



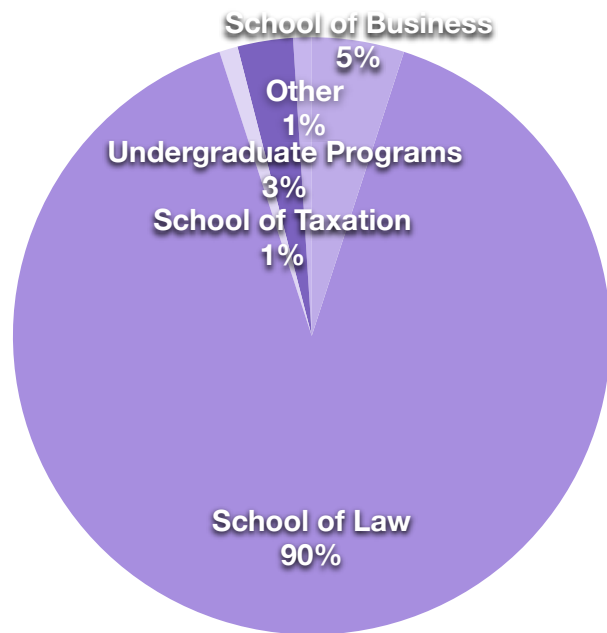
Golden Gate University

Qualitative Assessment: GGU Fall Survey Findings

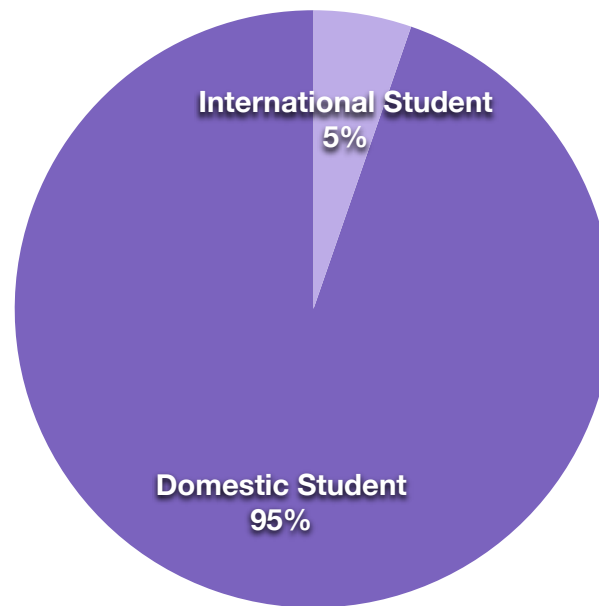
10.08.12

MKTHINK

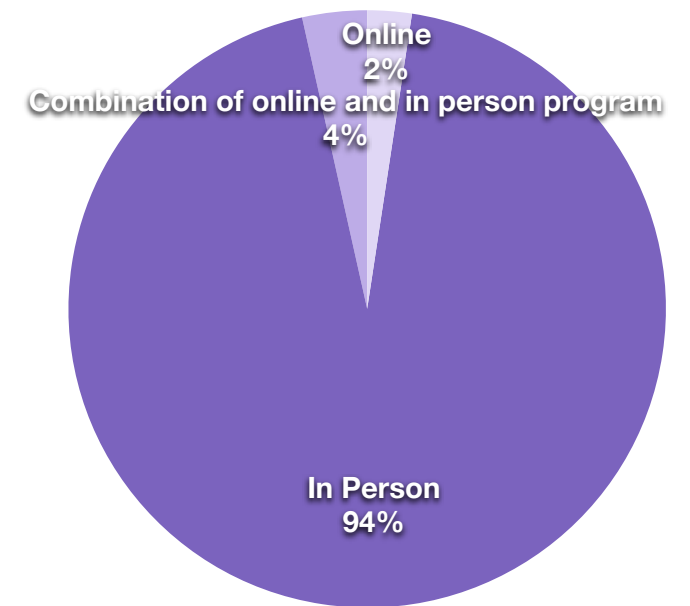
School/Department Affiliation



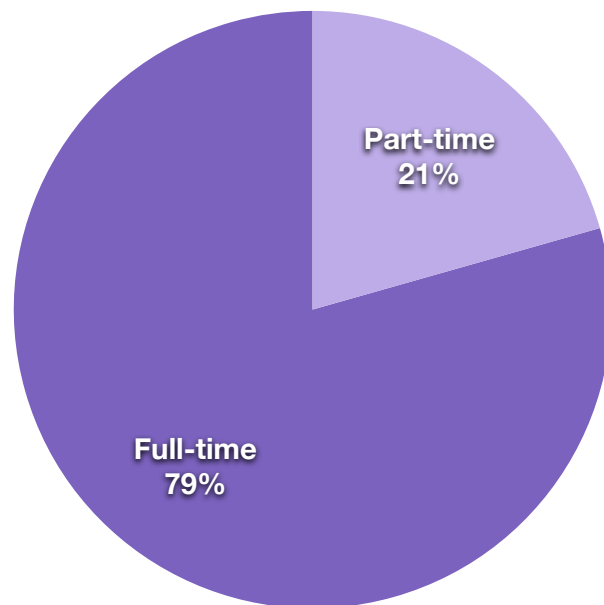
International/Domestic



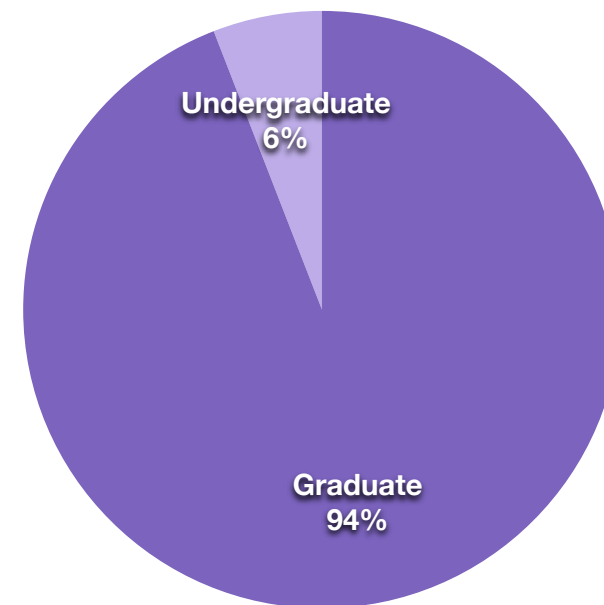
In Person/Online Program



Full-time/Part-time



Undergraduate/Graduate

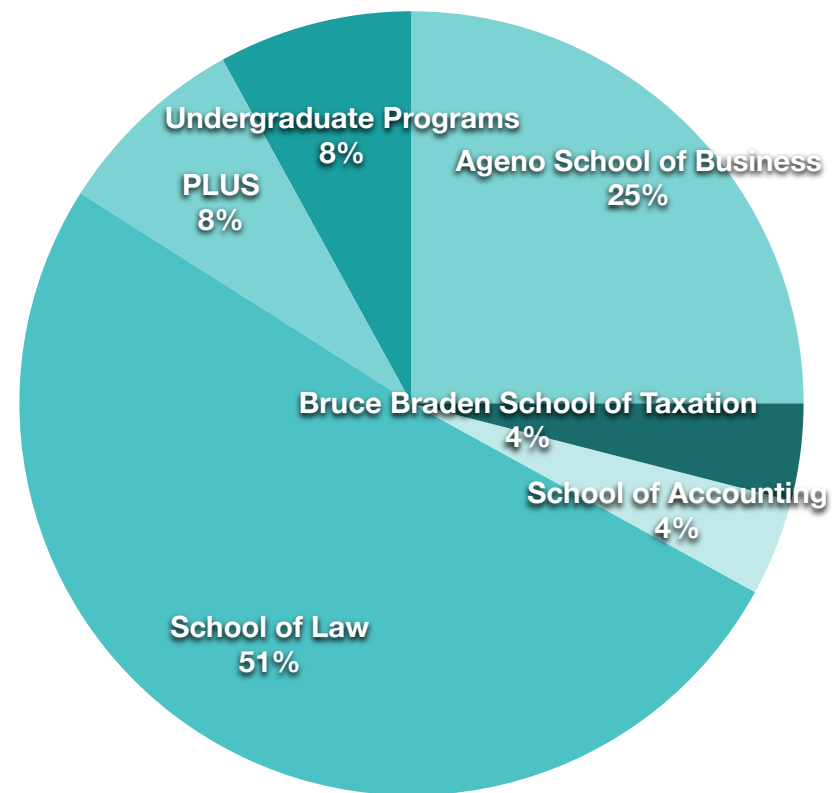


GGU Fall Survey
(9/17/12-9/28/12)

N = 170

proprietary and confidential

School/Department Affiliation

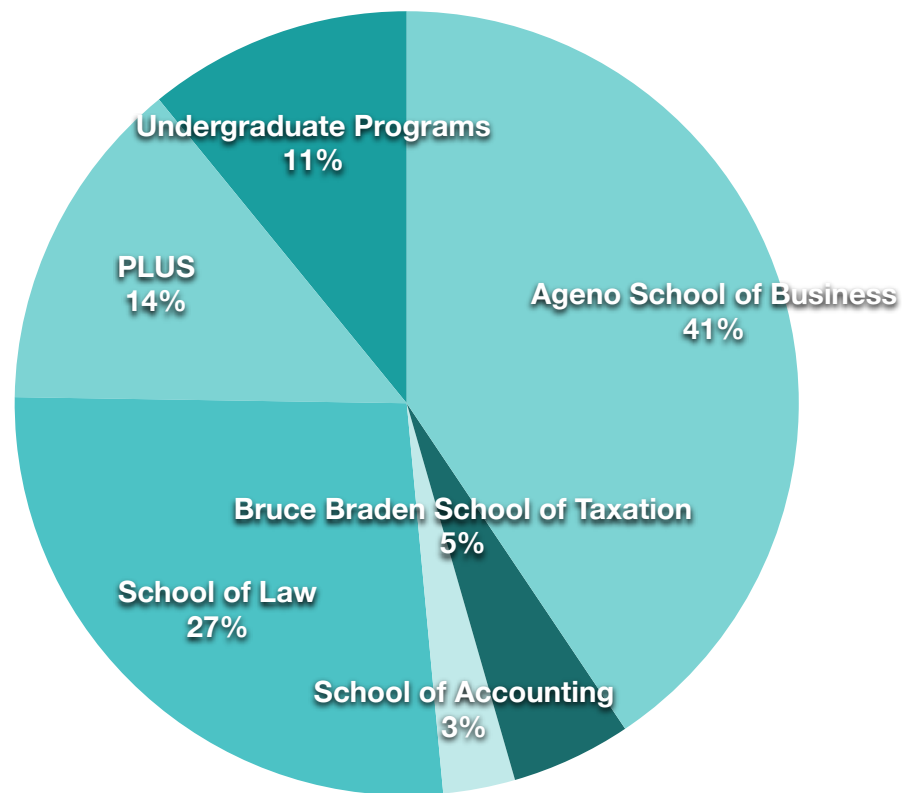


GGU Fall Survey
(9/17/12-9/28/12)

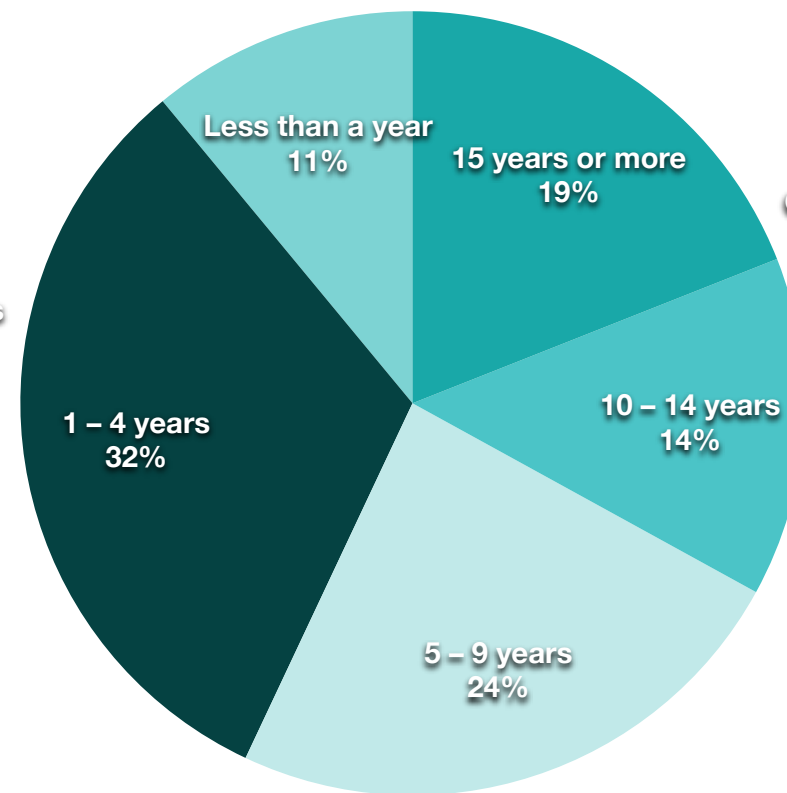
N = 49

proprietary and confidential

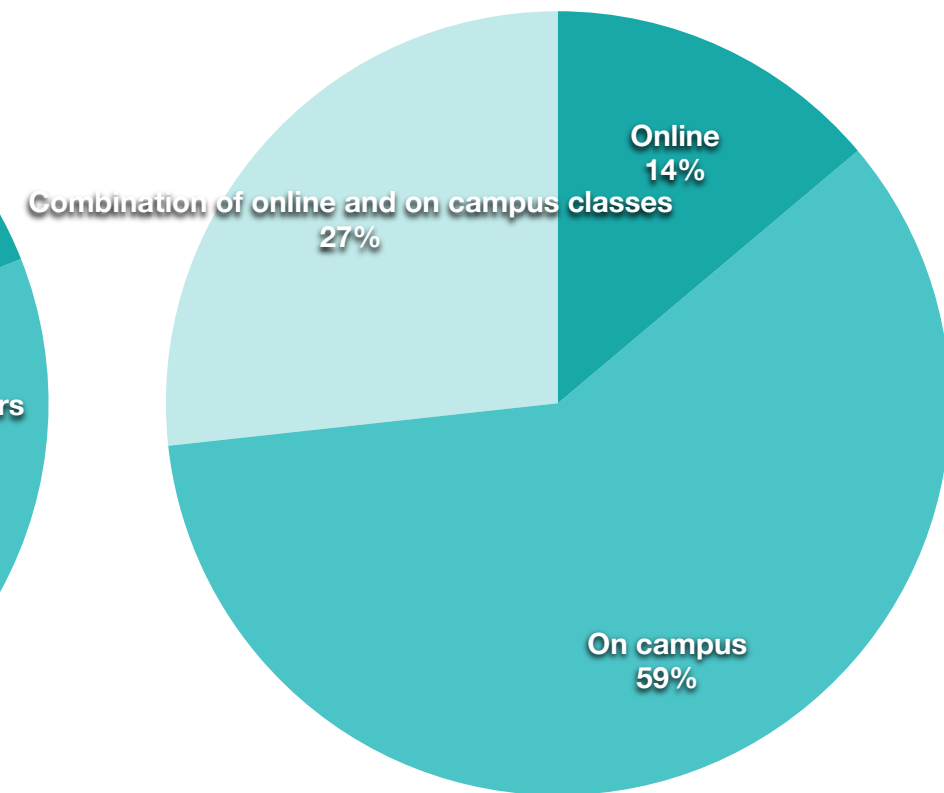
School/Department Affiliation



Length of Affiliation



Primary Mode of Instruction

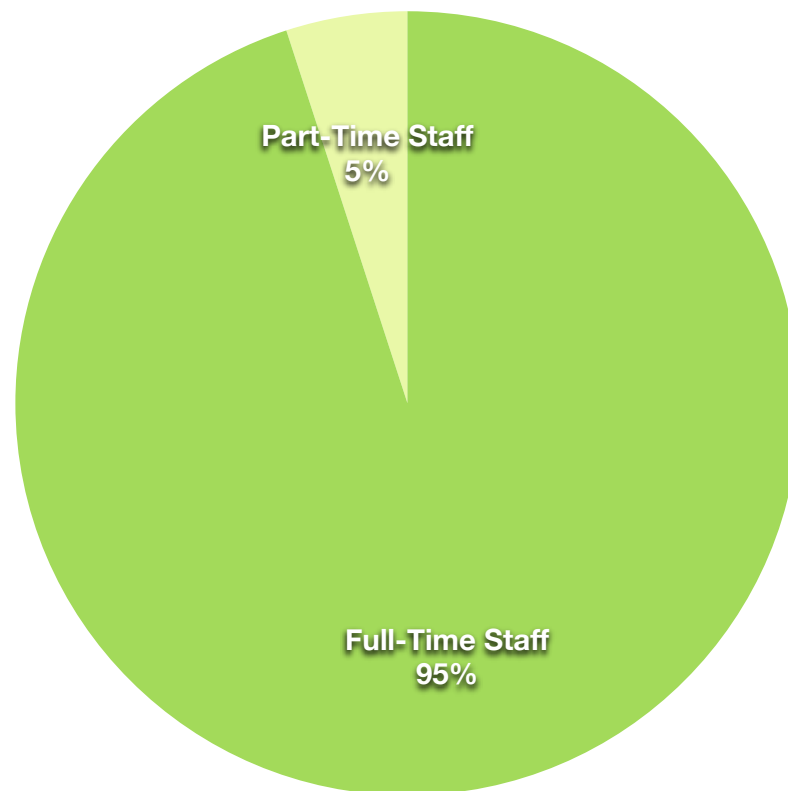


GGU Fall Survey
(9/17/12-9/28/12)

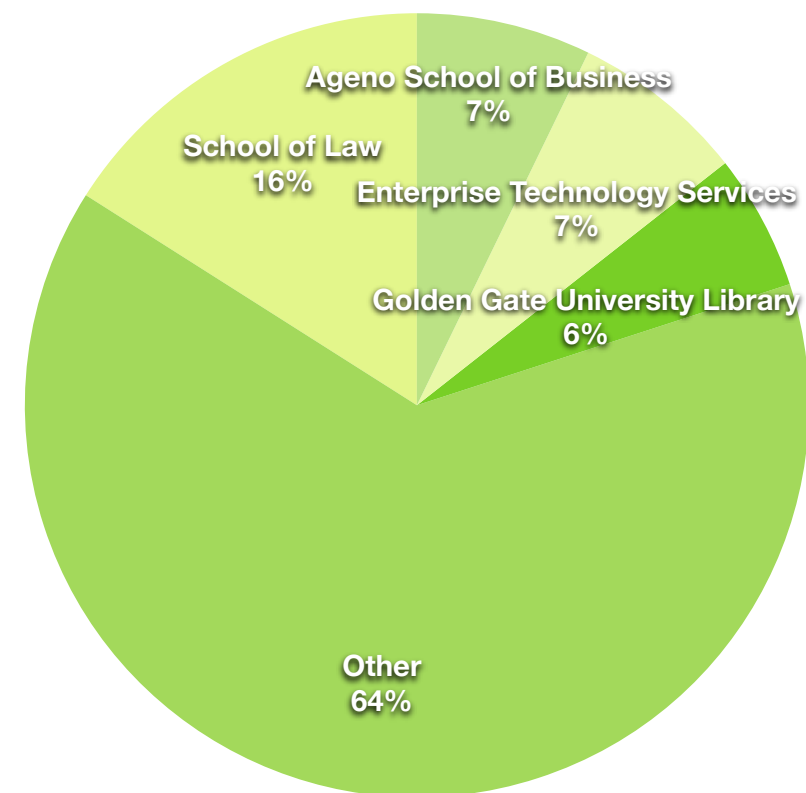
N = 37

proprietary and confidential

Primary Affiliation



School/Department Affiliation



*Response rates from other departments had an equal distribution of 0.5%-6.6%

GGU Fall Survey
(9/17/12-9/28/12)

N = 137

proprietary and confidential

Student Services

- Frequency of Use
- Anticipated Use

University Library

- Access
- Optimal Learning Environment
- Small Group Work

Special Events Space

- Frequency
- Magnitude
- Attributes

Classrooms

- Attributes
- Spatial Configurations

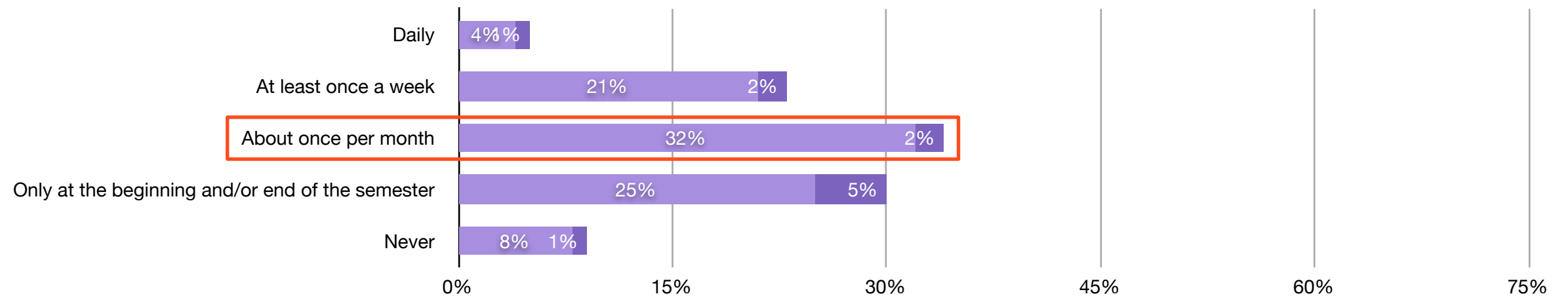
Offices

- Privacy
- Work Anywhere
- Attributes
- Community + Collaboration
- Maximizing Adjuncts' Productivity

Student Services

Frequency of Use: GGU Student Survey Responses

How often do you use **student services**, excluding tutoring services?



GGU Fall Survey (9/17/12-9/28/12)

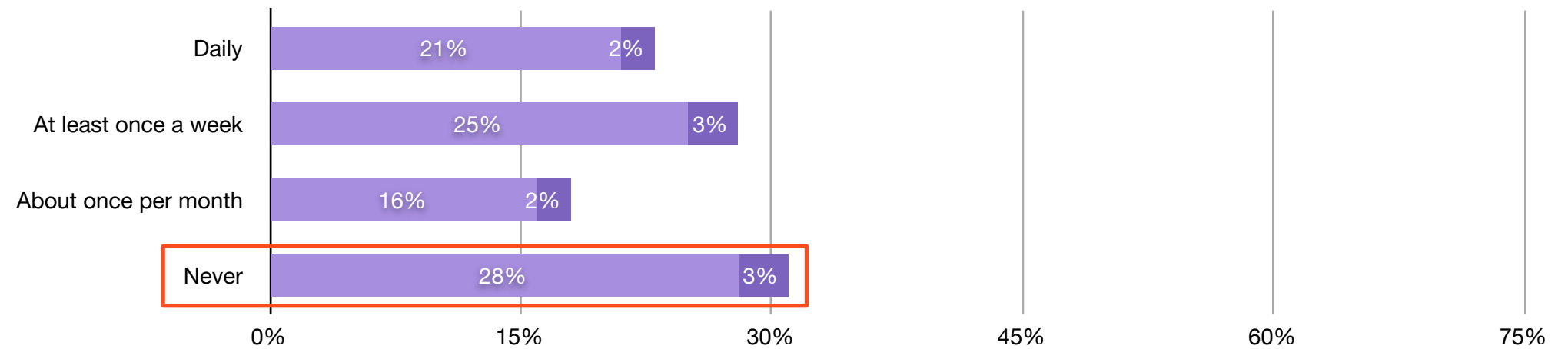
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Frequency of Use: GGU Student Survey Responses

How often do you use the **Bechtel Student Commons** (1st + 2nd floor of 40 Jessie)?



GGU Fall Survey (9/17/12-9/28/12)

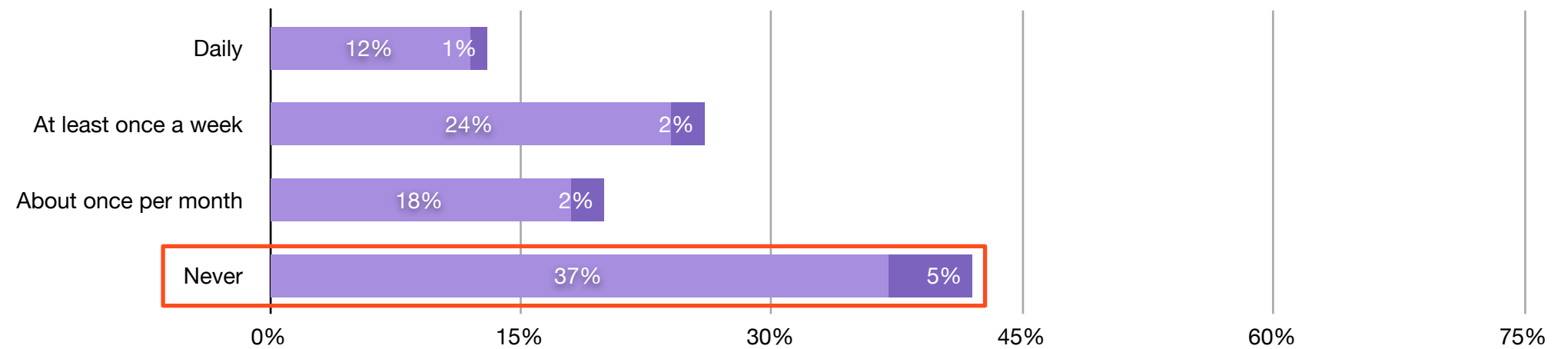
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Frequency of Use: GGU Student Survey Responses

How often do you use the **Herbst Student Lounge** (on the 6th floor)?



GGU Fall Survey (9/17/12-9/28/12)

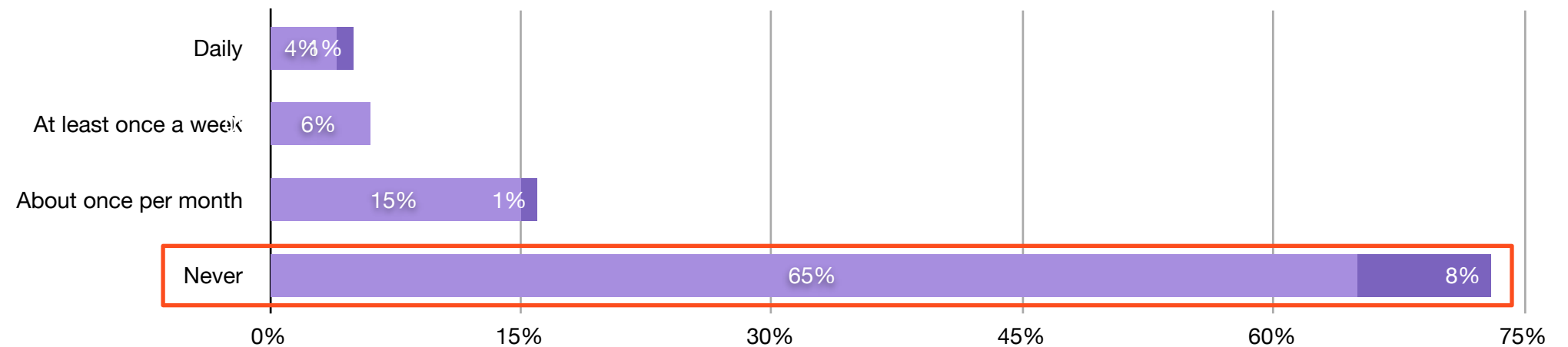
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Frequency of Use: GGU Student Survey Responses

How often do you use the **Student Government Association Lounge**?



GGU Fall Survey (9/17/12-9/28/12)

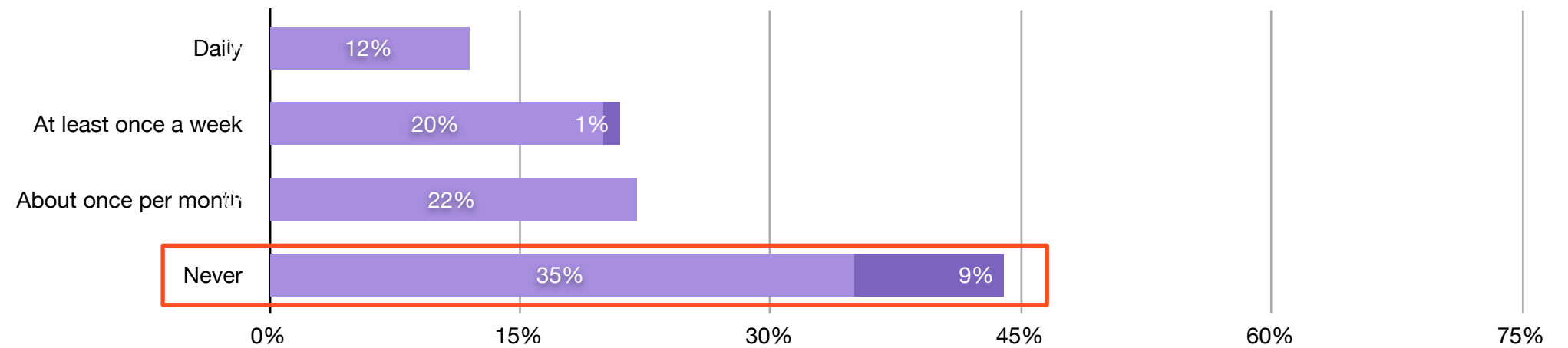
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Frequency of Use: GGU Student Survey Responses

How often do you use the Student Bar Association Lounge?



GGU Fall Survey (9/17/12-9/28/12)

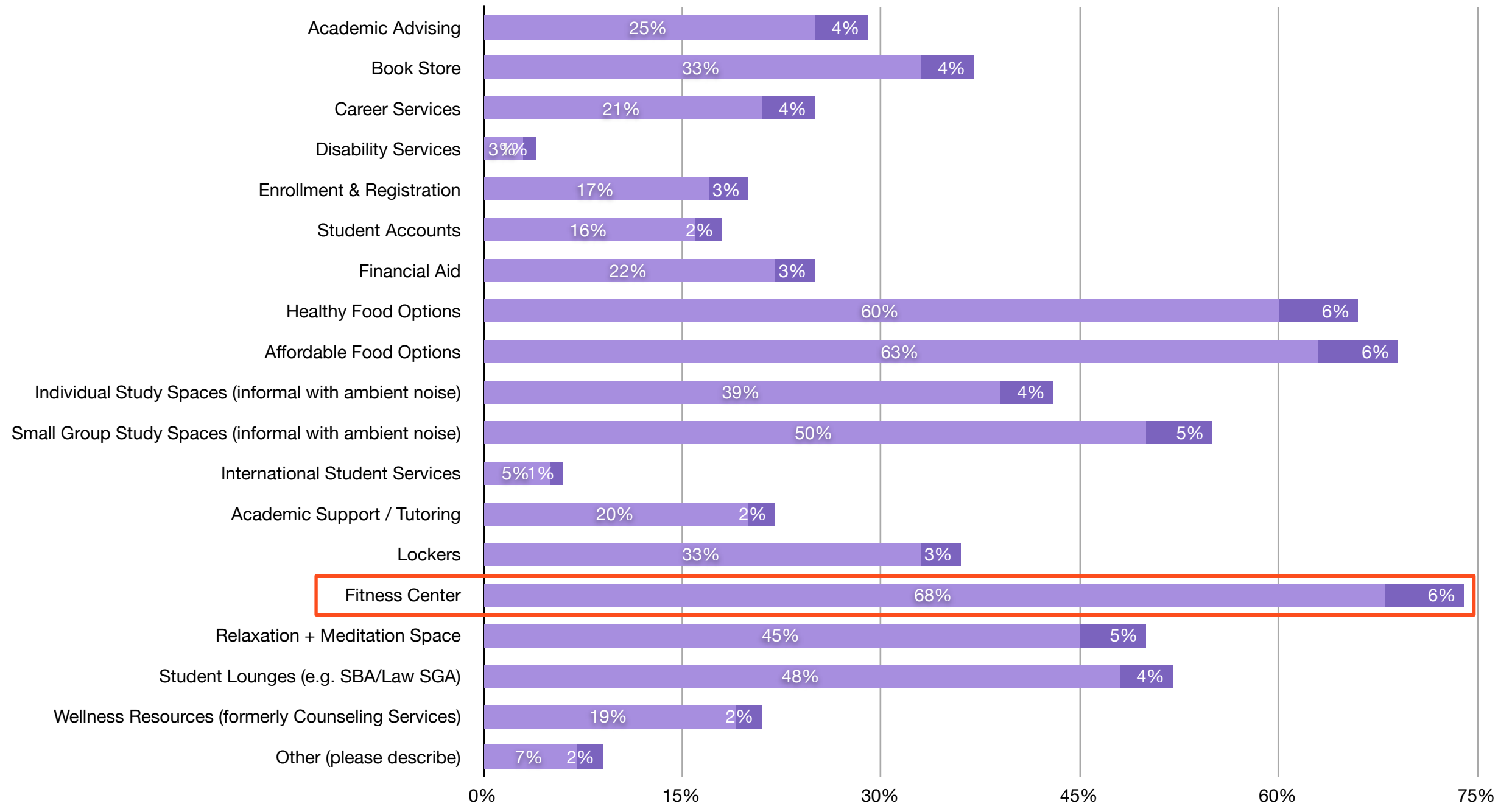
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Anticipated Use: GGU Student Survey Responses

If GGU had an “interactive hub” what services and/or amenities would be useful for you if they were located in this space? (select all that apply)



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Anticipated Use: GGU Student Survey Responses

If you could have 3 GGU student services located near one another (i.e., in the same location), what would they be?



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Anticipated Use: GGU Student Survey Responses

If you could have **3 GGU student services** located near one another (i.e., in the same location), what would they be?

Major Themes

Fitness Center

“Definitely need a fitness center with showers/yoga studio - I'd be willing to pay \$25/mth for it”

Healthy Food Options

“We don't need a fitness center. That's what gym memberships are for. We definitely need more healthy food options. The vending machines provide plenty of unhealthy food options.”

Affordable Food Options

“Cafeteria or Food Court on campus”

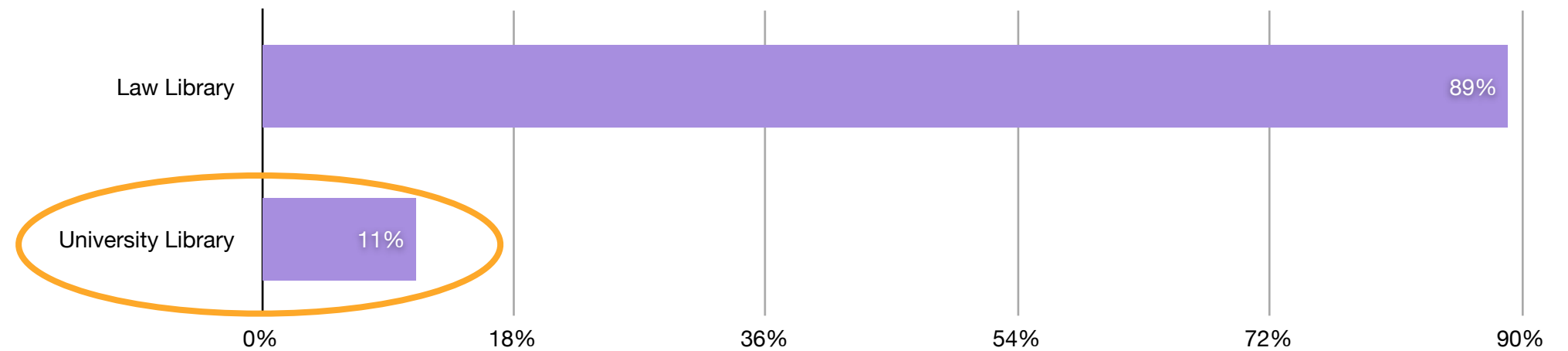
GGU Fall Survey (9/17/12-9/28/12)

N = 170

proprietary and confidential

University Library

Which library do you use **most**?



The following responses are from students who reported that they mostly use the University Library

Access: GGU Student Survey Responses

What time(s) of day and day(s) of the week do you typically use the University Library?

	10am-12pm	12-4pm	4-7pm	7-10pm	N/A	Response Count
Monday	0	6	3	2	2	13
Tuesday	0	8	2	2	2	14
Wednesday	0	6	3	2	2	13
Thursday	0	5	2	2	2	11
Friday	0	5	1	3	4	13
Saturday	0	2	2	1	3	8
Sunday	0	2	1	1	3	7

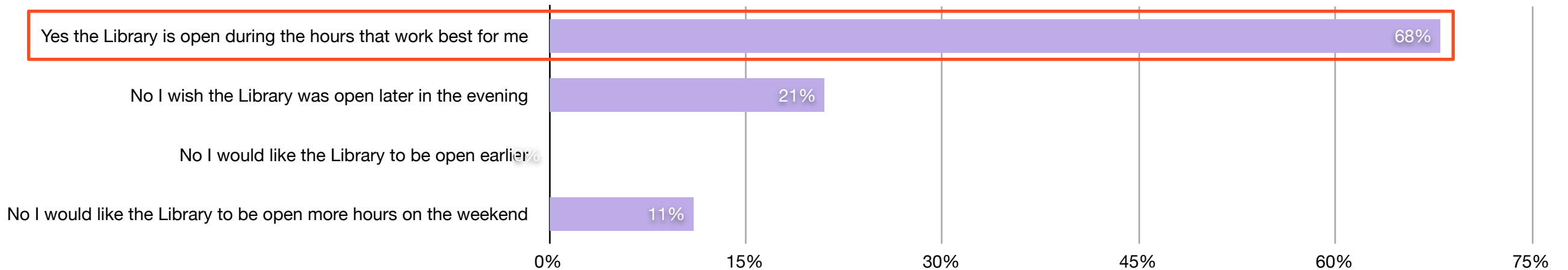
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Access: GGU Student Survey Responses

Do the University Library **hours of operation** currently accommodate your needs?



Quoted Responses:

“Friday 5-10pm”

“12 midnight”

“10 am - 10 pm”

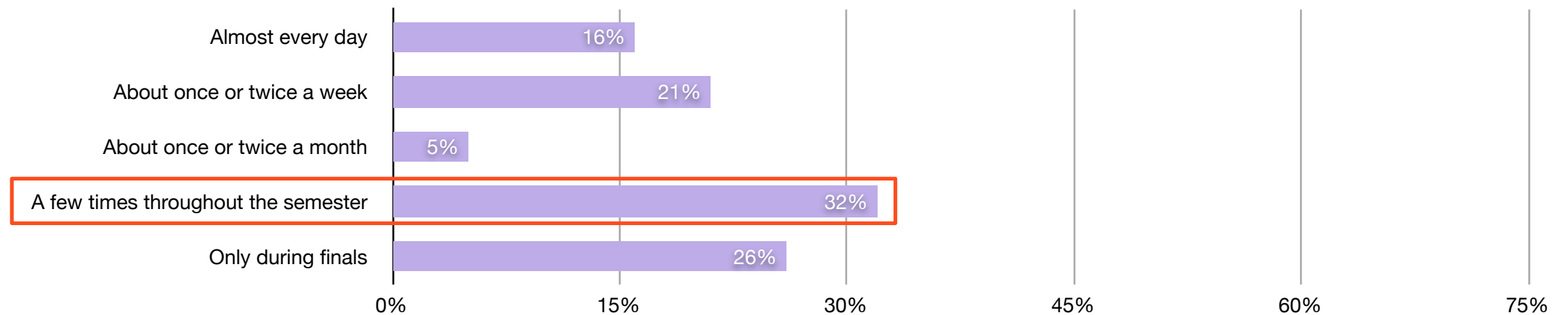
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Access: GGU Student Survey Responses

If the University Library offered “**extended access**”, how often would you use it (i.e., before or after the current opening and closing hours)?



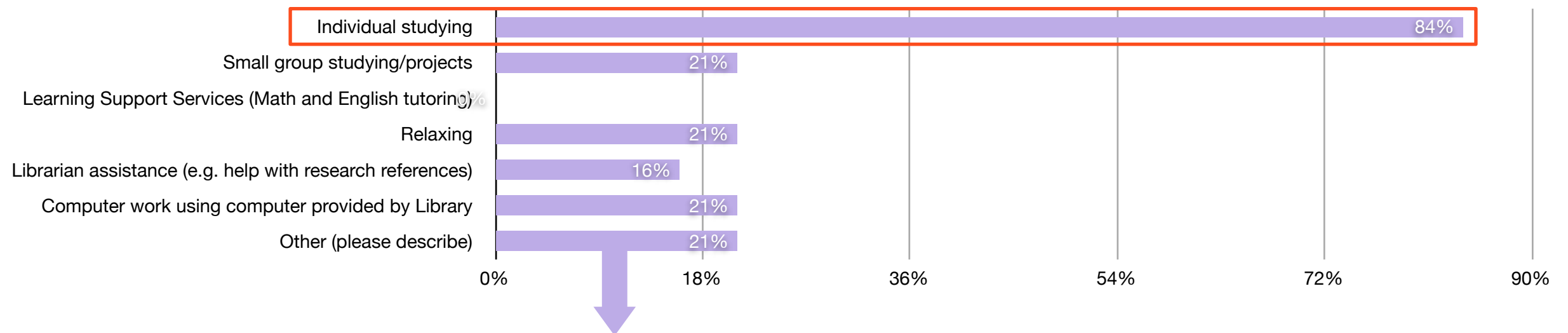
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Optimal Learning Environment: GGU Student Survey Responses

What activities do you engage in **most** while in the UniversityLibrary? (select all that apply)



Quoted Responses:
“Online research”
“Work using my own computer laptop, extra power outlets would be nice”

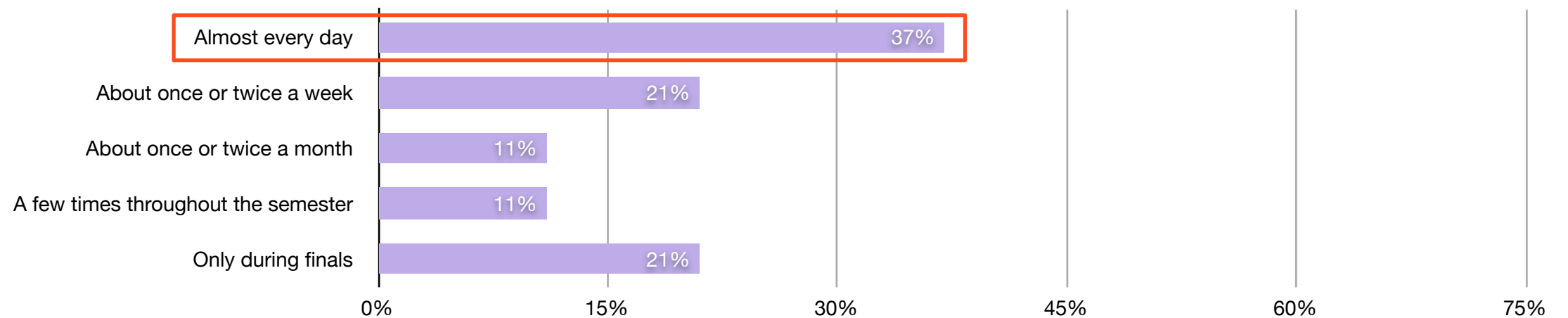
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Optimal Learning Environment: GGU Student Survey Responses

How often would you use a “totally quiet” study zone in the University Library?



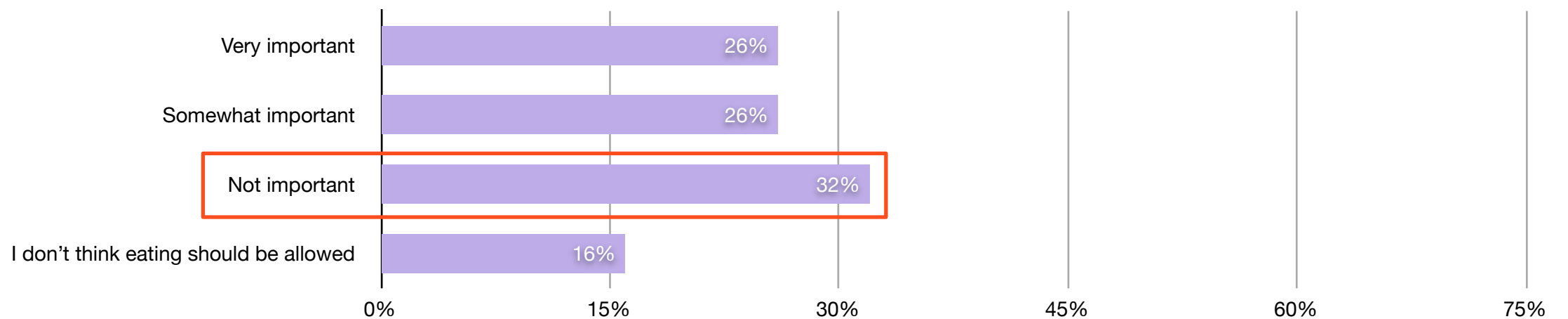
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Optimal Learning Environment: GGU Student Survey Responses

How important is it for you to be able to **eat** in the University Library?



GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Optimal Learning Environment: GGU Student Survey Responses

If you could make any **change(s)** to the University Library, what would they be?

“Have librarian chat access on weekends even if only for 3 hours”

“Digitize all materials in the library”

“Areas designated for study groups so that those wishing to study alone are not distracted.”

“Sound proof the entire library. Smart-card entry into library. More space for study and group study - more tables. More space/carrels (sound proof) for video viewing”

“add couches”

“Installing a bathroom.”



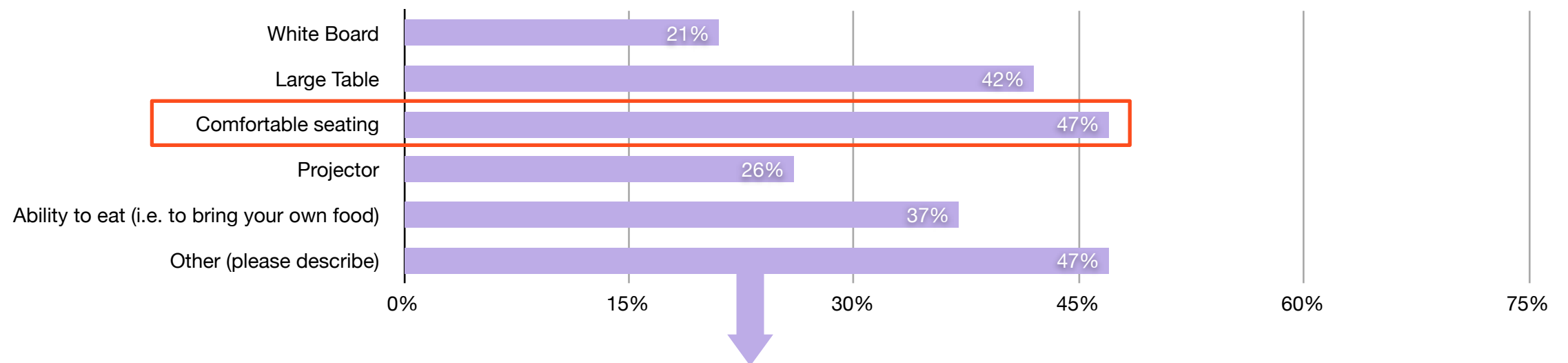
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Group Work: GGU Student Survey Responses

If the University Library had study spaces dedicated for **small group work**, what would be important to you? (select all that apply)



Quoted Responses:

“more outlets for laptops EVERYWHERE”

“windows with fresh air”

“Internet access”

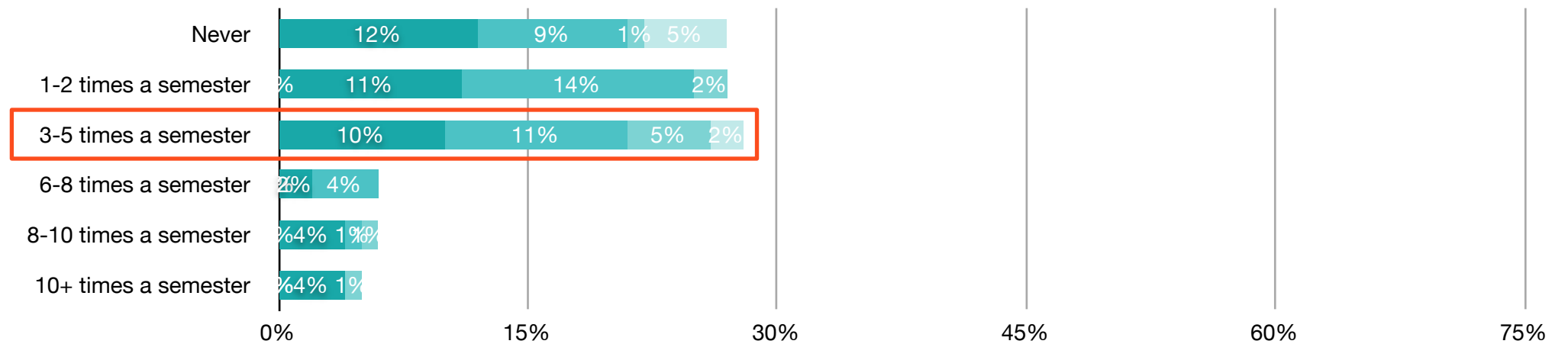
GGU Fall Survey (9/17/12-9/28/12)

N = 19

proprietary and confidential

Group Work: GGU Faculty + Adjunct Faculty Survey Responses

On average, how many times a semester do you assign **group projects**?



GGU Fall Survey (9/17/12-9/28/12)

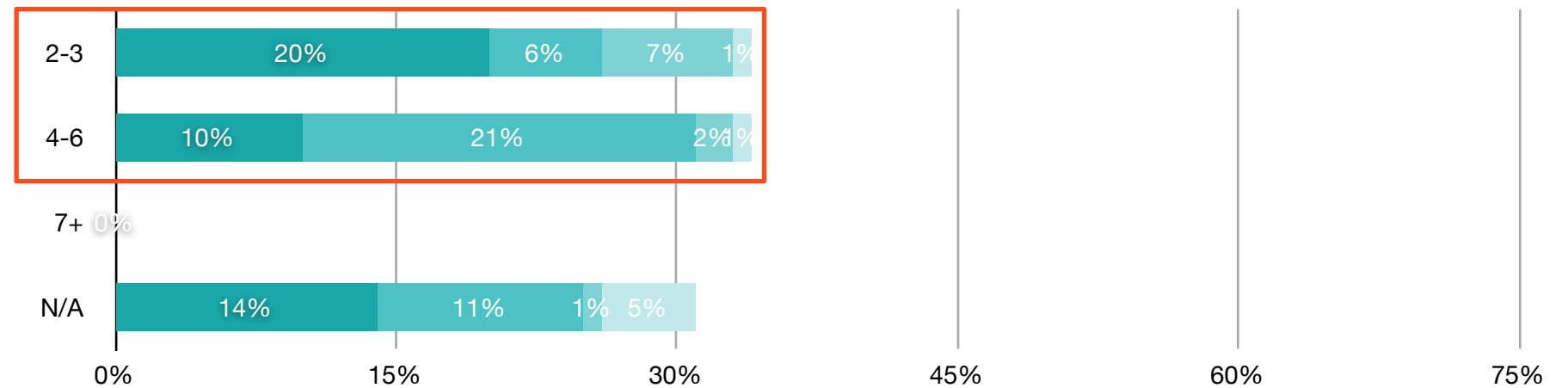
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 81

proprietary and confidential

Group Work: GGU Faculty + Adjunct Faculty Survey Responses

How many students do you typically have working together in a group?



GGU Fall Survey (9/17/12-9/28/12)

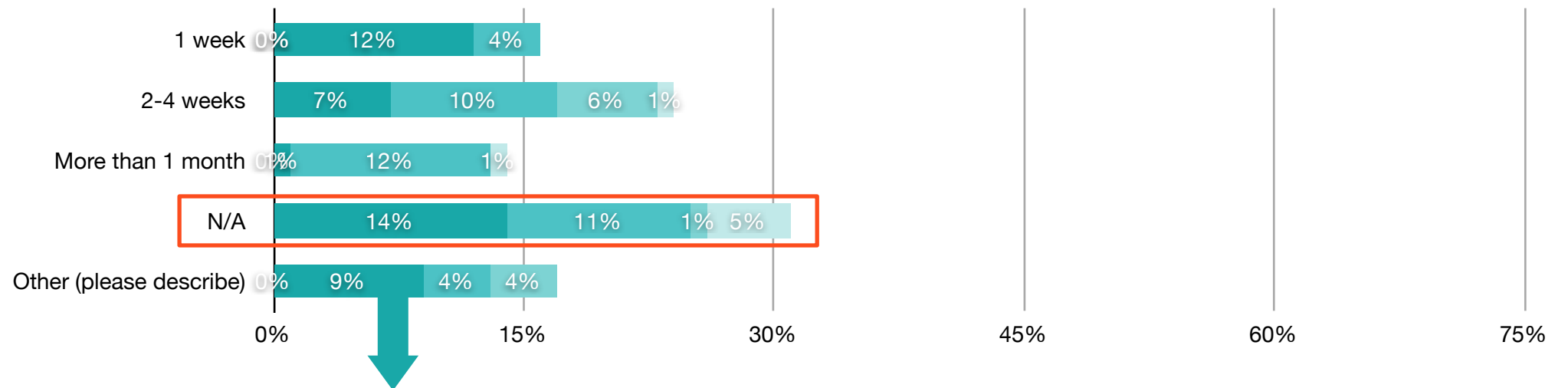
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 81

proprietary and confidential

Group Work: GGU Faculty + Adjunct Faculty Survey Responses

How long do group projects typically last?



Quoted Responses:
 “Group projects are always conducted in class and last about 20 - 40 minutes each.”

GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

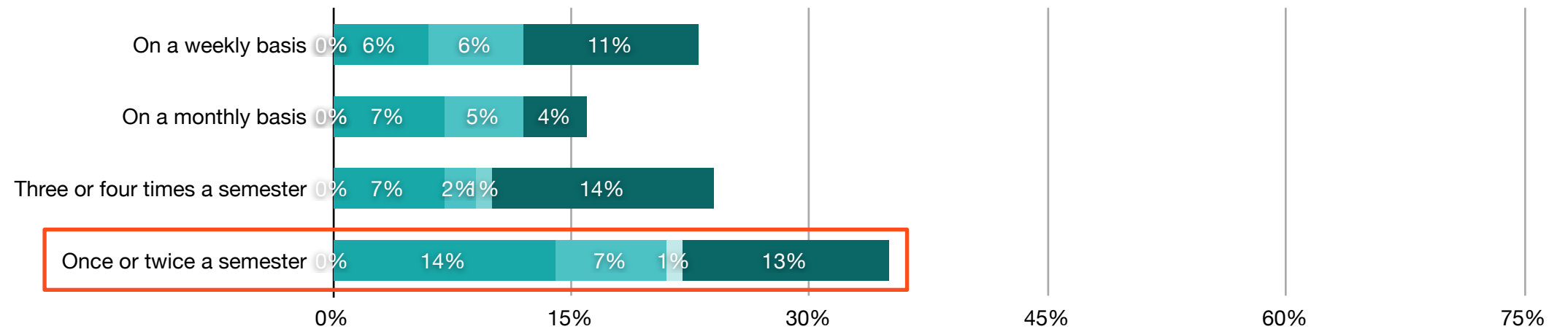
N = 81

proprietary and confidential

Special Events Space

Frequency: GGU Faculty + Adjunct Faculty Survey Responses

How often do you have a **need** for special event space?



GGU Fall Survey (9/17/12-9/28/12)

Key:



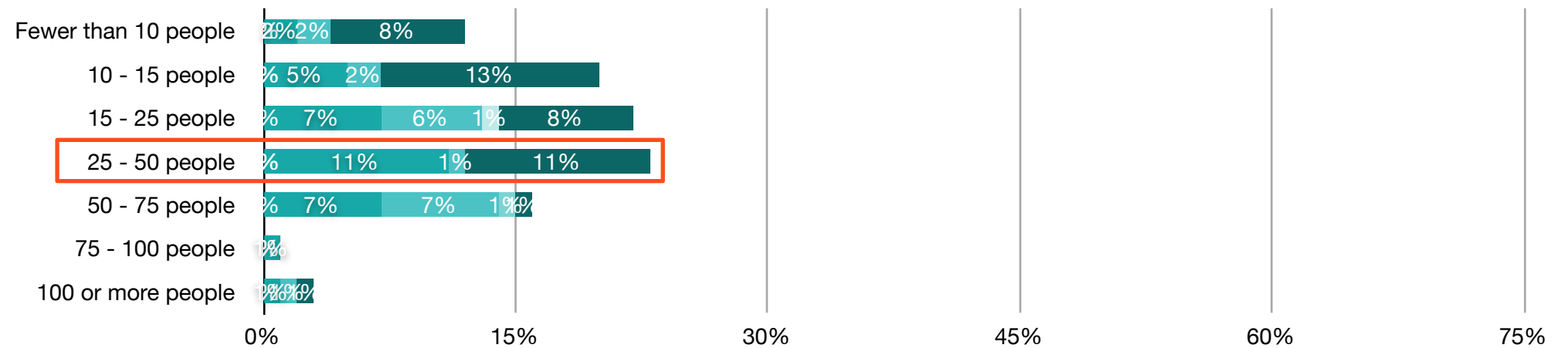
45% of total respondents

N = 84

proprietary and confidential

Magnitude: GGU Faculty + Adjunct Faculty Survey Responses

What is the **typical number of people** at your events?



45% of total respondents

GGU Fall Survey (9/17/12-9/28/12)

Key:

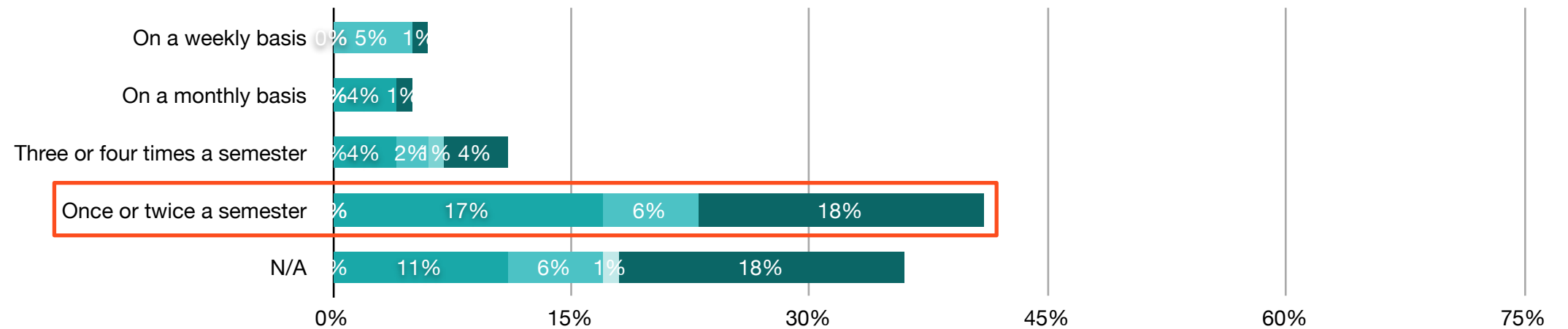
Law Business/Tax/Acct. PLUS Undergraduate Operations

N = 84

proprietary and confidential

Magnitude: GGU Faculty + Adjunct Faculty Survey Responses

How often do you have a need for event space that will hold 50 people or more?



45% of total respondents

GGU Fall Survey (9/17/12-9/28/12)

Key:

Law Business/Tax/Acct. PLUS Undergraduate Operations

N = 84

proprietary and confidential

Magnitude: GGU Faculty + Adjunct Faculty Survey Responses

If you have a need for event space that holds **100 people or more**, please explain what events you hold and the frequency of such events

Academic Conference
Annual Fulbright Symposium
Annual meeting for professional association
Benefits Enrollment
Career Fair
Coffee Time
Commencement Ceremony
Community Events (i.e. cultural fair, Oktoberfest)
Environmental Law Symposium
Faculty/Staff Assembly
Graduation Fair
Guest speakers

Information Sessions
Orientation
International Education Week
Conference
Open House
Outside groups
Panel discussions
Receptions
School of Law Awards Ceremony
Swearing In Ceremony for bar passers
Weekly lecture series

45% of total respondents

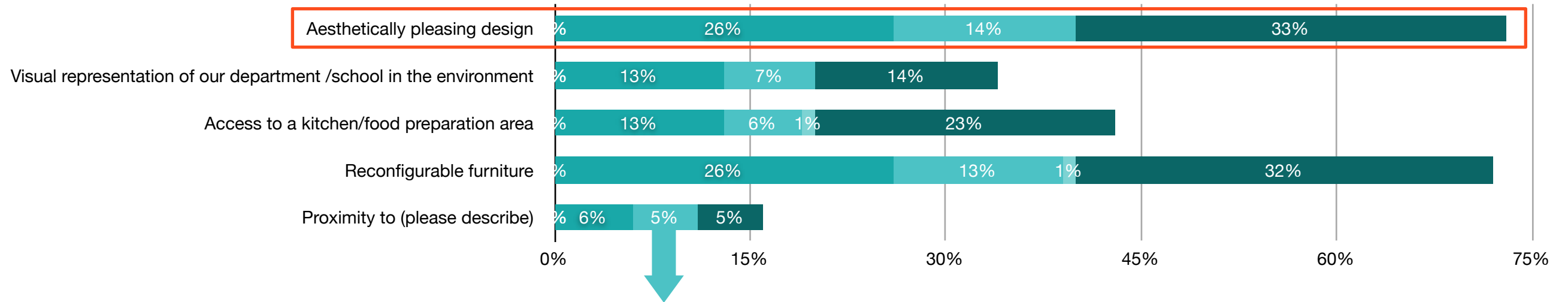
N = 84

GGU Fall Survey (9/17/12-9/28/12)

proprietary and confidential

Attributes: GGU Faculty + Adjunct Faculty Survey Responses

What attributes are most important in an **event space**? (select all that apply)



Quoted Responses:
 “my department and computer access”
 “restrooms!”
 “reception area”

GGU Fall Survey (9/17/12-9/28/12)

Key:

Law Business/Tax/Acct. PLUS Undergraduate Operations

N = 84

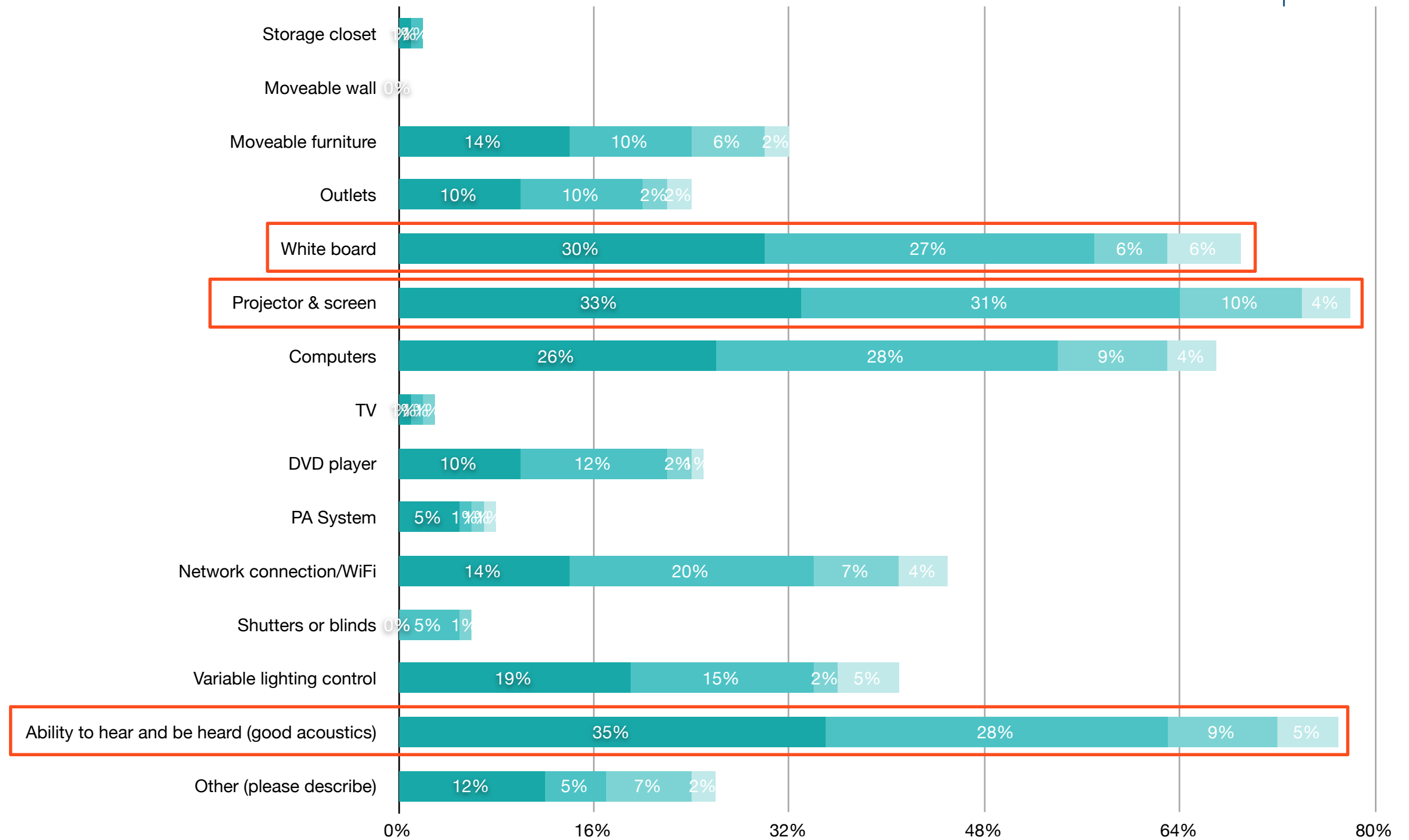
45% of total respondents

proprietary and confidential

Classrooms

Attributes: GGU Faculty + Adjunct Faculty Survey Responses

What attributes are most important to you in a **classroom**? (select all that apply)



GGU Fall Survey (9/17/12-9/28/12)

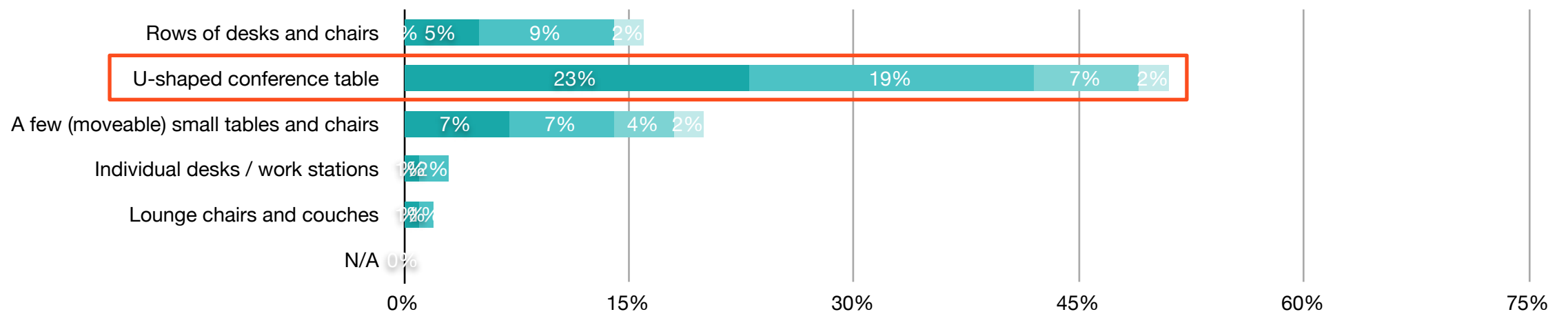
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 81

proprietary and confidential

Spatial Configurations: GGU Faculty + Adjunct Faculty Survey Responses

What general classroom spatial configuration is most supportive of your pedagogical approach when teaching a **small** sized class (under 20 students)?



GGU Fall Survey (9/17/12-9/28/12)

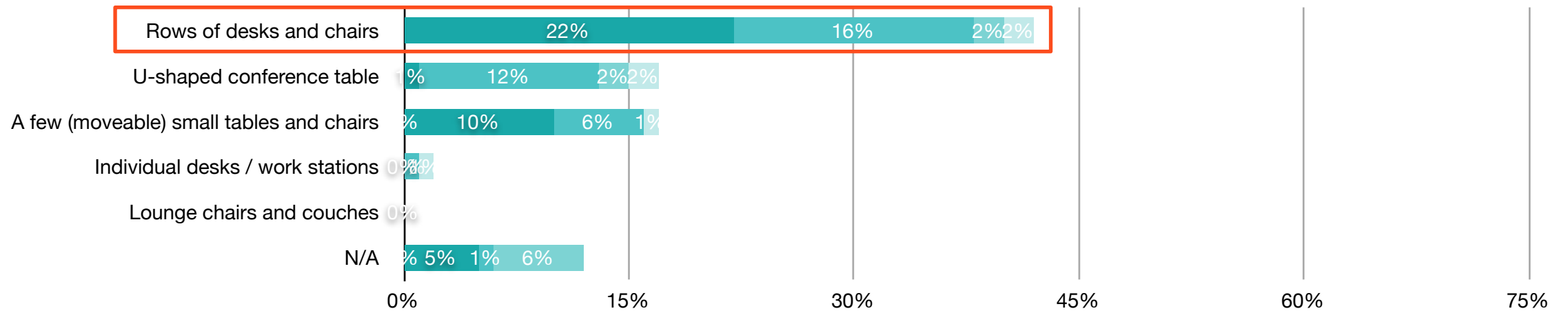
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 81

proprietary and confidential

Spatial Configurations: GGU Faculty + Adjunct Faculty Survey Responses

What general classroom spatial configuration is most supportive of your pedagogical approach when teaching a **medium** sized class (20 - 40 students)?



GGU Fall Survey (9/17/12-9/28/12)

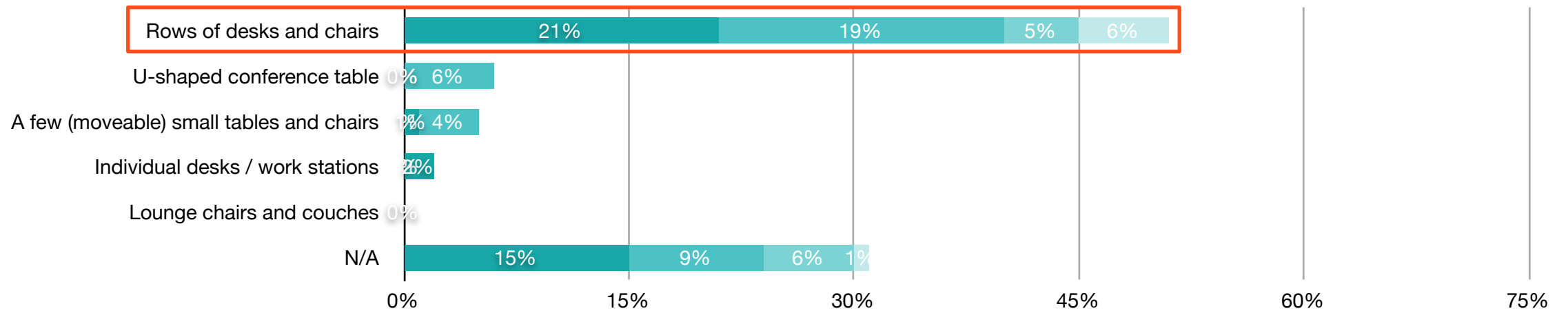
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 81

proprietary and confidential

Spatial Configurations: GGU Faculty + Adjunct Faculty Survey Responses

What general classroom spatial configuration is most supportive of your pedagogical approach when teaching a **large** sized class (40 or more students)?



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

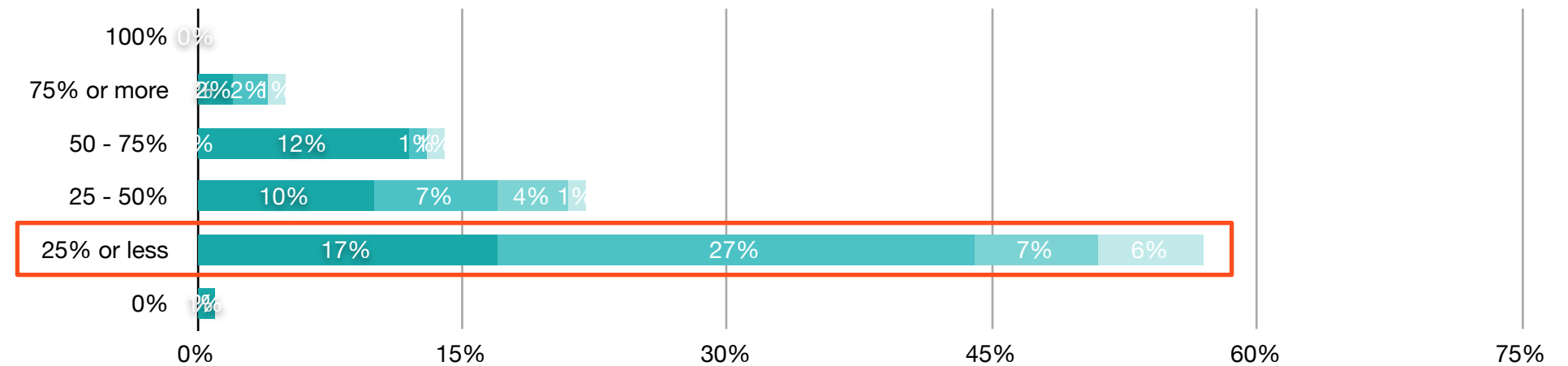
N = 81

proprietary and confidential

Offices

Privacy: GGU Faculty + Adjunct Faculty Survey Responses

What percentage of your day do you meet with (e.g., advise, counsel, assist) students and/or colleagues in a **one-on-one setting**?



Includes all Faculty and Adjunct Faculty that teach in-person courses

GGU Fall Survey (9/17/12-9/28/12)

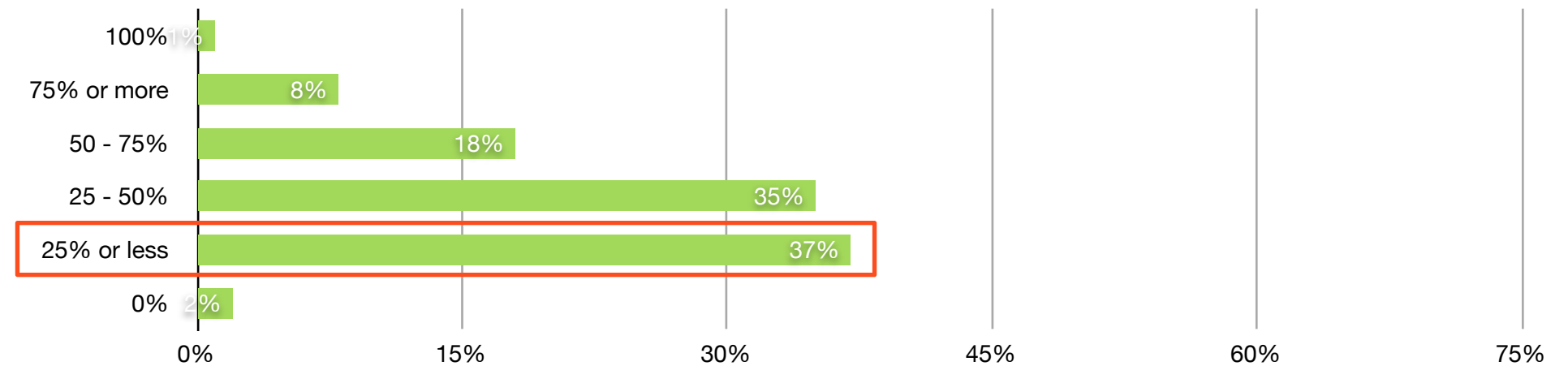
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 84

proprietary and confidential

Privacy: GGU Staff Survey Responses

What percentage of your day do you meet with (e.g., advise, counsel, assist) students and/or colleagues in a **one-on-one setting**?



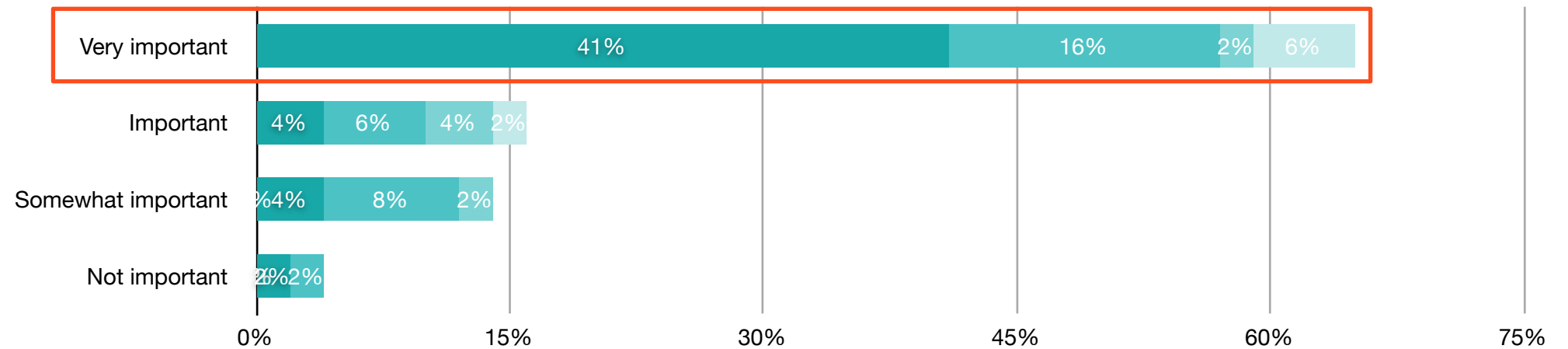
GGU Fall Survey (9/17/12-9/28/12)

N = 137

proprietary and confidential

Privacy: GGU Faculty Survey Responses

To what extent is “privacy” important to your job function?



GGU Fall Survey (9/17/12-9/28/12)

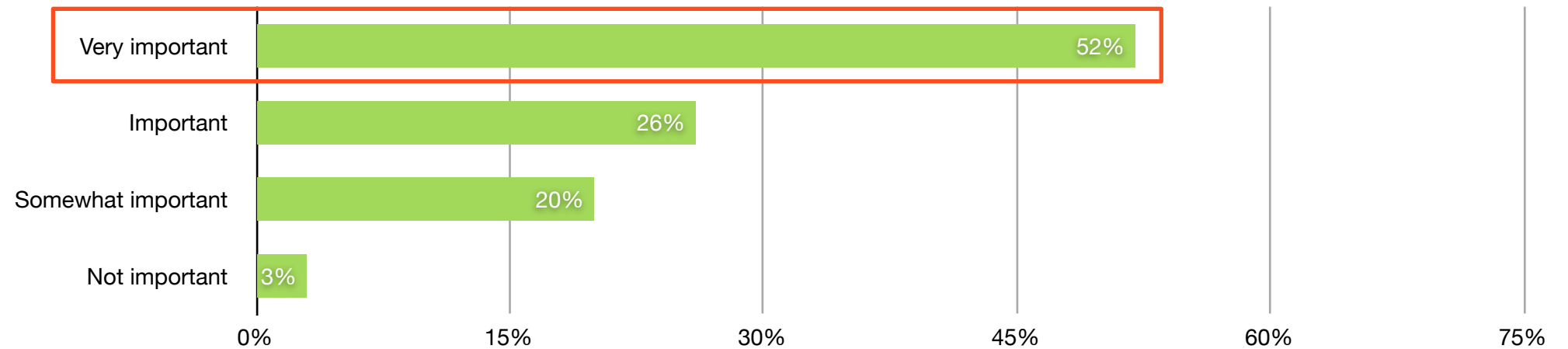
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

proprietary and confidential

Privacy: GGU Staff Survey Responses

To what extent is “privacy” important to your job function?



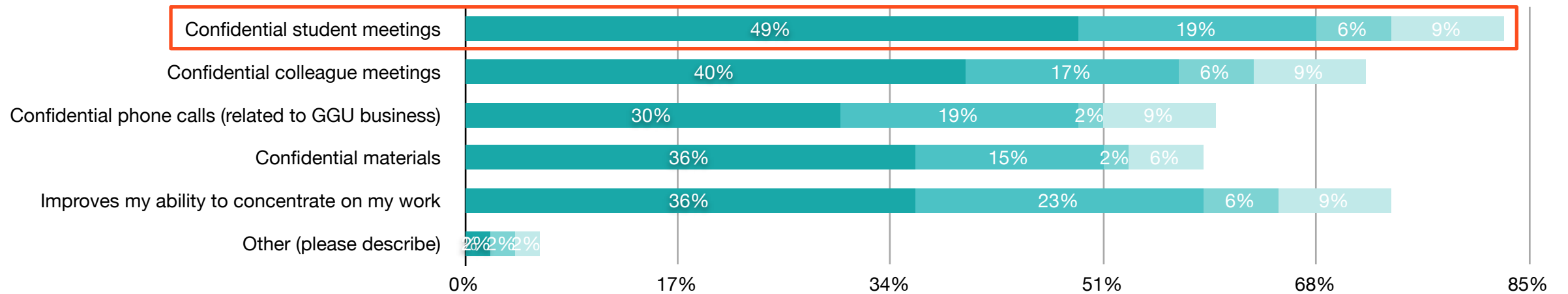
GGU Fall Survey (9/17/12-9/28/12)

N = 137

proprietary and confidential

Privacy: GGU Faculty Survey Responses

Indicate the reasons why “privacy” is central to your job function (select all that apply)



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

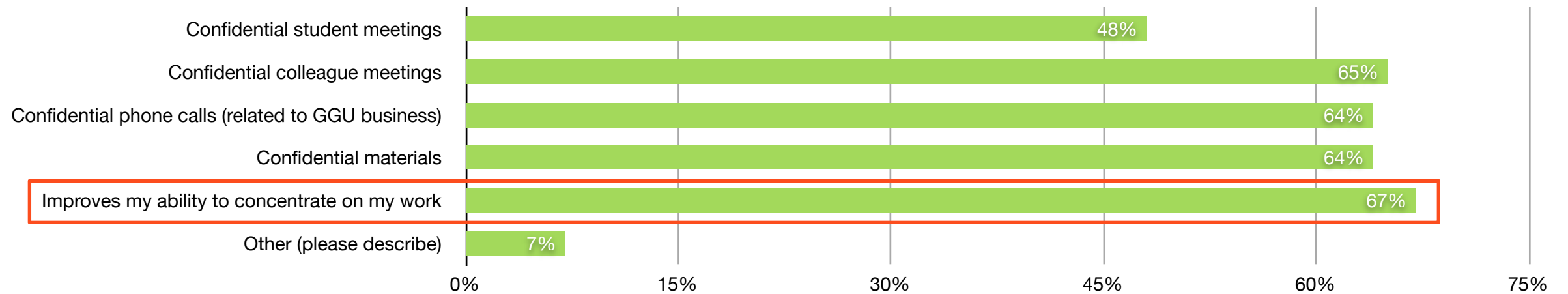
96% of total respondents

N = 47

proprietary and confidential

Privacy: GGU Staff Survey Responses

Indicate the reasons why “privacy” is central to your job function (select all that apply)



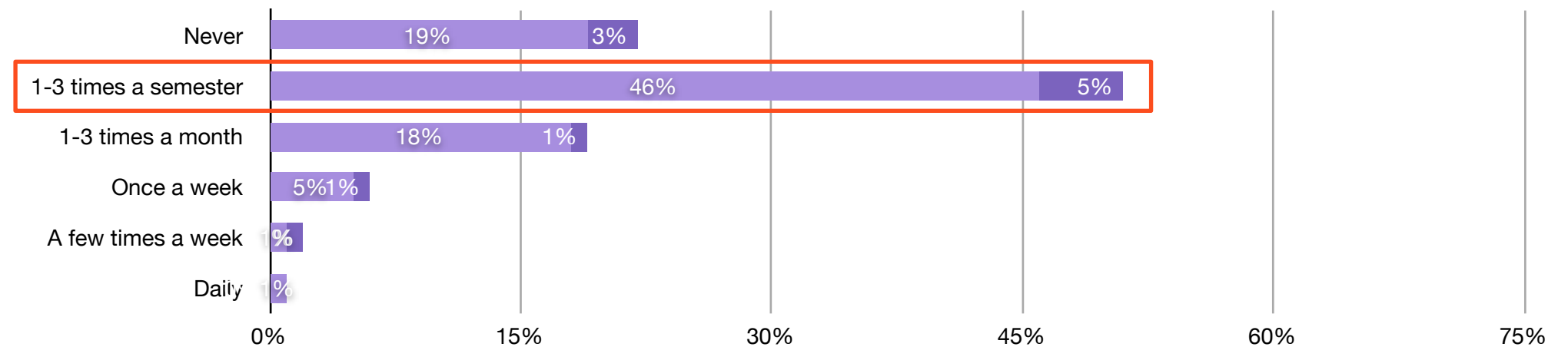
GGU Fall Survey (9/17/12-9/28/12)

N = 126

proprietary and confidential

Privacy: GGU Student Survey Responses

How often do you meet one-on-one, in person, with a **student services staff member** (excluding tutoring services)?



GGU Fall Survey (9/17/12-9/28/12)

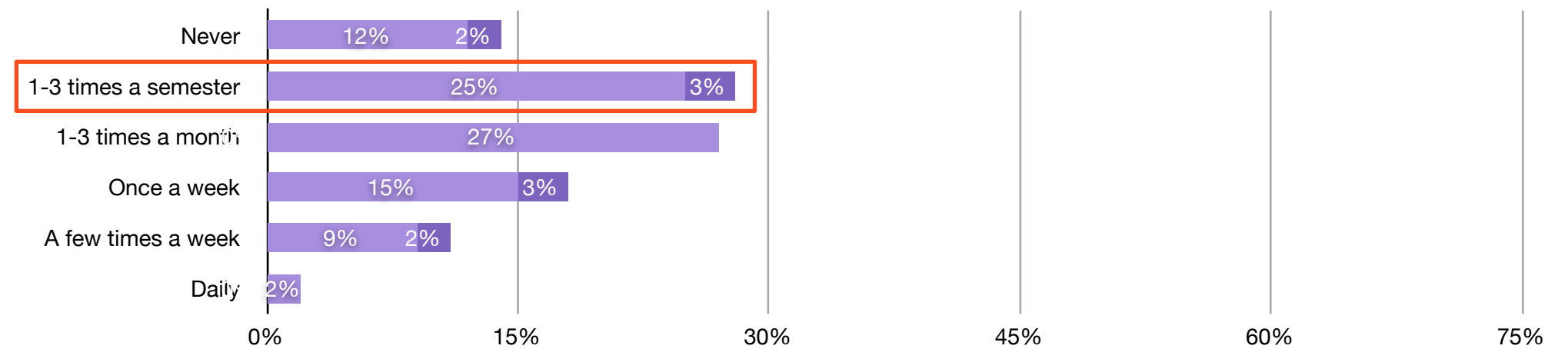
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Privacy: GGU Student Survey Responses

How often do you meet one-on-one, in person, with a **faculty member**?



GGU Fall Survey (9/17/12-9/28/12)

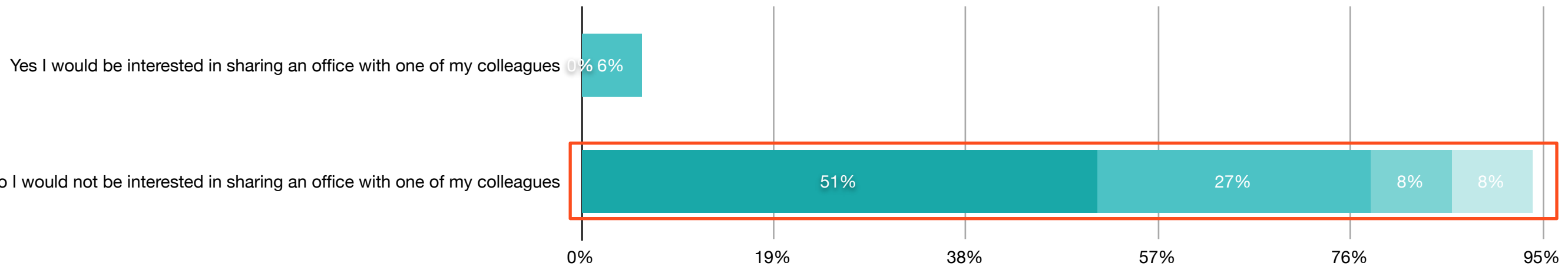
Key: Law Business/Tax/Accounting/PLUS/Undergraduate

N = 170

proprietary and confidential

Privacy: GGU Faculty Survey Responses

Would the option to have a **shared office** (i.e., with another faculty member) be of interest to you?



GGU Fall Survey (9/17/12-9/28/12)

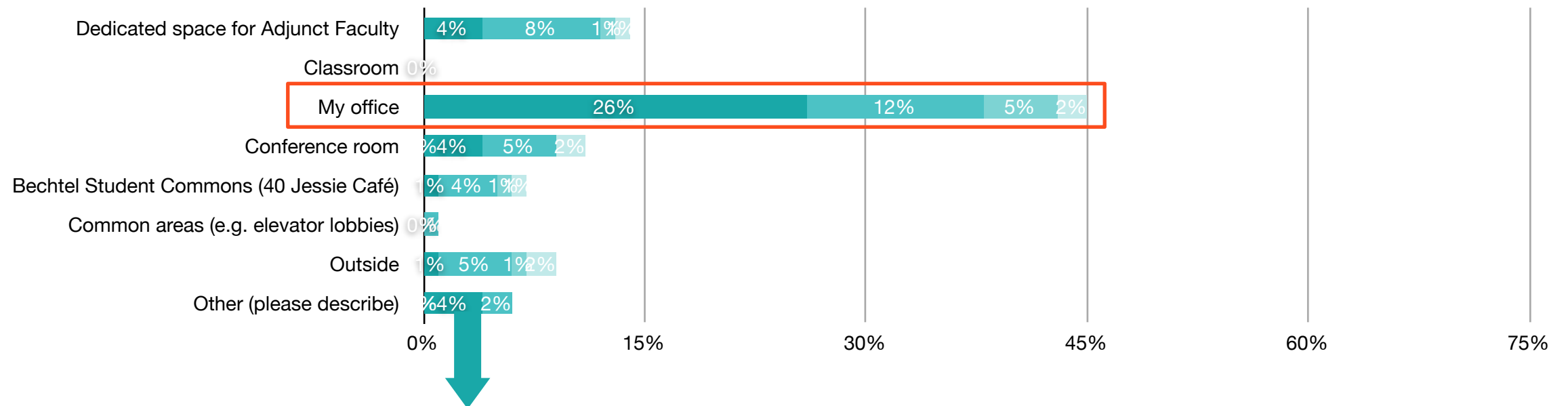
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

proprietary and confidential

Use Patterns: GGU Faculty + Adjunct Faculty Survey Responses

When you meet with colleagues/students in a one-on-one or small group meeting, what is your preferred location?



Quoted Responses:

“Library or 6th floor cafeteria.”

“Try to find an empty classroom”

Includes all Faculty and Adjunct Faculty that teach in-person courses

GGU Fall Survey (9/17/12-9/28/12)

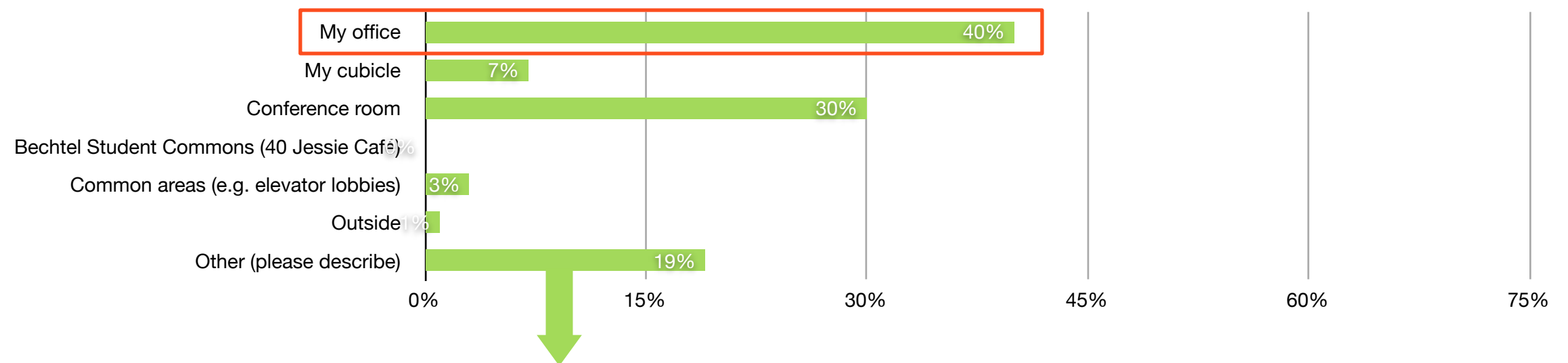
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 84

proprietary and confidential

Use Patterns: GGU Staff Survey Responses

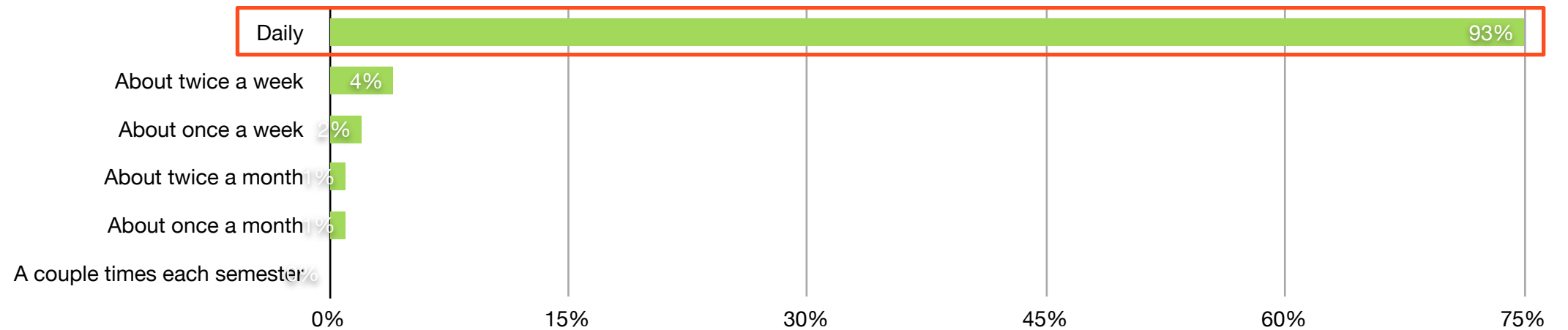
When you meet with colleagues/students in a one-on-one or small group meeting, what is your preferred location?



Quoted Responses:
“Small Appointment Rooms”
“40 Jessie cafe”

Work Anywhere: GGU Staff Survey Responses

How often do you come to the GGU campus?



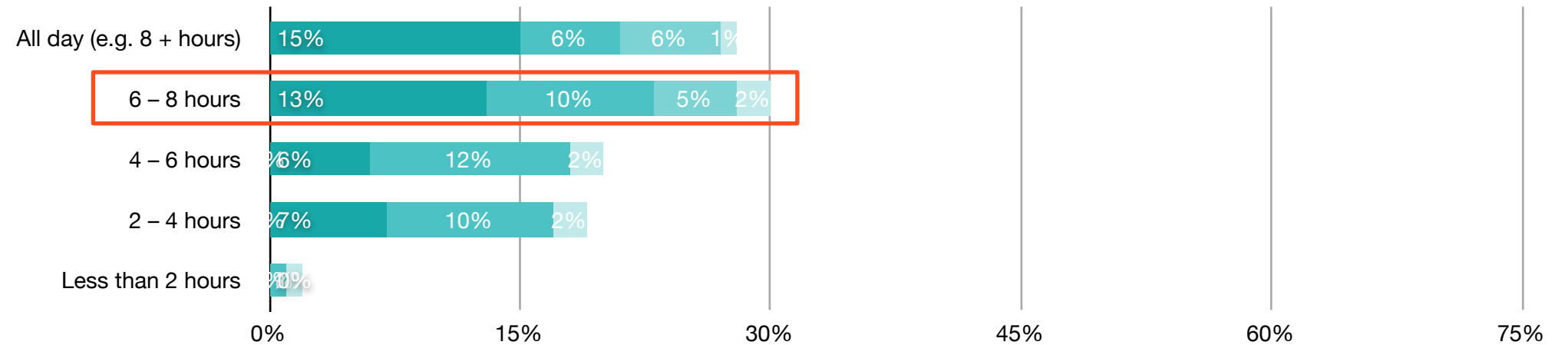
GGU Fall Survey (9/17/12-9/28/12)

N = 137

proprietary and confidential

Work Anywhere: GGU Faculty + Adjunct Faculty Survey Responses

When you do come to GGU, how many **hours** do you stay on campus?



Includes all Faculty and Adjunct Faculty that teach in-person courses

GGU Fall Survey (9/17/12-9/28/12)

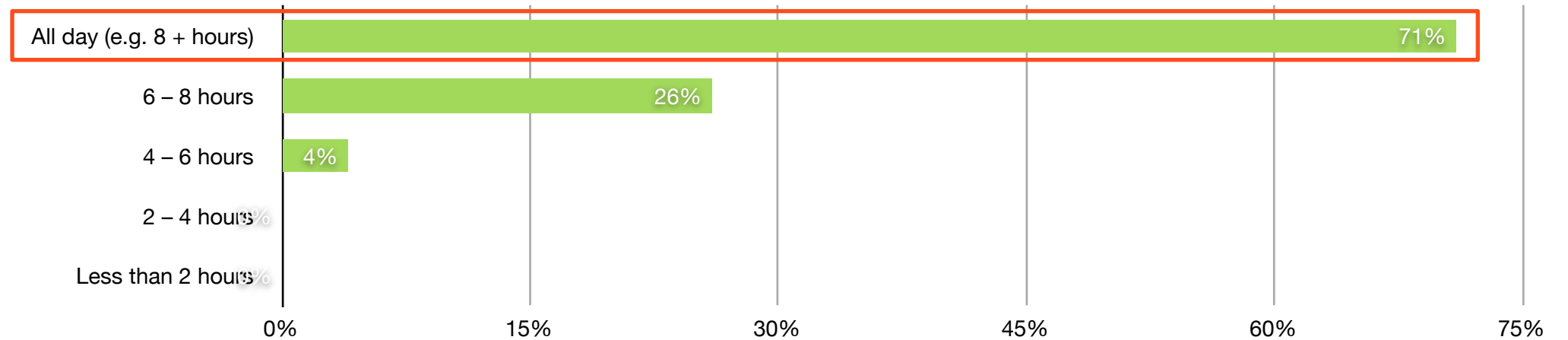
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 84

proprietary and confidential

Work Anywhere: GGU Staff Survey Responses

When you do come to GGU, how many **hours** do you stay on campus?



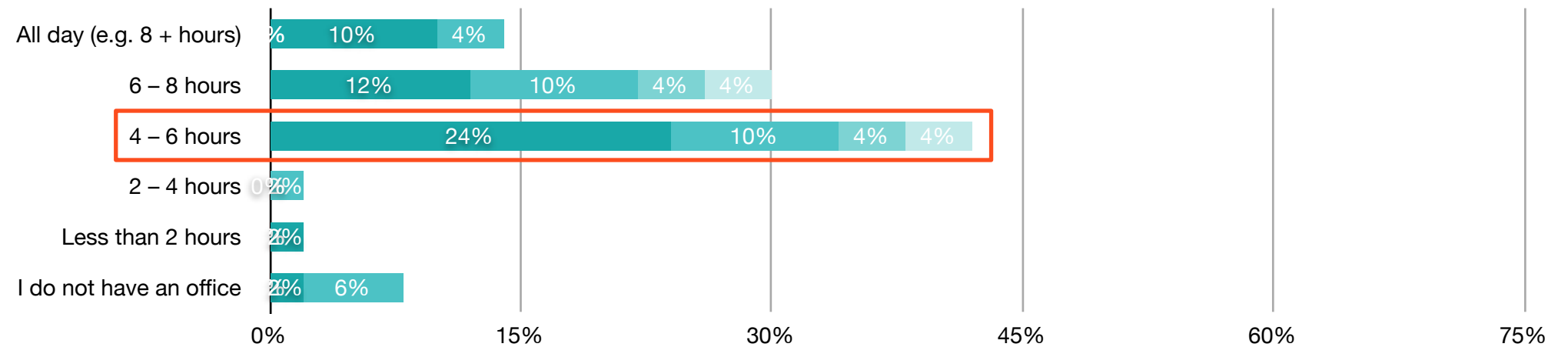
GGU Fall Survey (9/17/12-9/28/12)

N = 137

proprietary and confidential

Work Anywhere: GGU Faculty Survey Responses

When you are on campus, how much time do you spend in your office?



GGU Fall Survey (9/17/12-9/28/12)

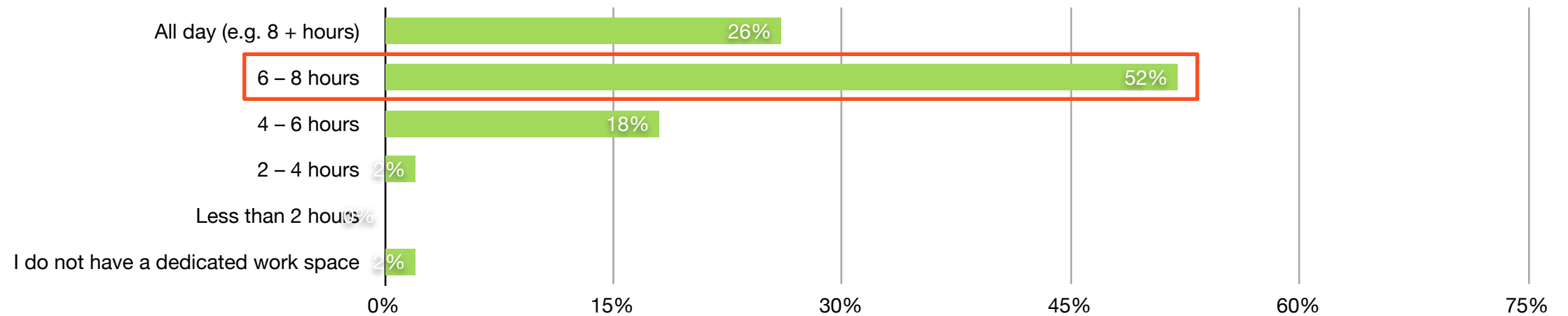
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

proprietary and confidential

Work Anywhere: GGU Staff Survey Responses

When you are on campus, how much time do you spend in your assigned work space (e.g., office, cubicle)?



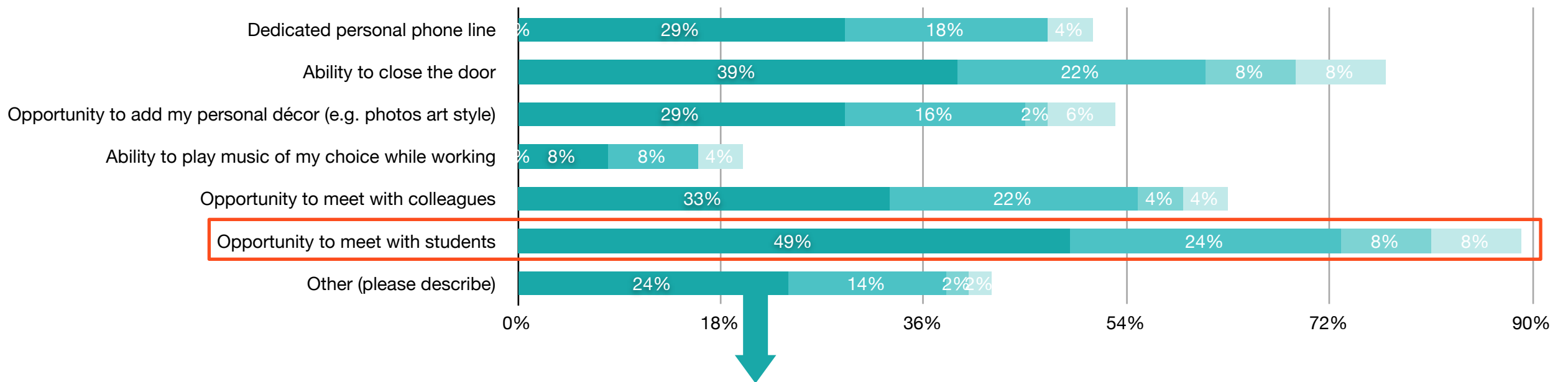
GGU Fall Survey (9/17/12-9/28/12)

N = 137

proprietary and confidential

Attributes: GGU Faculty Survey Responses

What aspects of your **office** do you value most? (check all that apply)



Quoted Responses:
 “Storage for files and personal library”
 “Windows/natural light. Ability to drown out noise from others' offices.”
 “sufficient bookshelf space and window”

GGU Fall Survey (9/17/12-9/28/12)

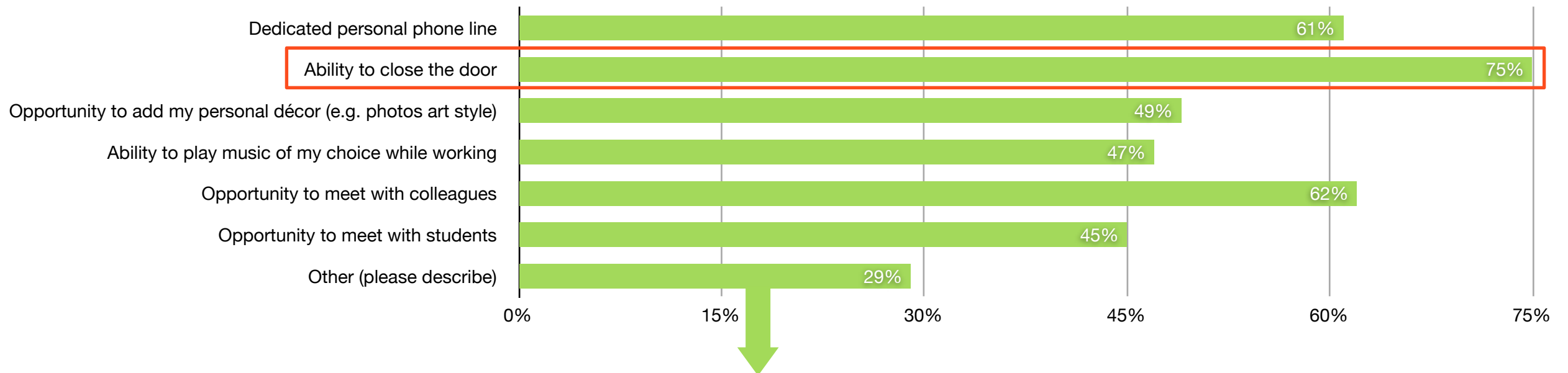
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

proprietary and confidential

Attributes: GGU Staff Survey Responses

What aspects of a **workspace** (e.g., office, cubicle) do you value most? (check all that apply)
that apply)



Quoted Responses:

“Quiet; no distractions”
“Confidentiality; minimal noise”
“Window”; “Natural light”

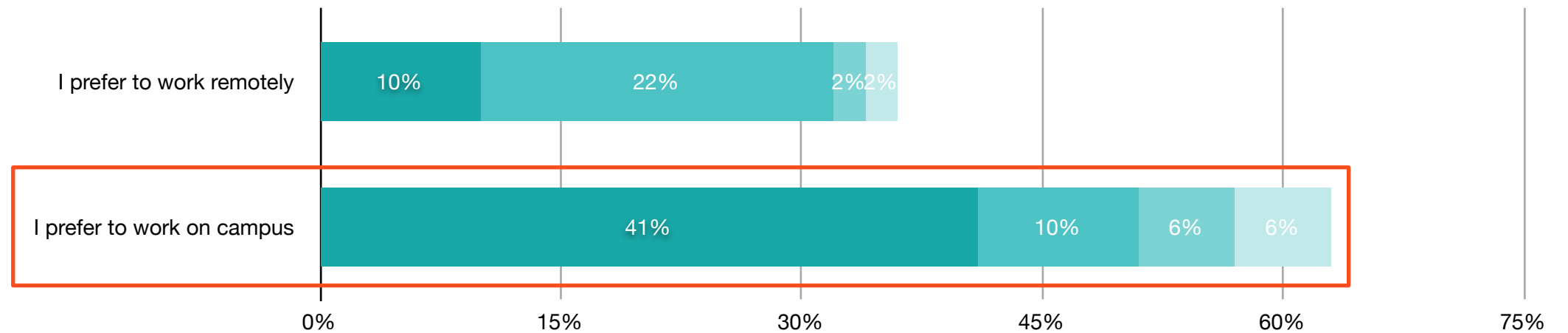
GGU Fall Survey (9/17/12-9/28/12)

N = 137

proprietary and confidential

Work Anywhere: GGU Faculty Survey Responses

Do you prefer to work remotely (e.g., from home, elsewhere) or on campus?



GGU Fall Survey (9/17/12-9/28/12)

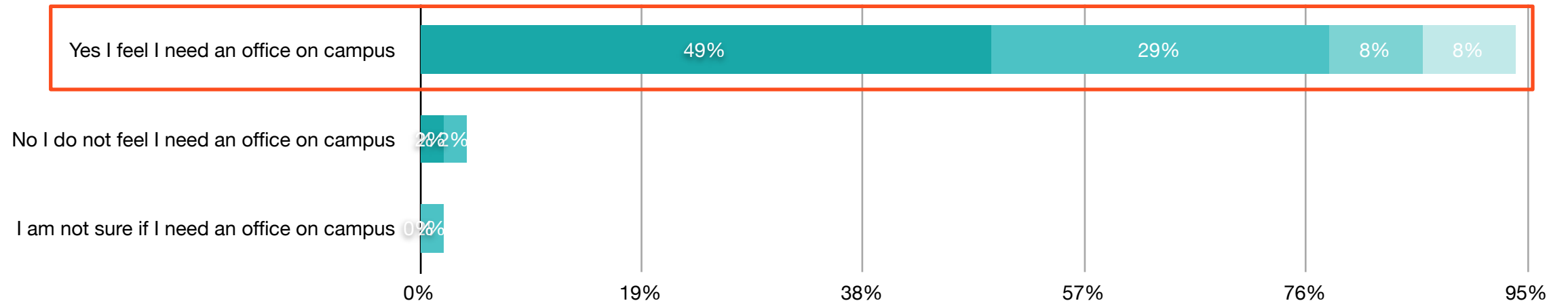
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

proprietary and confidential

Work Anywhere: GGU Faculty Survey Responses

Do you feel you need an office on campus?



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

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Please explain your response to the previous question

Major Themes

Productivity

“I do all my work in my office. Sharing with another person would be extremely distracting. It would also preclude confidential conversations with colleagues and students.”

“For years I worked remotely, but have found that having a private office gives me the space and time to dedicate myself to my work.”

Privacy

“I need private work space, confidential meeting space and a secure place to store confidential documents.”

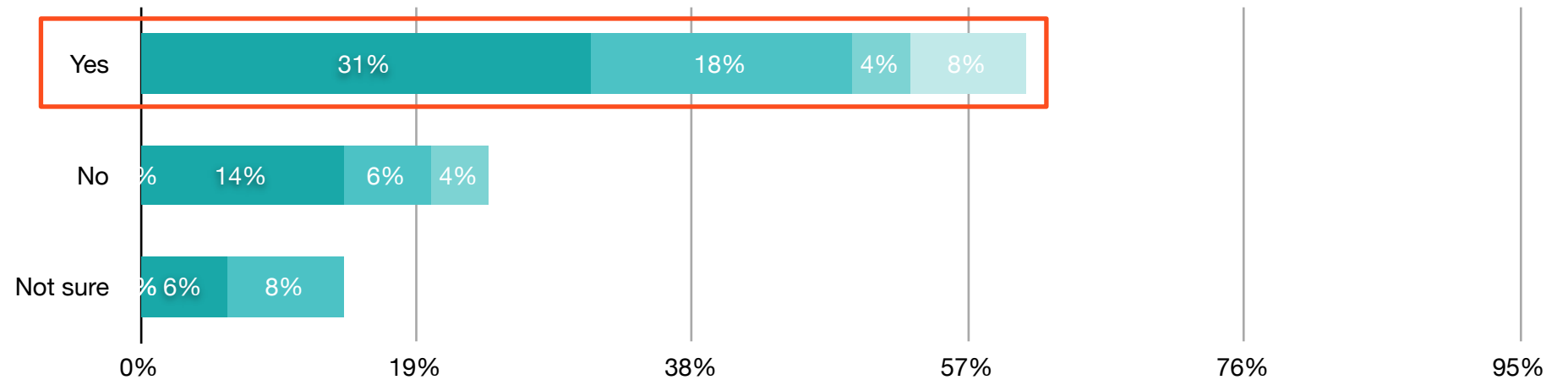
“The need for student privacy and confidential conversations with faculty and students. Having the option to work from home and in the office is a major plus for efficiency and comfort”

Storage

“My campus office is where most of books are stored. The office provides me with very good working conditions because the tools I need like photocopier, duplicating machines etc are easily within my reach. More over, I have a very quiet atmosphere to work.”

Community + Collaboration: GGU Faculty Survey Responses

Would the addition of a **Faculty Lounge** be of value to you?



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 49

proprietary and confidential

For what **purposes** would you use a Faculty Lounge?

Major Themes

Relaxation, Community, and Breaks

“Relax, share ideas in a relaxed atmosphere, a place to get coffee that does not detract from the business-like atmosphere that should exist in front of the dean's office!”

“To meet informally with my colleagues, to eat meals someplace other than at my desk, to take visitors (guest lecturers)”

“Share pedagogical techniques. Develop a greater sense of community and collective purpose.”

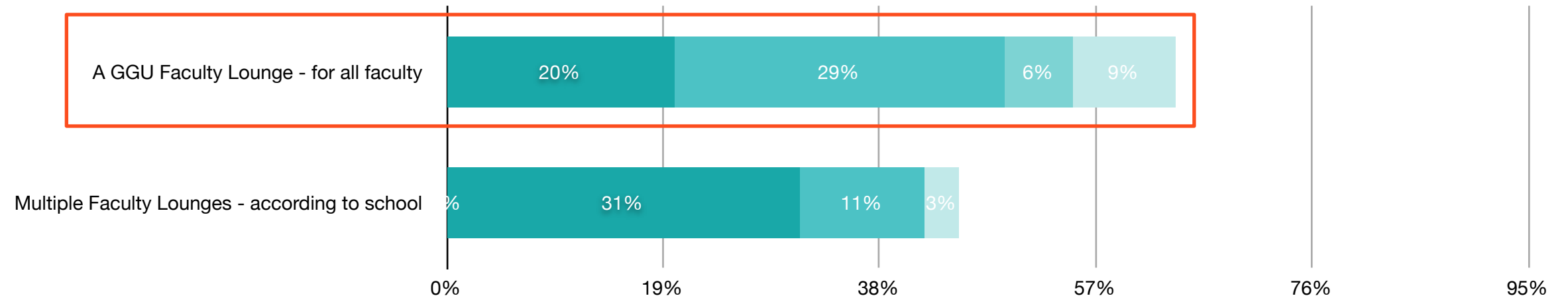
“It would be helpful as a means of getting together informally with colleagues in other disciplines to discuss teaching practices and course content items or to exchange information and knowledge. I also think that the institution of a regular faculty tea (daily or weekly for an hour at a time) would allow for greater interdisciplinary cross-pollination among faculty and provide opportunities for students to interact more informally with faculty.”

“To have lunch or coffee away from my desk and to be able to interact informally with other faculty members. This would help foster collegiality.”

“Might meet with people there. It would be nice to mingle with faculty from the different schools as we are segregated by suite or floor now. Some of my colleague's offices are so crowded with stuff I can't meet with them in their space so this would be an alternative to my office-- especially if coffee is available!”

Community + Collaboration: GGU Faculty Survey Responses

Which **approach** to a Faculty Lounge would you prefer?



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

71% of total respondents

N = 35

proprietary and confidential

Please explain your response to the previous question

GGU Faculty Lounge - for all faculty

“GGU Lounge for all faculty promotes the concept of teamwork, collaboration and exchange of best practice ideas”

“The more diversity and intermingling the better!”

“I would love to get to know faculty from the other schools, particularly the business program. We could take an interdisciplinary approach to learning.”

Multiple Faculty Lounges - according to school

“I see the highest benefit of a lounge as promoting collegiality and productivity among colleagues with whom one works. While it would also be nice to have a mixed lounge to meet faculty from other schools, that would serve as more of a social function, which is not as critical in my opinion--nice, but not as effective as having a place to discuss ongoing efforts and issues with work colleagues.”

“It's important for colleagues from the same school to get to know each other and feel free to discuss issues about their school. It won't be the same if other schools are there as well.”

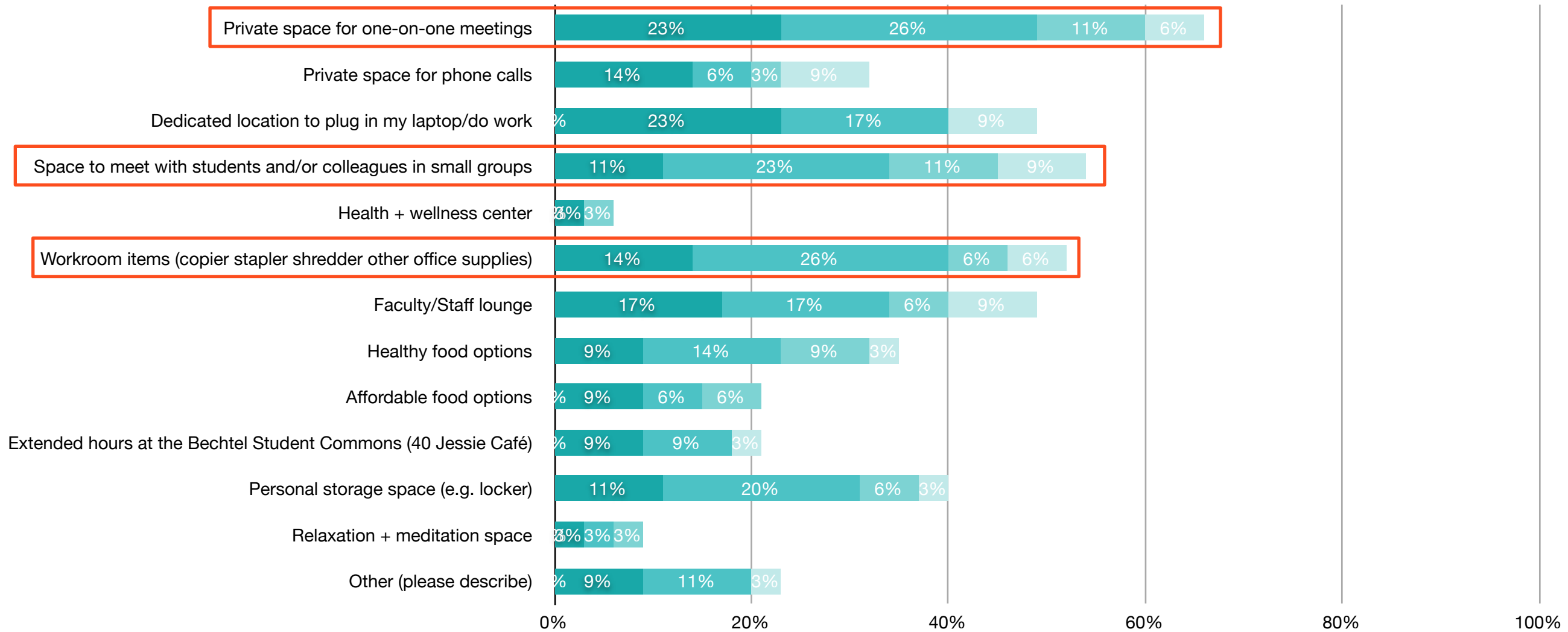
GGU Fall Survey (9/17/12-9/28/12)

N = 35

proprietary and confidential

Maximizing Adjuncts' Productivity: GGU Adjunct Faculty Survey Responses

What elements are most important for you to have access to when you come to campus? (check all that apply)



GGU Fall Survey (9/17/12-9/28/12)

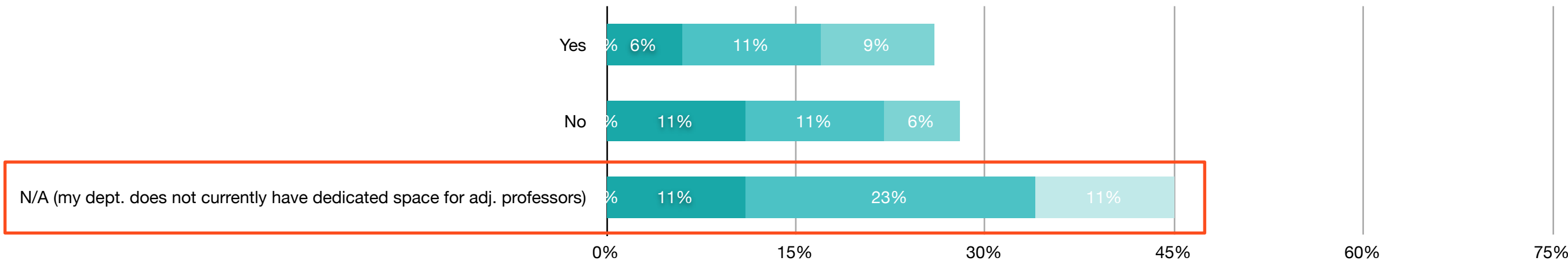
Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 35

proprietary and confidential

Maximizing Adjuncts' Productivity: GGU Adjunct Faculty Survey Responses

Do the current work stations provided for adjunct professors meet your needs?
(note: not all departments currently provide space for adjunct professors)



GGU Fall Survey (9/17/12-9/28/12)

Key: Law Business/Tax/Acct. PLUS Undergraduate

N = 35

proprietary and confidential

Key Insights +
Potential Applications

Objective 1: Facility Utilization and Needs Analysis

- Classroom requirements are standard
- There is some need for a large and aesthetically pleasing gathering space
- Interactive Hub
 - Survey results call into question the need for multiple student lounges
 - Consider if a consolidated, centralized lounge be better utilized? Would allow for the provision of space to house more food options
 - Given the number of students who use GGU Student Services once a month or less, it may not require a centralized location

Objective 4: University Library Conceptual Programming

- Current University Library hours accommodate most students' needs
- Interesting that peak hours of use were from 12-4pm
- Perspective that group study is in high demand may be over-blown
 - Students reported that individual, quiet study space would be used almost daily
 - Faculty reported that they assigned group projects only 3-5 times a semester (20% said they never do)
 - Of those who assign group projects, many happen during class time

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Objective 5: Admin. and Support Areas Conceptual Planning

- Faculty Offices
 - Confirms space program allocation of 110 sf per full-time faculty member
 - Emphasizes the value of a private faculty office as part of the compensation package
 - Adj. Faculty responses confirm that most currently do not have an adequate working environment
 - The space we're providing for group study rooms + conference rooms can also serve as space for adj. faculty to meet with students
 - All other working supplies can be provided in the faculty lounge
- Staff Offices
 - While staff would like a private office, student responses indicate that they may be unnecessary for the majority of staff, which confirms space program allocation of 64 sf for most staff members