

UWB Academic Services: User Needs Committee
Quotes for Marketing
From the 2006-2007 CCC Focus Groups

This report was authored by the Academic Services: User Needs Committee members including Tami Garrard, Nicole Hoover, Amanda Hornby, Julie Planchon Wolf and Betsy Tippens.

The following quotes come from official transcripts and unofficial notes from 8 focus groups:

- #1: December 5, 2006, CCC Students, Pilot
- #2: Feb. 7, 2007, CCC Integrated Studies & ESL Students
- #3: Feb. 13, 2007 11:30-1 pm, CCC Integrated Studies Students
- #4: Feb. 13, 2007 1:30-3 pm, CCC Integrated Studies Students
- #5: Feb. 14, 2007 9:30-11 am, CCC Integrated Studies Students
- #6: Feb. 22, 2007 3:30-5 pm, CCC Integrated Studies & ESL Faculty
- #7: Feb. 23, 2007, CCC Integrated Studies & ESL Faculty
- #8: Feb. 21, 2007, CCC BIT Students

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1) Quotes from Official Transcripts

a) Library

i) Student Quotes on Library Facilities, Resources & Technology

- “It’s really been an awesome library. I’ve been very impressed with the resources and the search tools that I’ve been able to use. I’ve enjoyed using those and the staff here is very friendly and helpful.” (#1)
- “... something that helped me was being able to just some of the University of Washington websites which were... on the library websites. That was helpful.” (#1)
- “One thing that’s been helpful for me is how easy it is to find a book.” (#1)
- “Another thing that I enjoy is the artwork and it helps me relax and if you remember history...” (#1)
- “... I’m pretty impressed with the facilities that are available here.” (#1)
- “I like the stacks because there are just lots and lots of books and lots of different stuff.” (#3)
- “what I like about the library is that there’s just tons of resources like every kind of resource you can imagine like movies and online books, just everything so it’s helpful.” (#3)
- “there’s so many computers and access to the Internet for senior paper and stuff. Usually libraries don’t have that many.” (#3)
- “... I like the little sky bridge how it has like chirping birds and I just, I don’t know, it’s just really nice just to go there and study because it’s quiet and relaxing and so even if I’m stressed out I can just go sit somewhere and it’s quiet and so it’s nice.” (#3)
- “there’s outlets everywhere so I always bring my laptop.” (#3)
- “It’s really nice that they have our textbooks available for us.” (#3)
- “I spend a lot of time doing research and I can be typing something and if I need another resource, I can just walk to one of the shelves and get instant resource.” (#3)
- “I’m studying business and I use the library quite often. I like it because it’s quiet, easy to study and not a lot of distractions because everyone’s doing the same thing, studying and research. I think the media center is helpful because I’ve had to check out movies, DVD, whatever, and they usually have all the ones that I need so it’s really helpful.” (#5)
- “And I find the library helpful with working in groups and presentations and stuff. A really nice quiet place and if you need to find hard text for your projects it’s a great place because it’s got a really good search engine for books. That’s what I like best about it.” (#5)
- “Well I like that ... Cascadia’s really up to date in technology it seems like. ...when I go into it [the library], I feel like they spent a lot of money on it in just the way the structure looks. It looks awesome and so I think it’s also just laid out really good ... I’d rather go to this library than to some old boring library.” (#5)
- “I find it helpful how the University shares the campus with the community college because a lot of community colleges probably don’t get the same amount of resources or probably as good of resources as all of the universities so that was kind of helpful...” (#5)
- “...I come here sometimes if I need some place quiet to read because for me to read I need it to be really quiet otherwise I can’t concentrate and it’s usually” (#5) pretty quiet somewhere in the library. So whenever I have English reading to do, I usually come in here to read it.

- “I think the library room is really quiet, you see everybody else doing the same thing like studying so it motivates you to just get your schoolwork together too.... ... staying at the library and actually reading it and it’s easy to focus too.” (#5)
- “I meet here for group presentations. ... there’s places that are designated, you see other groups getting together so it’s nice because a lot of people respect the fact that some people need it quiet and so the groups tend to like gather in one place and so then they leave the rest of the library quiet for other people.” (#5)
- “It’s a lot easier to stay focused too because I know if you’re like at someone’s house or you’re just sitting outside by the Stopwatch Café or something, it’s really to get distracted by everything else that’s going on around you but when you’re in the library you’re kind of focused on your work and you just kind of get this drive to get it done.” (#5)
- “... I think the layout of the library is really nice. When you use the computer to search for books, it’s really easy to go and find that book. I know I’ve been to like the Bothell library and it’s not as easy as here to just type it into the computer and go find your book” (#5)
- “...you can actually get stuff done like with the environment it’s easier for you to get stuff done.” (#5)
- “I also think that a really great thing that they do ...is that if they don’t have a book here at this campus, they’ll order it from the Tacoma or Seattle and get it here within a few days and I think that’s, for the library itself, that’s pretty good thing to do. I never really heard of that before.” (#5)
- “Pretty much have access to any book that you’d want and with all the libraries around here, you can get a book from anywhere so there’s really no constrictions of like what you want to do.” (#5)
- “I think it’s pretty well put together and laid out and everything. There’s signs everywhere that let you know where certain books are. The elevator if you’re disabled or whatever. Everything is thought through so I don’t really think you could change anything to make it better really.” (#5)
- “For me, the lighting really puts a big impact because if it’s dim, it kind of makes me not motivated to try and do my work but if there’s good lighting, like in the library... it helps me focus better and especially when, if there’s not that much, if there’s no computer, kind of gives me more energy, kind of keeping me focused on what I have to do.” (#5)
- “I like the lighting, I like the spaces they give us to study. I like the staff willing to help” (#5)
- “... they give you the help you need and the environment is a good place for you to focus and get what you need to get done.” (#5)
- “I think the library has good hours.” (#5)

ii) Faculty Quotes on Library Facilities, Resources & Technology

- “what I like best about the library is the librarians and how helpful they are and having access to UW Seattle.” (#6)
- “... it’s librarians and it’s the ability to access this system. I live near the University of Washington and so being able to just seamlessly go through there is really valuable. And then for the media center, there seems sort of two things. One is easy access to tools that were simply unavailable at any other institution I’ve taught at. Digital video cameras and the support that we get from the media center and the class requirement so that the electronic podium and any other technology needs I need, and often a three day notice, are set up and ready to go. So really extensive.” (#6)
- “And this is like repetition but what I like most about the library is again the access so if I take majors and non-majors so there are secondary and primary literature here and the volumes are _____ because it is hooked up. I mean it’s the UW so they can get things online as well, which is not common, I think at

most community colleges. At the media center, the turnaround. Like if I put something on reserve, it's on reserve the next hour or two so they're ... really on top of knowing that we need to do something in a really quick fashion, they're great about getting the resources out there." (#6)

- "personally I think the access to the UW system really is outstanding and the librarians have always been helpful when I've come by myself." (#6)
- "the fact that we can be connected with a proxy service to the databases, to the entire library system is just great for me because as an adjunct faculty member I'm here only two days a week and the other days I'm at home but I can work at home by accessing those and as you said, I've often gone to the databases and pulled up articles either that I want put on reserve and think this will be a good one and that sort of thing and again, oftentimes I do that in conjunction with Leslie, for example. And say, these are what I'm thinking of, do you have any others that are like this? What do you think of the reading level? Is it too complicated for 101 class? And we again, work in partnership to make decisions but we're able to look at the same things even if I'm at home and she's here, which is wonderful." (#6)
- "I actually sometimes use just the space because if I need an hour to grade without disturbance, I will come here. Which is what I did right before coming here, for example. So just really amazing. This space is actually laid out really nicely. You can kind of hide yourself away and you don't have lots of sight lines everywhere..." (#6)
- "... I've had to draw on those [databases] more than the hardbound collection. ... if I'm running list search, I will also poke around in the catalog and I'm always surprised that, I guess particularly in the areas that I teach in, how much is in this building." (#6)
- "I use the standard home page of the library because it talks about, for example, how to use APA citations and I had my students look at that. How to evaluate sources, look at that. So just those very basic elements within the homepage that deals with research, evaluation and access to databases is what I use weekly in my classes." (#6)
- "When I'm planning a course I use the library a lot ... I recently developed a human sexuality course and I worked a lot with Suzan on materials. We requested materials from a whole bunch of other places so that I could find readings, decide on ideas about building the collection, videos that we needed to order. Just helping myself develop my knowledge around topics that I was going to be teaching so background materials and so on that I could read and find out more about what I was going to do." (#6)
- "Well the basic piece is just the location. I mean it's part of our campus. It's part of the collocation. If you just think about the space. ... it's easy to access physically. Takes us a few minutes to leave our office to come over here. There's always available staff to help us with the media section and the library section so just the location itself is beneficial." (#6)
- "...when I have driven that kind of interaction, this space actually works beautifully where I say I will be lurking in the first floor foray and find me there and then groups are coming up to me and spinning off into different parts of the library and know where to come and find me and there's this back and forth and the excitement on someone's face when they say yeah, we were just talking about this and look, a book!" (#6)
- "I think if I had to pick the one thing it would be the librarians as a public service _____ librarians but the collection too, it's amazing. And the media center as well." (#6)

iii) Student Quotes on Library Staff

- "... the staff that works here, they are so friendly. They really help me a lot. When I'm looking for some books, they always help me ..." (#1)
- "what I like the most is that the staff of the library, they help you whenever you have problem with the computers..." (#1)
- "It's really been an awesome library. I've been very impressed with the resources and the search tools that I've been able to use. I've enjoyed using those and the staff here is very friendly and helpful." (#1)
- "One thing was that they're just cheerful. They're cheerful and they help you cheerfully and it shows that they care and that you can come back. You're welcome to come back and ask for help." (#1)
- "... I've never done anything like this before so it's kind of nice to have that available and everybody's very helpful." (#1)
- "there's always help available from staff." (#3)
- "I just really like how the staff is so open and nice and you can go up and ask them like a really simple question like where is it and they won't like, oh, it's over there. They'll be nice about it." (#3)
- "You don't have to be embarrassed to go and ask a question. They're just really helpful and open." (#3)
- "I come to the library and I can study without distractions but if I have a question...there's always people around to ask " (#3)
- "Yeah, there's not really much of a chance to get confused... because when you do get confused there's always a person or resource to help you so it's not like you're ever, you may be confused if you don't ask..." (#3)
- "...they're looking to help you whereas I think a lot of different libraries, you're like okay, where can I find someone to help or ... at some libraries you ask questions and they're like, okay, it's over there. Like they don't really want to help you and they want to help you here." (#3)
- "You don't have to wait in line." (#3)
- "It's sort of hard to find what you're looking for and they know everything and so they just tell you go here and it takes a lot of time out of what you're considered looking for it, they just know so it's really helpful." (#3)
- "So far the staff here is very friendly too. I've never met one that didn't want to do their job. They all seem to really enjoy doing their job." (#3)
- "I like it when they recommend things too instead of just going from what you asked for. They say oh, you know, you can look at this too. This has some good information. I think that's always good, variety." (#3)
- "I think the staff here is really helpful. They did a good job of hiring people that actually know what they're talking about and they want to help people instead of just thinking it's a job. They actually want to better you and help you with your education. I found that they are really helpful when I needed help." (#5)
- "...when I first came to the library... I didn't know the layout and where the reference books and where the stacks is what they call it, the upstairs ones, and the media center and so I had to ask a lot of questions and about the catalogue looking online in the catalogue to figure out where the books are. The staff, again, was really helpful in guiding me through it. That's the best thing I've taken out of the library. It's just knowing that if you ever have any questions they're going to answer them because they're really knowledgeable and they work hard to help you." (#5)
- "... what I find most successful is just focusing because if you can't, you can ask and staff will help you and so other than that you don't really have worries." (#5)
- "I like the lighting, I like the spaces they give us to study. I like the staff willing to help" (#5)
- "It seems like every time I've needed help from the library staff, they're all pretty enthusiastic about it ... they all seem like they enjoy ... I think it's great because I

know I would get pretty bored pretty fast I would think so it's cool that they're so, every time you ask them they're just so willing and energetic to help you out" (#5)

- "... the fact that they are willing to help you and pretty much your problems are there problems in a way and if you don't understand something, they're going to make sure you understand it or if you need help finding something, they're going to do everything they can to help you find it. And I think that's really important know that you can come here and if you don't understand something they're going to help you." (#5)
- "... it's kind of nice that every staff member knows everything about the library so it's not like when you go and ask someone they don't know the answers too. It's like everyone, you can go up to basically everyone who's working in the library and they'll help you with whatever you need. Every time that I've needed help they've been able to help me out...." (#5)
- "... they give you the help you need and the environment is a good place for you to focus and get what you need to get done." (#5)

iv) Faculty Quotes on Library Staff

- "what I like best about the library is the librarians and how helpful they are and having access to UW Seattle." (#6)
- "... it's librarians and it's the ability to access this system. I live near the University of Washington and so being able to just seamlessly go through there is really valuable. And then for the media center, there seems sort of two things. One is easy access to tools that were simply unavailable at any other institution I've taught at. Digital video cameras and the support that we get from the media center and the class requirement so that the electronic podium and any other technology needs I need, and often a three day notice, are set up and ready to go. So really extensive." (#6)
- "it's the scope that the library has to offer and the help that we have here and for my classes in particularly, 102, it's the training that they get in the lab here in how to use the library and its resources and that type of thing." (#6)
- "And this is like repetition but what I like most about the library is again the access so if I take majors and non-majors so there are secondary and primary literature here and the volumes are _____ because it is hooked up. I mean it's the UW so they can get things online as well, which is not common, I think at most community colleges. At the media center, the turnaround. Like if I put something on reserve, it's on reserve the next hour or two so they're ... really on top of knowing that we need to do something in a really quick fashion, they're great about getting the resources out there." (#6)
- "... what benefits my students is the idea that the library is integrated into our curriculum by way of the librarians and what I mean by that is librarians as instructors. They're not just librarians, they also come in and teach our students about information literacy of notions around various festivals and community activities going around in the Puget Sound so they're more than just what we would imagine a librarian would serve." (#6)
- "personally I think the access to the UW system really is outstanding and the librarians have always been helpful when I've come by myself." (#6)
- "...the integration of the librarians and the library and the thing I think about is librarians are sitting on our committees. Librarians have helped me draft information literacy standards that now are part of the whole social science curriculum that go with every one of our _____. You know, things like that. So they're not just over here in the library but they're really doing things as partners." (#6)
- "the fact that we can be connected with a proxy service to the databases, to the entire library system is just great for me because as an adjunct faculty member

I'm here only two days a week and the other days I'm at home but I can work at home by accessing those and as you said, I've often gone to the databases and pulled up articles either that I want put on reserve and think this will be a good one and that sort of thing and again, oftentimes I do that in conjunction with Leslie, for example. And say, these are what I'm thinking of, do you have any others that are like this? What do you think of the reading level? Is it too complicated for 101 class? And we again, work in partnership to make decisions but we're able to look at the same things even if I'm at home and she's here, which is wonderful." (#6)

- "I think if I had to pick the one thing it would be the librarians as a public service _____ librarians but the collection too, it's amazing. And the media center as well." (#6)

b) Media Center

i) Student Quotes on Media Center Facilities, Resources, Technology

- "I've used the media center for filming presentations and it's the way they have the presentation room set up, it's really simple to just to, like the technology wasn't a problem at all. It was like really straightforward and really easy to use ..." (#1)
- "what's really just helped me is having a place where I can prepare like my speech and practice my speeches which I use that the rooms upstairs..." (#1)
- "what I like about the library is that there's just tons of resources like every kind of resource you can imagine like movies and online books, just everything so it's helpful." (#3)
- "(Media) they had the selection, they're just tons of them and ...if they don't have the movie you want then they can get it here in a couple of days and that's nice too. And the chairs are pretty comfortable too, that you watch the movies in." (#3)
- "I'm studying business and I use the library quite often. I like it because it's quiet, easy to study and not a lot of distractions because everyone's doing the same thing, studying and research. I think the media center is helpful because I've had to check out movies, DVD, whatever, and they usually have all the ones that I need so it's really helpful." (#5)
- "I've watched some movies there. Sometimes I take them home. ...it's real, really nice how they have everything there for you in case you don't have the equipment you need at home. Like a DVD player or whatever like that..." (#5)
- "... I have gone up there and watched a video on a section in our math book that I missed a lesson on and it was actually a video of a guy who went over the same material that's in your book and the same examples so it's kind of nice because I could actually get the visual of seeing how it was done instead of just having to read the text out of my math book." (#5)
- "... I'm pretty impressed with the facilities that are available here." (#1)

ii) Faculty Quotes on Media Center Facilities, Resources, Technology

- "... it's librarians and it's the ability to access this system. I live near the University of Washington and so being able to just seamlessly go through there is really valuable. And then for the media center, there seems sort of two things. One is easy access to tools that were simply unavailable at any other institution I've taught at. Digital video cameras and the support that we get from the media center and the class requirement so that the electronic podium and any other technology needs I need, and often a three day notice, are set up and ready to go. So really extensive." (#6)

- “(Media) so many of them said if I can get a video camera, whatever, I’ll assign it. You go over and I’ll sign you a name and you can get the equipment that you need to do this project then it’s easy and there’s people there to train you and if you’ve got problems with the ePodium, a quick call and they’re there. So, that’s great.” (#6)
- “The media center is extremely helpful as that the level of expertise among the employees as far as being able to get us some pretty cutting edge stuff like MP3 stuff, iPodcasting... materials, is pretty remarkable considering the quick turnaround of how much that learn as much as we do and they’re keeping up and that’s very helpful to our students.” (#6)
- “I think if I had to pick the one thing it would be the librarians as a public service librarians but the collection too, it’s amazing. And the media center as well.” (#6)

iii) Student Quotes on Media Center Staff

- “The people from the media center came into my art class because we were going to be having this video project and they came in and they explained... what they have available and how you go about checking it out. How you go about reserving the editing rooms or the viewing rooms or whatever you need to do... So it was helpful. Good information.” (#1)
- “When we went up to start working on our video, a guy came in and went through the whole process of how to get it started. How to do each different thing. It’s just they’re there to help and they’ll help you with whatever you need.” (#1)

iv) Faculty Quotes on Media Center Staff

- “... it’s librarians and it’s the ability to access this system. I live near the University of Washington and so being able to just seamlessly go through there is really valuable. And then for the media center, there seems sort of two things. One is easy access to tools that were simply unavailable at any other institution I’ve taught at. Digital video cameras and the support that we get from the media center and the class requirement so that the electronic podium and any other technology needs I need, and often a three day notice, are set up and ready to go. So really extensive.” (#6)
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2) Statements from Unofficial Notes

a) Library

- i) Student Statements on Library Facilities, Resources & Technology
- The library is interesting and useful, especially when she needs to use computers (#2)
 - ...likes the look of the CLMC and the big book collection (#2)
 - CLMC is a good place to study. She likes that it is quiet and you can ask for help. She says that for her, the CLMC is not just to pick up books, but to stay and spend time, a place to be comfortable. (#2)
 - The CLMC is a good place to spend time. (#2)
 - This library is perfect! She likes it because the CLMC has good lighting, and it's clean, silent, and comfortable. You don't feel cold in winter or warm in summer. She likes the furniture in the CLMC. (#2)
 - ...likes the Library, it is close to all the resources you need. (#2)
 - the Library is her dream place. (#2)
 - ...the perfect place is the Library reading room, she likes the view. (#2)
 - You're allowed to eat here. (#3)
 - First quarter at CCC and loves the library. Brought his wife here a couple of times [to show her]. (#4)
 - Finds the library a quieter place to study than the CCC Open Learning Center. (#4)
 - Impressed with the library and media center. (#4)
 - loves the accessibility of the UWB ports/ convenience of the USB wires (#4)
 - uses the third floor of the library for quiet study -- to get down to business with studying. (#4)
 - Likes the PowerPoint classes. (#4)
 - Strength in being able to request books from other branches. Cool. (#4)
 - The study rooms are perfect place to study, can spread out and be secluded. (#4)
 - It's up-to-date in technology. Attractive building. It's clear that it's an investment for us. (#5)
 - The course reserves is the most useful, both hard copy reserves and E-Res. This service works very smoothly – the staff are quick and helpful! (#7)
 - feels fortunate to have the CLMC (#7)
 - The UW electronic resources are very valuable and rare for community colleges. (#7)
 - Good resources without having to pay the big bucks (#8)
- ii) Student Statements on Library Staff
- that being able to ask for help is the major strength and then getting help. Someone helped our group for hours last quarter. (#4)
 - Staff here actually help you most of the time instead of pointing or sending you away (#4)
 - She likes the enthusiasm of the CLMC staff (#7)
 - The course reserves is the most useful, both hard copy reserves and E-Res. This service works very smoothly – the staff are quick and helpful! (#7)
 - [Librarians] are very helpful and will walk you through everything (#8)
 - [Librarians] go above and beyond to help (#8)
 - The customer service is good, they are kind and willing to help (#8)

b) Media Center

- i) Student Statements on Media Center Facilities, Resources, Technology
 - ...likes the look of the CLMC and the big book collection (#2)
 - Impressed with the library and media center. (#4)
 - Great Media Center, like that it is connected with UW (#8)
 - Can rent digital cameras, that is amazing (#8)

- ii) Student Statements on Media Center Staff
 - She likes the enthusiasm of the CLMC staff (#7)