Reshaping Information Services for Students of the iGeneration

Evidence and Insights from the MISO Survey

EDUCAUSE 2010
Accelerating Change

The Pace of Technological Change Is Dizzying

<table>
<thead>
<tr>
<th>Technology</th>
<th>Years to Reach 50 Million Users</th>
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<tbody>
<tr>
<td>Radio</td>
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<tr>
<td>Telephone</td>
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<tr>
<td>Television</td>
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<td>Cell Phones</td>
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<td>Cable TV</td>
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<td>World Wide Web</td>
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<td>IM</td>
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<td>iPods</td>
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<td>Blogs</td>
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<td>MySpace</td>
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<td>Facebook</td>
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<td>YouTube</td>
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</table>

What's Next?

Larry Rosen, Rewired: Understanding the iGeneration and the Way They Learn
About the MISO Survey

- Web-based quantitative survey
- Launched in 2005
- Measures views of library and computing services in higher education
- Focuses on faculty, undergraduates, and staff
  - 10,000 faculty, 18,000 undergraduate, 15,000 staff participants since 2005
- MISO: Measuring Information Services Outcomes
Participating Institutions

Connecticut  Beloit  Mawr  Colby-Sawyer  Kenyon  Pacific  Brandeis  Ferrum
Bryn  Allegheny  Lafayette  Mount Holyoke  DePauw  Dickinson  Middlebury
Wagner  Sewanee  Rhodes  DePauw  Mitchell  Bucknell  Wellesley  Occidental
Baylor  Wheaton  Brockport  Richmond  Haverford  Earlham  Luther
Mass Art and Design  Lake Forest
misosurvey.org
MISO Measures

- Services and resources
  - Frequency of Use, Importance, and Satisfaction
- Communicating with campus constituents
- Skill level of constituents and interest in learning
- Software and tools used
- Demographics about constituents
# Reading MISO Results

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency of Use</th>
<th>Importance</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.00</td>
<td>More Than Three Times a Week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.00</td>
<td>One to Three Times a Week</td>
<td>Very Important</td>
<td>Satisfied</td>
</tr>
<tr>
<td>3.00</td>
<td>One to Three Times a Month</td>
<td>Important</td>
<td>Somewhat Satisfied</td>
</tr>
<tr>
<td>2.00</td>
<td>Once or Twice a Semester</td>
<td>Somewhat Important</td>
<td>Somewhat Dissatisfied</td>
</tr>
<tr>
<td>1.00</td>
<td>Never</td>
<td>Not Important</td>
<td>Dissatisfied</td>
</tr>
</tbody>
</table>
Students: Most Frequently Used

- More than once a week
  - Course Management System
  - Wireless Access

- More than once a month
  - Public Computers in the Library
  - ERP Self Service
  - Campus Computing Labs
  - Quiet Work Space in the Library
  - Technology in Meeting Spaces / Classrooms

Resources and services with a mean response of 3.50 or higher, 2008-10.
Students: Most Important

- Network Speed
- Network Stability
- E-mail Services
- Wireless Access
- Virus Protection
- Overall Computing Service
- Overall Library Service
- Public Computers in the Library
- Course Management System

Resources and services with a mean response of 3.50 or higher, 2008-10
## Students: Highest Satisfaction

- Borrowing Materials from the Library
- Library Circulation Services
- Library Reference Services
- Library Databases
- *Overall Library Service*
- *Course Management System*
- Library Web Site
- Online Library Catalog
- Online Course Reserves
- Interlibrary Loan
- Library Collections
- Digital Image Collections
- ERP Self Service
- Library Café
- Technology in Meeting Spaces / Classrooms
- Study Carrels in the Library
- Group Study Spaces in the Library
- Borrowing Technology Equipment
- Borrowing Laptops
- *Public Computers in the Library*
- Help Desk

Resources and services with a mean response of 3.50 or higher, 2008-10
Student Trends: Becoming More Important

- Wireless Access
- Digital Image Collections
- Course Management System
- Quiet Work Space in the Library
- Borrowing Laptops
- Borrowing Technology Equipment
- Library Research Instruction
- Technology Instruction
- ERP Self Service
- Computing Web Site
- Interlibrary Loan
- Off-Campus Access
- Online Course Reserves
- Library Databases

Average Annual Change
Student Trends: Becoming Less Important

- Residence Hall Telephone Services: -0.3
- Campus Computing Labs: -0.1
- Help Desk: 0
- Library Web Site: 0

Average Annual Change
Student Trends: Increasing Satisfaction

- Your Input into Computing Decisions
- Your Input into Library Decisions
- Wireless Network Availability
- E-mail SPAM Filtering
- Digital Image Collections
- Virus Protection
- Status Information: Computing Problems
- Quiet Work Space in the Library
- Technology Instruction
- Borrowing Laptops
- Course Management System
- Help Desk
- Borrowing Technology Equipment
- Interlibrary Loan
- Wireless Network Performance

Average Annual Change

0 0.1 0.2 0.3
Student Importance & Satisfaction Trends

- Increasing Importance
  - Lower Satisfaction

- Decreasing Importance
  - Lower Satisfaction

- Increasing Importance
  - Higher Satisfaction

- Decreasing Importance
  - Higher Satisfaction

- Wireless Access
- Digital Image Collections
- Course Management System
- Quiet Work Space in the Library
- Borrowing Laptops
- Borrowing Technology Equipment
- Technology Instruction
- Interlibrary Loan

- Help Desk

- Campus Computing Labs

- Residence Hall Phone Services
Story #1

“Crossing Over”
Crossing Over: Students: Computing Support

- **Very Important**
  - Help Desk
  - Computing Web Site

- **Important**

- **Somewhat Important**

- **Not Important**

Importance trends 2005-2010, with projections
Crossing Over: Students: Research Services

Importance trends 2005-2010, with projections

Library Reference Services
Library Research Instruction
Crossing Over: Students: Campus Computing

Importance trends 2005-2010, with projections
Story #2

“The Class Year Effect”
Students: Global Trends

Library Databases
Interlibrary Loan
Campus Computing Labs
Online Library Catalog
Library Circulation Services
Off-Campus Access
Borrowing Laptops
Library Web Site
Help Desk
Online Course Reserves
Library Reference Services
ERP Self Service
Borrowing Technology Equipment
Digital Image Collections
Technology Instruction
Library Research Instruction
Wireless Access
Course Management System

Importance, 2005-2010
Students: Class Year and Global Trends

- Library Databases
- Interlibrary Loan
- Campus Computing Labs
- Online Library Catalog
- Library Circulation Services
- Off-Campus Access
- Borrowing Laptops
- Library Web Site
- Help Desk
- Online Course Reserves
- Library Reference Services
- ERP Self Service
- Borrowing Technology Equipment
- Digital Image Collections
- Technology Instruction
- Library Research Instruction
- Wireless Access
- Course Management System

Importance, 2005-2010
Students: Accelerating Change

- Library Databases
- Interlibrary Loan
- Campus Computing Labs
- Online Library Catalog
- Library Circulation Services
- Off-Campus Access
- Borrowing Laptops
- Library Web Site
- Help Desk
- Online Course Reserves
- Library Reference Services
- ERP Self Service
- Borrowing Technology Equipment
- Digital Image Collections
- Technology Instruction
- Library Research Instruction
- Wireless Access
- Course Management System

Importance, 2005-2010
Story #3

“Friendly”
Service Attributes

- For Help Desk, Reference, and Circulation Services:
  - Reliability
  - Responsiveness
  - Knowledge
  - Friendliness

- How much do each of these attributes predict overall satisfaction with a service?
Explaining Student Satisfaction

- Help Desk: 50%
- Reference: 20%
- Circulation: 15%
Action items

- Deliver a campus network that meets student needs
- Empower students with online resources, computing tools, and effective instruction
- Streamline core support services
- Continue studying IT and library services on your campus
Thank You

• Annual Report and more information
  • misosurvey.org

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