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Marketing Plan for Kajaani University of Applied Sciences Library

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<p>The aim of this thesis was to write a marketing plan for the Kajaani University of Applied Science (KAMK) library. The marketing plan plays a huge role in the success of all organizations regardless of their type. The right marketing plan consists of identifying the target customers and planning to reach and retain them. The marketing plan works as a guideline and having a solid marketing plan helps the company to identify and embrace the current and future trends and challenges.</p> <p>The rapid growth of technology has already transformed the current business model of different organizations, including universities and academic libraries. One of the inevitable consequences is that along with these changes, customers' expectations will also change. Therefore, it was essential to redefine the current and potential customers and analyze how they make use of the library collection and sources. In this thesis, the impact of these issues on the future development of the library services is discussed. The thesis provides updated and comprehensive information about the development of services and spaces within academic libraries.</p> <p>To embrace the transformation and stay in the competition, it is important to monitor these trends and analyze how they can alter the researchers' view toward the library. The thesis author completed his internship in the KAMK library and believes that it can satisfy the needs of the current and future students. The adoption of marketing strategies can create an awareness about the library's collection and motivate students to use these resources in their research. Therefore, continuous and ongoing communication between the library and its patrons is highly suggested.</p>	
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PREFACE

I would like to dedicate this thesis to my little princess Masha and love of my life Niloufar. Thank you for your endless support and standing beside me throughout my career, without you I wouldn't be able to get this achievement. I also would like to express my deepest gratitude to my Loving parents. They have been my inspiration and motivation for continuing my career forward. Last but not least, I want to thank AIKOPA and Tuula Rajander for providing me the opportunity to study at Kajaani University of applied sciences.

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1 INTRODUCTION

The purpose of this thesis was to write a marketing plan for Kajaani University of Applied sciences library. The author completed his internship in KAMK library and became interested in the subject. The author hopes that the result will be useful in the future development of library services and the creation of new spaces in upcoming years. This study suggests that the use of academic resources is influenced by the user's perceived image of the library and familiarity with those resources.

Here the goal is to match KAMK library's products and services to the students who need and want them. Thus, the challenge is to identify customer needs and analyze how the latest technological, social, political and economic trends influence the relationship between the library and the users. The application of marketing strategies play a significant role in the transformation of the KAMK library into an important hub of campus life.

KAMK library plays an important role in academic success of undergraduate students. The latest physical and virtual resources are provided to improve the quality of research process. The librarians also provide numerous services to meet the need of different departments. But despite that, students use of physical library was decreased during spring of 2015.

This could be argued that the relationship between library and students is effected by the rise of advanced technologies and availability of electronic resources. Therefore, it is essential to prove and define the unique value that KAMK library can add to student's research experience. The research questions have developed as follows: to examine students' usage of library collection and resources.

What are the main factors that influence students not to use the library services?

What is the perceived image of library in students' mind?

How can library create awareness about the offered services and activities?

2 THEORETICAL BACKGROUND

This chapter consists of marketing concepts and theories, to define each concept consistent definition is provided. The information is gathered through desktop research. This chapter works as a roadmap and provides guidelines on application of marketing theories. Here the goal is to apply these theories for KAMK library.

2.1 Marketing

The concept of marketing is defined by different authors and each has described it differently. However, the definition by American Marketing Association is widely accepted. AMA defines marketing as different set of activities to improve communication and dialogues between company and customers, which eventually results in creating something meaningful. “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (American Marketing Association 2013)

Kotler (2001) defines marketing as “Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Need is regarded as lack of something. There is a difference between necessity and definition of need, for example, an individual may not have a certain item, but also is aware of not having it. (Blythe 2005, p.11) Need can also be identified as a driver of human action. A marketer’s job is to identify customers need, and plan to satisfy it by organizing promotional efforts around that specific need. (Business Dictionary)

Marketing Mix

Marketing Mix is a combination of product, price, place and promotion. Marketing mix is used to promote company's brand or products. Marketing mix is also known as 4Ps, the right combination of these variables is the key for taking successful marketing strategies. The model later was developed to 7ps, which include the following additional factors: people, process and physical evidence. (Blythe 2005, p.7)

Content Marketing

Content marketing is focused on creating smart and useful content that can influence customer's behavior. Content marketing is not a new concept, it has been practiced by marketers for more than decades, but the rising cost of advertising has forced marketers to look for alternatives. The rapid growth of digital technologies facilitates creation of relevant and valuable contents that could maintain customer's loyalty and attract new customers. Content marketing is an ongoing process that should be integrated into marketing strategy. Content marketing should be understood as art of communication instead of pitching products or services to target customers. (Content Marketing Institute)

2.2 Environmental Scanning, PEST and SWOT Analysis

The marketing environment is divided into external environment and internal environment. Environmental scanning gives a clear picture of the environment in which the organization operates in, and detects the early sign of opportunities and threats that may influence the current and future position of the organization. Organizations are surrounded by laws, liabilities, public bodies, customers and competitors. It means that by environmental scanning an organization gathers information about the external world, its competitors and itself. Then the organization responds to the information gathered by adjusting its strategies and plans. (Blythe 2005, p. 23)

SWOT analysis

SWOT is an analytical framework, which develops a full awareness of all the factors involved in decision-making. SWOT stands for strengths, weakness, opportunities and threats. It is used to examine both the internal and external environment of the organization. SWOT is used to determine what obstacles must be minimized to achieve the desired goals. SWOT

identifies the greatest challenges that organization may face and helps managers to take better strategic decisions. (Investopedia)

PEST analysis

PEST analysis is used to evaluate the external environment of the organization. PEST is acronym for political, economic, social and technological factors. These external factors are beyond the organization control and usually present themselves as threats. By conducting PEST analysis strategists monitor the macroeconomic changes and evaluate the effects of these changes on business model. The number of macro environmental factors is practically unlimited, therefore, the organization must focus on those factors that influence its industry. (Mindtools)

2.3 Segmentation and Targeting

Segmentation

The segmentation concept was first developed by Smith in 1957. Market segmentation is an extension of market research. Customers are grouped based on their need, the aim of segmentation is to determine a group of customer's need that can be satisfied by a single product. In other words, the main purpose of segmenting is to concentrate times and efforts on pleasing one group of customers with similar needs, rather than trying to please everybody. Segmentation allows the company to increase its overall efficiency and efforts on products that have the best chances for gaining a share of a given target market. (Segmentation Study Guide 2012)

Targeting

Targeting is the next step after grouping customers into different segments. Targeting is the process of selecting which segments are likely to be the most profitable. It helps the firm to select the most profitable segment or take a strategic decision on certain segment of market that is mistreated. (Perner 1999)

3 TRANSFORMATION OF HIGHER EDUCATION AND ITS IMPACT ON ACADEMIC LIBRARIES

University business models will go throughout a significant transformation in the coming decade. A report by Ernst & Young (2012) identifies five drivers of change that reshape the landscape of higher education. These drivers are democratization of knowledge and access, contestability of markets and funding, digital technologies, global mobility and integration with industry.

The higher education environment has become increasingly competitive and forces universities to adapt leaner and innovative business model. The competition for staff, students, funding and partners is intensified. A clear strategy around the target student segment would help universities to maintain their competitive positions. (Ernst & Young 2012)

However, one university's successful transformation should not be applied and transported without understanding the impact that a university can have on its local economic development. The transformation is dependent on historical and environmental factors. (Breznitz 2014)

Knowledge was traditionally created and shared within universities, but now the process is considerably changed. Democratization of knowledge creates a global education revolution, with the help of educational technologies distance learning is enhanced. Students may not be physically present in classes, to improve their qualification all they need is connectivity. (Ernst & Young 2012)

Accessibility and feasibility are the main advantages of democratization of knowledge since information can easily be located and obtained. In this new environment researchers tend to voluntarily learn new skills and knowledge throughout their lives. Obtainable information influences the traditional frameworks and structures of teaching and learning, therefore, the value is shifted from formal and traditional methods into non-formal and informal. "Students are unique, and so is the way they learn. Therefore, the teaching tools used in universities and colleges should cater for individual ways of learning, with the student at the center." (New Modes of Learning and Teaching in Higher Education 2014)

Digital Technologies is a term used to describe the creation and use of digital resources, which improves the quality of analyzing and communication. It includes the use of web 2.0 tools, programming tools and software applications. “Digital is an adjective describing an increasing information intensity and connectedness of physical resources. Resources like facilities, processes, people and teams become digital through the application of technologies that extract information and connect resource and its information to other resources.” (McDonald 2013)

New technologies and communication platforms can change the relationship between teachers and students. Greater interactivity both inside and outside of the classroom are the result of adaption of new technologies. Teachers can concentrate on their role as mentor, and help students to increase their critical thinking and develop new skills such as information management and knowledge application. (New Modes of Learning and Teaching in Higher Education 2014)

The main disadvantage of online education would be the lack of social contract. The social contract adds extra pressure on students and motivates them to stick to their goals or promises. This is a major problem as online education is anonymous on most learning platform. It means that individuals can enroll without telling anyone and learn new skills. But there is a tendency that learners would lose motivation and drop the course since they don't feel any pursuer. Price can be one solution to motivate learners to continue but still many consider it as a sunk cost. (Kumar 2016)

To adopt the transformation and reinforce the role of universities in near future, a deeper relationship with industry must be developed. Universities play a huge role in industry development and economic growth. Deeper relationship with industry provides a competitive advantage for universities to overcome competitors. Universities educate the leader and entrepreneurs of future. Universities can differentiate their teaching and learning programs by adopting more depth industry-based learning and provide internships opportunities through partnership and collaboration. (Ernst & Young 2012)

Industry 4.0 is defined as a “further developmental stage in the organization and management of the entire value chain process involved in manufacturing industry.” (Deloitte 2014)

Industry 4.0 will transform the design, manufacturing, operation and services through the entire production chain. Human and machines will collaborate more efficiently. The report suggests that connectivity and interaction among machines and human will impact the future

of mass customization. Production system will become 30 percent faster and 25 percent more efficient. (The Boston Consulting Group 2015)

Industry 4.0 is the fourth major phase in manufacturing that reshapes the landscape of current industries in upcoming decades. The phases consist of the following: Industry 1.0 Mechanization, Industry 2.0 Mass production, industry 3.0 Automation and Industry 4.0 Cyber physical systems that will reshape the future landscape of productivity and growth in manufacturing. (Schwab 2016)

The employees need to update their knowledge constantly and get accustomed to continual interdisciplinary learning. To keep with the pace, workers need to apply a variety of hard skills into their daily performances. These skills can be ranged from basic skills such as accessing to interface to more advanced skills with IT competencies. (The Boston Consulting Group 2015)

A significant report was published by the institute for the future, the report identifies the most essential skills and capabilities needed in the next few years. The report provides guideline on the environment and skills required to perform job across many industries, instead of predicting the type of job available in future. Extreme longevity, rise of smart machines and system, computational world, new media ecology, supersaturated organizations and globally connected world are the main drivers reshaping the landscape of future works. Along with these developments new skillsets are needed to keep with the pace. These skills are: sense making, social intelligence, novel and adaptive thinking, cross cultural competencies, new media literacy, transdisciplinary, design mindset and virtual collaboration. (The Institute for The Future 2011)

The successful adoption of industry 4.0 is depended on many factors including retaining workforces, renovation of organization models, and development of new and strategic approaches to recruiting skilled work force. Education systems should seek to provide broader skill sets and close impending gap in IT skills. Government can explore new ways to improve central coordination of initiatives that promote job creation. (The Boston Consulting Group 2015)

3.1 Role and Mission of Academic Libraries

The work that academic library undertakes is directly linked to the university's mission and vision. Therefore, it was essential to analyze the main forces reshaping and amending the future landscape of higher education. The development of new services and creation of spaces within academic libraries should be based on how universities are supplying students with the skills and knowledge and maximize their employability. (Freeman 2005)

Academic libraries have made a huge contribution in supporting research and increasing information literacy within their host universities. However, during the last decades the relationship between researchers and libraries has changed due to the rapid growth of technology and availability of information. The demand for innovation increases as researchers rely more on effective information services. It seems that both researchers and libraries are benefiting from these changes brought by technological development and they look forward to discover further change in near future. (Researchers' Use of Academic Libraries and their Services 2007)

Ranganathan's laws are the foundation of the philosophy of work and services in library. These laws are still relevant and used to evaluate library programs, policies and strategies. These laws are:

- books are for use
- every reader his or her book
- every book its reader
- saves the time of the reader
- the library is a growing organism

The fifth law "the library is a growing organism" illustrates and addresses the current challenges, as the library grows in services, the skills necessary to deliver these new services will also grow. It suggests that library should be a continually changing institution as the boundaries of library and information science continue to expand in the digital era. Therefore, the

library policies and strategies should be instantly updated as the demand for growth and dealing with complexity is consistently rising. (Bhatt 2011)

In this regard, the faculty plays a significant role in motivating students to use the library. The library should be regarded as an extension of the classroom and students should be expected to use their time in the library thinking more critically, rather than simply searching for information. With the availability of information almost instantaneously anywhere, the importance of library as a place that supports collaborative learning process and improves students' critical thinking, has become more tangible. (Freeman 2005)

Despite the challenges mentioned above academic libraries remain as the heart of the universities but their role in academic research is evolving. It is anticipated that academic libraries will go throughout a clear transformation in 21th century. Technology changes the expectation of library patrons. For instance, internet has become a human need and the contents are becoming more digital. (Sens 2014)

New technologies can be adapted with the help of innovation, re-imagination and acquiring a new vision. Libraries are no longer a house of dusty books and card files in fact they are centers of creativity, research and collaboration. A dynamic community filled with life. (Rendon 2015)

4 RESEARCH METHODOLOGIES

This chapter describes the methodology used to collect information and data. The survey method is used to measure students' satisfaction and evolving need. The survey includes both quantitative and qualitative methods.

Quantitative research focuses on measurable data to examine how many people think or behave in a certain way. In quantitative research a structured questionnaire is used to gather customers' opinion. The respondents select their answers from given lists of possible answers. After gathering all the responses, statistical analysis is used to measure and determine the result. (Sheldon)

Qualitative research is an in-depth exploration of what people think and feel. In qualitative research, a semi-structured discussion is designed to ensure that the desired topic is covered and the discussion stays relevant. However, participants are encouraged to freely express their thoughts and ideas. The discussion process reveals underlying views, motivation and barriers. (Sheldon)

4.1 Data Collection Process

Two surveys were designed and distributed to the target students. In the first Survey 13 questions were designed and distributed by email to International students. The purpose of the survey was to examine the researcher's familiarity with library resources and observe their opinion about the further development of KAMK library services. The survey was distributed to international students who started their studies between 2011-2015. The survey was sent via email and was available for a week. The survey received 19 responses. The survey collected both quantitative and qualitative data. Qualitative data was collected by including opportunities in survey to make comments about the library sources and opening hours.

In the second survey students were asked to share opinion about the future of KAMK library in 2020. The second survey was also conducted in the spring of 2015. The aim of the survey was to examine students' evolving needs and expectations, therefore, they were asked to think forward about the future of KAMK library in 2020. The survey was distributed to all students

from different departments. The second survey was available for 2 weeks but unfortunately did not receive many responses, 47 responses were received in total. The survey outcome was carefully studied.

The questionnaire and answers can be found in appendices.

5 DATA ANALYSIS

In this chapter the raw data is processed and analyzed, the aim of data analysis is to draw conclusions about the information. Valuable data and information is provided to identify and clarify students' needs and priorities. The result illustrates how undergraduate students view and make use of library resources.

5.1 First Survey Results

In the first survey, international students were surveyed. 79% of respondents were female, while 21% of participants were male (see Figure 1).

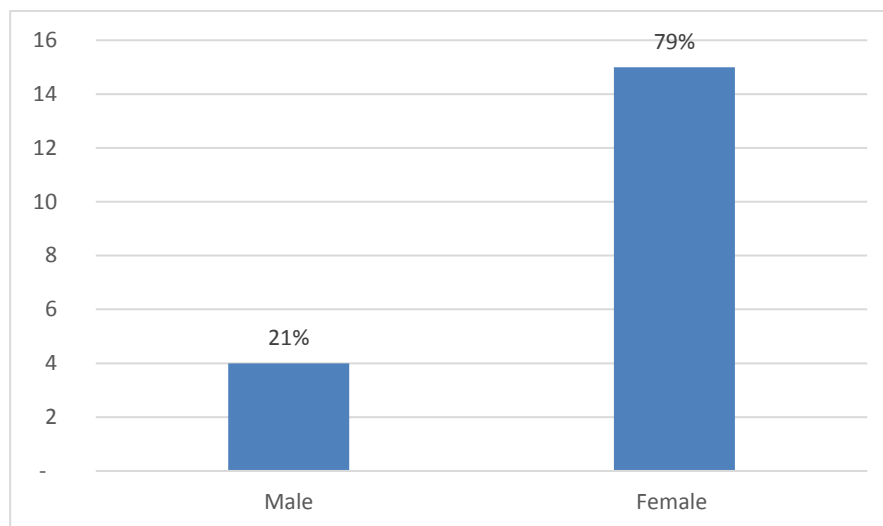


Figure 1. Gender of survey participants

This statistic gives information on the age distribution of library users. During this period, the majority of survey respondents are between 19 and 21 years old (see Figure 2).

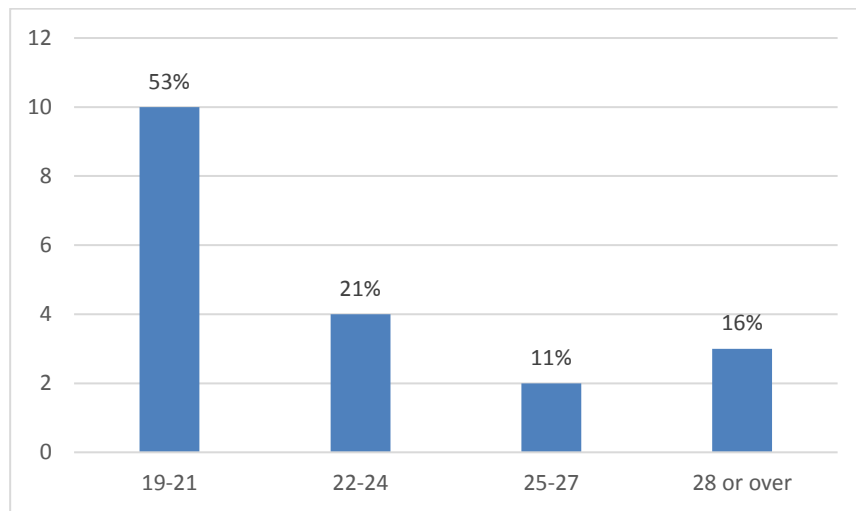


Figure 2. Age statistic of survey participants

The overwhelming majority of participants are studying International Business. 79% of respondents belong to Degree Programme in International Business while 21% of survey participants belong to Degree Programme in Sports and Leisure Management (see Figure 3).

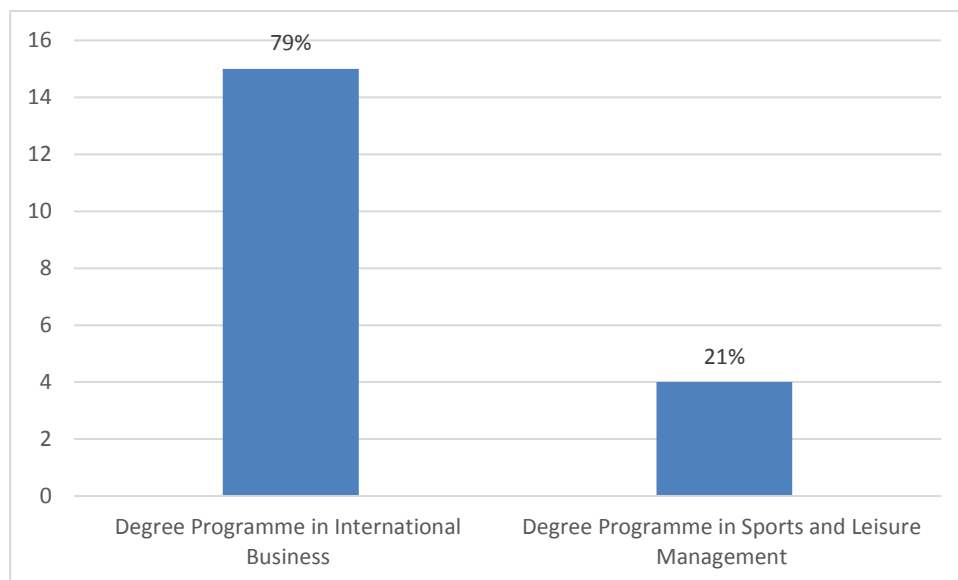


Figure 3. Educational background of survey participants

58% of participants use library sources both for personal development and their research, while 42% of participants use it only for their academic works and projects (see Figure 4).

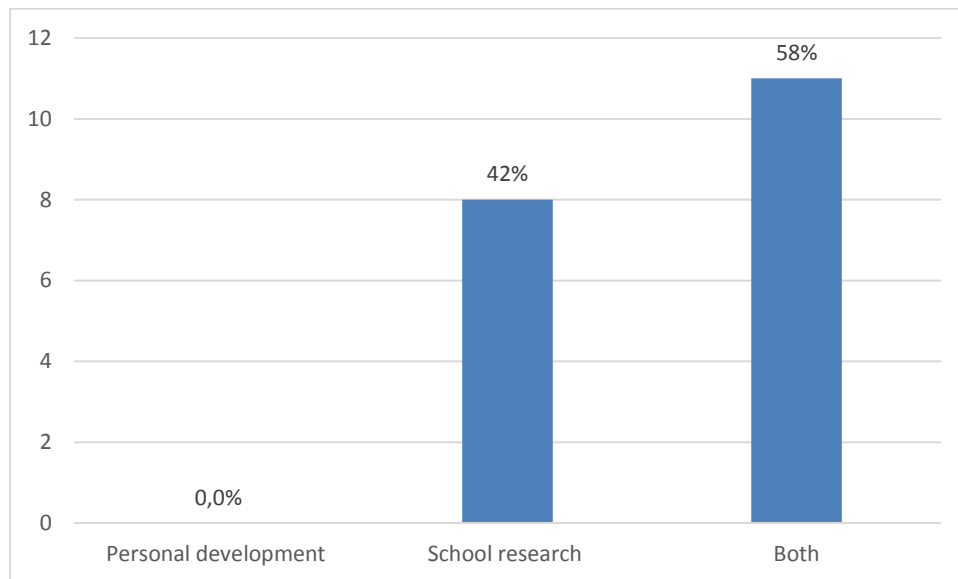


Figure 4. Survey participants' motivation for using library resources

58% of respondents found what they were looking for on their last visit while 26% found their desired materials partly and 16% did not find their desired materials from library collection (see Figure 5).

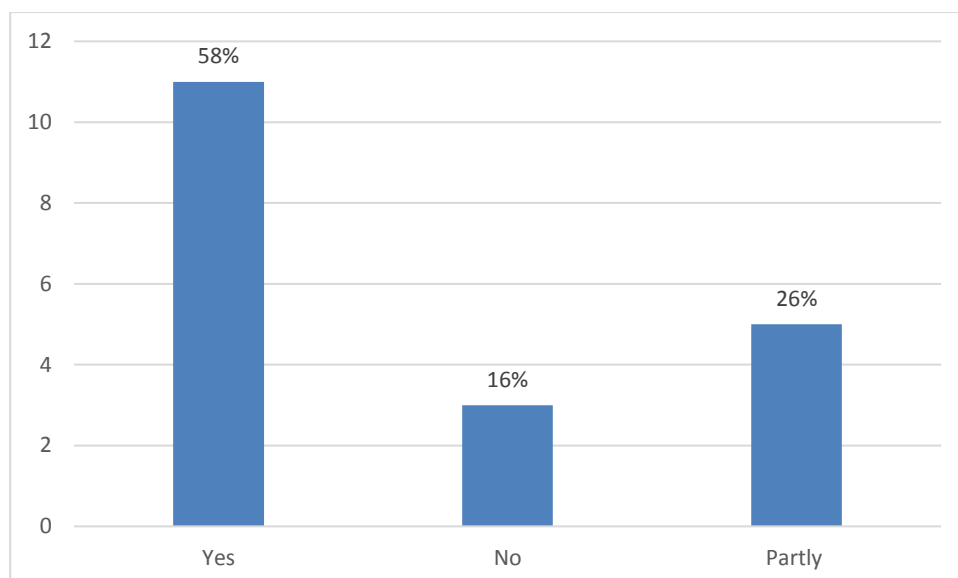


Figure 5. Availability of required materials

The results indicate that 58% of the respondents use library's online sources several times a month, while 5% daily, 5% several times a week and 32% answered not at all. It can be interpreted that 32% of respondents prefer to obtain information from other possible sources, digital library is not yet placed as their first priority (see Figure 6).

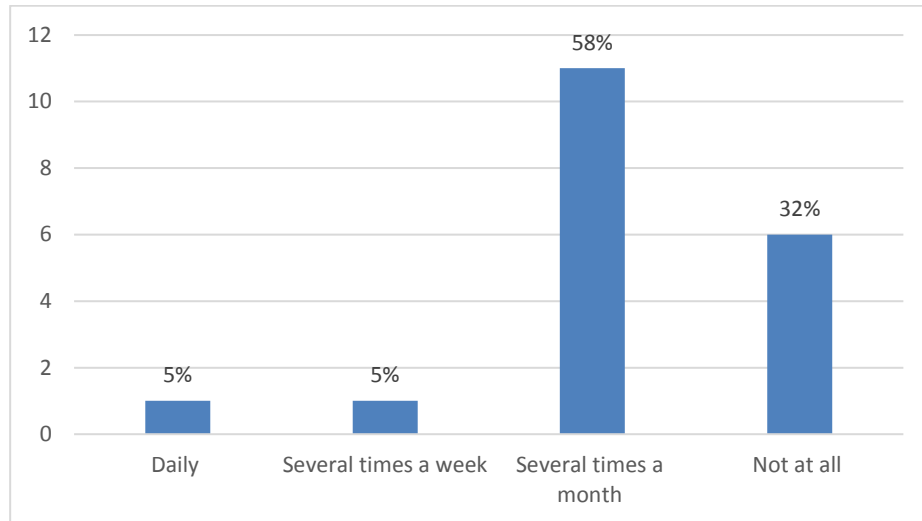


Figure 6. How frequently participants use digital resources

58% of participants have not participated in library courses while 42% have already participated. It can be interpreted that 42% of participants are familiar with the range of services offered by KAMK library and know how to make use of it (see Figure 7).

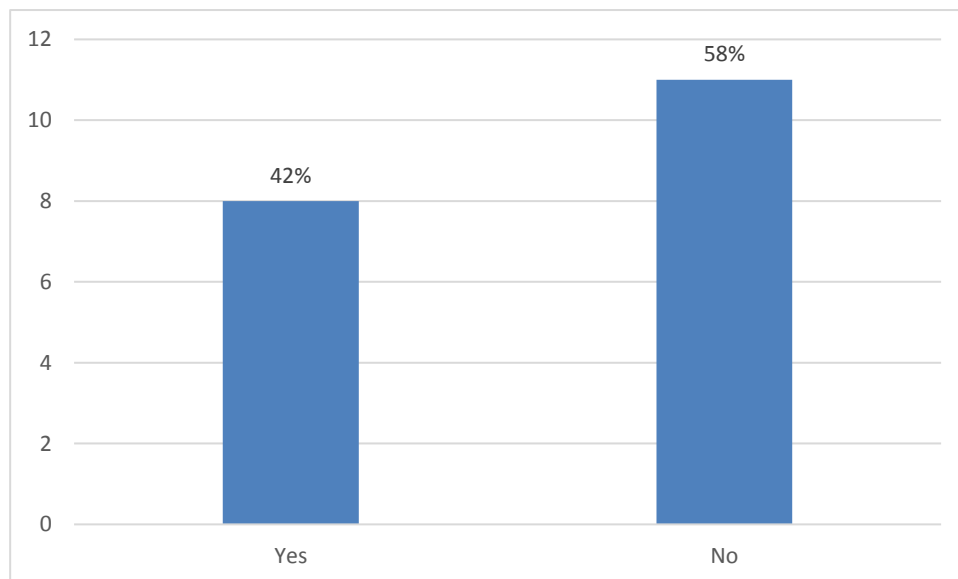


Figure 7. Students who participated in library courses

Students were asked how long they stay in KAMK library during their visit. The result indicates that 47% of respondent stay less than hour in library, while 16% stay one hour and 37% spent more than hour. It can be interpreted that physical library is still an important hub for students to gather and focus on their academic work (see Figure 8).

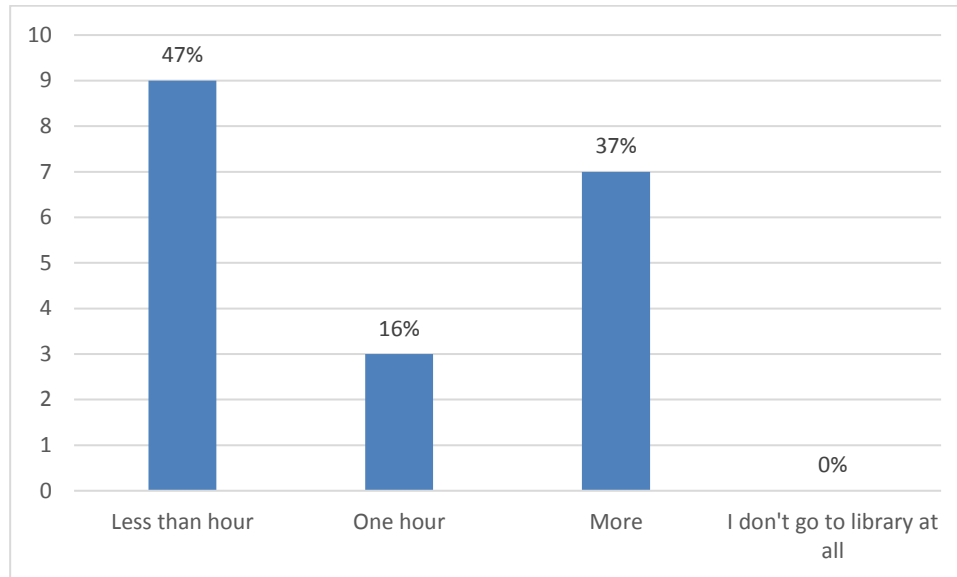


Figure 8. The amount of time students spends in library

58% of respondents said library should extend its opening hour while 42% though it would not be necessary.

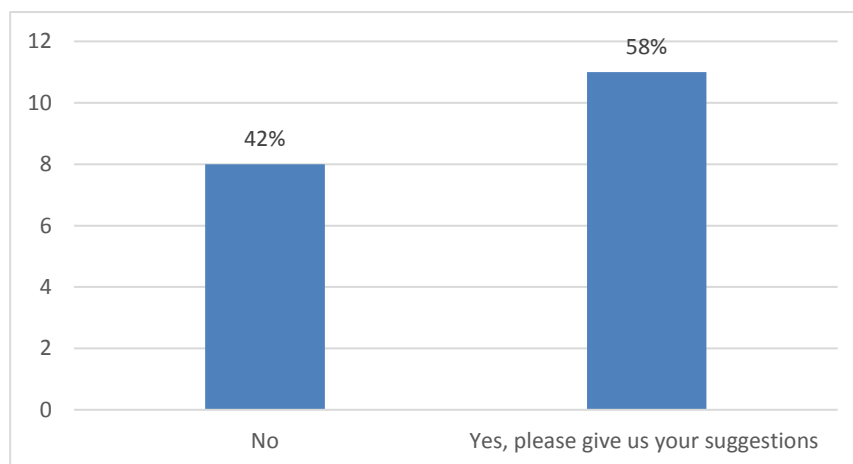


Figure 9. The extension of opening hours

This question was followed by an open-ended question, survey participants were asked to give suggestions on how the opening time should be extended. The aim of this question was to

find out how KAMK library can make its opening hours more suitable to students need. 50 % of respondents said they would make use of library if the opening hours is extended on working days. 30 % would wish to stay longer in library during the whole week while 20% suggested that the working hours should be extended only on weekends. The survey result suggests that students prefer longer opening hours during weekdays as one of survey respondent said “at least every day and the close time is very early” (see Figure 10).

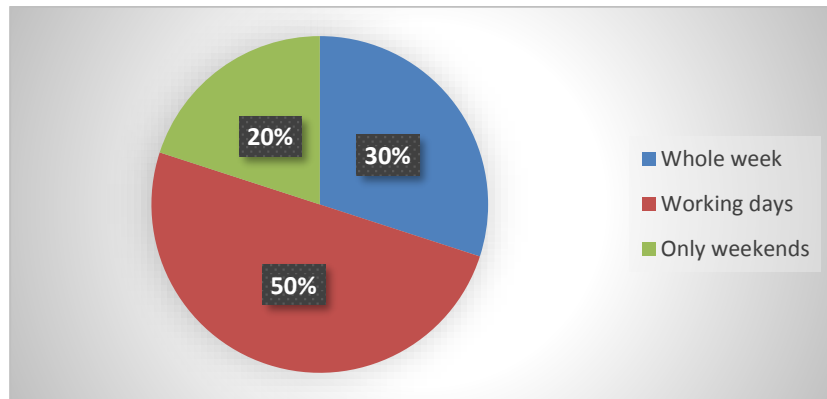


Figure 10. Suggested time by survey participants

The majority of survey participants (63%) were satisfied with the service they have received, 11% were very satisfied. However, 21% were slightly dissatisfied, and 5% were completely dissatisfied. The result indicates that KAMK library personnel were able to satisfy students’ specific need of information by providing support and access to their required content (see Figure 11).

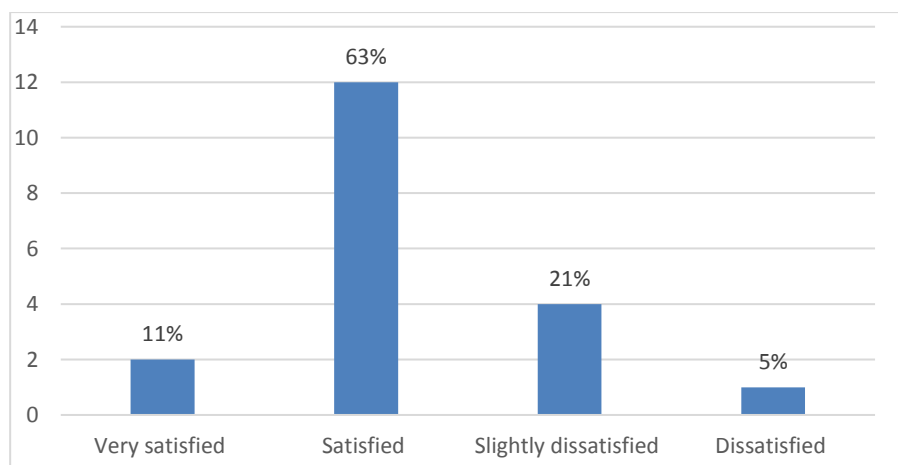


Figure 11. Participants’ satisfaction

Students were asked about the development of library resources. 53% still appreciate printed book and asked for new version. 42% responded reading spaces should be improved. 42% were dissatisfied with online services and described as not being user-friendly. 5% respond the lack of games and equipment to socialize and engage with other students (see Figure 12).

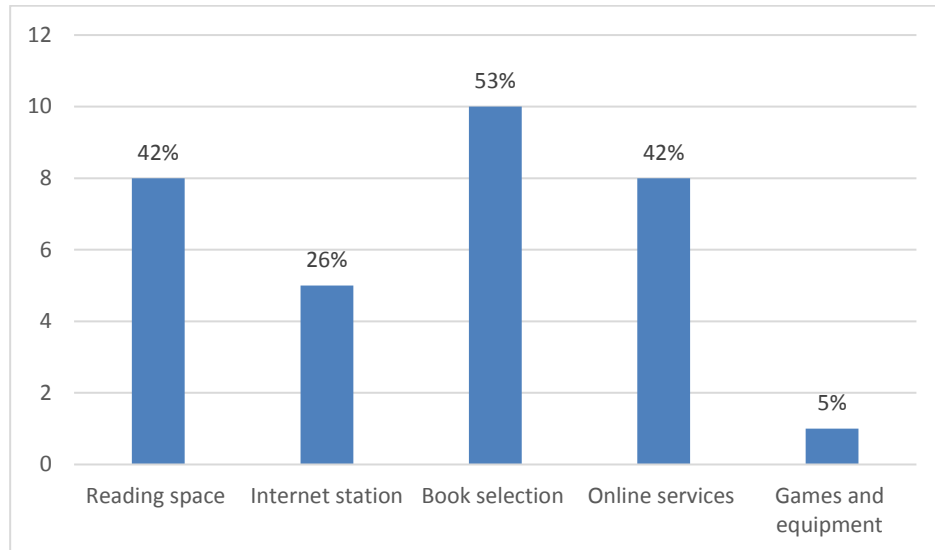


Figure 12. Students opinion on development of services

In the open question students were asked to provide reasons why that resource should be further developed. Their response clearly demonstrates the lack of new version books as respondents stated both print books and print journals are very important to their academic work. “Library must be cozy and comfy to be able to spend more time there for reading and lack of books is disappointing at some point, especially date of release, not enough new published stuff”

The second most common comment was about the lack of different type of spaces as one of the respondents said: “There're not many places at library, Internet is sometimes not very good, there're not many book variety in English and other languages, online service is sometimes complicated.” (see Figure 13).

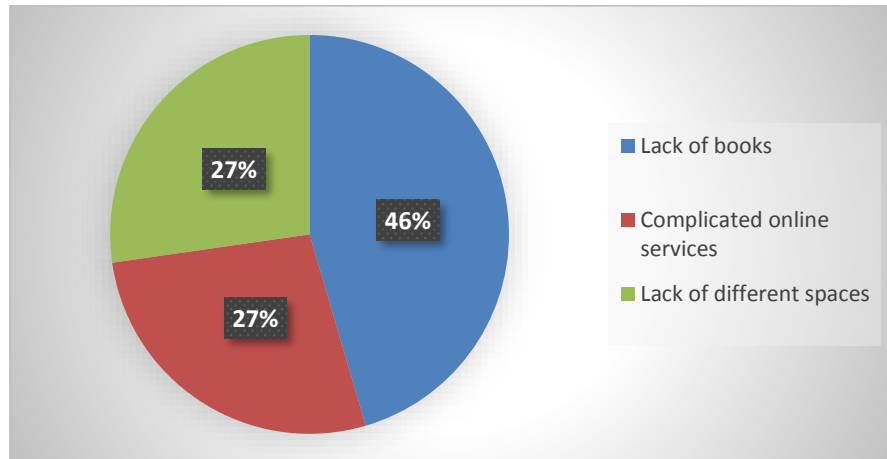
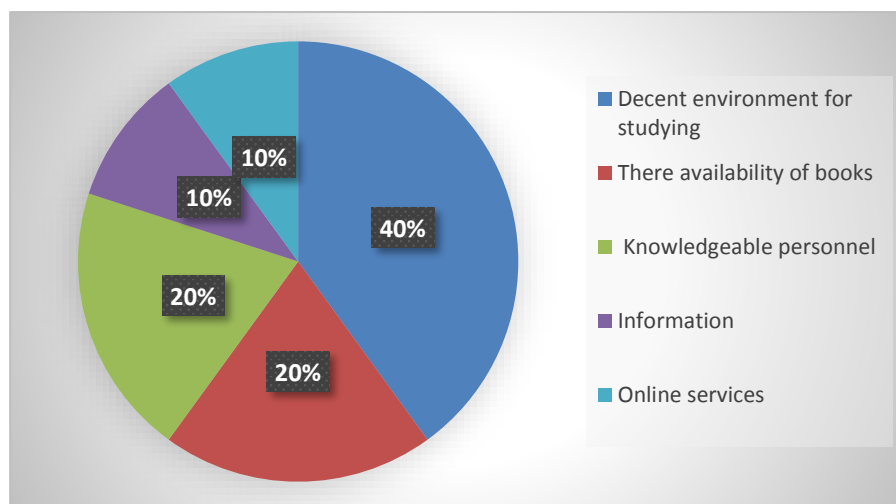


Figure 13. Reasons for development of services

The last question was designed to find out what student most value about the library. The purpose of this question was to identify what is students' expectation and how can library add value to their need. The overwhelming majority 40% express it as a decent environment for studying. It means that library is still a place where individuals gather to explore new ideas and interact with their colleague. "Friendly and great atmosphere for studying" 20% of comments were made about the availability of books, 20 % of comments highlighted the importance of knowledgeable personnel. 10 % of comments were about information and the other 10 % described outstanding online services as an important tool (see Figure 14).



Figures 14. The value of library

5.2 Second Survey Results

67% of respondents said the library should be a center for information and research, 24% selected book collection, 4% said electronic services and 2% described it as a place for civic engagement and social interaction (see Figure 15).

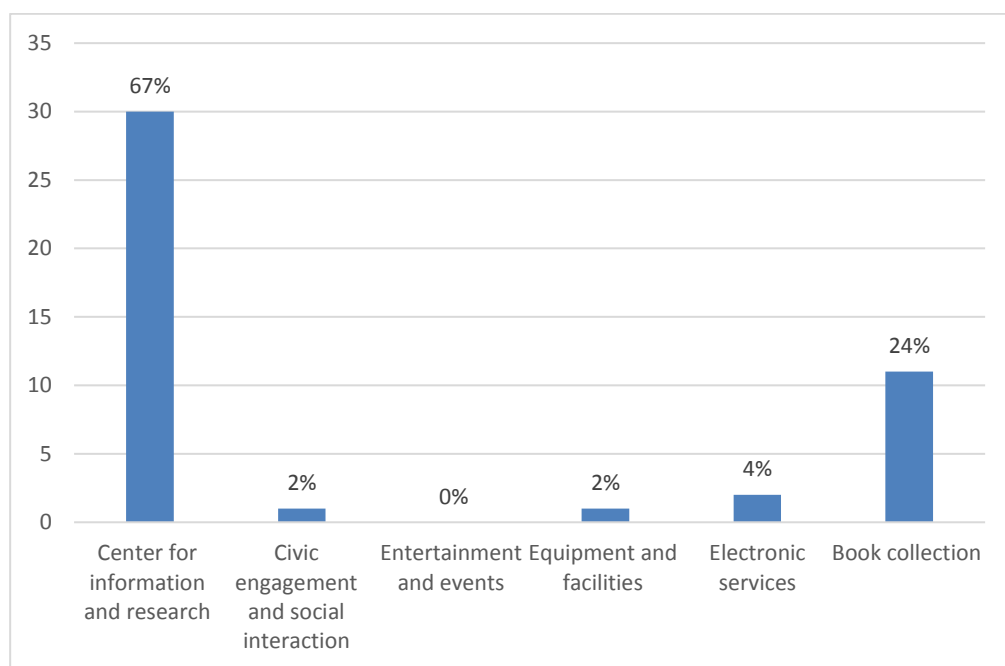


Figure 15. Students' perception of library in 2020

In open-ended question students were asked to describe their thoughts briefly, 45% of comments were made about library as heart of campus, 35% of comments were about outstanding book collection, 10% valued knowledgeable personnel and the remain 10 % of comments described the importance of other factors. It can be interpreted that despite the rapid growth of information industry and its impact on the development of library services, students still value the physical library as main asset to satisfy their need. Physical library is a decent place for conducting their research and exploring new ideas, therefore library should be remained as center of information and research (see Figure 16).

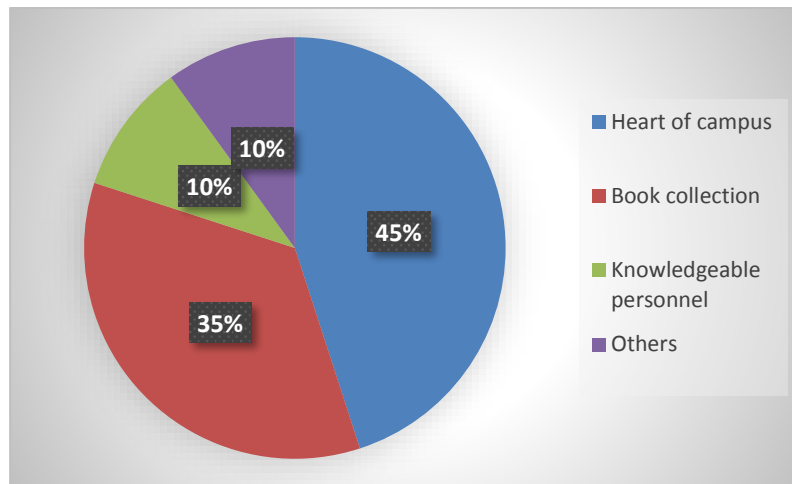


Figure 16. Students opinion on future of library

6 APPLICATION OF MARKETING THEORIES AND ANALYSIS

In this chapter, practical solutions are provided on how to implement marketing theories. Various market research technique including surveys and desktop research is used to clarify students' need. The information gathered through market research provide basis for taking marketing decision. The chapter starts with SWOT and PEST analysis to examine internal and external factors. The basic of marketing mix is analyzed to build effective marketing strategy.

6.1 SWOT Analysis

STRENGTH

A significant part of survey focuses on the quality of KAMK library services and students' satisfaction. The result also highlights how librarians add value to these services. Based on the survey many of respondents are satisfied with KAMK library services. KAMK library is managed by an effective team of people with the right combination of skills and qualities. Experienced and enthusiastic employees are one of the main characteristic of KAMK library. "Teachers in library are very polite, informed and have great amount of knowledge."

KAMK library's collection encompass a rich and varied printed Volume. Adequate and valuable academic collection from a broad range of subjects and topics are provided to meet the specific need of each department.

Legal and free e-sources are provided to support student's access to information from distance, students can browse and select academic e-book collections through their devices. Varsity of services including library courses and universal borrowing are offered within a very user friendly and overwhelming environment. KAMK library also organize library courses to familiarize students with these services. Based on the first survey 42% of respondents have participated in library courses.

WEAKNESSES

The library is open until 5.00 pm, the limited opening hours is one of the main weaknesses. As it was mentioned above the library should be regarded as extension of classroom. Finding a decent place can be very challenging since students as individuals have different timetable, and the library is closed at 5.00 pm. Therefore, Students are forced to gather at places that are not convenience to work on academic projects. 58% of survey participants wished that the opening hours could be expended.

Learning strategies at Kajaani University of Applied Sciences vary due to the nature of each degree programme, but however, brainstorming and cooperative learning workshop are the most common techniques. (Kajaani University of Applied Sciences). Brainstorming usually involves a group of students working together on assignments or projects, in this regard lack of co-working spaces can be considered as major weakness. In the first survey, there were some complains about the lack of spaces and disturbing noises. Students use library services for different purposes, they have different needs based on their projects. Multiple workspace options should be developed to meet each type of students' need. KAMK library should plan in building collaborative and inspiring spaces that encourage communication and interaction between students.

Lack of activities for social interaction is another weakness. Social activities would motivate new students to visit the library quite often instead of working in solitary environment. In the survey, there were some suggestion about the development of entertaining events in the library for new students to break the ice and become socialize with other students.

“What about creating some movie nights in library in the evenings? where students who want to socialize in non-sportive atmosphere”

The last weakness is the lack of new version books, although new books are available through digital libraries still some patrons prefer the printed version and mentioned it in the surveys.

OPPORTUNITIES

Recruitment of other professional expertise can play a major role in development of library services. The traditional nature of librarianship is impacted by the rapid rise of technologies

and electronic information resources, therefore, the library can hire new and qualified employees and trainees with different background.

Cooperation and sharing information are vital in the computer age. Cooperation with other libraries avoids the unmercenary duplication of materials. It also provides an opportunity for librarians to learn from each other's success.

KAMK library also can organize Seminars, conferences and webinars in addition to workshops and training sessions. Digitization of materials enables library to offer e-services that can be accessed at anytime from anywhere.

THREATS

The rapid growth of information industry can have negative influence on the library. The competition is already fierce in information industry. Google, Wikipedia, and online universities may influence students' behavior and study habit. Several users may find their required information through these search engine and platforms and refuse to use digital library as first option for their academic search, the survey highlighted that 32 % of respondents prefer to use other information sources. The availability of digital information may also result in reduction of personal visit. However, KAMK library should not stop the development of digital contents.

There is a need for continuous communication between librarian and researchers over the development of library services and making it as user friendly as possible. In this regard, Social and demographic change can be considered as significant threat, it is important to investigate how new technological trends will influence the new generation's behavior and study habit. For instance, the impact of intelligence and new wearable technologies remain to be seen.

6.2 PEST Analysis

Pest analysis provides the necessary framework for strategic planning, each factor is developed to identify the context and analyze its impact on the industry. The result shows that the rapid

growth of the industry significantly affects the life expectancy of library collections. This document provides direction towards the development of library services and helps KAMK library to remain responsive to the changing needs of political, social, technological and economic environment. Threats can be turned into opportunities through innovation and collaboration, for example, opportunities can come from new technologies or new funding stream which allow to invest in better equipment and reach new customers.

Politics

Library system plays a central role in the maintenance and development of Finnish literacy. Governmental decisions influence the future development of libraries in Finland as they are largely dependent on governmental policies and budgets. However, polytechnics have their own libraries and information services. Teaching-related information services are provided and financed by the local education authority. (Minedu)

The Finnish Government has finally made the decision concerning tuition for non-EU/EEA students. It starts at the latest from August 2017, the tuition fees concern Bachelor's and Master's degree programmers offered in English. It remains to be seen how this decision will impact the mobility of students. However, universities are expected to provide new scholarship options for non-EU/EEA students. (Study in Finland 2016)

Economics

Developed countries are shifting from material based economies toward knowledge based economies. The economic growth of OECD countries is dependent on production, distribution and use of knowledge. Education affects both supply and demand for innovation, educated and skilled labor are the key assets of a knowledge based economy. Human capital is a necessary complement of technological advances. For instance, successful adoption of new technologies into production line requires educated and trained workforce. It is estimated that more than 50 percent of Gross Domestic Product (GDP) in the major OECD economies is now knowledge based. (OECD 1996)

Despite the current unemployment rate in knowledge based economies the demand for highly educated labor is instantly rising. This issue is often connected to the efficiency of the education system and the challenge of high youth unemployment. In the traditional economic theories and models such as “production functions” knowledge and technology are considered

as external influences on production, while in new approaches knowledge is the key to long term economic growth that can increase the productive capacity of production. (OECD 1996)

Finland is a great example of how knowledge can become the main driving force of economic growth and transformation. Finland successfully transformed itself into a knowledge economy over a short period and became one of the most ICT specialized economy in the world. The Nordic countries' influence in global ICT developments arguably peaked in early 2000s, when Nokia and Sony Ericsson were the largest vendors of mobile phone in the world. Finland had become the most ICT specialized country in the world but however failed to maintain its position due to financial crisis and internal mismanagement. (Vinnova 2016)

Another example is the rapid growth of Finnish games industry, due to global nature of game business and small size of domestic market more than 95 % of the production are exported. Neogames estimated that the revenue of the Finnish game industry was about 2,4 billion euros in 2015. The industry grew 33 percent in comparison with 2014. (Neogames 2016)

However, the remarkable success of Finnish games industry is not only dependent on giant companies like Supercell and Rovio, there are also hundreds of smaller studios which benefit from this emerging industry. (Crawley 2015)

Universities are unique national assets that should be recognized and treated as world class institution. Universities have the potential to meet the highest expectations of their regional economies, therefore, universities should benchmark themselves against the best in the world in terms of excellent teaching. For instance, through collaborations with industry universities are going to go beyond the traditional roles of teaching and research. (Higher Ambitions 2009)

Social

There is a link between longer life span and population growth, today Europeans are living longer and healthier, as the population ageing accelerates the population growth decreases. Therefore, generation gap can be considered as one of the main social challenges that threat European communities. (European Commission 2014)

Longevity and labor force aging rises concerns about the future of EU and its economic growth. The number of retirees is considerably increased across the continent, it is estimated that by 2025 one in five European will be over 65 years old. The aging of population creates

economic challenges and influences the governmental decision. This challenge requires tough choices but could ease the pain in the future. (Mchugh 2015)

Another important challenge is urbanization as it has a negative impact on small regions and municipalities. Depopulation is the result of urbanization and it becomes further challenging to offer good educational opportunities, especially in smaller municipalities. For instance, the younger generation are forced to move from rural areas to urban areas to receive better education or work opportunities. This demographic phenomenon is more noticeable in northern and eastern Finland. (Rauhut 2007)

Generation Z is the next big consideration for market researchers and cultural observers. Gen Z vastly changes the process of recruitment within organizations by their attitude and skills. Gen Z are born between 1994 and 2010, they have their own set of values and abilities. (Schaubel 2016) They are born in a sophisticated technology environment, although we don't know much about the Gen Z but we know very much about the environment they live in. (Schroer)

“One of the most profound changes in business and society is the emergence of the post-Millennial generation, Gen Z. While every new generation has faced its share of disruption in technology, economics, politics and society, no other generation in the history of mankind has had the ability to connect every human being on the planet to each other and in the process to provide the opportunity for each person to be fully educated, socially and economically engaged.” (Koulopoulos & Keldson 2014)

Technology

Across many industries including media and entertainment the existing business model of different companies is already reshaped due to the rapid growth of digital and innovative technologies. It seems that higher education is next, it is anticipated that there will be similarities between higher education business model and companies such as Google, Facebook and Amazon in near future. Thus, the education market becomes shaped by network effects. (Ernst & Young 2012)

The network effect is a phenomenon whereby a good or service becomes more valuable and receives more users and audiences. (Investopedia) Online Open Education Resources has the potential to transform the global learning landscape over the next decade, it is estimated that the number of participants in online learning will surpass the number of all students currently

attending universities around the world. (New Modes of Learning and Teaching in Higher Education 2014)

Competition is the main characteristic of this new emerging market, currently there are few major players including but not limited to Coursera, Udacity, and edX, and Khan Academy which create university level content. Basically, these platforms are similar but they differ slightly in the mission, delivery, and focus. (Faviero 2012)

For instance, Coursera's mission is: "We provide universal access to the world's best education." Coursera is going to achieve this mission by collaborating with various universities across the world, and providing a platform for these universities to offer courses. (Coursera)

The change is not only about what technology can offer, the major change will be in terms of value creation and competition, therefore, the competition will be increased over stuff, students and partners. Those things that a screen cannot offer such as community, tuition, interpersonal dialogue, shared space and time are becoming more precious and expensive. (Chatfield 2014)

Campuses remains but digital technologies will fundamentally impact how education is delivered and accessed. Traditional classroom and learning experience is transformed by a combination of digital tools, adaptive teaching methods and human support. (Chatfield 2014)

However, The MOOCs is not a replacement of older institutions. The education can be unbundled the same as newspapers, games and shopping. "The web itself is old news, as are the brute facts of online information dominance; we've had Wikipedia for over a decade. What are new are the increasingly trusting eyes we turn towards online media for something more fundamental: the skills, knowledge and instruction required to thrive in the modern world." (Chatfield 2014)

New technologies allow universities to analyze student behavior and create more customized programs. Big data revolutionize the way students learn and teachers teach, big data allow to track and assess every exciting change in the educational field. Big data is a term that describes the large volume of structured or unstructured data. Accurate and precise analyses of big data provide insights that lead to better strategic decision. Today's data comes from variety of sources. Here it is essential to note that the organization capability to use and analyze data is important than the amount of created data by company. (SAS)

The “Internet of things” (IoT) is becoming an increasingly growing topic of conversation. Today’s data comes from multiple sources and it provides challenges for organizations to link, match and transform data across the system. In future, more devices will be connected through internet, therefore, the process of managing data will become harder. Being connected does not only include in terms of connection with computers, tablets and smartphones in fact IoT describes the increased machine to machine communication, a world where just about anything can be connected and communicate. In other words, with the Internet of things, the physical world is becoming one big information system. (Techopedia)

Today only small percentage of data is analyzed, the amount of created and stored data is unimaginable and it keeps growing. IBM stated that 80% of all data is unstructured. (IBM) Watson is a cognitive system that enables a new partnership between people and computers, it can analyze unstructured data and improve human expertise. It seems that a new era of computing has just begun, in the traditional era of computing, programmable systems are fed with data and the result is interpreted by human, while in the cognitive era, cognitive-based systems are capable of interacting more naturally with human beings. For instance, they can build knowledge, learn and understand human language. (Watson and Government 2015)

As a result, human capabilities in assessing and evaluating of information are extended. Cognitive systems put content into context which it means these systems facilitate making timely decision. Cognitive systems provide new ways of engagement and interaction between human and systems. (Watson and Government 2015)

Watson can be used in many purposes, depending on the type of organization, many of the services currently performed by human can be replaced by Watson based technologies. The device can perform text mining and unlike typical computers, Watson has the capability of unlocking the unstructured data. Watson knows that all data is not created equal, Watson provides a search engine with superior capabilities and competencies than existing competitors. (Burrus 2015)

Cognitive computing systems simulate the human thought process, cognitive computer’s ability to abstract large data sets and communicate with humans provides new ways for teaching, and soon can be applied in classrooms and transform the whole teaching experience. (Edtech 2014)

“The system could also couple a student's goals and interests with data on their learning styles so that teachers can determine what type of content to give the student, and the best way to present it. Imagine an eighth grader who dreams of working in finance but struggles with quadratic and linear equations. The teacher would use this cognitive system to find out the students learning style and develop a plan that addresses their knowledge gaps.” (Neti)

However, the adaption and future advances of cognitive computing is greatly depended on external forces, as well as technology evolutionary trends. Advancement in cognitive capabilities requires for entirely new policies to protect citizen and ensure the responsibly progress of cognitive computing. (Watson and Government 2015)

6.3 Segmentation and Targeting

Segmentation involves finding out what kinds of consumers with different needs exist. Although anyone can use the services offered by KAMK library; the main group of patrons can be segmented into three groups as follows:

The first segment is university students who can be segmented by degree or education level.

The second segment is teachers. This group can be further segmented to the subject they teach.

The third segment is local researchers or employees who use library resources to update their knowledge.

Targeting

Targeting is the process of choosing one or more segment to serve. Internationals students were selected as target group. The first survey was conducted to identify their specific need and researching behavior.

6.4 Marketing Mix

Product

Product can be described as bundle of benefit to the customers, what customers are expecting to get. Today with library card students can receive more than just access to books on the shelves. The accessibility of information from distance is improved through digital resources such as Ebsco, Pressdisplay and Primal Pictures. These products support free access to scholar work, academic journals and newspapers from different countries right after publication. However, the product should not be limited only to tangible goods and services. There are also less tangible things such as workshop, research consultation and reading spaces that can motivate students to visit library quite frequently. Continuous and ongoing communication between library and students would result in better development of library services and products. In the survey students were asked to comment about the development of library services, one of the respondents said:

“Reading spaces could be more comfortable. SPSS statistics program should be on every computer.”

Price

Price can be described as value that customers are willing to give up to get the product, customers tend to pay more for something that have value for them. Although library's products are free but here it could be argued that the price is time. Understanding of this issue would help the librarians to adjust their strategies in creating new and valuable services that encourage students to explore and learn new ideas. It can be argued the more students use library products and services, the more valuable those products and service are.

Place

Library resources and materials should be available to students in a decent and convenience place, based on the survey the large majority of respondents still believe that library should remain as the heart of campus. The result indicates the importance of physical library as a place for undergraduate students. In the survey, one of the respondents said:

“Because students need to have place where to find most of the information what they need that is on the Campus.”.

However, during spring of 2015 the number of students who regularly visit KAMK library declined. Declining attendance can be due to the availability and adoption of digital content, students can be connected through their desktop and get access to the digital information and resources. Therefore, it can be interpreted that for academic libraries place is not limited to physical location inside the campus, digital library should be considered as an important place that can be accessed directly from student’s desktops. Once users enter digital library it means that they have a specific need of information that cannot be satisfied elsewhere. In fact, the process of searching for information and the accessibility of resources through digital library’s platform should be as convenience and reliable as physical library. In the survey 42% of respondents were dissatisfied with online services and described as not user friendly, as one of respondents said:

“Because the online system is itself complicated and not available in English”

Promotion

Promotion undertakes all marketing communication activities and techniques, including advertising and public relations. Promotion can be informative or appealing into emotion, the purpose is to increase customer awareness about the product and its features and benefits. Promotion is the main challenging part of library marketing, although librarian use Facebook, website and email to communicate to their customers but the problem is that they can not advertise their products or services more often.

Email marketing is still one of the most effective forms of marketing, librarians have used email for long time to communicate with their patrons. With mobile usage on the rise, librarians need to think like a customer and figure out how they can improve their email strategy.

KAMK library organizes orientation tour for new members to equip them with the essential information and research skill. New students are often intimidated because of the lack of knowledge about the library collection and services, library orientation tour motivates them to visit library and use its collection and resources in their research.

7 MARKETING PLAN

Marketing plan for KAMK library is a guide to create synergies between KAMK library and students. Creating a marketing plan is a multistep process that involves analysis, discussion and decision. The author hopes that this document can be used as a roadmap, providing direction toward the development of library services. The following strategic process was used to facilitate an understanding of the internal and external environmental factors that influence the library services.

- Identify the need
- Analysis of library's current situation by conducting SWOT and PEST analysis
- Description of product and service through marketing mix
- Survey the customer

Marketing plays a crucial role in maintaining a successful relationship with customers. In fact, marketing should be considered as important as the products or services provided by KAMK library. The application of marketing strategies is affected by many factors including market condition, demand, and budget. The main aim of this thesis is to guide the future of KAMK library service to remain responsive to the political, social, technological and economic trends. Therefore, the author highly recommends to keep marketing plan updated. To achieve the result a strategic decision should be taken, below are some suggestions that could help the librarians to develop strategic decision on marketing activities.

7.1 Change in Students' Behavior and Its Impact on Services

As it was discussed academic libraries are competing in intensely competitive information industry, which is characterized by frequent introductions of new products and evolving industry standards. The emergence and integration of information technology impacts researcher's behavior and their study habit, for instance, introduction of web dramatically accelerated the pace as it facilitates accessibility to the information and resources through desktops. Virtual library was regarded as replacement of physical library and many even predicted that the library would become outdated. The availability of resource online leads to reduction of actual visit by patrons and reduces the usage of print materials. (Freeman 2005)

In this rapidly changing environment researchers are moving faster than library, therefore, it is highly essential for libraries to observe the latest technological trends and analyze how these trends influence the researcher's behavior. The new services should fit researchers work habits with emphasis on the flexibility and remixing of contents and services. New services are offered through a network environment which has already changed researchers' behavior but it remains to be seen how the introduction of new technologies such as wearable technologies will influence the library services. (Researchers' Use of Academic Libraries and their Services 2007)

“Most students entering our colleges and universities today are younger than the microcomputer, are more comfortable working on a keyboard than writing in a spiral notebook, and are happier reading from a computer screen than from paper in hand. For them, constant connectivity being in touch with friends and family at any time and from any place is of utmost importance.” (Frاند 2000)

7.2 The Shift in Librarian's Role

The rapid development and growth of information society creates challenges for librarians in terms of data management, storage and preservation. The amount of available information has grown dramatically, therefore, new generation of librarians needs to master information and knowledge in many ways and propose. (Researchers' Use of Academic Libraries and their Services 2007)

Libraries are facing the same dual challenge as other profession in terms of training librarians, the training program should be both research based and practically oriented at the same time. To increase the level of information literacy among librarians it has become increasingly common to hire persons with different background than librarianship, this approach covers the areas where the required skills are not met. (Audunson, & Gjestrum)

7.3 The Importance of Design

Libraries are social infrastructures that present communities' value, in this regard the library should be acknowledged as civic icon rather than a place to keep and store books. A well-designed library reflects its openness and builds a sense of common identity among users. Patrons are encouraged to visit library quite often and use library resources more efficiently. (Mattern 2014)

To bridge the gap between learning and learning environment it is essential to ask the following questions before adopting any change. Do students want to be there? Or is it simply that they must be there? (Demco Interiors 2015)

The impact of redesigned library space on user behavior can be manifested in terms of social interaction and engagement, due to the change in teaching methods, library should become a social hub of information, technologies and services which support student's critical thinking. Therefore, the spaces should be divided into different areas of social study area, silent study area and group study area. (Freeman 2005)

With the rise of technology and its impact on user behavior, the demand for further support such as power sockets and mobile device chargers is increased. Self-managing spaces enable students to interact without interruption and save their time on managing spaces. Relaxing and pleasant spaces motivates and inspires students to spend more time in library, colors, lighting, furnishings subliminally direct students to what they need to find and where they want to be. (Demco Interiors 2015)

“Generation Z students have a keen eye for design and they want to hook up and set down in cool spaces that motivate and inspire. Our role is to bring all the strands together to create

functional spaces that zing with imagination and creativity and make students want to be there.” (Demco Interiors 2015)

7.4 Social Media

The demand for digital transformation is growing due to the persuasive nature of technology and its effect on consumers’ life. Successful implantation of digital transformation seems to be a very challenging process as many companies are still struggling to adopt it. The main problem is lack of vision or sense of urgency as they don’t know how to get benefit from these digital technologies, today’s emerging technologies like social media, mobile analytics demand different mindset and skill sets than previous waves of transformative technology. (MIT Sloan 2013)

Digital transformation is successful when the vision is set up, but here it is essential to note that social media goals and strategies must be aligned with the type of platforms, as there are variety of tools which can be used for social media marketing. (Eckerling 2014)

Content marketing relies on owning media rather than renting it. (Content Marketing Institute) Therefore, in the new era of marketing social media is considered as one of the primary vehicle of content marketing. Owned, paid and earned are the three stages of social media promotion. Earned is the most valuable and hardest stage to create, it refers to audience engagement with the content. (Marketo)

The distribution of content through social media is faster than website. Quality is the main essence of successful content marketing and should be considered as important as social media strategy. A strong content marketing strategy starts with defining the brand personas and marketing goals. Focused content marketing gives the organization a competitive advantage as it distinguishes the organization among competitors. (Marketo)

KAMK library uses Facebook and YouTube to communicate with patrons, promotion of library activities through these platforms is the most challenging part of library marketing. it is not just enough to share library news, in addition to sharing content the library needs to engage with customers. To increase customers’ engagement, it is vital to start with selecting

target segment and observe their behavior in virtual environment. A solution could be organizing video contest, to create quality content and increase awareness about library resources. Customers engagement develops customers' loyalty as they feel special.

These videos can be shared through KAMK library's Facebook page and YouTube channel. Here it is important to note that the library's social media strategy should be based on quality over quantity, as the aim of this project is to inform students who needs these resources.

The video project should be integrated into libraries marketing strategy as an ongoing process. Another major benefit of video project is that library's video archive grows over time, it also provides a significant opportunity for librarians to evaluate how researchers' behavior is changing over time. Therefore, there is demand for collaboration between librarians, teachers and students to participate in the project and improve the level of information literacy in the campus. The collaboration fosters a culture of sharing and motivates undergraduate students learn these essential search skills from each other. The Author started the project himself and asked other students to participate in this educational project and many international students showed a positive response to participate.

7.5 Digital Library

As it was already argued the availability of resources on the web has changed the process of retrieving information, thus, the website should be improved and updated more constantly, to make sure that patrons have great experience while they search for a content or information.

Google is the most common gateway to access information where users can satisfy their need of information in the world of digital information, but once the user uses digital library services it means that he has specific need of information that cannot be satisfied by using search engines. There are also other factors that encourage users to use digital libraries including personality, environment and job. (Fuentes 2015)

Here it is important to note that digital library is all about its users not collections. The main factors that determine the success or failure of digital library are the users' experience, capability and clarity in search. It is highly essential to keep services and users connected, even a new user provides valuable data on how the digital recourse are used, therefore, many digital

libraries try to catch users' attention and encourage them to stay through services. (Fuentes 2015)

There is a fundamental difference between search and discovery. The process of searching for meaningful result is often very challenging as the amount of online content is considerably increasing, search is brilliant way to obtain quick and specific answers but terrible for discovering and exploring new ideas, as it only shows the popular links and mainstream websites. Discovery is a fundamental part of the educational process, as it empowers students with critical thinking and encourage them to apply relevant knowledge. (Biblio 2015)

Students are typically taught how to seek and use information on web, but they don't automatically become fluent with digital library. They need clear instruction and opportunities to practice. Thus, here teachers play an important role to encourage students to use library resource in their research. Together teachers and librarians can work towards development of digital literacy to equip students with the relevant tools and knowledge they need to succeed.

8 CONCLUSION

The key to successful marketing plan is to understand customer needs and organize all marketing activities around those specific needs. The result of second survey highlighted that despite the rapid growth of digital contents, students will remain faithful to physical library. Many of survey respondents selected that library should become a center for information and research in coming years. The result also shows that students as individuals use library service in variety of ways and have different types of need that can be satisfied by allocating spaces and providing resources, for instance, some students still prefer the print version of books and journals while others seem to adopt the digital library as a convince way to obtain information. Therefore, KAMK library needs to collaborate closely with different departments to improve the overall quality of library collections and making it as center for information and research within the campus. Collaboration will result in better understanding of researcher's behavior and their study habit.

some library users make use of library as silence space to study while other may use it as place for shared learning and group studies due to the change in teaching methods. As it was discussed partnership and integration with industry have a significant impact on traditional teaching and learning methods. Today learning is more peer-driven, and requires students to develop new skills and competencies, thus, it is essential to manage space. KAMK library needs to create new spaces for co-working that encourage students to communicate and exchange ideas. The spaces should be divided into different areas of social study area, silent study area and group study area.

As it was discussed here academic libraries are competing in information industry which is a rapidly evolving industry, the introduction of new devices and digital contents may endanger the future of academic libraries as it reduces the usage of library resources. Here librarians should put more emphasis on services rather than technological development because services are offered by knowledgeable employees who add value to information. Enthusiastic personnel are the main factor which differentiate and distinguish library from other information sources. KAMK library can improve the literacy skills within campus by organizing library courses, as it was discussed the quality of library is all about users and their competencies rather than collection. However, despite these changes KAMK library can remain as the heart of university if the unique value proposition is appropriately defined, the library should

focus on how students are learning in the digital era and what the library can add to student's learning process.

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This is appendix 1.

Gender

- Male
- Female

Your age group

- 19-21
- 22-24
- 25-27
- 28 or Over

Which degree programmes do you belong to?

- Degree Programme in International Business
- Degree Programme in Sports and Leisure Management

Why do you use KAMK library services?

- Personal development
- School research
- Both

On your last visit did you find what you were looking for?

- Yes
- No
- Partly

How frequently do you use library's online services including Ebrary, Ellibs, EBSCO, Ref-Work and PressDisplay?

- Daily
- Several Times a week
- Several times a month
- Not at all

Have you participated in courses offered by library to get familiar with online services?

- Yes
- No

How long usually do you stay in library?

- Less than hour
- One hour
- More
- I don't go to library at all

Do you wish library to extend its opening hour?

- No
- Yes

If yes, please give us your suggestion

How satisfied are you with library's current Services?

- Very satisfied
- Satisfied
- Slightly dissatisfied
- Dissatisfied

Which of the following services would you wish to be improved?

- Reading spaces
- Internet station
- Book selection
- Online services
- Games and equipment

Could you describe briefly why it should be improved?

What do you value most about the library?

What comes to your mind first when you think of KAMK library in 2020?

- Center for information and research
- Civic engagement and social interaction
- Entertainment and events
- Equipment and facilities
- Electronic services
- Book collection

Could you please briefly explain?

Gender

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Male	4	21,05%					
2.	Female	15	78,95%					
	Yhteensä	19	100%					

Your age group

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	19-21	10	52,63%					
2.	22-24	4	21,05%					
3.	25-27	2	10,53%					
4.	28 or over	3	15,79%					
	Yhteensä	19	100%					

which degree programmes do you belong to?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Degree Programme in International business?	15	78,95%					
2.	Degree Programme in Sports and Leisure Management	4	21,05%					
	Yhteensä	19	100%					

Why do you use Kamk library's services?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Personal development	0	0,00%					
2.	School research	8	42,11%					
3.	Both	11	57,89%					
	Yhteensä	19	100%					

On your last visit did you find what you were looking for?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Yes	11	57,89%					
2.	No	3	15,79%					
3.	Partly	5	26,32%					
	Yhteensä	19	100%					

How frequently do you use library's online services including Ebrary, Elibs, EBSCO, RefWork and PressDisplay?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Daily	1	5,26%					
2.	Several times a week	1	5,26%					
3.	Several times a month	11	57,89%					
4.	Not at all	6	31,58%					
	Yhteensä	19	100%					

Have you participated in courses offered by library to get familiar with online services?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Yes	8	42,11%					
2.	No	11	57,89%					
	Yhteensä	19	100%					

How long usually do you stay in library?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Less than hour	9	47,37%					
2.	One hour	3	15,79%					
3.	More	7	36,84%					
4.	I don't go to library at all	0	0,00%					
	Yhteensä	19	100%					

Do you wish library to extend it's opening hours?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	No	8	42,11%					
2.	Yes, Please give us your sugesstion	11	57,89%					
	Yhteensä	19	100%					

How satisfied are you with library's current Services?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	very satisfied	2	10,53%					
2.	Satisfied	12	63,16%					
3.	Slightly dissatisfied	4	21,05%					
4.	Dissatisfied	1	5,26%					
	Yhteensä	19	100%					

Which of the following services would you wish to be improved?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Reading space	8	42,11%					
2.	Internet station	5	26,32%					
3.	Book selection	10	52,63%					
4.	Online services	8	42,11%					
5.	Games and equipment	1	5,26%					
	Yhteensä							

KAMK Library Survey

Avoimet vastaukset

N=19

Julkaistu: 27.3.2015

Vertailuryhmä: Kaikki vastaajat

Do you wish library to extend its opening hours?

Yes, Please give us your suggestion

saturday till 5pm and sunday till 12pm, week days till 20pm

at least everyday and the close time is very early

9-6/Mon-Fri, 9-4/Sat

full time Saturday and Sunday

9h - 20h

on saturday and on sunday

9-20

09-19

08 00 - 20 00

9.00-20.00

Could you describe briefly why it should be improved?

Library must be cozy and comfy to be able to spend more time there for reading and lack of books is disappointing at some point, especially date of release, not enough new published stuff

I would like to read some not study-related literature in English and there is nothing available in the library, but I am not sure if such kind of literature is supposed to be in a University's library.

I think the opening time is short and guess some people would like to study in the library till evening at least me. And before I used the library and looked for newspapers in English, however I could not find it there are only in Finnish. (I am sorry if I missed it.)

There're not many places at library, Internet is sometimes not very good, there're not many book variety in English and other languages, online service is sometimes complicated.

Reading spaces could be more comfortable. SPSS statistics program should be on every computer.

More books and more new books

Instead of different online services it could be better to create 1 stable and very user friendly service with different options.

Because the online system is itself complicated and not available in English

There could be more books about leisure free time activities, arts and crafts and such.

For more convenience use.

KAMK Library Survey

Avoimet vastaukset

N=19

Julkaistu: 27.3.2015

Vertailuryhmä: Kaikki vastaajat

Could you describe briefly why it should be improved?

Actually, I prefer work at home, but sometimes I need to visit library with own lapåtop. However, there is not enough spaces for doing some school stuff in KAMK's library.

What do you value most about the library?

Modern and good looking atmosphere, working hours, literature.

Friendly and great atmosphere for studying

Find books easily and the good environment for study.

Staff are very nice, cozy and quiet atmosphere, many computers.

That it is free for the students. The staff is very polite.

The availability of books, the quiet

Information

No need to buy expensive books!

online services

Teachers in library are very polite, informed and have great amount of knowledge.

Please comment on other areas that are not addressed above.

Good enough

It is very noisy in the library. Both the staff and students talk very loud. It seems that people (including the staff) forget that this is a LIBRARY!







The library should be quiet place to study, but every time that i am in there it is really noisy even if i am upstairs in the reading room studying.

Areas not concerning the library: create an application of universities' services for smartphones and tablets.

what about creating some movie nights in library in the evenings? where students who want to socialize in non-sportive atmosphere

This is appendix 2.

What comes to your mind first when you think of KAMK library in 2020?

	Vastaus	Lukumäärä	Prosentti	20%	40%	60%	80%	100%
1.	Center of information and research	30	66,67%					
2.	Civic engagement and social interaction	1	2,22%					
3.	Entertainment and events	0	0,00%					
4.	Equipment and facilities	1	2,22%					
5.	Electronic services	2	4,44%					
6.	Book collection	11	24,44%					
	Yhteensä	45	100%					

Could you please briefly explain?

Important information place for studies

Library = books

Because students need to have place where to find most of the information what they need that is on the Campus.

I think libraries should stay as a quiet place for research and as a center of information. In my opinion, social interaction and entertainments doesn't belong to library. When I come to library, I want to peaceful and quiet place to study and find the needed information. Of course electronic services as computers and scanners have to be included still.

No

Actual books will be very important in the future cause they are more rare. I am a huge book reader and love to have the actual book in my hands.

I hope you will never throw books away.

Käyn kirjastossa lainaamassa kirjoja ja lukemassa lehtiä.

Asiantuntijoiden avun saanti, tiedon lähdet helposti saavutettavissa asiantuntevan henkilöstön kautta.

I would like to suggest that our library will be more interesting place if we have more equipments and design as a centre of information and research with more private study rooms and longer opening hours.

People discussing, studying and doing projects together. A nice environment for all students and teachers.

Lot's of books and possibilities to use electronic databases, and a professional staff to help in finding information.

Arvostan perinteisiä kirjoja verkkomateriaalia enemmän, ja siksi toivonkin, että kirjat pitävät pintansa tässä digiajan murroksessa. Henkilökunnalta odotan edelleen yhtä osaavaa palvelua kuin olen tähänkin asti saanut osakseni.

It would be more modern library than today but I'm not sure yet how

-

Informaatiokeskus, koska tietoa löytyy kaikissa muodoissa. Eikä vähiten henkilökunnan loistava tietotaito ja palvelualtis toiminta. Paras kirjasto palveluineen, missä olen koskaan asiainut:). Ja iso kiitos informaatikoille avusta.

Lots of new books, really friendly staff that helps no matter what the problem is. Computers for students to use and new databases to search information.

I'm kind an old school person. Students and teachers need professional library staff who help in searching information. Naturally book collection in manual or electronic form is important (I hope that real paperbooks, for electronic books you need equipment). In library will be rooms and space for researchers.

Even easier (and faster) access to information/study materials in all study fields

A library should be a place where you go to get information (that you might not find from anywhere else).
