

Marketing and Outreach Diagonal Slice Group Report

“Effectively Communicating to Constituents Old and New”

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1 Introduction: What does the Library want to communicate?

The physical core of what is now the Oviatt Library was built about 40 years ago with the purpose of providing, according to former head librarian Norman Tanis, “a habitat which would promote scholarship and learning and the love of books.” (Broesamle, 75). As time has progressed and with the expansion of the Library, so has its implicit purpose. Though the “love of books” will continually be a part of what makes our Library special, we must embrace the current methods of communication by adapting and adopting those techniques that best meet the needs of our patrons (students, faculty, staff, and community users). Faced with an ever increasing reliance on digital technology the Library must not only meet the current trends for education but also lead the way for future avenues of learning, scholarship and information access. This ambition of leadership is reflected in our mission statement:

The mission of the Oviatt Library is to support the diverse information needs of our academic community through the delivery of relevant library resources and services, partnerships with CSUN faculty and staff in the education of our students, and the development of information competence and research skills that will prepare students for lifelong success in the digital age.

The fundamental message the Library should consistently demonstrate is supported by our core values of excellence, responsiveness, communication, diversity, innovation, and collaboration. The implementation and effectiveness of these carefully selected terms are what sets the Oviatt Library apart from other academic libraries. As such, these would also be the areas in which the Oviatt would highlight to the world in general, while maintaining a direct and specific line of exchange with our campus affiliates. The communication of the mission statement and core values would include:

- publicity regarding Library events and services using official channels (news releases, newsletters, email announcements)
- patron feedback using the available campus and social media resources
- patron advocacy as a way to continue to promote and refine/expand our services offered.

We know have a remarkable Library and it is important to continue to tell our story.

2 Oviatt Library Existing Marketing/Outreach Activities:

How are we communicating?

In an effort to meet the needs of our wide range of users (students, faculty, staff and community), the Oviatt Library continuously develops marketing and outreach programming that utilizes a variety of formats and venues. Within this report, the scope of Library marketing and outreach activities will be defined as the promotion of Library services and resources as well as specific outreach services provided by the Library. It is important to acknowledge that Oviatt Library marketing and outreach activities have historically extended to both non-CSUN and CSUN communities with an overall mission of creating an awareness of available Library resources and services to all types of users. Existing Library marketing strategies and tools as well as outreach services can be categorized generally within two groups of programming. The first category to note are the traditional physical events and campaigns that are orchestrated and carried out by several Library

departments and invested supporters within the Library which include but are not limited to the Reference and Instructional Services Department, Special Collections, Technical Services, Music and Media, Library Administration and the Friends of the Library. Examples of marketing tools, strategies and outreach programming and services historically have included:

- Library exhibits
- Postcards, flyers, bookmarks
- Lobby and Library special signage
- Newsletters and press releases
- Library promotional booths (for CSUN and non-CSUN users)
- Library Tours
- Library Instruction Sessions for non-CSUN students
- New Faculty Orientation events
- Database workshops
- AP Book Borrowing Program
- Librarians, staff and administrators speaking at campus meetings including but not limited to the Provost's Council, Faculty Senate and A.S. Senate meetings
- TCC Roadshow.

The other category of existing Library marketing strategies and outreach programming can be found within the Library's active usage of Web 2.0 tools and electronic communications. These marketing tools and outreach programming and services historically have been based within the social media construct but also include other virtual forms of communication tools and include a presence on or usage of:

- Facebook
- Twitter
- Google+
- YouTube (custom-developed videos for faculty and students)
- Pinterest
- Blogs including 'Cited at the Oviatt'
- Postings on Library website banner
- Oviatt Library E-News (newsletter)
- Email Communications
- Campus MIND (digital screens)
- Campus @CSUN (newsletter)

3 Marketing Lessons from Outside Organizations

The Marketing and Outreach Group investigated successful organizations' marketing strategies. We researched organizations such as Trader Joe's, Livestrong, the Red Cross, Apple, and the Student Recreation Center.

Communication

Most organizations researched actively use social media. Social media like Twitter is used to reach out to potential donors and volunteers, and to maintain an ongoing dialogue with supporters. Passion is key. It's better to have 10,000 people who are passionate than 3 million who aren't engaged. Organizations are not limited to social media. The Red Cross sends "personalized" emails and as well as maintains blogs. Other organizations have websites, help line, guidebooks, radio ads, fliers, store signage, and murals. Organizations use these to communicate and keep people updated, answer questions, publish statistics, and share annual reports.

Customer Service

The best organizations emphasize the Customer Service Experience. Trader Joes offers a full refund with no questions asked. They make sure the checkout "ping" is soft so as not to get in the way of cashier/customer conversations. Companies like Google take feedback very seriously and offer a quick response. The customer service experience leads to word of mouth, which is still the best form of marketing.

Branding/ Personality

Personality is essential for inspiring a passionate and loyal patronage. Apple showed off its personality with a hidden joke inside the first iPod Shuffle that read "Do Not Eat iPod." Moleskin Notebooks tells its history in a way that makes you feel intelligent. Voodoo Doughnuts claims to have a secret recipe from donut masters. Trader Joes markets itself as having "Adventurous Foods," and serves the underpaid, well educated. "TJ's" markets present themselves as a Neighborhood Store and have 5 times fewer products than a conventional store. Livestrong uses celebrities as Livestrong Global Envoys. Celebrities are the faces of Livestrong and come from various backgrounds to improve outreach in different communities. Nike partnered with Livestrong and has been the driving force behind the "Wear Yellow LiveStrong" campaign, which evolved into one of the greatest success stories in nonprofit fundraising history. Livestrong's real forte has been creating a grassroots community and allowing that community to define the organization at the local level. Volunteers organize fund-raising events and support groups without approval from Livestrong. "If the brand is really authentic, it's theirs," according to one expert. Livestrong.org features dozens of video interviews with survivors of cancer and caregivers of different ages, so visitors can hear from people like themselves. Through personal stories, the site does a good job of making an emotional connection. Being Faceless doesn't work anymore. Branding and Personality gets people talking. A place that might otherwise be bypassed can use personality to become a grand destination.

Corporate Culture

It is now common to include employees' input in organizational development and decision-making. This positions employees to be authentic ambassadors for the organization. Successful management supports employees having fun. John Shields, the former CEO of Trader Joe's, in a conversation with the authors, stated that he would address crew members at the opening of each new store to talk about Trader Joes values

and would tell them that if they were not having fun at the end of 30 days to please resign. No Bureaucracy – their staff is cross trained and rotated. They have position names like Crew Member, Merchant, Mate, Captain, and don't refer to "corporate headquarters," but instead use "Crew members at the office." Crew members are collaborative and feel empowered to make decisions.

The Student Recreation Center (SRC) as a Guide for the Learning Commons Development

A lesson can be learned from the multi-phase launch plan of the SRC. It can be applied to Learning Commons Development.

- Raising awareness of the project through presentations, flyers, publicity stunts, press releases
- Pre-opening "Ready?" Buzz campaign (Social media, piggy-back campaign on all announcements, flyers, buttons worn by student assistants & volunteers, stress balls)
- Pre-opening "Ready?" Facebook and Twitter contests
- Pre-opening "Get Set" campaign sets kickoff dates and events; similar approaches as "Ready?" campaign, plus Sundial ads, T-shirts, posters, flyers, lawn signs, giveaways
- Pre-opening "Go" campaign: Freudian sip coffee sleeves, Social Media calls to action (Ready? Get set, go!), press kit, grand opening app.

As with Trader Joe's philosophy, we want to make our identity and not just our products our major competitive advantage.

4

Internal Communications: How are we communicating?

The Diagonal Slice Group interviewed most of the departments in the Library. Staff in each department communicated a few gaps in external marketing, and expressed some concerns about internal communications. This section will focus on the current state of communication and outreach internally.

The primary communication channels we use internally are email and word of mouth. Many library personnel learn about Library activities, services and policy changes from their colleagues within the Library, rather than from department heads or through administrative communications. When asked, some areas registered dissatisfaction with the effectiveness of communication from the Executive Group (EG). Although updates are presented at Library-wide meetings such as town halls, these meetings may not be sufficient to keep people informed. Not everyone is able to attend, and when information is relayed after the fact, sometimes it is incomplete. Almost all areas of the Library have expressed that they do not feel informed or updated enough on changes made within the Library. This may be due to their remote location, such as the TCC or because their work areas are dispersed, as with Special Collections & Archives.

While several departments conduct outreach activities targeting constituents outside the Library, many believe this external communication is not enough. Many of those interviewed reported a lack of knowledge about what functions are performed in Library departments outside their own. Sometimes local projects appear as an update and people do not know that this was occurring, unless it is in close proximity of their work, both physically and functionally. Offering optional, inter-departmental Service Workshops every few weeks would give all Library personnel the opportunity to share information about their projects so

others could anticipate the changes and help keep our external constituents informed. Overall this would boost morale and make people feel included and aware of what their colleagues are doing.

As a Library team we can prosper as a whole by successfully communicating changes and updates. Knowing about each other's activities will promote better customer service, better communication, and a more productive environment. See **Recommendations** section for specific recommendations.

5 User Survey: Be informed through user experience

The Diagonal Slice Group created a patron survey to help determine what Library marketing tools are effective and what our constituents would like to learn about the Oviatt Library. The seven-question survey was posted on the rotating banner of the Library homepage from November 26 to December 28, 2012, drawing 208 responses. The analysis is below and summary graphs and individual responses are listed in the Appendix.

Question 1 - Constituent Category

Even though the survey was open to all patrons, most participants were undergraduate (143) and graduate students (43), followed by a few community members (12), staff (10), Alumni (5) and faculty (4). Consequently, the survey primarily reflects views from undergraduate and graduate students. If we wish, we can conduct targeted surveys to other groups in the future.

Question 2 – Please describe your experience and usage of the Oviatt Library.

This question was designed to understand the type and overall Library usage of our participants. They could select all that apply from nine responses and could add others if they wished. Most participants found the Library useful and use it periodically or regularly. The top response was, *It's useful - I'm there periodically* (110), followed by *I use it for quiet study* (91), *It's indispensable-I'm there quite often* (83) and then *I use it to get help with my research* (66). After other choices, the least checked response was *I seldom use the Oviatt Library* (11). See Appendix for details.

Question 3 – I have heard about Oviatt Library services and activities through:

This question targeted marketing and outreach tools currently in use. They could select all that apply from 16 responses plus add others. The highest response was *Oviatt Library Web Pages* (125) followed by *My professors informing me* (80), *Word of Mouth* (71), *Campus Web Pages* (65), *Signs in the Library* (58) and diminishing to others. Printed material such as *fliers* and *postcards* were lower on the list. It is interesting that only 46 respondents checked they receive information through *emails*, yet in a subsequent question, receiving emails was the most preferred method to receive information.

Question 4 – What Library services and activities would you like to be informed about?

This will help us determine topics we can target for continuing marketing and education efforts. They could select all that apply from 11 responses and add others. Students were primarily concerned about services to aid them in their studies. The most popular response was *How to find material for my research*

papers (103), followed by *Good places to study in the Library* (98), *Online databases that can help me* (87) and *Where I can find specific services in the Library* (79). *Library Exhibits* was also popular (57), followed by *Upcoming Library Events* (56). Added responses varied from where to find interesting reading to how to use Google docs.

Question 5 – The most effective ways to inform me about Library services and activities are through:

We highlighted the same 16 marketing tools listed in Question 3, but this time we requested patron's preferences. It's interesting to note that patrons felt the most effective way to reach them was through *Emails* (127), but as indicated in question 3, only 47 patrons stated they receive Library information in this manner. Emails may be a valuable and an underutilized tool for future marketing/outreach efforts. The remaining preferences were similar to the tools they are already receiving, as stated in Question 3. *Emails* were followed by *Oviatt Library Web Pages* (108), *Signs in the Library* (71), *My Professors informing me* (70), *Campus Web Pages* (68), *Social Media (FB, Twitter, YouTube, etc.)* (45), and diminishing to others. An added comment stated, "No more fliers or postcards-they just end up on the floor-GO GREEN and try text messages."

Question 6 – If you could describe the Oviatt Library in three words, what would they be?

We were looking for quick impressions and perhaps tag lines we could use in future marketing/outreach campaigns. Interesting comments included, "Center of campus," "Home sweet home," "A peaceful sanctuary," "A bastion of Knowledge," "Friendly, helpful and comfortable." Out of the 156 responses, 114 were positive, 21 were critical and 21 were neutral or mixed. All are listed in the Appendix.

Question 7 - Is there anything else about the Oviatt Library you would like to comment on?

This open-ended question gave patrons a final opportunity to share impressions and suggestions. The 110 responses fell into 17 general subjects. The highest number fell into general positive responses followed by comments about noise levels and then computer issues. Here is the spread: General Positive (18), Noise Levels (15), Computer issues (10), Facilities (10), Customer Service/Personnel (7), Group study rooms (7), Hours (7), Multiple Subjects (6), Cleanliness (5), Instruction (5), Community Visitors (4), Collection (3), Food in Library (3), Furniture (3), Online Services (3), Alumni Issues (2), Other topics (2).

Survey Summary - Overall, from the polling, patrons stated the most effective method to receive information about Library services and activities is through email, but they indicate this tool is underutilized. They also look to the Library and campus website, signs in the Library, professors informing them and social media for Library information. Word of mouth also plays an important role plus Librarian Lectures in their classes. Communicating by print material such as fliers and postcards are lower on the preferred list. In general, patrons think highly of the Oviatt Library and use it for quiet study, research, group collaboration and relaxation. Students are indeed passionate and we received several suggestions concerning space and resource allocations, noise levels and cleanliness. Please see Appendix for details.

6 Recommendations

Target Constituencies

The Library serves primarily the students, faculty and staff of CSUN, but we also play a role in alumni and community relations, and will continue to rely to some extent on the generosity of donors. The Library is also a major feature of the campus's educational mission and a factor in students' and faculty members' decisions to come here. Because of our prominent status we need to make an effort to engage the CSUN community with our strategic vision. This goes beyond simply publicizing new events, resources and services; we need to communicate our personality and vision, and its place in the CSUN platform, so when people of the Library, they think more than "books."

General Recommendations

The Message

It is recommended that all marketing communications strive for the following qualities in order to garner the attention of our constituencies:

- Informational , useful, targeted
- Responsive, timely, personal
- Communicate the Library's personality, convey a sense of humor
- Visually stimulating, engaging
- Build excitement about an event, pending service, or vision goal.

The Media

It is appropriate that all marketing campaigns, regardless of length or intensive, employ multiple formats and channels. Key media the planning group identified were:

- Web pages, blogs, and syndicated feeds
- Digital and interactive signage
- Exterior signage (horse board)
- Social media
- Email listserv
- Webcam
- Print publications
- Smaller media partnerships (e.g. bookmarks, cup holders)
- Word of mouth.

Long-Term Planning

Library Marketing Team

The Library marketing team will work with the Dean and Associate Dean to craft targeted themes/messages aimed at communicating the Library vision. Department-based marketing efforts of relating to service and resource offerings should continue to be communicated to and tracked by the interdepartmental marketing team. The team should meet at least 6 times per calendar year to sustain the following tasks:

- Review calendared events and service changes, and coordinate joint marketing efforts where appropriate
- Identify and plan long-term campaigns that communicate a major exhibition, the rollout of a new service or a vision/branding goal.

The Balanced Scorecard (with Assessment Team)

One effective means of gauging whether Library vision goals are being met from external, internal, and administrative perspectives is to use the “Balanced Scorecard” approach. Under this strategy the Library would set specific goals and the assessment team would make recommendations on how they can be measured. This business-sourced approach was pioneered by the U.Va. University Library (see <http://www.arl.org/bm~doc/rli271-scorecard.pdf> and <http://www2.lib.virginia.edu/bsc/index.html>). Results are released periodically so the whole Library and campus community can see what we’ve achieved.

Suggested Long-Term Strategies

- Create a persona/voice for the Library that communicates personal service and humor, and is appropriate to our vision
- Identify a “signature” customer service experience that raises awareness of our personality and vision (e.g. a “joke of the day”), and contributes to each patron’s personal Library experience
- Develop an “Oviatt Ambassadors” program for student employees and volunteers
- Extend outreach efforts on campus and partner with other campus units for promotions.

Internal Communications

When consulted by members of the planning committee, staff and faculty from all areas of the Library emphasized the need for improved internal communication. Suggested strategies were as follows:

- Hold informal, brief, bi-weekly town halls for announcements, where individual areas can present news from their department (limit 2-5 minutes?)
- EG to notify library when minutes have been posted
- Interdepartmental “Service workshops”: individual departments update other Library personnel on their projects, new services and policy changes.
- Implement cross-training hours so personnel can find out what’s going on in different departments. Designate an internal communications coordinator to gather information for an operational update that covers events and services pertinent to library personnel

Professional Consultation

The marketing team should enlist the assistance of campus marketing professionals (for example, Kevin Lizarraga from AS) for advice for formulating specific strategies in long-term and major campaigns, or hire a temporary consultant from outside to assist with the same.

Short-Term Planning

The Learning Commons

The Learning Commons represents a significant milestone in the Library’s vision. Not only will its achievement have an impact on how students learn in the Library, but also the construction, configuration and testing process by which the goal is achieved. As such, the Learning Commons project should have its own Balanced Scorecard and targeted marketing campaign through multiple channels.

This should include:

- A specific vision, not only of the tech & service details, but also of how the Learning Commons changes/develops/enhances the character of the Library;
- Specific internal goals set for each department supporting the Learning Commons. Internal communication of the project's progress is critical for staff/faculty's support of the endeavor, and such support is critical for the endeavor's success;
- A frequently-updated, public timeline that provides opportunity for milestones to be publicized;
- A calendared marketing campaign that engages campus-wide interest in the value that is being added to the Library, to the university, to campus life, and to the prestige of CSUN by the Learning Commons. Interim marketing events that could draw attention to and build anticipation of the improvements might include:
 - Learning Commons Logo contest
 - Time-lapsed camera on construction
 - Partnered events to raise awareness of the pending Learning Commons: a signature coffee drink for the Learning Commons, bookstore bag inserts, free Jamba Juice for participating in a user survey etc.
 - A technology open-house previewing the devices to be included in the Commons
 - Group gaming night.

Other Specific Short-Term Marketing/Outreach Ideas

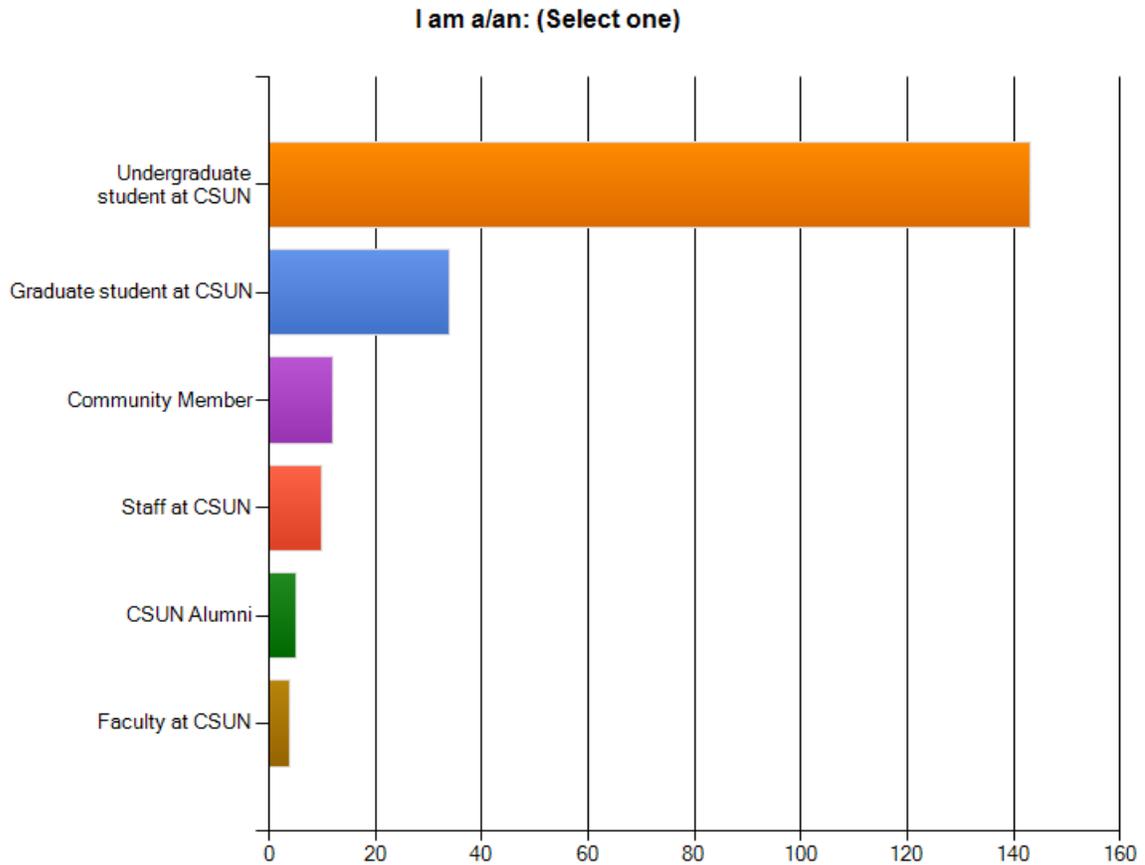
- “Worldwide” auditions for message in a minute
- Promote “featured” technologies
- Events such as a book exchange
- Monthly surveys
- Syndicate user data in our social media and web presence, such student picture of the Library and shots around campus.

Works Cited

Broesemle, John. *Suddenly a Giant: A History of California State University, Northridge, U.S.A.* Santa Susana Press, 1993. Print.

Appendix - Marketing Survey Data

Question 1.



Sorted in order of appearance on survey:

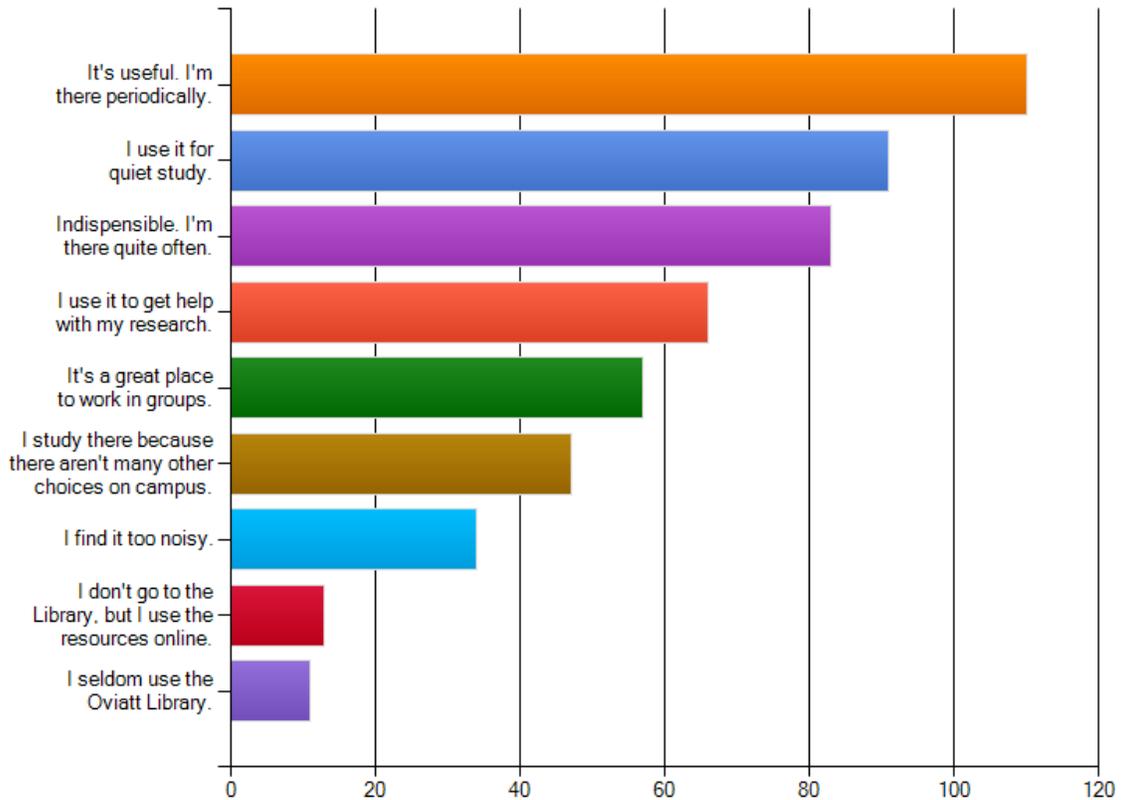
Answer Options	Response Percent	Response Count
Undergraduate student at CSUN	68.8%	143
Graduate student at CSUN	16.3%	34
Faculty at CSUN	1.9%	4
Staff at CSUN	4.8%	10
CSUN Alumni	2.4%	5
Community Member	5.8%	12
Other (please specify)		3
<i>answered question</i>		208
<i>skipped question</i>		0

Added Comments:

Community College Student
SCHOOL PSYCHOLOGY MASTERS PROGRAM
A Witch

Question 2.

Please describe your experience and usage of the Oviatt Library. (Select all that apply)



Sorted in order of apprance on survey:

Answer Options	Response Percent	Response Count
Indispensible. I'm there quite often.	40.7%	83
It's useful. I'm there periodically.	53.9%	110
I don't go to the Library, but I use the resources online.	6.4%	13
I study there because there aren't many other choices on campus.	23.0%	47
I seldom use the Oviatt Library.	5.4%	11
I use it to get help with my research.	32.4%	66
I find it too noisy.	16.7%	34
It's a great place to work in groups.	27.9%	57
I use it for quiet study.	44.6%	91
Other (please specify)		15
answered question		204
skipped question		4

Question 2 Cont.

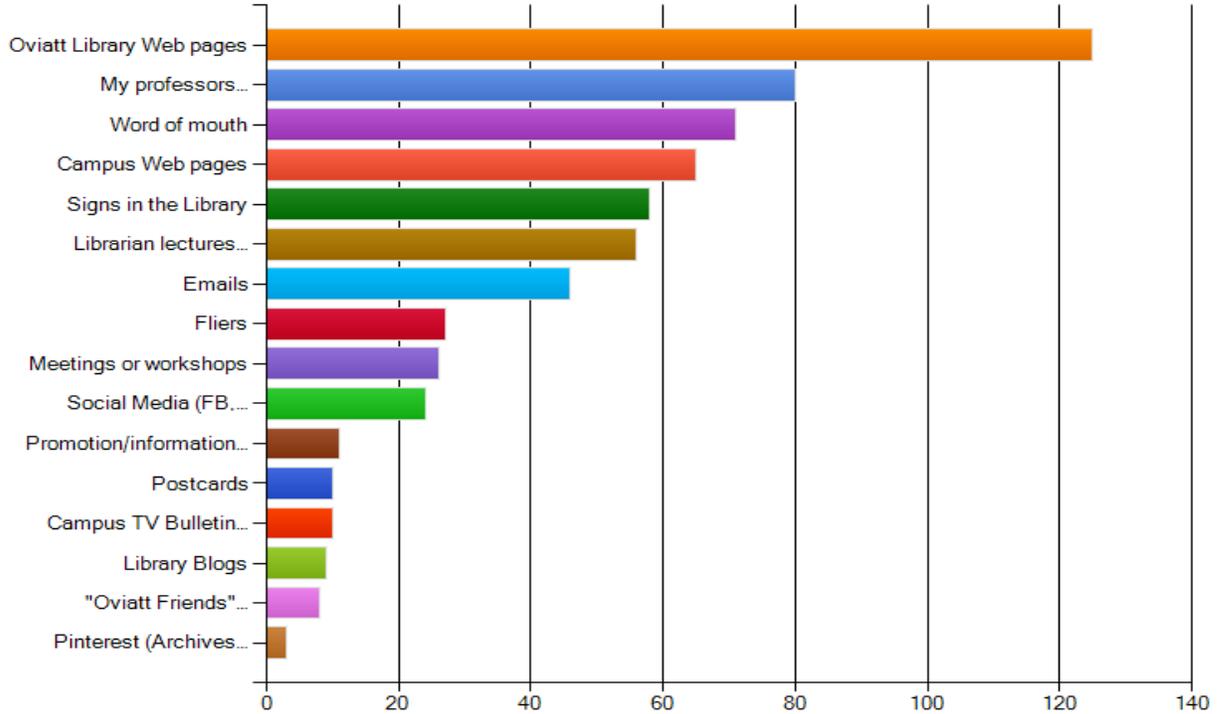
Please describe your experience and usage of the Oviatt Library. (Select all that apply)

Added Comments:

I also volunteer in the Library.
I also work here.
Way Tooo loud
There needs to be a designated area for people to use their lap tops. It is hard to study in the cubicle section when people are literally banging/ beating on their keyboards of their laptops. It is really distracting.
Would like to use it more if alumni are granted more privileges that separate them more from people that do not have a degree from CSUN LIKE A USER PASSWORD!!!!!!!!!!!!
Go for quiet studying, but still encounter noise issues at times.
Workplace
it can be noisy on first floor.
It is usually a pleasant environment to study in the graduate reading rooms located downstairs. However, all other areas are unbearably noisy. Library etiquette needs to be much better enforced.
The online resource databases is the only issue I have with the library. I get links to specific journal articles, but I am unable to retrieve them to actually read them. It would be nice to have accurate access to online journals.
Too noisy during the week. I go on weekends mostly.
Some areas are too noisy, but don't shush anybody please. Also, transients are here, which is no problem unless they're stinky and taking up all the computers (students need for searching books).
I like the big study rooms. It helps my cohort and I get together to work on projects and to study together. I wish there was more enforcement on the "quietness" in the study areas. People are often too loud. Especially when in groups.
I work in the library
sometimes i just need a cup of coffee and the library has that :)

Question 3.

I have heard about Oviatt Library services and activities through: (Select all that apply)



Sorted in order of appearance on survey:

Answer Options	Response Percent	Response Count
Oviatt Library Web pages	66.1%	125
Campus Web pages	34.4%	65
Fliers	14.3%	27
Postcards	5.3%	10
"Oviatt Friends" magazine	4.2%	8
Social Media (FB, Twitter, YouTube, etc.)	12.7%	24
Signs in the Library	30.7%	58
Campus TV Bulletin Boards (MIND)	5.3%	10
Library Blogs	4.8%	9
Emails	24.3%	46
Librarian lectures in my classes	29.6%	56
My professors informing me	42.3%	80
Pinterest (Archives of the Day)	1.6%	3
Promotion/information tables	5.8%	11
Meetings or workshops	13.8%	26
Word of mouth	37.6%	71
Other (please specify)		10
<i>answered question</i>		189
<i>skipped question</i>		19

Question 3 Cont.

I have heard about Oviatt Library services and activities through:

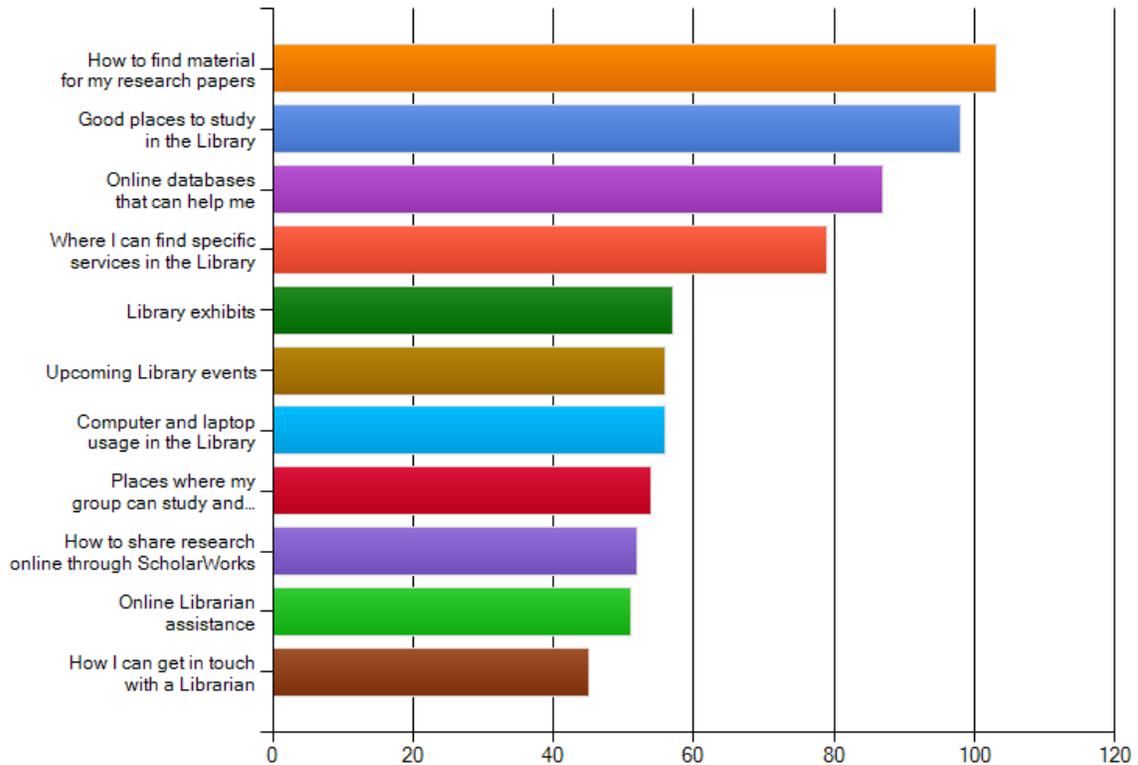
(Select all that apply)

Added Comments:

None of the above
Friends of the Library
It was the first non-class places I visited when I arrived on campus. I love the Library.
I have heard of no such services or activities through ANY outlet.
have not heard about any activities
Coincidence
I'm a former student with a degree from CSUN.
None
YOU HAVE SERVICES!?
Lived in the neighborhood since 1968.

Question 4.

What Library services and activities would you like to be informed about? (Select all that apply)



Sorted in order of appearance on the survey:

Answer Options	Response Percent	Response Count
How to find material for my research papers	54.5%	103
Where I can find specific services in the Library	41.8%	79
Online databases that can help me	46.0%	87
How I can get in touch with a Librarian	23.8%	45
Online Librarian assistance	27.0%	51
Upcoming Library events	29.6%	56
Library exhibits	30.2%	57
Good places to study in the Library	51.9%	98
Places where my group can study and discuss together	28.6%	54
Computer and laptop usage in the Library	29.6%	56
How to share research online through ScholarWorks	27.5%	52
Other (please specify)		8
<i>answered question</i>		189
<i>skipped question</i>		19

Question 4 Cont.

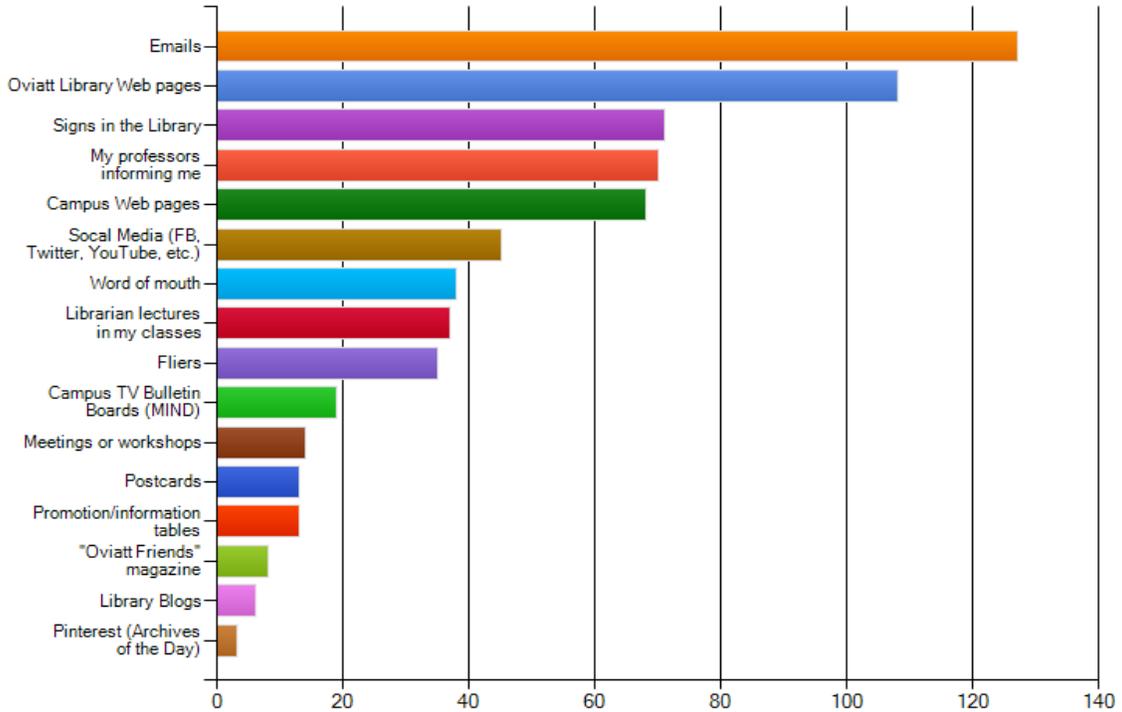
What Library and services and activities would you like to be informed about?
(Select all that apply)

Added Comments:

The Reading Room and interesting reading.
How to use google docs, write a group paper,
better instructions about how printers and technology work in the library.
Where the quiet places are
How to get more supervision in the library (especially for disturbances within the facility)
More computers. I don't want to drag my laptop here.
None
more electrical sockets

Question 5.

**The most effective ways to inform me about Library services and activities are through:
(Select all that apply)**



Sorted in order of appearance on the survey:

Answer Options	Response Percent	Response Count
Oviatt Library Web pages	54.3%	108
Campus Web pages	34.2%	68
Fliers	17.6%	35
Postcards	6.5%	13
"Oviatt Friends" magazine	4.0%	8
Social Media (FB, Twitter, YouTube, etc.)	22.6%	45
Signs in the Library	35.7%	71
Campus TV Bulletin Boards (MIND)	9.5%	19
Library Blogs	3.0%	6
Emails	63.8%	127
Librarian lectures in my classes	18.6%	37
My professors informing me	35.2%	70
Pinterest (Archives of the Day)	1.5%	3
Promotion/information tables	6.5%	13
Meetings or workshops	7.0%	14
Word of mouth	19.1%	38
Other (please specify)		5
answered question		199
skipped question		9

Question 5 Cont.

The most effective ways to inform me about Library services and activities are through:
(Select all that apply)

Added comments:

Facebook
IF I HAD A USER PASSWORD AND THEN LOG IN I GET BLAST GEARED FOR ME.
Billboards on campus, Daily Sundial, and other advertisements which are VISIBLE.
None
No more fliers or postcards they just end up on the floor GO GREEN try text messages

Question 6.

If you could describe the Oviatt Library in three words, what would they be?

Essential Books Insight
Friendly, helpful and comfortable
Outstanding Educational Environment
friendly, big, useful
I am graduating this semester and I feel really bad that I am moving away from library, because besides my job here i really love the ambience which makes me feel happy.
way too quiet
Campus' best resource
Peaceful, Quiet, Productive Envirnomnet.
I love it
loud, useful, dirty
chilly, quiet, study
classy, comprehensive, complete
Cozy, inviting, crowded
Depressing looking.
I use the library whenever i need a quite place to read or when i need to access the electronic library.
Helpful, relaxing, quite.
resourceful area
new chair ,some too old
Circulation too cute.
Treasure of books
informative, quiet, huge
Dependable Helpful Nice
quiet,focused,educational
Totally Fucking Awesome.
WAY TOO LOUD
Loud Loud Loud
quiet, convenient, resourceful
Useful, helpful, and information
Sleep. Study. Sleep.
Very great resource!
useful, accommodating, fun
Nice, Quiet, Helpful.
awesome,quiet, and order
quite, clean, coffee
Incredibly helpful.
Has a lot to offer but Alumni's are not treated well enough since that cannot get a password they have to fight for the very few computers available to the public.
helpful quiet resources
Great, clean, useful
Nice, quite, helpfull
keep the hours more late on friday . saturday 6 pm
ordinary, cool, nice

great place study
more hours on friday and saturday open 6 pm
extened hours on friday, saturday 6.00pm
extend the weekend hours at least 6pm.
An awesome place.
quiet, helpful and social
Helpful, needs improvement.
Crowded, useful, aaaaaaanndd umm book-ish
Club Oviatt Library
Noisy and creepy old guys on the computers
loud but necessary.
only study place
Efficient, resources, accessible
Quiet, informative and accessable.
discovery, free, useful
Resourceful, quiet space, flexible hours
Comprehensive, central, hub
Home sweet Home
busy,crowded and research
1. Bastion of knowledge 2. Stunning, soaring edifice 3. Magical book heaven
accessible, quiet, helpful
Clean,quiet,informative
Resourceful, supportive and convenient.
Way too loud.
NOISY, friendly, helpful
big, helpful, useful
Spacious, Useful, Quiet
outdated, old, broken
Guest Log-in (Non-student)
convenient, necessary, helpful
useful, important, quiet
resourceful, spacious, crowded
a bit uncomfortable.
comforting, helpful, awesome!
Accommodating, Helpful, Stimulating.
It's too noisy
crowded, out-dated, lacking (sources)
informative, helpful librarians, great resource
Helpful but noisy.
Perfect study place
A peaceful sanctuary
It is helpful.
Busy, resourceful, and helpful
Big, beautiful,wonderful
resourceful, helpful, and knowledgeable
Beneficial, Quiet, Friendly
Noisy and under-regulated
sanctuary at csun

Noisy. Noisy. Noisy.
Immensely resourceful
quiet study area
wonderful, amazing, inspiring
good learning environment
studious
reliable, resourceful, inviting
helpful online resources
helpful, informative, dependable
Nosy,
Big, useful, quiet
very nice place
noisy (at first) clean resourcefull
Helpful, convienant, organized
Keep it up
Quiet, Crowded, Helpful
Awesome. Crucial. Comforting.
knowledge, beautiful, sanctuary
Informative, Structured, and Revolutionary.
helpful, nice, organized
quiet, convenient, useful
treasure of sfv
place to concentrate
old, smelly, crowded
helpful
Authoritative, comprehensive, fun.
Helpful, educational, fun
it is awesome
Great library
clutch, practical, resourceful
quiet, professional, friendly
Noisy, clean, helpful
Outstanding Resource Center
Resourceful, open, and a student-hub
big. quiet. confusing.
Totally fucking awesome (excuse my French)
Useful, Quiet, Good
Helpful
Resourceful
Loud
it is amazing!
Friendly, useful, central
Center of Campus
Quiet, helpful, peaceful
Helpful, Big, Coffee
useful, convenient, crowded.
Relaxing, safe, appealing
small, noisy, crowded
helpful, convinient, variety
Loud ignorant people
Quiet, peaceful, and motivating.
Ze Ze Ze

quiet, old, studyiung
typical, ordinary, crowded
I'am lost
Absolutely Essential
Extremely helpful always.
Hide away,computer lab, and printers
Quiet, Friendly, and Cozy
Nice. Comfortable. Well-rounded.
a great resource
comfortable, valuable, effective
Quiet, organized, available
Centerpiece of CSUN
The best library
Awesome third floor
Needs more security. I got my back pack and lab tab stolen within 10 min while I went to the restroom. Not a safe place to leave unattended items there are thieves among the students
Quiet, welcoming, reliable
Very nice place.

Question 7.

Is there anything else about the Oviatt Library you would like to comment on?

General Positive
it should always be a place where one can find an interesting book and a comfortable, quiet place in which to read it.
I am really proud that I am working here ... its my last day working here too :(miss so much
It's great! Helped me a lot throughout my CSUN years!
The Circulation is by far the most helpful/extravagant group of individuals that come together to form the greatest check out experience and department of my life.
I love it.
clean and very well organized
Thankful that I have a place to study and it's open everyday because it's hard to focus at home and I can come to library and study in a quiet place or where the noise varies.
You guys are doing such a great job! Thank you.
I really enjoy the library.
Unbelievably great resources available ASAP for students! people working in the library are great help every time! Oviatt Library Rocks!
it is the only place i can truly concentrate to do my work. great study environment :)
It is the greatest library I have ever entered and I see why it is the 3rd largest library.
The specialist librarians should be promoted more! They are wonderful.
This is an impressive library. The resoruces availbale here, and the pristine environment here are unmatched in the valley area.
This library is one I would love being able to use post-grad for research when I am working in my field.
Awesome
Thanks.
Our school is famous for its wonderful library.
Alumni Issues
I purchased the CSUN Life time Alumni membership to be able to access the electronic Articles through Oviatt's access to the Digital Media library, magazines, other universities. I was very disappointed and felt deceived when i heard about that we can't access such service remotely and that we need to be at the library. This is a terrible idea for Alumni students who are trying to connect from far away places to valuable materials. We are in the process of reversing this through campaign and awareness though other Alumni members of csun.
Alumni should be offere a PASSWORD!!!!!!!!!!!!!!!! THERE ARE STILL ENOUGH COMPUTERS FOR ALL SINCE THE LABS IN THE LIBRARY WOULD STILL BE OFF LIMITS AND SECURITY IS SHOULD NOT BE AN ISSUE EITHER!!!!!!!!!!!!!!!!!!!!
Cleanliness
I would like for it to be more clean
The bathrooms are really dirty.
lobby smells
more cleaning staff seems to be needed weekday afternoons--the restrooms often need upkeep-- otherwise, this is a model library for community as wall as students and staff.
While I find the Oviatt one of the few places on campus useful for studying, it tends to be busy, overcrowded, and dirty.

Collection
The library is very useful and provides tons of resources in various topics for all majors for students.
MORE LINGUISTICS RESOURCES.
More resources & clear direction as to gather information
Community Visitors
Get the homeless out of the fourth floor, and make sure the reference computers are only used for book searches and not browsing random internet sites.
There should be a guest log in for those who do not attend CSUN. >.<
I do not like the Oviatt is a public library, everytime I come during the weekends there are bums that are there as soon as we walk in not making a good impression on our campus. I wish we did not allow them.
I also wish the library can open longer hours, especially weekend mornings.
Isn't CSUN owned by the people of California? Shouldn't all the computers be available to me? There used to be cables I could plug into my laptop, but they are gone. The new policy allows me no wireless connection, and only a few "guest" computers - all of which seem to always be busy.
Computer Issues
Many times there are no computers available in CoLab, but there are people who are sitting there watching Netflix and Hulu. I sites like, netflix, hulu, facebook, should be blocked so people who really need to do school work can use the computers.
For the computer labs have sanitizing wipes to clean the mouse and keyboard, they're always sticky.
Some computers don't work. You just can't seem to log on, it takes forever. Maybe if those got fixed I would give the library a 10 out of 10. Right now it's a 9. Other than that, the library is an excellent place for students.
Too many broken computers. Some of the computer chairs have no cushion.
More computers.
I think the computers should only be accessible to CSUN students, and a username and password should be required to log in because I've seen all the computers in use and I don't think everyone using them were students.
there are too many people at the library using the computers that are not students.
I think the oviatt should get better laptops to check out. or at least upgrade the one's they have and installing more RAM memory as an alternative to speed up the computer so it wont freeze while running several applications.
i often come on sundays and use the compter lab on the 4th floor, often the staff is setting around talking loudly and when i have asked them to be quite they give me attuide, the staff and even the supervisor are unfreindly, and most of the time they really are uniterested in helping students and say oh well i dont know, this should be changed!
You have teen-agers(Jr. High) here using your community computers leaving none left for those of us who need to use them for research.
Also, please add more soft-ware.
Customer Service/Personnel
The staff is amazing and have always been available to help me whenever I needed it.
I am finding that while some librarians will go above and beyond to assist in finding material for research papers, others seem unwilling to try. Is this what my tuition pays for?
The customer service in the lobby needs improvement. Many of the workers don't seem motivated or too happy to help. Except for that one guy with the piercings, he's always helpful.
Arash, who works on the 4th floor, (Reserved books) is a great guy. He is very helpful.
I am very impressed with the Interlibrary loan section. They are doing a great job.
I really like the staff

Some of the students working at the front desk "checkout" do not know where certain places are. I think that if they work there they should be somewhat knowledgeable about the library and the resources.
Facilities
Beautiful views from the 3rd and 4th floor, but the library itself should look better, some upgrades so it's not so depressing looking.
More power outlets for the desks that are not along the wall. :)
There should be more outlets to plug in laptops. Also it would be great if the escalators were always working.
If possible double check the outlets to make sure they work and more seating where outlets are already in place.
I would like there to be more rooms or areas to study in.
the elevator not being fixed. its been a month already since its out of order come on people!!
There should be more outlets available. I usually have to sit on the floor to write my papers, if those outlets are even available.
you guys should fix the escalator to the third floor. and have more than one accessable exit.
If possible, more outlets? I often look for a plug when choosing where to sit. I also notice other people walking around looking for plugs.
This is something that I don't expect to be fixed, but that I have noticed about the library. The escalators are very awkward and confusing. I don't understand why there aren't just elevators and stairs like any other place. There aren't enough signs directing you where the escalators are located, and if there are they aren't working. I find the feng shui of the library to be horrible. Other than that I enjoy studying there, and have always enjoyed the staff.
Food in Library
Please do not make the first floor of the Oviatt Library a restaurant/cafe. Already the first floor continues to smell like fast food and very strong odors that bother other people. Patrons should not be allowed to bring their food/drink into the library because this will cause them to come into contact with the library books and make them dirty as well as promote the spread of mould. Other patrons will likely complain of this addition to the library. Ever since the arrival of the Freudian Sip on the first floor, the library reeks of food and stench. Please don't add a restaurant. It will make this problem worse and more than likely discourage patrons from coming into the library. The library is a place to study and learn, not to eat and drink and talk.
Extending coffee shop hours
What annoys me the most is hearing people eat crunchy chips and chuckling while I am studying.
Furniture
I'm glad you guys are trying new chairs and stuff. The Oviatt needs a facelift.
some of the chairs on the fourth floor smell
wouldn't hurt to redecorate the old furnitue gives it a weird smell
Group Study Rooms
It needs more discussion areas
The staff that works/ responsible for the distribution of the study rooms should all have a conceptual understanding of the procedures in getting a study room. While trying to get a study room, one staff member would say one thing and then another would contradict what he/she stated before. It was very misleading and upsetting, especially during finals season.
I normally study in the upper floors because the lower level is too noisy, if that could be fixed then it'll be a beter place to study. Study rooms are great but maybe if they change the limit of people from 2 to 3 it would be better because when you work in pairs theres no need to talk loudly but in a larger group you need more room. Most of the groups can't find a room because they are taken up by only 2 people and I don't think 2 people need a room.
There should be more group areas for them to discuss. There should be a librarian on each floor to help students with research.
Can you make more private study rooms?

Great library, but needs more study rooms.
There are too many nice quiet areas to study, when generally people are looking to study in groups
Hours
extra hours friday, saturday.
open the labrary more early on sunday 11 am or 10 am.
open labrary more early on sunday 11 am at least.
more hours saturday and friday open until 6 pm .
Thank you for extending the hours!
Open more hours.
open labrary more early on saturday.
Instruction
we need one class to train students how to search material and book to write a research paper, because almost students didn't know these informations.
I think more workshops or lectures explaining all of the library resources and services would be extremely helpful to students because not everybody know what's available.
I went to go get help on my research because I could not find a credible website to use in my essay and the person who sits in the front on the first floor for research assistance told me she is not an expert and there is probably not a credible source available. I never really went back to get any help for anything after that incident because it would be just a waste of time.
I have taken several "librarian" lectures regarding research using the online database and each time I am amazed at how out of touch the librarians seem to be with using the internet. I have never been provided with valuable information at one of these lectures and I would hope that it could be change to provide more valuable information. All the information I have received about using the online databases for research came from the professors after the lecture when they realized we didn't learn anything.
Need to do a better job of informing graduate students about specials benefits they might have to conduct research.
I would like to have more support in academic articles, and publishing scholarly works.
Noise Levels
I feel that sometimes the library is a bit noisy and we all need to effectively try to enforce cleanliness in the library.
Regulation of noise loudness, sometimes it can get out of hand in the quiet areas.
You guys should bring your own work out here and try to get it done with all these idiots yelling around you. THEN maybe you'd have some idea about making this place THE SILENT LIBRARY.
Please put up signs in the halls telling people to whisper. Thanks a lot.
Please put a door between the lobby and reference librarian desk enterence. Then put up more signs that remind people to be silent.
Enforce the no talking and cell phones rules in throughout the Library! The noise level created by both of these cause extreme annoyance and loss of work ability and concentration!
the computer lab is sometimes too noisy.
it would be nice if silence is strictly enforced in quiet study areas.
Please do something about loud conversations.
Please enforce quiet.
There has been many times when individuals are being too loud in the library, I have called the circulation desk, and they end up not sending anyone in order to resolve the issue. It would be helpful to have more staff monitoring the various spaces in the library in order to make sure the library users are following proper library etiquette.
I would like the Library staff to encourage students to study in Quiet Study areas and NOT near the window!

A few weeks ago, there was a Dia de los Muertos celebration. There was a loud band set up for a concert on the library patio. You could hear the band throughout most of the library. I thought it was absurd to have a band play at the library; that makes no sense. I had a paper to work on, but I went home. Way too loud and inconsiderate.
I wish the staff at the reference desk in every computer room floor could enforce people to be quiet. A lot of students come to the library and begin to have loud conversations. The staff themselves at times also get loud. I would appreciate it if something could be done about noise. This is the only place where I could study and putting earplugs in my ears hurts my ears. Please enforce students to be quiet in the library. This is a quiet place to study, not a socializing cafe.
Sometimes the library is quiet and a good resource but overall it is overrun with people on their cell phones watching youtube talking loudly. I'm glad we are allowed to eat in the library, that is a step up from other libraries, but people should not be allowed to be on their phones in the quiet areas in the 2rd, 3rd, and 4th floor. I find there is no supervision in these areas to maintain the quiet.
Online Services
Access to database articles, periodicals, journals can be updated. There are some links to resources that are unavailable once you click on them. It would be nice not to waist time on looking at resources that are not available.
I've made great use of the APA guides online- thank you bow tie guy!!
More online books needed. This would help the students in off campus cohorts. More computers needed on the 3rd floor. Our community is growing ! :0)
Other
no
no
no
none
no
No
nope
I got my lab tab and back pack stolen while I went to the restroom three weeks before finals :(all my notes, books, calculator were in my back pack.
Thank you that Alexander isn't coming to burn it down.
n/a
No
Multiple Subjects
Love that they have myitlab on computers. Great place to study in certain areas. Better if it was open past 12am.
I transfer here form Fresno and oh boy how bad do I regret it. The Fresno State Library is really quite and clean. Oviatt Library is really dirty and what is up with homeless in the labs or walking around?? I would say that the Oviatt Library need to be remodel because the structure is amazing, but the inside reminds me of down town LA dirty and trashy.
I can't believe the library is getting rid of the Friends of the Library bookstore. The bookstore was designed and built for The Friends. How shabby to treat them this way after all they have done for the library. And what's with different campus departments taking over the library. It's bad enough that ITR has the entire bottom floor, except the TCC, but now the Collab will be taken over by the Learning Resource Center? Obviously, the library must not have much say anymore in the allocation of library space, but I think library admin should fight a little harder to retain library space for the library - or is the idea just to get rid of all the books and become a big campus study area. How sad. And get rid of that smelly coffee cart in the lobby! It's noisy, dirty and disruptive, and the library has ten to twenty times more food and drink trash and stains on the carpet than it had before the coffee cart and the relaxed food policy. What's wrong with putting the coffee cart on the portico?

can you guys please add more books on the reserved section please. I know furniture could be expensive but i really find some areas of the library depressing the furniture is worn out. Lighting could improve in the isolated areas. The library has this old smell that bothers me. something very important is that you guys do not have enough plugs. A lot of students have lap tops but there is not enough lap tops. I used to go to Pasadena City College and I loved the library the lighting both electrical and outdoor was just brilliant. Almost every desk had a plug on the floor or on the actual desk. I know maybe comparing is not the best way to tell you guys what I think needs to be improve but if a Community college has a better library than a Cal State then I think there are issues...

The bathrooms sometimes are super stinky. Noise level in some 'quiet' areas is sometimes too loud. Sometimes we need to watch pre-lab videos for lab and we need real player in order to see them. Since my computer doesn't have real player, I would like to be able to view the pre-lab videos in one of the computers in the library. Some staff members in Music and Media can be kind of rude.

Focus on improving services, avoiding errors, acting like librarians and not security guards, and doing something occasionally about excessive transient use of the library - which I admit has been distracting at times. Love the facilities, and all around everyone's doing a great job and is providing help. But try not to forget we're going in here expecting a certain demeanor from librarians and all library staff... If that's going downhill from when I was a kid, I at least expect checking out a book to be different than going to the cafeteria.