Student engagement project @WURLibrary

UX activities, experiences, results

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WAGENINGEN UNIVERSITY & RESEARCH

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Background

WUR Library is a popular place to study. It has 600 study spaces for a population of 11.000 students. The student engagement project lasted six months from September 2017 to March 2018. Student engagement can contribute to developing student support. At the same time, it will lead to future researchers that see our library as a valuable part of their research.

Objectives

- To show that WUR Library has more to offer than a place to study
- To stimulate academic curiosity and provide a coherent program of activities for, by and with students related to the library services.
- To improve the overall user experience of the library for our students

Activities

A brainstorm with students and Library staff offered us a lot of ideas. We selected 10 activities (ordered by their "success"):
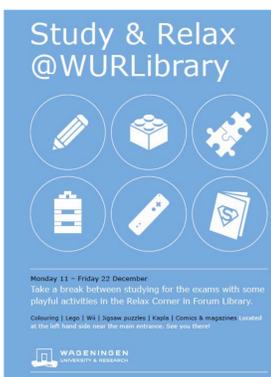
1. Pop-up Library in other WUR buildings (whiteboard, usability tests, interviews) - whiteboard also used in the Library.
2. Study&Relax @WUR Library to de-stress in the exam weeks including #ColourOurcollections and study tips.
3. Students working in the Front Office team as library ambassadors.
4. Celebrating the renewed library with a cake for our students.
5. Social media strategy (Instagram stories, Facebook).
6. Inviting students of a vlog team to make a vlog about the library.
7. Cooperation with other Dutch University Libraries (UXLibs NL).
8. New sofas screens giving students tips for their studies.
9. Virtual Library tour (iBeacons) for new students WURLibrary app.
10. 2nd hand study books service in the library.

Pop-up Library: improve visability, provide information about library services and get feedback with a whiteboard and mini usability tests. The whiteboard was also placed in the library for students to ask questions about our services, to recommend a purchase or to leave comments.
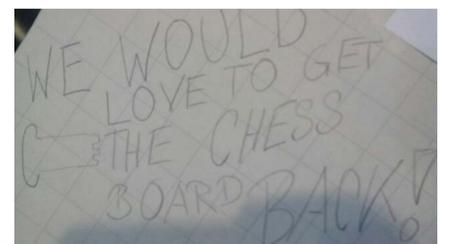
Whiteboard in the library.

Student working in the Front Office team explains new discovery tool in a Library video.

Result of a brainstorm with students and staff.

Celebrating the renewed library with our students and sharing it on Instagram

#ColourOurCollections

Study & Relax @WURLibrary

Monday 11 – Friday 22 December

Take a break between studying for the exams with some playful activities in the Relax Corner in Forum Library:

Colouring | Lego | Wii | Jigsaw puzzles | Kaplla | Comics & magazines

at the left hand side near the main entrance, see you there!

Get a free massage at the library!
#WAGENINGENUNIVERSITY

De-stress in WUR Library during the study for exam weeks.

Results and conclusions

- Think big but start with small steps (and keep it simple).
- The activities made the library more approachable for students and really improved the engagement with our students.
- We made it easy for students to give feedback. We will monthly evaluate all feedback (chat,whiteboard, pop-ups, polls).
- We are letting students know what we are doing with their feedback.
- Scenario for usability tests – plans for regular tests with students.
- Show students that the library is more than a place to study by addressing them via other platforms (Instagram, Facebook) as well.
- First meeting with 3 other Dutch University Libraries about UX.
- Student engagement activities will be continued and coordinated by the Front Office team.

Please share your stories with us!

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