



University Library
STANISLAUS STATE

Learning Their Way

Adapting Library Tutorials for
Student Success

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Objectives

- Discuss how online tutorials can be tailored to fit the unique needs of your students
- Review how user statistics and student feedback can provide useful insight
- Emphasize the importance of accommodating for diverse learning styles
- Understand how to implement user data into design and development
- ❖ Group activity for reflection





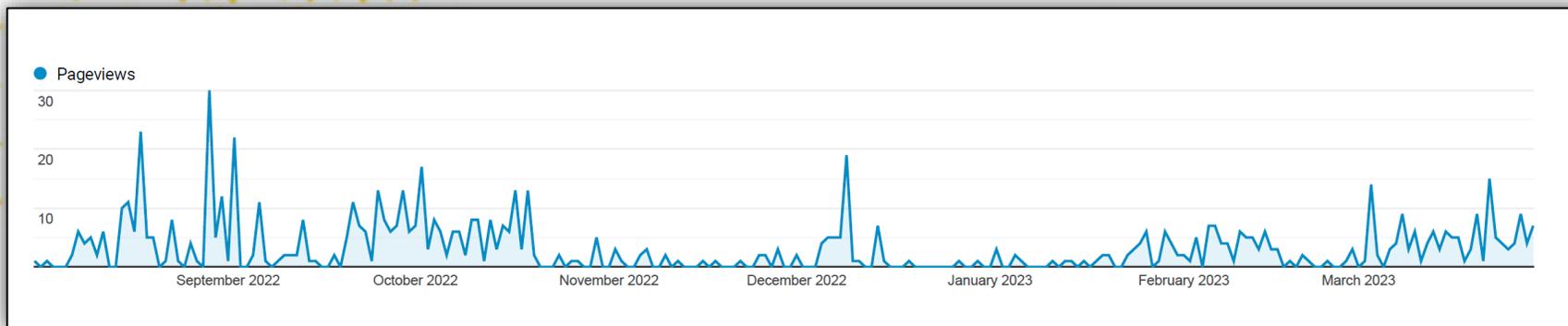
Who We are

- CSU Stanislaus is a federally designated Hispanic Serving Institution
- Approximately 70% of our students are First Gen
- Our Service area spans across six surrounding counties
- Many of our students are commuters
 - 2022 study showed that on average, student commuters totaled 51.3 millions miles per year

Why Online Tutorials Matter

- Support student learning outside of instruction and reference hours
- Provide on-demand help for research and library navigation
- Serve diverse learner needs with flexible, self-paced content
- Enhance information literacy and library confidence
- Extend the library's reach beyond the physical space

The Problem



- 521 page views in the year – 0.22% of total website
- Average time spent – 02:56 min
- Bounce Rate – 64.59%
- Exit Rate – 45.21%

Video Tutorials

[How to Research](#) | [Research Basics](#) | [Citation Help](#) | [Theses & Dissertations](#) | [Database & Catalog Tutorials](#)

- [Library Homepage](#)
- [Basic Search: Using OneSearch](#)
- [Advanced Search: Using OneSearch](#)
- [How to use the 'Articles by Subject' page](#)
- [How to use the 'Research Guides' page](#)

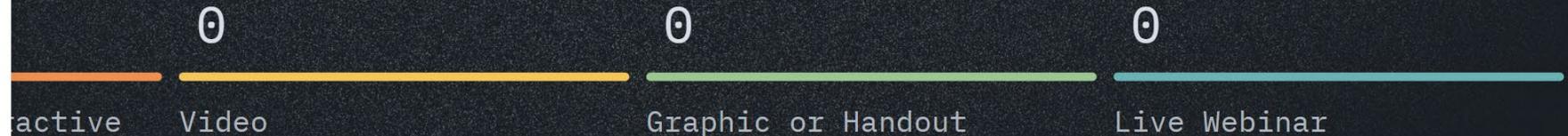
- Video only format
- Lists of video tutorials for each category
 - Clicking on the title opened the video in the page with option to open in another tab
- Many videos were outdated



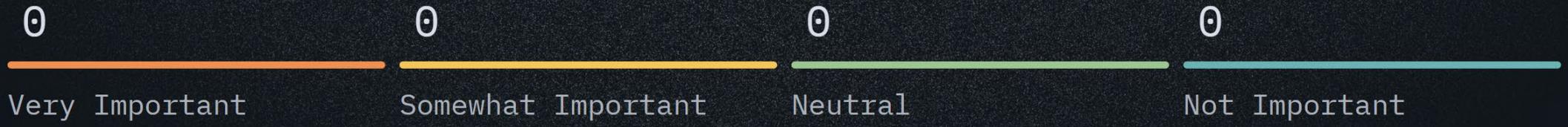
Join at menti.com | use code 4238 4595

Mentimeter

What is your preferred online learning method?



How important to you is the format in online learning scenarios?



Engaging Diverse Learners

- Different formats support different learning styles
 - Videos can demonstrate processes step-by-step – Ideal for visual & auditory learners
 - Interactive modules allow for active participation and self-paced exploration – Ideal for kinesthetic learners
 - Handouts and concise guides offer quick reference - ideal for learners who prefer skimming or reviewing offline
 - Infographics condense complex information into digestible visuals, making abstract concepts more accessible
- Offering a mix of formats empowers students to choose what works best for them and revisit materials as needed

The Student Survey



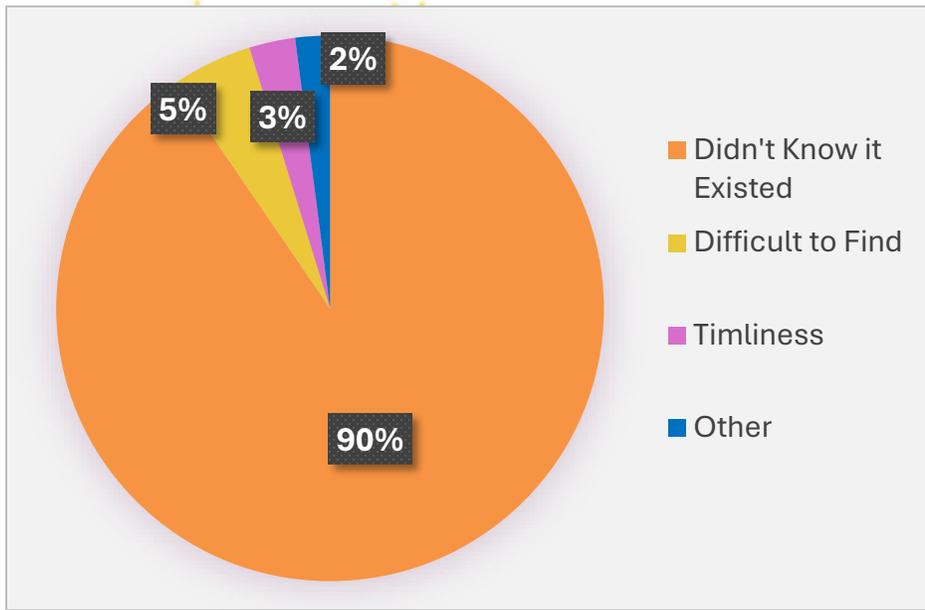
- Survey ran from April 20 – May 15, 2023
- Included questions to determine:
 - Knowledge of the page
 - Motives for use
 - Preferred online learning method
 - Factors to improve usage (including an accessibility follow-up questions)
 - Open-ended feedback

The Findings

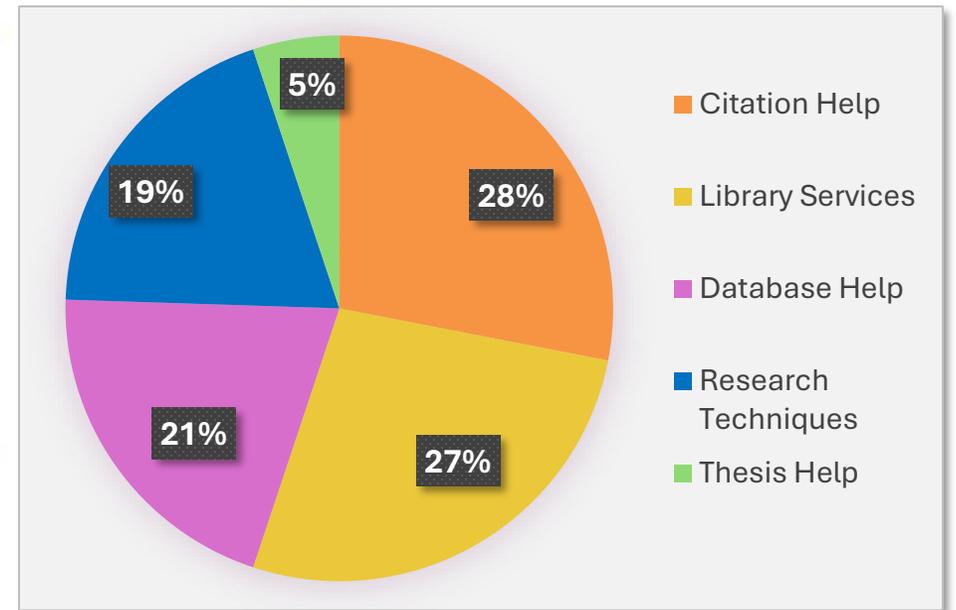
227 Survey Participants

- 136 students **never** used the webpage
- 91 students **have** used the webpage

Reasons for **Never** Using the Webpage

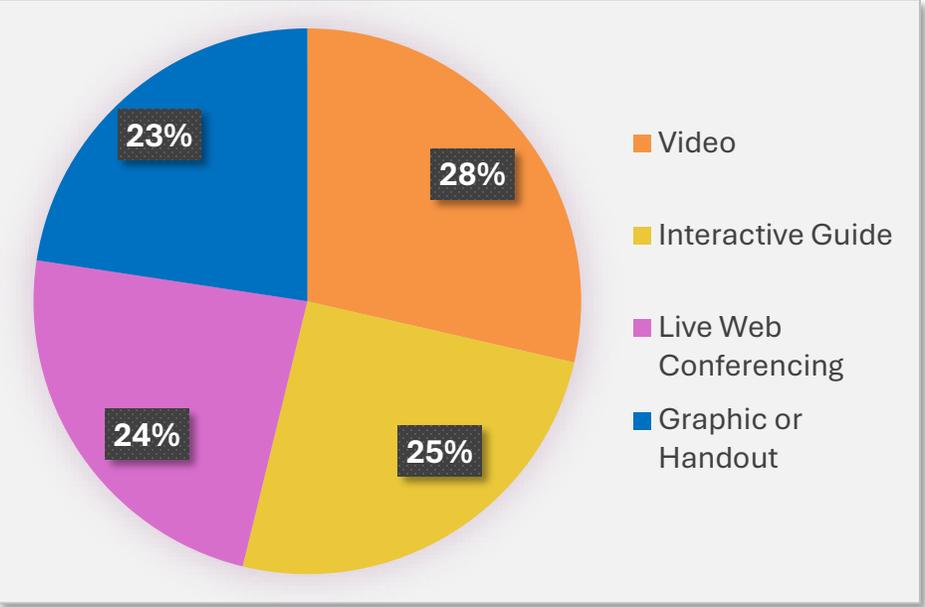


Reasons for **Using** the Webpage

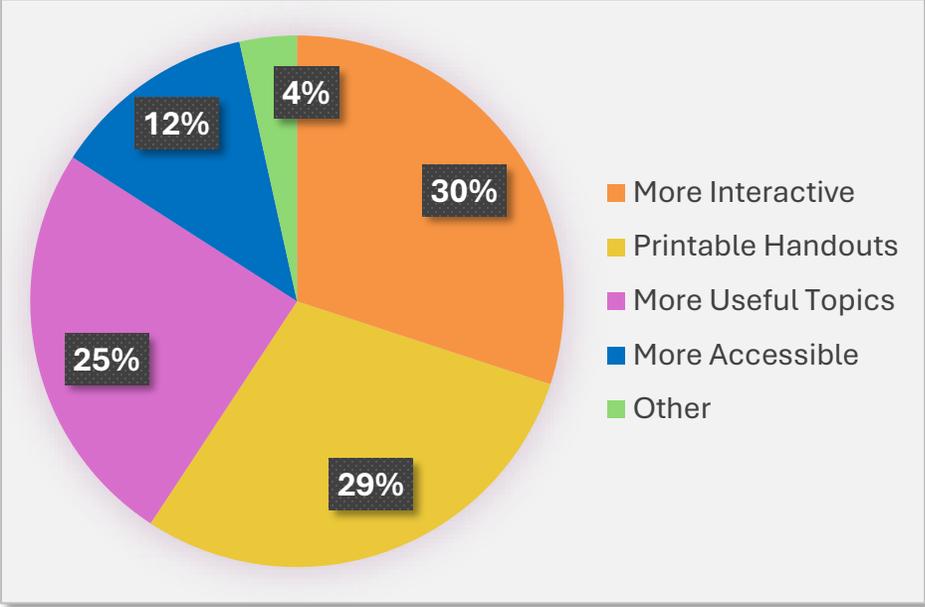


The Findings

Preferred Online Learning Method



Would Use the Webpage More If...



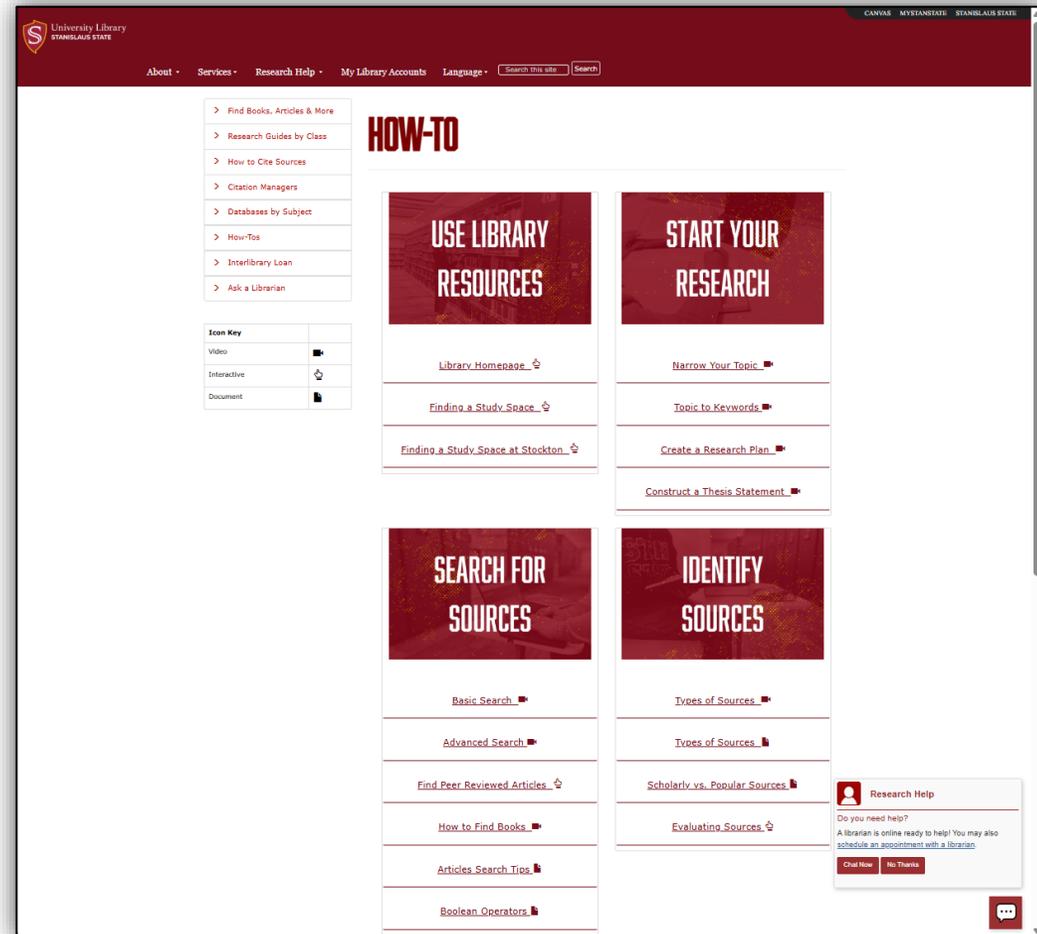
Planning the Redesign

- Formation of a small workgroup comprised of 4 librarians, including Instruction, Web Services, and Outreach
- Renamed the page from “Video Tutorials” to the more inclusive “How-To’s”
- Commitment to offering multiple content types to support diverse learning preferences
- Reorganized content based on the stages of the research process
- Some content was moved to more meaningful locations
- Grounded all decisions based on student feedback and universal design principles

New Features & Navigation



<https://library.csustan.edu/how-tos>



The screenshot shows the University Library website's 'HOW-TO' page. The page is organized into a grid of content blocks. On the left, there is a navigation menu with links to 'Find Books, Articles & More', 'Research Guides by Class', 'How to Cite Sources', 'Citation Managers', 'Databases by Subject', 'How-Tos', 'Interlibrary Loan', and 'Ask a Librarian'. Below the menu is a 'Icon Key' table with columns for 'Icon' and 'Description'. The main content area is titled 'HOW-TO' and is divided into four quadrants: 'USE LIBRARY RESOURCES', 'START YOUR RESEARCH', 'SEARCH FOR SOURCES', and 'IDENTIFY SOURCES'. Each quadrant contains several links to specific guides. A 'Research Help' chat window is visible in the bottom right corner.

Icon	Description
Video	▶
Interactive	👉
Document	📄

USE LIBRARY RESOURCES

- [Library Homepage](#)
- [Finding a Study Space](#)
- [Finding a Study Space at Stockton](#)

START YOUR RESEARCH

- [Narrow Your Topic](#)
- [Topic to Keywords](#)
- [Create a Research Plan](#)
- [Construct a Thesis Statement](#)

SEARCH FOR SOURCES

- [Basic Search](#)
- [Advanced Search](#)
- [Find Peer-Reviewed Articles](#)
- [How to Find Books](#)
- [Articles Search Tips](#)
- [Boolean Operators](#)

IDENTIFY SOURCES

- [Types of Sources](#)
- [Types of Sources](#)
- [Scholarly vs. Popular Sources](#)
- [Evaluating Sources](#)

Research Help

Do you need help?
A librarian is online ready to help! You may also [schedule an appointment with a librarian](#).

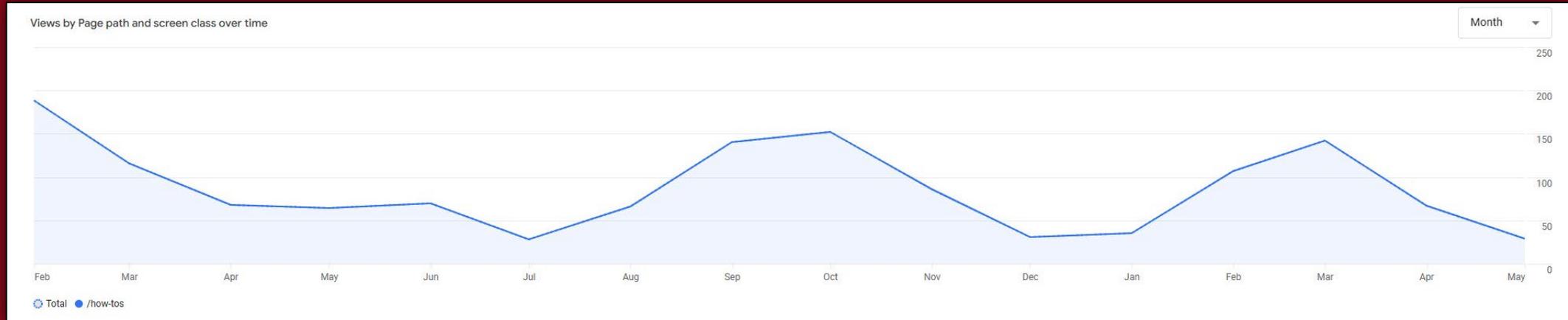
[Chat Now](#) [No Thanks](#)

Launch Date: February 1, 2024

Promotion Strategies

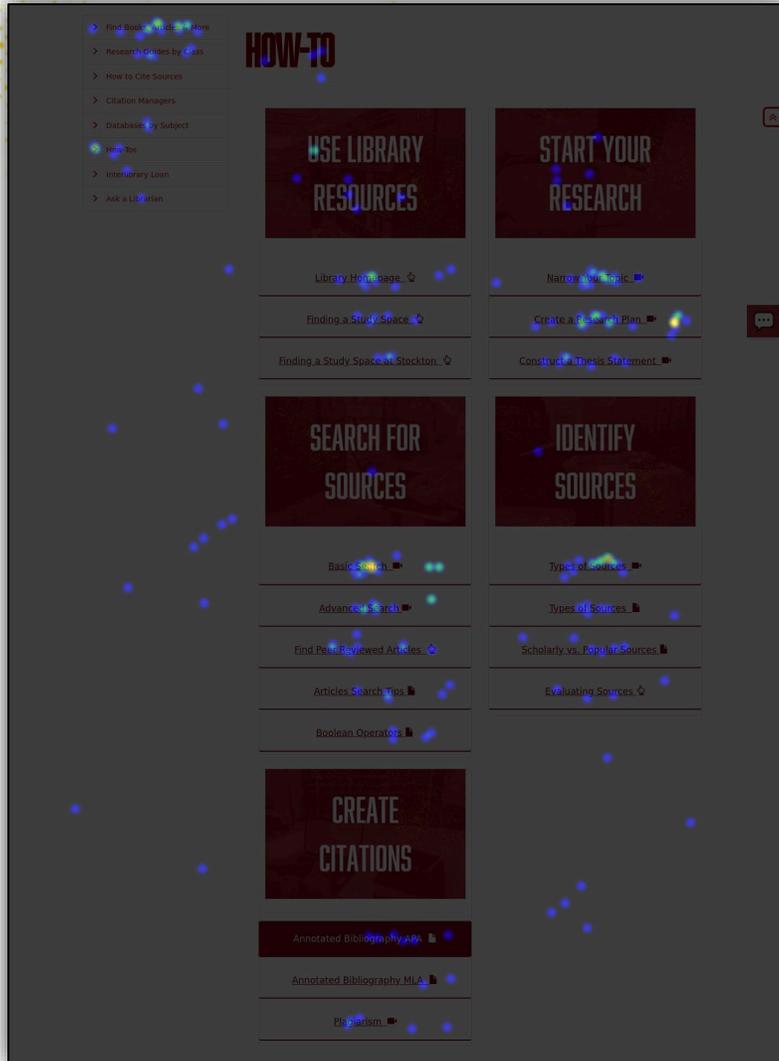
- Distributed flyers across campus, including the library, common areas, and academic support offices
- Included the new webpage in the annual Information Literacy Instruction Program announcement to faculty
- Utilized social medial channels
- Leveraged word of mouth from librarian department liaisons
- Emphasized ongoing promotion to maintain visibility

Measuring the Impact

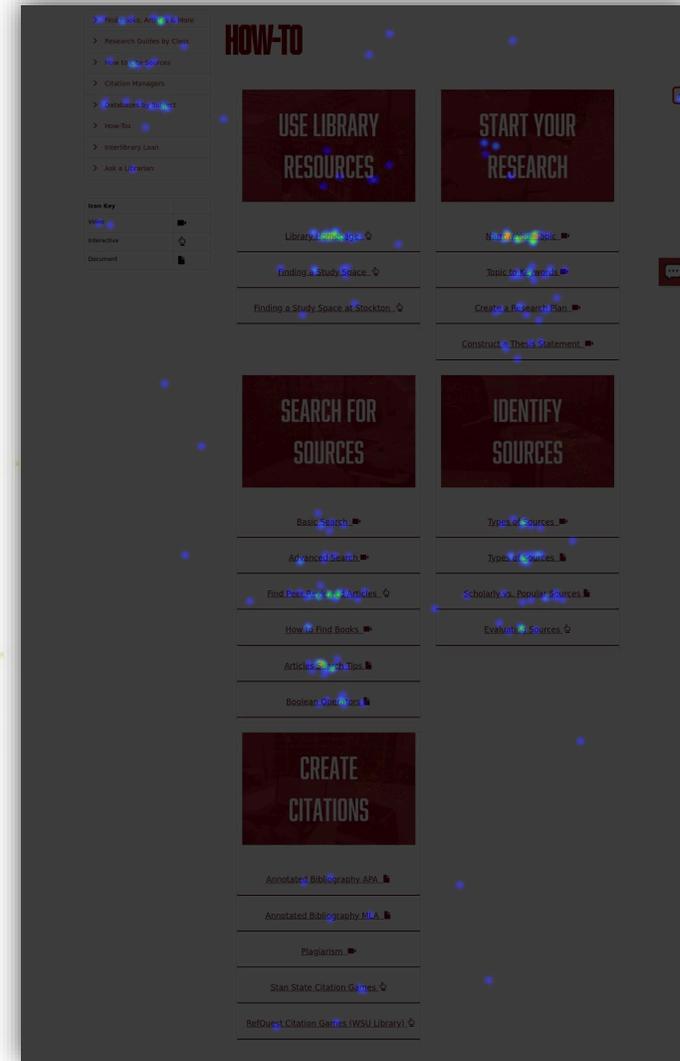


- 1389 page views in the year – 0.27% of total website
- Bounce Rate – 49%
- Active Usage – 51%
- LibWizard Tutorial Completions
 - Evaluating Sources – 37
 - Finding Peer Reviewed - 34

Heat Map After Initial Launch



Current Heat Map



Results

- Engagement has doubled, but still maintains a low percentage of the overall website
- Interactive Modules are being utilized, but there appears to be engagement with all types
- Promotions strategies can be increased and improved
- Full online learning engagement requires more analysis
- Accessibility improvements are required
- There is more work to be done!



Group Activity

In small groups, review the online tutorial options at one or more of your institutions.
Select one person to report back.

1. How is the navigation of the page? Are the tutorials condensed to one webpage or scattered throughout the website?
2. Would the online tutorial offerings appeal to diverse learners? What types of formats are available?
3. Who maintains the webpage? Is there any promotion for the online content?
4. How are the accessibility features?
5. What can be improved and how?

Thank you!

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