This document contains data and analytics of a survey sent out to students taking online and hybrid classes that utilized an embedded librarian for the 2014-2015 Academic Year.

Online and Hybrid Support Assessment 2014-2015
Executive Summary

As Saginaw Valley State University offers more online and hybrid classes, the Melvin J Zahnow Library is rethinking ways to reach students by embedding Online Course Librarians into the courses. Online Course Librarians were embedded in 101 classes during the 2014-2015 Academic Year.

During the 2014-2015 Academic Year, the Melvin J. Zahnow Library conducted a survey of Online and Hybrid Library Support. This survey will be used to recommend changes to the Online Course Librarian program, identify strengths in the program, and to market the program to new faculty members.

103 students that were enrolled in a class with an Online Course Librarian involved responded to the survey. Student responses were tabulated and open ended questions were coded and then calculated in order to analyze trends in answers.

Results of data analyzed show that students were satisfied with the Online Course Librarian program and overall found it to be extremely helpful. One student responded that "Scott was an amazing course librarian who went above and beyond to help us. If he didn't know the answer he would do his best to find it for you. He truly cares about the wellbeing of the students at SVSU and wants to see them succeed". This sentiment was echoed in several other open-ended responses as well.

Major Recommendations

- Integrate Online Course Librarians into more courses
- Create a Quick-Links Page to answer common questions
- Give students a form to submit off-campus access issues
- Create a system where librarians can access student grades to see how performance is affected by interactions with the Online Course Librarian
- Rewording and rearranging questions in the survey for clarity
- Share assessment results with faculty that participated in the Online Course Librarian Program
- Increase marketing of this assessment so that more students participate
Introduction
The Online and Hybrid Library Support Assessment Survey was conducted during Academic Year 2014-2015. In Academic Year 2011-2012, when this assessment was previously run, 140 students responded for a 14% return rate. Summer 2014 had 12 students respond to the survey. Fall 2014 had 51 responses. Winter 2015 had 35 students respond and Spring 2015 had 5 responses. Students were emailed the survey after their class had concluded.

Of the total 103 student replies, 59% responded that they contacted the librarian during their online or hybrid course. 60% of those respondents strongly agreed that working with the Online Course Librarian (OCL) improved their research skills and understanding of available library resources and services.

This report will outline the successes and suggestions of this program and will influence the direction this program takes in future years. There were two categories of types of questions: OCL usage information and student satisfaction responses.

Methodology
Students that participated in Online and Hybrid Courses with an embedded librarian were emailed a survey that pertained to the librarian embedded in their course. The responses were gathered through a LibSurvey, which is a service provided by SpringShare. The Research and Assessment Librarian coded the responses to the open-ended questions and calculated the percentage of responses to the multiple choice questions. Recommendations were made based on the feedback provided directly by the student participants in the courses.

Data and Analysis
Usage Information
24% of students responded that they used the Course Librarian when responding to the question "Which online course resources or services did you use in your online or hybrid course? (Select all that apply)" as opposed to the 59% that responded yes when asked the question "Did you contact the online course librarian for assistance?" This discrepancy in student reporting indicates that one of the questions may be confusing for students and these questions need to be examined further.

The percentage of students who responded yes to the question "Did you contact the online course librarian for assistance?" grew from 48% in 2012 to 59% in 2015.
Which online course resources or services did you use in your online or hybrid course? (Select all that apply)

- Library Databases (to access online journal articles)
- Course Librarian
- ILLiad (interlibrary loan for articles not online)
- Library Catalog
- Online Books
- Online Library Research Tutorials
- Electronic Course Reserves
- Other

Did you contact the online course librarian for assistance?

- Yes: 41%
- No: 59%
2014-2015 Online and Hybrid Support Assessment

Over half of the students responded that they used the library link from the main SVSU Web page to access the library materials they used; because of this the library needs to make sure that support for these online students is clearly marked from the library homepage as well as in the VSpace or Canvas course.

How have you accessed library material in your online or hybrid course? (Select all that apply)

- From the library link on the main SVSU Web page (53%)
- From a library related link within your Vspace course (14%)
- A personal bookmark/favorite from your web browser (23%)
- Via email (7%)
- By phone (3%)
- Other (0%)
Student Satisfaction
Most students agreed or strongly agreed that working with the OCL improved their research skills and understanding of library resources and services. Seven students strongly disagreed with this statement and three students simply disagreed with the statement.

Future iterations of this survey should continue to ask students to rank their agreement with the statement but also give them a space to answer why they chose the selection they did. The way it currently stands, during analysis there is no way to know why the ten students did not think that the OCL improved their research skills and this would be valuable information to reach students in the future.

If you contacted the online course librarian, please indicate your level of agreement with the following statement; Working with the online course librarian improved my research skills and my understanding of available library resources and services.

There was a lot of overlap in responses to the open-ended questions. Most students stated that the service was extremely helpful. Several comments from all three questions stated that the response time, communication, and availability of the OCL was convenient to their research needs. Several students also mentioned they liked that with the OCL program they knew where they could go for help, even if they never actually needed that help. Negative feedback and constructive suggestions were minimally offered with some students talking about off-campus access issues. In order to combat these issues, Online Course Librarians can give students a form to fill out for access issues and be more communicative about database downtime. The negative feedback wasn't consistent in any of the responses, but most came from the students feeling confident in their research without the librarian's...
help. One suggestion stated that the librarians should work directly with the faculty in order to know the ins and outs of the assignment that the students are researching to give more direct answers.
What comments do you have about your experience with the online course librarian?

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource was helpful/General Praise*</td>
<td>35</td>
</tr>
<tr>
<td>OCL had good availability/response time</td>
<td>13</td>
</tr>
<tr>
<td>OCL Helped Find Sources</td>
<td>11</td>
</tr>
<tr>
<td>OCL taught students how to research</td>
<td>6</td>
</tr>
<tr>
<td>N/A or Indifferent</td>
<td>3</td>
</tr>
<tr>
<td>Using the OCL was convenient</td>
<td>2</td>
</tr>
<tr>
<td>Service was not helpful</td>
<td>1</td>
</tr>
<tr>
<td>Service was not used</td>
<td>1</td>
</tr>
<tr>
<td>Off-Campus Database Access Issues</td>
<td>1</td>
</tr>
</tbody>
</table>

What comments do you have about the presence of an online course librarian in your VSpace or Canvas course?

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource was helpful/General Praise*</td>
<td>27</td>
</tr>
<tr>
<td>Good to know where to go for help</td>
<td>14</td>
</tr>
<tr>
<td>OCL had good availability/response times</td>
<td>7</td>
</tr>
<tr>
<td>OCL taught research techniques and added ease to the research process</td>
<td>5</td>
</tr>
<tr>
<td>N/A</td>
<td>4</td>
</tr>
<tr>
<td>Students said they would use the OCL again</td>
<td>3</td>
</tr>
<tr>
<td>OCL was unhelpful/easier to look up own information</td>
<td>2</td>
</tr>
<tr>
<td>Technical issues in reaching the OCL</td>
<td>1</td>
</tr>
</tbody>
</table>
Please comment or give suggestions regarding library support for your online/hybrid course

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resource was helpful/General Praise*</td>
<td>30</td>
</tr>
<tr>
<td>N/A or No Suggestions</td>
<td>27</td>
</tr>
<tr>
<td>OCL had good availability/response times</td>
<td>14</td>
</tr>
<tr>
<td>In-Class Library Instruction was Necessary</td>
<td>5</td>
</tr>
<tr>
<td>Good to know where to go for help</td>
<td>4</td>
</tr>
<tr>
<td>OCL was Unnecessary</td>
<td>2</td>
</tr>
<tr>
<td>Technical issues with Databases</td>
<td>2</td>
</tr>
<tr>
<td>Better Advertising</td>
<td>1</td>
</tr>
<tr>
<td>Librarian should work directly with faculty on assignments</td>
<td>1</td>
</tr>
<tr>
<td>OCL taught research techniques and added ease to the research process</td>
<td>1</td>
</tr>
<tr>
<td>OCL needs to offer more citation help</td>
<td>1</td>
</tr>
<tr>
<td>OCL needs to offer a wide range of online support including video conferencing</td>
<td>1</td>
</tr>
<tr>
<td>Library Website was Difficult to Navigate</td>
<td>1</td>
</tr>
<tr>
<td>Spent too much time learning about the library website</td>
<td>1</td>
</tr>
</tbody>
</table>

Some student responses were placed in several different categories due to mentioning multiple things in their comments. Students mentioned a librarian by name 39 times in the survey, several to say how helpful the librarian was in this setting.

*The generic comments mentioned the helpfulness of the library or librarian without mentioning anything specific.
Conclusion
Lessons Learned
Students generally found the Online Course Librarian to be very helpful, even if it was just to know where to go to ask questions. Several also commented that they appreciated the availability and response times of the OCL and that the OCL helped them find resources that they would have otherwise missed. Students mentioned the librarian they worked with by name 26 times when commenting on their experiences, which shows that the Online Course Librarian made an impact on the students.

Some students mentioned technical issues in reaching their Online Course Librarian and that it was easier to look up information on their own; however, these students were in a vast minority. Several students responded that while they did not contact the OCL directly, they still benefitted from the tutorials or librarian emails. Most students also talked about how they benefitted from being taught how to research and find information on their own.

Recommendations
The Online Course Librarian should stay embedded in classes and ensure that students know about the services offered. Since majority of students have extremely positive responses to the OCL, this program should be integrated into more online and hybrid courses at SVSU. While students loved that the librarian offered quick responses, it may be helpful for the Online Course Librarian to further advertise the quick-links page that answers basic student questions. This could alleviate the need for staff time and students would still get timely responses.

Since most students responded that they used library databases in their online or hybrid course, the Online Course Librarian should send out instructional materials that teach students how to use these databases and focus instruction on research tips. Also, since most students are accessing the library material from the library link on the main SVSU Web page, the librarians should ensure that there are instructional materials clearly linked from the main page.

In order to improve the Assessment of the Online and Hybrid Support, the library should include and analyze student success on either assignments or in the course in order to determine how interactions with the OCL affect student success. Librarians should create a partnership with faculty members to track student grades that contacted the Online Course Librarians in order to measure student success after interacting with the librarians. Librarians should also share assessment results with faculty that participated in the Online Course Librarian Program in order to create stronger partnerships and as a means of marketing the program.

In order to enhance the survey, librarians should ask more specific questions to avoid the generic “the librarian was helpful” responses. One suggestion is to change to open-ended questions at the end of the survey to:

1. Name one thing you found particularly helpful about having an Online Course Librarian embedded in your class.
2. Please give a suggestion for how the library could improve the Online Course Librarian program
3. Additional Comments

These questions would further distinguish the last three questions and help the library avoid getting similar answers in all three questions.
The library should also give students a place to explain some of the answers to their multiple choice questions, especially "If you contacted the online course librarian, please indicate your level of agreement with the following statement; Working with the online course librarian improved my research skills and my understanding of available library resources and services". There should be a place after to explain why the OCL was or was not helpful in this task. It may also be beneficial to ask students to respond if they have ever taken a course with an OCL before, received help from a librarian or attended a library instruction session. The answers to these questions may give insight as to why the students feel more confident about their research skills. Several students mentioned that they were enrolled in several classes with the OCL and this was not their first encounter.

It is also recommended that the Online Course Librarian Survey be moved to SurveyGizmo. Here is a link to an example survey created for this assessment.

Overall, the Online Course Librarian Program was successful and resulted in students learning more about library resources and services.
Survey

1. Which online course resources or services did you use in your online hybrid course? (select all that apply)
   a. Online Books
   b. Course Librarian
   c. Library Catalog
   d. Library Databases (to access online journal articles)
   e. ILLiad (interlibrary loan for articles not online)
   f. Electronic Course Reserves
   g. Online library research tutorials
   h. Other

2. Describe "other" response from question 1

3. How have you accessed library material in your online or hybrid course?
   a. From the library link on the main SVSU Web page
   b. From a library related link within your VSpace course
   c. A personal bookmark/favorite from your web browser
   d. Via email
   e. By phone
   f. Other

4. Describe "other" response from question 3

5. Did you contact the online course librarian for assistance
   a. Yes
   b. No

6. If you contacted the online course librarian, please indicate your level of agreement with the following statement; Working with the online course librarian improved my research skills and my understanding of available library resources and services
   a. Strongly Disagree
   b. Disagree
   c. Unsure
   d. Agree
   e. Strongly Agree

7. What comments do you have about your experiences with the online course librarian?

8. What comments do you have about the presence of an online course librarian in your VSpace of Canvas course?

9. Please comment or give suggestions regarding library support for your online/hybrid course