
This study examines the experiences of a sample of users of the Wilson Library Special Collections. Issues of accessibility, outreach effectiveness, and user satisfaction are addressed, including access to digitized collections, user awareness of outreach activities, and patron experiences with the spaces and resources available for their use. Survey results are discussed and suggest that, from this small sample, user priorities and those of archivists may differ in their scope. When developing collections, outreach programs, collection websites, and other user tools and spaces, special collections professionals should take into account their desired audience and examine their needs as objectively as possible to make such activities as successful as possible.

Headings:

Library special collections

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Users of archives

Archives use studies
USERS AND SPECIAL COLLECTIONS: ACCESS AND OUTREACH AWARENESS
AT THE UNIVERSITY OF NORTH CAROLINA’S WILSON LIBRARY

by

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Introduction

Special collections have traditionally supported specific purposes and goals, particularly the appraisal, accession, retention, and access of materials of permanent or enduring value. University archives maintain institutional records of the university itself, primarily serving faculty researchers and the administration of the university. However, many institutions also maintain extensive special collections with a broader scope in collection and acquisition.

These special collections, particularly in academic research institutions, have long been regarded as the domain of faculty and professional researchers, and even graduate students can sometimes feel overwhelmed in the reading room.1 These repositories hold relatively rare and unique documents and materials, considered critical for original research in many fields, but which also often act as a cultural heritage collection for the community. Though the primary function of a university special collection is to serve visiting researchers, outreach is a critical and often underemphasized part of many institutions’ missions. And even though many of the users in these traditional groups perform research activities in special collections environments, they may not know about all of the other outreach programs and events that many institutions offer in addition to their reading rooms and manuscripts. In addition to outreach, there is also the problem of access to special collections.

According to the Society of American Archivists (SAA), access is a core professional value. A primary impetus of access is to “promote and provide the widest possible accessibility of materials, consistent with any mandatory access restrictions, such as public statute, donor contract, business/institutional privacy, or personal privacy.” In addition, there is a social responsibility inherent in the profession. Archival and special collections materials are a part of the larger cultural record, often of a local or regional community in addition to the university itself. Though digitization programs and online exhibits have increased the accessibility of a small number of special collections, processing backlogs, confusing user aids, and a lack of understanding of user wants and needs contribute to the continued perception of special collections as difficult to use, and only available for those users who wish to pursue “serious” topics.

A key part of assessing the ability of special collections patrons of all types to actually use these important materials is to study the users themselves. Though there are definite trends that archives and special collections can draw upon to make their collections more accessible, such as digitization of materials and the redevelopment of finding aids and other traditional archival tools, each institution has its own particular community of patrons who have different needs and desires. Tapping into those needs and understanding the user community of the special collection is a critical part of ensuring that the outreach efforts of the institution are successful and that the collections themselves are accessible to the variety of users that may utilize special collections resources.

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Importance for University Special Collections

Many special collections are realizing the need for outreach programs because they hold materials that have a broad potential interest, not just for the researchers who make up the institution’s primary user group. Service to users within university special collections has continued to diversify, and with the proliferation of digitization initiatives and remote access to material, it is likely that librarians and archivists in these institutions will only have a wider variety of users in the future. Understanding the needs of the core group of special collections users can help these institutions as their user groups expand. The way individuals go about obtaining information may differ in some respects depending on whether the user is a professional researcher, student, or community user, but an analysis of user needs can point out general issues of collection accessibility that can benefit all users in the future. Understanding user desires for outreach events can also promote the collection to a wider audience and potentially increase the use of special collections by all user groups, not simply those that most commonly utilize the material.

University archives and special collections are often called to justify their own existence in the university system, and the potential increase in collection use that can occur as a result of effective public outreach is one way to do so. At many institutions, there is a mandate to justify the expense of university funds on archival collections and materials, which can be costly and time consuming to acquire, process, and preserve. Outreach can be a way to that those expenses are worthwhile.

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3 For example, the special collections of UNC’s Wilson Library (http://library.unc.edu/wilson/about/), the David M. Rubenstein Library at Duke University (http://library.duke.edu/rubenstein/about/library), and Notre Dame’s Hesburgh Library (http://rarebooks.library.nd.edu), among others.

4 The North Carolina Collection is constantly digitizing material in order to make it publicly available and working with partners nationwide and statewide to increase public access to materials as well. (Information gathered from a tour of Wilson Library, October 2014).
Outreach provides a venue for university archives and special collections to showcase their materials and value not just to the university administration but to the larger public. In order to be successful in outreach, archivists and special collections librarians must continue to “consider the image they unconsciously project.” Efforts have been made to make archives and special collections more accessible through digitization and also through classroom instruction, which strives to familiarize novice students with archival and special collections material, but the image of the closed archive still exists in the minds of many potential users. In addition to making archives more accessible and less exclusive, institutions need to assess their users above all. Outreach programs and events that try to address these problems may not be well publicized, and even if they are, they may not be organized or scheduled in a way that allows even the special collections’ core group of users to attend or participate. Learning more about what users and patrons would desire in outreach programs could give insight into how to effectively schedule these events for maximum attendance and patron participation. Special collections and their staff do not operate in a vacuum, but rather in a world of competitive funding opportunities within the university and a continued need to showcase the importance of their collections in order to maintain and provide access to these materials in the future.

One important way to do that is to make sure that researchers, faculty, and graduate students, often the main users of special collections, know about the wealth of information available to them that may not be directly related to their area of study. In addition, outreach events can make other potential users in the community aware of

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important resources the special collections have, such as those at the Southern Folklife Collection in Wilson Library, which is an incredible wealth of resources on local music history and popular culture, particularly from the Chapel Hill area. Special collections contain a vast array of items, and many of those are relevant to personal projects and other forms of research that are not directly related to scholarly work. Outreach programs are a great way for these institutions to show their connection to their community and to these types of projects in a way that might increase collection use by both current core groups of users and community members who may not have been aware of these materials. But, to be successful, outreach programs need to be relevant to the audience the institution wishes to draw in, and these programs are often under publicized and difficult to find information about, which is another problem of accessibility for special collections users and potential users

**Accessibility and Outreach**

Though many special collections contain and preserve materials related to a larger community history and heritage in addition to scholarly research, there are often barriers to accessing materials held on university campuses. First, there is the simple matter of awareness. Undergraduate students as well as the general community population may be totally unaware of the existence of these unique cultural artifacts. Even graduate students do not often venture into special collections institutions unless specifically required by a course, assignment, or scholarly research project. Special collections and other archival materials rely on their use to remain viable, and outreach as well as accessibility are key
parts of ensuring special collections remain relevant in a fast-changing environment.\(^6\) After all, what is the purpose of expending funds on preservation if no one utilizes the materials? Indeed, why work to preserve the cultural record if we are not interested in reaching out to our users and assessing their experiences, needs, and desires when utilizing our materials?

The popular perception of special collections does much to dissuade many users from venturing into their doors, especially if librarians and special collections staff continue to perpetuate the idea that rare materials are reserved for “scholarly” or “professional” use.\(^7\) This stigma can dissuade undergraduate students and even graduate students from utilizing special collections unless absolutely necessary, pushing away a significant group of users. Professionals and researchers in the field have been promoting a broader definition of access within archives and special collections, and with that broadening there has been a larger emphasis about the importance of archival outreach becoming a regular and key component of professional life, not simply a side project.\(^8\)

In the university setting, special collections outreach still focuses primarily on the core user groups of faculty and researchers. There has, however, been an increased interest in the promotion of special collections to undergraduate students, particularly in a classroom setting.\(^9\) Many strategies that have been effective to make special collections


more visible and accessible to students would also be appropriate for public outreach. The continuing digitization efforts of many institutions, for example, make materials available remotely to the University community as well as the general public. In addition, collaboration with faculty as well as community partners can help special collections create outreach programs such as exhibits, lectures, and other events to reach out to the public as well as their core user groups while maintaining their commitment to further the goals of the University and the special collections as well.  

In addition to the lack of outreach efforts from many academic institutions, special collections are some of the most intimidating sections of any library for novice users. There are many barriers to accessing these records that go beyond simply promoting collections and increasing awareness of the availability of these materials. Though digitization efforts have made some of those barriers less problematic, the nature of closed stacks special collection means that finding interesting information must become methodical and not spontaneous for a user to be successful. Browsing the shelves for interesting looking titles or materials is not an option in most special collections libraries. Even online browsing can be less than helpful, depending on the collection’s search engine and use of controlled vocabulary. In addition, most users are substantially less adept at using the materials archives provide patrons that try to facilitate a kind of browsing experience, such as online catalogs or subject headings. Finding aids

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continue to be difficult and unintuitive, particularly for inexperienced users, whether from the public or university community.\textsuperscript{11}

Outreach and marketing can be powerful tools to reach out to a wide variety of special collections constituencies. Promotion and marketing are not new in the realm of public library work, but the implementation of successful marketing and outreach efforts in the world of academic libraries and special collections is still evolving as the mandate for such outreach has shifted from attracting donors and promoting special collections as a repository. Instead, many special collections and rare book collections must continue to prove their relevance to administration in a climate of often scarce funding. One of the most critical ways in which any special collection can argue for its own importance in the university system is through proving its collections are worth the costs of preservation, namely, that they are being used by patrons. In a profession that is increasingly promoting itself as user-centered, it is important to conduct studies and collect information about the actual users of special collections materials in order to serve them better. In this light, outreach efforts that work to make special collections relevant and inviting to a wide audience of users may serve the needs of all, as more users can mean more funding which serves researchers, librarians, university administrators, and the public community as well.\textsuperscript{12}


Research Question

The importance of outreach and access seems to be a pertinent issue in university special collections. Outreach programs can increase the perceived worth of special collections materials by encouraging their use by a larger number of patrons and by increasing the visibility of the special collections institution as a potential repository for additional materials. Much of the information housed in special collections in universities has been collected with a specific purpose, and often there are unique collections that go unnoticed by researchers. It is not enough to simply maintain that collections are “available” and make little effort to dissolve the barriers that prevent users of all kinds from interacting with special collections materials. Outreach efforts can serve many purposes, and they do not have to diverge from the institution’s goals of promoting and furthering the goals of the University itself. Outreach programs and other methods of increasing access to special collections materials can serve the needs of the public as well as the university community, leading to more partnership and use of special collections materials.

This research project investigated the ability of users to access UNC special collections, particularly those housed in Wilson Library, as well as their experience when using special collection materials. It also examined user awareness current outreach efforts and user perception of Wilson Library’s services in general. In light of the issues surrounding access, awareness, and outreach in special collections, this research study addressed a few key questions:

- What is the user experience when accessing Wilson Library’s Special Collections?
- How knowledgeable are users about Wilson Library’s outreach programs and events?
• How knowledgeable are users about Wilson Library’s special collections?
• How might the user experience inform future efforts to raise community awareness of Wilson collections?

Literature Review

Within the field of archives and special collections, the topic of outreach has been widely discussed in the professional literature, particularly in the late 1980s and early 1990s. The Society of American Archivists did not even include outreach in its basic glossary in 1974, and a large portion of the professional discussion about outreach in these years centered on theory and opinion. The definition of outreach was still being debated by professionals in the late 1980s, and in 1991, in an issue of Archivaria dedicated to “Public Programming in Archives,” there was extensive discussion of the position of outreach in the profession, where it seemed to have continued to be “an afterthought.” It seemed obvious to professionals that the archives were becoming a more popular institution, particularly as cultural heritage and other similar industries emerged, showing that the public was in fact often interested in historical and cultural activities. In 1991, Archivaria published an entire special issue devoted to outreach in archives which included many calls for archivists to make outreach a more critical and integrated part of their activities.

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13 See for example Gracy II, David B, “Is There a Future in the Use of Archives?” Archivaria [Online], Volume 1 Number 24 (Summer 1987) p. 3; Cate, Ann Ten, “Outreach in a Small Archives: A Case Study”. Archivaria [Online], Volume 1 Number 28 (Summer 1989) p. 28; Wilson, Ian E. “Toward a Vision of Archival Services.” Archivaria [Online], Volume 1 Number 31 (Winter 1990-91) p. 91.
Though such professional discussion is extremely valuable as archivists and archives continue to define their roles in society and the description of the archivist’s job evolves, in this early segment of the literature it provided few guidelines or studies on how exactly to perform outreach activities. Though archivists seemed to agree that outreach was critical and necessary as a professional function, they had very few suggestions that illuminated concrete strategies to increase user access and awareness of archival materials. In addition, the vast majority of this discussion focused on public archives, state archives, and other institutions that, ideally, served any individual who wished to use the archive. Absent from much of these opinion pieces and articles was the issue of special collections and those materials often held at academic institutions. These materials, and those held in private archives, seem to have been considered a category of their own, where use could be restricted to a particular set of the population based on institutional missions and other considerations.

As technology has moved forward by leaps and bounds, however, and special collections holdings have been rapidly digitized to provide better access and availability to patrons, the question of outreach has resurfaced. To whom should these materials be accessible? What is the duty of archivists in university-held special collections to their users? Who, indeed, are the users of these documents? With the increase in connectivity and visibility that is often offered through the Internet, social media, and digital collections among other things, archivists have had to consider expanding the traditional notion of an academic special collection, as Michelle Visser suggested in 2003.  

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Outreach is not a problem that the field has conquered by any means. As recently as 2013, archivists have been encouraged to “become more proactive in helping the outside world discover the sorts of records available within the repository,” think outside the outreach box, and welcome more users into the collections by reaching out, not simply waiting for users to discover the unique and valuable materials contained in special collections and archives.\(^ {17}\)

**Access**

The Society of American Archivists defines access as “The ability to locate relevant information through the use of catalogs, indexes, finding aids, or other tools. - 2. The permission to locate and retrieve information for use (consultation or reference) within legally established restrictions of privacy, confidentiality, and security clearance.”\(^ {18}\) A related term, accessibility, is often used when discussing issues of access, and is defined as “The characteristic of being easily reached or used with a minimum of barriers. - 2. The ability to locate relevant information through the use of catalogs, indexes, finding aids, or other tools. - 3. The permission to locate and retrieve information for use (consultation or reference) within legally established restrictions of privacy, confidentiality, and security clearance.”\(^ {19}\)

Massive processing backlogs prevent users from seeing and utilizing large amounts of special collections materials. In addition, lack of knowledge of archival tools


\(^ {19}\) Ibid.
can make the search process seem intimidating and difficult, discouraging new users to come and utilize special collections material in person.\textsuperscript{20} These issues make access an important problem in the profession. Digitization is one piece of the outreach puzzle that has shown great promise for increasing access to special collections material for all user groups. In academic libraries, journal databases provide remote access to students and faculty, increasing the use of library resources in and outside of the physical building. Many archives have also digitized massive numbers of documents, creating online exhibits, and allowing remote access to collections online as well as in the physical archive. Many of these collections are available to anyone who wishes to see them, unlike the journal databases at many academic libraries. With so much material theoretically available for the public to access, it is important that archives also make that material accessible, ensuring that the material itself or the system does not present unnecessary barriers to the user who wishes to investigate special collections holdings.

Increasing access to special collections for a wider variety of patrons brings up many of the anxieties that academic librarians and their institutions have debated when discussing the issue. There is a concern that providing access to a community broader than the “primary users” of an institution will divert resources and staff in ways that are economically disadvantageous and decrease the ability of the special collection to effectively carry out its mission. There is, and likely will always be, a serious tension in both academic libraries and special collections between those who wish to provide the highest level of service to the institution’s “primary users” and those who believe that

there is a broader mission to serve those who would use special collections, whoever they might be.\footnote{Weber and Lawrence, 2010; Lloyd M. Jansen, “Welcome or Not, Here They Come: Unaffiliated Users of Academic Libraries,” \textit{Reference Services Review} 21, no. 1 (Spring 1993): 7–14.} The decision to serve non-traditional users will ultimately lie with a particular institution and their mission, but many university special collections emphasize the larger community as an important part of their collections’ audiences and user groups.\footnote{“From the Director.” UNC Chapel Hill Libraries. http://library.unc.edu/wilson/about/director/ (accessed October 18, 2014).} In addition, with special collections and rare materials, there are security and preservation concerns to take into account when debating the idea of community access.\footnote{Hang Tat Leong, Jack. 2013. "Community Engagement - Building Bridges between University and Community by Academic Libraries in the 21st Century." \textit{Libri: International Journal Of Libraries & Information Services} 63, no. 3: 220-231. \textit{Academic Search Complete}, EBSCOhost (accessed September 25, 2014).} A higher rate of use of materials may mean that they degrade more quickly than they otherwise might. However, the principle core value for any archive is to promote use, without which preservation is a somewhat futile endeavor.

Particularly within university special collections, there has been little research on public access. Many institutions restrict access to materials to those described or registered as “researchers,” though technically the collections may be open to the community. Though academic libraries have been relatively open to allowing community access to their resources and collections, the same is not necessarily true for special collections and rare books collections. Mandatory registration for access to physical archival materials is common, and some institutions simply restrict access to those with permission to access archival materials, which often effectively restricts those items to university affiliated individuals only. Despite these concerns, there is some suggestion within academic library research that granting community access to materials
may foster a sense of good will from public users, potentially increasing their willingness
to donate to various programs or development efforts in the future.24

There seems to be a general consensus among professionals in public archives
that the traditional tools of the institutions, such as finding aids and other materials are
needlessly complex and tend to serve the needs of the archivist much more than the needs
of the patron. Many users, both novice and experienced, tend to find them difficult to use.25
Archival search engines are also a problem, as most employ controlled vocabulary
and the level of archival description for different parts of an institution’s holdings may
vary quite widely. The interfaces of online catalogs and finding aids can be difficult to
parse, leading to confusion for somewhat experienced users and especially for those that
may be new to archival materials. User expectations are influenced by their experiences
in other parts of the digital world as well. Some user needs can be easily met through
simple web interfaces and search tools, but much of the time archives and special
collections do not support these interactions well. Users of all types, even those who are
conducting more in-depth queries and investigations into archival material, are now used
to convenient tools and easy-to-use interfaces when accessing both digital and physical
material.26

Other potential barriers to access include relatively simple items such as the
operational hours of university special collections. Many are only available during
specific hours on weekdays, with limited weekend service. In addition, though many

25Diedrichs, Carol Pitts. 2009. "Discovery and Delivery: Making it Work for Users." The Serials Librarian
28 Diedrichs, Carol Pitts. 2009. "Discovery and Delivery: Making it Work for Users." The Serials Librarian
university institutions are making collections and finding aids available online, and often provide an online catalog or search feature to find collection items, it is rare that the online catalog contains information or records for all special collections holdings.\footnote{Morales, M. and J. Rosen. 1999. "Accessing the Old and the New: Outreach Via Web Exhibits and Archive Collections at the University of Arizona Library." \textit{Reference Librarian} (67/68): 57-67.} Even the physical space of a special collections department or institution can be a barrier to access. The architecture and layout of buildings, stacks, and reading rooms often reflect an archival philosophy of a closed collection, where stacks and materials are not accessible to users, who must go through the archivist to obtain their desired items for investigation. Some special collections and university archives, such as the University of Arizona, have tried to remedy this solution by renovating special collections spaces in ways that facilitate increased access, whether by providing workstations that enable online catalog access or re-working reading room space to make room for educational exhibits and community meeting spaces.\footnote{Morales, M. and J. Rosen. 1999. "Accessing the Old and the New: Outreach Via Web Exhibits and Archive Collections at the University of Arizona Library." \textit{Reference Librarian} (67/68): 57-67.}

Overall, it seems that there is much professional interest in expanded special collections access, particularly in the digital era. There is recognition that university special collections and archives often have a user base that is expanding and that the uses of archival material are becoming more varied. However, there still seem to be relatively few examples of studies that investigate specific barriers that discourage access to special collections or strategies special collections institutions could employ to help diminish these barriers. In particular, studies that gather user opinions on these issues and have patrons describe their own experiences with special collections material are difficult to find.
Because physical access to special collections material often requires registration with the institution, and asking for help using special collections material is often intimidating, access, particularly by novice users, may be limited to the small amount of digitized material that might be available on the web. When users do visit special collections, their search for material often necessitates navigating through difficult-to-use tools, along with potential restrictions that material must be requested in advance. Such barriers seem to especially prevent the kind of spontaneous and curious investigation that is common when a researcher or user isn’t sure what material they may be interested in. All of these various barriers to access can prevent special collections from reaching a wider variety of users, both potential and current.

**Outreach**

In most cases, increasing access also involves increasing awareness, which is generally accomplished through outreach programs. Outreach has always been a part of special collections work, but not until the 1980s and 1990s did it come to be considered a truly key part of the job of the special collections librarian or archivist. It is in this period where some of the most prominent discussion of outreach begins to occur in the professional literature, with many professionals calling for a re-evaluation of the role of outreach in the profession.²⁹

Many argued that archivists and special collections librarians had done themselves a disservice by focusing primarily on collection, description, arrangement,

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and other admittedly key parts of special collections and archival work. However, the institution’s constituents were not a part of this process, and many did not understand anything about the importance of archives and special collections to society and as a method of preserving and maintaining cultural heritage. Many members of the public had no real knowledge of the availability of these institutions, didn’t really understand what they were for, and, perhaps most critically, did not find much use for these types of institutions. In many cases, there was serious questioning about the need for archival institutions at all, though their core group of users would almost certainly have argued otherwise.30

Most research on outreach in special collections as well as academic libraries has focused on outreach from the library’s perspective. There are many studies that research the effectiveness of particular marketing plans or outreach programs developed by library staff.31 However, few studies look at outreach from the perspective of the user. For example, a team of researchers studied the desires of public library directors in Tennessee, but did not extend the survey to see what skills, programs, or workshops might interest the users of the library.32 This study showed that partnership with community libraries based on the desire of the community of public librarians to partner with the institution can be an effective method of outreach, but did not extend their research to other user groups.33

33 Ibid.
Researchers at the University of Illinois at Urbana-Champaign (UIUC) developed a marketing strategy for the business library, but only looked at current business school users of the library. Finding on-campus partners to extend the visibility of the library was shown to be a viable opportunity for outreach extension, but this study started from the library and its staff, not from the community. Thus, the partner programs were those that the library staff might have seen as interesting to the community and other users, but community input was not gathered when selecting these outreach partners. For all the focus on the need for more outreach to a larger audience, there seems to be less focus in the profession on what outreach methods the larger community is interested in seeing. A few studies focused on access to academic libraries from the user perspective, say more but few have investigated those strategies in regards to special collections specifically. One study of ARL libraries conducted in 2006 examined the outreach efforts by special collections institutions to K-12 users, generally accomplished through classroom visits. This represents a promising avenue of outreach to the public, through both students and teachers, which could potentially reach parents, relatives, and other community members. While many of the special collections investigated did provide tours and guided activities with students, most had relatively few groups attend per year.

Overall, the study of outreach in university special collections overwhelmingly focuses on programs and strategies that theoretically could bring in more users, promote access, or increase the visibility of the collections. Many of these have been extremely effective, particularly if they tie in with current popular culture. But more research needs

34 Song, Yoo-Seong. 2006. "Evidence-Based Marketing for Academic Librarians." Evidence Based Library and Information Practice 1 (1): 80.
to be done to address the user side of this equation. It is not guaranteed “if you build it, they will come.” Or even if special collections promote materials, users will come. If public outreach is truly an important part of the archival profession, it is critical to study our users and assess what their needs and desires are when using archival collections. What outreach activities would they be interested in? How can special collections implement programs that will raise awareness and use of their materials by interested parties?

Special Collections

Much of the field research into special collections specifically has focused on ways that the institution can make the user experience better and increase access to materials. One of the larger challenges for special includes processing and making available “hidden collections,” which often include collections of materials that are known only to the archivists and are not accessible to any category of users. In addition, promoting the importance of special collections in the university community and environment remains a priority. Special collections must increasingly prove their worth and their effectiveness to receive the funding that continues to be in short supply. Many institutions are encouraged to actively promote the use of archival materials for “whatever purposes people find constructive and interesting.”

Though all of those issues are critical to the success of special collections institutions, relatively few professionals have asked what kind of research experience users are interested in when they visit. Some professional dialogue has discussed special

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collections and their users in the wake of Web 2.0 technology becoming part of everyday life. Overall, it seems most users expect their experience on a special collections website or a library website to be similar to the experiences they have with search engines like Google or shopping sites like Amazon. Users expect a high level of service quality, interfaces that are easy to use, and that standard functions like searching work in the same ways that they do on the internet in general. The same could be said of those who visit the archive in person, not simply through an online interface. Traditional user aids lag behind the expectations of archival users, especially those who are not familiar with archival investigation.

Today, a wide variety of users have access to some form of Internet technology through which they could access information or special collections materials remotely. However, a large majority of special collections institutions do not have any kind of web-accessible information available for potential users. This is a critical challenge when digital access could be a powerful way to address the often intimidating experience of using archival materials in person.

A 2009 survey of special collections librarians in college and research libraries revealed that, at the time, many archives had no online presence, and that digital access was being demanded by users in a time when archival collections are increasing and funding is often dramatically decreasing. Much of the rare and unique material continues to be hidden from users, either because of slow processing or due to a lack of online

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availability. This poses an interesting problem for special collections institutions. Online access is one of the primary outreach methods suggested to improve access to and awareness of special collections, and yet many organizations do not make materials available online, or have very few documents or collections that have been digitized.

Along with issues of remote access, researchers have studied undergraduate students as their primary user population when investigating special collections. Many researchers have conducted a variety of user studies that focus on the impact of research assistance, instruction, and other programs on undergraduate students who are often new to the special collections and to primary source research. This concentration on undergraduate students is likely because they are one of the higher concentrations of new users to special collections and archives, and they are a relatively convenient group to study in a university setting. There are few studies that explore similar interactions or programs aimed at other new users. Many of the same characteristics, such as being unfamiliar with archival procedures, needing assistance with reference and the user aids available to them, and potentially being new to primary source research in general are likely to exist in unaffiliated special collections users, or even incoming graduate students.

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or visiting researchers. Some investigation into outreach techniques has emerged, with exhibits, lectures, and other modes of outreach being suggested as successful and useful models to promote community engagement with special collections materials. In general, however, there have been few empirical studies which examine a variety of users of special collections and their perceptions.

**Methods**

This study contributes to the continuing professional dialogue concerning more open access to special collections material through an investigation of current users at UNC’s Wilson Library. The Wilson library is home to several special collections, including the Southern Historical Collection (SHC), the Southern Folklife Collection (SFC), and the North Carolina Collection (NCC), as well as the University Archives. For the purposes of this study, only the users of the SHC, SFC, and NCC will be included, to maintain the focus on university special collections. I distributed a link to an online to users of both Wilson Library reading rooms as well as through relevant listservs throughout the university including the School of Information and Library Science and the History department. This provided a simple method to gather user responses.

I made the shortened web survey URL available to Wilson Library users during a variety of working hours over a period of one month. The survey gathered information about the users’ purpose in coming to Wilson Library, their feelings about the collection’s accessibility and ease of use, and also collected pertinent demographic information to ensure that there is a sample of non-affiliated users included in the survey.

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results. A $50 gift card drawing was used as an incentive to encourage more survey participants.

Questionnaire items included both scaled and open-ended questions to capture nuances in user perception of the accessibility and ease of use of the special collections, as well as user awareness of current outreach programs that Wilson Library has undertaken within the past year. Open-ended questions covered barriers to access, possible improvements on outreach programs, and user satisfaction with current conditions of service in Wilson’s special collections. Measures and techniques from Measuring Quality: Performance Measures in Libraries were employed to collect data about each of these target areas. The indicators supplied in this guide are considered appropriate for academic and public libraries as well as archival and special collections institutions.

Measuring Outreach Awareness

To measure user awareness of outreach initiatives, questionnaire items measuring market penetration among non-traditional users were employed. Wilson Library has a primary audience of faculty, staff, and the students of UNC; however, they have also designated the broader public community as a secondary audience. The survey questions were written to try and assess what knowledge users have of current outreach activities, how they came to know about the collections or activities, and included a section for comments about programs or events the users would be interested in seeing in the future.

41 http://library.unc.edu/wilson/about/director/
Measuring Ease of Use

To assess the ease of use of Wilson’s special collections to the non-traditional user, a series of questions about the collection’s ease of use were developed and included in the questionnaire. These questions investigated user perceptions of the collection and asked about their experience using materials in Wilson special collections.

Measuring Accessibility

These questions included items asking about the time it took users to request materials, the registration process to use the collections, opening hours, availability of staff for reference questions, reading room space for research, and other aspects of service that may impact the collections’ accessibility to patrons.

Data Analysis

Responses to open-ended questions were analyzed individually. Because participants were free to skip any questions they wished, there were relatively few free-response answers. These responses tended to cover similar topics, and were used as examples of items that received particular attention from participants in the general questionnaire items about Wilson Library, which had a higher response rate than the open response questions. Descriptive statistics was employed to discuss the overall trends that were present in the survey data. Due to the small sample size of respondents, little statistical analysis would have been significant in terms of Wilson Library as a whole. Therefore, this small pool of responses is described and general trends are discussed in the results and discussion section. Though the respondents did not represent a large
portion of Wilson Library’s overall user population, there were themes that resulted from the response data that could provide valuable feedback about the special collections and the experience of users in Wilson Library. Of particular interest in this study were any issues users had accessing collection materials as well as specific complaints that were addressed in some open-response items. This information could be used to focus a broader study and help improve library services and user experience in the future.

Results

From February 2, 2015 to March 13, 2015 the survey received 25 total responses. The number of responses is low, perhaps due to outside factors during the course of the survey, such as when the University closed due to adverse weather conditions. In addition, the survey distribution in Wilson Library relied on participants to complete it on their own time and did not require them to participate in the study while they were researching or using library collections. I used this method so that the study did not overly inconvenience researchers, who value the time they have in the library to work on their own projects, but this method could have led to participants forgetting to take the questionnaire, even if they had intended to when they received the web address at the library. Though the response rate was not as high as hoped for, the study still yielded interesting results in terms of the user experience at Wilson Library.

The most-utilized collections were the Southern Historical Collection and the North Carolina Collection, which is consistent with the character of Wilson Library’s special collections goals, which include collecting material relating to the history of the American South and the state of North Carolina. Some respondents also used the other
collections in the Library, though Rare Books and University Archives were used by the least of the survey participants in the last year (Fig. 1). Most of the study participants identified themselves as graduate students, and one identified as a soon-to-be faculty member at another institution, so this distribution was not unexpected (Fig. 2).

In terms of access, most users had a generally positive experience with the collections they used. A variety of aspects of the library user experience were included in the questionnaire to try and analyze the broad user experience, not just that of the material request process or the act of finding particular information. One of the most prominent barriers to access across all of the responses seemed to be the library’s opening hours. This received specific mention by four of the participants in the open response questions, suggesting that the hours were problematic enough to warrant more effort in
responding to the survey. Wilson Library is currently open from 9am to 5pm on weekdays, with limited weekend hours of 9am-1pm on Saturdays and 1pm-5pm on Sundays. These hours can be restricting for community users, faculty that may not be from local universities, and even graduate students and other members of Wilson’s main user groups who have other obligations during weekdays. Study participants generally accepted the shorter weekend hours, but a few of the respondents specifically mentioned the weekday hours as being unnecessarily prohibitive to potential users.

**Accessibility of Collections**

The material request process was a potential barrier to access, as users have to request material in advance for much research in the special collections at Wilson. This process can take up to two days or more, which could be a substantial barrier for collection use, particularly considering the issues that study participants mentioned in regards to the Library’s hours of operation. The majority of users, at 33% of respondents, did not use the advance request service when they visited Wilson Library. This was a somewhat surprising statistic, as archivists require advanced notice to prepare many of the collection items for researchers. Of the respondents that did request materials, 50% reported that they received their items in one day or less. It took one to two days for 33% of respondents, and only one individual reported a request taking more than two days to be fulfilled. This seems to be a relatively standard wait time, and most of the survey participants reported that they were mostly satisfied with the request process. One individual reported that they were less than satisfied with the experience of requesting material (Figures 3 and 4).
The three respondents who answered the open-response questions about the request process indicated somewhat opposing opinions. Some participants reported that they had no suggestions or would not change any aspect of the request process while others suggested that the process for requesting materials was “overly complicated.” Of the participants who did not request materials and simply browsed the collections or requested items when they visited the library, the majority found that the material was readily available to them. The only specific complaint about the request process referred to an accidental mis-shelving of some requested material by a staff member, which led to
the items not being available when they had been requested. It seemed from the response that this situation was quickly resolved, and so the majority of participants seemed relatively satisfied with their ability to access and use materials at Wilson Library.

**Outreach Programs**

To try and evaluate the relative awareness of Wilson Library users about the outreach programs the library puts on throughout the year, there were two main questions in the survey. One used events from the Friends of the Library calendar to assess the general awareness of each event from the past year. The second assessed user interest in the outreach programs from the past year. A third question was open-ended and intended to gather suggestions for the kinds of events and programs users would like to see in the future.

By far the outreach program that most respondents knew about was a heavily promoted exhibit called “Where is Tobe? Unfolding Stories of Childhood, Race, and Rural Life in North Carolina.” The exhibit explores these themes through the story of Tobe, a child who asked his teacher why none of the characters in children’s books looked like him. The teacher set out to write a book that showcased Tobe’s story, and the exhibit explores “how this one book opens up to reveal stories within stories — of rural African American life, of the history of children’s literature, of the 1930s documentary impulse, and, significantly, of real individual families.”[^42] This exhibit ran from October 2014 to March 2015, and was heavily advertised through signs around campus and

through other means. The related exhibit, Voices from Tobe, was the runner-up for the most respondents that had heard about the program in some way.

All of the participants had heard of at least some of the various programs and exhibits, which is certainly a mark of success on Wilson Library’s part. There were only two programs that none of the participants recognized, a program on Medieval History in cooperation with King’s College London and a relatively niche program on indie photobook publishing. The rest of the exhibitions had varying levels of awareness among respondents, with anniversary and special occasion events being relatively more well known than some of the library’s programs with a more specific audience in mind. The exhibits that survey participants indicated they would be interested in differed slightly from those that they were aware of. Though some respondents did not seem to be as aware of a relatively new exhibit about the evolution of paper currency in North Carolina, it was the program with the highest interest level from the group as a whole.

These details show that, though Wilson Library offers a wide variety of programs for students, faculty, and the general public, not all of the programs are marketed so that they capture the awareness of their intended audience. The Friends of the Library calendar that was used to list the outreach events is not accessible to all potential visitors. In addition, though all of these events are visible on Wilson’s online calendar, only a select few are showcased on the website with banners and pictures that would likely capture the interest of more visitors or potential attendees.
Other Findings

In the assessment of user satisfaction with Wilson Library’s services, the vast majority of participants who responded to these questions indicate that they were somewhat or very satisfied with items such as the Library’s collections, security, the helpfulness and knowledge of library staff, and general parts of the user experience such as Wi-Fi access and study or research spaces. The items that participants indicated that they were less satisfied with were the Online Catalog and Online Collections, Wilson’s hours of operation, and the Library’s web page.

The first question of the survey asked participants about their satisfaction with a variety of Wilson Library services, and the next question asked them about the importance of those same services. Though most users were satisfied with the Library’s collections, they did not rank them highest on the list of importance. Only The Southern Historical Collection was the only individual collection that had a high number of participants rank it as “Very Important.” Issues such as the Library’s opening hours, the helpfulness and knowledge of library staff, availability of material, and the online catalog and collections were the most important things to these users.

The Digitized Collections in particular had a large number of participants rank it as “Very Important” to them. The same item, however, had the only “Very Dissatisfied” response to the question about user satisfaction with Wilson Library services. Most users were only “Somewhat Satisfied” with Wilson’s digitized collections, and one participant responded in a later question that “photographs had disappeared” from when they had previously accessed Wilson’s digitized materials.
Despite some of these issues, the overall experience of visitors at Wilson Library seems to be a good one. Most participants in the study indicated that they were satisfied with their experience at the library as a whole, and there were even some who expressed their happiness with their experiences. The primary results that could be used to improve Wilson Library’s services to their users are those that concern the outreach programs and the responses about which aspects of library service were important to the users. The results of this study emphasize that the facilities must be usable and somewhat convenient, and the collections, while a vital part of drawing many users to Wilson Library, are sometimes second in concern to the user. The collections like the Southern Historical Collection draw visitors in initially, but the quality of service, online resources, and convenience of actually using the materials contained in special collections are the things that users say are important, and are likely some of the things that will keep them returning to Wilson Library for other events as well as for research purposes. In their use of the material at Wilson Library, users emphasized the need for appropriate spaces available for their use at convenient times along with knowledgeable and helpful staff that could assist in the research and discovery process. In addition to those needs and experiences, participants also expressed interest in the variety of outreach programs that Wilson Library puts together throughout the year. Though there were a large number of these programs, the majority of participants were aware of only a few, and there were some that none of the survey participants were aware of at all. Some of these events may only have been publicized through the Friends of the Library calendar, which is not a resource many students, as the majority of survey participants, would likely have access
to. However, these events are on the Wilson Library’s web calendar, which is freely available to all users of the library website.

**Discussion**

The results of this survey show an interesting trend, particularly for a special collections library that, according to most of these study participants, is doing almost everything right. When librarians discuss user-centered services, we often focus on getting people to the information. Many recent articles covering special collections focus on introducing undergraduates to finding aids and other often difficult-to-use items that are unique to special collections and instructing them so that these novice users are not uncomfortable using the primary sources contained in special collections. Teaching new users, creating better user interfaces, and other important work is what usually comes up in the literature. Other studies focus on digital collections, web interfaces, and new ways to promote the use of special collections in the digital age.

All of these things are critical to making sure that special collections continue to serve the needs of our increasing variety of users. However, the results of this particular study suggest that, in a collection with a relatively successful undergraduate instruction program, where many of its patrons are relatively familiar with archival tools and research, it may be beneficial to focus on some of the more basic aspects of the user experience. No library or special collection is perfect, and seemingly mundane parts of library services like the availability of reliable wireless internet, adequate study space, and hours of operation that allow the widest possible use of the material can also significantly improve the experience of users in the special collections library.
In this particular study, most participants were graduate students who were relatively familiar with the process of finding information in a special collections library. Many had used Wilson Library before, so finding aids and other user tools that may be intimidating to novices proved less of a barrier for these users. Instead, the items that they rated most important included these most basic parts of running a library. In particular, the opening hours of the library seemed to be an important factor in these participants’ library use. Wilson Library is closed after 5:00 PM on weekdays, which may make it more difficult for students and faculty with variable schedules that may not often correspond to standard working hours to use collections. Wilson Library has tried to compromise with additional weekend hours, and though study participants did appreciate this effort, the fact that the Saturday and Sunday hours were different than the rest of the week was a point of confusion. The library may want to evaluate changing the operating hours, though this is understandably a difficult proposition depending upon the Library’s staffing capacity, budget, and any restraining factors that may limit their ability to change the current schedule. However, it is important to know about these barriers to user access and consider the needs and desires of various user groups when developing and working to improve library services.

Study participants also rated the study spaces and wireless access in Wilson as important parts of the user experience, and this was an area of satisfaction by the majority of survey respondents. The design of physical spaces in special collections is an important aspect of user experience that is often overlooked, particularly in older buildings like Wilson, because it is often difficult and expensive to alter the makeup of the space. This survey suggests that, when trying to appeal to a variety of users, special
collections should consider their spaces as well as their collections. Even the most fascinating material will likely receive less use if the reading room is cramped and uncomfortable. Easy access to wireless internet and other digital conveniences are a necessity now that many users employ digital and even cloud computing services to accomplish note-taking and analyzing the information they gather in the reading room.

In their use of the material at Wilson Library, users emphasized the need for appropriate spaces that were available for their use at convenient times along with the importance of knowledgeable and helpful staff that could assist in the research and discovery process. In addition to those needs and experiences, participants also expressed interest in the variety of outreach programs that Wilson Library puts together throughout the year. Though there were a large number of these programs, the majority of participants had heard of only a few that, and some that none of the survey participants were aware of at all. Some of these events may only have been publicized through the Friends of the Library calendar, which is not a resource many students, as the majority of survey participants, would likely have access to. However, these events are on the Wilson Library’s web calendar, which is freely available to all users of the library website.

Overall, however, participants seemed more aware of those events that were publicized, either through marketing material on campus or through departmental efforts, such as some of the events especially of interest to UNC’s Library Science graduate students. In order to increase awareness of outreach activities in both the University community and beyond, Wilson Library staff may consider publicizing their events somewhat more intensely, giving important events prime webpage space, and also increasing advertisement and marketing around campus and potentially throughout the
Chapel Hill community. The outreach efforts of a special collections institution can be an important way to emphasize the larger impact and importance of special collections materials to university administration. One suggestion from a survey participant explicitly suggested more public outreach from Wilson Library. Exposing wider audiences to the variety of information and material available at these collections can be a way to gather a larger community of users, something that would benefit many special collections institutions.

Conclusion

This study suggests that Wilson Library is serving its users very successfully. Overall, most study participants were very satisfied with their experience at the library, including the accessibility of most of its materials, the knowledge of Wilson Library’s staff, and the ability to request needed items. The study results do point out a few issues that may be applicable to special collections institutions more generally, however. Being a user-centered institution does not only mean ensuring that patrons receive materials quickly and have ample access to physical collections. It also means providing an inviting atmosphere, comfortable research space, and ensuring that digital collections and the library’s web presence are just as user-friendly, welcoming, and efficient as their physical spaces.

This study only examines one library, and emphasizes the merits of developing and implementing user surveys regularly in any special collections institution. So often, archivists focus on what we believe our users would like without taking the time to examine their overall experience with the collections and the variety of services that
special collections offer. The results of this particular survey suggest that further research into these kinds of users needs may be a fruitful endeavor for many special collections institutions to understand how to make collections and material accessible to users more easily and quickly.

The results of the survey’s outreach-focused questions suggest that this is an area in which more research may be needed. A large number of participants were aware of most of Wilson’s outreach programs, but hadn’t attended many of them. A few particularly niche events were not known to these users at all, which could be a potential problem for future such events at the library. In addition, many of the respondents were more interested in different programs and events than the ones that were most advertised, suggesting that marketing for outreach activities could be re-engineered to be more effective for this particular subset of users. These participants were primarily graduate students, and so may have had more familiarity with the outreach programs than other target audiences for these events. Students may spend more time in the campus spaces where there are posters for library events, unlike the public, who may only hear about them tangentially. In any case, if outreach is truly going to be a way for archives and special collections to prove their worth, showcase their collections, and appeal to a wider variety of users, then successful marketing of outreach events and programs will be a critical part of that success. This study suggests that, at least at Wilson Library, it may be important to research what users would like to see when planning these programs as well as conducting further research on the most effective ways to advertise events so that the target audiences are aware of them.
The final area of interest in these survey results is the general importance of Wilson Library’s digital presence to survey participants. Many suggested that the management of digital collections could be improved, citing missing documents or photographs, the small number of digitized items, as well as the difficulty of searching the digital material. This is an important piece for any special collection institution to consider, as near-instantaneous access to information is becoming commonplace in our users’ everyday lives. Research has shown that special collections users expect much from their experience of digital collections and catalogs, and that, at the moment, archives and special collections are not delivering the user-friendly and effective solutions that users desire. Library web pages are an extension of the institution’s persona as well, and while a web page in itself may have been enough in previous years, it is critical that a library or special collection’s web presence is engaging and interesting to attract potential users as well as functional and efficient to please current researchers and patrons who wish to find information. Though the UNC Libraries website has undergone substantial renovation in the recent past, the responses to this study suggest that more research is needed to determine the unique needs of special collections patrons, which could help other institutions tailor their web pages, catalogs, and even online finding aids to better serve their audiences.

This study only investigated the experiences of a small population of Wilson Library users, but the results indicate that users may emphasize different priorities in their own experiences with special collections than archives staff might expect. This study serves to highlight the needs of a small sample of Wilson Library’s special collections users, but further investigation into the user experience at Wilson Library and other
similar institutions would likely be a fruitful research endeavor. If archives and special collections are truly working to be user-centered institutions, then they must discover what their users truly wish to get out of their experience in the special collections and then use that information to develop the outreach programming, research spaces, and collection access that will give the users the best possible experience. In order to truly expand our reach into our communities and constituencies, it is necessary that special collections staff work to connect with their users and their needs and experiences even more. This kind of user-centered research can help special collections institutions as they continue to grow and evolve with changing user needs and desires.

The user base for special collections material has grown considerably in the past few years as access to material has increased through digitization and other methods. As these changes occur, user studies and research into the user experience will be a critical part of developing new approaches to special collections service and outreach that truly meet the needs of both staff and users of all kinds. Developing innovative techniques for this research will be important to create a larger picture of the special collections user base, as some of the difficulties with this particular study show. Breaking those research barriers will be a large step in serving all of our users well and understanding how to successfully market special collections to the growing variety of patrons.
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Appendix

Survey Questionnaire

Q1 What is your status? Select all that apply.
- Faculty
- Undergraduate Student
- Graduate Student
- Visiting Researcher
- Community Member
- Other (please Specify) ______________________

Q3 Wilson Library has quite a few special collections and groups of materials. Please indicate the collections you have heard of before:
- North Carolina Collection
- Rare Books Collection
- Southern Folklife Collection
- Southern Historical Collection
- University Archives
- None

Q5 Which collections in Wilson Library have you used in the past year?
- North Carolina Collection
- Rare Books Collection
- Southern Folklife Collection
- Southern Historical Collection
- University Archives
- None

Q6 What did you do when you last visited the library? Check all that apply.
- Personal Research
- Genealogical Research
- Scholarly Research
- General Browsing
- Other (please describe) ______________________

Q8 How satisfied are you with the following aspects of Wilson Library?

<table>
<thead>
<tr>
<th></th>
<th>Very Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina Collection</td>
<td>⬤</td>
<td>⬤</td>
<td>⬤</td>
<td>⬤</td>
<td>⬤</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Rare Books Collection</th>
<th>Southern Folklife Collection</th>
<th>Southern Historical Collection</th>
<th>University Archives</th>
<th>Digitized Collections (materials accessible online)</th>
<th>Studying Facilities</th>
<th>Reading Facilities</th>
<th>Hours of Operation</th>
<th>Noise Level</th>
<th>Security</th>
<th>Lending Service</th>
<th>Online Catalog</th>
<th>Wilson Library Website</th>
<th>Reference Services</th>
<th>Availability of Material</th>
<th>Internet Access</th>
<th>Staff (helpfulness, competence)</th>
</tr>
</thead>
</table>
Q11 How important to you are the following aspects of Wilson Library?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Not Important at all</th>
<th>Only a little Important</th>
<th>Somewhat Important</th>
<th>Very Important</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina Collection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Rare Books Collection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Southern Folklife Collection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Southern Historical Collection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>University Archives</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Digitized Collections (materials accessible online)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Studying Facilities</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Reading Facilities</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Hours of Operation</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Noise Level</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Security</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Lending Service</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Online Catalog</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Wilson Library Website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Reference</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
Q10 Is there anything you would change about your most recent library experience? If so, please describe.

Q8 Overall, how satisfied are you with:

<table>
<thead>
<tr>
<th></th>
<th>Very Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>The services at Wilson Library?</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

Q9 Are there any other times when you would like the library to be open? (Please specify AM or PM)

Q10 The last time you visited Wilson Library, did you request materials ahead of time?
● Yes
● No

Q11 When you came to use the requested materials, were they available for you?
● Yes
● No

Q12 About how long did it take to receive the requested items?
● Less than one day
● One to two days
● More than two days
● Other ______________________

Q13 How satisfied are you with:

<table>
<thead>
<tr>
<th></th>
<th>Very Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Somewhat Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
</table>
Q14 What would you change about the process of requesting material from the Wilson Special Collections, if anything?

Q15 Were any of the the materials you wanted to use available for you?
- Yes
- No

Q16 How satisfied were you with your experience at the Wilson Library?
- Very Dissatisfied
- Somewhat Dissatisfied
- Somewhat Satisfied
- Very Satisfied

Q17 Were you able to access the materials you came to use?
- Yes
- No

Q18 How satisfied were you with the time it took to receive your desired materials?
- Very Dissatisfied
- Somewhat Dissatisfied
- Somewhat Satisfied
- Very Satisfied

Q24 Which of Wilson Library's outreach programs from the past year have you heard about?
- The Art of North Carolina Money: The Stories behind the Symbols (exhibit)
- Rooms of Wonder: From Wunderkammer to Museum (exhibit)
- Making a People's Theatre: Prof. Koch and the Carolina Playmakers (exhibit)
- Lard Have Mercy! 30 Years of Southern Culture on the Skids (exhibit)
- Imagining the U.S. Civil War (exhibit)
- The Workboats of Core Sound: Stories and Photographs from Down East (program)
- The Cabinet of Curiosities in Word and Image (program)
- Lard Have Mercy! 30 Years of Southern Culture on the Skids (concert)
- The University Library's Seven Millionth Volume (program)
- Nowruz Persian New Year Celebration (program)
- Haunted (program)
- From Matter to Ideas: Making Natural Knowledge in Early Modern Europe (program)
- Gallery Tour of Imagining the U.S. Civil War (program)
- Southern Folklife Collection 25th Anniversary (exhibit and related events)
- Where is Tobe? Unfolding Stories of Childhood, Race, and Rural Life in North Carolina (exhibit)
- Voices from Tobe (exhibit and program)
Talkin' Tar Heel: Understanding North Carolina’s History Through Speech (lecture)
Ed Baptist Lecture: How I found the origins of American Capitalism in the Southern Historical Collection (lecture)
Photographer/Publisher: A panel discussion of the indie photobook boom
22nd Annual Winter Stories for Children of All Ages (program)
Tours of Wilson Library
None
Other (please describe): ______________________

Q21 Which of the current outreach programs would you be interested in? (select all that apply).

Q22 What other types of programs or events would you like to see from Wilson Library?

Q20 If there are any other comments you would like to make about Wilson Library's collections in general, please write them below.

Q19 If there are any other comments you would like to make about your experience with Wilson Library, please enter them below: