

ESTABLISHING AND EXPLORING SERVICE VALUES BY ASSESSMENT: THE CASE AT HKUST LIBRARY

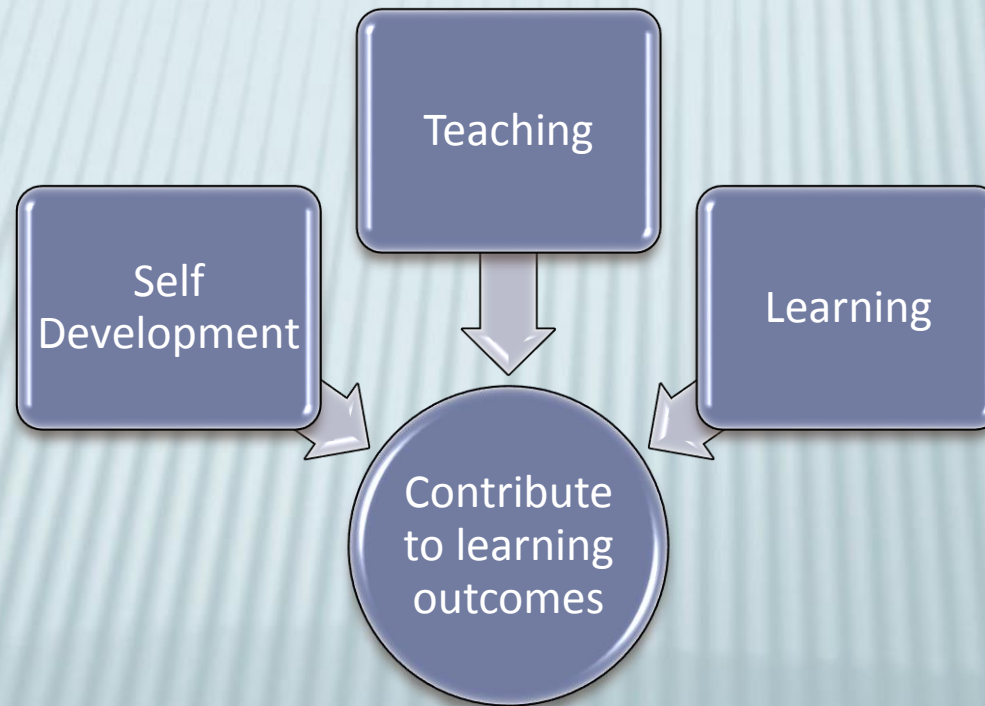
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FACTS AND FIGURES ABOUT THE HKUST IC

- Launched in September 2006, currently at Phase 1
- Space vacated from relocating 4,000 volumes of Reference Collection
- 52 stations, with productivity applications, Web authoring tools, graphic software, programming tools
- 1 help desk, 3 collaborative spaces, 2 scanners, 2 printers, 2 presentation rooms with wireless setup
- Phase 2 being planned

SERVICE VALUES

The worth of the service to the university community in supporting –



ASSESSMENT IS THE KEY TO SUCCESS

Impacts and
Outcomes

Quality
Service

Enhance
and explore
service
values

Assessment

The success of the IC lies in the proactive use of assessment data

IN THIS PRESENTATION

1. How assessment drives the development of the IC
2. Summative evaluation at HKUST – usage data showing what we have achieved
3. Formative evaluation at HKUST – satisfaction survey revealing where we should go

ASSESSMENT IN THE BROAD SENSE

External – assessing the environment

- Students' needs
- Teaching needs, current pedagogy
- Curriculum trend, institutional goals
- Education technology, Communication technology
- Services in the campus provided by other support units

Internal – evaluating oneself

- Users satisfaction
- Strengths
- Weaknesses
- Limitations
- Effectiveness
- Relevancy to users' needs

INTERACTION BETWEEN STAKEHOLDERS OF THE IC



University
Administration

The
Library



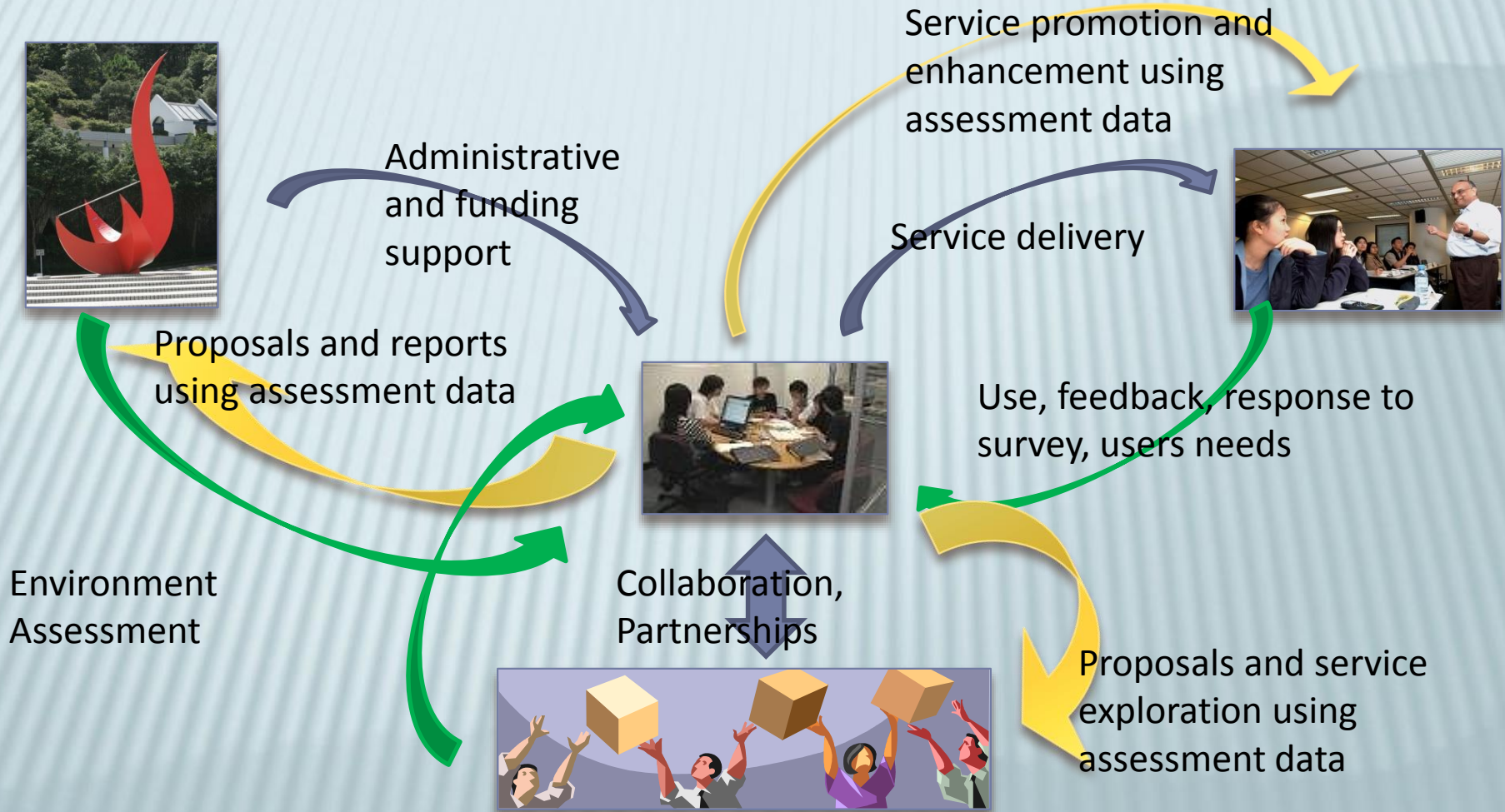
Users community



Other service units/ potential partners



ASSESSMENT CREATES THE DRIVING FORCE



SUMMATIVE EVALUATION: WHAT USAGE DATA TELLS US

Our monthly usage data includes:

- Login/Logout records
- Printer server log
- Software usage tracking

Challenge: How to transform these numbers into a picture reflecting the popularity of the IC?

FROM “IN-AND-OUT” TO FULL HOUSE

```
20070201 20:50:45 computer003 peter I
20070201 20:51:23 computer003 peter O
20070201 20:51:58 computer024 john O
20070201 20:52:11 computer019 steve O
20070201 20:52:58 computer014 mary O
20070201 20:53:00 computer023 lily O
20070201 20:54:44 computer042 cheung I
20070201 20:55:11 computer004 yu I
20070201 20:56:11 computer050 joe O
20070201 20:56:26 computer031 julia O
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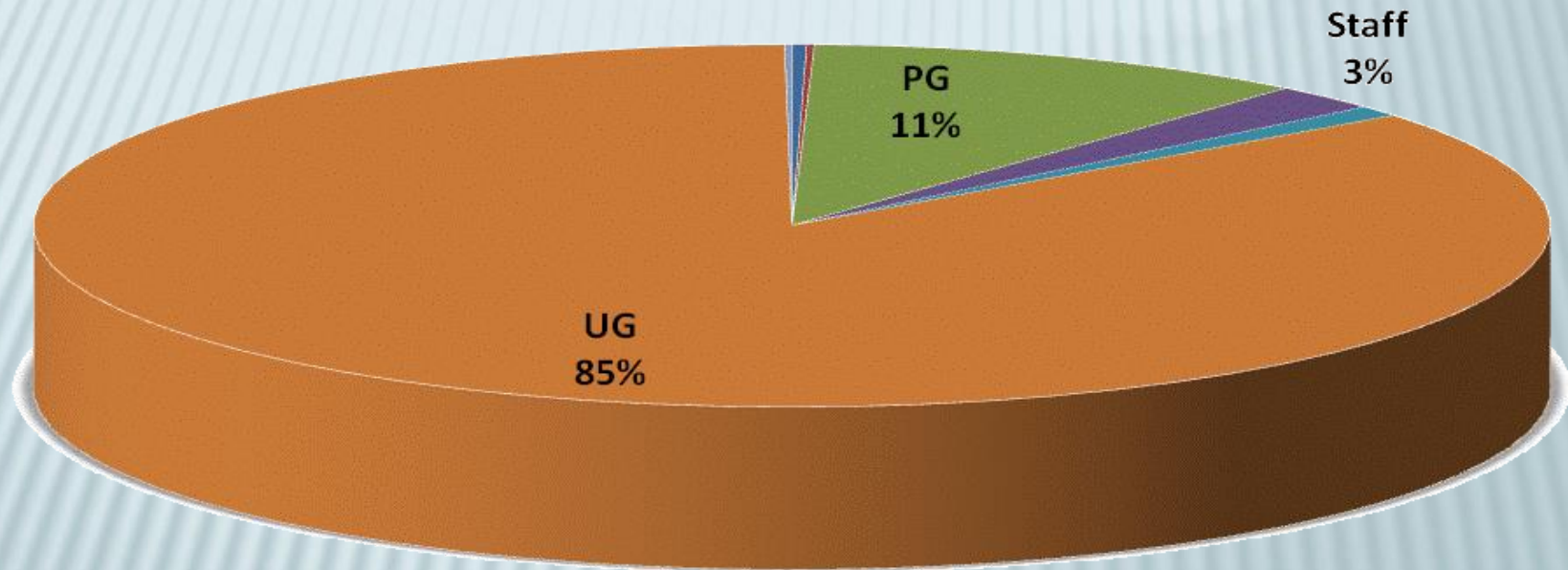


THE IC IS AN VIBRANT AREA

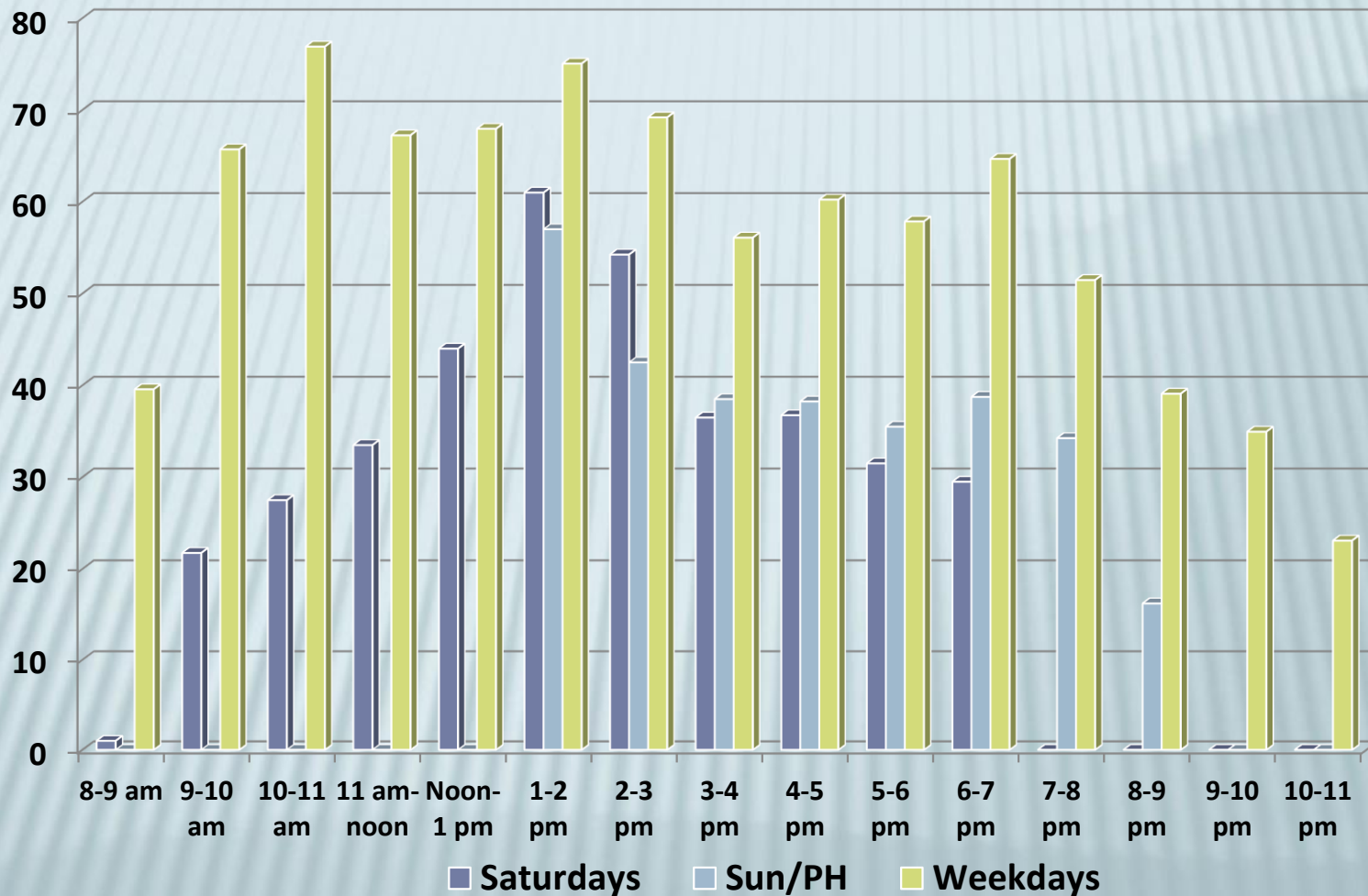
Login Counts Per Hour (52 computers)



WHO ARE LOGGING IN



BUSY FROM 9 TO 7



HOW MUCH THE FACILITY IS OCCUPIED

% of time in use



FULL HOUSE - HOURLY SNAPSHOTS 2 DAYS A MONTH

Time	Apr 20 (Fri)	May 20 (Sun)	Sept 4 (Tue)	Oct 4 (Thu)	Oct 20 (Sat)
8 am	2%		4%	6%	
9 am	27%		31%	57%	6%
10 am	67%		96%	94%	39%
11 am	100%		100%	100%	47%
12 am	100%		98%	100%	88%
1 pm	100%	35%	100%	100%	86%
2 pm	98%	88%	100%	100%	94%
3 pm	96%	84%	96%	100%	92%
4 pm	98%	84%	100%	100%	90%
5 pm	96%	94%	100%	100%	92%
6 pm	94%	92%	100%	100%	86%
7 pm	69%	80%	86%	84%	
8 pm	65%	88%	90%	88%	
9 pm	35%	94%	73%	78%	
10 pm	41%	88%	53%	82%	

USERS DO WORK AT THE IC

Most highly used applications in October 2007:

1. IE
2. MS Word
3. Adobe Acrobat 7.0
4. Firefox
5. PowerPoint
6. Messenger
7. Adobe Reader 8.1
8. Excel

This consistent pattern indicates that users are mostly engaged in learning related activities.

FORMATIVE EVALUATION: SATISFACTION SURVEY

- Conducted 10 months after opening
- Online
- 9 questions, brief and powerful
- Small gifts for respondents – 20 USB drives

RESPONSE AND RESULTS

- 374 valid responses
- Estimated to be around 10% of the IC users at that time
- Findings complement and supplement usage statistics on use patterns and users profile

MAJOR FINDINGS

- The IC successfully attracted a group of regular users (mostly undergraduates, who use the IC a few times a week or more)
- Students use the IC for research and learning; while staff also find it supportive to their work or personal study
- The satisfaction level is generally good. The overall satisfaction score was 3.62 at a scale of 1 (lowest) to 5 (highest), with the mode at "4" (53% of respondents)

WHAT USERS ARE HAPPY/UNHAPPY ABOUT



- pleasant environment
- good selection of software
- proximity to reference collection
- assistance readily available



- too crowded, difficult to find vacant stations, insufficient group space
- users are unaware of resources available
- certain regulations required to make better use of resources

SOME IMMEDIATE IMPROVEMENTS

- Bigger, clearer signage
- Printing instruction was made more accessible
- Freeware upgraded to the latest versions; new freeware added in subsequent updates
- The IC team was reminded to exercise stronger control on idle stations, noise level and general upkeep of the area
- The IC officers will regularly check the condition of the hardware and peripherals.

FOLLOW UP ACTIONS

- One additional printer
- Reservation system for one collaboration space
- To better promote the IC and increase users' awareness:
 - + Reorganize the information on the IC web pages
 - + Links to frequently consulted pages may be added at the login page
 - + Make user guides about the service and software

PROACTIVE USE OF ASSESSMENT DATA

Findings from both summative and formative assessment go into --

- Administrative reports
- Proposals
- Refine current services
- Define future services
- Service promotion

PHASE 2 OF THE HKUST IC

- Re-purpose existing floor space
- Space for groups and solitary learners
- Flexible presentation space
- Wireless support
- Expand the instructional roles of the IC officers
- Explore partnership
- And others...

CHALLENGES AND OPPORTUNITIES

Change in university curriculum (“3-3-4”)

- More students
- More instructors
- Change in curriculum
- Change in course work structure
- Change in expected learning outcomes, etc.

Library extension

- Additional physical space
- Repurpose old space

SUMMING UP

The IC service model has great potential in supporting teaching and learning

To create and sustain an effective Information Commons, assessment is the key

HKUST Library evaluates the service via both the summative and formative approach

The proactive use of the assessment data helps us to strengthen current service, and set direction for the future development