



Space Use in Academic Libraries

***Academic Perspectives on
Lessons Learned from Retail***

June 13, 2008

Introduction to the Project

- ✓ Explore the dynamics of visitor behavior at four Chicago area libraries, including both public and academic libraries
- ✓ Measure visitor interactions at touch points in the library
- ✓ Generate information on how public and academic libraries in the Chicago area can better service and educate their visitors, thereby creating a more satisfying library visit

Sites & Dates



Indian Prairie

Tuesday, November 13, 2007- Hours 12-8
 Wednesday, November 14, 2007- Hours 9-5



Frankfort

Tuesday, November 13, 2007- Hours 12-8
 Wednesday, November 14, 2007- Hours 9-5



Acorn

Thursday, November 15, 2007- Hours 12-8
 Friday, November 16, 2007- Hours 9-5



North Park

Thursday, November 15, 2007- Hours 12-8
 Friday, November 16, 2007- Hours 9-5

Research Methodology

Observational

Tracking: Researchers used mapping programs to track and time customers' movements and interactions within the library.

- ➔ ***424 visitor groups were observed in four Chicago area libraries***



Attitudinal

Questionnaires: Library patrons were intercepted after their visit to the library to inquire about their experience in the library and the services which they regularly use. Patrons were offered a five dollar gift card to complete the questionnaire.

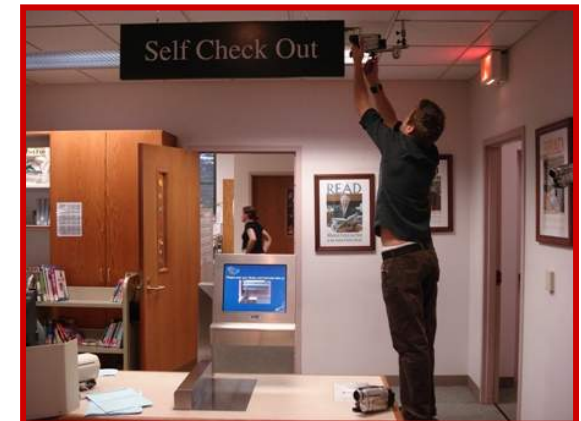
- ➔ ***267 patrons were interviewed after their library visit***



Video

Small video cameras were installed in key areas of the libraries in order to capture behavioral patterns, traffic flow, wait and transaction times.

- ➔ ***Over 750 hours of video footage were generated for analysis***



What it was like to be studied

- Staff consultation regarding participation and continuation of projects.
- Communication with administration and informed them of the results.
- Possibility for raised campus awareness
- Concerns of staff for representative use.
- Staff were aware of the researchers presence, but the patrons were not.
- Changed some small behaviors in anticipation of the study.

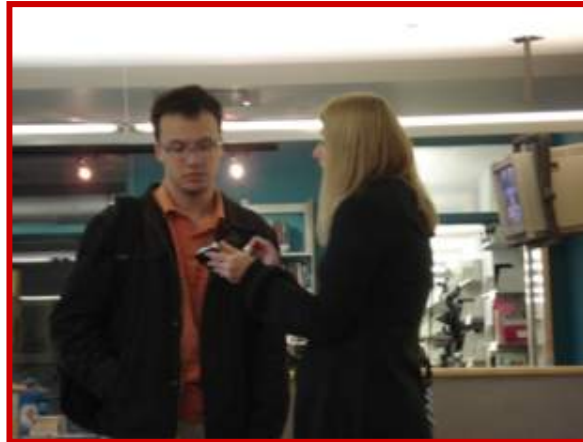
Summary of Findings

Observational Snapshot

	Public				Academic
	Frankfort	Acorn	Indian Prairie	Public Overall	North Park University
Male/Female Ratio	39%/61%	45%/55%	44%/56%	43%/57%	49%/51%
Primary Age Group of Visitors	35-44	45-54	35-44	35-44	18-24
% Who Visit the Library Alone	72%	79%	85%	78%	91%
Book Section Most Likely to be a First Destination	Children's Fiction	Books for Sale	Non-Fiction	Children's Fiction	N/A
Most Frequently Visited Books Section	Children's Fiction	Fiction	Non-Fiction	Fiction	Archives Collection
Average # of Items "Pulled"	11.3	7.7	6.6	8.9	2.0
% Who Used a Computer Workstation	28%	17%	12%	20%	11%*
% Who Used the Online Catalogue	5%	2%	17%	8%	0%
% Who Received Assistance	53%	70%	40%	54%	20%
% Who Browse Audio Visual Materials	30%	12%	24%	19%	1%
% Who Browse Books	56%	40%	53%	50%	4%

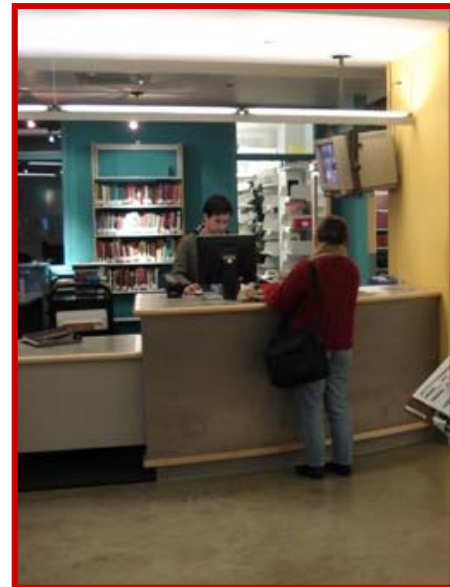
Survey Respondent Profile

	Public				Academic
	Frankfort	Acorn	Indian Prairie	Overall	North Park University
% Who Visit the Library Weekly or More	44%	55%	60%	53%	95%
% Who Planned to Visit the Library	88%	93%	84%	88%	86%
% Who Borrowed Materials that Day	70%	63%	70%	68%	21%
% Who Borrow One Time Per Year or Less	6%	8%	5%	6%	21%
% Who were Highly Likely to Recommend this Library	72%	74%	81%	76%	59%
% Who have visited the library's website	50%	32%	61%	50%	95%



Percentage of "Very Good" Ratings By Site

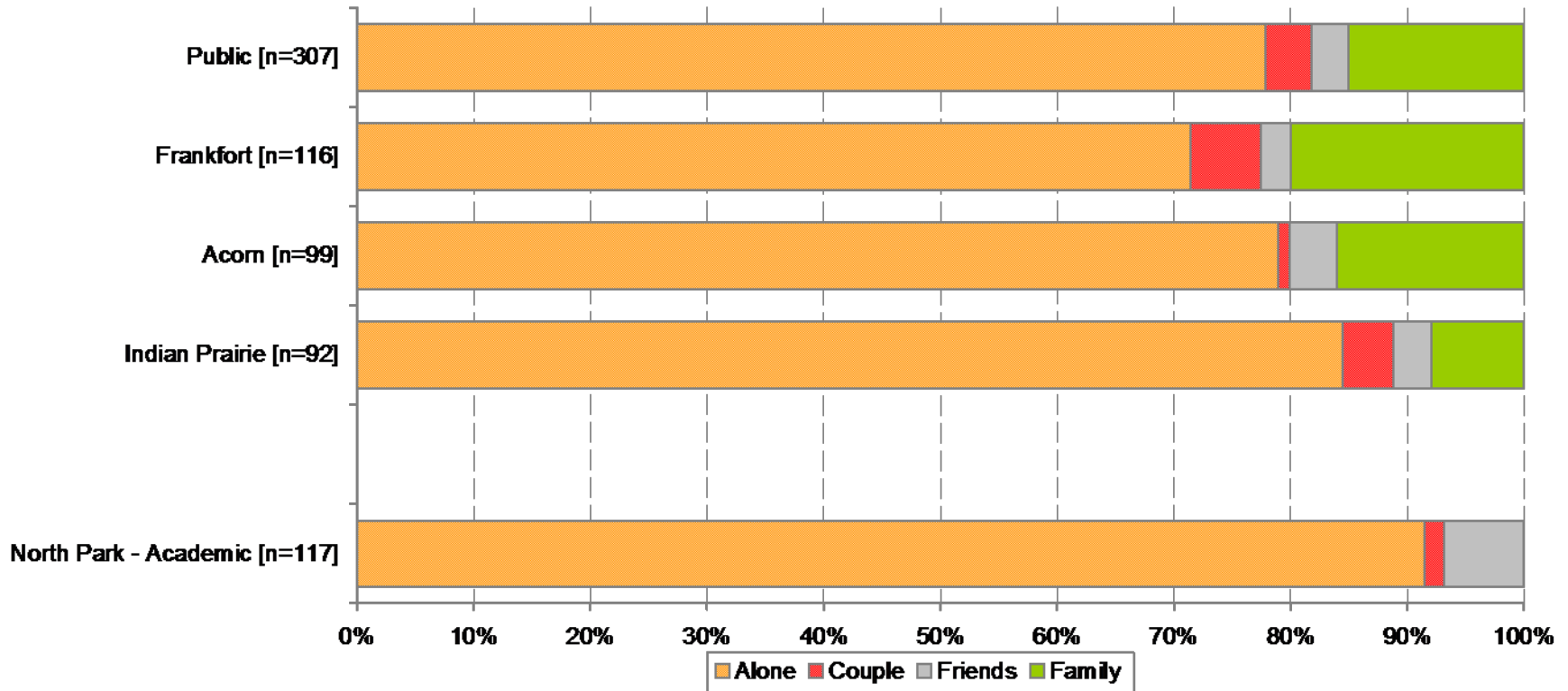
	Public Libraries				Academic Library
	Frankfort	Acorn	Indian Prairie	Public	North Park University
Atmosphere	65%	75%	76%	73%	61%
Services Available	69%	72%	78%	74%	60%
Ease of Finding Sections	46%	77%	63%	62%	25%
Ease of Finding Items	49%	74%	52%	57%	23%
Selection/Assortment	40%	37%	43%	40%	23%
Events & Promotions	65%	47%	47%	52%	22%
Instructions	78%	82%	70%	76%	58%
Friendliness/Helpfulness of Staff	83%	96%	83%	87%	74%
Overall Experience	75%	81%	79%	78%	57%



Source: Survey
 EnviroSell Draft Report for the Metropolitan Library System

Over three-quarters of visitors come to the library alone

Visitor Group Composition



- The majority of patrons in both the public and academic libraries visited alone.
- It was somewhat surprising such a high percentage academic patrons visited alone; however it was likely patrons met up with their friends to study at the library.

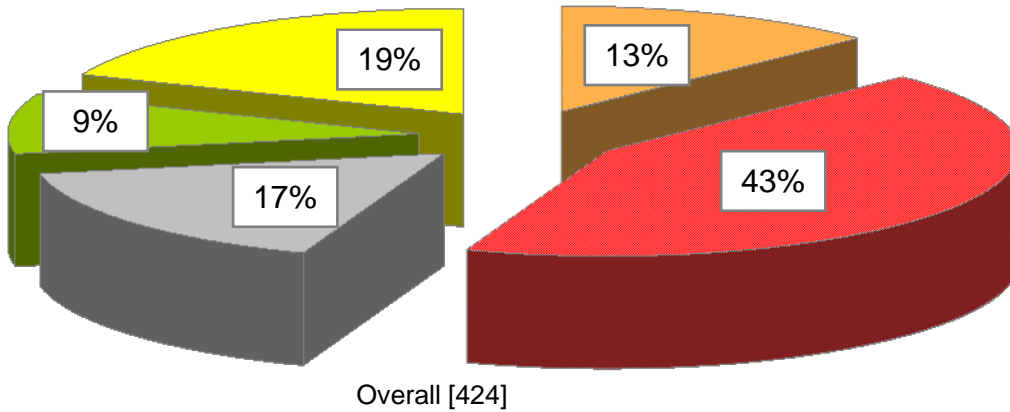
EnviroSell Benchmarks

Percentage Who Visit Alone

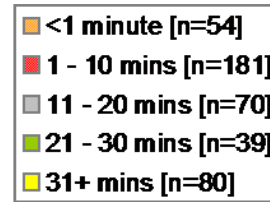
Library Study A:	69%
Library Study B:	59%
Bookstore:	58%
Mass Market:	65%
Grocery:	79%

One in five patrons visits the library for longer than thirty one minutes

Time in Library



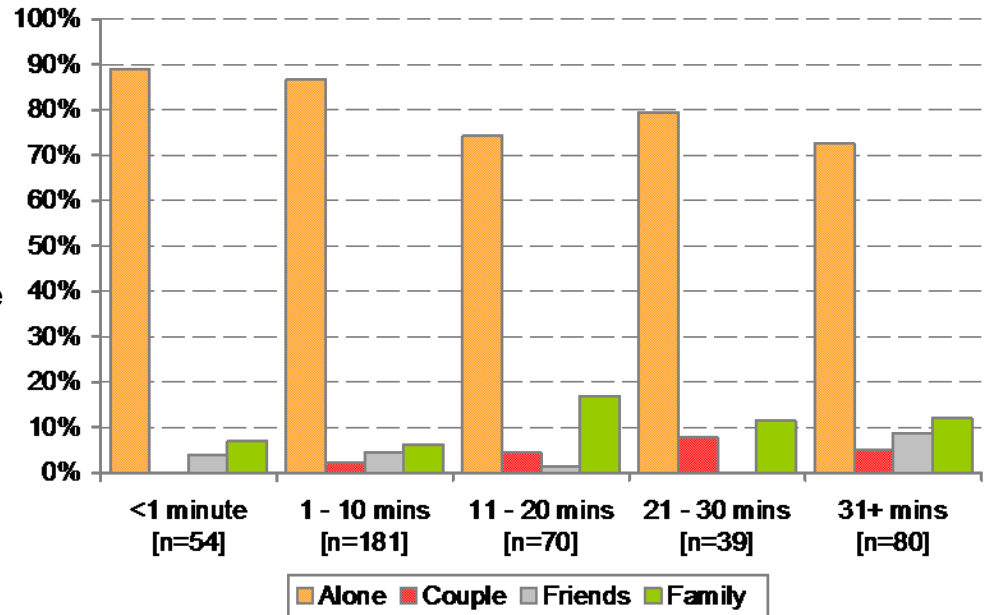
- The majority of tracked patrons spent less than ten minutes in the library (56%).
- Only one in five patron visits lasted longer than 31 minutes.



- Male patrons comprised a greater percentage of visitors who stayed longer than 30 minutes (59% vs 41%).

- Of patrons who spent less than one minute in the library, 89% of them were alone.
- Visiting the library as a family tended to increase the total visit time.
 - 17% of visits 11-20 minutes were groups visiting as a family.
 - Over ten percent of visits over a half hour were family groups.
- Considering the large percentage of patrons who visited the library alone, it was not surprising alone visitors were the dominant group type of all time-in-library groups.

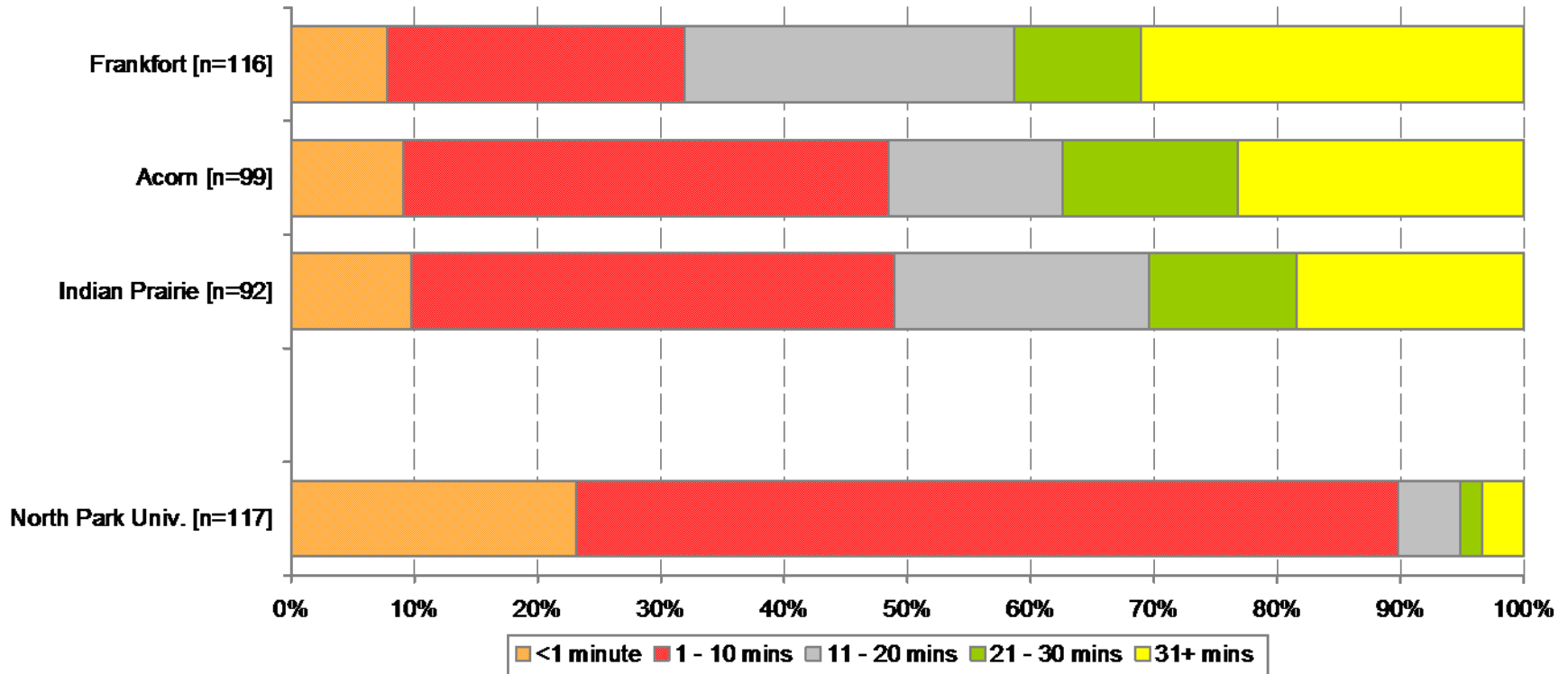
Time in Library by Visitor Group Composition



Envirosell Benchmarks	
<i>Average Time In Store</i>	
Bookstore:	7:34
Mass Market:	25:02
Grocery:	14:43

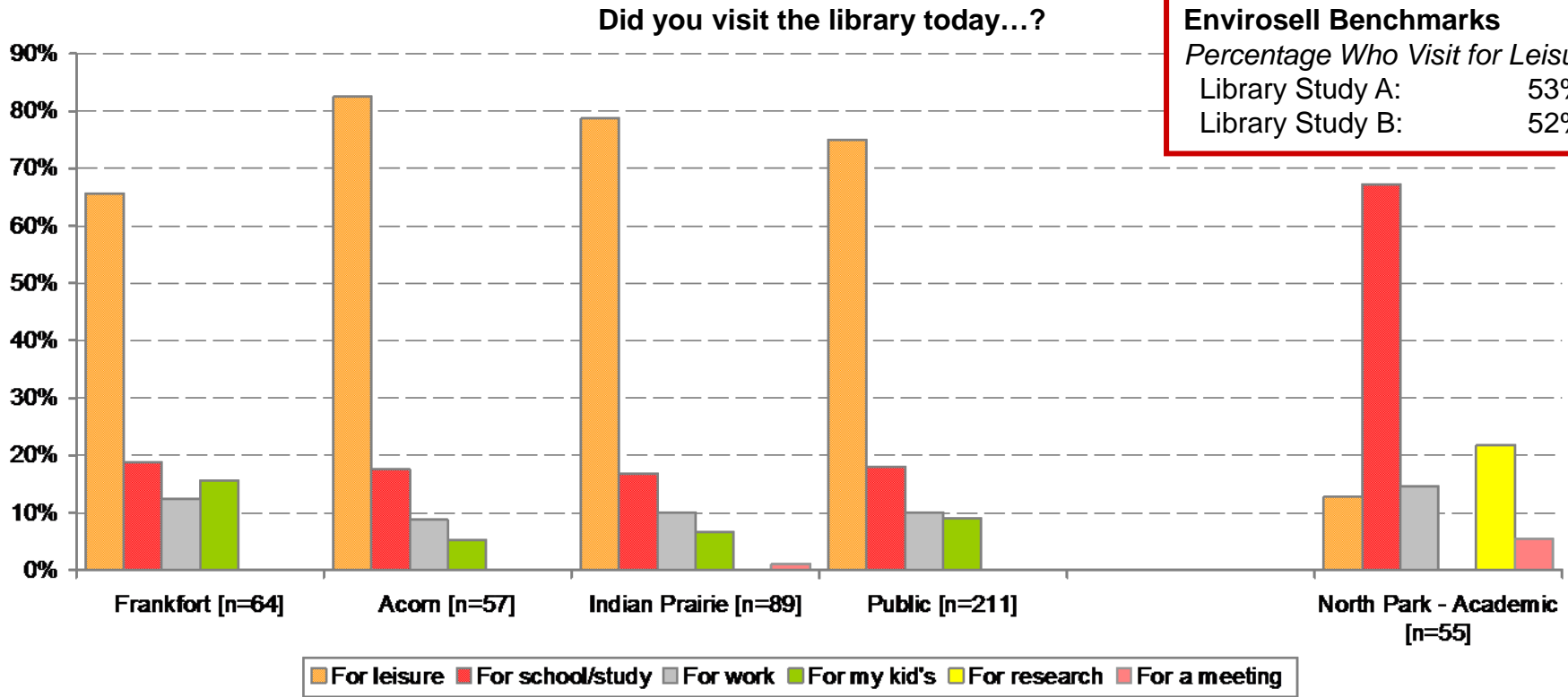
Time in the tracked sections of the library

Time in Library by Library



- Of North Park University students **who did not leave the tracked areas of the library** 3% visited for longer than 31 minutes. The majority of North Park University patrons library visit was between one and ten minutes (67%).
 - *Quiet Study Rooms, Group Study Rooms, Meeting Rooms, the Writing Center, Computer Lab and TV Production Room were non-tracked areas. The track ended when the library patron entered into one of the above areas or completed their library visit.*

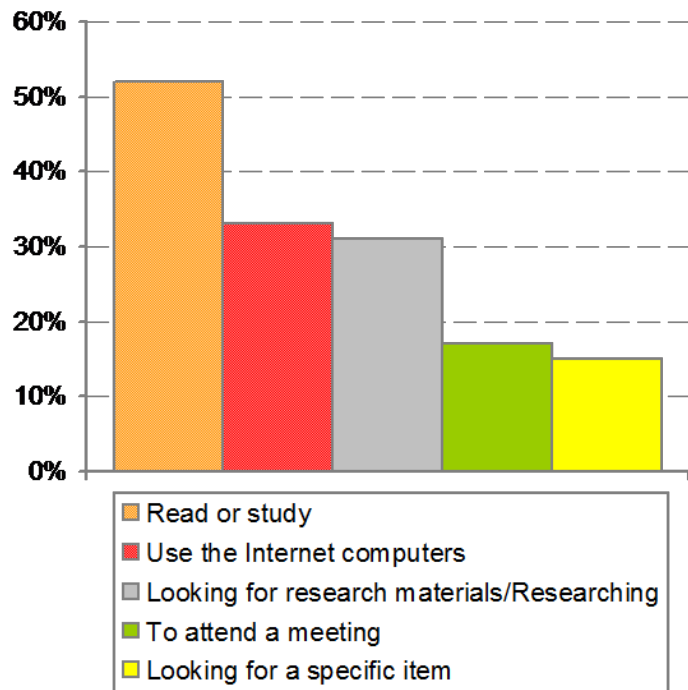
Public Library visits were for leisure, Academic visits were for study



- Two-thirds of respondents at the academic library stated their visit was for school/study and another 21% mentioned research.
 - 17-19% of public library visitors mentioned school/study as the reason for their visit.

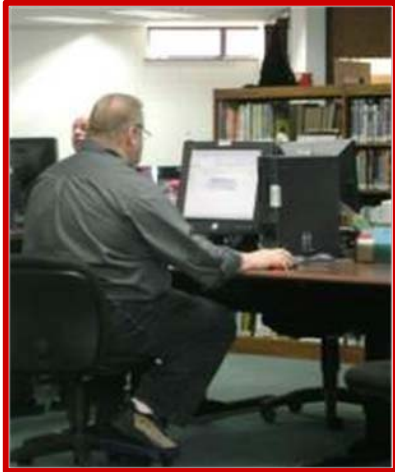
Students visit the library for a place to study or research

What was your primary reason for visiting the library today?

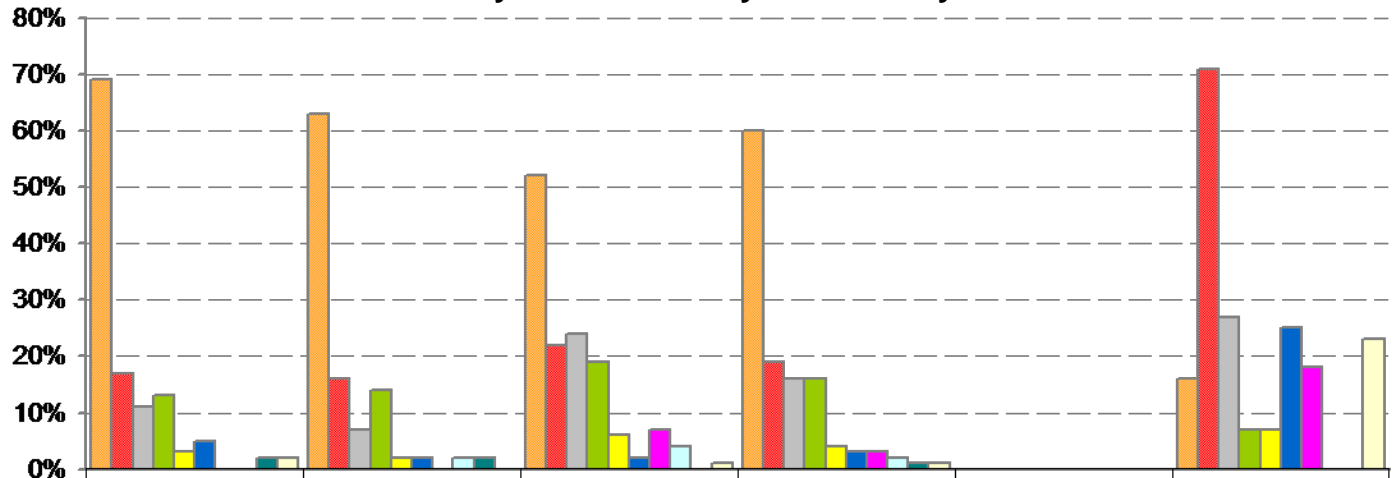


- Patrons at the academic library were most likely to visit for a place to read and study, with over half of respondents offering that reason.
- Approximately 30% of respondents were motivated to visit to research materials or to use the computers.
- Fewer respondents at the academic library were looking for a specific item, 15% vs 34% at the public libraries.

Borrowing materials and using the Internet were the most popular library services



Which of the library's services did you use today?

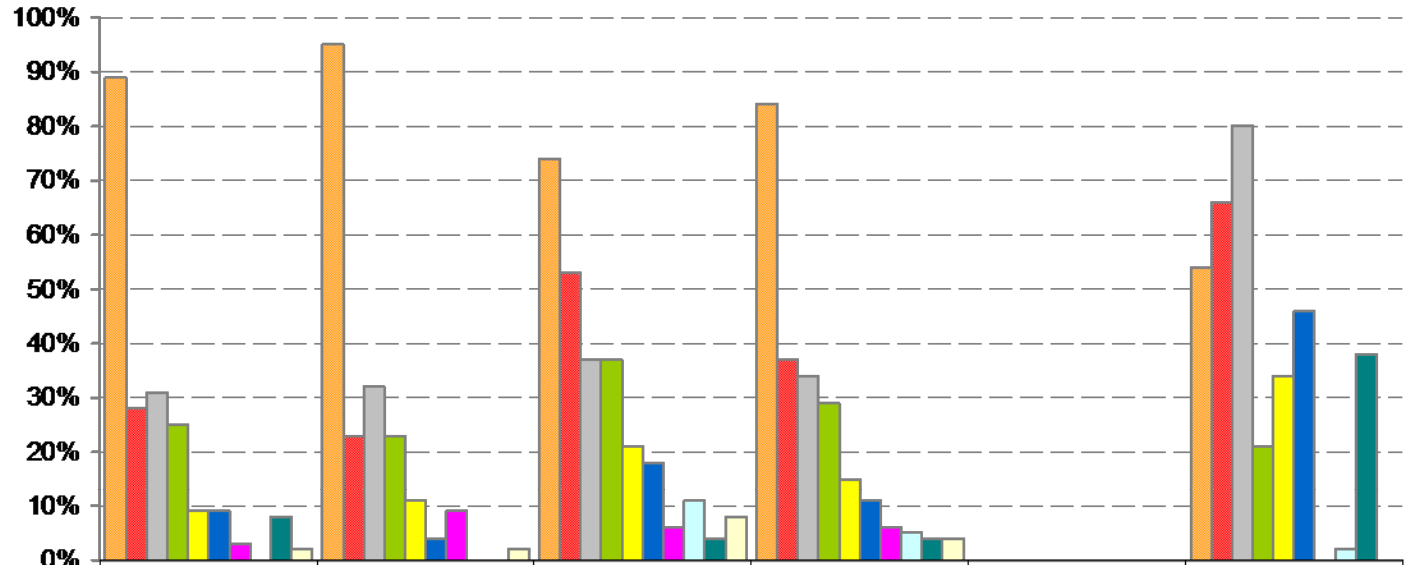


	Frankfort [n=64]	Acom [n=57]	Indian Prairie [n=90]	Public [n=211]	North Park - Academic [n=56]
Check out items	69%	63%	52%	60%	16%
Internet Access	17%	16%	22%	19%	71%
Online Library Catalogue	11%	7%	24%	16%	27%
Reference Services	13%	14%	19%	16%	7%
Photocopy Machine	3%	2%	6%	4%	7%
Word Processing	5%	2%	2%	3%	25%
Online Databases	0%	0%	7%	3%	18%
Reader's Advisory Services/Reading lists	0%	2%	4%	2%	0%
Story time/Children's Program	2%	2%	0%	1%	0%
Meeting Room	2%	0%	1%	1%	23%

- The most common service used that day among survey respondents at public libraries was checking out items (60%).
- Internet Access was the most popular service used by respondents at the academic library (71%), and second in popularity among public library respondents (19%).
- Online catalogue use was reported with greater frequency than observed, with 16% of respondents stating they used the online library catalogue (whereas only 8% of patrons were observed using the catalogue).

One-third of survey respondents regularly access the internet at the library

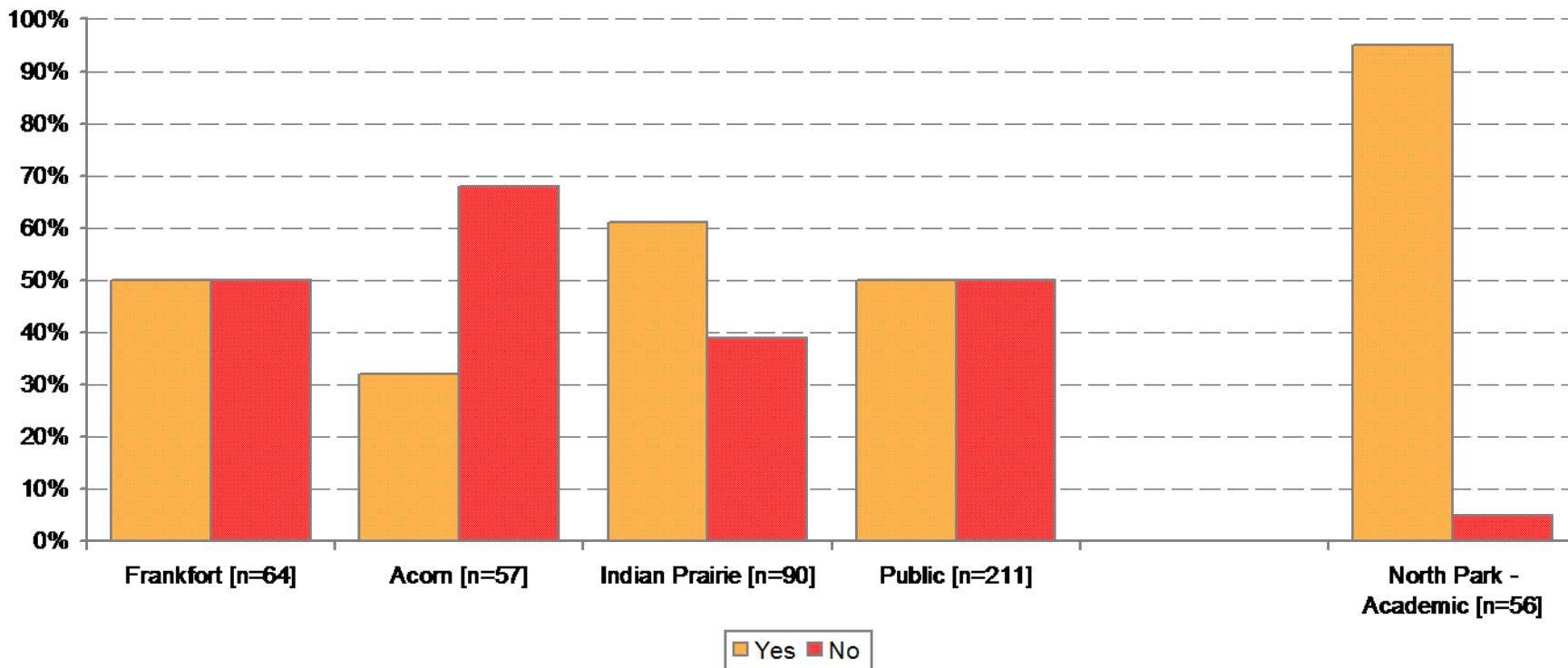
Which of the library's services do you use regularly?



	Frankfort [n=64]	Acom [n=57]	Indian Prairie [n=90]	Public [n=211]	North Park - Academic [n=56]
Check out items	89%	95%	74%	84%	54%
Online Library Catalogue	28%	23%	53%	37%	66%
Internet Access	31%	32%	37%	34%	80%
Reference Services	25%	23%	37%	29%	21%
Photocopy Machine	9%	11%	21%	15%	34%
Online Databases	9%	4%	18%	11%	46%
Story time/Children's Program	3%	9%	6%	6%	0%
Other Library Programming	0%	0%	11%	5%	2%
Meeting Room	8%	0%	4%	4%	38%
Reader's Advisory Services/Reading lists	2%	2%	8%	4%	0%

Overall, half of respondents have visited the library's website

Have you ever visited the library's website?

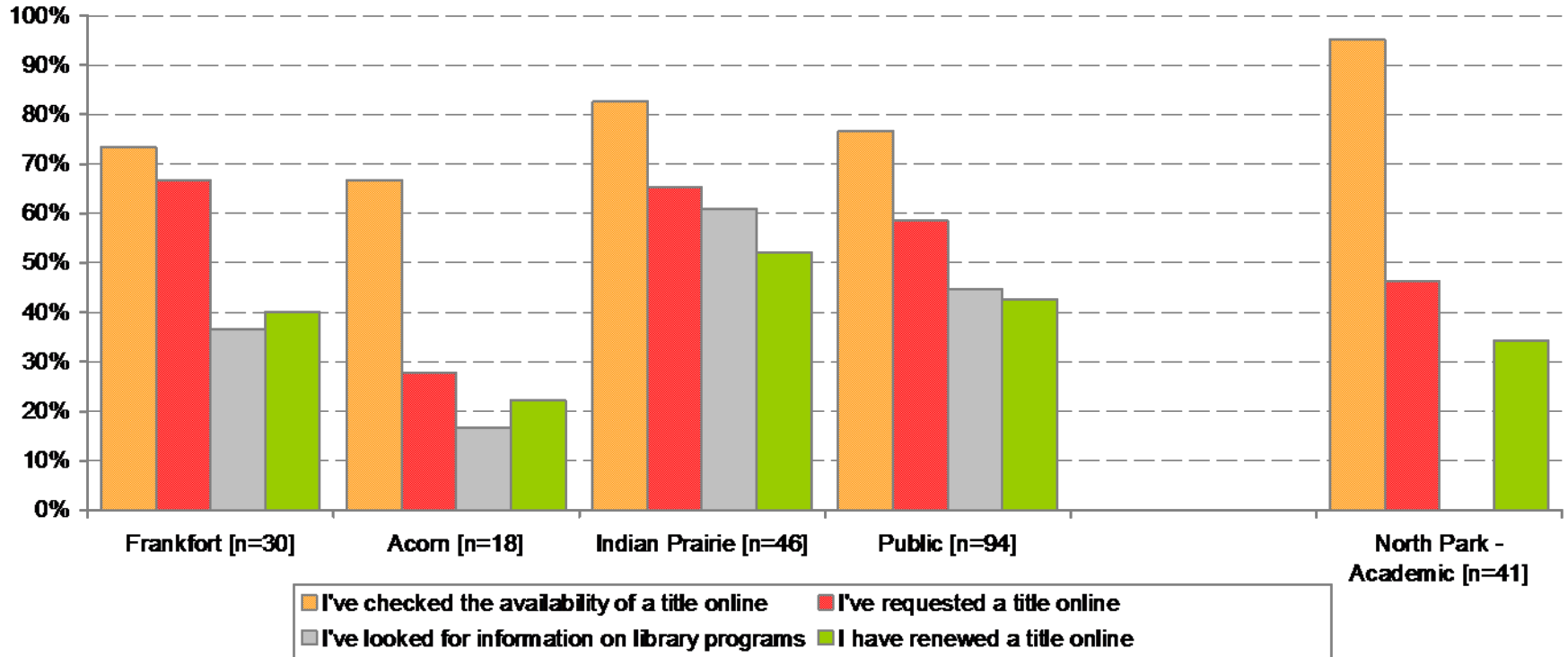


- Almost all academic library respondents mentioned they have used the library's website (95%).
- Increasing the frequency in which patrons visit the library website may lead to increased visit frequency and additional services used due to increased awareness of the library offering.
 - *Use signage in the library and provide collateral advocating website use and detailing the features. Remind patrons to visit the website by listing the web address on the receipt.*

EnviroSell Benchmarks
 Percentage Who Visit Website
 Library Study A: 33%

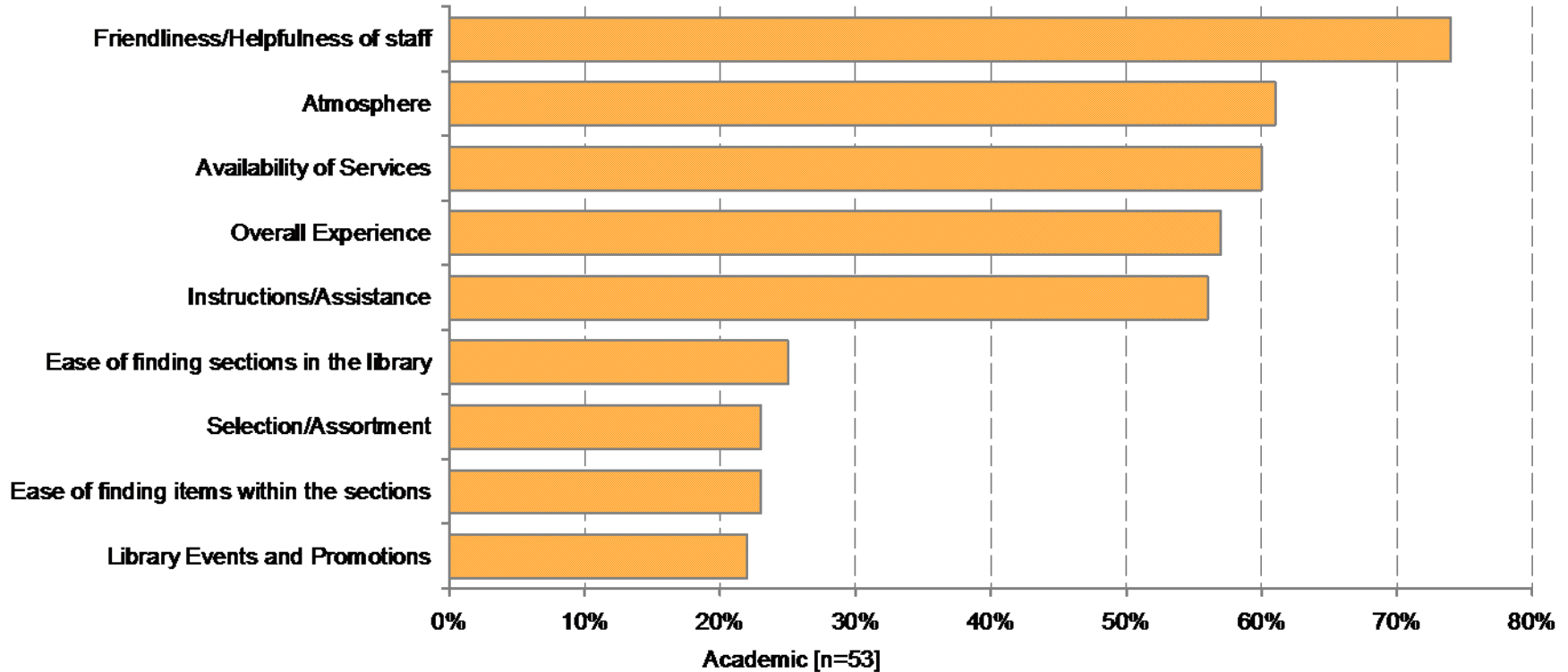
75% of respondents who used the website have checked a title online

Which of the following activities have you performed on the website?



Academic respondents offered lower ratings than publics on all measures

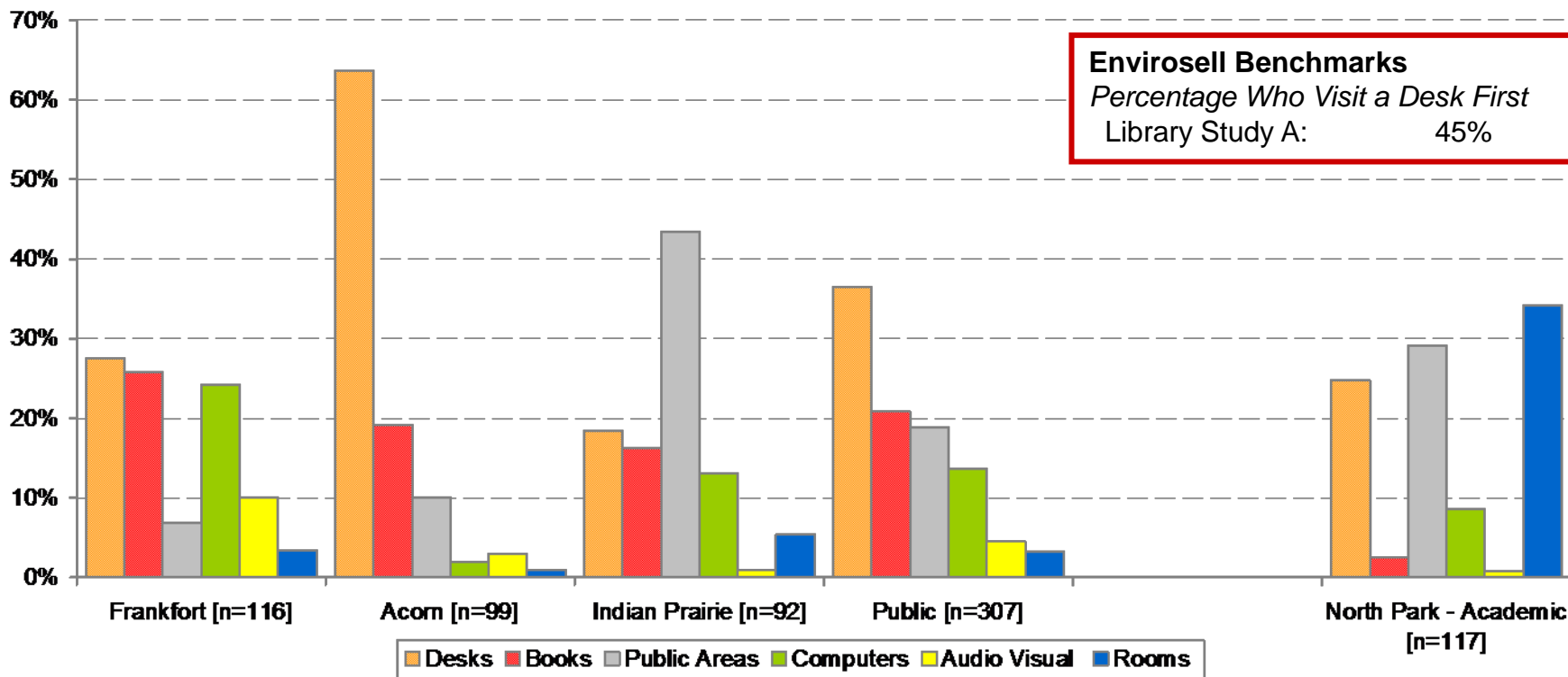
The Percentage of Academic Library Respondents who Offer Top Ratings



- Academic patrons used the library environment in a very different manner than public library patrons, leading to less frequent interaction with the library services and staff and lower ratings overall.
- Most students visit the library for a quiet place to study, or a central location to study as a group, thus Atmosphere was an important measure among these users. Over 60% stated the library's Atmosphere as "Very Good."
- Infrequent visitation of the Circulating collection among survey respondents likely contributed to the lower ratings for finding sections, items and the library selection.

Patrons were likely to visit one of the desks first

The Percentage of Patrons who Visited Each Section Type First



- The location of the Circulation Desk at Acorn—directly in front of the main entrance—contributed to its popularity as a First Destination.
- The most popular section type visited first at public libraries was a Desk; however, Indian Prairie visitors were more likely to stop at one of the Public Areas first.
- One-fifth of patrons visited a Books section first in the public libraries. Few visitors in the Academic library stopped in the Books section first (3%).
- In the Academic library, over one-third of patrons visited a Quiet Study Room first making Rooms the most popular section type visited first.

First Section Visited by Site

<u>The Percentage of Patrons Who Visit Each Section First</u>	Public Libraries			Academic
	Frankfort [n=116]	Acorn [n=99]	Indian Prairie [n=92]	North Park [n=117]
Circulation Desk	23%	45%	15%	19%
Adult Public Area	3%	8%	4%	26%
Computer Workstation	17%	1%	2%	9%
Computer Lab	N/A	N/A	N/A	23%
Children's Reference Desk	2%	16%	0%	N/A
Children's Fiction	8%	1%	1%	N/A
DVDs	6%	3%	0%	0%
Reference Desk	3%	2%	2%	3%
Meeting Room	3%	0%	2%	3%
Online Catalogue	2%	0%	8%	0%
Fiction	3%	4%	1%	N/A
Non-Fiction (Circulating Collection)	3%	1%	4%	0%
Periodicals	0%	2%	5%	1%
Books for Sale	2%	5%	0%	N/A
Internet (Quick Use)	3%	0%	4%	N/A
New Fiction	3%	3%	0%	N/A

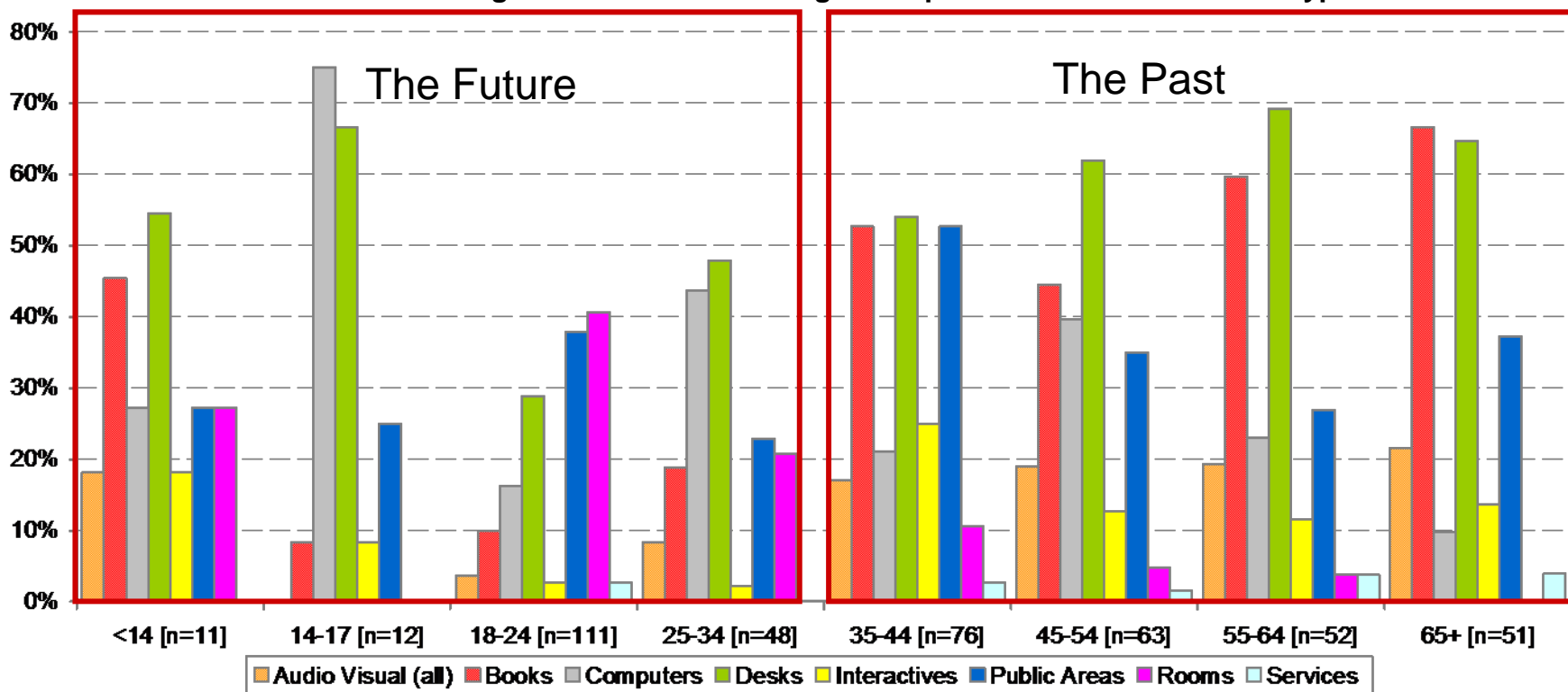
Sections that received zero First Destination visits across all sites were omitted from the above table.

The percentage of patrons who visit each section

<u>The Percentage of Patrons who Visit Each Section</u>	Public Libraries			Academic
	Frankfort [n=116]	Acorn [n=99]	Indian Prairie [n=92]	North Park [n=117]
Circulation Desk	47%	62%	38%	21%
Adult Public Area	9%	16%	18%	35%
Computer Workstation	28%	17%	12%	11%
Self Check-Out Machine	28%	3%	9%	N/A
Computer Lab	N/A	N/A	N/A	30%
DVDs	15%	7%	8%	0%
Reference Desk	10%	7%	7%	4%
Fiction	9%	12%	8%	0%
New Fiction	10%	9%	9%	N/A
Non-Fiction (Circulating)	9%	6%	12%	0%
Online Catalogue	5%	2%	17%	0%
Periodicals/Journals	4%	6%	10%	1%
Books for Sale	9%	5%	5%	N/A
Children's Fiction	11%	1%	5%	N/A
Children's Non-Fiction	9%	5%	1%	N/A
New Non-Fiction	4%	5%	7%	0%
Audio Books	7%	3%	4%	N/A

Fewer than one in ten patrons age 14-24 visited the Books section

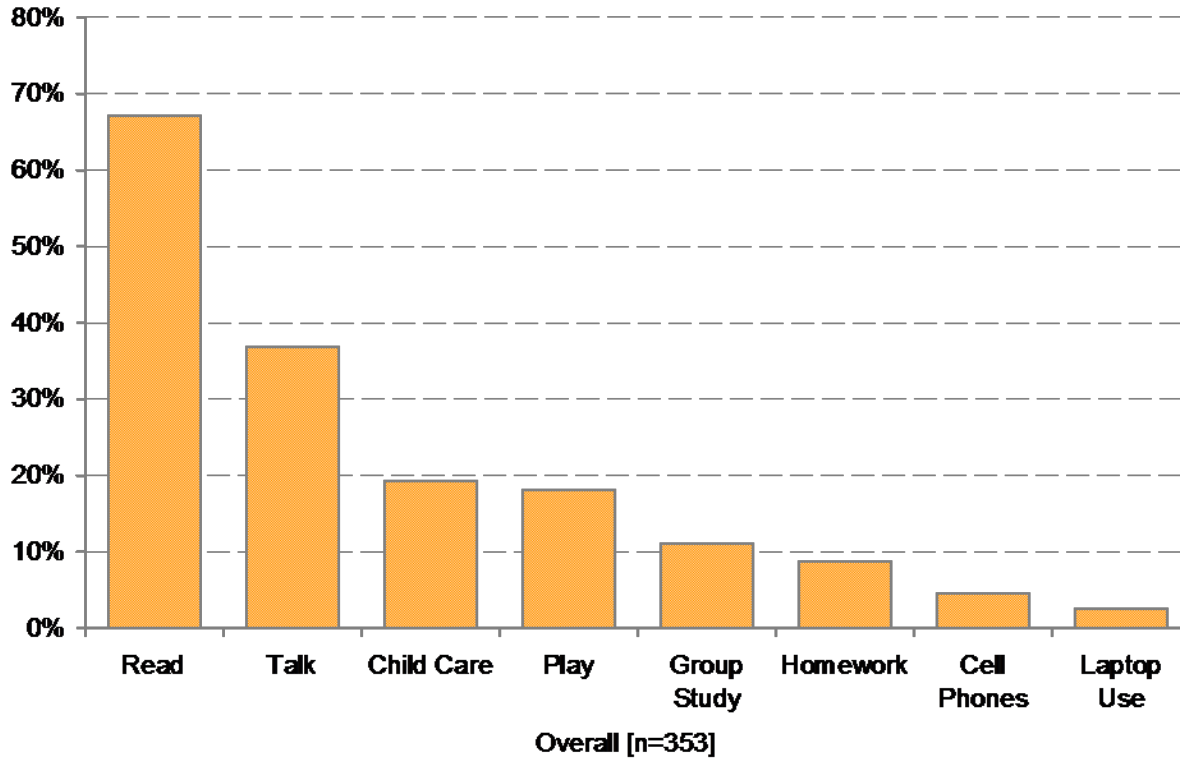
The Percentage of Patrons in Each Age Group Who Visit Each Section Type



- Age often factors into the types of sections a patron visits while at the library.
 - While 45% children (patrons under the age of 14) tended to visit the Books section of the library, teens, college age visitors and young adults seldom visited the Books section (14-17, 8% and 18-24, 10%, 25-34 19%).
 - Three-quarters of Teen patrons visited the Computers during their visit. Young adults tended to visit the public areas and rooms to read or study during their library visit.
 - ⇒ **Increasing these patrons' interest in the Books section is essential for the future of the library, as the main offering is, at present, Books. However, one could also argue the library offering needs to change dramatically to accommodate the patron of the future, or there will be no customer base to serve.**
 - Offering a class on how to use the computers at the library may help connect the older patrons to the library's technological tools.
- Interest in the Books section type increased as patron age increased, with the exception of visitors ages 45-54 (44%).
 - Over half of visitors 35-44 (53%), browsed Books. 60% of patrons age 55-64 and 67% over the age of 65 browsed Books.

The majority of visitors used the public spaces to read

Primary Activities in the Adult Public Areas



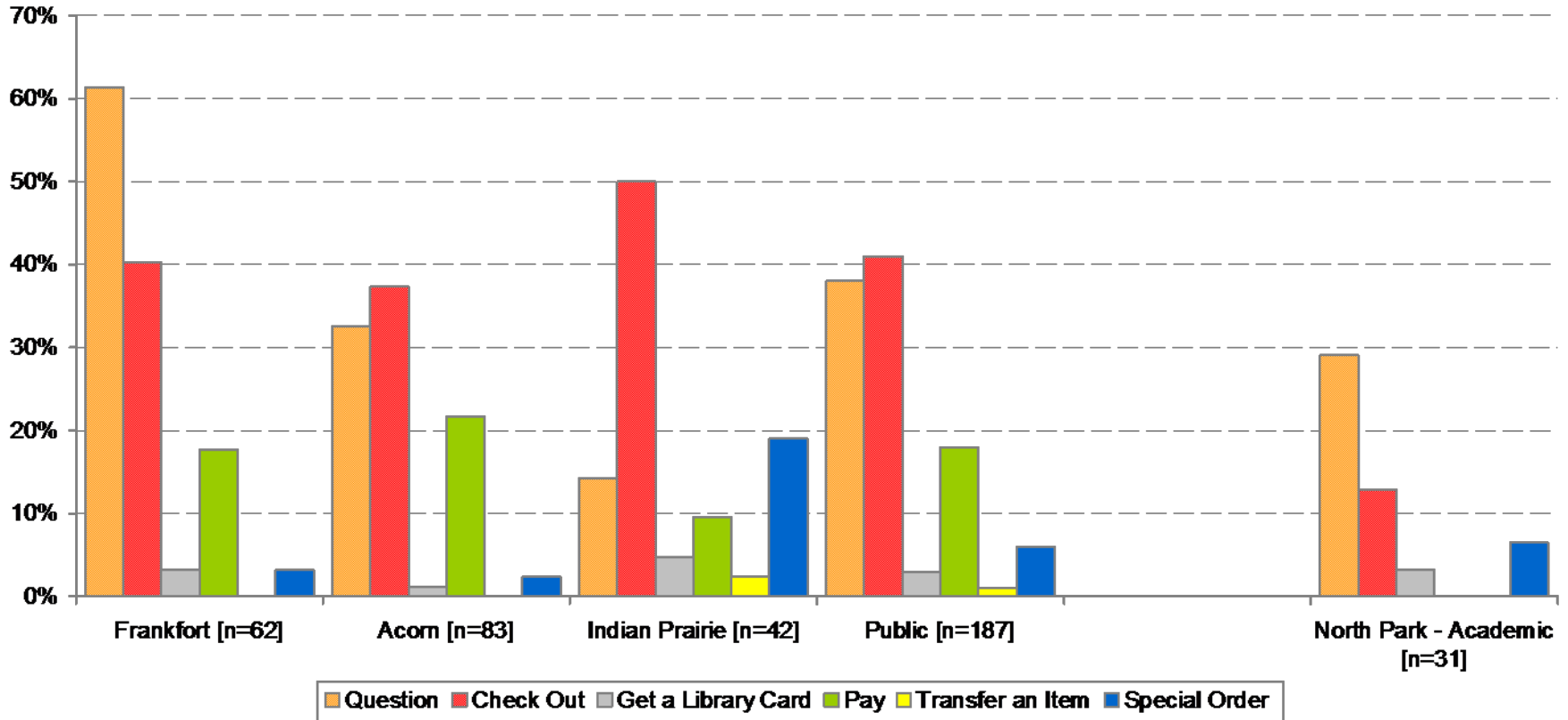
Average Time in Public Areas	
Acorn	25:22
Frankfort	30:08
Indian Prairie	31:31
North Park – Academic	46:55

- Lounge/reading chairs, study carrels and work tables comprised the public areas.
- Reading was the most popular activity among patrons using the public spaces at the library, with over two-thirds participating.
- Plenty of conversation occurs in the public areas of the library, with over one third of patrons talking.

- Visitors with children frequented the public areas, with one in five patrons either playing or engaging in child care in the space.
- Little cell phone use was observed, indicating patrons respect the environment and other people’s desire for quiet.

Patrons visited the desks to ask questions and check out items

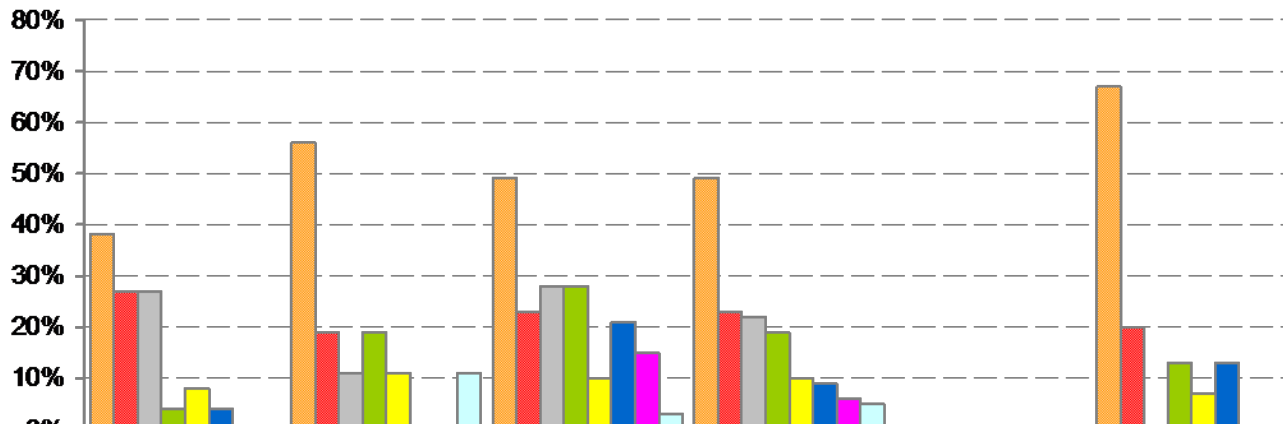
The Percentage of Patrons Who Engage in Each Desk Activity



- Asking a Question and Checking Out were the two most popular Desk activities.

Finding sections and items prompted the need for assistance

The Percentage of Survey Respondents who Engaged in Each Type of Staff Interaction

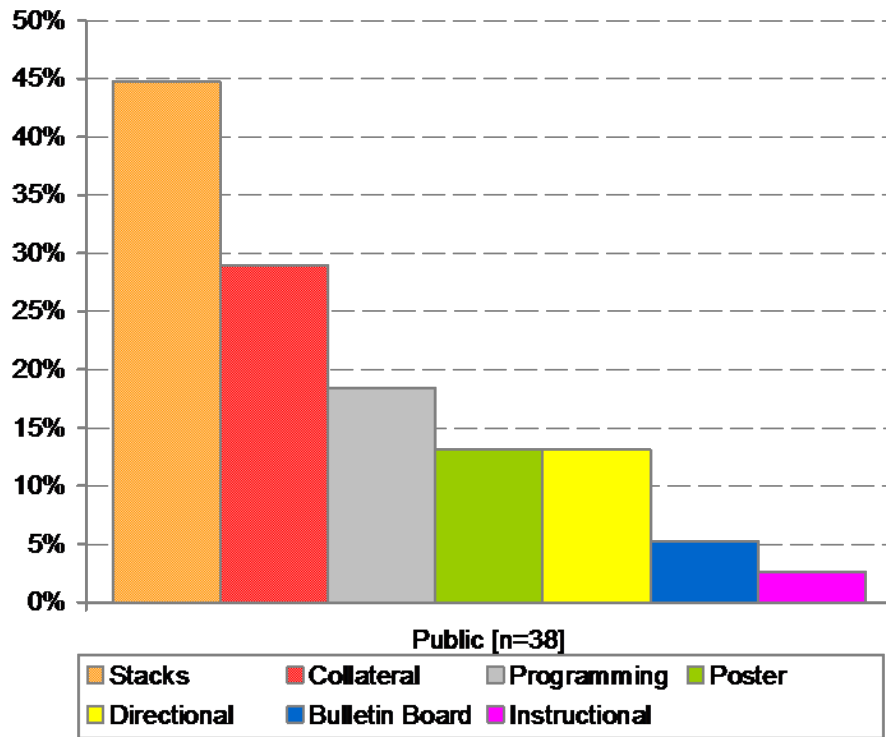


	Frankfort [n=26]	Acom [n=36]	Indian Prairie [n=39]	Public [n=101]	North Park - Academic [n=15]
Library staff checked out my book/item	38%	56%	49%	49%	67%
Library staff helped me find an item on the shelves	27%	19%	23%	23%	20%
Library staff helped me locate the section I needed	27%	11%	28%	22%	0%
Library staff helped me request an item	4%	19%	28%	19%	13%
Library staff helped me access the Internet	8%	11%	10%	10%	7%
Library staff guided my research	4%	0%	21%	9%	13%
Library staff further explained the available services	0%	0%	15%	6%	0%
Library staff recommended an item	0%	11%	3%	5%	0%

- The majority of patrons interacted with library staff to check out items.
- Finding an item on the shelf caused the greatest need for assistance during the visit, with approximately one-quarter patrons who engaged with staff requesting this type of assistance.

Stacks signage received the most attention among signage viewers

The Percentage of Signage Viewers Who View Each Signage Type



EnviroSell Benchmarks

Percentage Who View Signage

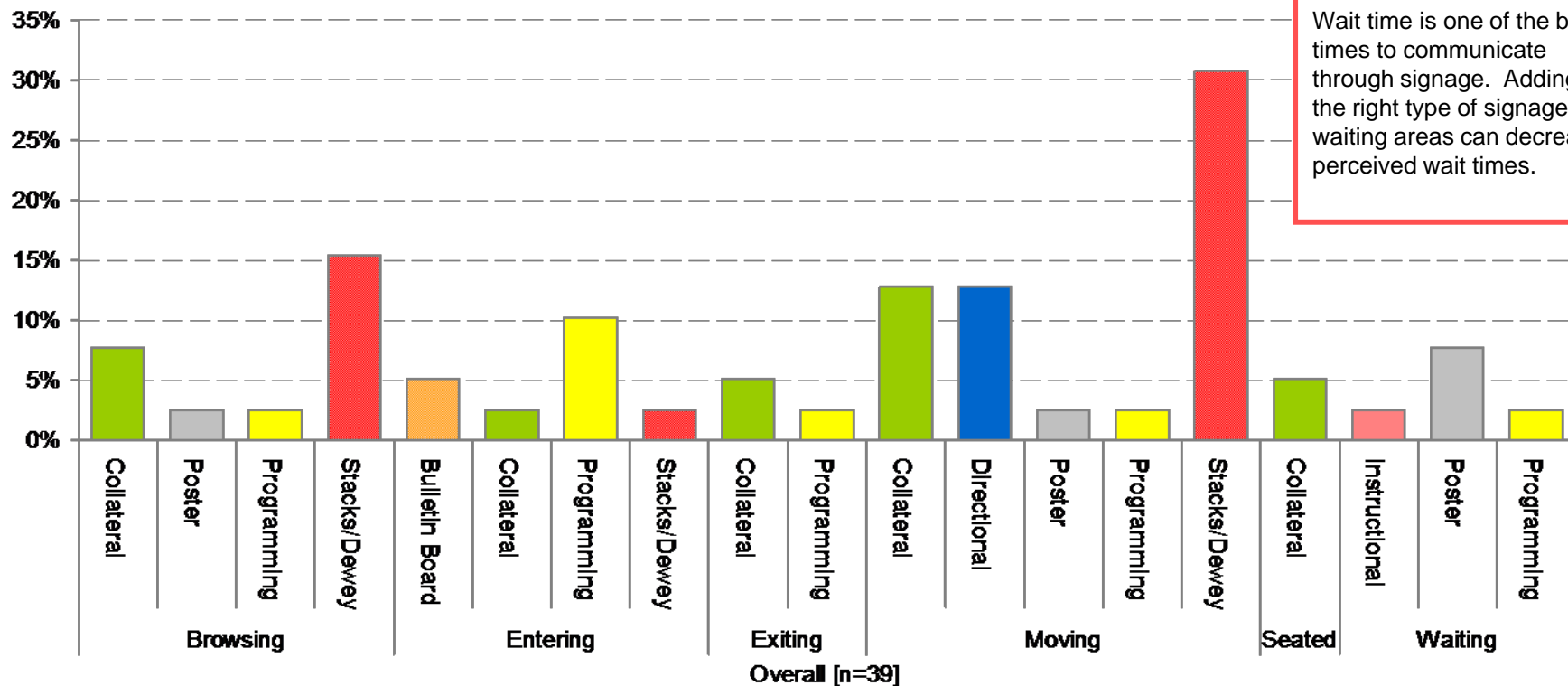
Library Study A:	16%
Library Study B:	15%
Bookstore:	20%
Grocery:	68%



- Just under half of signage viewers looked at Stacks/Dewey signage during their library visit (45%).
- Library patrons who looked at signs expressed interest in the Collateral available at the sites, with 29% of patrons viewing Collateral.
- Posters and Directional signage received little attention among signage viewers.

Patrons viewed signage while moving through the library

Signage Type Viewed by Mode



- Patrons were most likely to view signage while moving, with 54% of signage views occurring in this mode.
 - The Stacks/Dewey signage received the most attention from moving signage viewers (31%).
 - Directional signs and Collateral each were viewed by 13% of moving signage viewers.
 - Large hanging ceiling signs with a clear font, that contrast from the background work well for viewers in motion. Especially when they are visible from across the room.*
- Browsing was the next most popular mode to view signage, with over one-quarter of browsers looking at signs. The Stacks/Dewey signage was most popular among browsers (15%).

Establishing a Signage Hierarchy in the Library

Level One

Section Identification

—Text based signs visible from the main path through the library

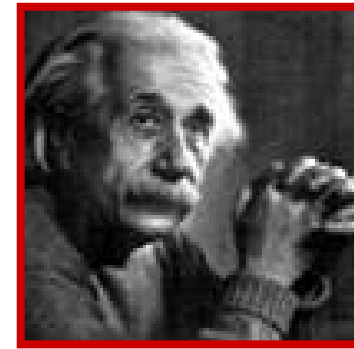
Biographies

Level Two

Theme

—Images are immediately accessible information to the viewer, use them to convey the topics and content of the section

—Theme signage should be visible from outside the section in order to attract patrons



Level Three

Dewey Identification

—Keep the Dewey signage on the ends of the stacks, as patrons know where to look for this information

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Level Four

Shelf Talk

—Face Out titles on the shelves, use framed easel signs to direct readers to similar titles

**Find Einstein's
books in Science!**

Retail Examples of Successful Signage



A Sense of Movement: Old Navy's low-tech "Item of the Week" sign uses light bulbs to attract customer attention.



Odd Shapes and Sizes: The circular signs at the Discovery store pop out at customers



Incorporate thematic visuals with text: Overhead signage at PetSmart is large, clear and iconic, using both text and image to relay the aisle/section contents.

Use Books as Signs: Another example from the Discovery Store, where the cashwrap uses face-out books on the shelves that form the counter, and 3 large images behind the Check-Out desk to convey theme.



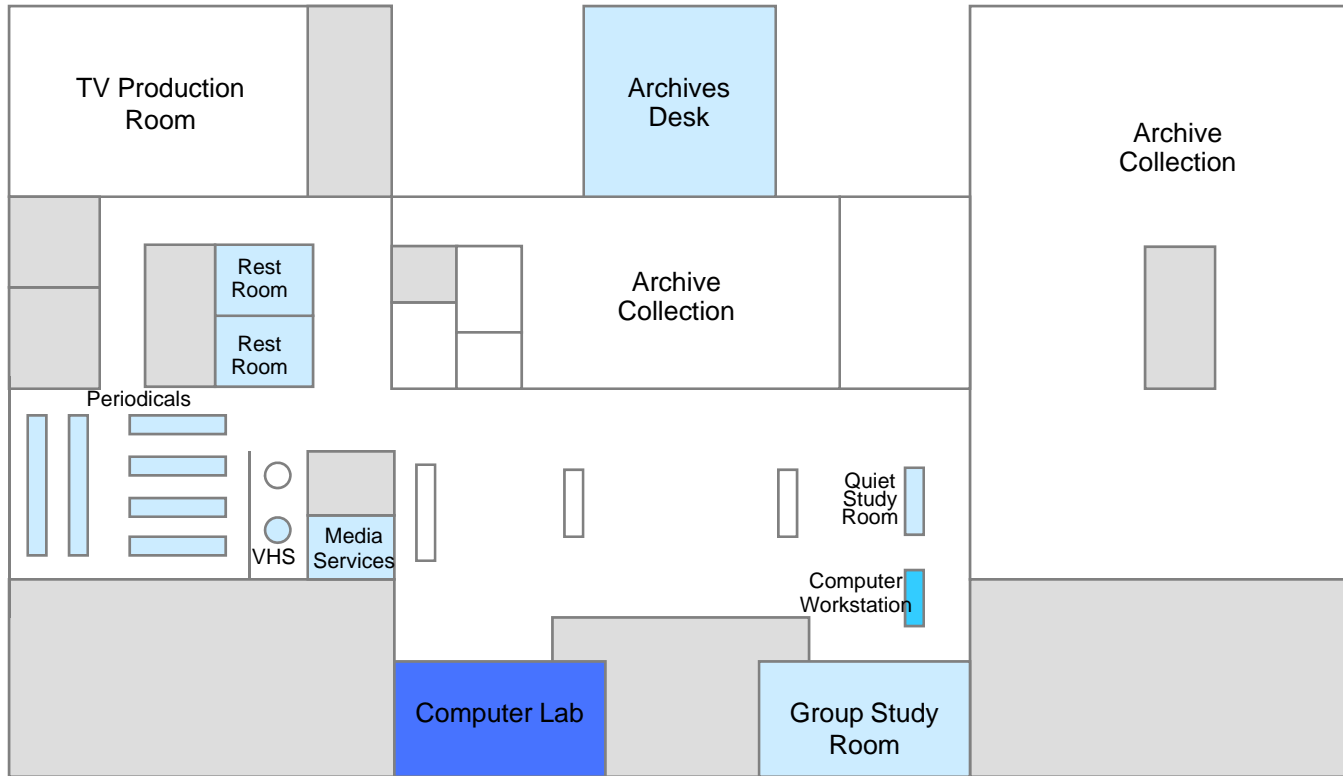
Dimension: The curve of the sign on the end of this electronics endcap makes it viewable from the side—from where most customers approach. Flat signage is often only visible when facing it head-on.

books on the shelves that form the counter, and 3 large images behind the Check-Out desk to convey theme.

Site-specific details: North Park University

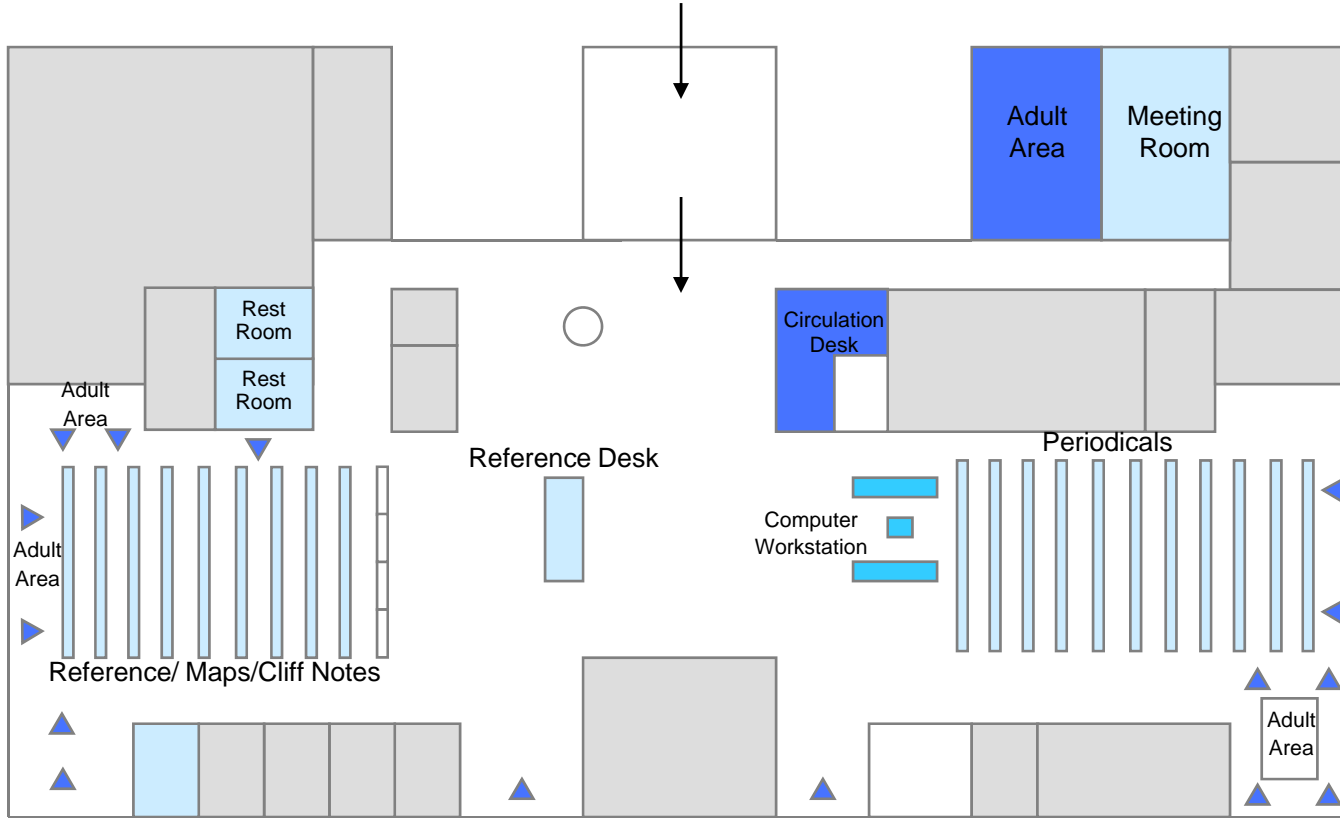
North Park (Lower Level)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



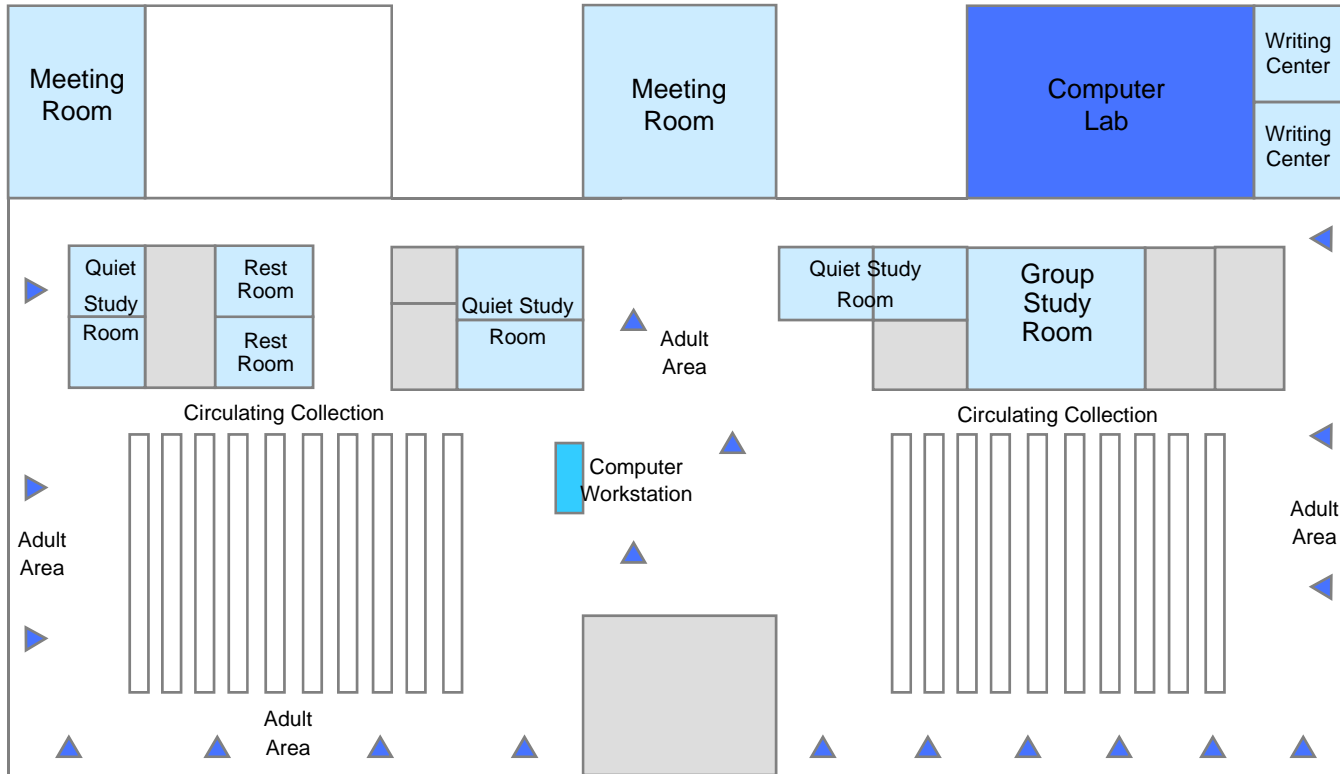
North Park (First Floor)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



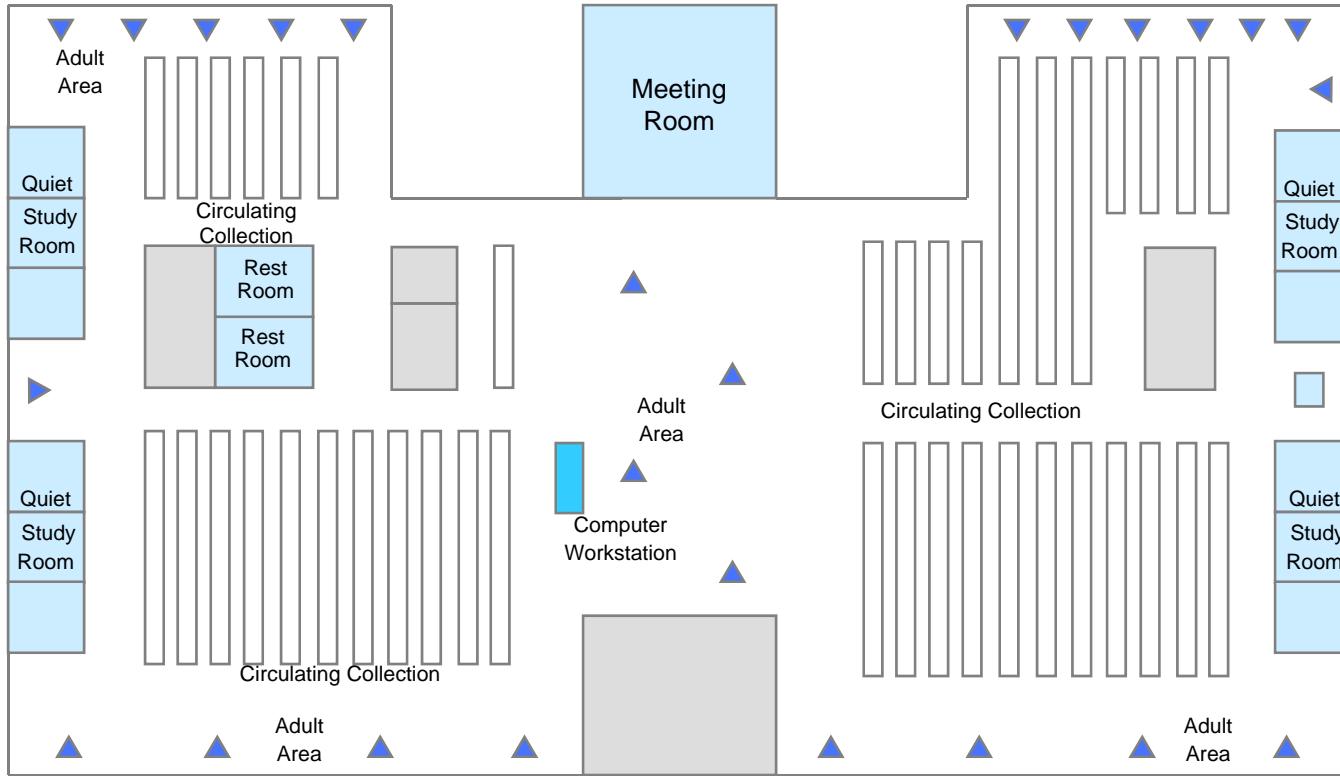
North Park (Second Floor)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



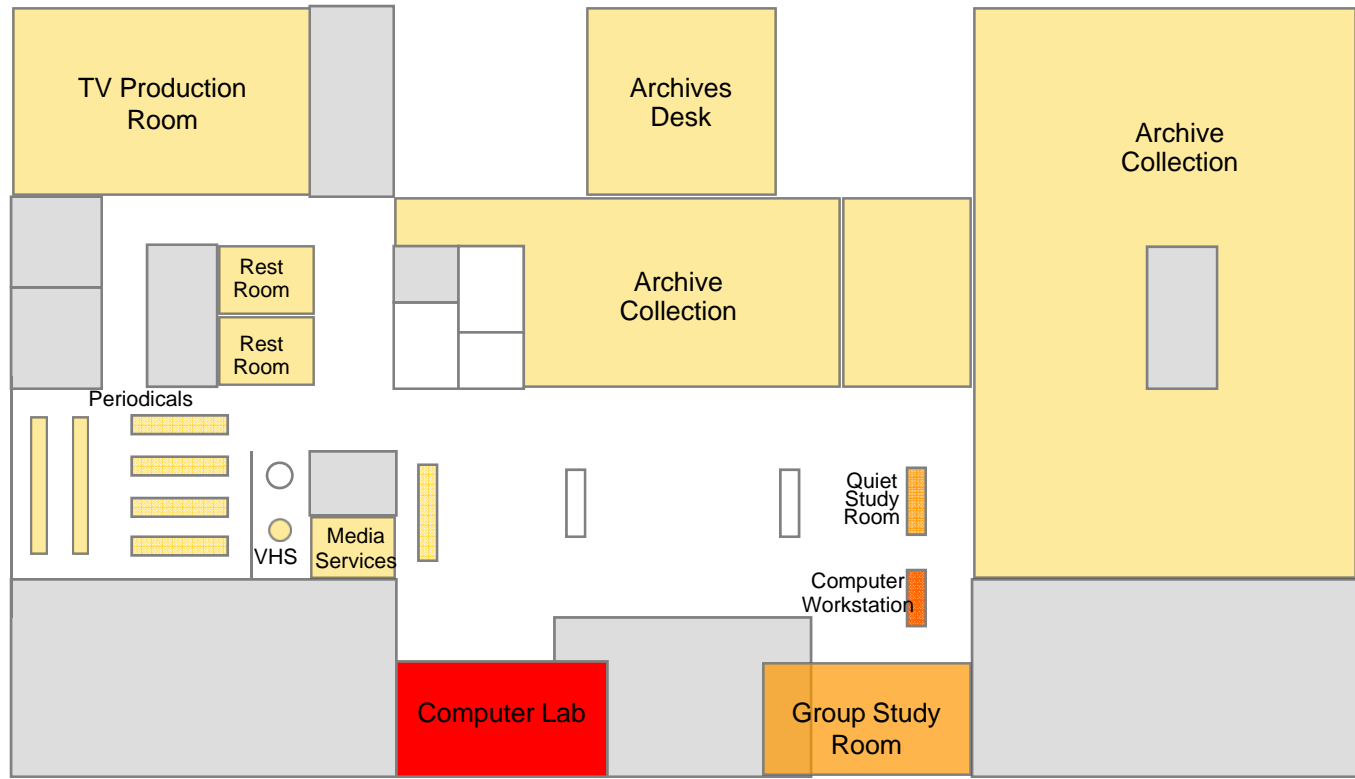
North Park (Third Floor)—First Destination

First Destination [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



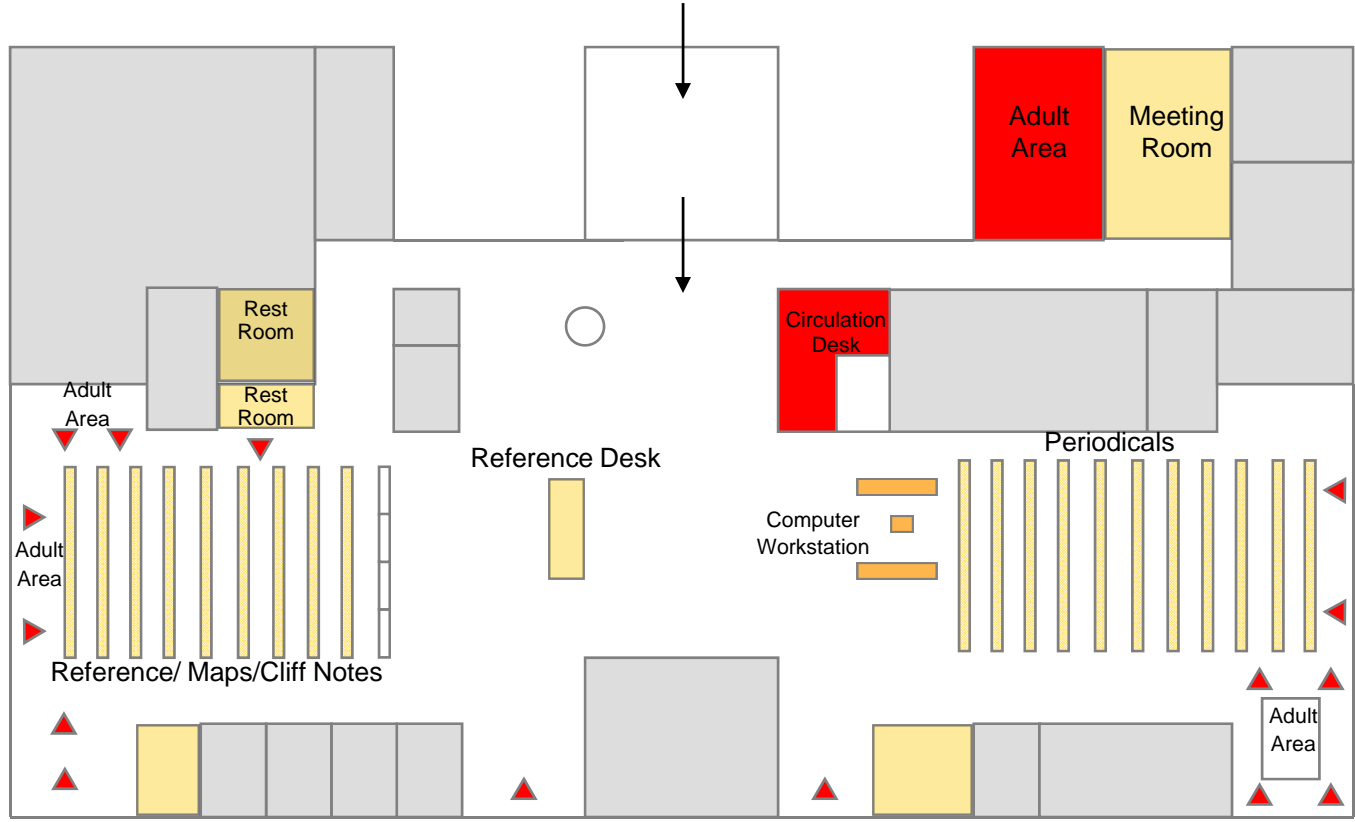
North Park (Lower Level)—Hot Spots

Hot Spots [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



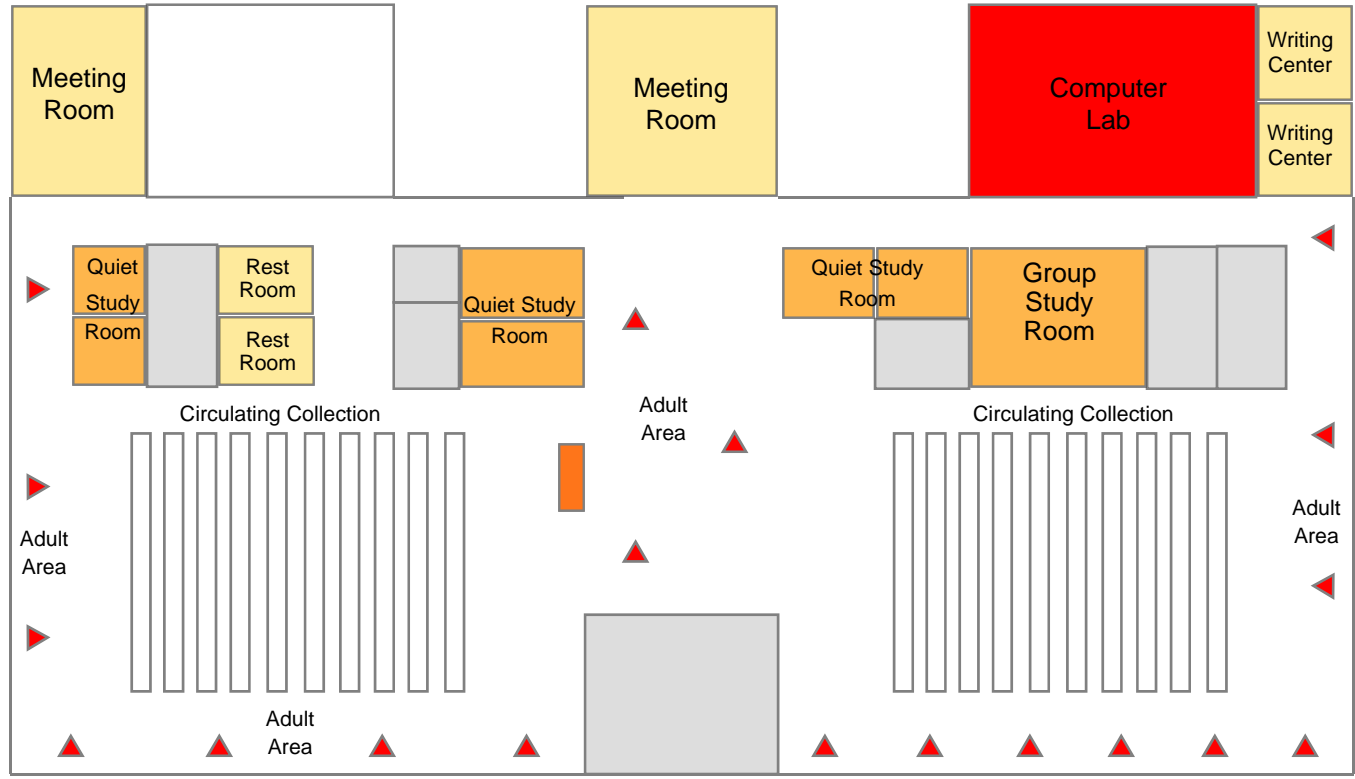
North Park (First Floor)—Hot Spots

Hot Spots [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



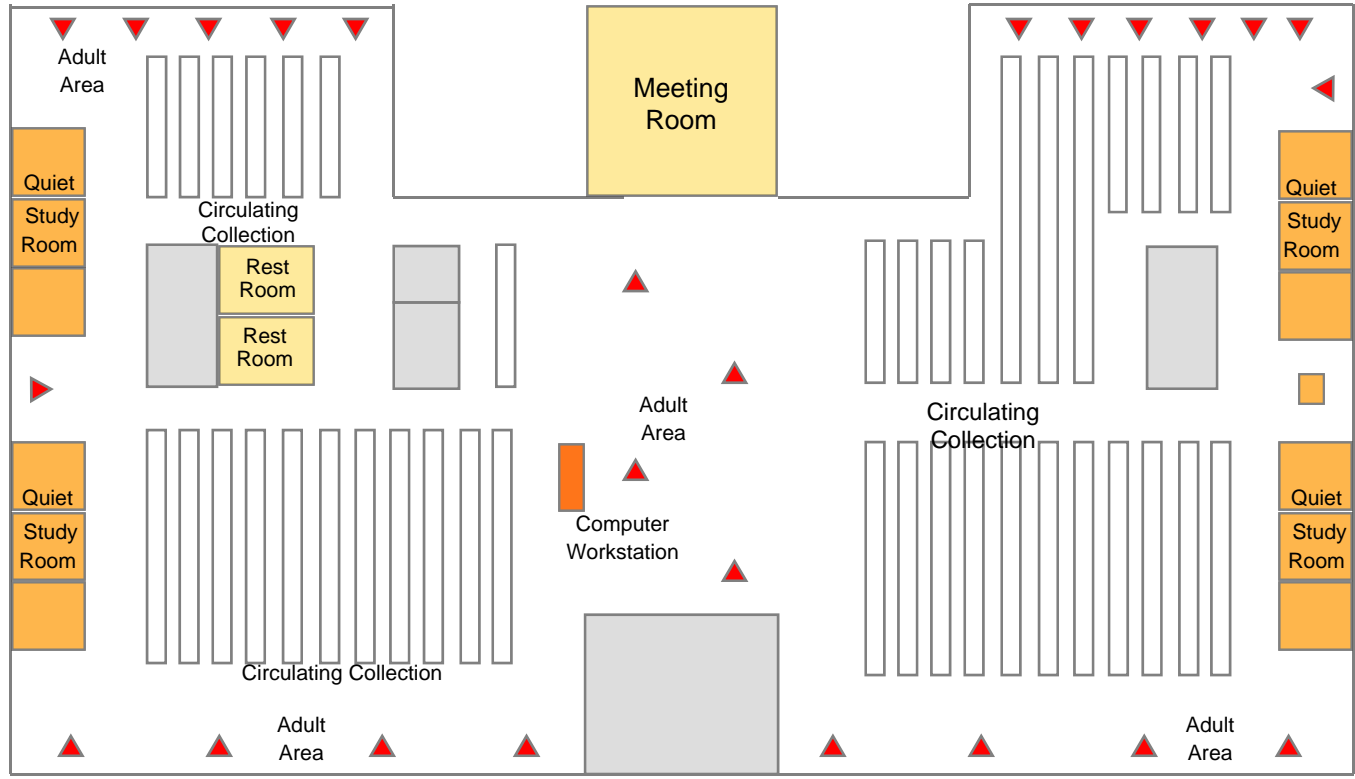
North Park (Second Floor)—Hot Spots

Hot Spots [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	



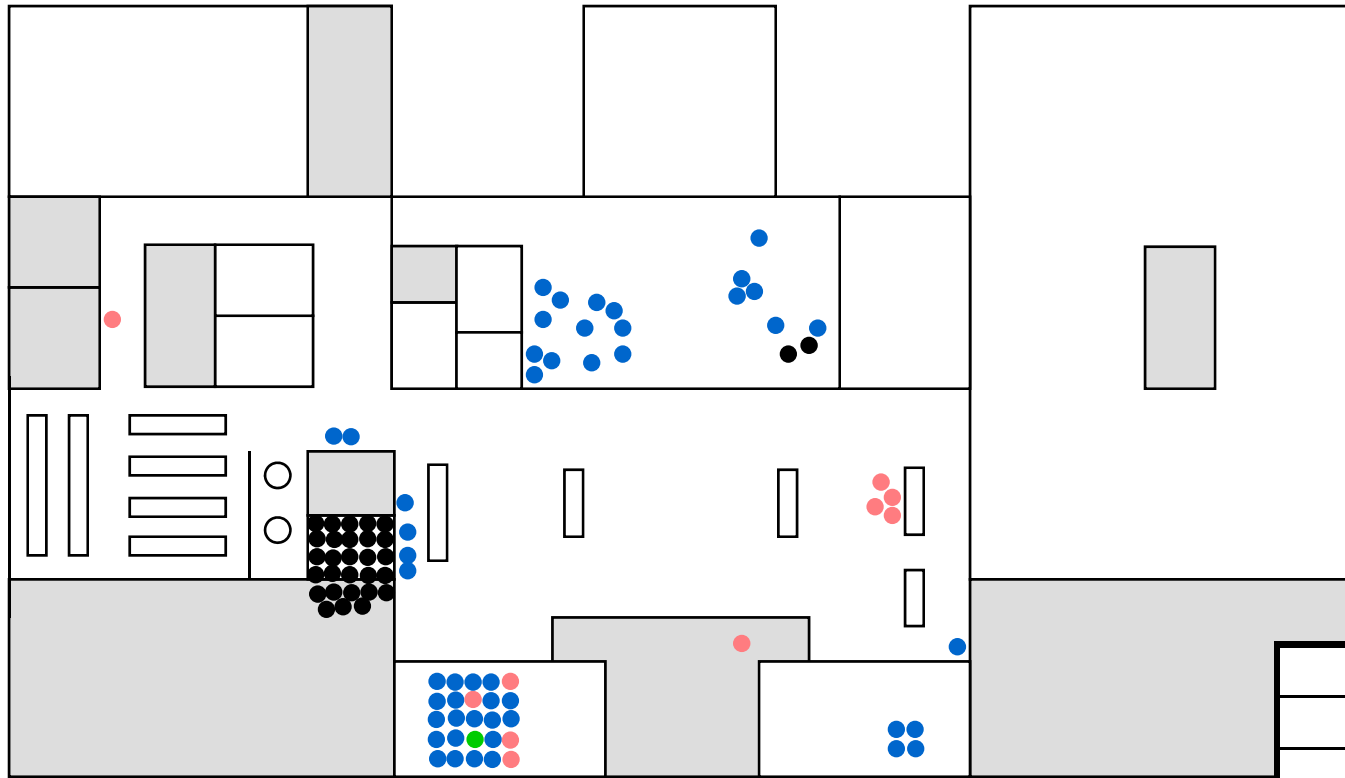
North Park (Third Floor)—Hot Spots

Hot Spots [n=117]	
0%	
1-4%	
5-9%	
10-14%	
15+%	

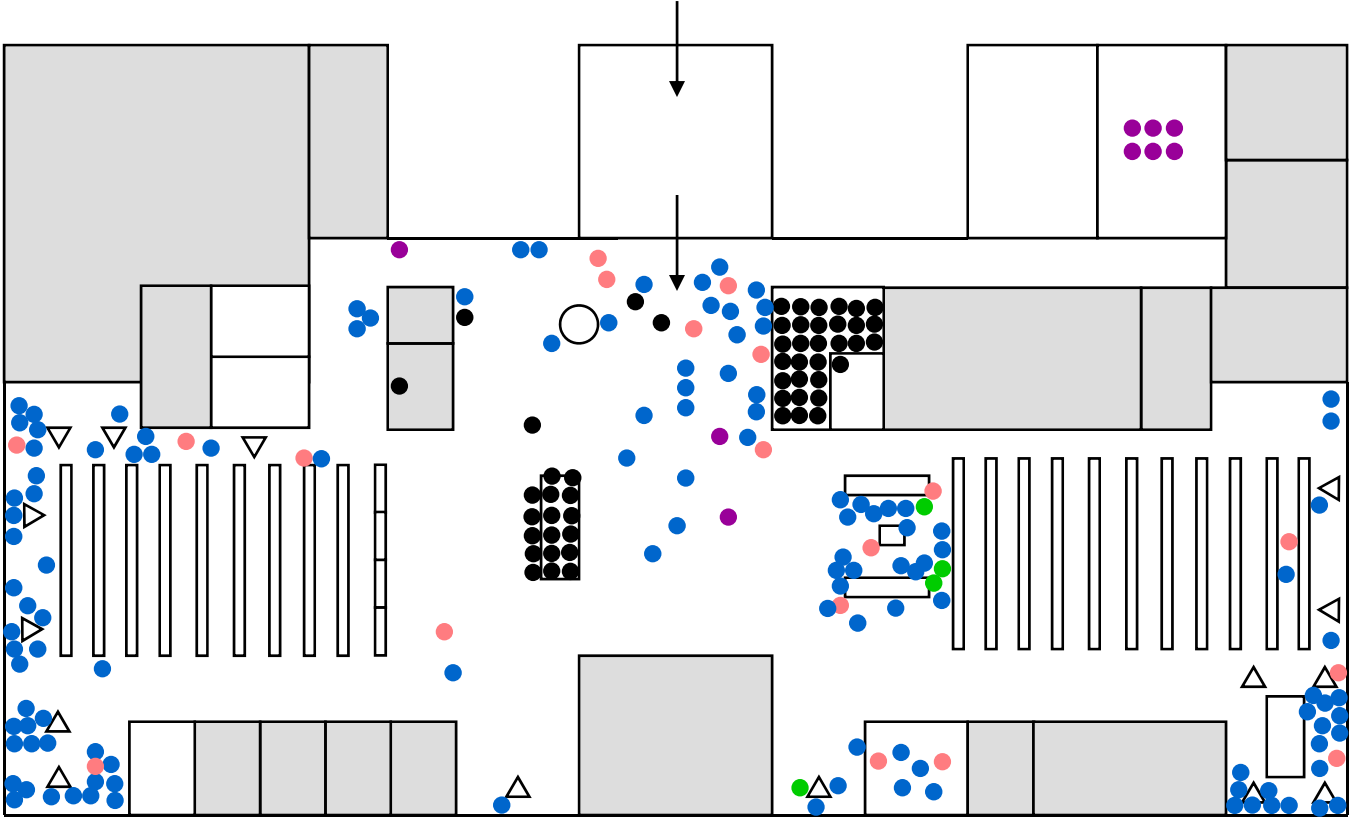


North Park (Lower Level)—Density Map

- Children ●
- Teenagers ●
- College-Age ●
- Adults ●
- Seniors ●
- Library Staff ●
- Event ●
- Attendees ●



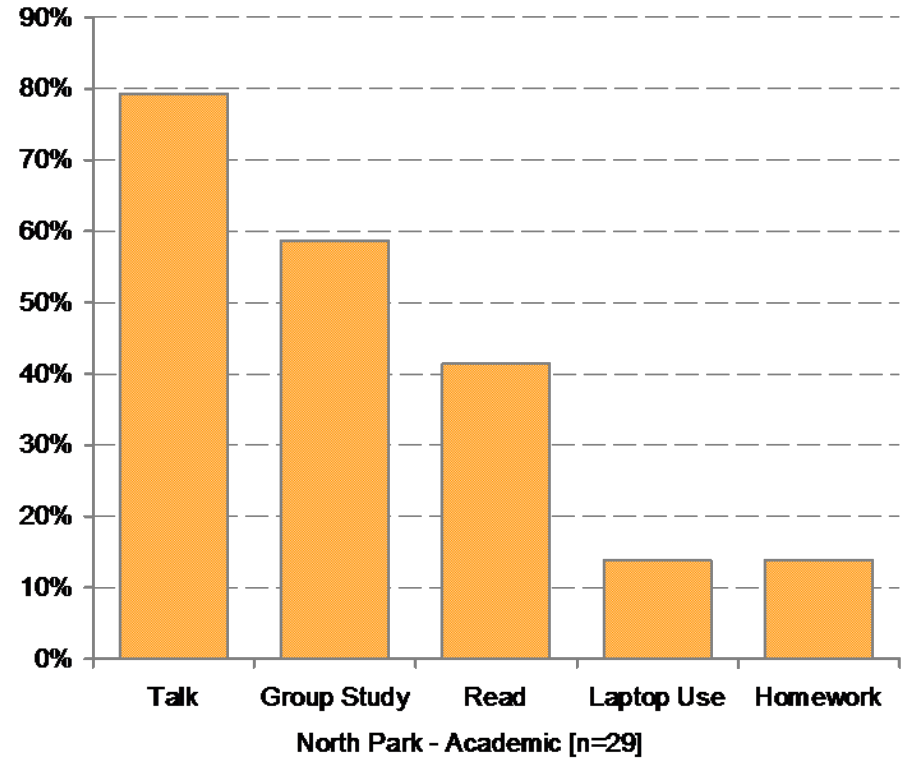
Library Activity	
Reading	23%
Computers	18%
Conversing	10%
Using a Laptop	8%
Playing	2%



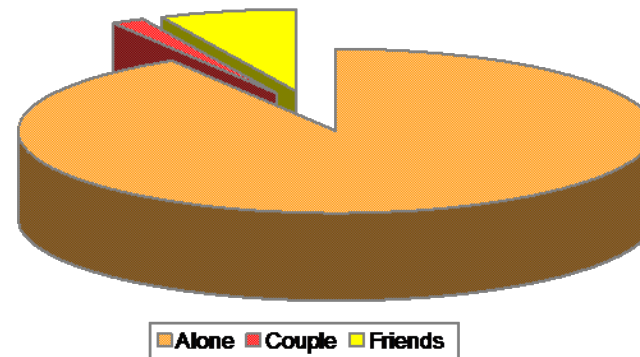
Source: Observation
Envirosell Draft Report for the Metropolitan Library System

Male/Female Ratio	49%/51%
Primary Age Group of Visitors	18-24
% Who Visit the Library Alone	91%
% Who Planned to Visit the Library	86%
Book Section Most Likely to be a First Destination	N/A
Most Frequently Visited Books Section	Archives Collection
Average # of Items "Pulled"	2.0
% Who Borrowed Materials that Day	21%
% Who Visited for a Specific Item	15%
% Who Used a Computer Workstation	12%
% Who Used the Public Catalogue	0%
% Who have Visited the Library's Website	95%
% Who Received Assistance	20%
% Who Browse Audio Visual Materials	4%
% Who Browse Books	4%
% Who Visit the Library Weekly or More	95%
% Who would Highly Recommend this Library	59%

Leisure Area Activities



Visitor Group Composition



% Who Visit for:	
Work	14%
School	66%
Leisure	13%
Research	21%

North Park - Academic [n=117]

Findings

- The primary age demographic at North Park University was 18-24, and 9 out of ten patrons visits the library alone. 86% of patrons planned to visit the library, however few intended to check out materials. Only 21% borrowed materials that day.
- The most frequently visited section types were the public areas (study carrels, lounge seating and study tables) and the study rooms (both private and group).
- Few North Park patrons came to browse books, only 4%. Visiting the library for reasons other than browsing materials contributed to the low percentage of patrons who used the catalogue (0%) as well as the low number of items pulled (2.0).
- 30% of patrons visited the Computer Lab at the library and 95% have visited the library's website.
- 95% of patrons visit the library weekly or more. Frequency of visit was one of several factors that contributed to a low assistance rate (20%), as again the academic patrons were likely visiting for a study place and thus not needing assistance.

Implications

- North Park illustrates how a library serves a variety of purposes beyond circulating materials. The bright environment, with plenty of places to sit or study was comfortable for long library visits, and enjoyable enough to keep students coming back.
 - Aside from studying, students visited the library to use the computer lab.
- Public areas for quiet or group study were the main attraction at North Park and offer a great opportunity to communicate through messaging.
- The current signage appears modern and fresh, however the Desks on the main floor could use better identification and the signage in the stairwells could be simplified.
- Opening up a new connection to the student base, beyond being a place to study or gather research—as a provider of free entertainment—can increase circulation. Use signage to encourage students to borrow movies for the weekend, or music for their studying sessions.

Application of Findings



Short Term/Low Cost

- Bring images into the space to create more visually stimulating environment.
 - Consider ways to work within the Dewey Decimal System in order to free up how books are displayed. Face out more books to take advantage of cover art and increase capture power.
- Offer more ways to pair patrons with materials—Best Sellers, New Releases and a designated area for Staff Recommendations are a good start.
 - *Email lists with updates on New Releases, Best Sellers and Hot Topics are a good way to reach out to patrons while they are not at the library.*
- Group all AV materials together (Music CDs, DVDs/Videos and Audio Books) and position the section close to Circulation to encourage impulse borrowing.
 - Consider placing AV materials for all ages in the same location, rather than having a separate Children's and Teen's sections, thus creating a “store-within-a-store” concept.
- Group computer workstations, lounge seating and periodicals to create a “waiting area” for patrons who are waiting for a computer to become available.

Next Steps – Envirosell's Recommendations

Long Term/High Cost

- New fixtures should focus on displaying circulating materials rather than storing the materials.
 - This will facilitate cover art functioning as a sign.
- Investigate flexible signage and fixture packages for future renovations or new libraries that enable easy asset reallocation as individual library needs evolve.
- Create a large site map for each library and clearly identify sections on both the map and through signage, preferably in view from the map location.
 - Position the map near the online catalogue to enable patrons to look up specific items or browse by section.
- Expand the Audio Visual section both in terms of the amount of space allocated to the section as well as the materials carried.
 - Consider adding console games and other new technologies that combine learning with entertainment.
- Recognize the un/underutilized spaces in the library and adjust the layout accordingly.
 - *Sections with little or no visitation should be re-evaluated in terms of necessity, location and aisle space. When possible, condense these sections to add room in high-traffic areas.*

- ➔ Market Resources Effectively
- ➔ Orient Yourself to Patron Convenience
- ➔ Use Space Creatively
- ➔ Use Signs Effectively

Market Resources Effectively

- Put signs outside the library in other campus buildings
- Placed topical books/journals in meeting rooms or exhibit spaces.
- Created a “browsing collection” of new books on shelves behind reference desk.
- Within stacks turned some books face out and included cross-reference signs to point students to another call number locations.
- Put out magazines in display folders for people to read while sitting in casual reading area.
- Bookmark series on Chicago to hand out at circulation desks.

Orient Yourself to Patron Convenience

- Staff were concentrated around desks, students concentrated around computers and study areas. Staff should be more visible to students, at least on a periodic basis, to encourage contact.
- Staff priorities should be focused on services that enhance the patron experience and on creating and updating messages through the library and campus.
- Since the front desk is the first visited, customer service training is needed for student desk workers.
- More maps of the library layout to hand out or put out by computers.

- Moved archives display cases from the lower level to the 3rd floor to increase awareness of that collection.
- Moving microfilm cabinets to storage to create more quiet study space for students.
- Thinking of locating faculty professional development collection in a high traffic area behind reference.

Use Signs Effectively

- EnviroSell's strongest message was the importance of an understandable signage hierarchy in plain language.
- Very little signage is visible at North Park – designed as “understated”
- Density maps indicate an opportunity for more signs in study carrels and in quiet study areas.
- A sign in the entrance corridor will make a big impact, as the space is completely free from signs and messages.

The major lessons Academic Libraries can learn from retail is in the alignment of our staff and services to patrons, and the marketing of those services through attractive, consistent messages where the patrons spend their time.

Questions for Discussion

- How does our space tie into our mission?
- What is our primary focus?
 - Circulation?
 - Space?
 - Services?
 - Technology access?
- How do the implications of this study inform what we do?
- What are the curricular implications of the use of our space?