Focus Groups — April 21 and April 28, 2014

22 participants total
10 men, 12 women

No race demographic data was collected, but there were a high number of African-American students

Number of years at Ferris: 5 years (2); 4 years (2); 3 years (1); 2 years (8); 1 year or less (4)

Majors: Criminal Justice (4); Nursing (2); Public Relations (2); Business (2); Public Administration (2); Music Industry Management (2); Manufacturing Engineering (1); Healthcare Administration (2)

Common themes over both sessions:

Why do you come to FLITE? Laptops, study rooms, easier to focus, printing, socializing

What do you do while you’re here? Kill time, nap, socialize, print, meet for groups

What can’t you do here that causes you to go elsewhere? No study rooms available; printing not free; printing doesn’t take coins; no real food

Where they like to be? 1st floor, extended study (called 24 hour room), reading room, 3rd floor (quiet)

Where do they never go? 4th floor, Jim Crow Museum, Basement, 3rd floor (quiet)

What would make them come to FLITE more? Free printing; more social space/comfortable furniture; more room in the extended study area

If you had an area of random space and you could do anything in it, what would you suggest? Napping area; food that they can use their dining plan on; garden and plants

One word to describe FLITE? Productive; relaxing/peaceful/tranquil; distracting; energizing

Characteristics of places you like to hang out? Upbeat, active; ambient noise and music; TVs; natural light/bright light; good group space; whiteboards everywhere; computers; projectors

How would you describe FLITE to other people? Impressive; big; nice; 1st floor is social; sacred; excellent resource

Any barriers to your being successful at Ferris? Suggestions for changing services or priorities? Parking

Quote from one of the students: “[The] library is both a place to do work and a place for socializing – sometimes [this] creates tension when both activities are happening in the same place.”