

Getting the Net Gen Student Into the Academic Library

The Problem

Despite an increase in use of online library resources, there is a steady decline in on-site usage of library services and facilities by traditional college students.

Besides instruction, what changes can be made to an academic library's facility, services, and programming to bolster on-site usage?

The Question

An investigation of the generational traits of current students provides some insight

The Net Generation:

Values...

Flexibility
Collaboration
Respect for Diversity
Experiential Learning
Achievement
Multitasking

Customization
Variety of Choices

Instant Results and Feedback

Integration of Technology and Learning
Access to Everything Online and On-the-Go

Expects...

YOUR Net Gen Students

Though a generational profile is a helpful starting point, it is essential for a library to assess the needs and desires of its own unique group of students prior to deciding on or implementing changes.

To gather the necessary information, you may:

- Implement LibQual survey
- Create your own surveys
- Meet with focus groups
- Conduct interviews

Road to Implementation

Once you have gathered your needs data, you are ready to:

1. Determine core themes
2. Brainstorm initiatives
3. Evaluate and select
4. Solicit feedback
5. Seek funding
6. Implement!

Some Ideas for Change

- Redesign study spaces to allow for collaborative and solo study, with comfortable seating
 - Allow food, drinks, and cell phone usage
- Provide wireless internet
- Increase library's hours or adjust them to student needs
- Provide in-person reference services outside the library
 - Hire students for peer reference service
- Host an Amazing Library Race
 - Hold fun-filled library orientation fairs
- Implement a "Freshman Class Librarian" program
 - Use Twitter to provide reference help and library news
- Circulate popular technology, such as Kindles and iPods

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