Executive Summary

Biology
Arts
Biomedical
Biochemistry
Forensics
Business
Marketing
Chemistry
IT
Psychology

The Student Engagement Report (SERA) found that only 37 of the 244 students we spoke with are aware of the digital resources available to them through their university. Furthermore, students are uncertain of where to go to locate these resources and are wary of the time it would take to learn how to use them, so they prefer to use Google because it is “quick and easy.” With continued marketing efforts and direct engagement with students and faculty, we can help spread awareness of the resources available to students to increase usage and knowledge.

Key Findings

- The majority of students (84%) are unaware of the resources they have access to.
- Students are unsure of where to go to find new information, so they usually go to Google because it is quick and easy.
- A small percentage of students have trouble finding the right databases and resources like these to help them.
- Some students wish they had known about these resources earlier in their academic careers.

Student Breakdown

- Top 10 Majors
- College Year

Research Challenges

- “I have trouble finding the right databases and resources like these to help me. It can be very intimidating.”
- “Finding articles and resources that other students haven’t already over-used is really difficult.”
- “I am unsure of where to go to find new information, so I usually just go to Google because it’s quick and easy.”
- “It would be nice if teachers could point us in the right direction to resources like these that can help us.”
- “These databases are great, but learning how to use them takes time so that is why Google is such a “Go-To” for me.”

Product Awareness

Our conversations with students and the data collected at the three schools show that students are not as familiar with these products as they could be. This lack of awareness is a significant barrier to the use of these resources, and we need to work to increase awareness.

Research Frequency

- “I am familiar with the print version of HBCP. Thanks for letting me know about HBCP Online, I had no idea.”
- “I wish I had known about these years ago.”
- “I have used JSTOR, Journals, and other resources.”

In conclusion

Our conversations with students and the data collected at the three schools show that students are not as familiar with these products as they could be. This lack of awareness is a significant barrier to the use of these resources, and we need to work to increase awareness. We can do this through continued marketing efforts and direct engagement with students and faculty. By increasing awareness, we can help students find and use the resources available to them to increase their research capabilities and knowledge.