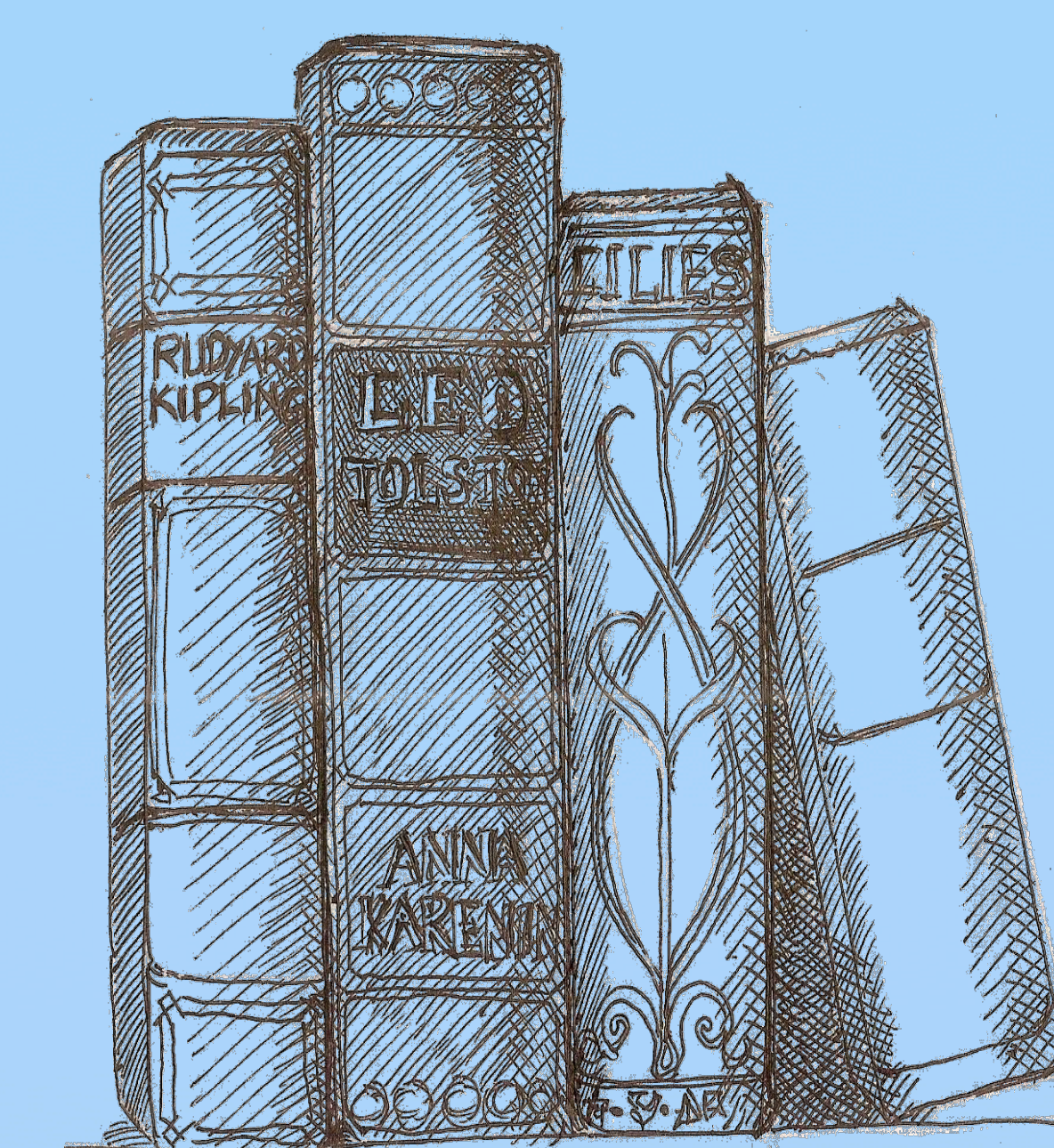




TELL US WHY YOU LOVE US: WHAT ART STUDENTS VALUE ABOUT THE LIBRARY EXPERIENCE

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BACKGROUND

How can the library position itself to support the academic achievement of practicing artists? What motivates students to use library services and resources?

In Spring 2010, librarians at Moore College of Art & Design administered a survey to begin the process of answering these mission-critical questions. Moore College is a small urban institution with an approximate FTE of 500, offering nine BFA and three MFA programs. Nearly half of the student population responded to the survey, providing valuable feedback regarding their attitudes towards library use.

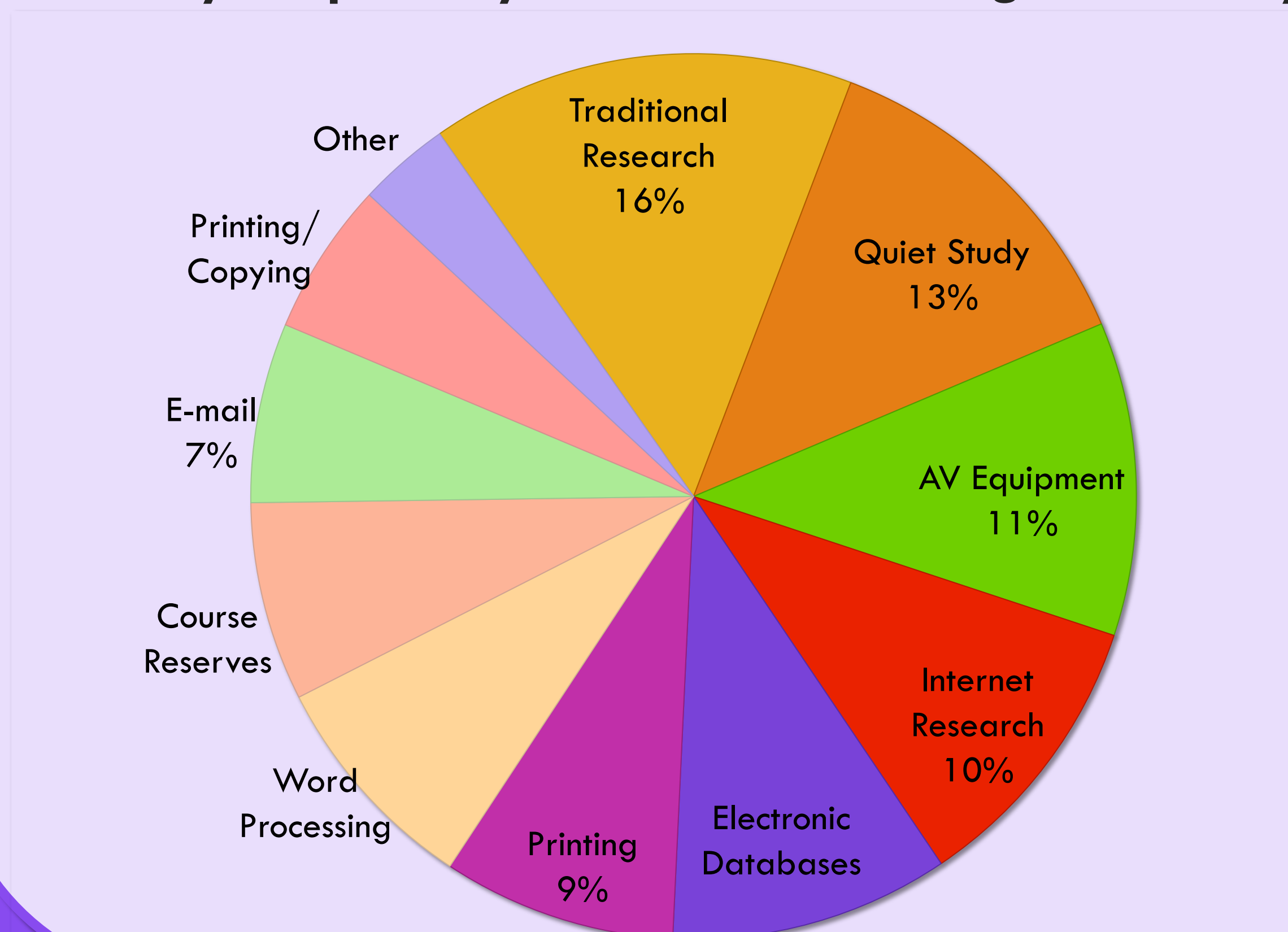
All survey respondents were enrolled in Moore College's BFA program, representing each major and class year. The survey findings confront widely held assumptions regarding the popularity of digital resources for research and study, and indicate the primary reasons why students use the library.

Librarians at a small urban art & design college surveyed students regarding library use.

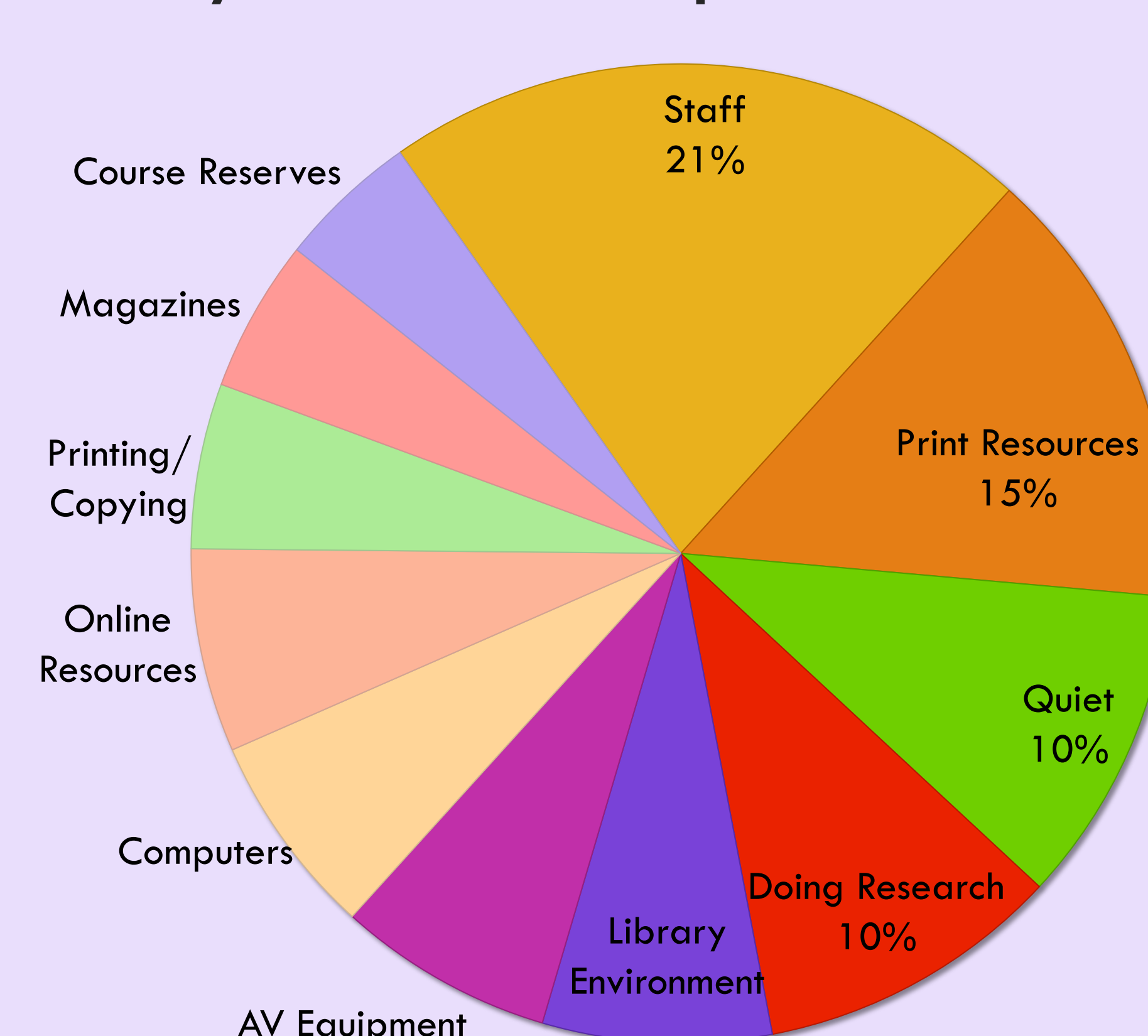
RESULTS

Library staff anticipated that survey responses would lean heavily towards computer use and online databases. Interestingly, in the age of electronic resources, the survey found that traditional library services ranked highly, with **"Traditional Research," "Staff,"** and **"More books"** being the most popular responses. Moreover, respondents valued physical resources supporting everyday practice such as Audio Visual equipment and current arts periodicals.

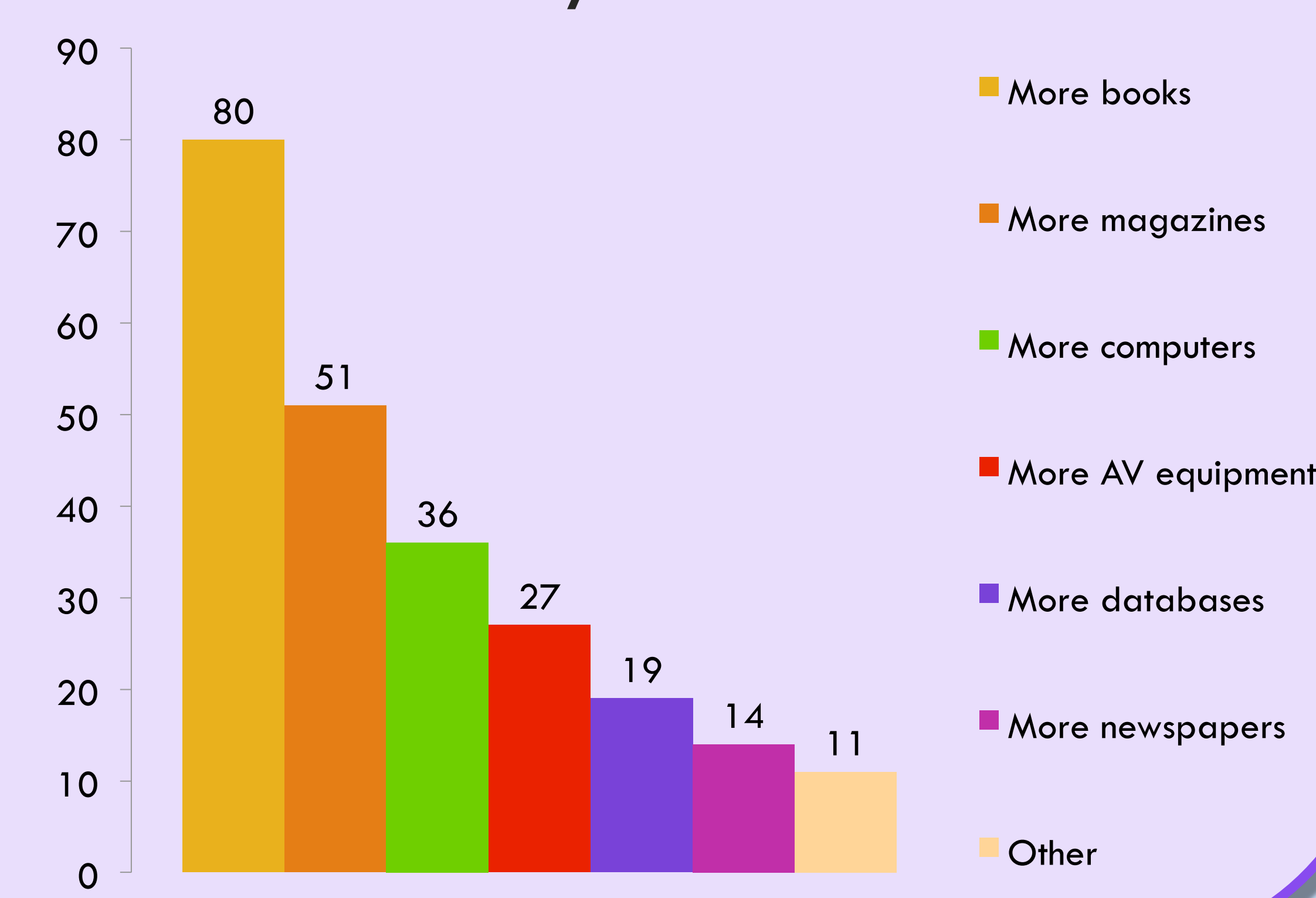
"Rank your primary reasons for visiting the Library"



"What do you find most helpful about the Library?"



"What other resources would you like the Library to offer?"



Contrary to staff expectations, traditional research and print resources ranked highest.

CONCLUSIONS

- "I love to study there!"** Traditional research, defined by use of print resources, and quiet study were the most popular responses for library usage. Overwhelmingly, students asked for additional books and periodicals. These results indicate the continuing need for resources and services traditionally associated with libraries.
- "Your cameras are great."** Audio Visual equipment, such as digital cameras, projectors, and flat bed scanners, was frequently mentioned. These materials appear to be highly valued by students, whom would otherwise have difficulty completing assignments requiring AV equipment.
- "Always someone to help."** Students found the library staff to be very helpful, but they may not conceptualize how their practice aligns with the library unless explicitly expressed by instructors. Positive research habits can be encouraged through assignments requiring library use or research sessions provided by librarians.

Lesson learned: our knowledge of student needs and preferences cannot be based on assumptions.