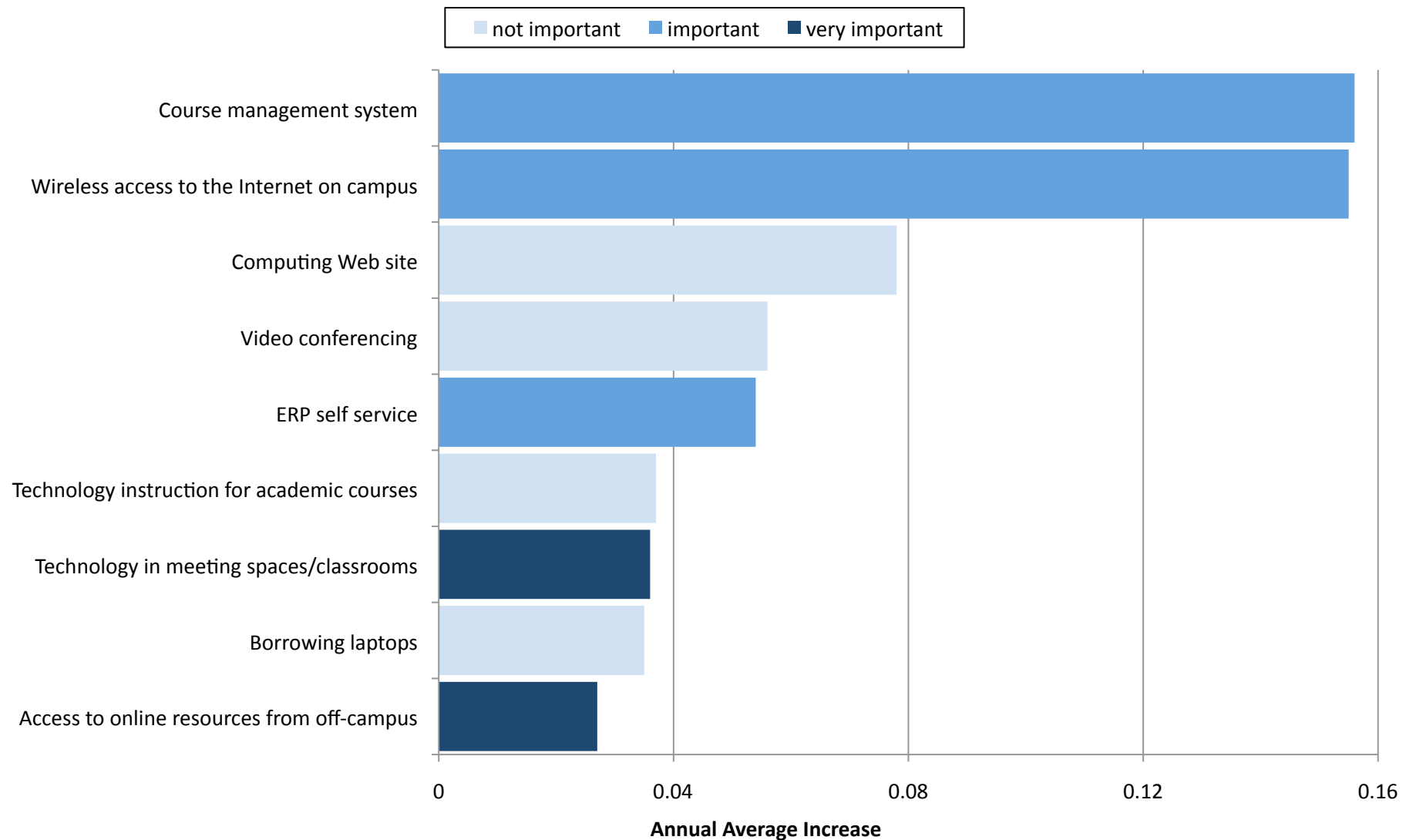
Agenda

- About MISO Survey
- Highlights from MISO Survey Annual Report
- Analysis of faculty by age
 - Why age?
 - Importance of services
 - Satisfaction with services
 - Recommendations & provocative questions
- Questions

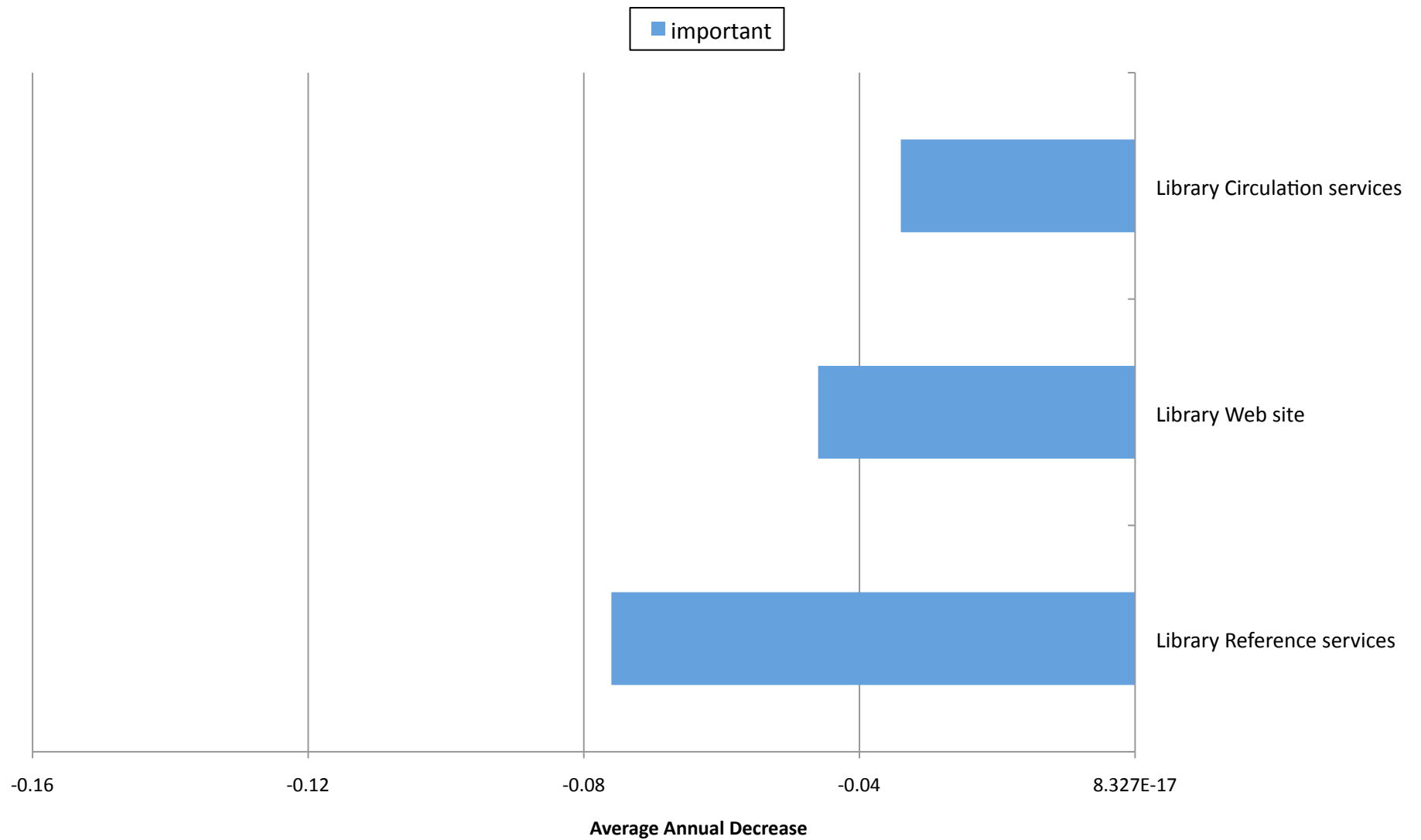
MISO Survey Vital Statistics

- Over 35 participating institutions since 2005
- About 30,000 respondents:
 - 7,400 faculty; 10,300 staff; 12,200 students
- MISO Survey Team:
 - David Consiglio, Bryn Mawr College
 - Kevin Creamer, University of Richmond
 - Joshua Wilson, Brandeis University
 - Laurie Allen, Haverford College
 - Amy Bryant, Earlham College

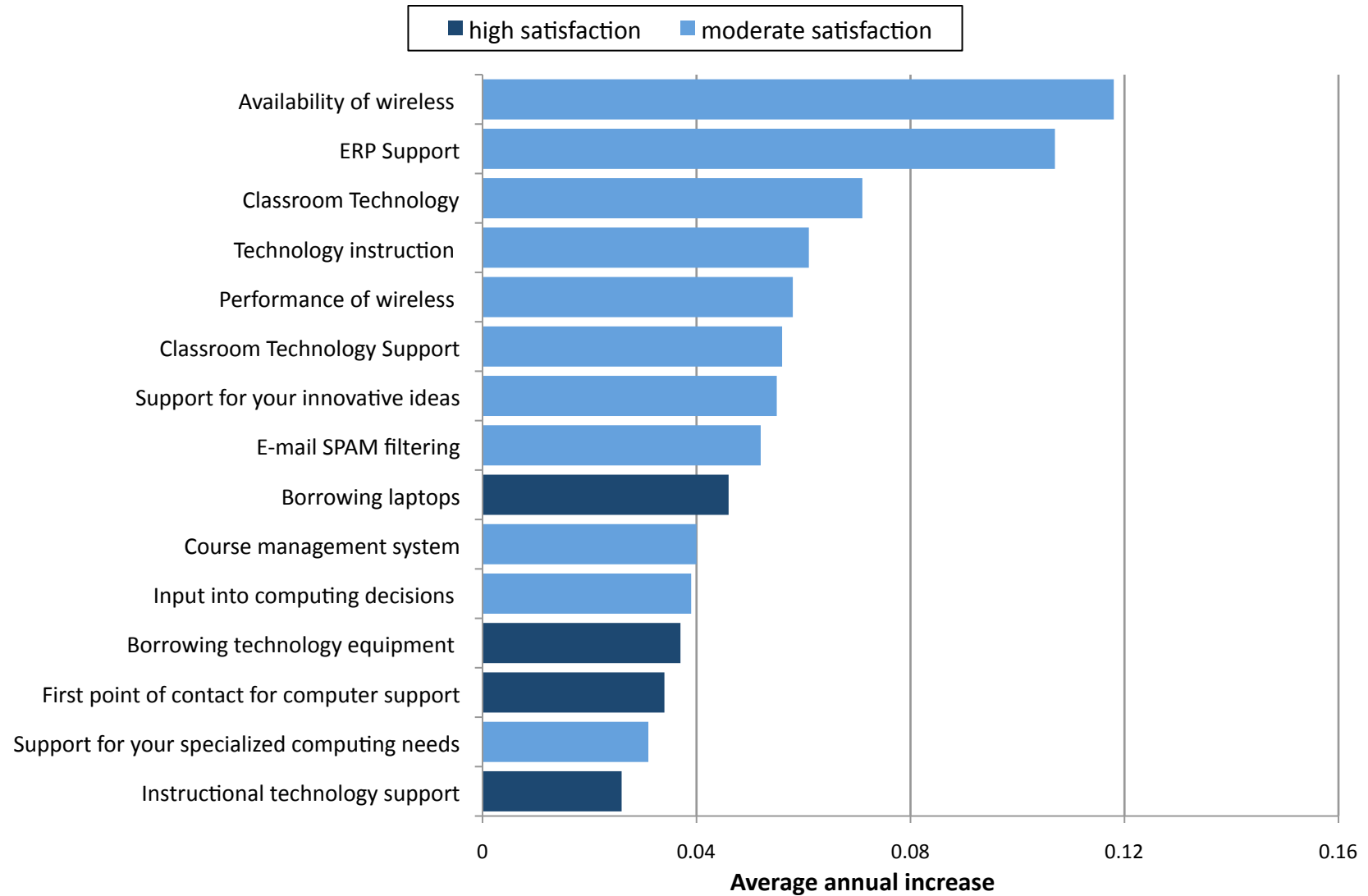
Increasing Importance



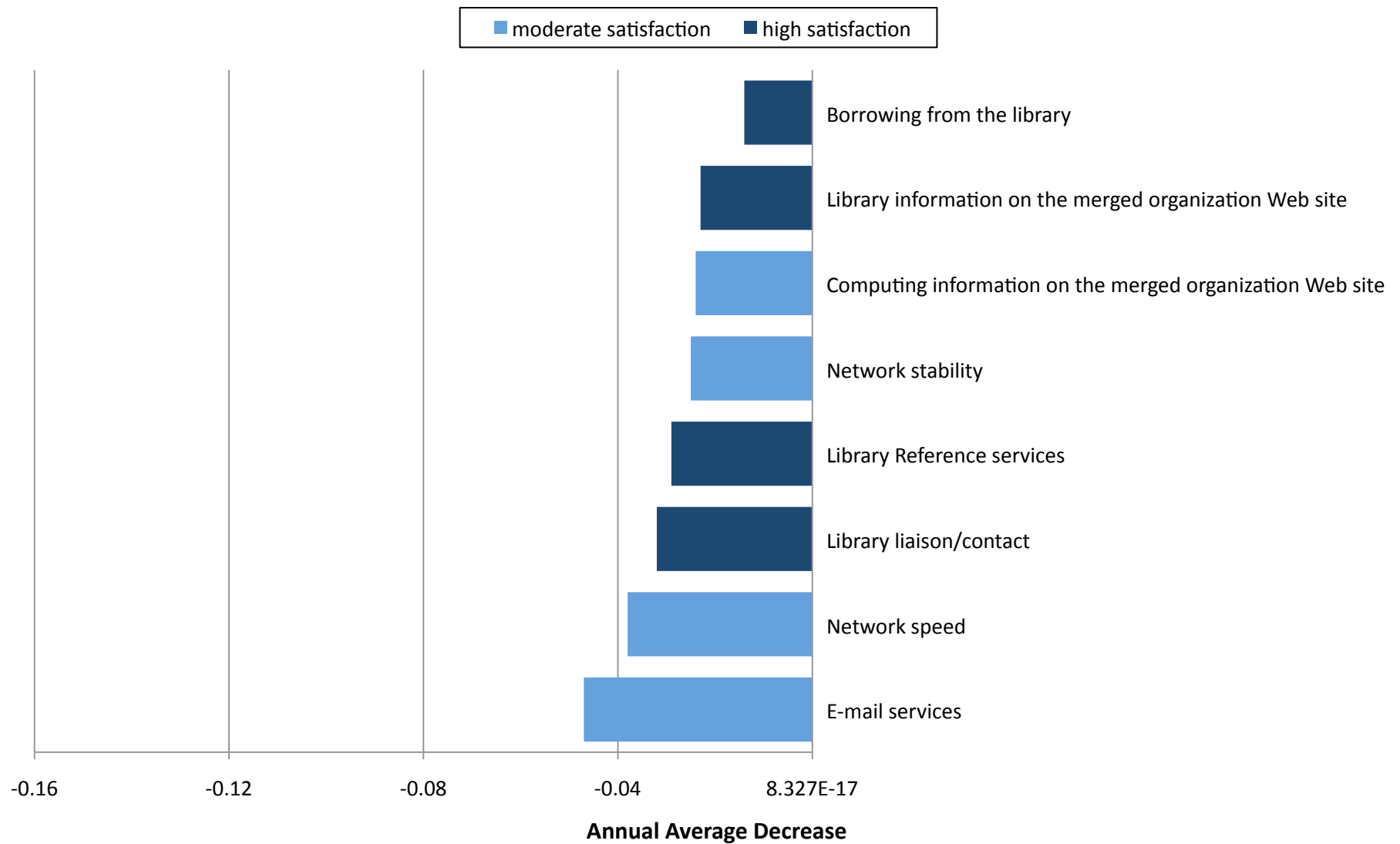
Decreasing Importance



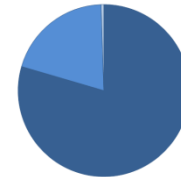
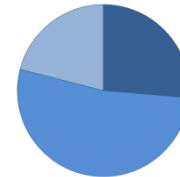
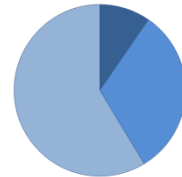
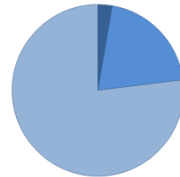
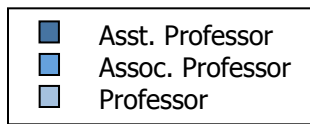
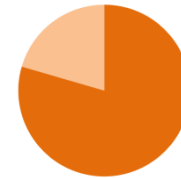
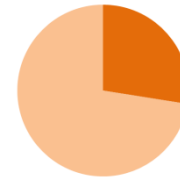
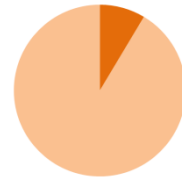
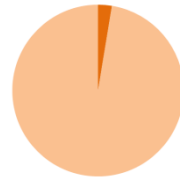
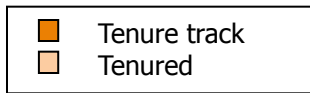
Increasing Satisfaction



Decreasing Satisfaction



Why age?



Age 60+
Late career

Age 50-59
Mid-career

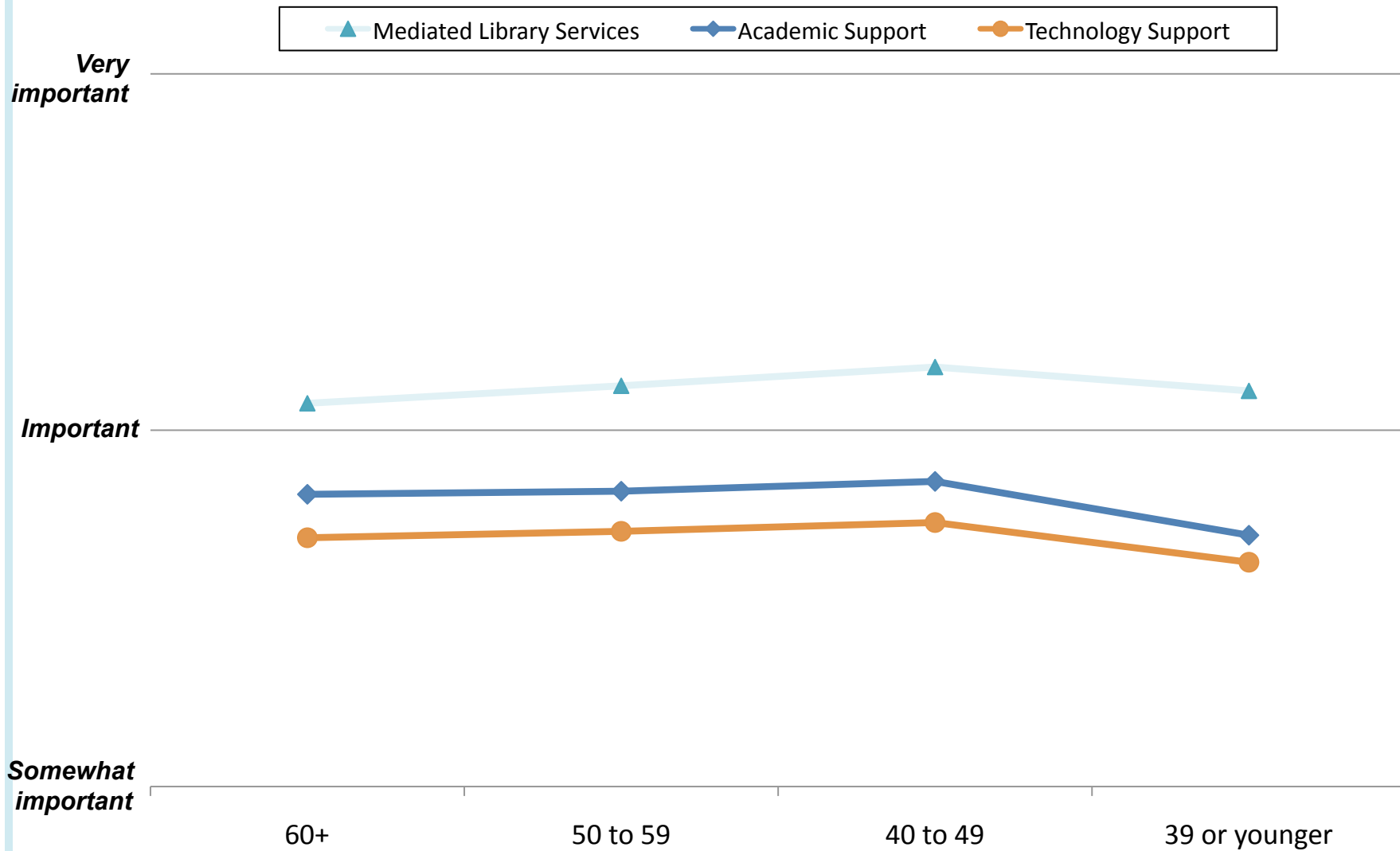
Age 40-49
Early tenured career

Age 39 or younger
Early career

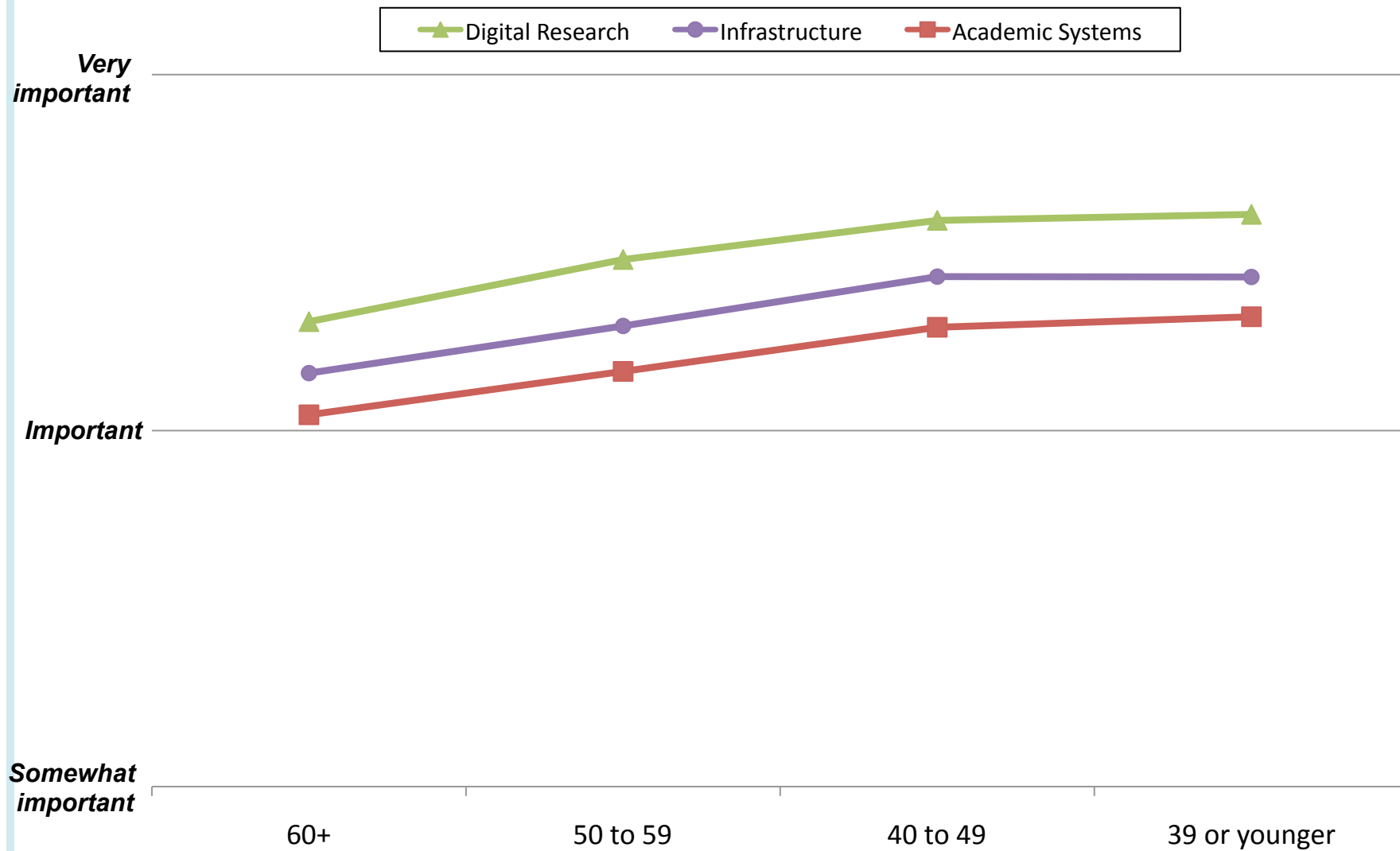
Categories for analysis

- **Mediated Library Services**
 - circulation, reference
- **Technology Support**
 - computing website, help desk
- **Academic Support**
 - support for classroom technology, instructional technology support
- **Digital Research**
 - online catalog, library databases
- **Infrastructure**
 - wireless network, off campus access, email
- **Academic Systems**
 - classroom technology, course management system

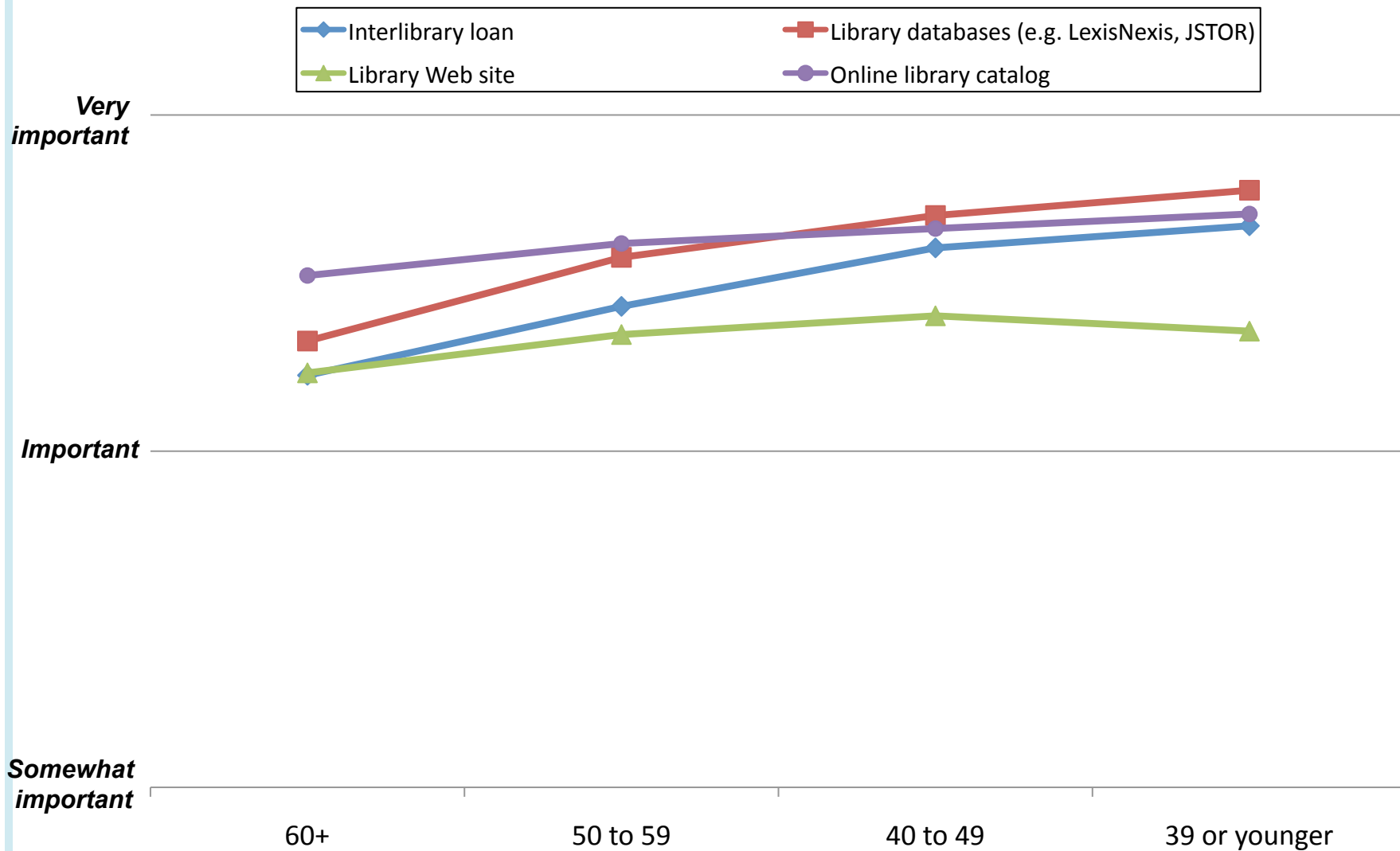
No help wanted



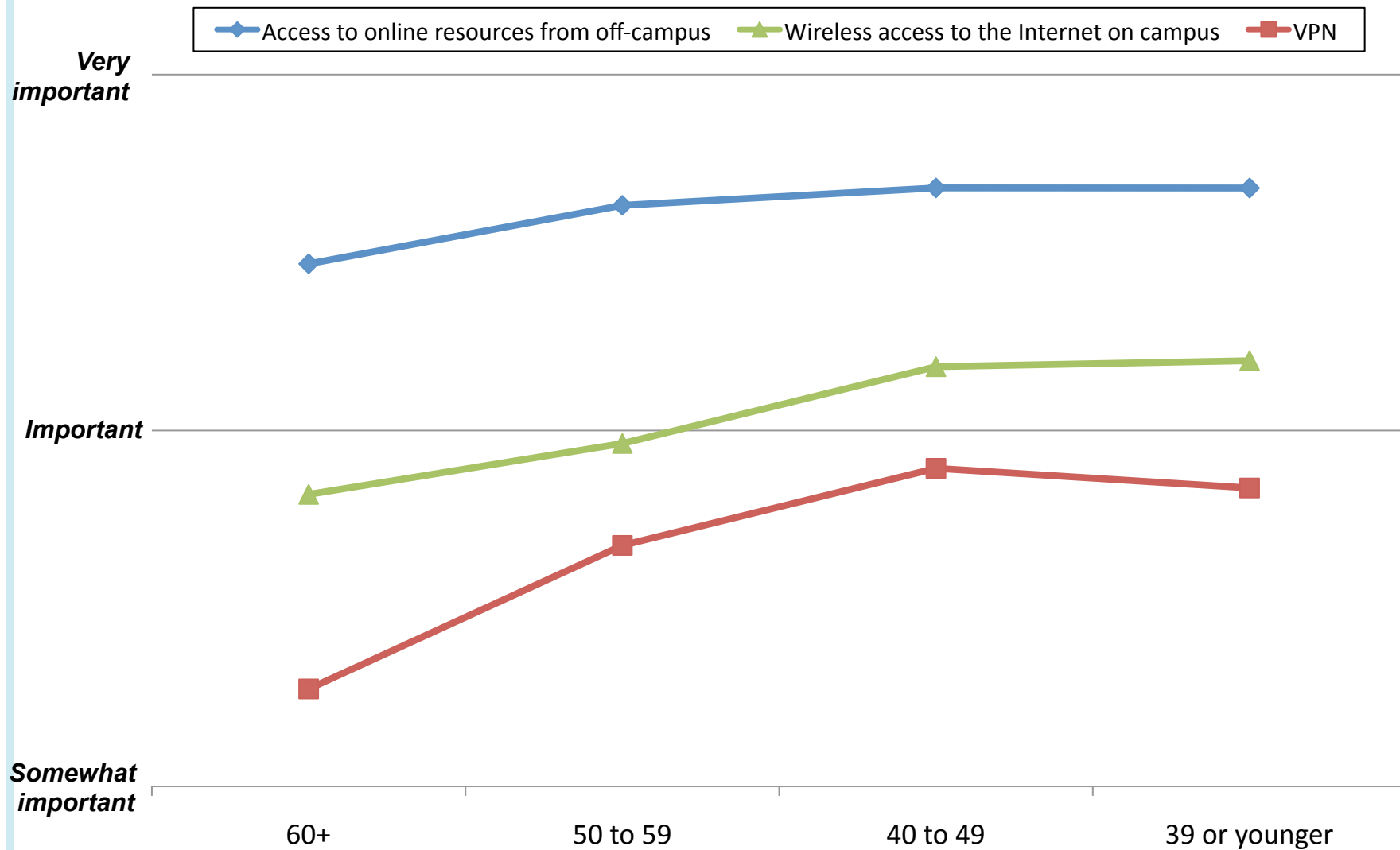
Content is king



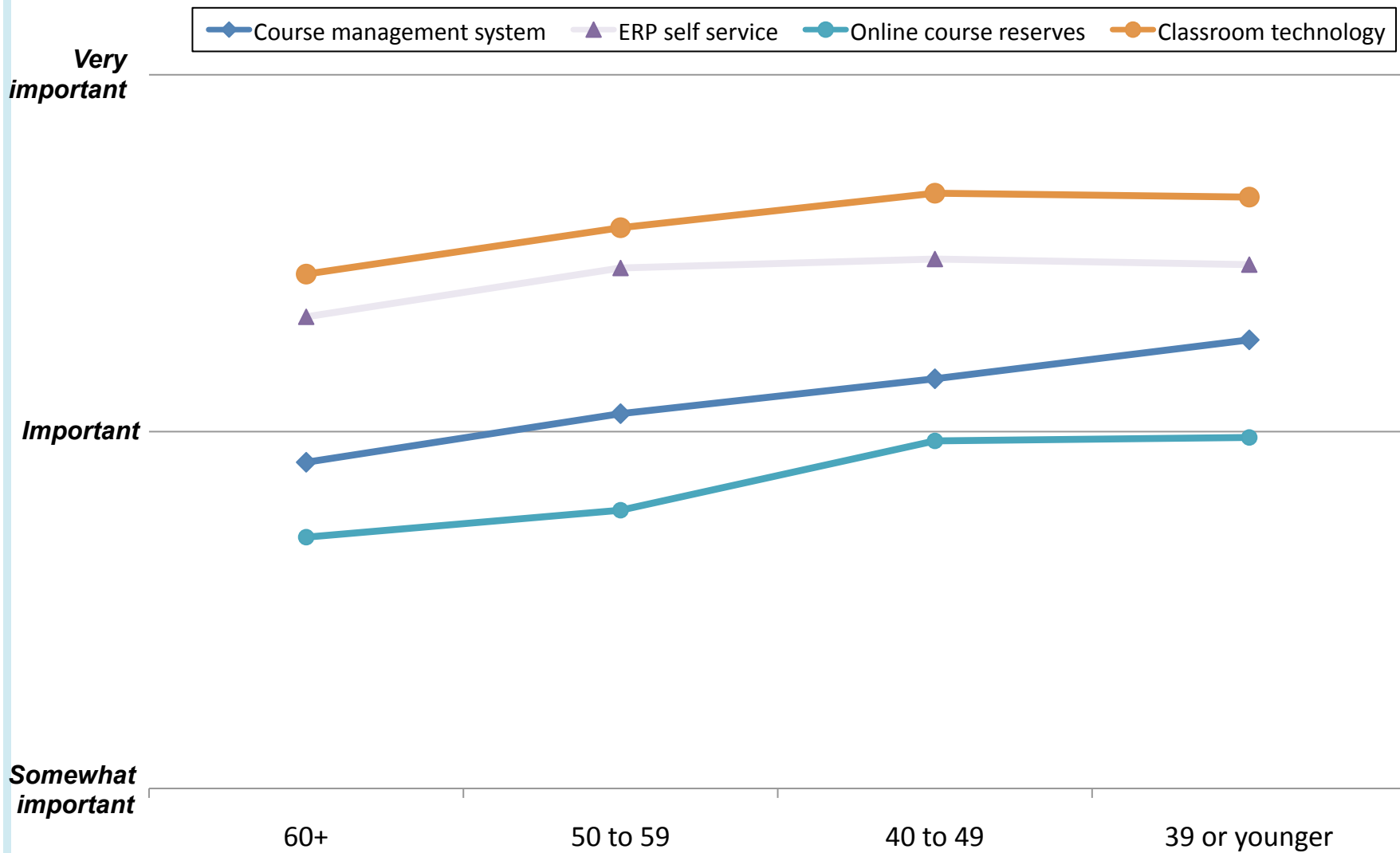
Research anytime, anywhere



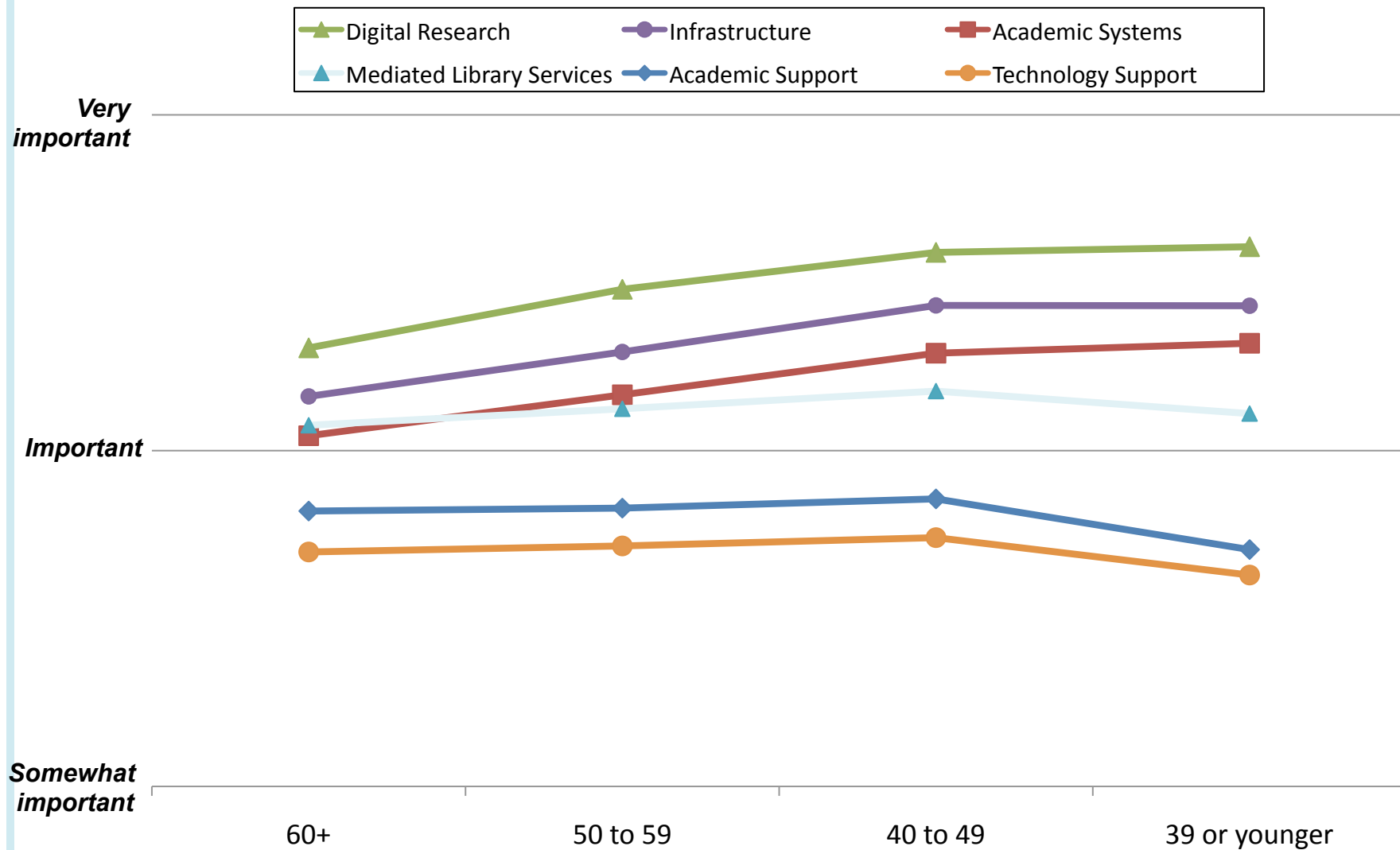
The mobile scholar



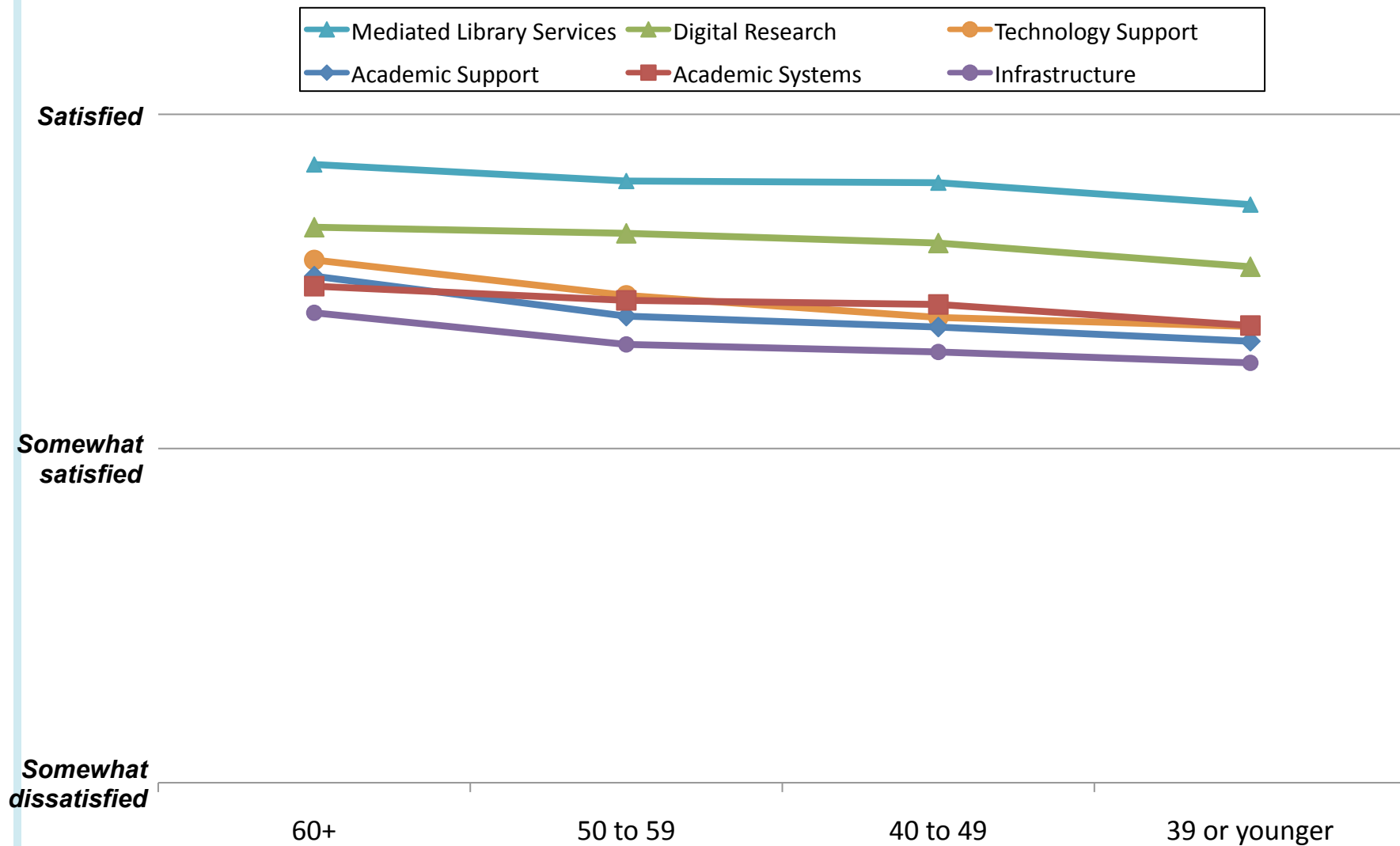
Expanding the classroom



Storm clouds brewing?

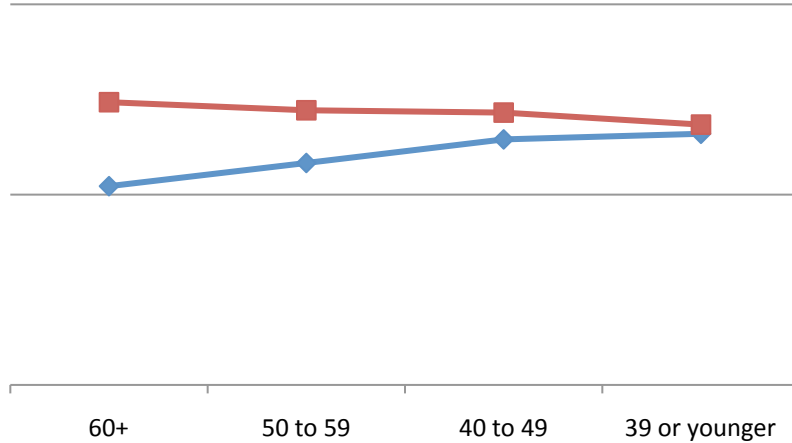


The young and the restless

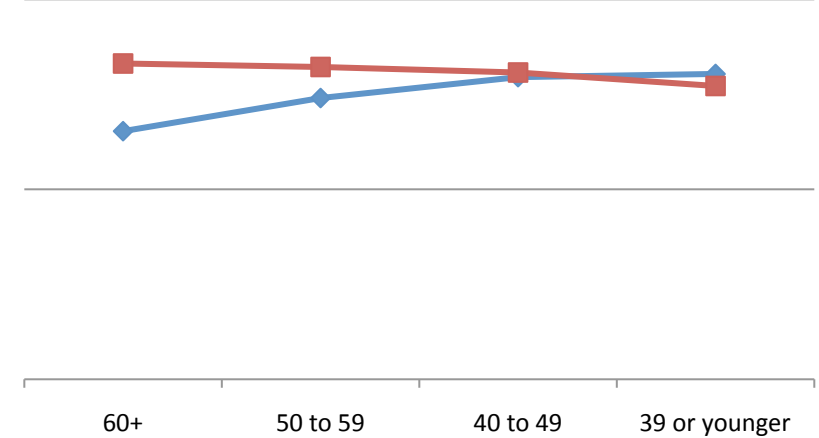


The coming storm

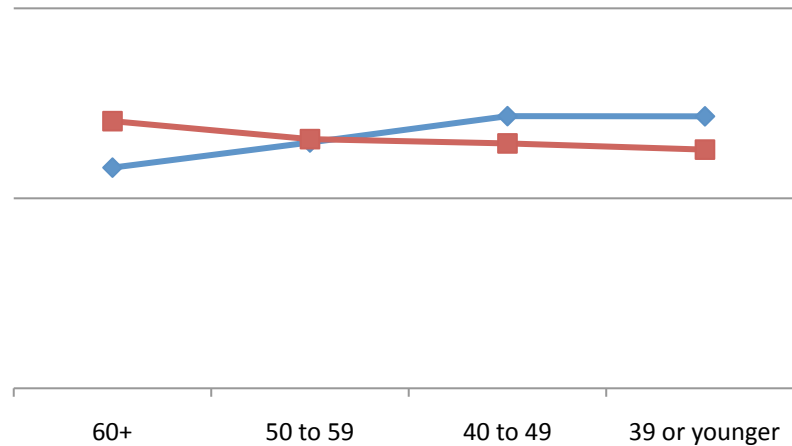
Academic systems



Digital Research



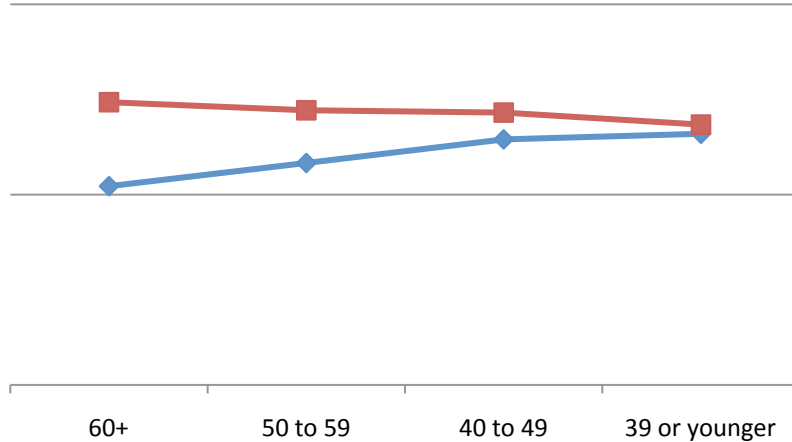
Infrastructure



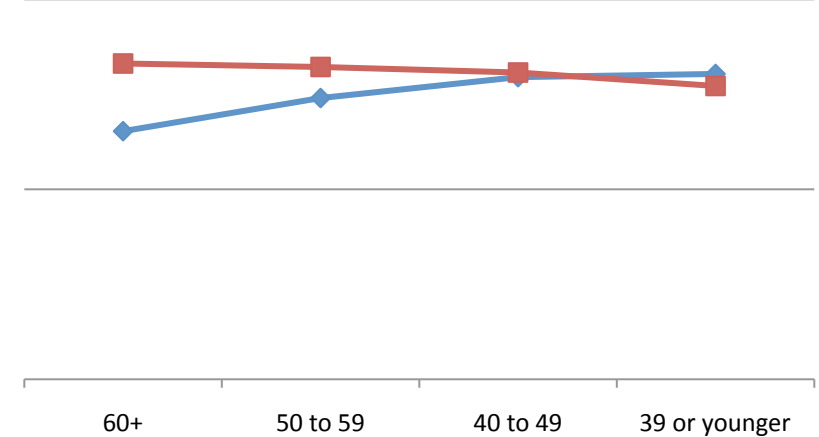
Importance — (Blue line)
Satisfaction — (Red line)

Coming storm or growing up?

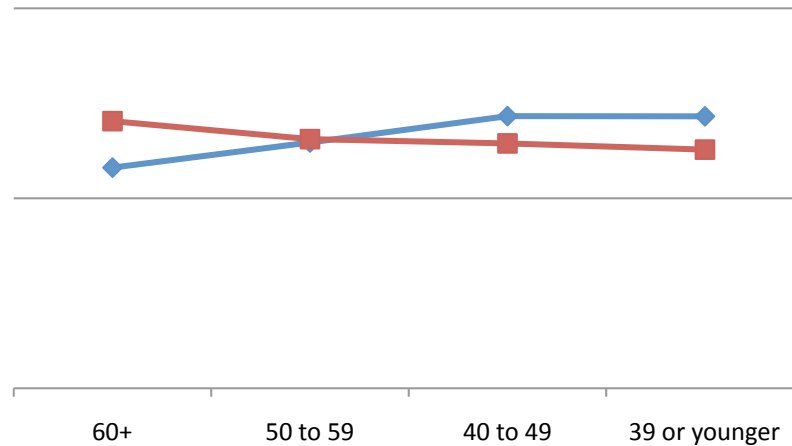
Academic systems



Digital Research



Infrastructure



Importance — (Blue line)
Satisfaction — (Red line)

Recommendations

- Make systems easy to use without help
- Invest in technology infrastructure
- Improve services that facilitate self-service digital research
- Divert resources from support services to system and interface development

Support of the future

Less Important for Faculty Overall

- Library Reference services
- Library Circulation services
- Library Web site

Less Important for Younger Faculty

- Helpdesk
- Technology Instruction for Academic Courses
- Instructional Technology Support
- Computing Website

Questions?

- Annual report and more information:
 - www.misosurvey.org
- MISO Survey Team:
 - David Consiglio, Bryn Mawr College
 - Kevin Creamer, University of Richmond
 - Joshua Wilson, Brandeis University
 - Laurie Allen, Haverford College
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