

# Virtual Library Open House 2021 Assessment Report

Prepared by Project Leads Adrienne Warner and Holly Surbaugh  
December 2021

## DESCRIPTION

LORS librarians collaborated 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 and socially distanced during the ongoing pandemic.

For our virtual event platform, we used a LibWizard online tutorial 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 “booths” that interest them.

Each virtual table included elements such as:

- A brief welcome video
- Relevant brochures or other marketing materials
- Links to the library website or research guides

2021 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
- Special Collections: All the Coolest Stuff (CSWR)
- Research Data Services
- Events
- Employment
- Feedback

Schedule:

- April 2021: Began developing virtual open house
- June 21, 2021: Open house goes live; begin routine social media posts publicizing it
- August 4, 2021: Published library blog
- September 19, 2021: Initial open house period closed (VOH remained accessible, but stopped promoting it)
- October 11, 2021: Open house attendees receive a friendly email from the First Year Experience Librarian inviting them to pick up their swag bags
- December 2, 2021: Last chance to pick up swag bag

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 pick up a swag bag at the Zimmerman service desk after the open house period closed.

We assembled swag bags using existing materials without purchasing any new items. Swag bags included:

- Plastic library tote bags
- Donated items from the UNM Foundation
  - Notepads
  - Pens
  - Zippered mesh pouches
- Donated hardcover books from UNM Press
- Bookmarks promoting library spaces
- Research Byte on how to get library help
- Save-the-date card promoting upcoming SciFi BLAST-OFF event series in January

Participants:

- LORS
  - Adrienne Warner
  - Holly Surbaugh
  - Olivia Baca
- CSWR
  - Tomas Jaehn
  - Jennifer Eggleston
- Access Services
  - Brett Nafziger
  - Aaron Blecha
  - Jason Shoup
  - Leslie Bronson
- RDS
  - Karl Benedict
- Admin
  - Patricia Campbell
  - Sara Velasquez

## KEY METRICS

- Clicks on UNM GoTo Short URL: 913 (see graphics section below for more detail)
- Number of survey responses: 23
- Number of swag bags distributed: 3
- Number of survey respondents who found the open house engaging (ranked it 4 or 5 out of five): 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: 21 / 91.3%
- YouTube video views
  - Welcome! Learn about basic library services: 63
  - LORS Librarians Welcome You to UNM: 47
  - INLP Introduction Video: 67 (note: This video is used for more than just VOH)
  - Welcome to CSWR: 46
  - Welcome to RDS: 23 (also repurposed content)

## OBSERVATIONS

- Most respondents heard about the VOH as word-of-mouth from a UNM professor, instructor, or staff member. That's surprising, and it has implications for how we market future VOH experiences. However, the link traffic data indicates the following sources for how people clicked through to the VOH site: 1) Library website, 2) Instagram/Twitter, and 3) LibGuides.
- It's still a huge bummer that we never gained traction with the NSO folks.
- Most survey respondents used a computer to access rather than a mobile device, so perhaps optimizing for that experience makes more sense. We can't forget about mobile users entirely though.
- Key themes from the "describe the library in one word" question include: informational, helpful, resources. Does this track with the message we want to send to students? Or is there a different message we want to emphasize?
- Our best day for clicks on the GoToUNM link was August 18. What happened on August 18?

## CONSIDERATIONS FOR NEXT YEAR

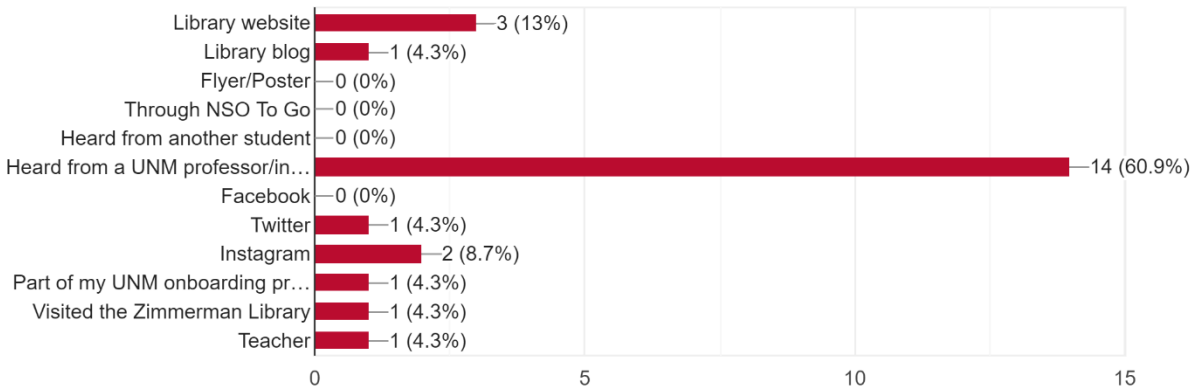
- Overall LibWizard proved to be valuable for hosting this program, and the look of several pages could be improved with additional time. For example, the first page of the VOH displays nicely on phones and tablets, but looks unprofessional when viewed on a desktop.
- While we like the idea of offering swag bags, only 3 people followed through and picked up a swag bag. Several reasons might factor in to this low percentage: swag was not enticing enough or students forgot to pick them up or weren't on campus to do so. We like the idea of inviting students who have participated online into the library space, so perhaps there might be a more successful mechanism for this aspect in the future.
- Re-send the VOH to stakeholders who have generated material so that new colleagues may review and existing colleagues may confirm information present in the VOH.
- Wrangling contributions from collaborators took longer than expected, and some deadlines slipped. Recommend building multiple deadlines into the workflow.
- Survey respondents seemed to like the visual elements (photos and videos), so we should consider increasing that. One negative comment received indicated that there was too much text, while others praised its brevity.
- Survey respondents asked for more visuals, more interactivity, and more engagement for students. Whatever we can do to increase these components, the better.
- Although we did not take the VOH down, we did stop advertising after early fall, and one survey respondent indicated that we could improve through "year round presentation." Perhaps we could turn this into a 12-month experience?
- We should ask for a budget now that we are past the initial pilot.
- Thoughts on advertising:
  - Maybe create some VOH branded clip art badges? These could be deployed on social media and on LibGuides (similar to the Hulsman Research Award marketing).
  - Posters/flyers in library spaces and beyond?
  - More collaboration with liaisons?
- Data collection challenges:
  - We need a more reliable way to track VOH visitors. Perhaps discuss the challenge with Library IT? Or contact a SpringShare rep?

- It would also be nice to be able to track what VOH visitors click on for more information (e.g., brochure downloads, FAQ webpages).
- Should we use “booths” or “tables?”

SURVEY RESPONSE DETAILS

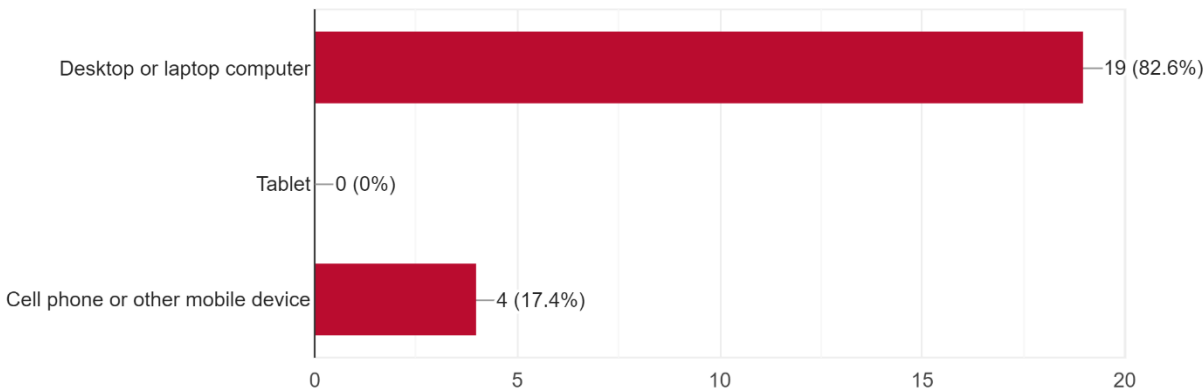
How did you hear about the Virtual Open House? (Select all that apply.)

23 responses



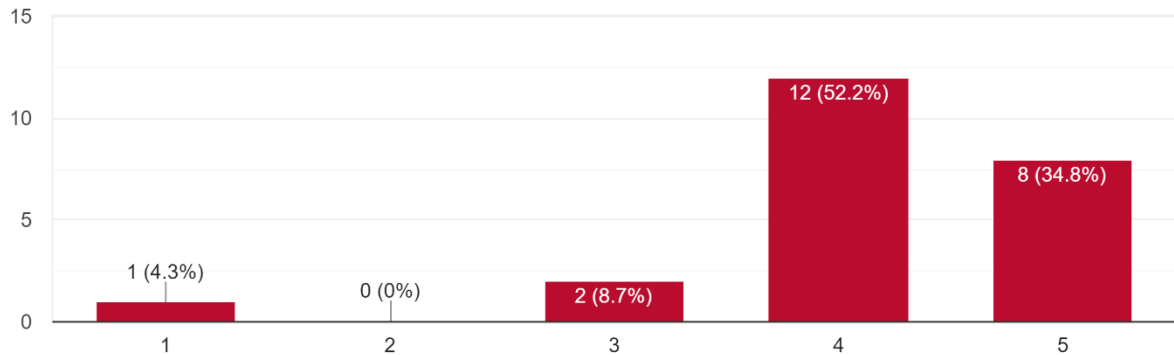
What tool did you use to view the Virtual Open House? (Select all that apply.)

23 responses



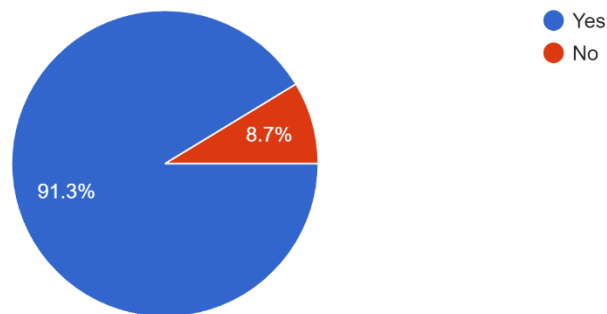
How would rate your Virtual Open House experience?

23 responses



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

23 responses



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

- Informational (6 responses)
  - Informational: 4
  - Informative: 1
  - Very information place where I can see myself going to a lot: 1
- Helpful (4 responses)
- Resources (3 responses)
  - Resources: 1
  - Resourceful: 2
- Useful (1 response)
- Great (1 response)
- Interesting (1 response)
- Vivid (1 response)
- One-Dimensional (1 response)
- Cool (1 response)

- Intriguing (1 response)
- Extraordinary (1 response)

What did you like best about the Virtual Open House?

- It covered all the basics
- The video about the collections
- Photos
- Learning about the different libraries
- The photos well showed the space
- The immersive experience
- Contact info
- Very brief and concise
- How it broke down where everything is at
- that it was easy to navigate
- told you locations
- The different tabs to click on to view and learn about the libraries
- Simple to follow
- How there's different libraries for different uses for students.
- its very informative
- locations of the places
- It showed what the library and its resources provide.
- How it tells me different information about different things
- the events
- The description of all of it
- There wasn't a lot of reading and it was key points only.
- Convenience
- I liked how easy it was to follow along with the information given.

What could we improve for next year?

- N/A
- Maybe better visual material.
- Video tours of each library
- More photos
- A full-page visual experience with subtle transitions.
- More video and 3D
- Advertise it more
- Dont even know i like this
- maybe providing a little more interaction with this
- not as much reading
- More pictures
- Do not have any recommendations
- Using more video and student engaging activities.
- more visuals
- idk
- The year round presentation
- maybe more interactive stuff on each slide to engage students more

- Nothing
- Maybe be more specific of where each library is for the first year students that don't know where anything is.
- Making it more interactive as opposed to a wall of text
- No comment.

Anything else you'd like to share?

- no
- N/A
- A map showing the libraries location would help and/or a building visualization.
- Thank you
- no it was pretty fun
- Nope
- Since COVID is everywhere, this virtual open house was very helpful
- I felt the information provided about the libraries were very helpful.
- Not at the moment
- Not at the moment.
- I think all the libraries are awesome!



GOTO UNM SHORT URL REPORTS/GRAPHICS

Traffic Statistics:

Traffic statistics

Traffic location

Traffic sources

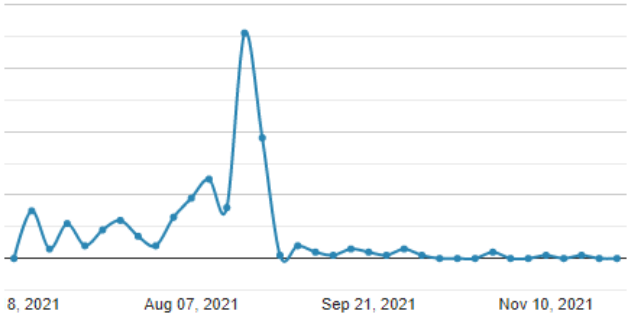
Share

Last 7 days

Last 30 days

All time

Number of hits : All time



Historical click count

Short URL created on June 14, 2021 @ 10:52 am (about 171 days ago)

Last 24 hours	0 hits	
Last 7 days	1 hit	0.14 per day
Last 30 days	12 hits	0.4 per day
All time	913 hits	5.34 per day

Best day

71 hits on August 18, 2021. Click for more details

- Year 2021
  - June
  - July
  - August
  - September
  - October
  - November
  - December

## Best day

71 hits on August 18, 2021. [Click for more details](#)

- Year 2021

- June

- 14: 8 hits
    - 21: 10 hits
    - 22: 17 hits
    - 23: 15 hits
    - 24: 4 hits
    - 25: 5 hits
    - 26: 13 hits
    - 27: 4 hits
    - 28: 3 hits
    - 29: 8 hits
    - 30: 5 hits

- July

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

- August

- 01: 6 hits
    - 02: 13 hits
    - 03: 7 hits
    - 04: 9 hits
    - 05: 5 hits
    - 06: 6 hits
    - 07: 19 hits
    - 08: 6 hits
    - 09: 5 hits
    - 10: 10 hits
    - 11: 15 hits
    - 12: 25 hits
    - 13: 5 hits
    - 14: 3 hits
    - 15: 12 hits
    - 16: 11 hits
    - 17: 16 hits
    - 18: 71 hits
    - 19: 21 hits
    - 20: 22 hits
    - 21: 17 hits
    - 22: 38 hits
    - 23: 32 hits
    - 24: 36 hits
    - 25: 27 hits
    - 26: 13 hits
    - 27: 1 hit
    - 28: 1 hit
    - 30: 9 hits
    - 31: 12 hits

- September

- 01: 4 hits
    - 02: 1 hit
    - 05: 2 hits
    - 06: 2 hits
    - 07: 1 hit
    - 08: 2 hits
    - 09: 6 hits
    - 11: 1 hit
    - 12: 1 hit
    - 13: 1 hit
    - 14: 25 hits
    - 15: 2 hits
    - 16: 3 hits
    - 17: 2 hits
    - 18: 1 hit
    - 20: 2 hits
    - 21: 2 hits
    - 22: 1 hit
    - 23: 3 hits
    - 24: 1 hit
    - 25: 1 hit
    - 26: 1 hit
    - 29: 2 hits
    - 30: 2 hits

- October

- 01: 3 hits
    - 02: 1 hit
    - 04: 1 hit
    - 05: 1 hit
    - 06: 1 hit
    - 07: 1 hit
    - 08: 2 hits
    - 09: 1 hit
    - 10: 1 hit
    - 15: 2 hits
    - 17: 1 hit
    - 18: 1 hit
    - 19: 2 hits
    - 20: 1 hit
    - 26: 2 hits

- November

- 01: 1 hit
    - 06: 1 hit
    - 07: 1 hit
    - 10: 1 hit
    - 13: 1 hit
    - 14: 1 hit
    - 18: 3 hits
    - 19: 1 hit
    - 20: 1 hit
    - 22: 1 hit

- December

- 01: 1 hit

## Traffic Sources:

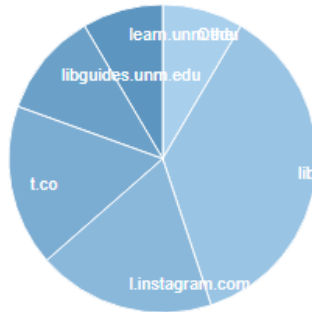
### Traffic statistics

### Traffic location

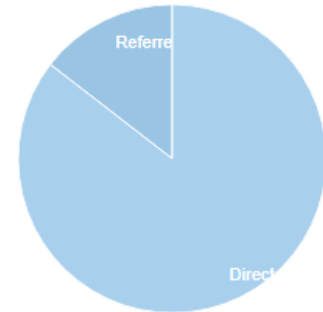
### Traffic sources

### Share






#### Referrer shares



#### Direct vs Referrer Traffic



#### Referrers

-  library.unm.edu: **43** (details)
  - https://library.unm.edu: **1**
  - https://library.unm.edu/: **41**
  - https://library.unm.edu/about/hours.php: **1**
-  l.instagram.com: **22** (details)
-  t.co: **20** (details)
-  libguides.unm.edu: **13** (details)
  - https://libguides.unm.edu/: **12**
  - https://libguides.unm.edu/blog/library-voh: **1**
-  learn.unm.edu: **10** (details)
  - Various: **5** (details)
    - https://goto.unm.edu/: **1**
    - https://lm.facebook.com/: **1**
    - https://l.facebook.com/: **1**
    - http://m.facebook.com/: **1**
    - https://elibrary.unm.edu/: **1**

Direct traffic: **780** hits

Referrer traffic: **133** hits