

# Discoverability Challenges Poll

## North America | Jan-Jun 2018



### EXECUTIVE SUMMARY

During the first half of 2018, the North America Library Marketing team set out to contribute to the company-wide objective of engaging with librarians to help identify Discoverability issues. We decided to begin by attempting to uncover where the issues reside in the eyes of our librarians. We developed and conducted a poll at 6 major library conferences to determine what the most popular Discoverability challenges are among librarians. Our goals were to determine if the poll results would provide enough insight to hold focus groups at other conferences and institutions, assess what marketing can do to help impact Discoverability in a positive way, and determine if Discoverability challenges are at an operational level. By engaging directly with librarians during this poll, we uncovered the following information:

# 533

**LIBRARIANS** participated in the poll at **6 Conferences**



Jan 2018

Jun 2018

# 170

or **32 %** of polled Librarians share in the top most common Discoverability challenge in their libraries.

**TOP VOTE**

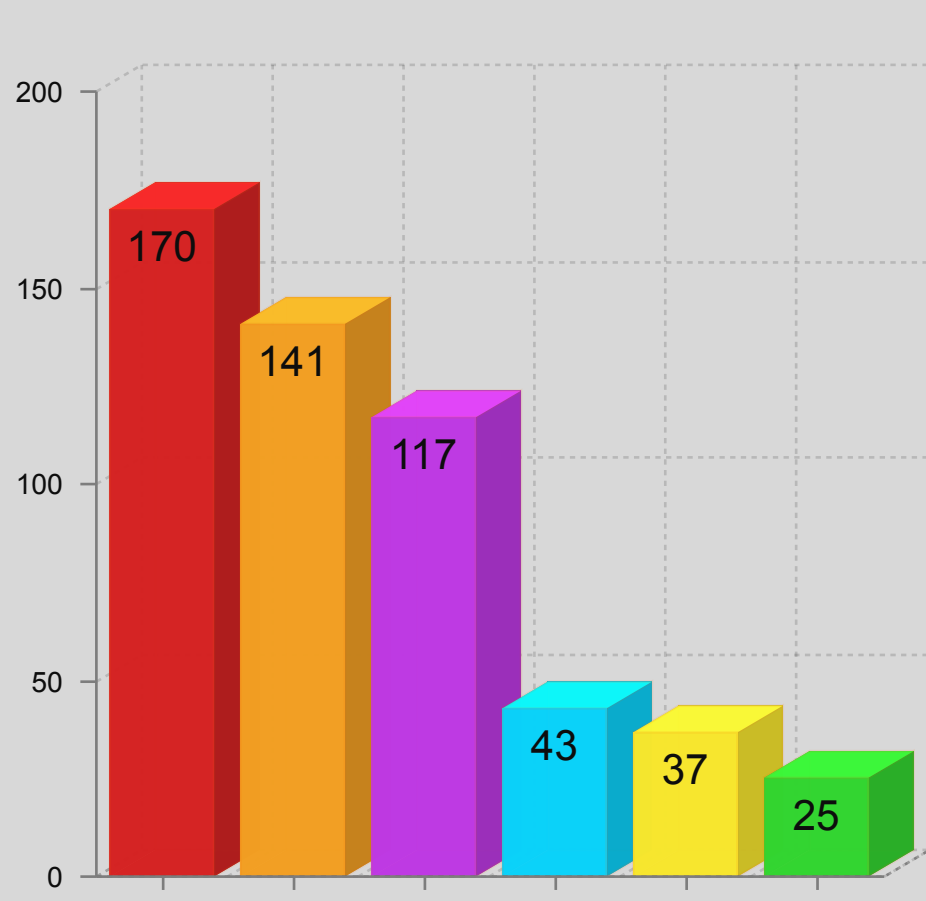
### Encouraging Patrons to Access Content Through School Website Instead of Google



### RESULTS

Of the 533 librarians who participated in the poll, 170 (32%) voted for the challenge of having patrons use Google instead of library resources, 141 (27%) felt increasing awareness of the products is the greatest challenge, 117 (22%) struggle with communicating the value of the resources to patrons, and a combined 105 (19%) of participants have difficulties associated with MARC records.

### VOTE BREAKDOWN OF COLORED TOKENS



Key Challenges	
Ease of Obtaining MARC Records from Publisher	
Downloading MARC Records into Your System	
Comprehensiveness of MARC Records	
Increasing Awareness of Available Content	
Communicating to Patrons How Resources Can Help Enrich their Careers and Research	
Encouraging Patrons to Access Content Through School Website Instead of Google	

### LIBRARIAN QUOTES

We asked each librarian who participated to comment on why they selected the particular Discoverability challenge they voted for. Below are the most common statements and explanations provided by librarians when placing their vote.

#### ENCOURAGING PATRONS TO ACCESS CONTENT THROUGH SCHOOL WEBSITE INSTEAD OF GOOGLE (32%)

How to effectively find the resources is an issue for them. Students expect everything to work the way Google does, and with these resources there are extra steps involved that they just aren't willing to take. They don't want to take the extra time to learn how to use the databases. **I wish it were mandatory.**

"Students caring about anything besides Google is the greatest of all challenges."

"I don't know how to get our students to realize Google won't give them results that have reliable information. They aren't interested."

"Students claim they don't have the time to learn a new resource so they continue using Google for everything because it is quick and easy."

#### INCREASING AWARENESS OF AVAILABLE CONTENT (27%)

"I do not have enough time or help, and I don't feel educated enough on how to reach the students."

"We are not very experienced in marketing the resources we buy, so we feel like it is our fault they are not being used much."

"It is difficult for me to get the message out to students in a way they want to receive it."

"Increasing awareness is great, but I'd love for our students to develop a desire to actually learn how to use the resources."

#### COMMUNICATING TO PATRONS HOW RESOURCES CAN HELP ENRICH THEIR CAREERS AND RESEARCH (22%)

It is not enough to simply tell the students or faculty about the resources available to them. **We need someone to come do a demo for them to really show them how and why.**

"It is hard to get students interested in the content we provide them. We try, but they don't listen."

"The steps we have to take in order to get the information to reach students can be a challenge."

"The faculty need to be on board. Convincing them of the important role they play can be tricky, but they are really a critical part of communicating the significance and benefit of these resources to their students."

#### EASE OF OBTAINING, DOWNLOADING, AND COMPREHENSIVENESS OF MARC RECORDS (19%)

"I am part of a Consortium, so downloading the MARC records is a complicated process. They are not always in the right format.."

"The vendor MARC records are often inaccurate. We have to do a lot of reloading, since the headings are constantly changing."

"We have to use OCLC or a third-party program to look up the new headings and change them."

"Luckily I have nothing to do with MARC records. My coworker always runs into problems with them."

### CONCLUSION

There is a direct correlation between the results of this Discoverability Poll and the feedback we received during our Student Engagement visits. In particular, many librarians who participated in the Discoverability Poll feel that their products would get more use if both themselves and their faculty were more informed on the function and value of the resources. Similarly, several students during our Student Engagement events offered feedback that they wish their professors would "point them in the right direction." There is sufficient evidence that holding focus groups at conferences and institutions to further educate librarians, students, and faculty alike on the Taylor & Francis digital products they have access to through their libraries would impact Discoverability in a positive way.

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