

Virtual Library Open House 2022 Assessment Report

Prepared by Project Leads Adrienne Warner and Holly Surbaugh
October 2022

DESCRIPTION

LORS librarians continued an ongoing collaboration with other departments to host a virtual, asynchronous library open house event. We aimed to create an experience that welcomes incoming first-year students into the libraries while remaining scalable in the face of time and staffing constraints.

For our virtual event platform, we maintained the LibWizard online tutorial created in 2021. The tutorial is organized according to various library spaces and services in a way that is equivalent to having a physical table or booth. Students can choose to explore the “tables” that interest them. We made some high-priority additions and changes for this cycle. For example, we added new description of the Maps and Geographic Information Center (MAGIC) with links to the existing Centennial Science & Engineering Library table. But mostly we opted to keep the virtual open house the same as last year.

Each virtual table included elements such as:

- A brief welcome video
- Photos
- 360-degree panoramas
- Slideshows
- Relevant brochures or other marketing materials available to download
- Links to pages on the library website or research guides

2022 Booths:

- Quick Overview and Zimmerman Library
- Centennial Science & Engineering Library
- Fine Arts & Design Library
- Meet Your Librarian: Learning & Outreach Services (LORS)
- Indigenous Nations Library Program (INLP)
- Special Collections: All the Coolest Stuff (CSWR)
- Research Data Services
- Events
- Student Library Employment
- Feedback

Schedule:

- May 2022: Initiate new project cycle and begin prepping virtual open house for a second year
- August 1, 2022: All revisions to open house platform are complete; begin routine social media posts publicizing it
- September 30, 2022: Initial open house period closes (VOH remains accessible, but stop promoting it)

- October 5, 2022: Conduct random drawing for door prizes from survey respondents; notify winners.

We embedded a simple satisfaction survey to both assess the open house's success and as an incentive for student participation. We invited students who filled out the survey to enter a random drawing for three door prizes.

LORS purchased the door prize items using departmental funds. We set a budget of \$60. Door prizes included:

- JBL Waterproof Portable Bluetooth Speaker (\$29.95)
- Mr. Sketch 22-pk Scented Markers (\$14.19)
- UNO Game Deck (\$7.95)

Because we rolled over much of the existing content, fewer people needed to actively participate in the 2022 cycle. However, colleagues library-wide still contributed to needed updates.

Participants:

- LORS
 - Adrienne Warner
 - Holly Surbaugh
 - Amy Jackson
- Access Services
 - Brett Nafziger
 - Cheyenne Stradinger
- RDS
 - Jon Wheeler
 - Karl Benedict
- Admin
 - Patricia Campbell
 - Sara Velasquez

KEY METRICS

- Clicks on UNM GoTo Short URL: 924 (2021: 913 – see graphics section below for more detail)
- Number of survey responses: 59 (2021: 23)
- Number of survey respondents who found the open house engaging (ranked it 4 or 5 out of five): 48 / 81% (2021: 20 / 87% – see complete survey results below for more detail)
- Number of survey respondents who reported the open house was a valuable use of time: 57 / 97% (2021: 21 / 91%)
- YouTube video views (estimated based on change in data 2021-2022)
 - Welcome! Learn about basic library services: 67 (2021: 63; 2022: 130)
 - LORS Librarians Welcome You to UNM: 38 (2021: 47; 2022: 85)
 - INLP Introduction Video: 33 (2021: 67; 2022: 100 – note: This video is used for more than just VOH)
 - Welcome to CSWR: 35 (2021: 46; 2022: 81)
 - Welcome to RDS: 25 (2021: 23; 2022: 48 – also repurposed content)

- Number of emails to First Year Experience Librarian: 0, same as 2021. Her email address is listed in the VOH as a primary contact person. It's possible someone emailed her because of the VOH, but no one mentioned their contact as explicitly originating from the VOH.
- Campus migration to Canvas in 2022 allowed a more robust integration of the VOH in courses, which may be reflected in the higher percentage of **referrer** clicks this year: Canvas (19%) vs Blackboard Learn in 2021 (8%). However, referrer clicks are still greatly overshadowed by direct link access.

OBSERVATIONS

- Survey responses are way up.
- Number of clicks is fairly consistent across years
- 2022 clicks are fairly consistent from Aug-Oct, a difference from 2021 clicks, which were highly concentrated in the first two weeks of the semester and a significant drop at the end of August.
- Estimated video views are comparable to last year but lower, with the exception of the welcome (first video on the VOH).
- Percentage of survey respondents who consider the VOH engaging continues to sit in the 80s.
- The percentage of survey respondents who reported the VOH is a valuable use of their time went up to 97% from 91%.
- I suspect that when survey respondents characterized the library as "resourceful" they mean "full of resources." Top three words chosen to describe the library include: resourceful, interesting, and helpful.
- Several survey respondents indicated that the VOH helped reassure them that they are welcome in the library and/or they will be able to use the library effectively.
- Although the intended audience is undergrads, we seem to have a fair number of new grad students visiting the VOH and finding it valuable.
- Students continue to suggest adding more visual and more interactive content.
- Students continue to primarily hear about the VOH from their professors. Virtually tied for second place is the library website and Instagram.
- More students accessed the VOH from mobile devices this year.
- Saturday, Oct. 1 was the highest-traffic day. There was a social media post about the VOH on Sept. 30 (the day before).
- The wireless speaker was a really popular item to use as a door prize.

CONSIDERATIONS FOR NEXT YEAR

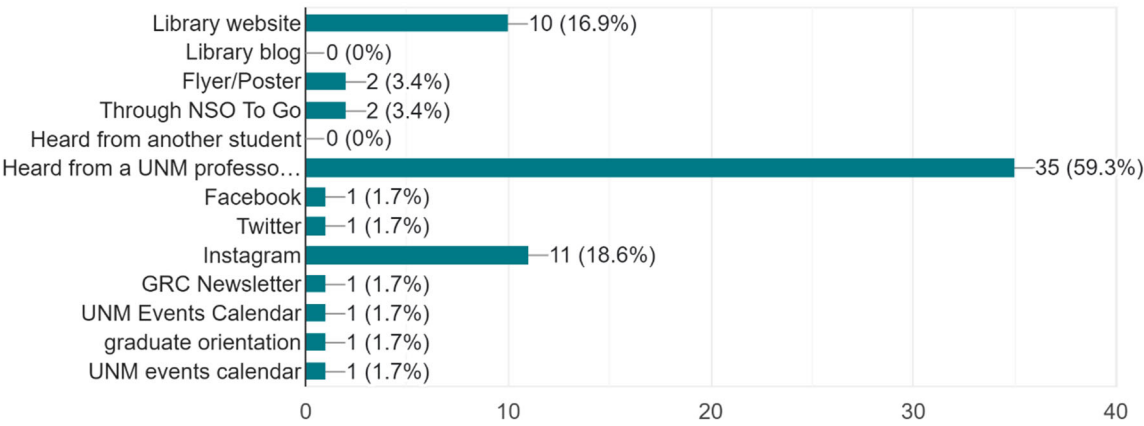
- Several survey respondents called out the Indigenous Nations Library Program (INLP) as their favorite part. We should contact the INLP coordinator next year to make sure they have an opportunity to highlight anything new.
- The FADL 360 tour was a hit with at least some students (called out as their favorite part of the VOH). Consider adding more 360-degree photos.
- Perhaps work with Adobe Creative Commons coordinator or student filmmakers to make the video components of the VOH more exciting. The ACC should be invited to have more involvement; if nothing else, we should offer them a table.
- We had a couple of our highest-traffic days before we even kicked off this year. We probably should remind librarians to not use the public link to look at it themselves.

- While we may want to investigate the availability of a more dynamic platform (more/better functionality than LibWizard) at some point, we may want to focus on more content upgrades next year. We can probably only do one or the other in a given year.
- We might look for ways to get student workers more involved.
- We might incorporate more library employees as subjects to “show the people that work there”

SURVEY RESPONSE DETAILS

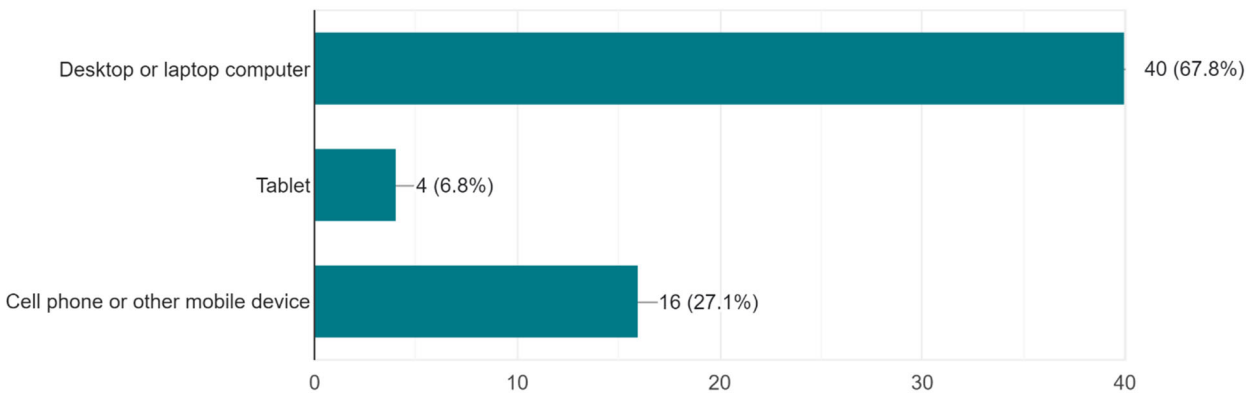
How did you hear about the Virtual Open House? (Select all that apply.)

59 responses



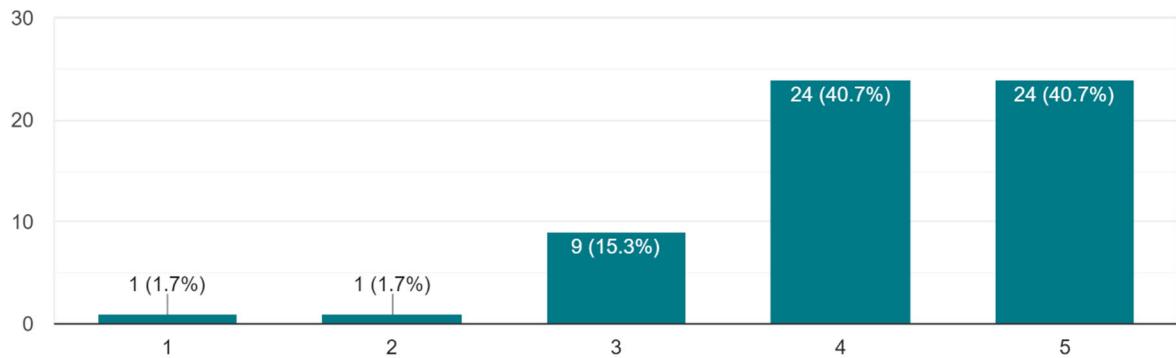
What tool did you use to view the Virtual Open House? (Select all that apply.)

59 responses



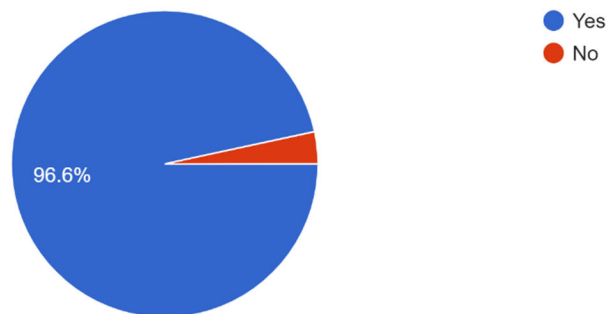
How would rate your Virtual Open House experience?

59 responses



Do you feel like visiting the Virtual Open House was a valuable use of your time?

59 responses



Based on the Virtual Open House, how would you describe the library in one word?

- Resourceful or Resource (10 responses)
- Interesting (5 responses)
- Helpful (5 responses)
- Big or Vast or Large (4 responses)
- Useful or Utility (3 responses)
- Awesome (2 responses)
- Informative (2 responses)
- Information or Informational (2 responses)
- Amazing (2 responses)
- Comforting or Comfortable (2 responses)

- Eclectic (1 response)
- Well stocked (1 response)
- Diverse (1 response)
- Productive (1 response)
- Encyclopedic (1 response)
- Organized (1 response)
- Knowledgeable (1 response)
- Energetic (1 response)
- Valuable (1 response)
- Exquisite (1 response)
- Peaceful (1 response)
- Nice (1 response)
- Adorable (1 response)
- Convenient (1 response)
- Accessible (1 response)
- Meticulous (1 response)
- Traditional (1 response)
- Learning experience (1 response)
- Exciting (1 response)

What did you like best about the Virtual Open House?

- The information that they give you to help you understand what the library has to offer.
- Lots of information and helpful links.
- The fact that there is so much knowledge within those walls.
- Simple
- The listings of what each library has available to students.
- The visuals
- Easy to navigate
- Mentions of past events and exciting opportunities
- The information
- pictures
- Informative
- I <3 Archives
- Information was presented in a simple and fun way rather than just all text, the video/audio/images kept me very engaged along with the short duration of each slide.
- That it focused on all aspects
- 360 tours
- it may help me in the future
- How reassuring it was
- The different studies rooms
- I appreciated that the appeal of the Virtual Open House is applicable to a wide variety of people.
- I liked that with the videos and text I got a good understanding of the library and that I'd feel comfortable going.

- What I like the best was how everything was explained while showing evidence and giving resources.
- Provided multiple resources that I can use for my graduate degree.
- The videos
- Learning about all the available resources
- Everything
- The quick videos
- I liked the short videos that talked about different departments
- 360 camera of design library
- Video integration with contact info and websites
- the pictures
- Videos
- Summary of what the different libraries have to offer
- The indigenous library.
- The breakdowns of the library resources
- talked about all of the available resources
- That there was videos and text together
- I liked how it talked about all the different libraries on campus
- I liked the INLP best.
- I liked how they showed us different places in each library
- The introduction of all of the libraries
- When it talked about the second floor and it's resources
- I appreciate the information assuring you that you can ask the librarian any questions you may have regarding the in the library.
- I liked the narrated tours of each facility's offerings
- I liked how it gave information on what the library includes. It is helpful to students who are new to UNM
- The pictures in the background
- The fact that there was so much info about the library system that was covered.
- I liked how in depth everything was explained and shown.
- Very descriptive
- The YouTube videos of indigenous library
- learning more information on the different libraries
- I liked that it showed library events.
- provides information about where to get help or where to look for information kind of like a tour which is really useful.
- the amount of services offered to students is very helpful and seems to be very helpful
- the music and the view of the entire facility
- how it was very informative

What could we improve for next year?

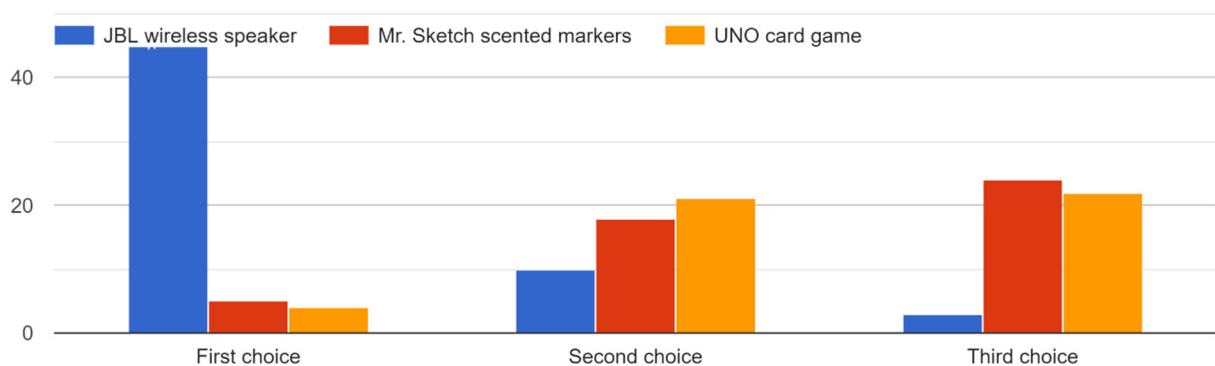
- n/a
- N/A
- Maybe more pictures of the location of the library
- Include HSLIC library.
- Looked good to me.
- More color or pictures

- More pictures
- videos
- Continue
- You had one page that wouldn't load- Firefox told me its certificate had expired
- Nothing in my opinion.
- A bit less information
- graduation
- not shore
- Nothing, I liked it
- Nothing
- I think it would help keep a viewer engaged if UNM were to make the Virtual Open House more interactive, and require the user to click on links that would take them to relevant pages on the school's website.
- I liked everything this Virtual Open House did to help students.
- Videos to be a bit more up beat.
- Include more images
- I don't have anything for that right now
- I don't think you need improvement
- Maybe add a little more about jobs in the library
- More videos
- Current event updates
- The music was slightly too loud
- nothing
- The videos were not that engaging for someone who did not want to be watching them.
- Explaining how to navigate the library website
- Making the videos less boring.
- maybe show more study rooms available
- Video quality
- Better videos, they were a bit bland
- You may make it mandatory to watch this tour the next year, as it is truly pretty beneficial.
- Let the videos be professionally done. Some of the bad editing took away from how serious and informal it was meant to be.
- I don't know
- The voiceover was kind of dull
- Maybe make it a little bit more interactive. The videos were cool, but make extra things to check out etc.
- I thought it was really good to be honest I don't know how you would improve it.
- I think it is at its best
- nothing I believe so
- I do not think there needs to be any improvement.
- Speaking videos would be more useful for the ones that were like slideshows in order to give tours of these places as well.
- not much
- show the actual people that work there

Anything else you'd like to share?

- N/A
- no
- n/a
- NA
- I'm excited to take advantage of the opportunities presented at the UNM Library!
- Appreciative
- I aspire to work at one of the libraries at some point in my time at UNM!
- Go on publishing thing on social media. They are so useful
- Can't wait to be there next semester!!!!
- No , thank you.
- Nope :)
- na
- None
- It was good information to know, the videos just weren't that engaging.
- It would be nicer to see more pictures of the inside of the libraries
- Perhaps due to the lack of information regarding the science library, I believe there should be a description of the building's location and contents.
- Everything seems clear!
- Make it seem more relatable, instead of robot-ish.
- No
- fine arts library is the most interesting
- nope

What is your prize preference?



GOTO UNM SHORT URL REPORTS/GRAPHICS

Traffic Statistics:

<https://unm.libwizard.com/f/voh>

Short URL: <https://goto.unm.edu/libraryvoh22>

Long URL: <https://unm.libwizard.com/f/voh>

Traffic statistics

Traffic location

Traffic sources

Share

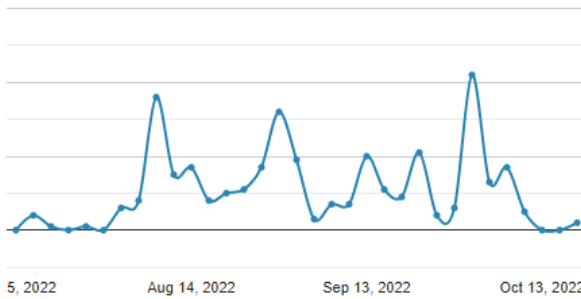
Last 24 hours

Last 7 days

Last 30 days

All time

Number of hits : All time



Historical click count

Short URL created on July 13, 2022 @ 3:16 pm (about 98 days ago)

Last 24 hours	2 hits	0.08 per hour
Last 7 days	5 hits	0.71 per day
Last 30 days	277 hits	9.23 per day
All time	924 hits	9.43 per day

Best day

42 hits on October 1, 2022. Click for more details

Best day

42 hits on October 1, 2022. Click for more details

Year 2022

July

- 13: 1 hit
- 14: 2 hits
- 18: 4 hits
- 19: 1 hit
- 20: 1 hit
- 21: 1 hit
- 22: 2 hits
- 23: 3 hits
- 25: 1 hit
- 26: 1 hit
- 27: 1 hit

August

- 01: 1 hit
- 02: 6 hits
- 03: 32 hits
- 04: 10 hits
- 05: 8 hits
- 06: 13 hits
- 07: 10 hits
- 08: 36 hits
- 09: 10 hits
- 10: 17 hits
- 11: 15 hits
- 12: 12 hits
- 13: 13 hits
- 14: 17 hits
- 15: 28 hits
- 16: 28 hits
- 17: 8 hits
- 18: 8 hits
- 19: 18 hits
- 20: 10 hits
- 21: 5 hits
- 22: 23 hits
- 23: 11 hits
- 24: 10 hits
- 25: 8 hits
- 26: 17 hits
- 27: 7 hits
- 28: 8 hits
- 29: 32 hits
- 30: 19 hits
- 31: 5 hits

September

- 01: 19 hits
- 02: 3 hits
- 03: 8 hits
- 04: 3 hits
- 05: 19 hits
- 06: 13 hits
- 07: 7 hits
- 08: 12 hits
- 09: 6 hits
- 10: 7 hits
- 11: 5 hits
- 12: 10 hits
- 13: 20 hits
- 14: 3 hits
- 15: 10 hits
- 16: 11 hits
- 17: 14 hits
- 18: 5 hits
- 19: 9 hits
- 20: 14 hits
- 21: 26 hits
- 22: 21 hits
- 23: 8 hits
- 24: 6 hits
- 25: 4 hits
- 26: 16 hits
- 27: 5 hits
- 28: 6 hits
- 29: 9 hits
- 30: 31 hits

October

- 01: 42 hits
- 02: 10 hits
- 03: 6 hits
- 04: 13 hits
- 05: 9 hits
- 06: 5 hits
- 07: 17 hits
- 08: 3 hits
- 09: 8 hits
- 10: 5 hits
- 11: 4 hits
- 12: 4 hits
- 14: 1 hit
- 15: 2 hits
- 19: 2 hits

Traffic Sources:

https://unm.libwizard.com/f/voh

Short URL: <https://goto.unm.edu/libraryvoh22>

Long URL: <https://unm.libwizard.com/f/voh>

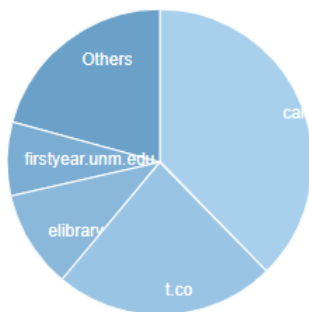
Traffic statistics

Traffic location

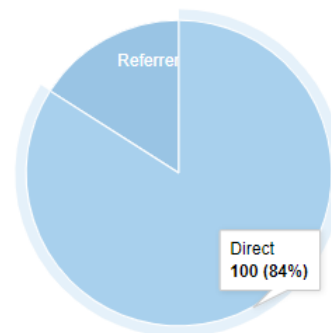
Traffic sources

Share

Referrer shares



Direct vs Referrer Traffic



Referrers

- canvas.unm.edu: **29** (details)
- t.co: **18** (details)
- elibrary.unm.edu: **8** (details)
- firstyear.unm.edu: **6** (details)
- Various: **12** (details)
 - <https://www.instagram.com/>: 1
 - <https://l.instagram.com/>: 1
 - <https://www.google.com/>: 1
 - <https://library.unm.edu/>: 1
 - <https://l.facebook.com/>: 1
 - <https://cascade.unm.edu/>: 1
 - <http://m.facebook.com>: 1
 - <http://instagram.com/>: 1
 - <https://bit.ly/3R0kBlq>: 1
 - <https://buff.ly/3cdZL38>: 1
 - : 1
 - <https://goto.unm.edu/>: 1

Direct traffic: **771** hits

Referrer traffic: **153** hits