

OAKLAND COMMUNITY COLLEGE  
LIBRARY JOINT VENTURE PROJECT

INTRODUCTION:

"Hello, I am \_\_\_\_\_. The Orchard Ridge campus is in the process of surveying student opinion on library services. We would be grateful for your help. Would you be willing to answer a few questions for us?"

1. When do you typically use the Orchard Ridge (OR) library?  
( Check all that apply)

Day(s) of week:

- Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday  
 Saturday  
 Sunday

Time(s) of day:

- Early morning  
 Late morning  
 Early afternoon  
 Late afternoon  
 Evening

2. Do you make special trips to the OR library or do you typically come here before, in between or after your classes?  
( Check all that apply)

- Special trip  
 Before  
 In between  
 After

3. How do you spend most of your time while in the OR library?  
( Check all that apply)

- Reading  
 Studying  
 Research  
 Relaxation  
 Social gathering  
 Other

4. What other libraries have you used in the past year?

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( If no other libraries used, skip to DESCRIPTION.)

- 4b. Was this use related to your academic studies at OCC?

- (1) \_\_\_\_\_ Yes  
(5) \_\_\_\_\_ No

- 4c. In your recent experiences at \_\_\_\_\_ library(s) which better satisfied your needs, Orchard Ridge or \_\_\_\_\_?
- (1) \_\_\_\_\_ Orchard Ridge
  - (5) \_\_\_\_\_ Other
  - (7) \_\_\_\_\_ Equal
- (Interviewer to probe)
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- 

*DESCRIPTION:*

Oakland Community College is considering a joint venture with the Farmington Community Library in which the Farmington Community Library would provide library services to Orchard Ridge students. Under this arrangement both libraries would gain access to the collections the other holds, but access to collections at other OCC campuses may be limited. The Orchard Ridge library would move its existing facility into a new building on the campus which may or may not be attached to the other campus buildings.

5. What is your opinion with regard to this joint venture?  
(Interviewer to read possible responses.)
- (1) \_\_\_\_\_ Very positive
  - (2) \_\_\_\_\_ Somewhat positive
  - (3) \_\_\_\_\_ Neutral
  - (4) \_\_\_\_\_ Somewhat negative
  - (5) \_\_\_\_\_ Very negative

6. If a new library building was to be constructed, where on campus would best accomodate your needs as well as the general public?  
(Interviewer to show map)

\_\_\_\_\_ Location code

Thank you very much for taking time to help us with this brief survey. We appreciate your help.

**OAKLAND COMMUNITY COLLEGE  
ORCHARD RIDGE LIBRARY STUDENT SURVEY**

1. A total of 97 Orchard Ridge library users (students) were surveyed between September 24 and 28 at different times while the library was open. The survey was conducted in order to assess student usage and opinion with regard to the proposed joint library venture between Farmington Community Library and OCC.
2. Heaviest library usage occurs on Thursday with (67%) while Monday, Tuesday and Wednesday have relatively equal levels of usage (52%, 53%, 51%, respectively). Friday and weekend usage is reportedly lowest. *(This finding may be skewed based upon sampling technique.)*
3. Survey findings indicate that late afternoon is the busiest time in the library with 47% of respondents indicating that is when they typically use the library. Furthermore, 42% of students typically use the library in the early afternoon. In addition, 37% use the OR library during evening hours. On the other hand, early morning and late morning hours show the lowest usage (17%, 23%, respectively). *(This finding may be skewed based upon sampling technique.)*
4. Most Orchard Ridge students use the library after their classes (47%). Another 42% of students make special trips to the OR library. Finally, 41% use the library before their classes and 38% use the library in between their classes.
5. Primary uses of the OR library include studying (77%), conducting research (59%) and reading (44%). Much smaller percentages of students use the library for relaxing (12%) and socializing (5%).
6. Numerous other libraries are used by Orchard Ridge students. Nearly one quarter (24%) of survey respondents indicated that they have used the Farmington Community Library in the past year. An additional 10% of students have used West Bloomfield Public library in the past year. The remaining 66% percent of respondents use other libraries throughout Southeast Michigan.
7. Sixty-eight percent of students who use other libraries indicated that other libraries are used as part of their studies at OCC.
8. In terms of rating differences in service between the OR library and other libraries, 43% of respondents indicated that their needs were equally served by the Orchard Ridge and other libraries. Thirty-three percent of students indicated that the OR library better satisfied their needs while 24% indicated that other libraries better meet their needs.

9. A total of 62% of all respondents are somewhat or very positive with regard to the proposed joint venture with the Farmington Community Library. On the other hand, 26% are neutral, with the remaining 13% somewhat or very negative with regard to the joint venture.
  
10. When asked to identify which location would best serve their and the general public's needs, 71% of students choose the site closest to M building. A total of 18% choose the site at the west end of the east parking lot. Only 12% choose the site closest to Orchard Lake Road.

## LIBRARY JOINT VENTURE PROJECT

### NARRATIVES

**QUESTION 4c.** In your recent experiences at \_\_\_\_\_ library(s), which better satisfied your needs, Orchard Ridge or \_\_\_\_\_?

\_\_\_\_\_ Orchard Ridge

\_\_\_\_\_ Other

\_\_\_\_\_ Equal

"Orchard Ridge. LUIS Available. Not too many people using it."

"Orchard Ridge. Better known locations of materials at OR."

"Equal. Either/or depending on needs. Would go to Wayne St. if I could not find what I needed at OR."

"Orchard Ridge. Because it is fully more detailed and it is my home campus."

"Orchard Ridge. Larger it has more information, more personalized."

"Other. Has more of everything."

"Orchard Ridge. More current."

"Orchard Ridge. Better suited to students needs. OR quieter and more room."

"Other. More conveniently located, quiet rooms, can check out more books (less on reserve)."

"Equal. Or could be larger, more study areas."

"Other. Farmington Hills - student more familiar with it."

"Other. Farmington Hills. INFO-TRAC. Wider selection of mags."

"Orchard Ridge. OR is friendlier."

"Equal. Use each for different reasons. Southfield has more variety."

"Other. Easier to find materials."

"Other. Books too hard to find at OR library, help not good, computer system difficult to understand."

"Orchard Ridge. Because of the volume size."

**Library Join Venture Project**  
**Question 4c, continued**  
**Page 2**

"Orchard Ridge. Better facilities, more books, bigger."

"Orchard Ridge. More material."

"Equal. Wayne State is bigger."

"Orchard Ridge. More info needed as related to studies."

"Other. More resources available."

"Equal. Different interests."

"Orchard Ridge. Course related to OR Library."

"Other. Better services. Not enough books at OR Library."

"Orchard Ridge. More books, computers."

"Other. OR better than public libraries, but Wayne State bigger/better. OR has better materials for students."

"Orchard Ridge. More convenient."

"Orchard Ridge. Well for my college courses."

"Orchard Ridge. Has more to offer."

"Orchard Ridge. More info, plus help always on hand."

"Other. More books at Farmington."

"Orchard Ridge. More info, plus help always on hand."

"Other. More books at Farmington."

"Orchard Ridge. Smaller, easier to get around and find things."

"Orchard Ridge. More convenient."

"Orchard Ridge. It is more convenient for me."

**Library Join Venture Project**

**Question 4c, continued**

**Page 3**

"Other. The computer (INFOTRAC) is much easier to find info."

"Other. The others have more information and materials."

"Orchard Ridge. Easier to look up materials, better computer programs (info)."

"Other. Open Sat. & Sun."

"Orchard Ridge. More familiar with OR Library."

"Other. OR Library doesn't have books on premises, that student is looking for."

"Orchard Ridge. OR offers more."

## NARRATIVES

**QUESTION 6. If a new library building was to be constructed, where on campus would best accommodate your needs as well as the general public? Additional comments to question.**

"1. Serve the students first."

"3. You still have to walk."

"1. If they must."

"1. Would prefer K-Bldg."

"3. Depends on other facilities provided. Such as lounge."

"1. Not in the marsh."

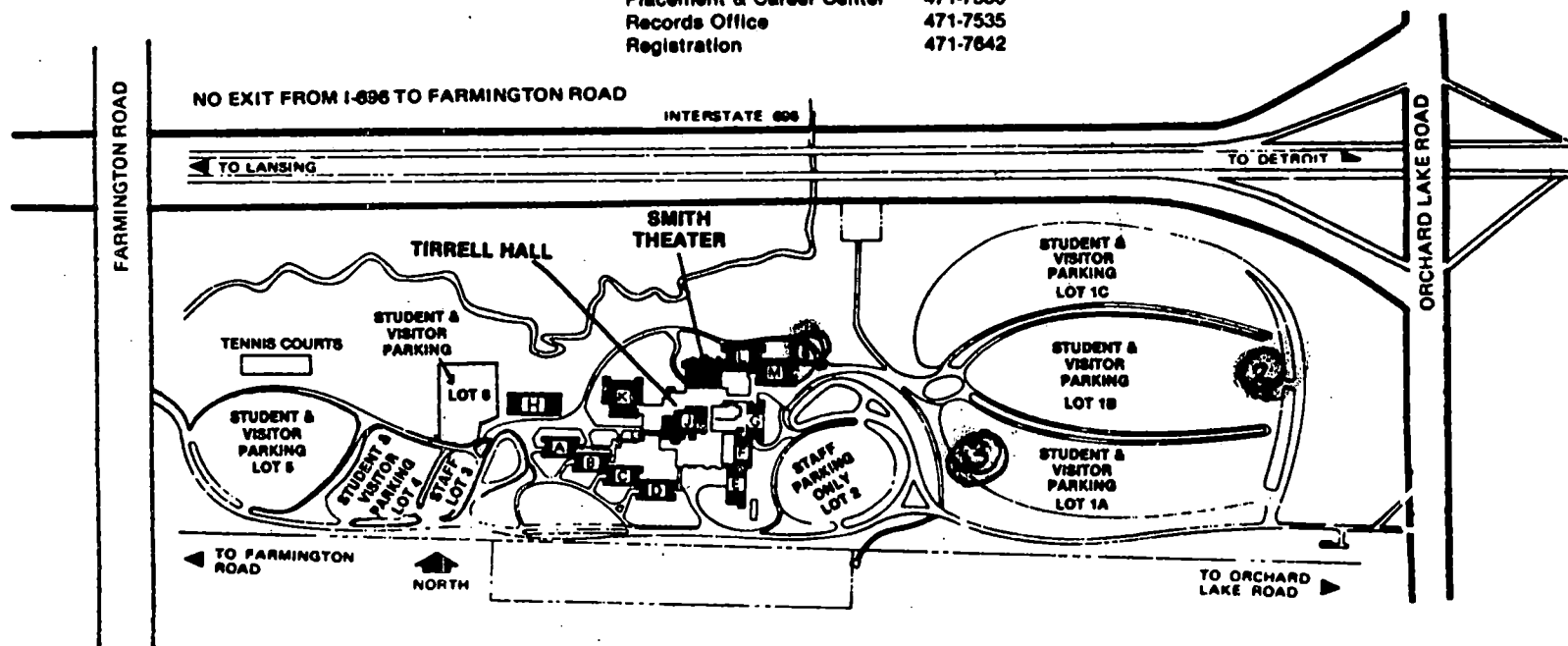
"3. It may disrupt w/woodlands."



# ORCHARD RIDGE CAMPUS

## ORCHARD RIDGE TELEPHONE NUMBERS

Admissions Office	471-7628
Bookstore	471-7681
Cashier's Office	471-7515
Counseling	471-7616
Directory Information	471-7500
Financial Aid	471-7539
Placement & Career Center	471-7556
Records Office	471-7535
Registration	471-7642



- Bldg. A, B, C, D — CLASSROOMS  
 E — RECEIVING AND MAINTENANCE  
 F — CLASSROOM  
 G — CLASSROOM  
 H — COMMUNITY ACTIVITIES—PHYSICAL EDUCATION  
 TIRRELL HALL J — STUDENT ACTIVITIES, FOOD SERVICES, CHILD PLAY CENTER, BOOKSTORE  
 K — LEARNING RESOURCE CENTER AND IPLL  
 L — CLASSROOM  
 M — CAMPUS ADMINISTRATION, COUNSELING, STUDENT RECORDS, REGISTRATION, ADMISSIONS AND FINANCIAL AID

MONDAY Monday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	50	51.5	52.1	52.1
No	5	46	47.4	47.9	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	

Valid cases 96 Missing cases 1

TUESDAY Tuesday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	51	52.6	53.1	53.1
No	5	45	46.4	46.9	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

WEDDAY Wednesday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	49	50.5	51.0	51.0
No	5	47	48.5	49.0	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

THURSDAY Thursday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	64	66.0	66.7	66.7
No	5	32	33.0	33.3	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

FRIDAY Friday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	16	16.5	16.7	16.7
No	5	80	82.5	83.3	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

SATURDAY Saturday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	14	14.4	14.6	14.6
No	5	82	84.5	85.4	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

SUNDAY Sunday

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	3	3.1	3.1	3.1
No	5	93	95.9	96.9	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	

Valid cases 96 Missing cases 1



EMORN Early Morning

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	16	16.5	16.5	16.5
No	5	81	83.5	83.5	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

LMORN Late Morning

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	22	22.7	22.7	22.7
No	5	75	77.3	77.3	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

ENOON Early Afternoon

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	41	42.3	42.3	42.3
No	5	56	57.7	57.7	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

LNOON Late Afternoon

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	46	47.4	47.4	47.4
No	5	51	52.6	52.6	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

EVENING Evening

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	36	37.1	37.1	37.1
No	5	61	62.9	62.9	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

## SPECIAL Special Trip

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	40	41.2	41.7	41.7
No	5	56	57.7	58.3	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

BEFORE Before Class

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	39	40.2	40.6	40.6
No	5	57	58.8	59.4	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

## BETWEEN Between Classes

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	36	37.1	37.5	37.5
No	5	60	61.9	62.5	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		



AFTER After Classes

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	45	46.4	46.9	46.9
No	5	51	52.6	53.1	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	96	Missing cases	1		

READING Reading

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	43	44.3	44.3	44.3
No	5	54	55.7	55.7	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

## STUDYING Studying

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	75	77.3	77.3	77.3
No	5	22	22.7	22.7	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

## RESEARCH Research

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	57	58.8	58.8	58.8
No	5	40	41.2	41.2	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

RELAX Relaxation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	12	12.4	12.4	12.4
No	5	85	87.6	87.6	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

SOCIAL Social

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	5	5.2	5.2	5.2
No	5	92	94.8	94.8	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

OTHER Other Use

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	1	1.0	1.0	1.0
No	5	96	99.0	99.0	100.0
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	97	Missing cases	0		

## LIBRARY Other Libraries Used

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Rochester Public	1	2	2.1	2.3	2.3
Royal Oak Public	2	1	1.0	1.1	3.4
Wayne State	3	5	5.2	5.7	9.1
W. Bloomfield Public	4	9	9.3	10.2	19.3
Flint Public	5	1	1.0	1.1	20.5
Farmington Public	6	21	21.6	23.9	44.3
UM-Dearborn	7	3	3.1	3.4	47.7
Canton	8	1	1.0	1.1	48.9
Novi	10	3	3.1	3.4	52.3
Clarkston	11	1	1.0	1.1	53.4
Troy	12	2	2.1	2.3	55.7
Madonna	13	2	2.1	2.3	58.0
Walled Lake	14	2	2.1	2.3	60.2
Carl Sandburg	15	1	1.0	1.1	61.4
Plymouth	16	1	1.0	1.1	62.5
Oakland University	17	5	5.2	5.7	68.2
Southfield	18	6	6.2	6.8	75.0
Owosso High School	19	1	1.0	1.1	76.1
EMU	20	1	1.0	1.1	77.3
Schoolcraft	21	1	1.0	1.1	78.4



## LIBRARY Other Libraries Used

Livonia	22	2	2.1	2.3	80.7
Redford	23	1	1.0	1.1	81.8
South Lyon	24	2	2.1	2.3	84.1
Oak Park	25	1	1.0	1.1	85.2
Detroit	26	2	2.1	2.3	87.5
Brighten	27	1	1.0	1.1	88.6
No Other	88	10	10.3	11.4	100.0
	99	9	9.3	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	

Valid cases 88 Missing cases 9

## LIBRARY Other Libraries Used

Livonia	22	2	2.1	2.3	80.7
Redford	23	1	1.0	1.1	81.8
South Lyon	24	2	2.1	2.3	84.1
Oak Park	25	1	1.0	1.1	85.2
Detroit	26	2	2.1	2.3	87.5
Brighten	27	1	1.0	1.1	88.6
No Other	88	10	10.3	11.4	100.0
	99	9	9.3	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	

Valid cases 88 Missing cases 9

BEST Which Was Better

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Orchard Ridge	1	25	25.8	33.3	33.3
Other Library	5	18	18.6	24.0	57.3
Equal	7	32	33.0	42.7	100.0
No Response	9	22	22.7	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	
Valid cases	75	Missing cases	22		

JOINT Opinion On Joint Venture

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Positive	1	31	32.0	32.3	32.3
Somewhat Positive	2	28	28.9	29.2	61.5
Neutral	3	25	25.8	26.0	87.5
Somewhat Negative	4	10	10.3	10.4	97.9
Very Negative	5	2	2.1	2.1	100.0
No Response	9	1	1.0	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	

Valid cases 96 Missing cases 1

## LOCATION Preferred Location

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Site #1	1	67	69.1	70.5	70.5
Site #2	2	11	11.3	11.6	82.1
Site #3	3	17	17.5	17.9	100.0
No Response	9	2	2.1	Missing	
		-----	-----	-----	
	Total	97	100.0	100.0	

Valid cases 95 Missing cases 2