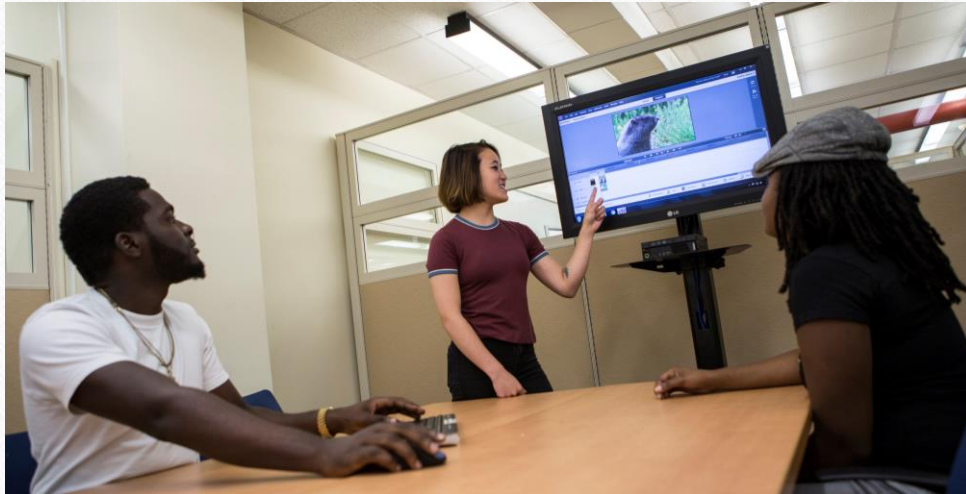


Where Do We Grow from Here?

Assessing the Impact of a Digital Media Commons on Student Success



Dr. Armondo Collins

Kathryn M. Crowe

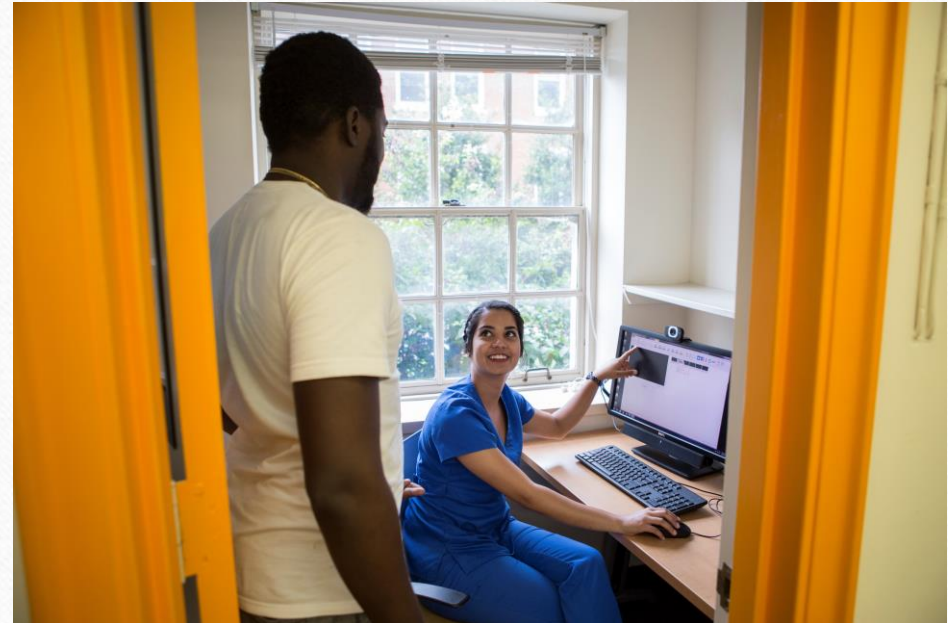
University Of North Carolina at Greensboro

Library Assessment Conference

Houston, TX

December 2018

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

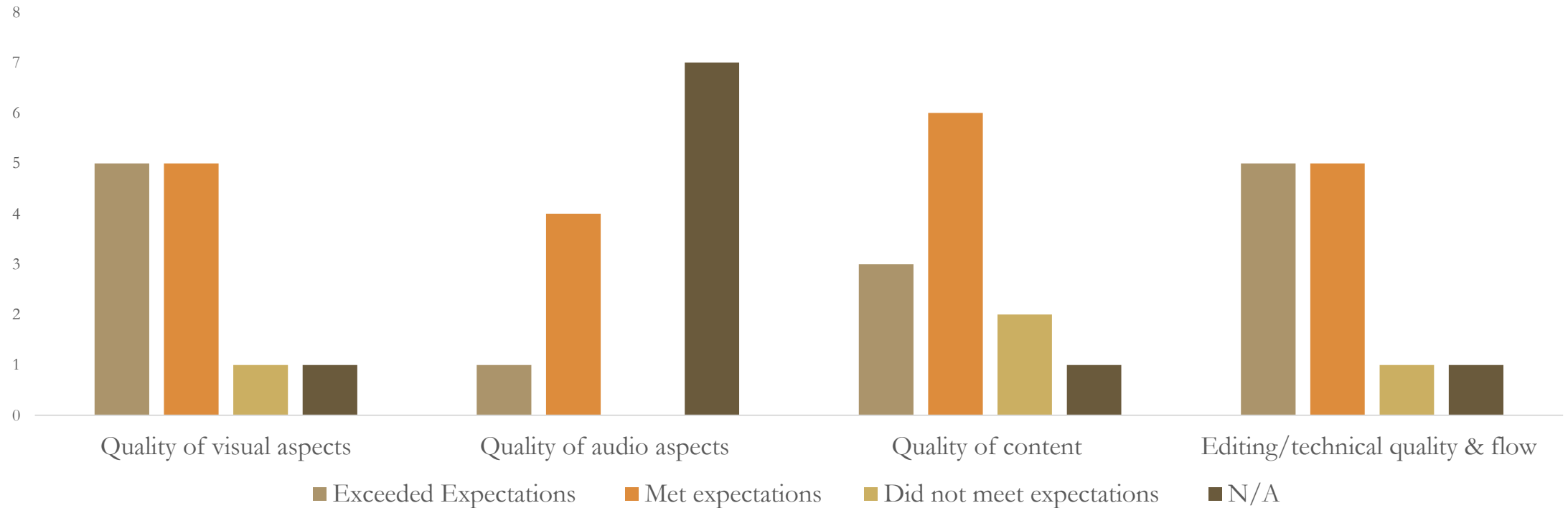
- The Libraries will conduct assessments in order to determine the impact of the Digital Media Commons on student success.

Faculty Survey

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

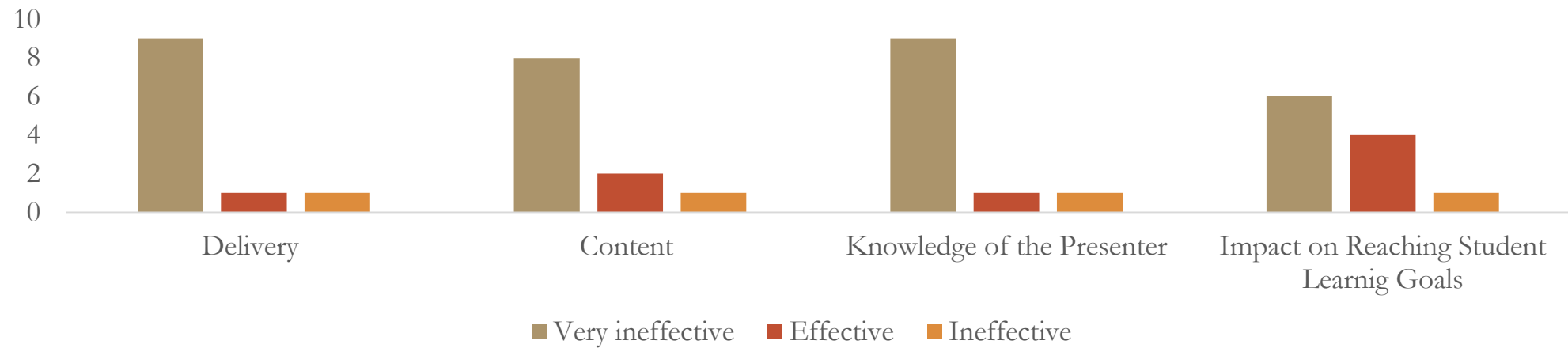
Faculty Survey

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

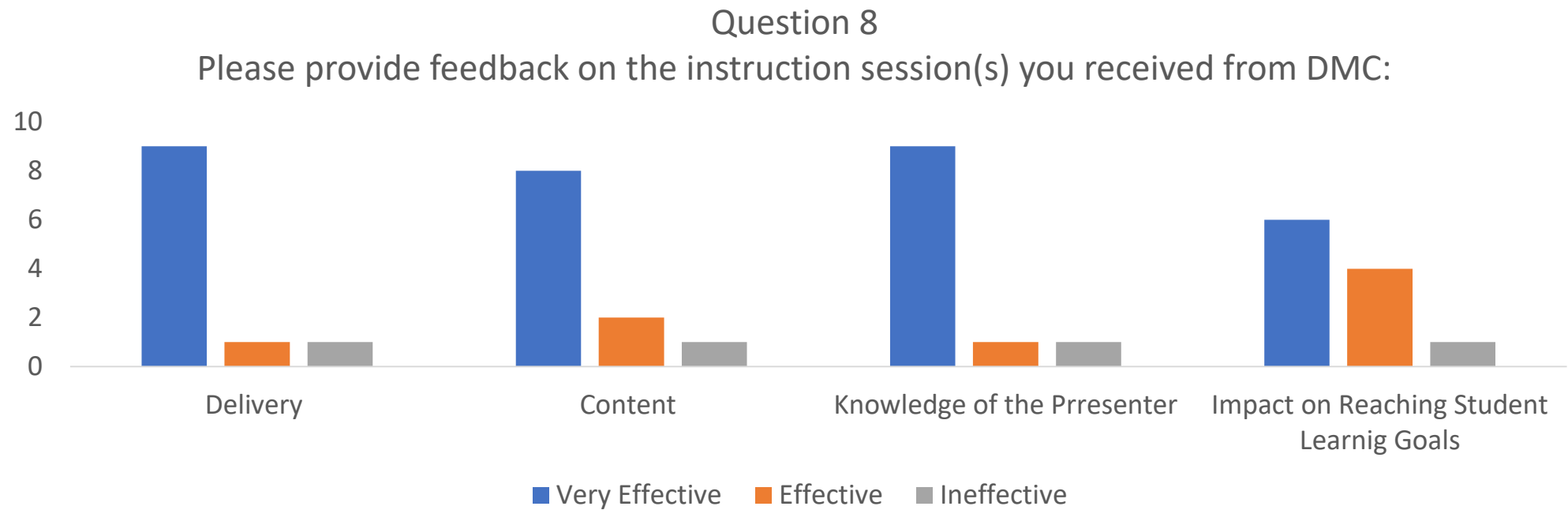


Faculty Survey

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



Faculty Survey



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

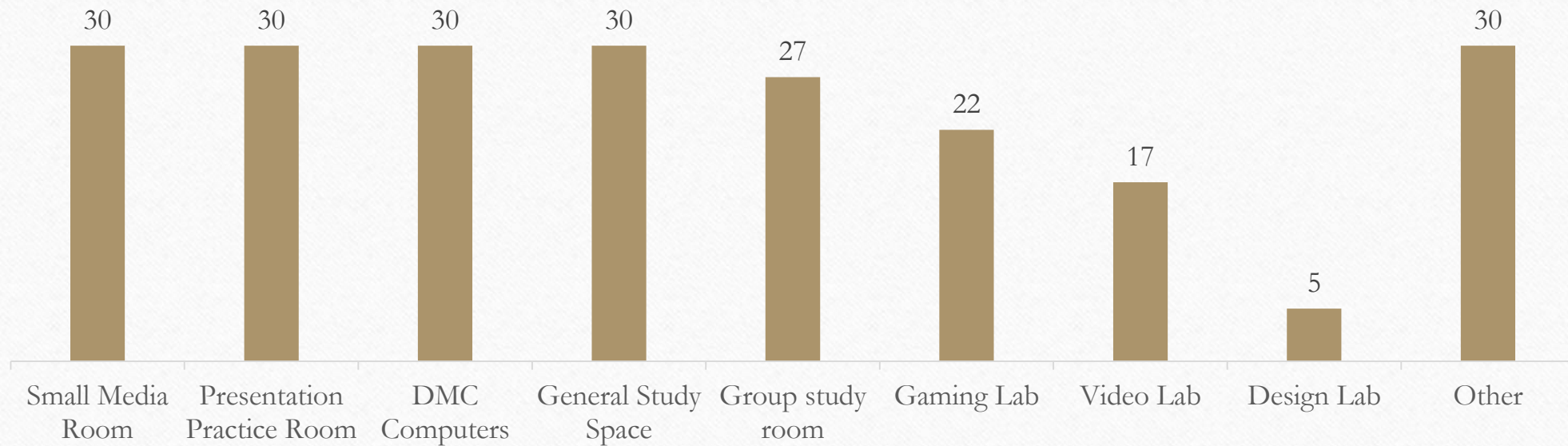
- 77% undergraduates
- 16% graduate students

Subject Area

- Sciences 21%
- Business 19%
- Health Sciences 14%
- Performing and Visual Arts 12%

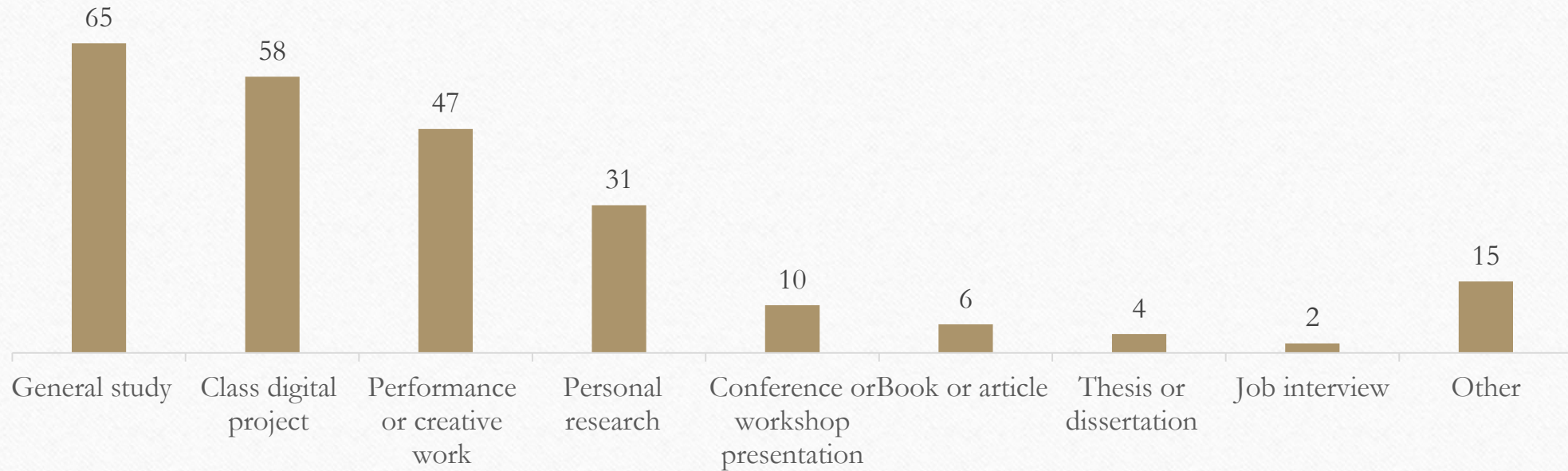
Customer Service Survey N=300

Spaces, Technology or Equipment Used

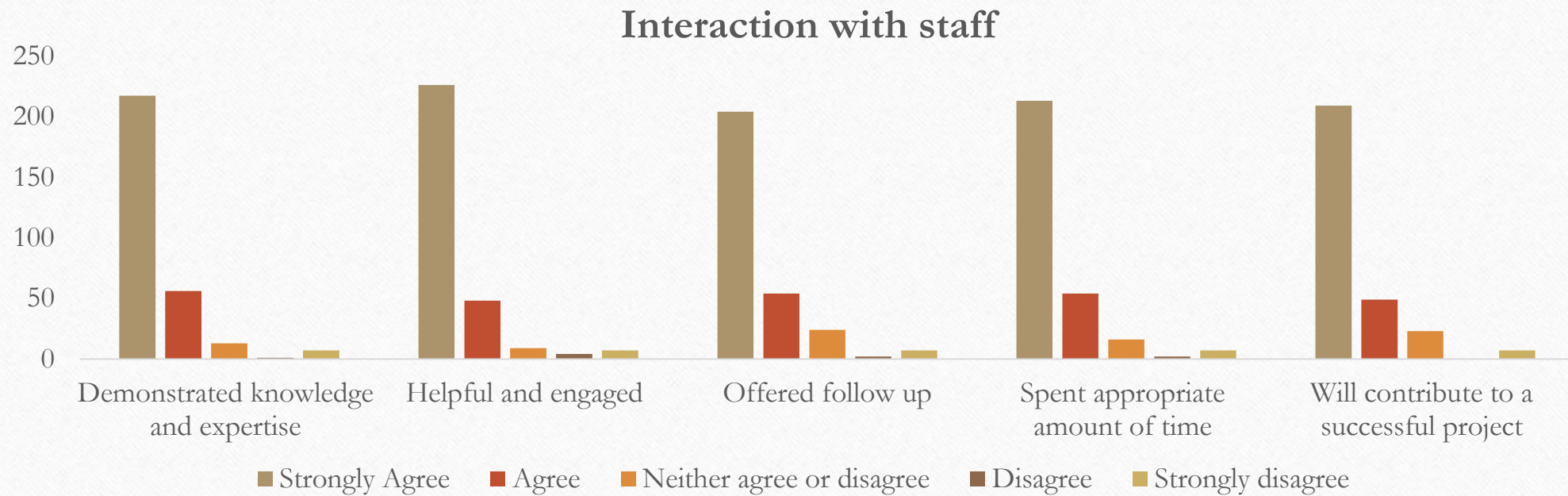


Customer Service Survey

Project Description



Customer Service Survey



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