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Connect, Explore, Soar: Innovative Technologies and Services in Library Learning Commons

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CONNECT, EXPLORE, SOAR: Innovative Technologies and Services in Library Learning Commons

Florida Library Association
May 13, 2015
Lisandra Carmichael – Director of Public Services
Cat Silvers – First Year Outreach Librarian
Paul Mosley – Head of Access Services
Michael Kucsak – Director of Systems and Technology
Maria Atilano – Marketing and Student Outreach Librarian
CONNECT: ADMIN
A DOOR OPENS

- Be Prepared
- Funding Opportunity
- 1 Proposal Becomes 3
- Buy-In...many constituents

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2011</td>
<td>Added to Campus Strategic IT Initiatives</td>
</tr>
<tr>
<td>Mar 2012</td>
<td>Commissioned a Study on Library Space</td>
</tr>
<tr>
<td>Summer 2013</td>
<td>Created the Collaborative Study Neighborhood</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>Conducted Planning &amp; Visioning Workshops</td>
</tr>
<tr>
<td>Nov 2013</td>
<td>Submitted and Awarded Grant Proposal</td>
</tr>
</tbody>
</table>
“The modern commons is a meeting place, typically offering at least one area where students can rearrange furniture to accommodate impromptu planning sessions or secure a quiet place to work near a window. In response to course assignments, which have taken a creative and often collaborative turn in the past two decades, the learning commons provides areas for group meetings, tools to support creative efforts, and on-staff specialists to provide help as needed. And yet the successful learning commons does not depend solely upon adaptable space configuration or the latest technological gear. Its strength lies in the relationships it supports, whether these are student-to-student, student-to-faculty, student-to-staff, student-to-equipment, or student-to-information. Effective learning commons are alive with the voices of students working together, establishing the kinds of connections that promote active, engaged learning” (EDUCAUSE, 2011).

Our Elevator Speech:
"The UNF Library Commons fosters student learning and engagement through a suite of services, technologies, and study spaces."
DETERMINING NEEDS, VISIONING & PARTNERING

Planning for a library commons is exciting for the Thomas G. Carpenter Library. It’s good for the students and good for the university to have a variety of assistance available in the library. In planning this please consider the matter of safety.

We live in an urban environment. News of shootings at various universities and schools are becoming more frequent. As a librarian of thirteen years, and disaster preparedness co-planner, I believe certain issues should be considered:

1. We have four floors in the Thomas G. Carpenter Library. Consideration should be given to having different categories of labs on floors other than the first floor.
2. Having the entire commons and service desk on the first floor would provide a shooter or terrorist the perfect opportunity to inflict maximum casualties and damage by just walking in the front door. There would be no time to react and little chance of escape. If you placed different components of the learning commons on the second and third floors it would spread out the population in the library and allow a chance for students to escape.
3. A natural disaster (hurricane, flooding) could ruin a lot of valuable equipment on the first floor.

For future planning my strong suggestion would be to have different labs or "concentrations of assistance and learning" on different floors for safety reasons.
PROJECT PLANNING
do not underestimate
time, monies, ideas
THE LOOK AND FEEL
TIP

MEASURE TWICE, CUT ONCE
NEXT STEPS

More:

- Money
- Technology
- Partners
- Assessment
- Outreach
- Marketing
CONNECT: SURVEYS
Collaborative Study Neighborhood Survey
(September 17 – November 4, 2013)

Please tell us how you generally use this space. You may select more than one response.

- Relax: 32
- Socialize: 35
- Individual Study: 59
- Group Study: 92
- Reflect/Think: 11
- Other: 9
Collaborative Study Neighborhood Survey
(September 17 – November 4, 2013)

This new space reflects the library's commitment to my success in learning and/or teaching:

- Never: 8
- Rarely: 5
- Sometimes: 18
- Often: 56
- All of the Time: 34
Collaborative Study Neighborhood Survey  
(September 17 – November 4, 2013)

Tell us how satisfied you are with the:

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Neutral</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Total Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amount of Work Surface (for laptops, books, etc.)</td>
<td>9</td>
<td>18</td>
<td>25</td>
<td>30</td>
<td>37</td>
<td>119</td>
</tr>
<tr>
<td>2</td>
<td>Comfort of Seating (chairs and sofa)</td>
<td>6</td>
<td>13</td>
<td>26</td>
<td>28</td>
<td>46</td>
<td>119</td>
</tr>
<tr>
<td>3</td>
<td>Quality of Lighting</td>
<td>1</td>
<td>5</td>
<td>16</td>
<td>31</td>
<td>66</td>
<td>119</td>
</tr>
<tr>
<td>4</td>
<td>Availability of Electricity</td>
<td>12</td>
<td>21</td>
<td>22</td>
<td>28</td>
<td>36</td>
<td>119</td>
</tr>
<tr>
<td>5</td>
<td>Quality / Reliability of Wireless Internet Connection</td>
<td>3</td>
<td>5</td>
<td>14</td>
<td>45</td>
<td>52</td>
<td>119</td>
</tr>
<tr>
<td>6</td>
<td>Noise Level</td>
<td>9</td>
<td>16</td>
<td>33</td>
<td>30</td>
<td>31</td>
<td>119</td>
</tr>
<tr>
<td>7</td>
<td>Layout of the Space (how the furniture is set-up)</td>
<td>1</td>
<td>7</td>
<td>29</td>
<td>35</td>
<td>47</td>
<td>119</td>
</tr>
</tbody>
</table>
Collaborative Study Neighborhood Survey
Selected Comments

“It's awesome, but we need more.”
“maybe more outlets”
“I love the white boards. We need more. I haven't used them because someone else always is.”
“This reflects excellent flexibility for collaboration, an essential component of MBA education. Kudos!”
“right: it is comfortable and adjustable. wrong: no where to connect the laptop and incredibly noisy.”
# Campus Life Survey 2014
n=(860)

## 36. Please indicate your level of satisfaction with the following library services:

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>No Opinion</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
<th>Did Not Use</th>
<th>Not familiar with this service</th>
<th>Total Responses</th>
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<tbody>
<tr>
<td>1</td>
<td>Library website</td>
<td>7</td>
<td>11</td>
<td>92</td>
<td>362</td>
<td>189</td>
<td>85</td>
<td>84</td>
<td>830</td>
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<tr>
<td>2</td>
<td>One Search (cata/og)</td>
<td>8</td>
<td>29</td>
<td>85</td>
<td>325</td>
<td>187</td>
<td>89</td>
<td>103</td>
<td>826</td>
</tr>
<tr>
<td>5</td>
<td>Interlibrary Loan</td>
<td>7</td>
<td>6</td>
<td>123</td>
<td>112</td>
<td>79</td>
<td>227</td>
<td>269</td>
<td>823</td>
</tr>
<tr>
<td>6</td>
<td>U-Borrow</td>
<td>4</td>
<td>3</td>
<td>131</td>
<td>73</td>
<td>54</td>
<td>208</td>
<td>351</td>
<td>824</td>
</tr>
<tr>
<td>7</td>
<td>Course Reserves</td>
<td>6</td>
<td>6</td>
<td>130</td>
<td>89</td>
<td>53</td>
<td>240</td>
<td>297</td>
<td>821</td>
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<tr>
<td>9</td>
<td>LibGuides</td>
<td>4</td>
<td>2</td>
<td>135</td>
<td>83</td>
<td>44</td>
<td>221</td>
<td>332</td>
<td>821</td>
</tr>
<tr>
<td>10</td>
<td>LibAnswers</td>
<td>4</td>
<td>3</td>
<td>137</td>
<td>75</td>
<td>38</td>
<td>231</td>
<td>334</td>
<td>822</td>
</tr>
<tr>
<td>11</td>
<td>LibChat</td>
<td>4</td>
<td>3</td>
<td>136</td>
<td>65</td>
<td>44</td>
<td>246</td>
<td>324</td>
<td>822</td>
</tr>
<tr>
<td>12</td>
<td>One-on-One Research Consultations</td>
<td>5</td>
<td>0</td>
<td>125</td>
<td>72</td>
<td>47</td>
<td>272</td>
<td>300</td>
<td>821</td>
</tr>
<tr>
<td>14</td>
<td>Assistance with research at the desks</td>
<td>6</td>
<td>8</td>
<td>120</td>
<td>143</td>
<td>90</td>
<td>258</td>
<td>198</td>
<td>823</td>
</tr>
<tr>
<td>17</td>
<td>Directional Signs/Maps</td>
<td>10</td>
<td>17</td>
<td>99</td>
<td>260</td>
<td>141</td>
<td>157</td>
<td>139</td>
<td>823</td>
</tr>
<tr>
<td>18</td>
<td>Wireless Access</td>
<td>16</td>
<td>52</td>
<td>56</td>
<td>329</td>
<td>251</td>
<td>65</td>
<td>57</td>
<td>826</td>
</tr>
<tr>
<td>19</td>
<td>Electrical Outlets</td>
<td>29</td>
<td>68</td>
<td>72</td>
<td>299</td>
<td>186</td>
<td>86</td>
<td>63</td>
<td>823</td>
</tr>
<tr>
<td>Question</td>
<td>Response</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>How can we at the Library best assist you with your learning and scholarship?</td>
<td>More outlets. More tables to study, less books. Very few people use the books in this library because of growing technology. Tables are very hard to come by to sit down and study at. Provide a better online search engine. Make everything known the marketing for things at UNF isn't the best. I'm not really sure, I don't tend to use the library as a study space. More chairs in the computer area. Many days I arrive early and put all the chairs taken from the computers back. On average 10 chairs are moved from the computer areas and are not there at 7 am. More computers, more desks, better seating.holding info sessions about it. I do not know how you can improve this because I have never used it. Maybe have an interactive, close to real-time-update shcolarship database visibly promoted. N/A. The library does a great job as it is, however many of the services provided by the library were unfamiliar to me as i took this survey. More available technology that is innovative and useful in my career field. Talking to us. Enforce, studen to actually be quiet and not use their phones and quiet floors, its very disruptive. entrance into starbucks from inside library. Keep up the good work. will probably learn more this semester. More laptop to use if all computers are being used. nothing.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
HOW WE LISTENED

Furniture
• Increased Seating Capacity by 34%

Electricity
• 342 new outlets on 1st Floor
• 996 new outlets on 2nd Floor
HOW WE LISTENED

Internet/Wireless

• 19 new computer workstations
• 15 total wireless access points on 1st Floor
• 18 total wireless access points on 2nd Floor

Noise

• Sound Masking System added to 1st and 2nd floor
TIP

ENGAGE USERS IN THE PROCESS
EXPLORE: SPACE
COLLECTIONS

Collections needed to be relocated and shelving removed
NO SIMPLE SOLUTION

Our solution was a combination of weeding and moving collections
TIP

HIRE PROFESSIONAL MOVERS
WHAT ABOUT THE SHELVING?
Whatever you think it will cost, it will probably be more

$$$$$
NOW WHAT?

• Budget was a concern
• Be creative and reach out to other units
• The Controller's Office was invaluable!
• We were able to remove a small amount of shelving, but there was so much more
• What next?
THE CONTROLLER’S OFFICE

They contacted a recycler that the University uses

• This proved to be a key turning point
• We were able to remove over 20,000 lbs. of shelving!
FURNITURE
THE CONTROLLER’S OFFICE, PART 2

• We found other campus units that could use some of our furniture

• Campus auction
WE STILL HAD BROKEN FURNITURE
STAFF
PREPARING FOR ITS

• Carving out space in Technical Services
• Carving out space in Access Services
• Constructing a public service desk
LIBRARY STAFF MOVED, THEN MOVED AGAIN
SUCCESS
INFORMATION AND INTERACTION
Interactive Kiosks, Instructional Displays, GPS Way Finding, Group Study Self Check
PERFORMANCE COMPUTER LAB

Powerful Computing, Specialized Software, 3D Printing, 3D Scanning, Technical Assistance

- ArchiCAD
- ArcGIS
- Bentley Suite
- Codewarrior
- Matlab
- NI Multisim
- Octave
- Siemens NX
- West Point Bridge Designer
TIP

DON’T BOIL THE OCEAN

- Identification
- Budgeting
- Infrastructure
- Development
- Training
- Marketing
- Support (now and in the future)
- Recurring cost

- All of the above multiplied by the number of new technologies
BUILD OUT INFRASTRUCTURE

- Improved Wireless Access throughout the building
- Added network drops and electrical outlets to strategic locations
- Group study room self-check
- Collaboration stations
PHASE II

- Multi-touch interactive displays in Special Collections
- Touch screen collaboration in group study rooms
TECHNOLOGY CHECKLIST

1. Dream
2. Communicate
3. Plan
4. Communicate
5. Document
6. Communicate
7. Support
8. Repeat
"Once completed, this project will completely transform how the Library is perceived on campus. As such, it is our primary goal to spread the word via marketing and outreach in order to prepare our patrons for upcoming changes and innovations in the library."

- Thomas G. Carpenter Library Commons Marketing Plan, July 2014
TARGET AUDIENCES

1. Students (on campus)
2. Distance-Learning students
3. Faculty and Staff
4. Current and potential donors
5. Alumni
6. Members of the Jacksonville community
7. Don’t forget the Library Staff!
TIP

MARKET EARLY, MARKET OFTEN

COMING SOON

Thomas G. Carpenter Library Commons
OUTREACH

• Library events
  • Campus-wide events
• Presentations given to committees, deans and associate deans, tours
• Faculty outreach from Library liaisons
• Take any opportunity given to you – even campus radio interviews
Orientation postcards
Internal and external newsletters
- Osprey Update for Students and Faculty/Staff
Inside UNF article
Student newspaper
Control the story!

Library Commons promotes collaborative, learning environment for students, staff, faculty
By Matt Coleman

The idea of the traditional university library evokes images of thick stacks of academic tomes and rows of silent students hunched over wooden desks. And while some of this is still true on the third and fourth "quiet" floors of the Library, the new face of the Thomas G. Carpenter Library is anything but traditional. The first and second floors are being renovated to create a vibrant and flexible academic environment and promote positive student learning outcomes. Dubbed the Library Commons initiative, the Library makeover was jumpstarted last year and will be completed this semester.

The renovation adds more collaborative learning spaces and a presentation practice area, integrates the Information Technology Services Help Desk and Call Center into the building and unveils an upgraded wi-fi and electrical infrastructure using about $1.9 million in performance funding from the state.

Although construction started while classes were in session, the Library has remained open.

Student demand was the main driver for the renovations, said Dr. Elizabeth Curry, dean of the Library. Library faculty hosted a number of meetings and visioning sessions with students to determine their expectations of their Library, and some of the common requests from those conversations included increasing flexible furniture arrangements, electrical plugs, adaptable spaces and connectivity.

"This is years of planning coming together, with multiple levels of staff, faculty and administrative involvement," Curry said. "It’s the culmination of what students have been asking for. Even though most of the construction efforts have been focused on the first and second floors, it will enhance every floor of the Library. The work maximizes space, allows for a more open feel with better light and makes the building architecturally more conducive to working together."

Connect, Explore, Soar
SOCIAL MEDIA

- Facebook and Twitter
  - @unflibrary
  - #unflibrarycommons
- Ask for input. What does your audience think about the changes?
- Share and share-alike
ENGAGE: ASK AND LISTEN
<table>
<thead>
<tr>
<th>Description</th>
<th>Contact</th>
<th>Does Library publish story/bill</th>
<th>Date by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Calendar of Events</td>
<td>Must be submitted before any other marketing steps; note of construction/closed off areas</td>
<td>n/a</td>
<td>Yes</td>
</tr>
<tr>
<td>Osprey Update for faculty/staff and students</td>
<td>Located online on Osprey Update Web page. Sent out via weekly email for students; daily email for faculty/staff</td>
<td>n/a</td>
<td>Yes</td>
</tr>
<tr>
<td>MyWings hot button</td>
<td>Locate MyWings on UNF website. Unless otherwise noted, hot button should remain 30 days.</td>
<td>No</td>
<td>November 2014</td>
</tr>
<tr>
<td>Official UNF Facebook/Twitter</td>
<td>Official UNF Facebook/Twitter</td>
<td>Jessica Barber/Cathy Cole</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Spinnaker article</td>
<td>Feature story in monthly magazine</td>
<td>John Timpe</td>
<td>November 2014</td>
</tr>
<tr>
<td>UNF Hold Message</td>
<td>Message added to UNF telephone hold message</td>
<td>Kelly Gates (PR)</td>
<td>No</td>
</tr>
</tbody>
</table>

*Library Commons Marketing Plan/Timeline*

*Updated November 3, 2014 by Marla Atillano*
1. Measure Twice, Cut Once
2. Engage Users in the Process
3. Hire Professional Movers
4. Don’t Boil the Ocean
5. Market Early, Market Often
QUESTIONS?

Contact us at
ask@unf.libanswers.com

For a copy of our presentation, visit
http://digitalcommons.unf.edu