

Your Voice, Your Vote, Your Libraries: Engaging Students in a Referendum for a Library Fee

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Your Voice, Your Vote, Your Libraries

Engaging UMKC Students in a Referendum for a Library Fee

- Student Government Association first started talking about a library fee in AY2011
- 2015 SGA President very interested but waylaid by UM System leadership stepping down
- 2017-18 Renewed interest but concern about timing
- 2018-19 SGA took it to referendum
- Referendum wins with 72% of record-breaking vote! Board of Curator approval on May 15.



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- First presentation to SGA on January 16, 2018
 - Selected our Outreach & Engagement Librarian to give the presentation
 - Early career, full of energy, relatable to the students
 - Outreach team and Library Designer created the presentation
 - Provost & Dean were present at the meeting
 - The next slides (4-14) are from the Jan. 16, 2018 SGA presentation

A blue-tinted photograph of a desk with a laptop, a cup of coffee, a pencil, a notepad, and crumpled paper.

*What will it take to have longer hours
at the UMKC Libraries?*

STUDENT INVESTMENT

JADA

Business major

I'm required to work in groups a lot.

The library has group study space, reservable online.

There is white board space for brainstorming and a monitor for sharing multiple laptop screens!

I also need quiet when I write papers.

The library has silent study space too. :-)



- Jada moved to Kansas City after high school, saw the opportunities with the Midwest startup culture here and decided to go to UMKC for a business degree
- Jada is 23, and works 20-30 hours/week
- Some of Jada's classes have a lot of group work, so they have to find time to meet around everybody's class and work schedules

SAGE

Double major: Education
and Studio Art

To-Do:

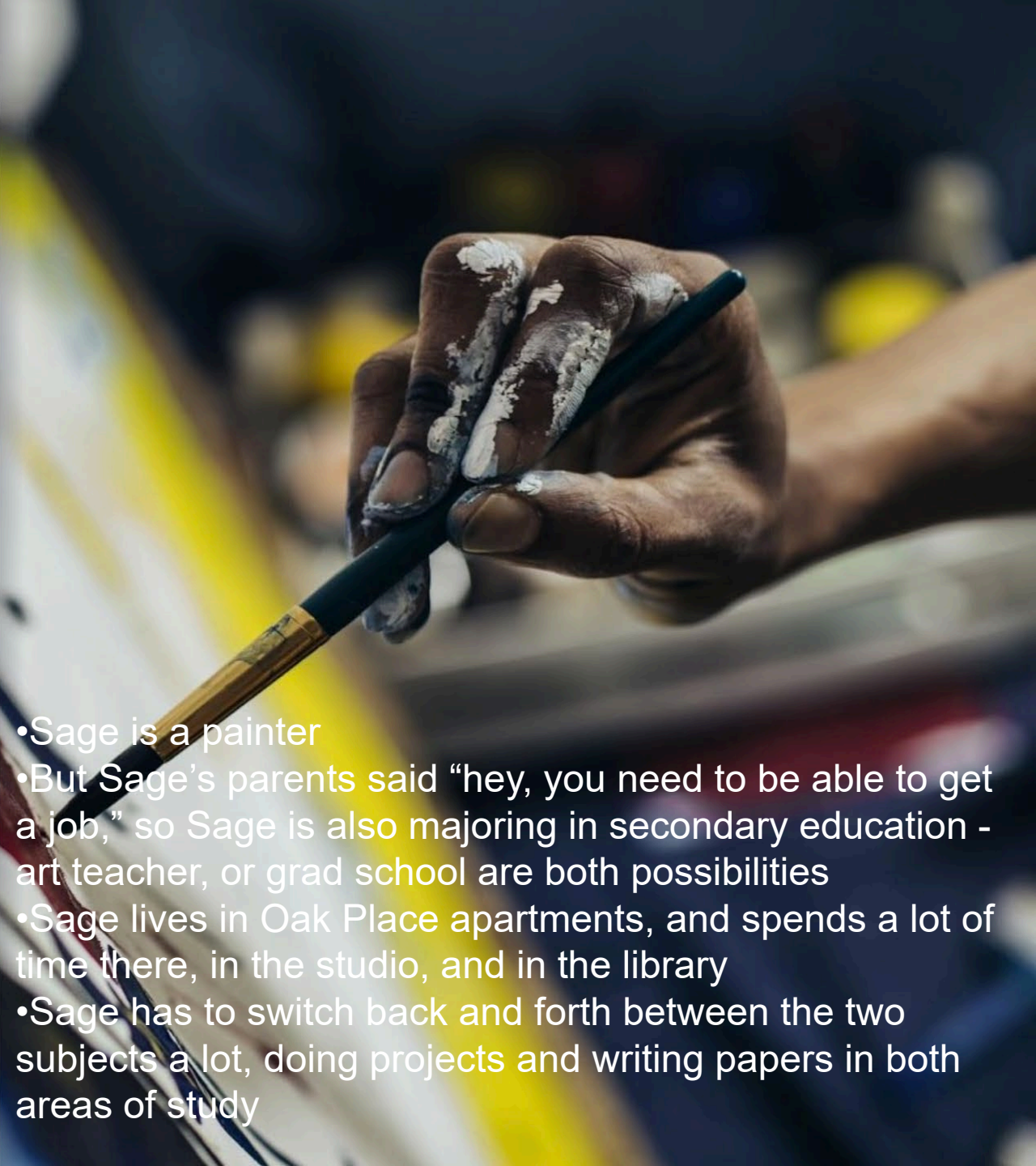
-Find some examples of
early photography...books?

Library!
2nd floor

-Research for educational
theory paper: annotated
bibliography due Monday!
Need 8 scholarly sources

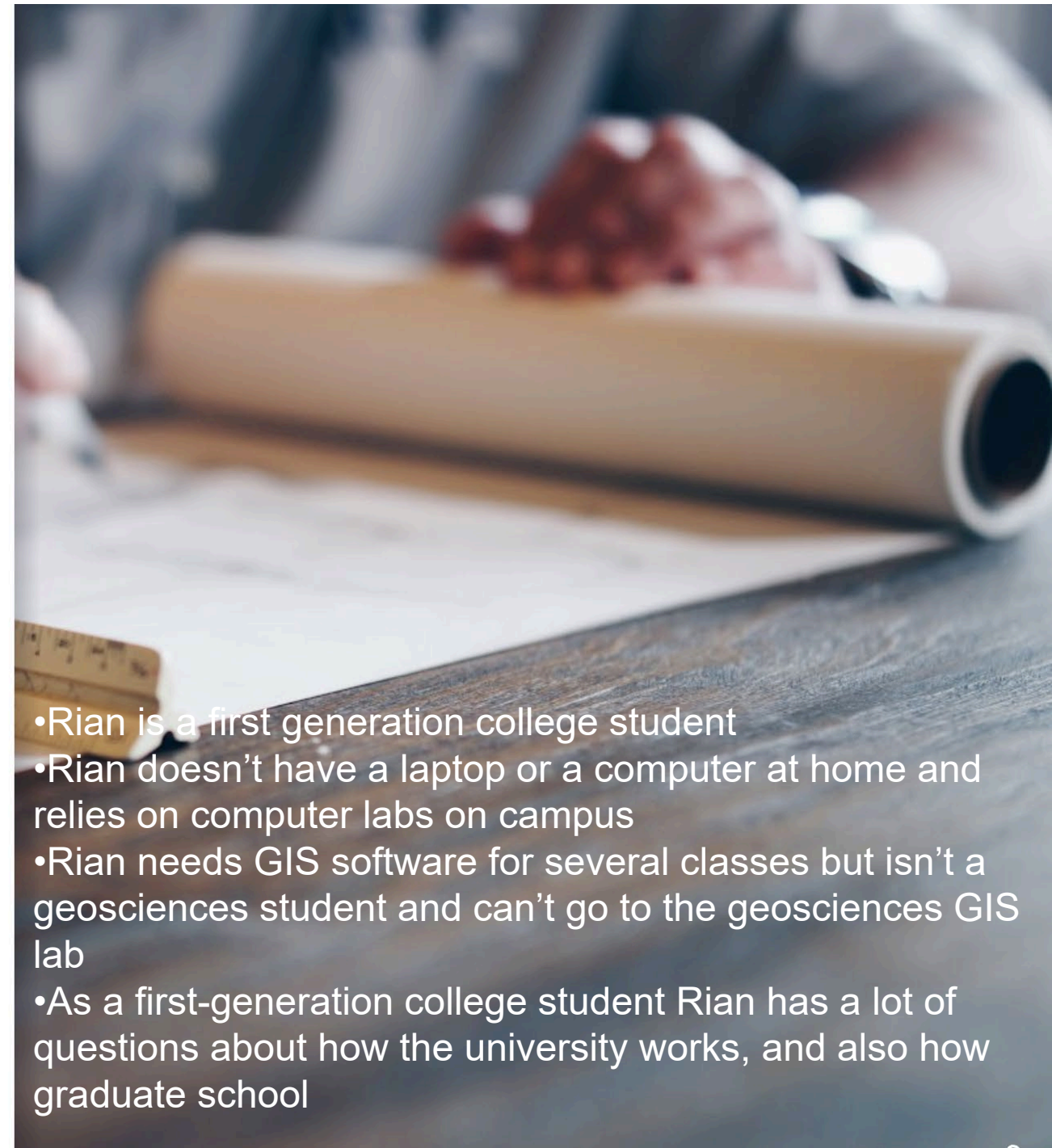
Chat w/librarian?
OR schedule mtg?

Library!
website,
databases

- 
- Sage is a painter
 - But Sage's parents said "hey, you need to be able to get a job," so Sage is also majoring in secondary education - art teacher, or grad school are both possibilities
 - Sage lives in Oak Place apartments, and spends a lot of time there, in the studio, and in the library
 - Sage has to switch back and forth between the two subjects a lot, doing projects and writing papers in both areas of study

RIAN

SCE (computer science)



- Rian is a first generation college student
- Rian doesn't have a laptop or a computer at home and relies on computer labs on campus
- Rian needs GIS software for several classes but isn't a geosciences student and can't go to the geosciences GIS lab
- As a first-generation college student Rian has a lot of questions about how the university works, and also how graduate school

ALEX

Online graduate student in Nursing



Alex

Yesterday at 2:55pm · 🌐

Nursing friends: I need your help! I live an hour away from campus, and I need a place to study on campus for 6+ hours at a time (preferably somewhere quiet since we have so much memorization to do this semester). Any suggestions? Oh! Where is there a computer lab? I also need a place to access our Adult Health book and quizzes.

Like · Comment · Share

👍 23 people like this.



Brittney The library is the best place to study! Stays open the latest, too...

Like · Reply · 👍 6 · 5 min



Devon Use the computers in the library while you're at it...they also have ebooks and journal articles you can access online anytime. :-)

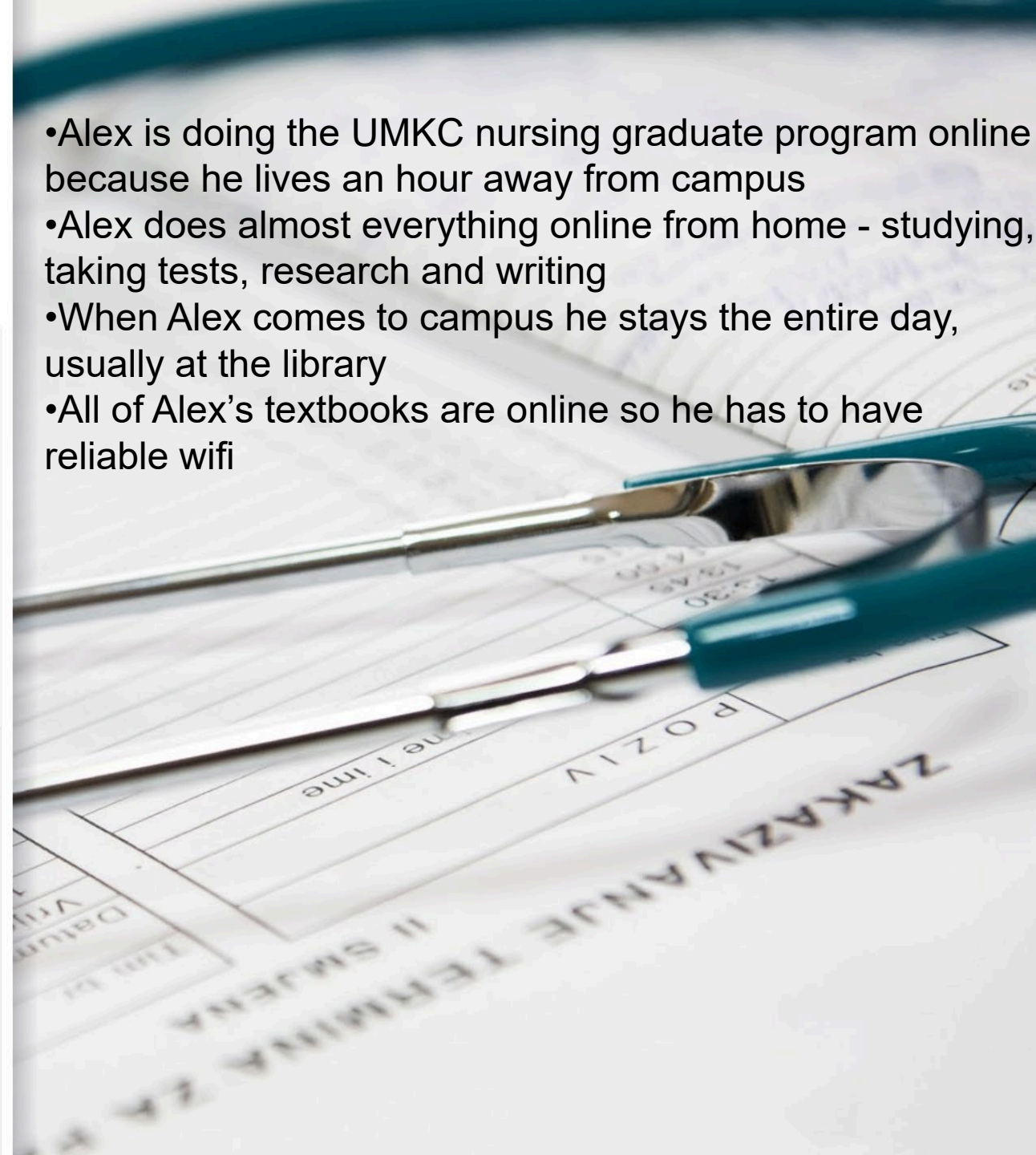
Like · Reply · 👍 11 · 9 min



Write a comment ...



- Alex is doing the UMKC nursing graduate program online because he lives an hour away from campus
- Alex does almost everything online from home - studying, taking tests, research and writing
- When Alex comes to campus he stays the entire day, usually at the library
- All of Alex's textbooks are online so he has to have reliable wifi



What would a library fee look like?



Who?

All degree-seeking students:
undergraduate, graduate,
professional, online

*Because the library is for
everyone!*



What?

A student fee, charged per
credit hour, capped at 12 hours
per semester

Because, budgets.



\$3

Basic
Fee Level

How the libraries can meet your needs with longer hours at \$3/credit hour of student investment...

Longer library hours on both campuses - Volker and Hospital Hill

- Open until 2 a.m. weeknights

Safe and secure study space

- Qualified staff, security guards, card-swipe building access

All-night online research help

- Serves online students, supports students working from any location



\$5

Enhanced Fee Level

What the libraries can do to enhance student success at \$5/credit hour of student investment...

Longer library hours and access, safe and secure study space

Fewer cuts to library collections

More devices & technology for student checkout. For example:

- iPads, chargers, laptops, wifi hotspots

Library space upgrades

- Upgraded technology in study rooms
- More power outlets, better wifi
- New furniture, paint, and carpet



\$10

Premium Fee Level

What your libraries could look like with \$10/credit hour of student investment...

Longer library hours and access, safe and secure study space

Service and space enhancements

Strengthened library collections

- Streaming media
- More databases and resource subscriptions

New services and high-end technologies. Examples:

- Self-service device checkout
- Software, tools, and support staff for emerging technologies like: digital media production, data visualization, data mining, prototyping

Results from student survey

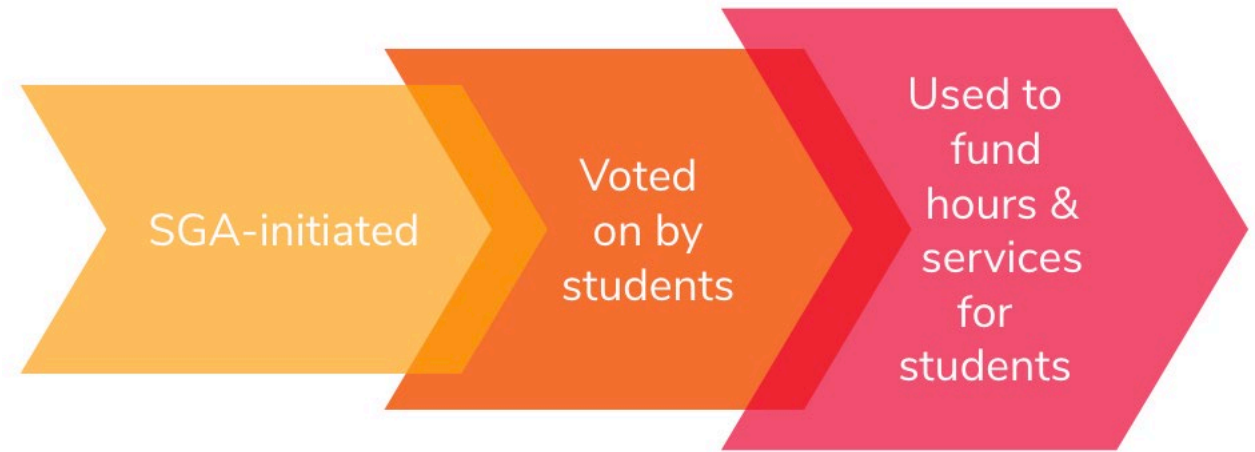
UMKC Office of
Institutional
Research

2016 Student
Services Survey

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00 am - 1:00 am	8.5%	8.0%	8.2%	7.1%	5.5%	4.2%	5.2%
1:00 am - 2:00 am	3.8%	4.0%	3.9%	3.4%	2.8%	2.4%	3.2%
2:00 am - 3:00 am	2.0%	1.7%	2.0%	1.4%	1.4%	1.5%	1.4%
3:00 am - 4:00 am	1.3%	1.1%	1.1%	0.9%	1.1%	0.9%	1.0%
4:00 am - 5:00 am	1.7%	1.4%	1.5%	1.3%	1.4%	1.2%	1.3%
5:00 am - 6:00 am	3.1%	3.0%	3.3%	2.9%	3.0%	1.9%	1.7%
6:00 am - 7:00 am	4.9%	4.5%	5.0%	4.7%	4.4%	2.4%	2.6%
7:00 am - 8:00 am	8.4%	8.3%	8.5%	8.2%	7.4%	4.3%	4.4%
8:00 am - 9:00 am	15.7%	15.5%	15.4%	15.3%	15.0%	10.6%	9.3%
9:00 am - 10:00 am	22.0%	20.8%	20.6%	20.3%	20.4%	17.5%	14.6%
10:00 am - 11:00 am	28.6%	25.5%	25.9%	24.4%	25.8%	23.8%	20.2%
11:00 am - 12:00 pm	27.9%	27.2%	25.5%	26.5%	25.3%	26.5%	22.4%
12:00 pm - 1:00 pm	26.8%	26.6%	24.8%	25.8%	23.4%	25.5%	24.5%
1:00 pm - 2:00 pm	27.5%	27.2%	25.9%	26.3%	24.4%	28.5%	28.7%
2:00 pm - 3:00 pm	28.9%	28.0%	27.5%	26.0%	24.9%	28.8%	30.8%
3:00 pm - 4:00 pm	30.9%	29.4%	29.3%	27.2%	27.0%	27.5%	31.2%
4:00 pm - 5:00 pm	30.9%	30.3%	29.1%	28.1%	25.3%	26.0%	32.0%
5:00 pm - 6:00 pm	33.4%	31.6%	31.2%	29.4%	24.7%	22.6%	31.1%
6:00 pm - 7:00 pm	34.7%	34.4%	32.3%	32.3%	25.3%	20.9%	32.1%
7:00 pm - 8:00 pm	39.9%	39.2%	37.9%	37.6%	26.9%	21.8%	32.8%
8:00 pm - 9:00 pm	40.6%	39.3%	38.9%	39.1%	27.2%	22.1%	33.2%
9:00 pm - 10:00 pm	34.7%	34.2%	34.0%	33.5%	24.0%	20.1%	29.3%
10:00 pm - 11:00 pm	25.6%	24.8%	25.1%	24.3%	16.8%	14.1%	19.6%
11:00 pm - 12:00 am	17.2%	16.6%	16.5%	16.5%	11.6%	10.7%	14.6%

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- Library could provide materials and answer questions
- SGA identified 2 senators to run the campaign
- Whole campaign took place in 2 weeks—despite library providing info for many weeks

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SGA voted to take the referendum to the students:
\$3 per credit hour beginning in fall 2019, only up to
12 credit hours (that's \$36 per semester at most).

- The fee will go up every two years for a few years, but will top out at \$10 a credit hour in 6 years, fall of 2025.
- Fall 2019–Summer 2021: \$3 per credit hour (up to 12 hours)
- Fall 202–Summer 2023: \$5 per credit hour (up to 12 hours)
- Fall 2023–Summer 2025: \$7 per credit hour (up to 12 hours)
- Fall 2025–ongoing: \$10 per credit hour (up to 12 hours)

Marketing Materials

- Social Media
- Web site
- Handouts & flyers
- Infographic hung in libraries
- PowerPoint presentations
- Buttons and University Library T-shirts for library employees to wear



Social Media

- Facebook and Twitter
- During the week of the voting
- Thank you when results were announced



UMKC Miller Nichols Library

Published by Alexa Troyer [?] · March 18 · 🌐

Voting is officially open! Make sure your voice is heard.

Still have questions about the fee? Check out our FAQ page!

A promotional poster for a library fee vote. The left side has a pink background with white and yellow text. The right side shows a woman in a library looking at books. At the bottom is a dark blue banner with white text and a small 'i' icon in a circle.

VOTE NOW

Online voting open to UMKC students March 18-22

IMPROVE YOUR LIBRARIES

Sign in at **roogroups.com** to vote!

UMKC University Libraries

VOTE.LIBRARY.UMKC.EDU

10 Questions about the Library Fee Vote

A library fee has a high return on investment because when each stude...

Library Fee Vote 2019

Web Site

- Full Infographic poster included
- Links to 10 Questions about the Library Fee Vote
- Pop-up banner on homepage linking to vote information

<https://library.umkc.edu/news-events/982>



The polls are now open (March 11-22), so [vote online now!](#) You can also read [10 Questions about the Library Fee Vote.](#)



Your Voice, Your Vote, Your Libraries: Now the Real Work Begins

For Fall 2019

- Library hours
 - Staffing needs to remain open until 2am.
 - Additional Security guards and housekeeping
 - Security cameras, card access, more outside lighting
- 24X7 Chat service
- Discovery Service implementation
- OER staffing
- Create the Student Library Leadership Cabinet

Compiling the Wish Lists for Future Years

- Facility upgrades
- Furniture replacement
- New technology
- Additional core collections



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