Where Do We Grow from Here?
Assessing the Impact of a Digital Media Commons on Student Success

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Background on the Digital Media Commons (DMC)
Previous Assessments

- Observation Study
- Pre- and Post-Workshop Surveys
- Desk Stats
- Faculty Surveys
- Patron Focus Groups
Goals of the Study

Program Outcome

• The Digital Media Commons will provide the spaces, technology and services in order for students to develop successful media projects.

Assessment Outcome

• The Libraries will conduct assessments in order to determine the impact of the Digital Media Commons on student success.
Faculty Survey

- Conducted for fall 2017 and spring 2018 classes that brought class for instruction
- Sent to 28 instructors
- 12 responded
Faculty Survey

How did your students' multimedia projects meet the following expectations?

- Quality of visual aspects
- Quality of audio aspects
- Quality of content
- Editing/technical quality & flow

- Exceeded Expectations
- Met expectations
- Did not meet expectations
- N/A
Faculty Survey

Please provide feedback on the instruction session(s) you received from DMC

Delivery | Content | Knowledge of the Presenter | Impact on Reaching Student Learning Goals
--- | --- | --- | ---
Very ineffective | Effective | Ineffective

Chart: Evaluation of instruction sessions with categories: Delivery, Content, Knowledge of the Presenter, Impact on Reaching Student Learning Goals. The chart uses a color code: very ineffective is brown, effective is red, and ineffective is orange. The ratings range from 0 to 10.
Faculty Survey

Question 8
Please provide feedback on the instruction session(s) you received from DMC:

- **Delivery**
  - Very Effective: 8
  - Effective: 2
  - Ineffective: 0

- **Content**
  - Very Effective: 8
  - Effective: 2
  - Ineffective: 0

- **Knowledge of the Presenter**
  - Very Effective: 8
  - Effective: 2
  - Ineffective: 0

- **Impact on Reaching Student Learning Goals**
  - Very Effective: 4
  - Effective: 2
  - Ineffective: 0
Faculty Narrative Comments

• Working with the DMC was easy to arrange and incredibly information and useful for my students and me

• I plan to add more assignments in my courses that will require students to work with their consultants

• DMC was missing some key tools

• The session with the DMC was central to the success of my students

• I could not teach the class in this way if it weren’t for the DMC
Customer Service Survey

- Conducted spring and fall 2018 over a several-week period
- Responses collected with Qualtrics on an iPad
- 300 total responses
- Provided incentives both for survey takers and student employees!
Demographics and Subject Areas

Demographics
- 77% undergraduates
- 16% graduate students

Subject Area
- Sciences 21%
- Business 19%
- Health Sciences 14%
- Performing and Visual Arts 12%
Customer Service Survey N=300

Spaces, Technology or Equipment Used

- Small Media Room: 30
- Presentation Practice Room: 30
- DMC Computers: 30
- General Study Space: 30
- Group study room: 27
- Gaming Lab: 22
- Video Lab: 17
- Design Lab: 5
- Other: 30

Other spaces, technology or equipment used.
Customer Service Survey

Project Description

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>General study</td>
<td>65</td>
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<tr>
<td>Class digital project</td>
<td>58</td>
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<tr>
<td>Performance or creative work</td>
<td>47</td>
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<tr>
<td>Personal research</td>
<td>31</td>
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<td>Conference or workshop presentation</td>
<td>10</td>
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<td>Book or article</td>
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<td>Thesis or dissertation</td>
<td>4</td>
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<tr>
<td>Job interview</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
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</tbody>
</table>
Customer Service Survey

Interaction with staff

- Demonstrated knowledge and expertise
- Helpful and engaged
- Offered follow up
- Spent appropriate amount of time
- Will contribute to a successful project

- Strongly Agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
Narrative comments

• Thank you for all of your help! You guys made me feel like being a novice isn’t a bad thing.
• I recommend the DMC and the workers are very helpful when you are having trouble.
• Overall this had been a productive experience.
• It was professional, prompt and helpful.
• I wish they had more private group study rooms.
Focus Groups

- Held in October 2018
- Two sessions - one with 12 participants, one with 4
- Offered pizza and drawing for 4 $25 gift cards
- Sessions recorded and transcribed
- Coding in process
- Participants were primarily undergraduates
Takeaways from focus groups

- DMC is important destination for study
  - Collaboration/group space
  - Variety of furniture
  - Double-screen computers
  - Congenial atmosphere
  - Diversity
  - Assistance with media production
Conclusions

The Digital Media Commons:

• Destination of choice for students and a place to build community
• Instructional services are valued by faculty
• Services are unique and well regarded on campus
• Provides multiple collaborative learning spaces.
• Supports important student skills and success needs.
• Spaces and services need to be nimble and responsive to patron needs as it continues to grow.
Next Steps

• Contribute to the Libraries' Master Space Plan
• Focus on specialized services
• Grow instructional program and integration into curriculum
• Expand services as needs grow and change
• Enhance collaborations across campus