

Hillsborough County Community College Library Archive Community Needs Assessment

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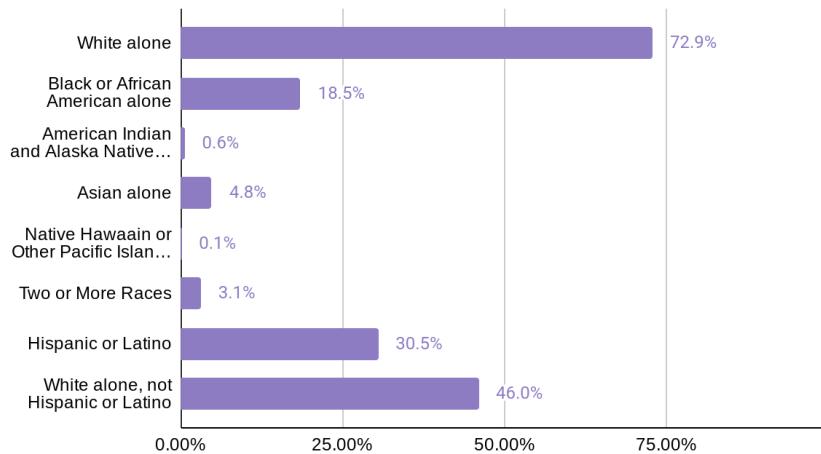
Demographic and Social Data

Hillsborough County and Hillsborough County Community College (HCCC)

Hillsborough County Community College is a higher education institution that serves a diverse student body, dozens of staff and faculty members, and the surrounding communities in the greater Hillsborough County area. Knowing more about potential users of the HCCC Archives is the first step in tailoring our collection development policies and strategic development goals to meet the needs of our patrons. Below are general county statistics from the United States Census Bureau as well as data from HCCC's 2022-2023 Student and Faculty Census. These data sets will be relevant alongside our survey results when recommendations for the HCCC archives are formulated.

Hillsborough County, Florida is located on the west side of the state and has a population of 1,459,762 people. The median household income is \$70,612.

Race and Ethnicity, Hillsborough County, Florida

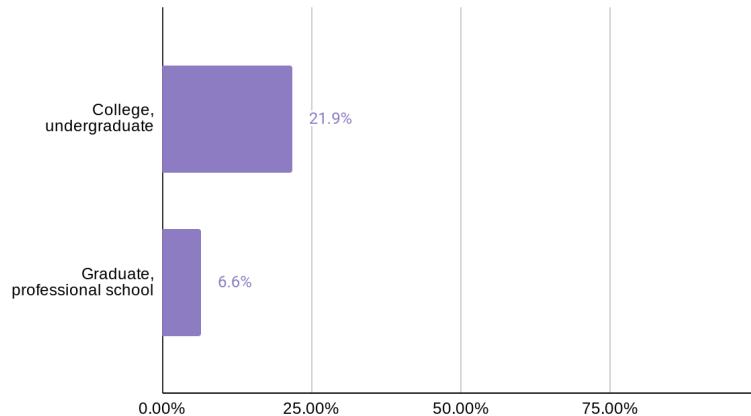


Median Income by Types of Families in Hillsborough County, Florida



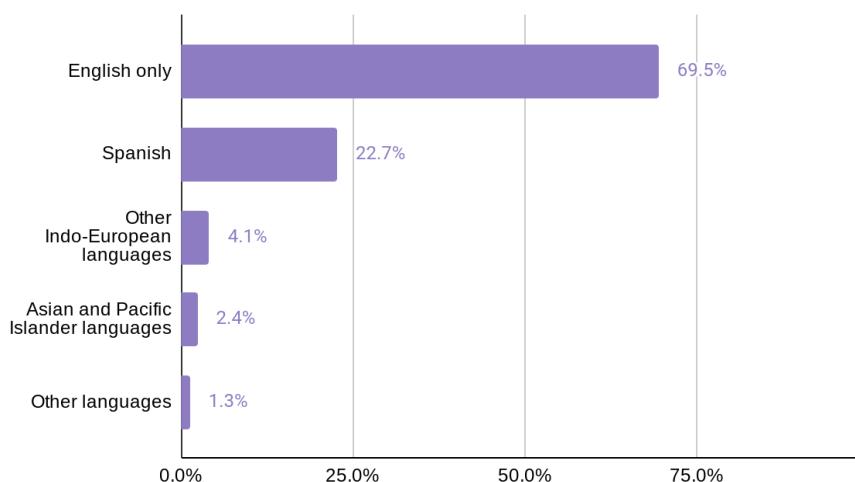
A large majority of the Hillsborough County population (89.3%) has acquired at least a high school degree, and many residents currently attend a college or university ([QuickFacts, U.S. Census Bureau](#)). In fact, in our college alone 5,200 residents are in attendance. Additionally, there is also a high level of enrollment in postsecondary education in Hillsborough, but this is not surprising given the fact that there are several higher education institutions in the county.

Postsecondary Education Enrollment in Hillsborough County, Florida

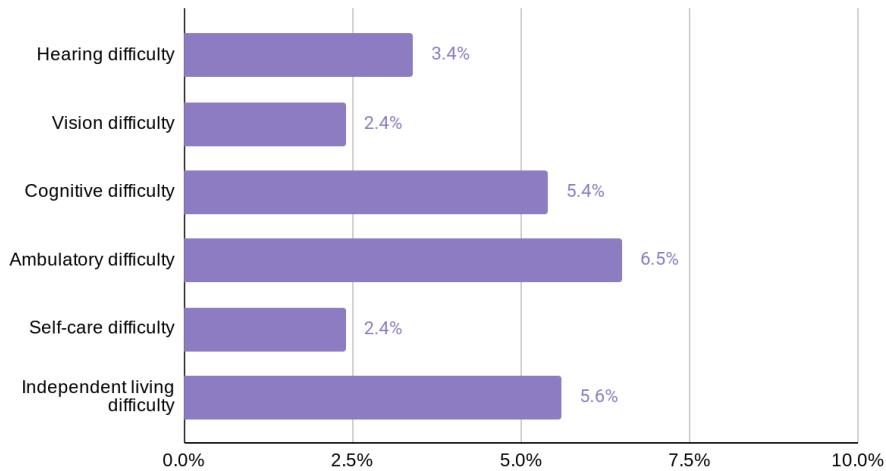


It's also important to note, for the purpose of understanding the diverse nature of the community, that there are many Spanish speakers as well as differently abled persons in the Hillsborough County area. Almost a quarter of residents (22.7%) come from households where Spanish is the typical language spoken. There is also a notable population of people with functional differences (12.7%), the highest percentage being folks with ambulatory (mobility) difficulty.

Typical Languages Spoken at Home in Hillsborough County, Florida



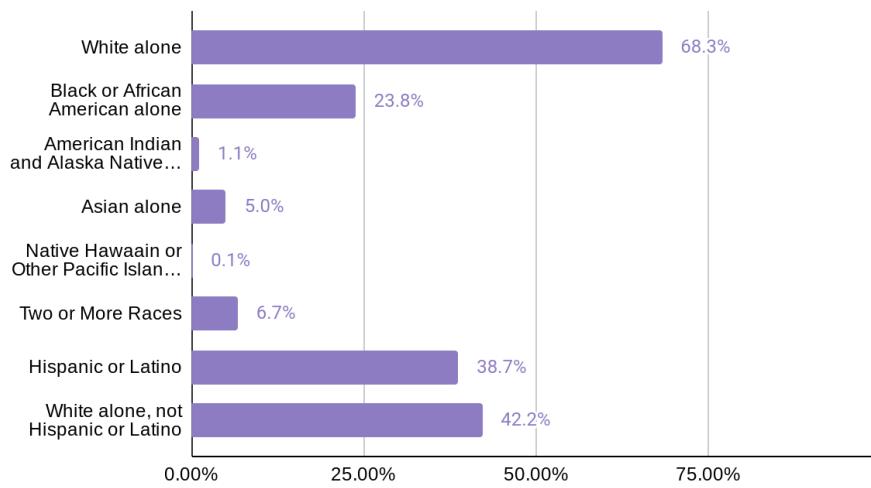
Types of Disabilities in Hillsborough County, Florida



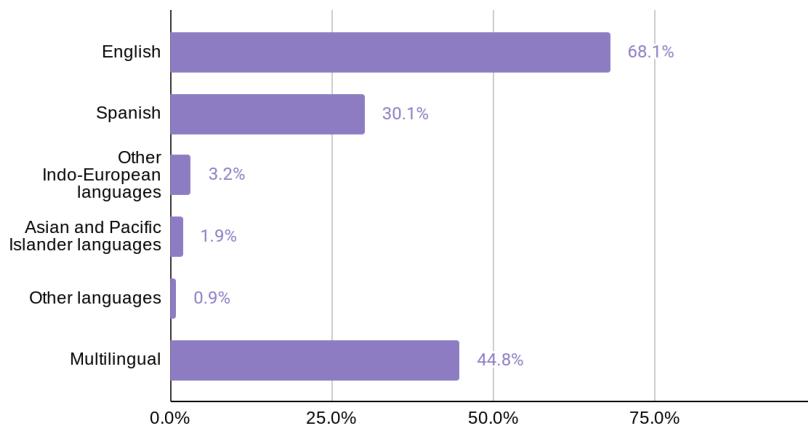
Also important to the community profile is the fact that over 96% of Hillsborough County residents live in a household with a computer, and 92% of residents also live in a household with a broadband internet subscription ([QuickFacts, U.S. Census Bureau](#)).

Since the patrons of the Hillsborough County Community College archives are typically students and faculty of HCCC, demographics relevant to the student body must be included. Considering the fact that HCCC is a local college that has strong ties with the surrounding area, the college community roughly mirrors the demographics of Hillsborough County. HCCC's 2022-2023 Student and Faculty Census outlines demographic and social data for the 5,200 students enrolled at the school during the 2022-2023 school year. The data shows that HCCC has a diverse student population made up of many different ethnicities, gender identities, and scholarly interests.

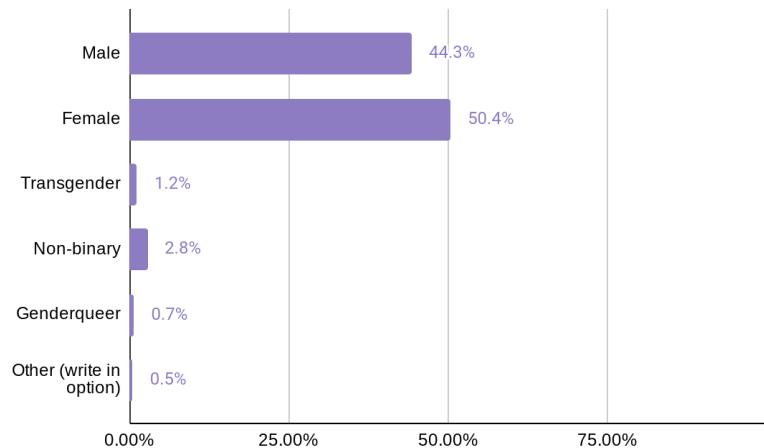
Race and Ethnicity, Hillsborough County Community College 2022-23



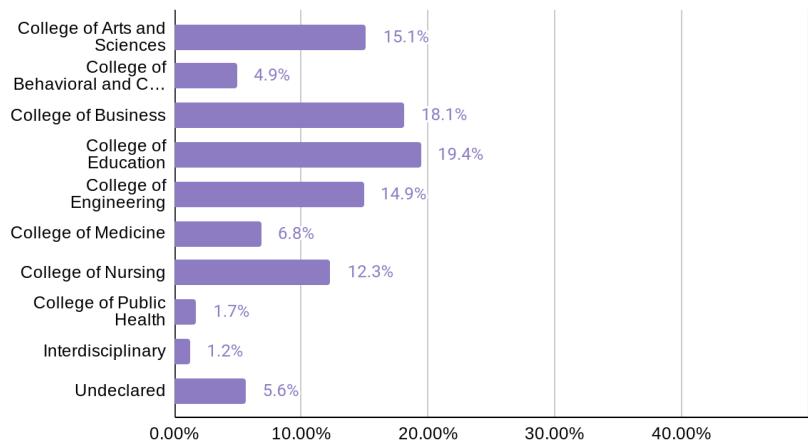
Typical Languages Spoken at Hillsborough County Community College 2022-23



Gender Identities at Hillsborough County Community College 2022-23

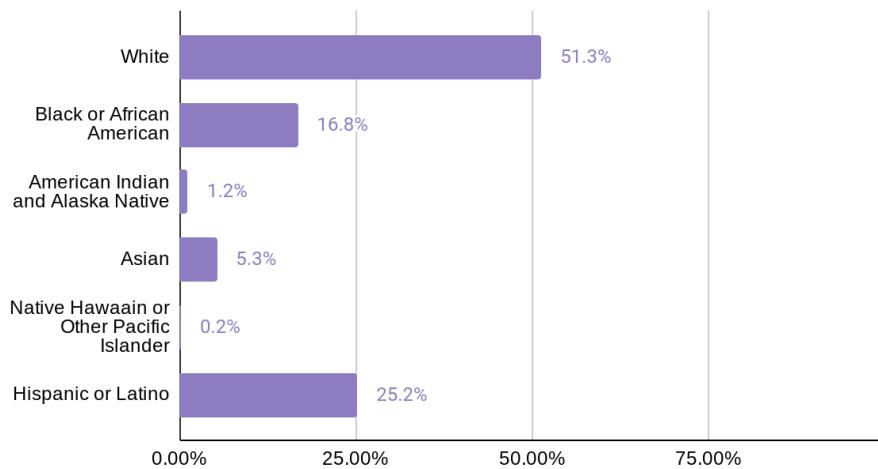


Degree Disciplines at Hillsborough County Community College 2022-23

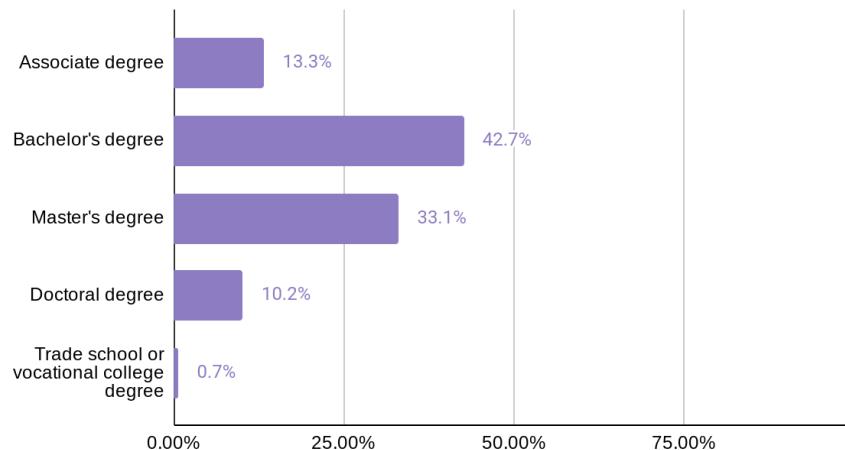


Additionally, HCCC employed 528 faculty members during the 2022-2023 school year. The student to faculty ratio is lower than the national average of 17:1 as it stands at 10:1. HCCC faculty members have access to and are welcome to use the HCCC Library and the archives, and they often seek out an archivist or librarian's help when it comes to choosing and acquiring course material, providing text, audio, and visual resources for their students, and taking class tours of the physical space. This Community Needs Assessment includes a Faculty Survey, so it's important to include demographic statistics from the Student and Faculty Census that describe faculty members as well.

Race and Ethnicity, Faculty of Hillsborough County Community College 2022-23



Highest Level of Education for Faculty at Hillsborough County Community College 2022-23



Methodology

Key Informant Criteria:

With beginning to do research on assessing the needs of the Hillsborough County Community College archives, it is important to assess who has the most information about the HCCC Archives from a leadership position. Our **Lead Archivist, Anne Smith**, is able to make proposal budgets to our Library Director, Emily Jones, for archive funding needs. Our Archival Curator, Daniel Thomas, is also able to assess the curation and preservation needs of archival materials, as well as review and arrange research consultations for patrons.

Interview Questions and Answers:

What are both the current mission and goals of the HCCC's archives?

The HCCC archive mission statement is to collect, arrange, preserve and make accessible records of the college and other donors, as well as rare and special collection items that support the college's mission and goals, teaching and research, as well as making the archives public and accessible to the public and communities that surround the College.

The vision or goal of the archives is to be centered on the students, faculty, and community users in preserving our college and community's historical records. We will ethically and responsibly ensure that all diverse groups, cultures, and perspectives are represented in our collection, outreach, and community partnerships. Are goals aligned with fostering new community partnerships to house more community collection materials, as well as growing the current college collection with materials that align with our vision to make sure diversity, equity and inclusion are at the forefront of our collection.

How does the archival collection support the mission and goals of HCCC?

The HCCC archives strives to support the college's mission and vision by ensuring the collection is reflective of its users, meaning we curate our collection so everyone who may use it is somehow represented. Students and faculty, as well as community members may have research needs that are about the college's history, or community history. We need to make sure our collection is diverse enough to handle broad inquiries, as well as rare and special collection inquiries.

What are the current preservation and curation needs of the HCCC archives? Are there other needs that have been identified?

As technology advances and more and more students are turning to their personal computers for research needs, it is becoming more imperative that we as a research institution allocate more funds to digitization methods for our materials. As our college digital library grows, the HCCC archives must also consider growing a digital archive collection, to make our materials more accessible to users.

One of the other current needs we have are more community partners. A lot of public libraries are turning to their community to create community archives inside their facility. This allows community members to be able to decide what materials they want saved and preserved. It also allows more voices, groups, and cultures to be able to preserve their materials for future research and people to see and hear. I think our college archives can be and will be more involved in our community if we engage in partnerships that allow more people to preserve and donate their materials.

In what ways do students and faculty utilize the HCCC archives the most?

Most students use our archives currently for research appointments, as well as faculty who create appointments to do research of their own. However, our digital archives in the last few years have continually seen a large increase in visits from faculty. The percentage of faculty visits was at a high of 39%. This can be attributed to faculty attending archival events for donors put on by the archives, and coming back for research appointments.

Key Informant Criteria:

When discussing the needs of the HCCC archives, the Hillsborough County Community **College Library Director, Emily Jones**, is able to approve of the archive's budget and make final decisions on how the HCCC archives contribute to the overall mission of the HCCC College archives and the HCCC community.

Interview Questions and Answers:

What are both the current mission and goals of the HCCC archive as a whole?

The HCCC serves users by collecting, conserving, and communicating information that supports the current and future teaching, research, study, and service needs of faculty and students and supports the college's role in regional development of Hillsborough, Florida.

The role of HCCC library services is to collect, provide access to, and preserve academic research materials, data, and information in various formats and in all disciplines offered by HCCC's academic programs. Our primary clientele are the faculty and students of the HCCC, however, we hope to eventually provide, to the extent possible, library services to the business, professional, and scholarly community of greater Hillsborough, Florida.

How does the HCCC archives contribute to the mission and goals of the college library?

The HCCC archives has its own set of mission and vision statements that contribute to both the library mission and vision statements of the college as a whole. The archives contribute to these overarching goals by centering the needs of its users by collecting, conserving and communicating information that supports teaching, researching, community, and public needs.

How does the HCCC library allocate its current budget to the archives?

Our archives share a budget with our library department. Each department shares a staffing percentage, an information access percentage, and "other" percentage. The "other" category is used specifically to facilitate the archive's special budget request.

Respondent Criteria and Survey

Identifying individuals within the college who interact with the archive involves analysis of demographic data from Hillsborough County, which directly reflects the makeup of the student body. Accounting for characteristics such as age, gender, education level, income, and occupation allows for segmentation into distinct user groups. This separation enables staff to create tailored approaches for diverse user groups and ensures accessibility for individuals of varying needs. It simultaneously guides the presentation of archival materials represented to be developed to account for different perspectives and experiences in the archive.

Individuals within the college community who interact with or have an interest in the archive include predominantly students and faculty and the college hopes to expand their outreach to the community. Data has been collected through surveys. For example, questions for faculty members focused on awareness of and usage of archival materials for research, while questions for students inquired about their awareness of and access to archival materials.

Surveys were distributed to selected respondent groups utilizing various systems. Faculty members received the survey by email and after research sessions, while students were reached through additional online platforms such as the college newsletters and Canvas. Furthermore, partnerships with campus organizations such as student government associations, SOLIS, and the campus career services center resulted in increased participation. Collaboration with such organizations provided valuable insights into research interests and areas that are lacking in resources. This ultimately assisted in tailoring research initiatives to meet user needs.

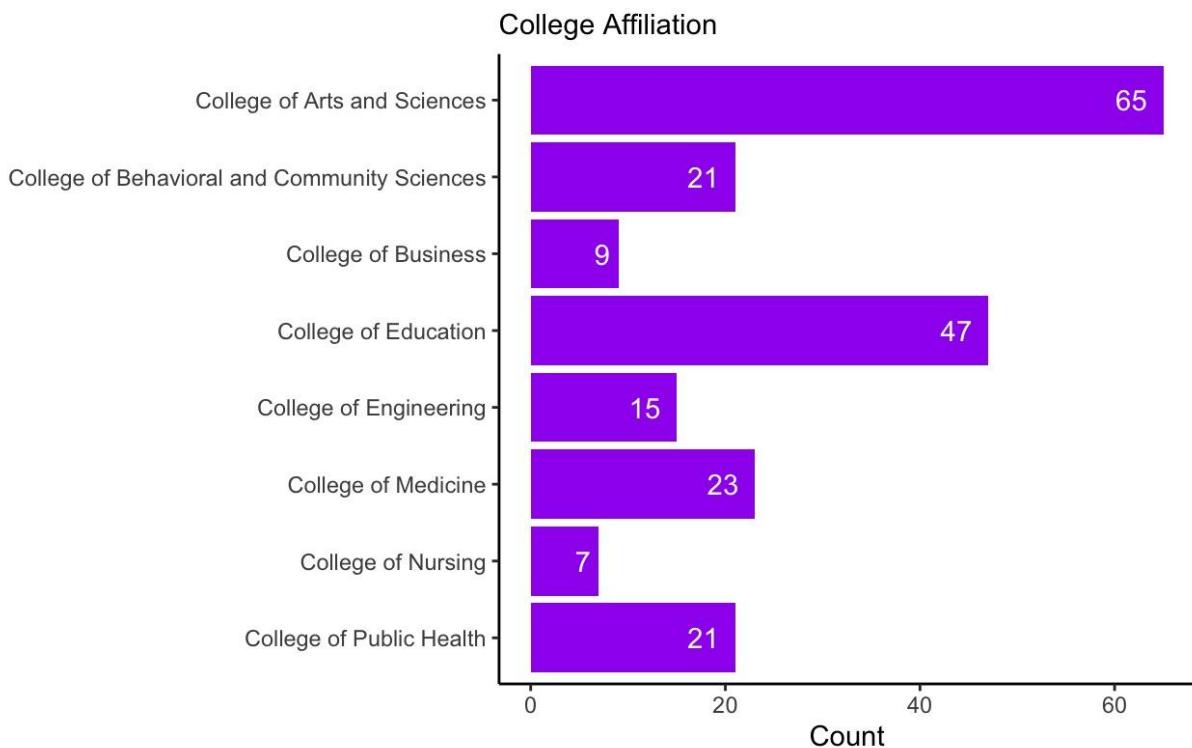
Faculty Survey Information and Questions

ABOUT THE SURVEY:

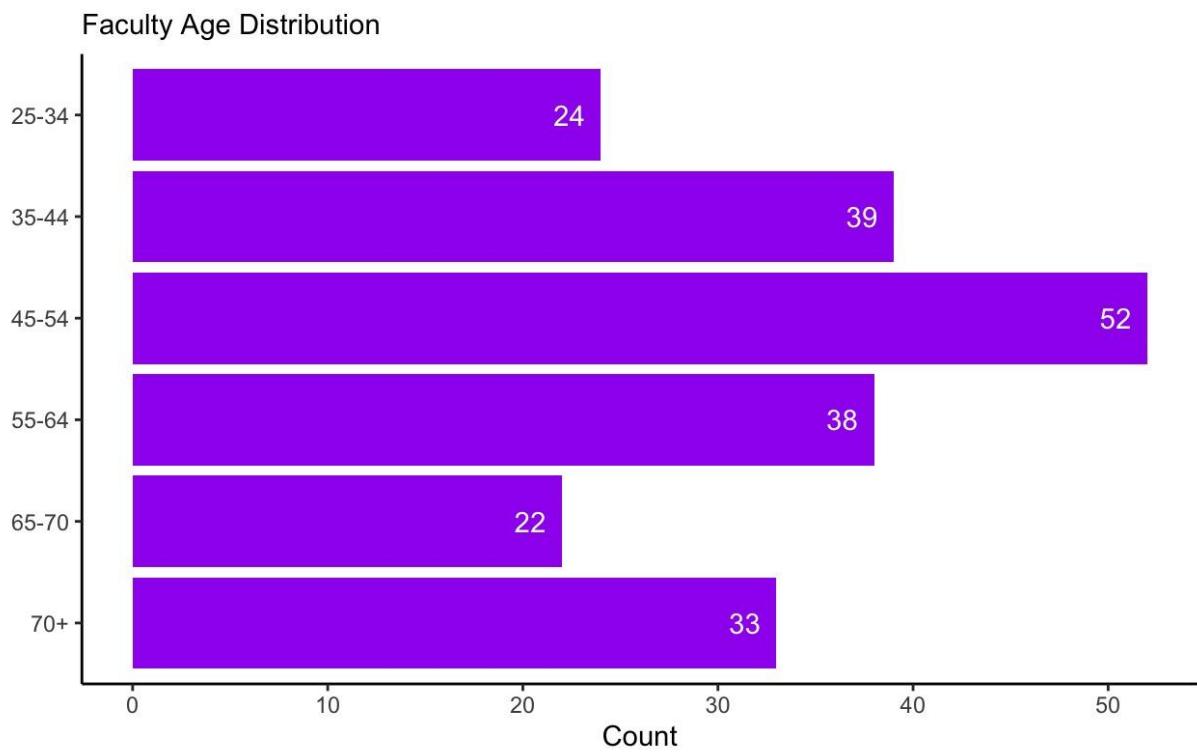
The goal of this faculty survey is to understand which departments are using the archives, how well the college archive is promoting materials to faculty, and whether the archive is adequately meeting faculty researchers' needs, so that the collection can be developed by the college archives accordingly. The survey will be promulgated via email and after research sessions. It will only allow one response from each email address. The results of the survey will be used to improve the archive's outreach to the faculty.

SURVEY:

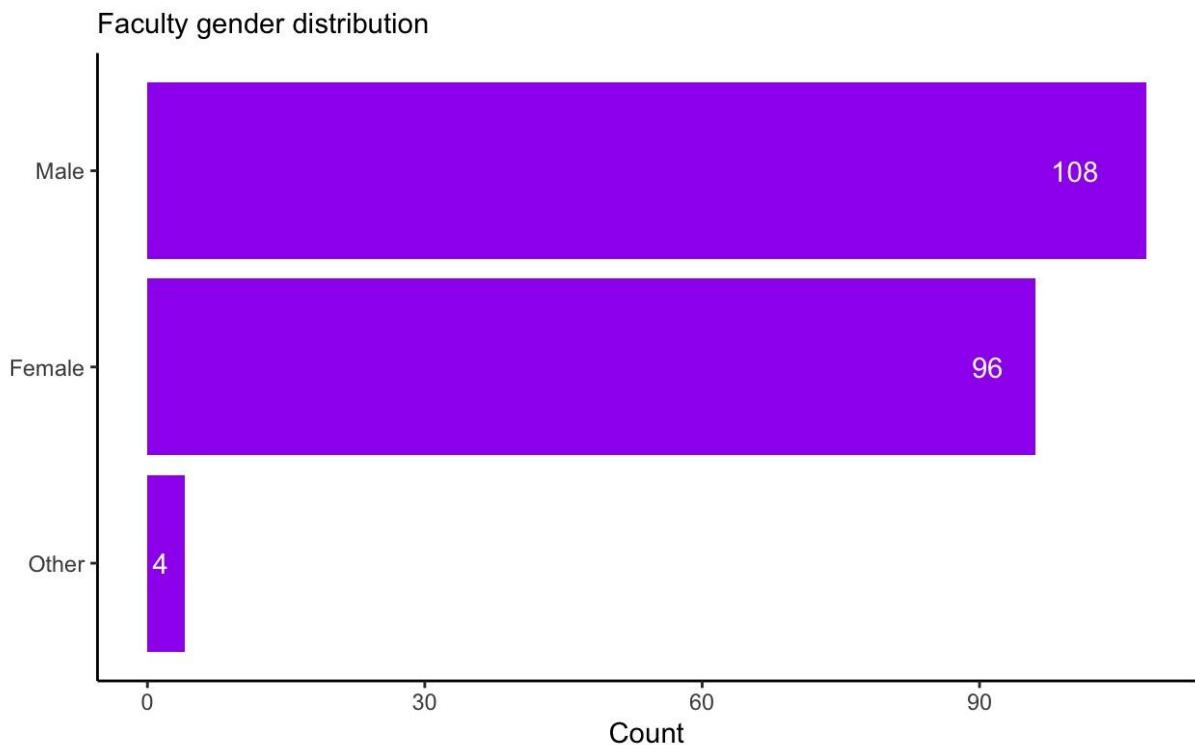
1. Which of HCCC's eight colleges are you on the faculty?



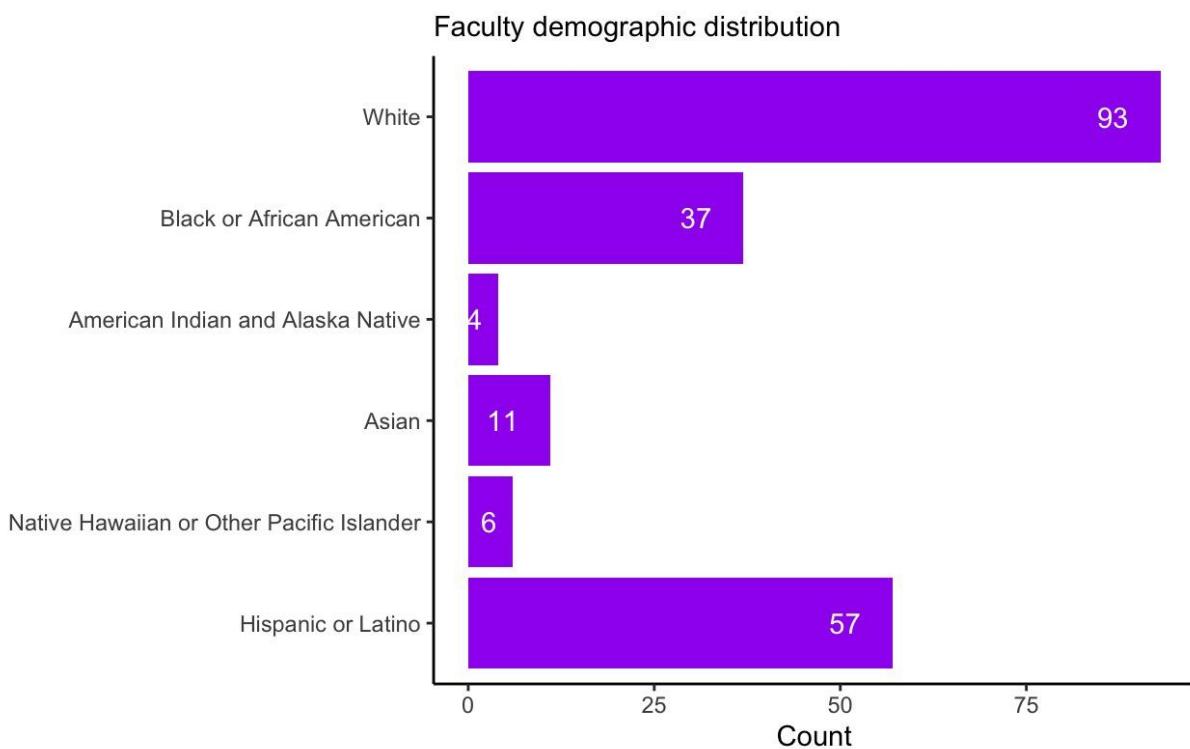
2. What is your age?



3. What is your gender?

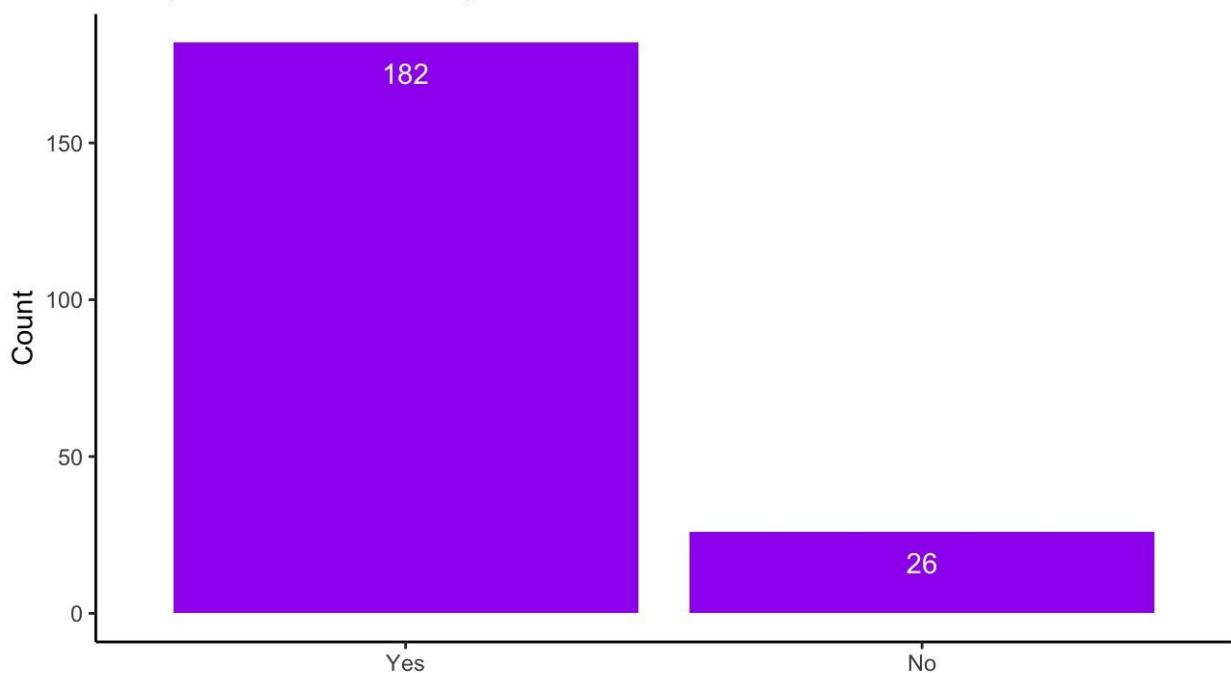


4. What is your ethnicity?



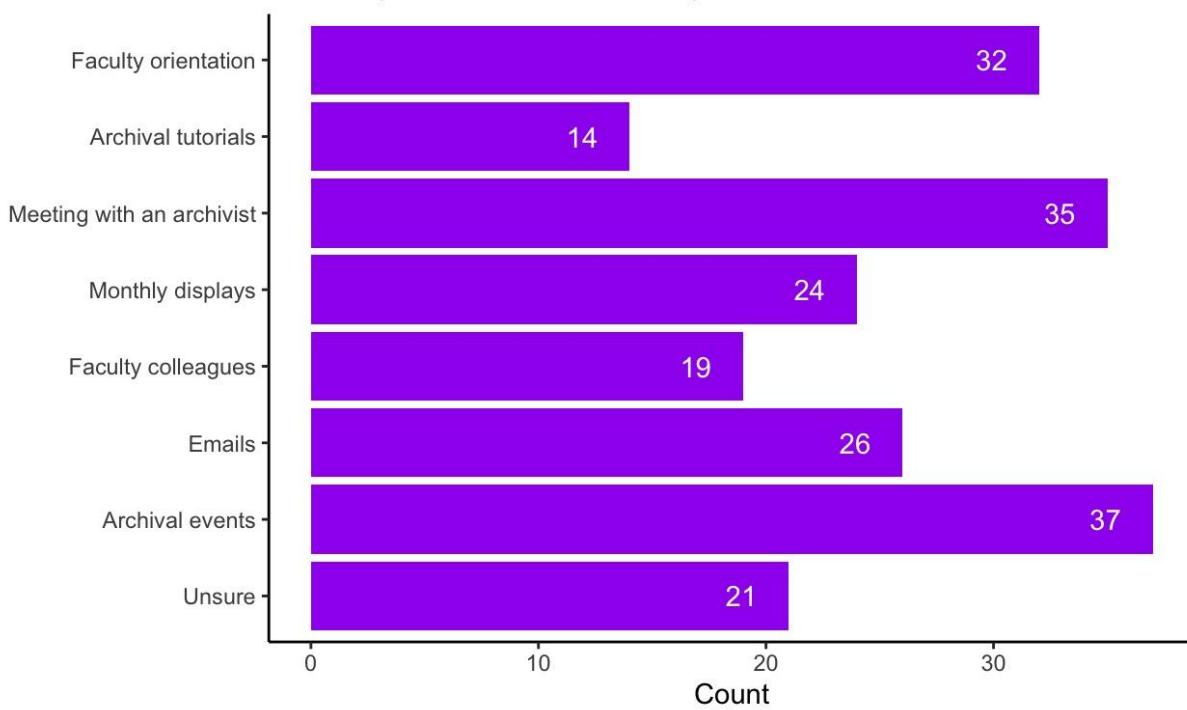
5. Have you ever used the college archives?

Have you ever used the college archives?



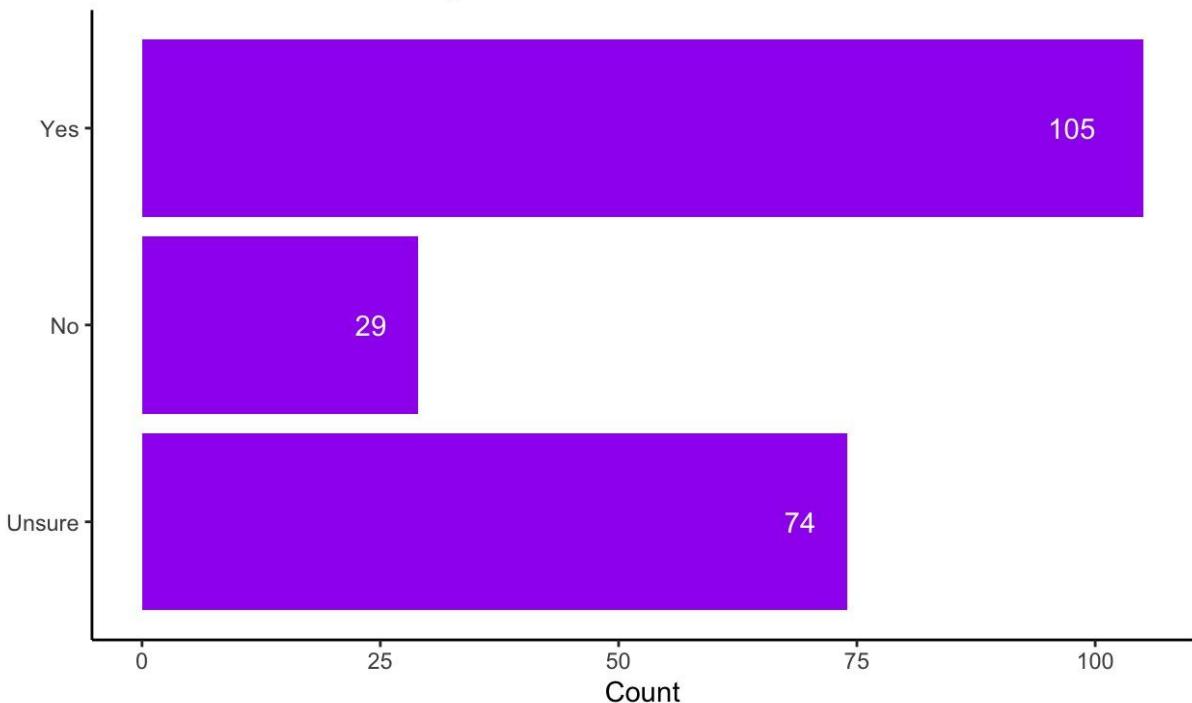
6. How did you learn about the college archives?

How did you learn about the college archives?



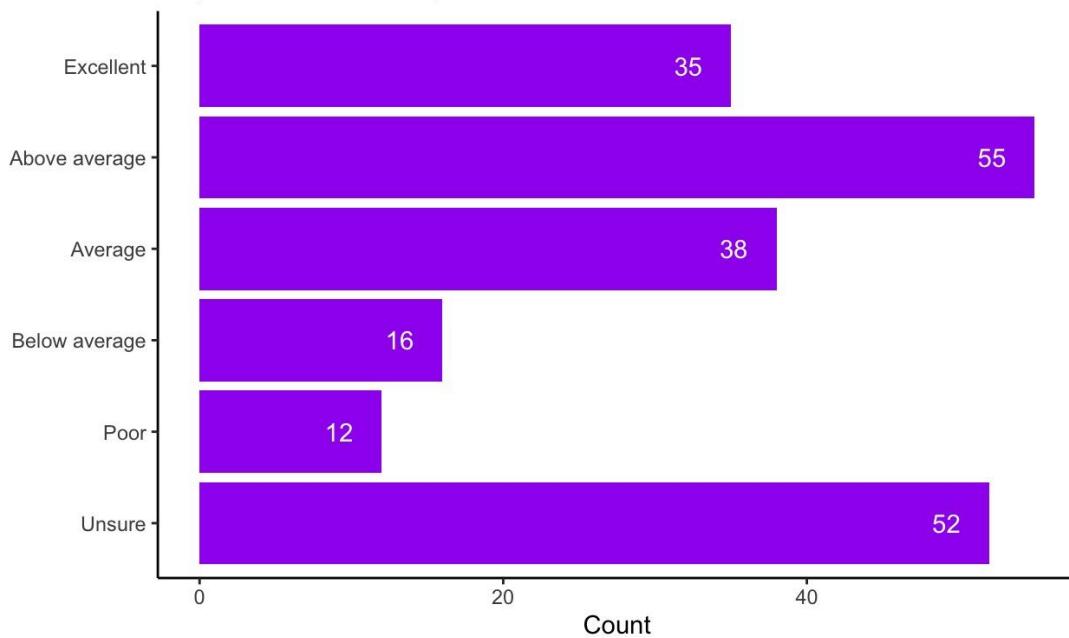
7. Should the archive increase promotion of its collections?

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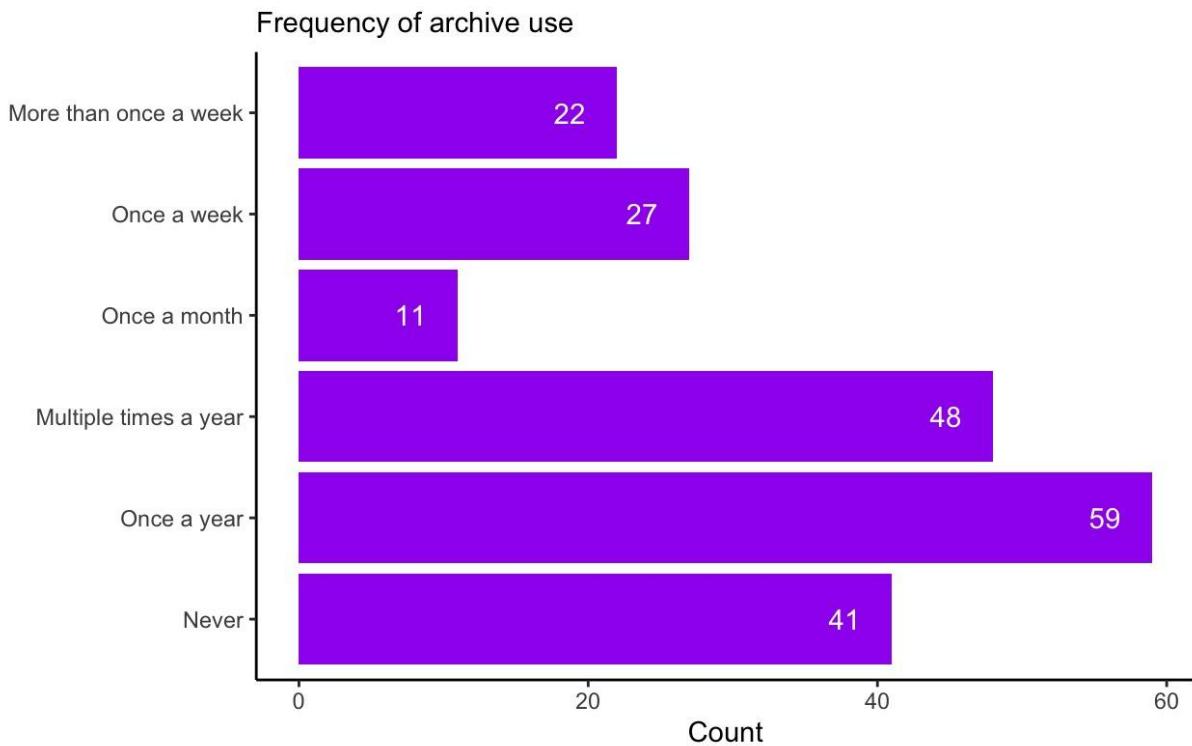


8. How helpful did you find the archive's promotion of their collection through email or in-person events?

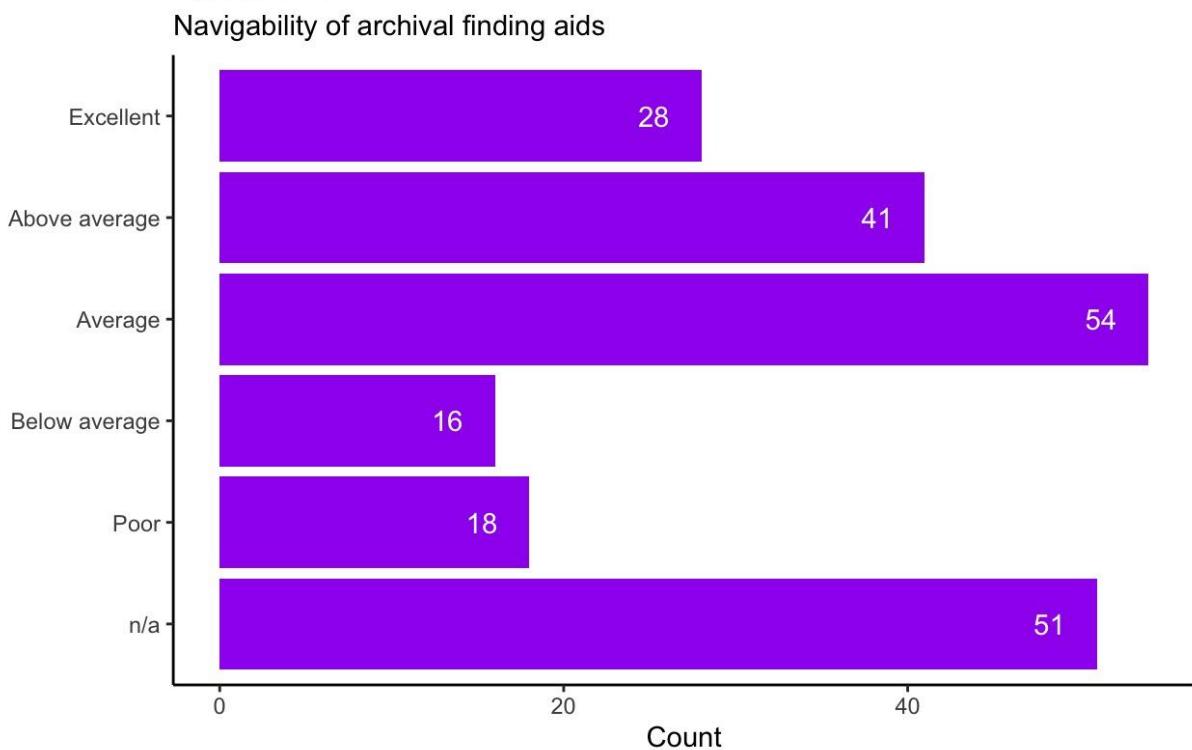
Helpfulness of archive's promotion of collection



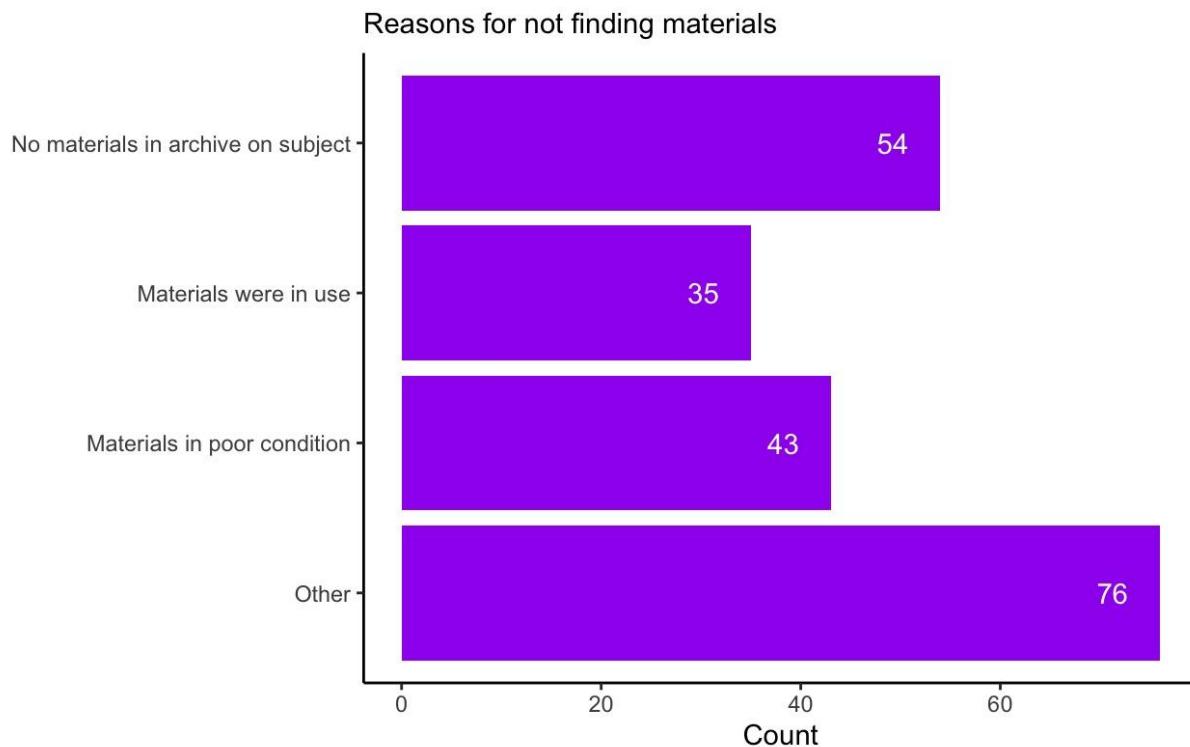
9. How many times a year do you use the archives?



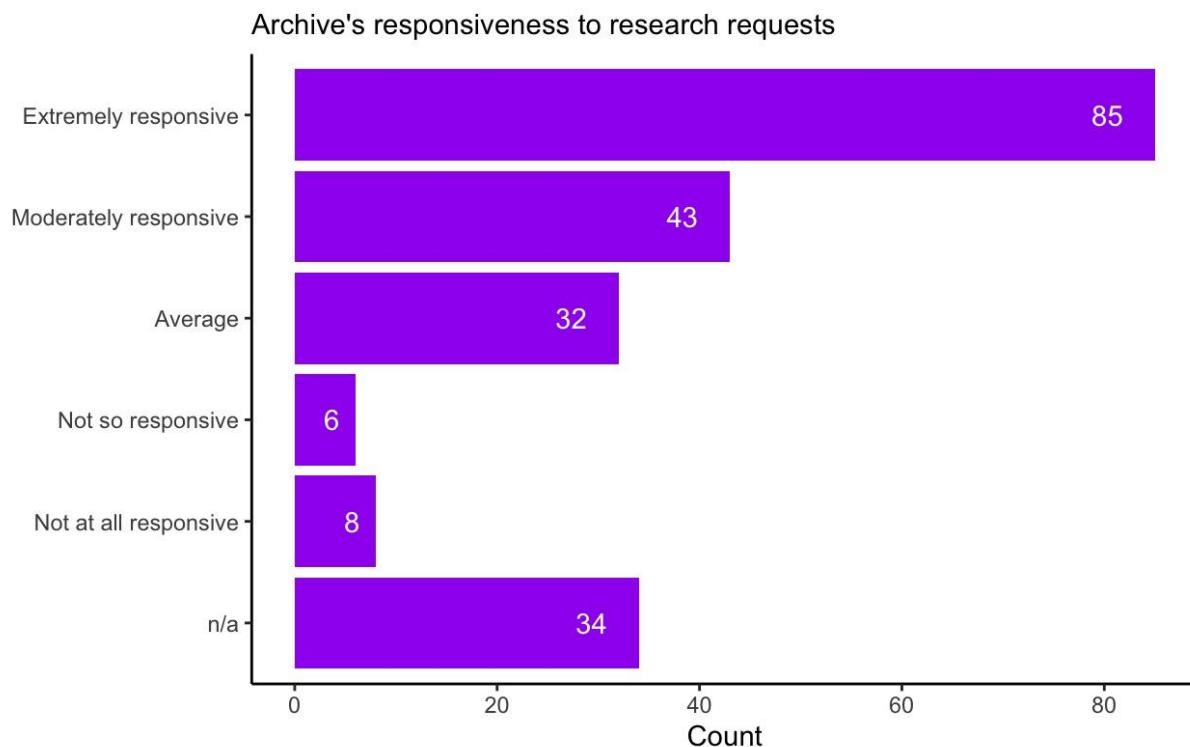
10. How easy was it to navigate the archival collection finding aids?



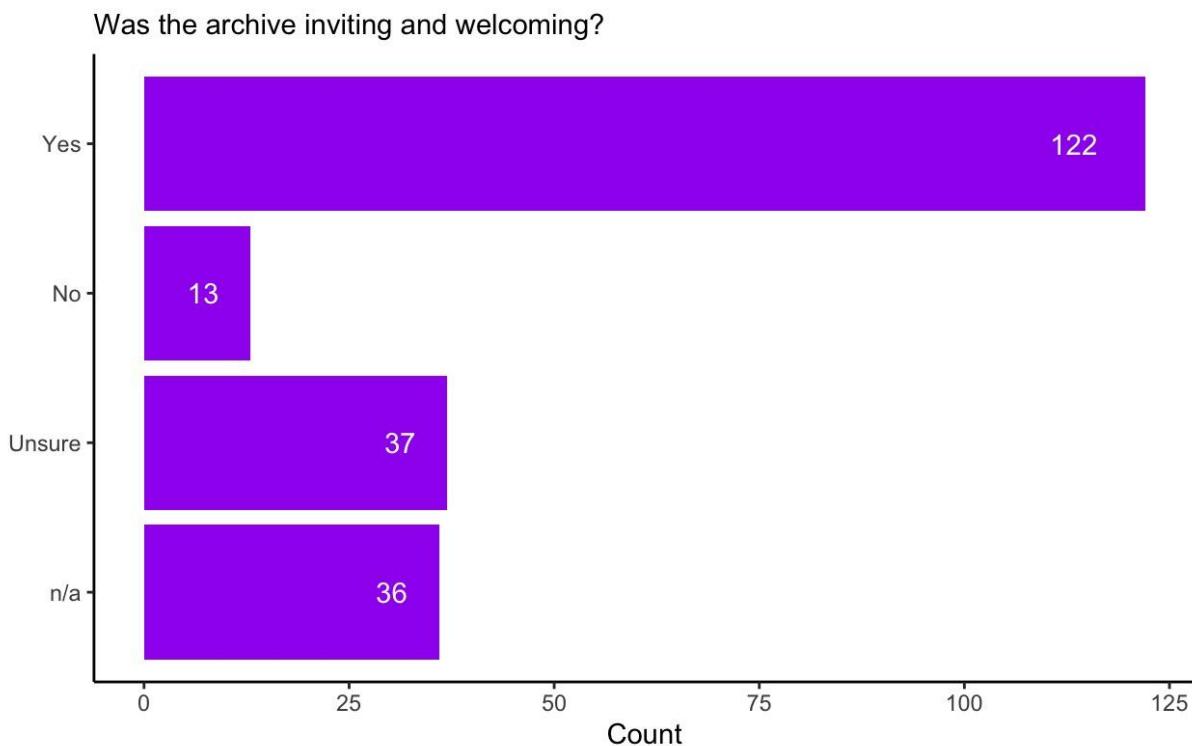
11. If you were unable to find materials, what was the reason?



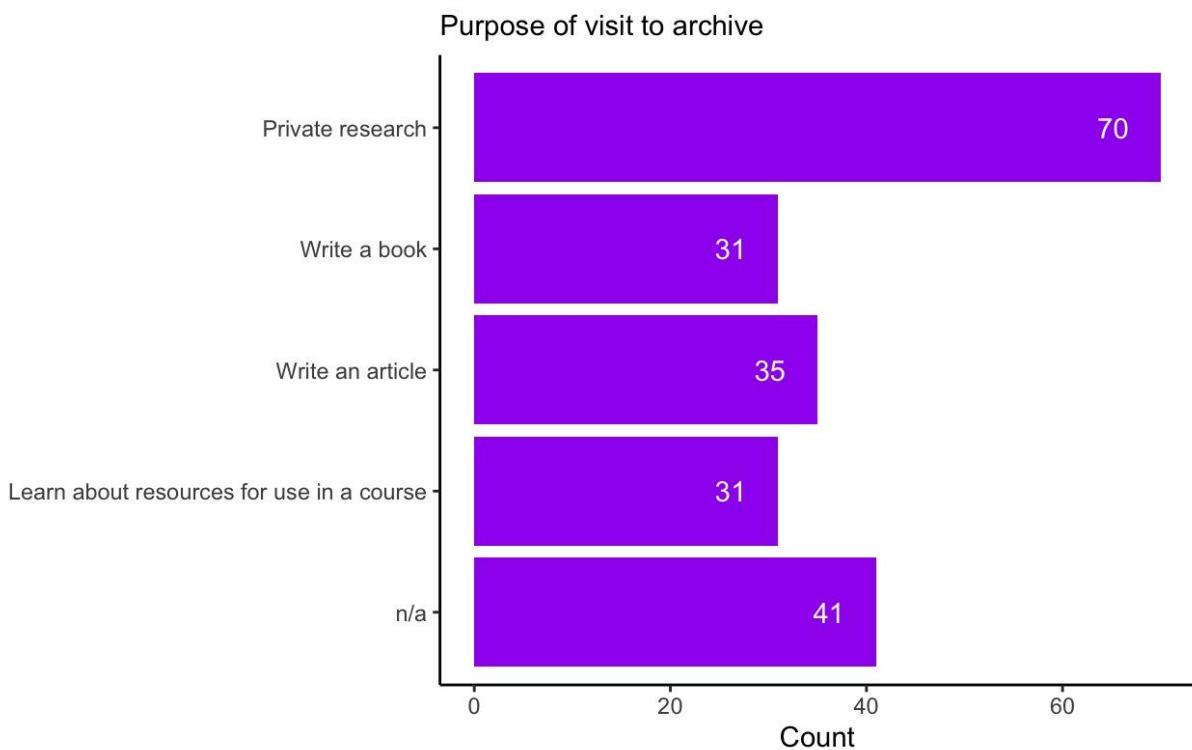
12. How responsive to research requests has the archive been?



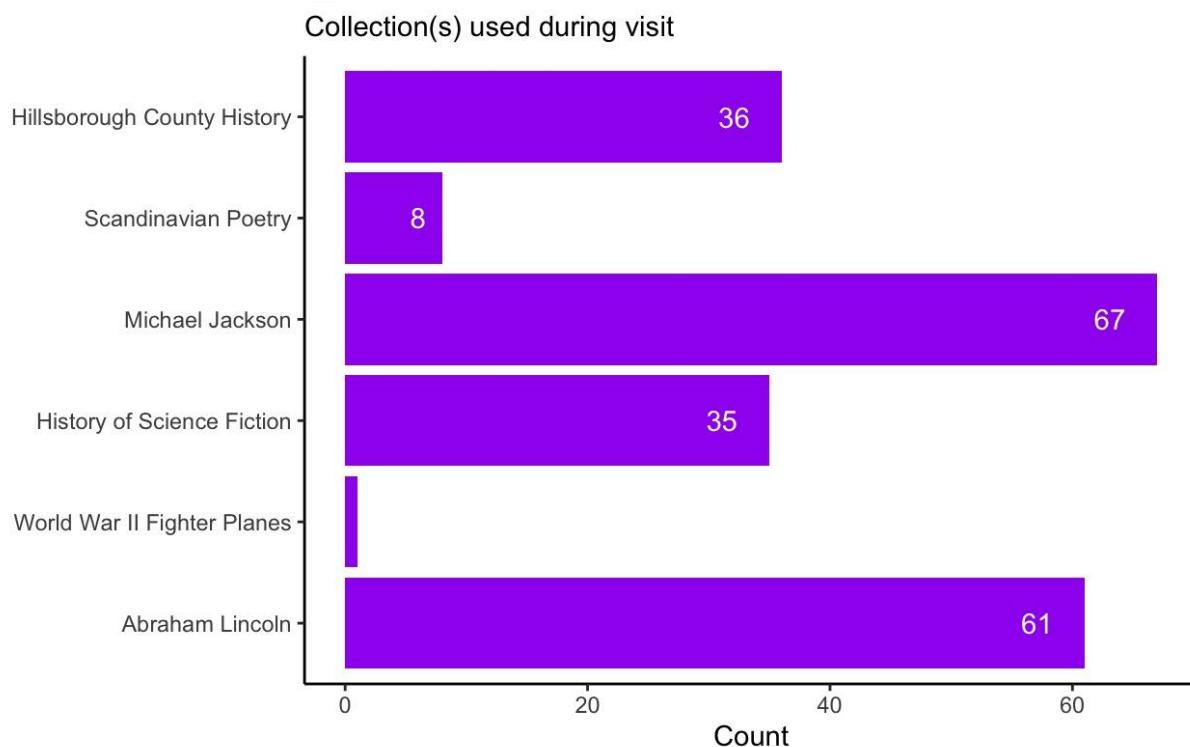
13. Was the archive inviting and welcoming?



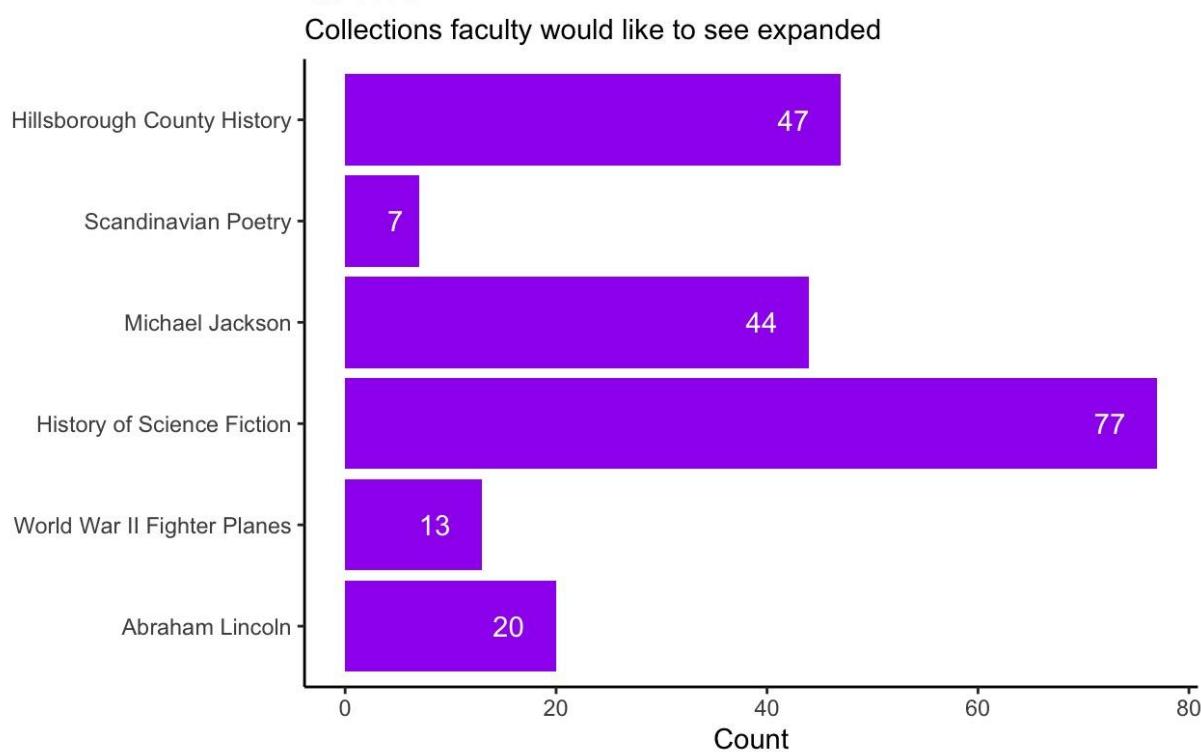
14. What was the purpose for your visit to the archives?



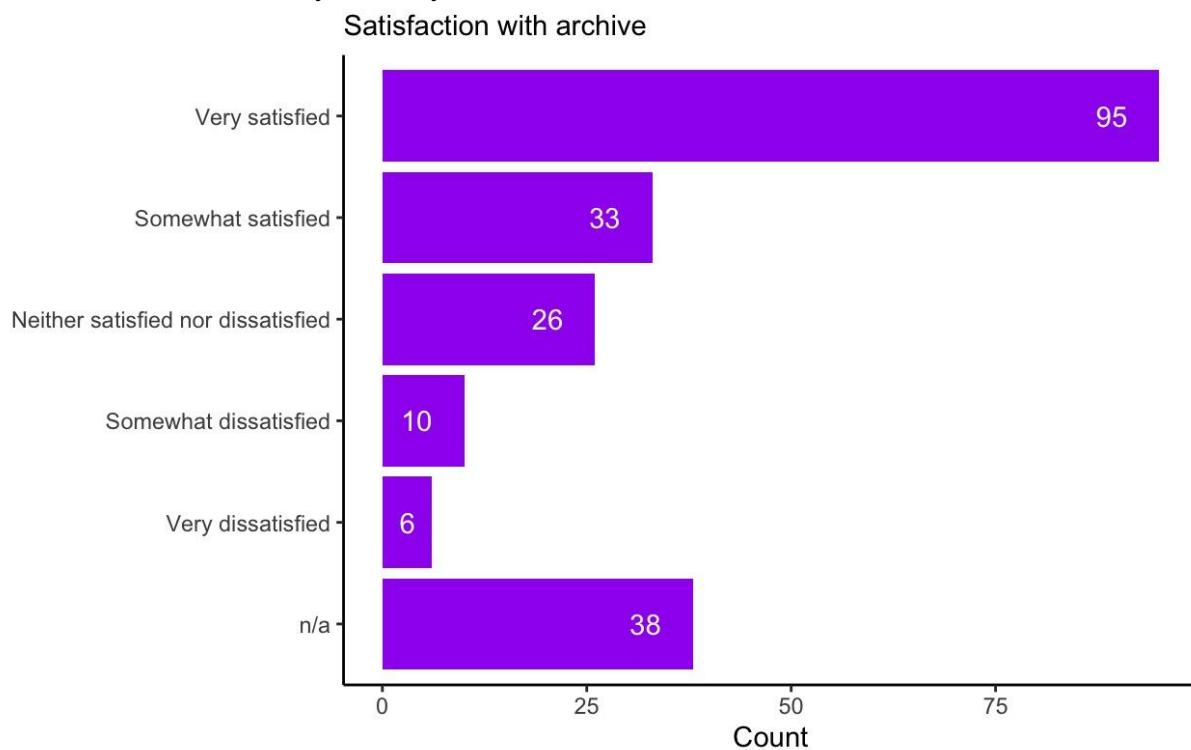
15. During your visit which collection(s) did you use?



16. Which areas of the collection would you like to see expanded?



17. How satisfied were you with your visits to the archives?



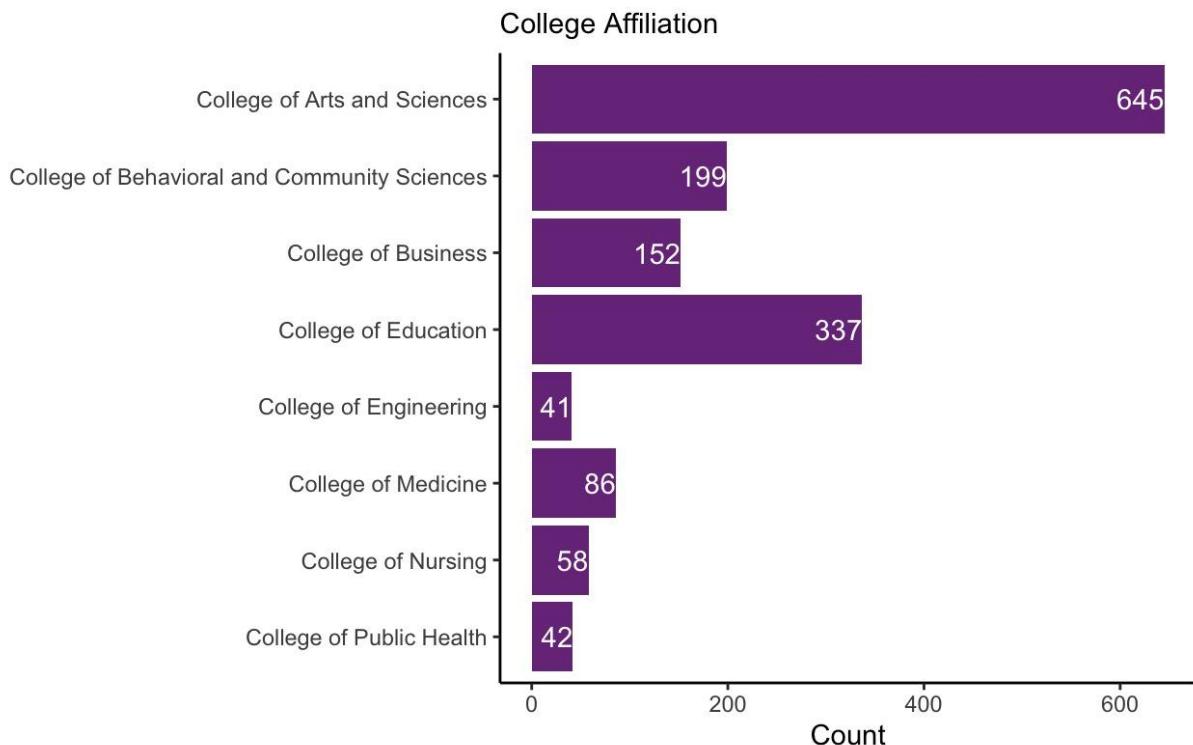
Student Survey Information and Questions

ABOUT THE SURVEY:

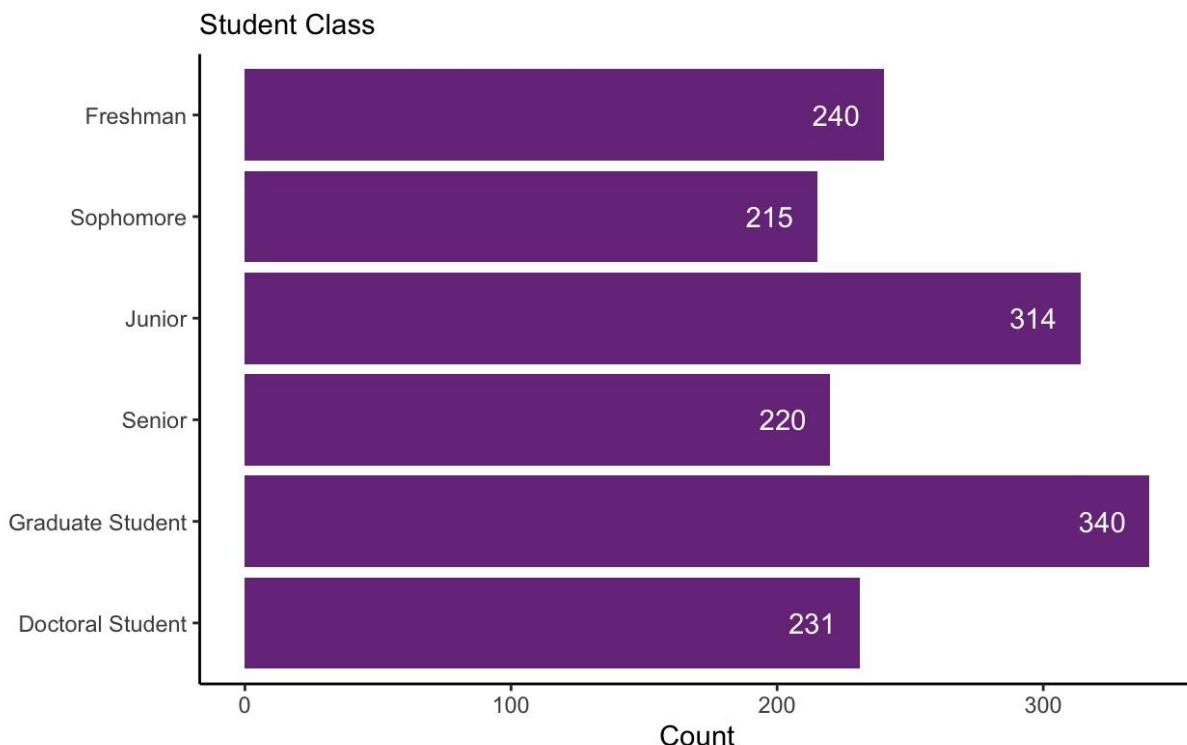
The goal of this student survey is to understand which departments are using the archives, how well the college archive is promoting materials to students, and whether the archive is adequately meeting student researchers' needs, so that the collection can be developed by the college archives accordingly. The survey will be promulgated via email, after research sessions, through Canvas, and via the student newsletter. It will only allow one response from each email address. The results of the survey will be used to improve the archive's outreach to the students.

SURVEY:

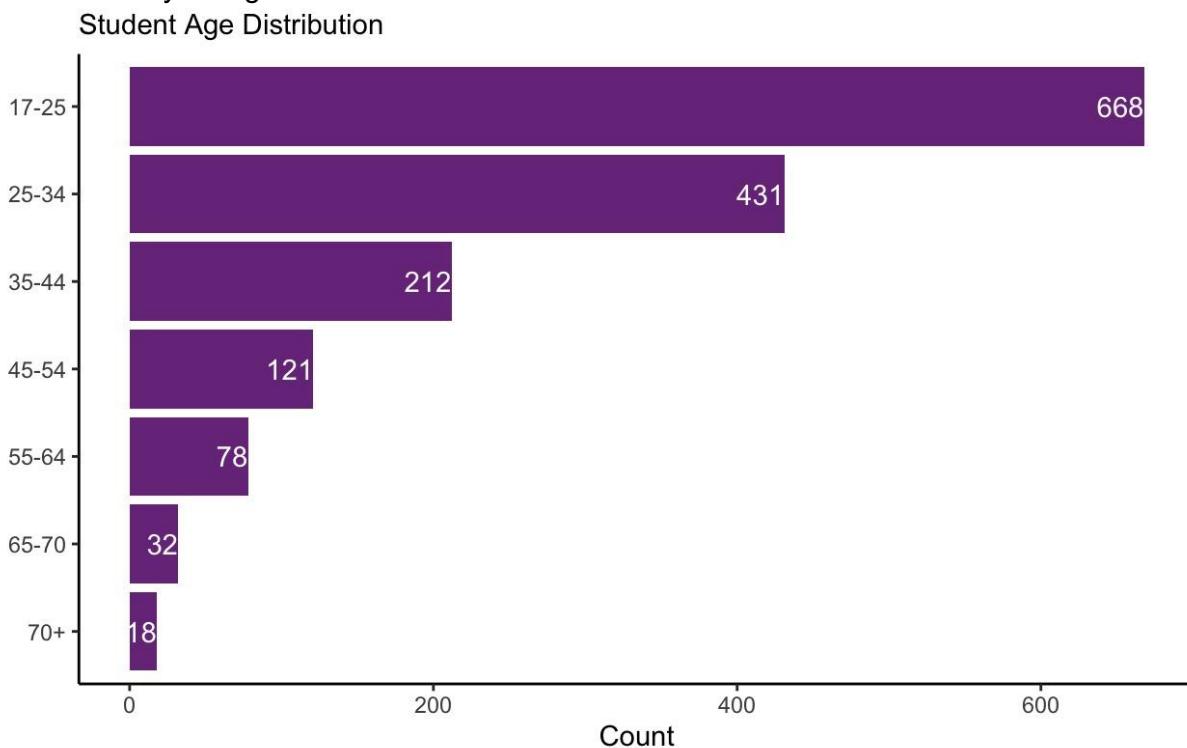
1. Which of the HCCC's eight colleges are you enrolled in?



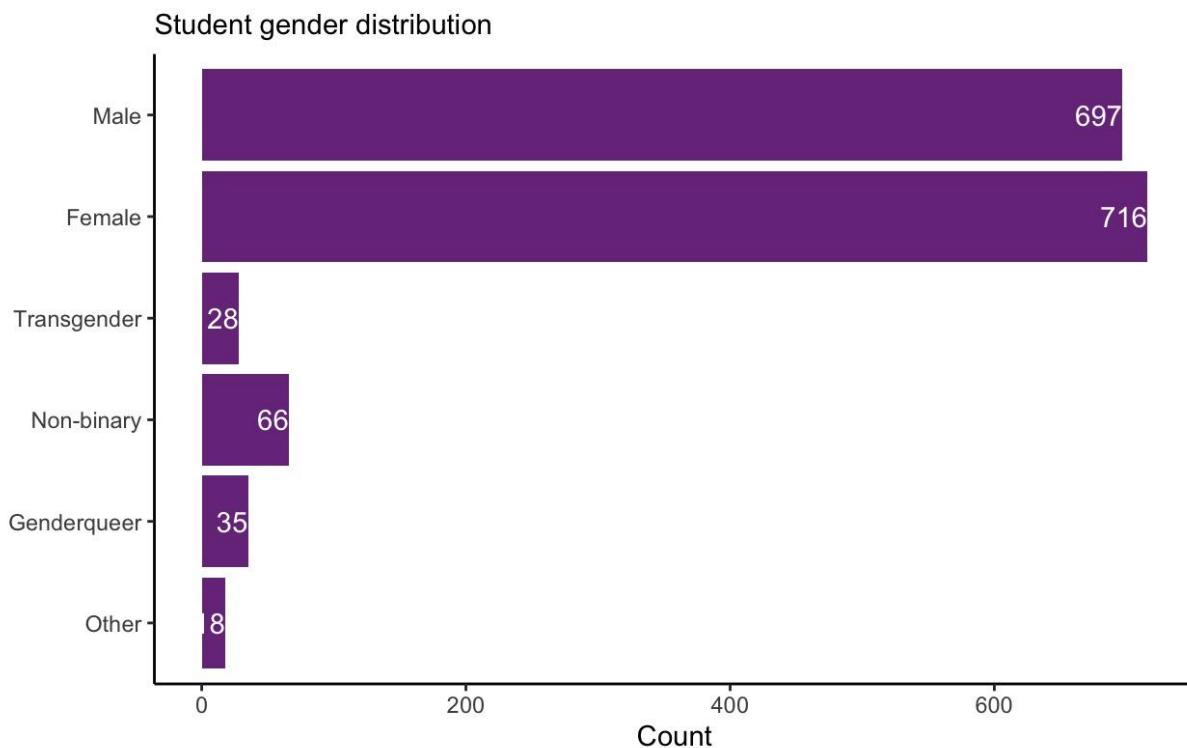
2. Which of the following describes you?



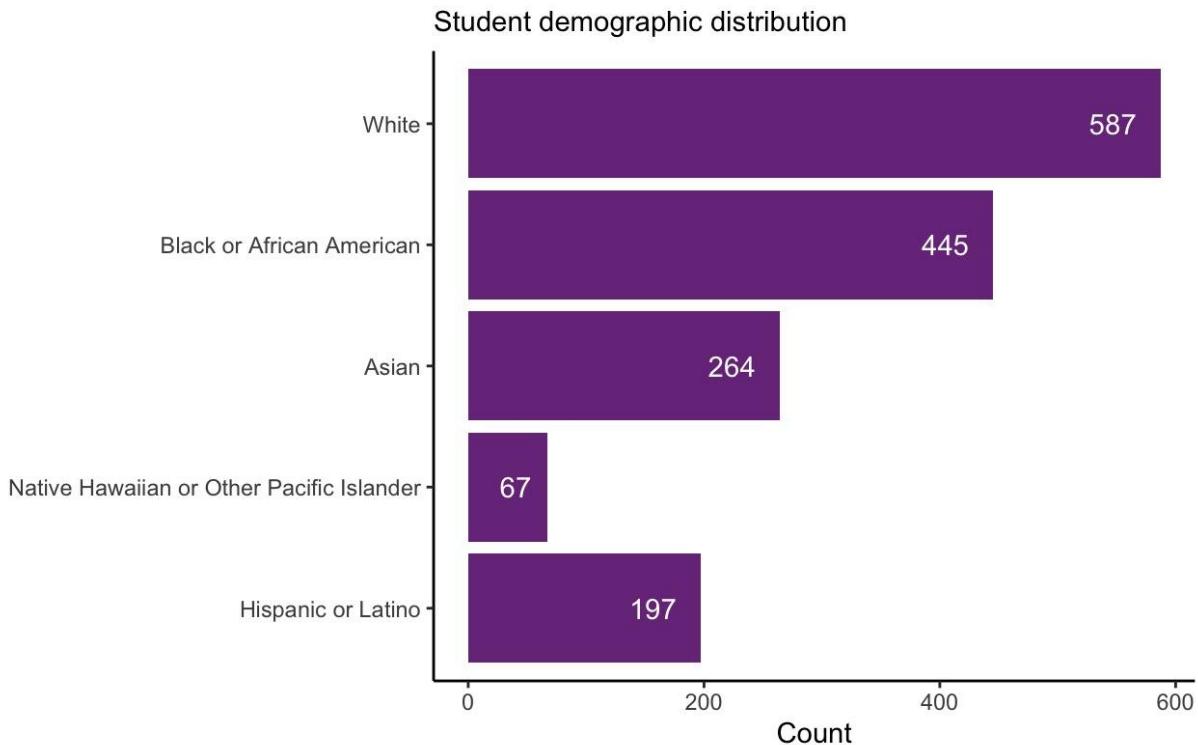
3. What is your age?



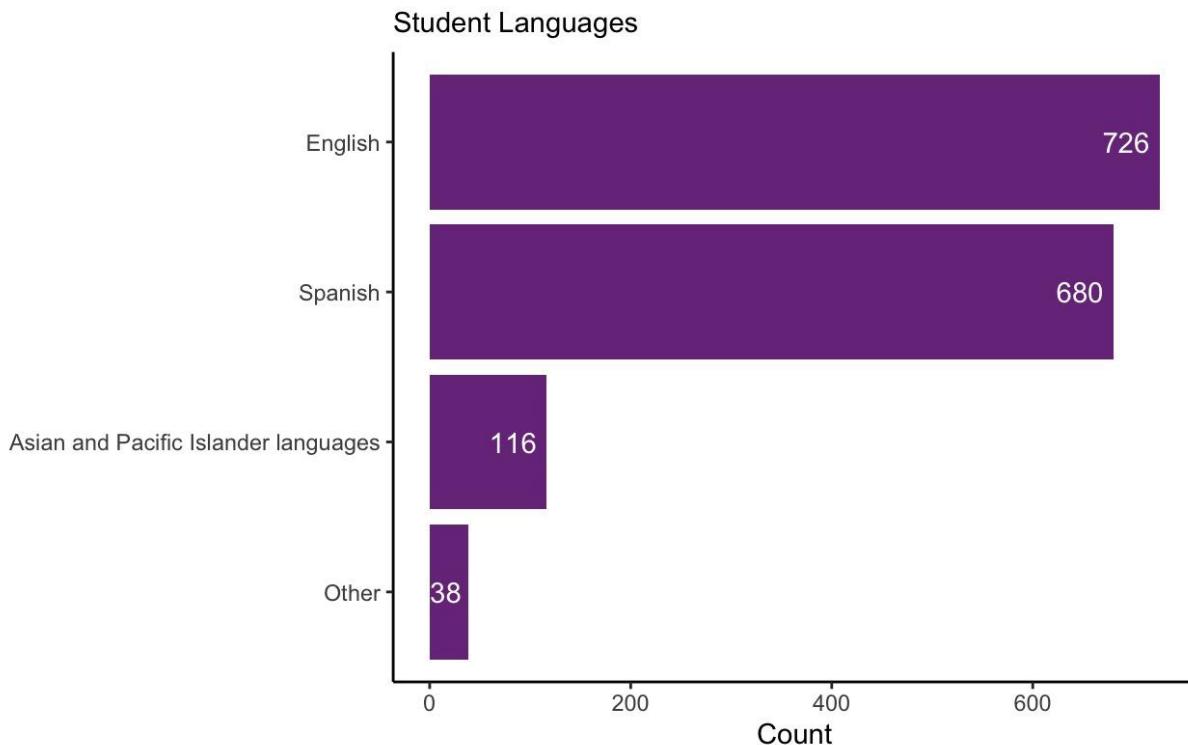
4. What is your gender?



5. What is your ethnicity?

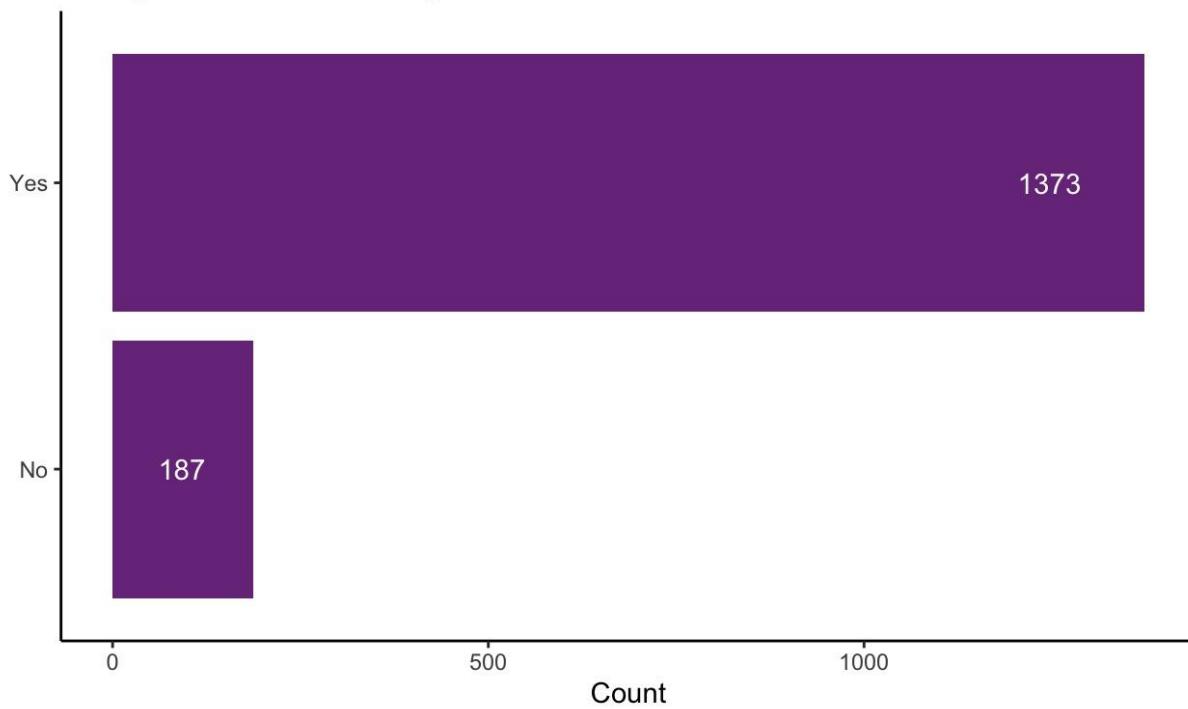


6. What is your preferred language?

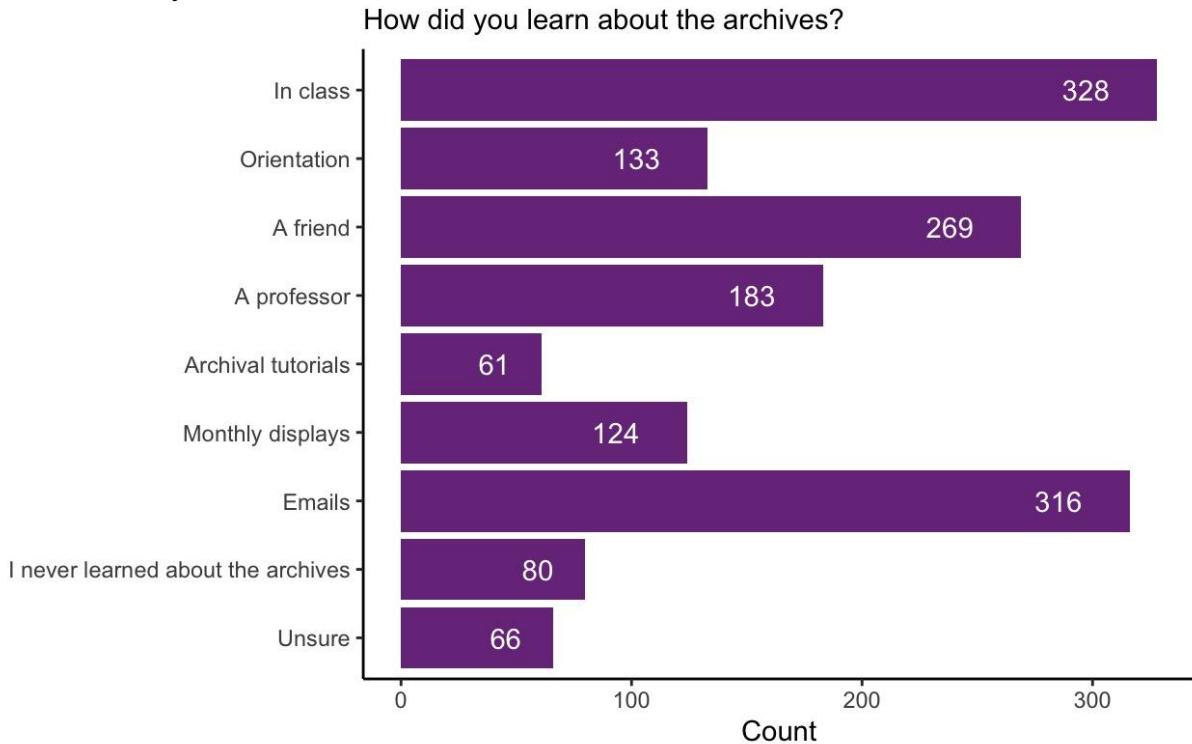


7. Have you ever used the college archives?

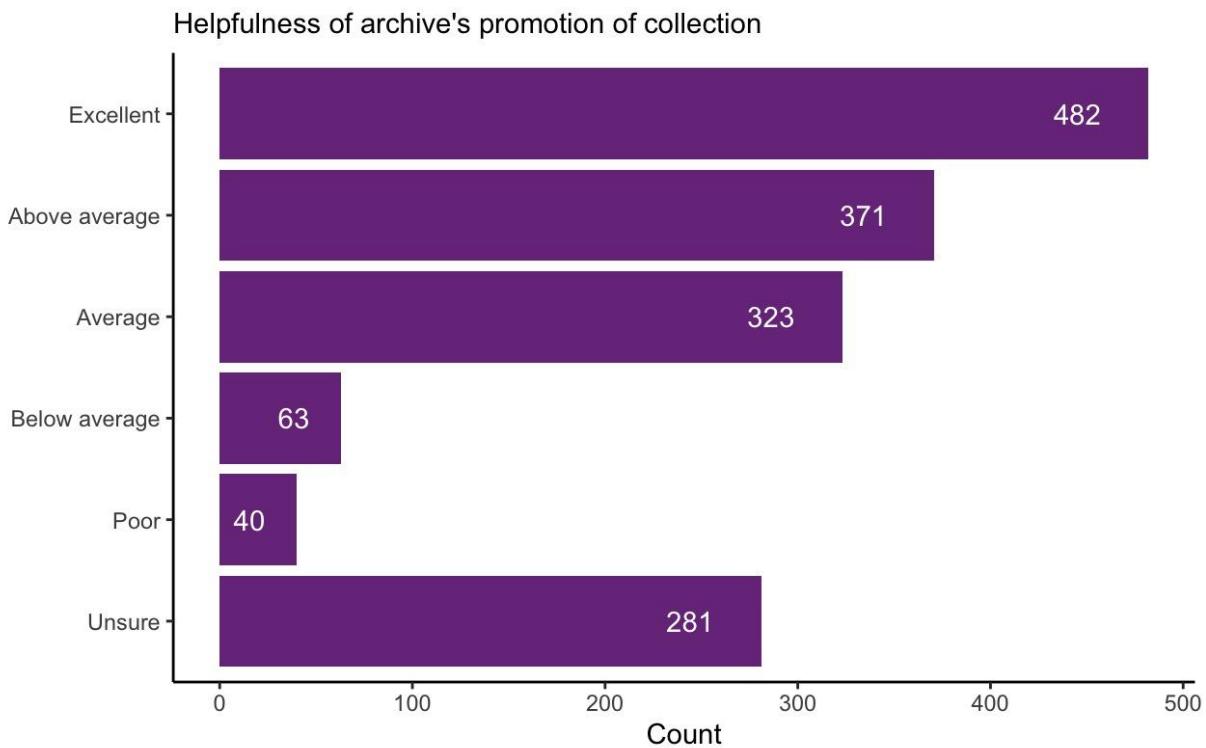
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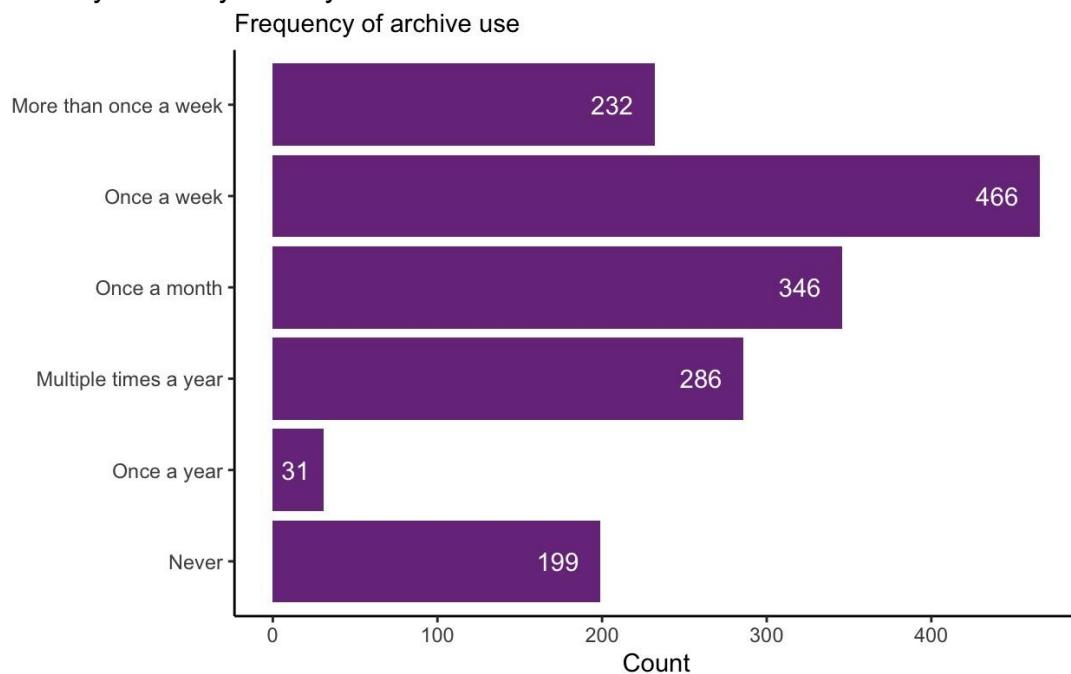
8. How did you learn about the archives?



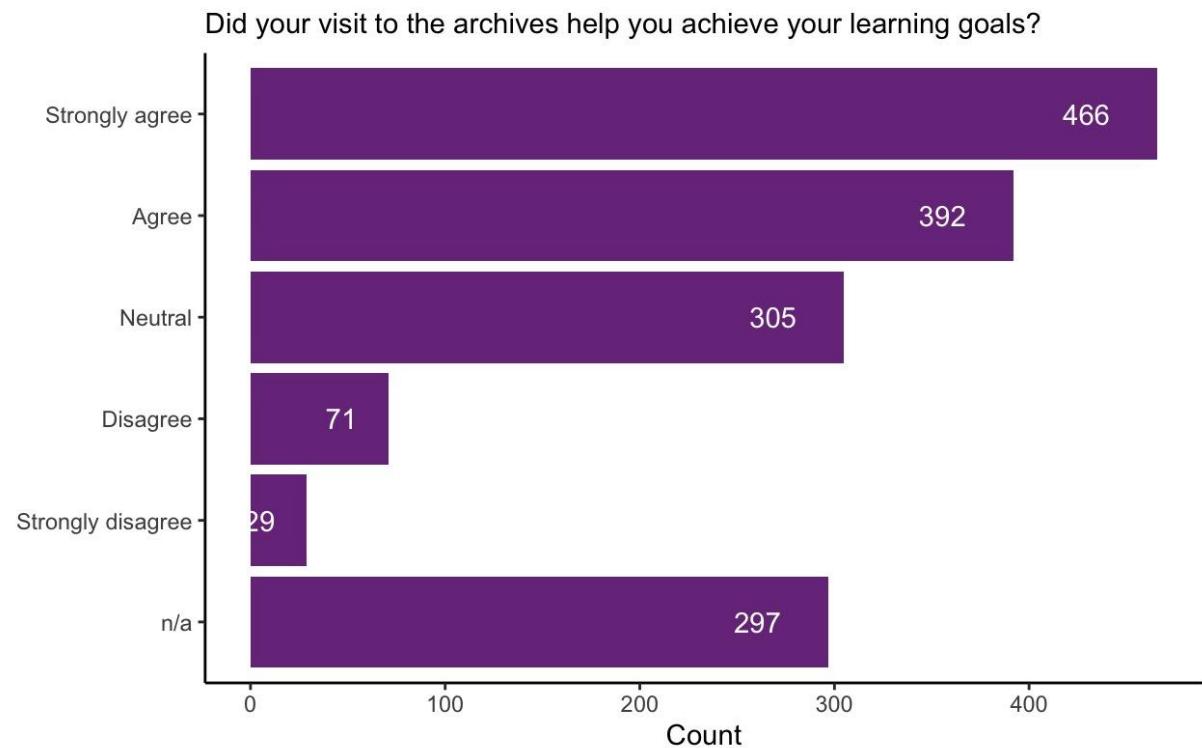
9. How helpful did you find the archive's promotion of their collection through email or in-person events?



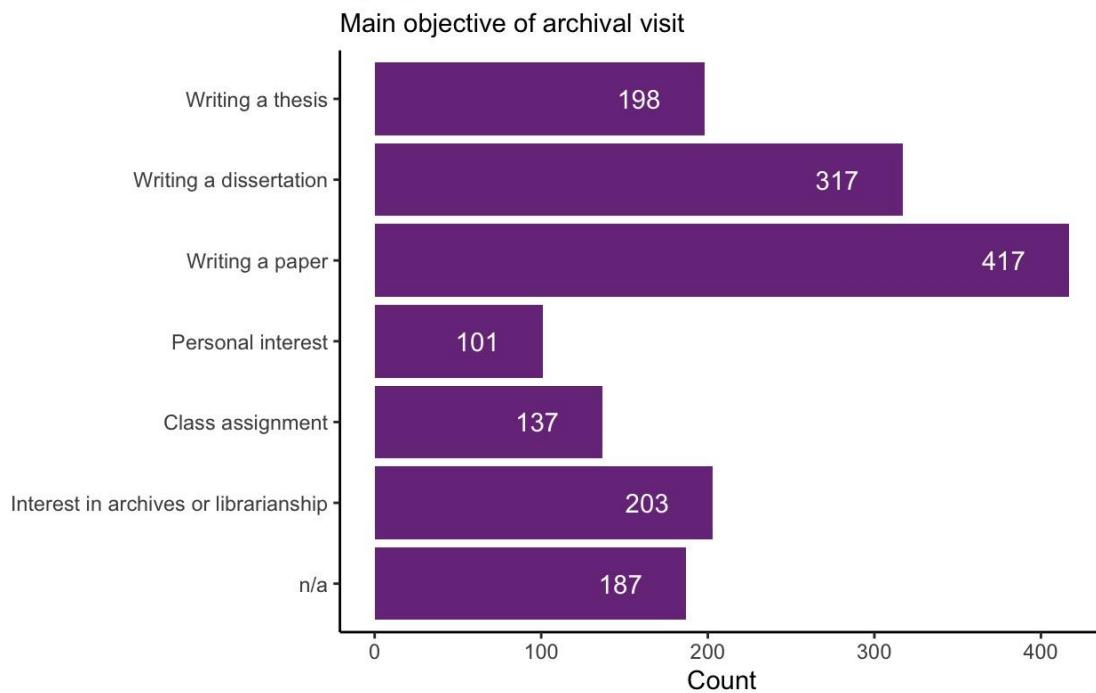
10. How many times a year do you use the archives?



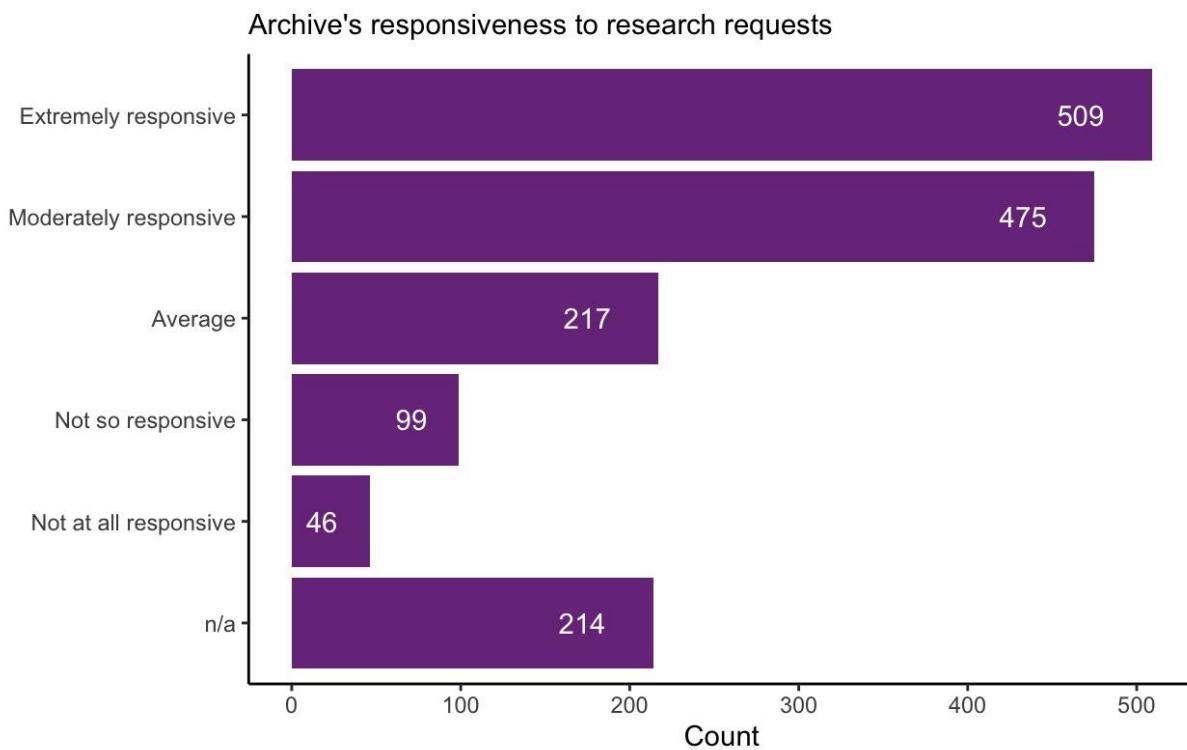
11. Did your visit to the archives help you achieve your learning goals?



12. What was your main objective for using the archive?

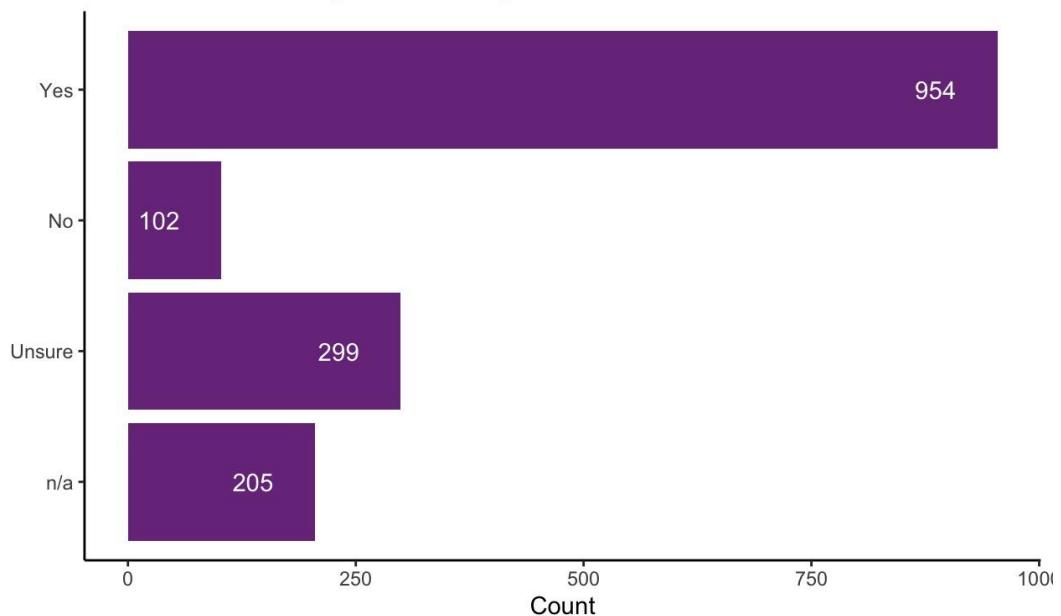


13. How responsive to research requests has the archive been?



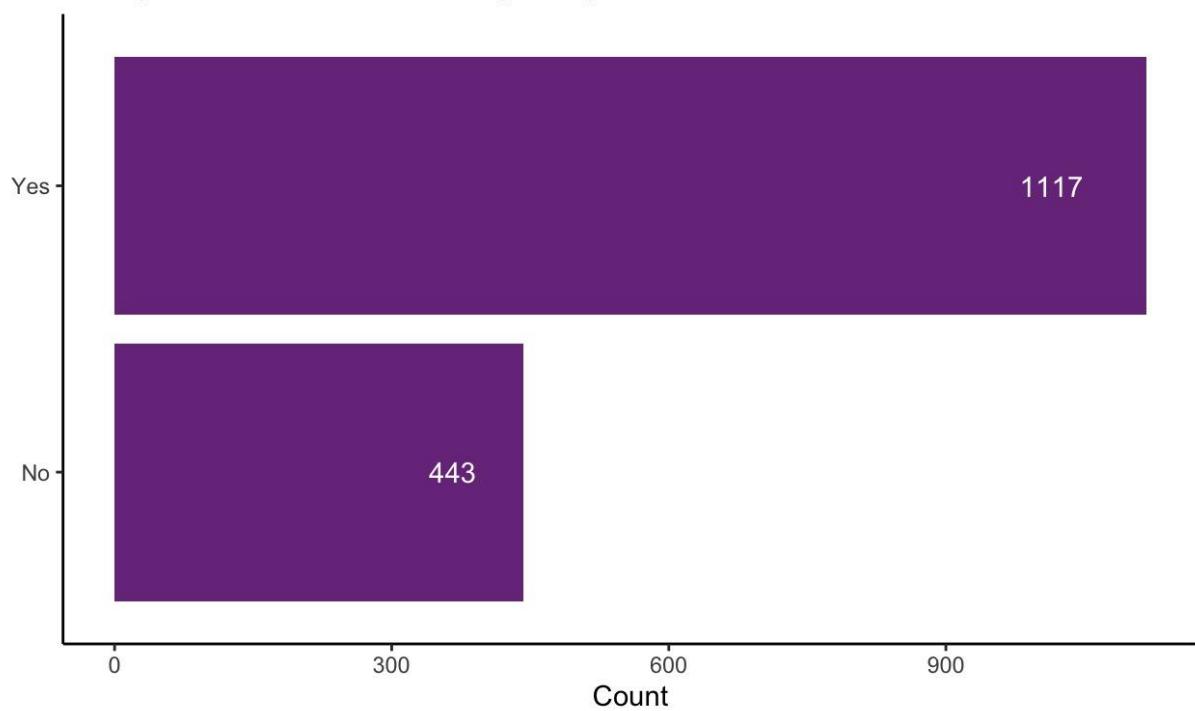
14. Was the archive inviting and welcoming?

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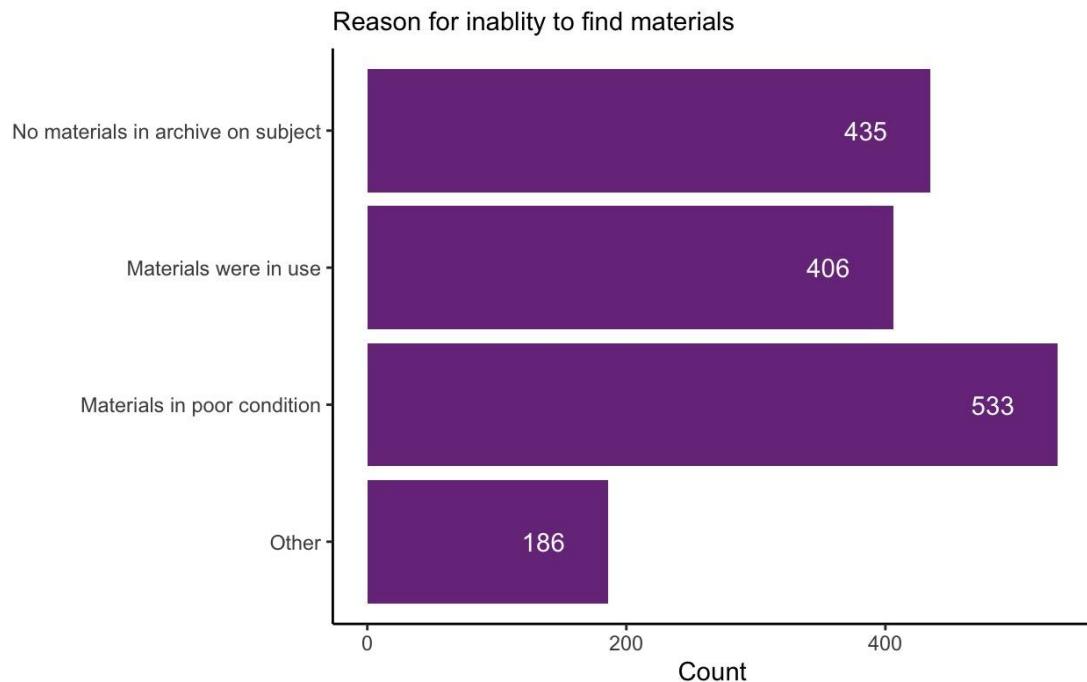


15. Were you able to find materials on your topic?

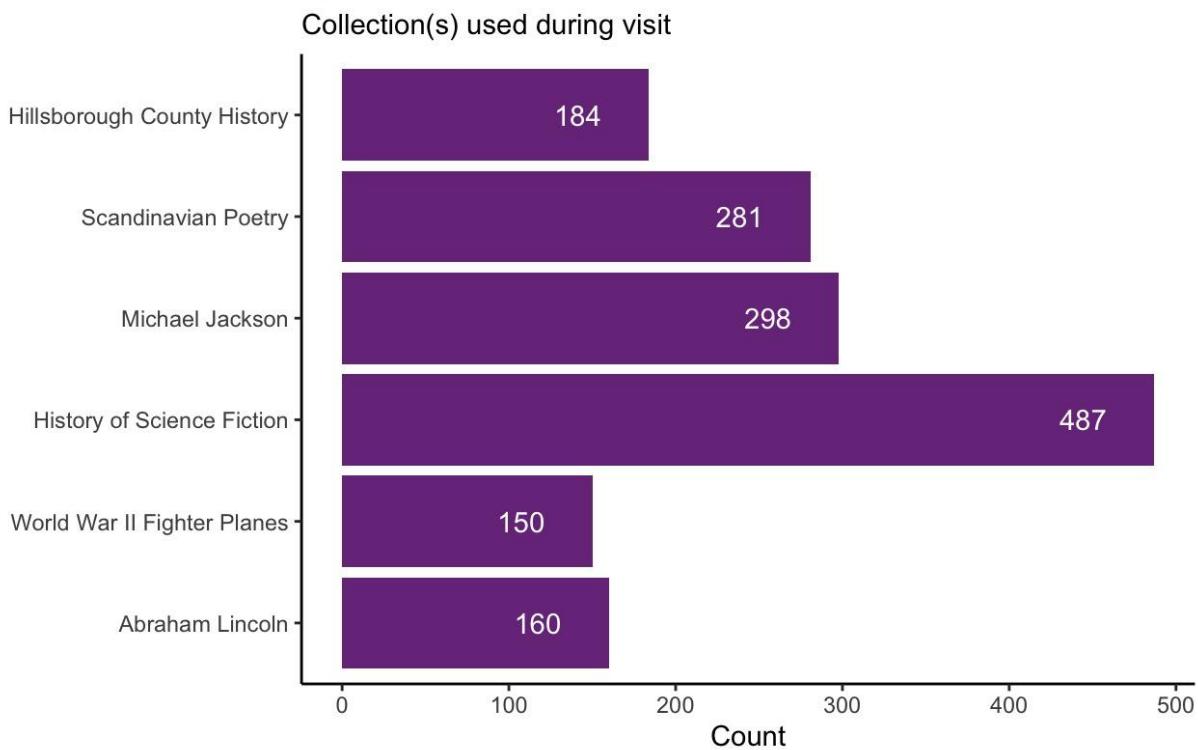
Were you able to find materials on your topic?



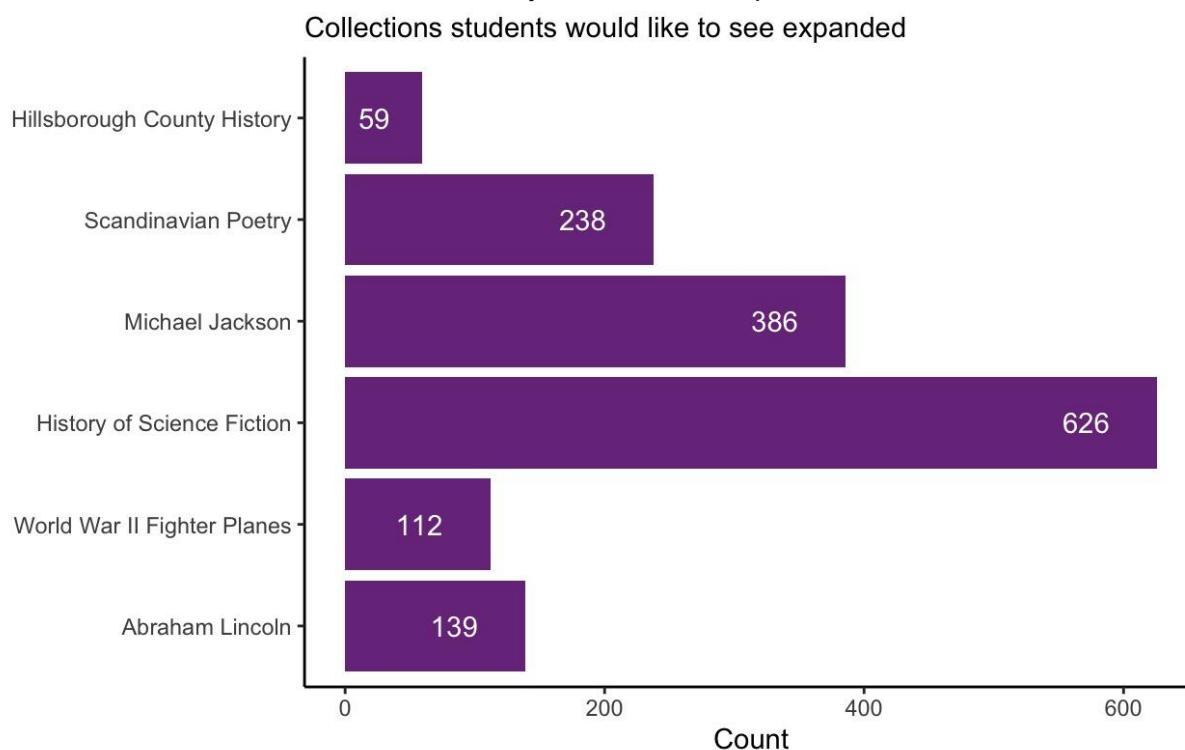
16. If you were unable to find materials, what was the reason?



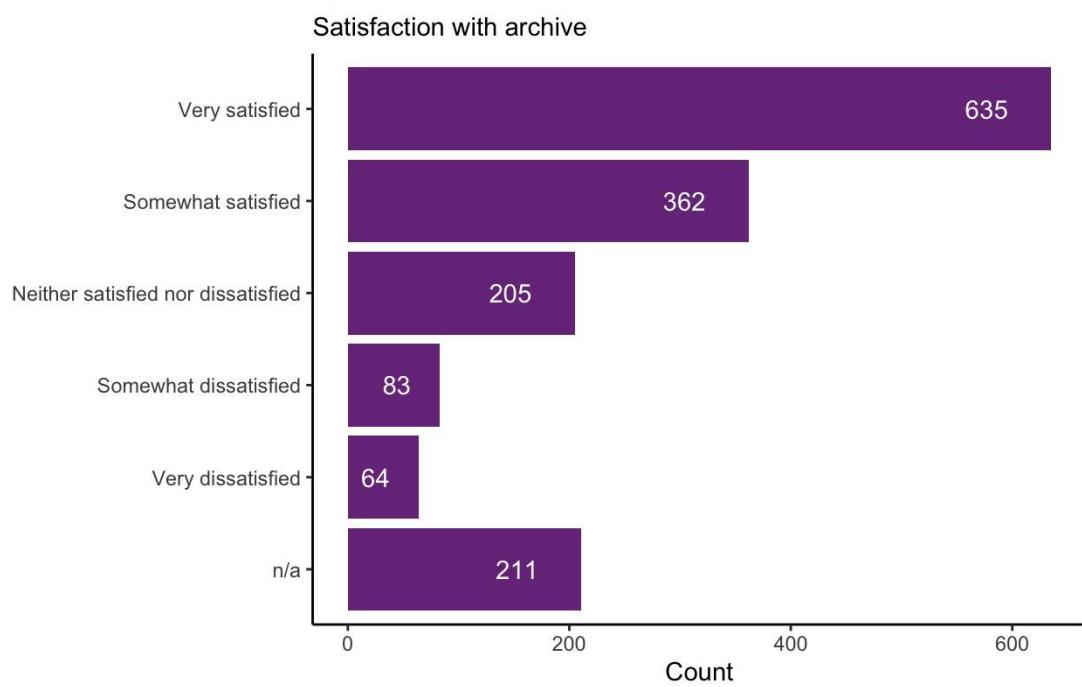
17. During your visit which collection(s) did you use?



18. Which areas of the collection would you like to see expanded?



19. How satisfied were you with your visits to the archives?



Results and Analysis

The following conclusions regarding the collection development efforts of the Hillsborough County Community College Archives have been inferred from the data compiled previously in this report.

For the faculty half of our survey, we had 208 respondents, representing a 39% response rate. Based on the responses from our faculty survey, it seems that a majority of faculty are satisfied with their overall experience interacting with the HCCC archives' collections. For the most part, respondents have found the level of service and aid from staff members in helping them find materials to be a particular strength of the archives. In terms of finding materials on their own, 54 faculty respondents mentioned that they found the archives' finding aids to be average, an area that could possibly be improved upon. Additionally, faculty who were unable to find materials at all stated that the most common reason was a lack of materials in the archives collection on the subject, this may be due to materials not reflecting the ethnic and gender demographics of the faculty. The majority of faculty respondents stated that their visits to the archive were for their own personal research, while only about 15% indicated that they were visiting in the hopes of incorporating archival materials into their curricula. Of the archives' collections, the Michael Jackson and Abraham Lincoln Collections saw the most usage by faculty, with 67 and 61 faculty respondents having used materials from these collections during their visit, respectively. The majority of faculty responses have noted that they would like to see the archives' History of Science Fiction and Hillsborough County History Collections expanded.

Overall, the student survey respondents have indicated that they are relatively satisfied with the HCCC archives' promotion of their collections as well as the level of customer service and atmosphere that archive staff provided. The response rate for our student body of 5,200 was at 30%, with 1,560 students responding. The majority responded that they use the college archives' materials regularly for their own research or course assignments, and have had little trouble finding materials during their visit. Of those that were unable to find materials, about 34% cited materials in poor condition as the reason for their inability to access said materials. Based on the survey feedback, it seems that the archives' History of Science Fiction Collection and Michael Jackson Collection were the most popular among student users. Following the popularity of these collections, the majority of student respondents stated that the History of Science Fiction Collection and Michael Jackson Collection were the areas that they would most like to see expanded upon in the future.

Follow-Up

The information found in this collection assessment will be presented to the HCCC archival staff so they may discuss potential collection development actions. These actions will then be communicated by Lead Archivist, Anne Smith to the Library Director, Emily Jones, Board of Trustees, and President of the College for budgeting requests.

Proposed Actions

Several key actions should be taken to meet the various community needs outlined by the assessment results:

- Digitization and access
 - Digitize existing materials to make them more accessible to those who are differently abled.
 - Expand the scope of digital archive collection to accommodate user preferences and requests.
 - Enhance the functionality of the digital archive to promote accessibility and ease of navigation.
- Community engagement and outreach
 - Partnering with community organizations to expand the archive's collection beyond HCCC materials to establish community archives, allowing for a more inclusive representation of diverse experiences.
- Collection development
 - Respond to specific requests from the faculty for expanding the History of Hillsborough County collections to contain more materials that are representative of the ethnic and gender makeup of the community and HCCC.
 - Respond to specific requests from the students for expanding the History of Science Fiction Collection to contain more materials on this topic.

References

New York Public Library SASB Assessment Working Group. (2024). *Guide to Assessment at the Stephen A. Schwarzman Building*. New York Public Library.

U.S. Department of Commerce. (2023). *Hillsborough County, Florida*. United States Census Bureau.

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<https://www.census.gov/quickfacts/fact/table/hillsboroughcountyflorida/PST045223>

Appendix

Faculty Survey Information and Questions

ABOUT THE SURVEY:

The goal of this faculty survey is to understand which departments are using the archives, how well the college archive is promoting materials to faculty, and whether the archive is adequately meeting faculty researchers' needs, so that the collection can be developed by the college archives accordingly. The survey will be promulgated via email and after research sessions. It will only allow one response from each email address. The results of the survey will be used to improve the archive's outreach to the faculty.

1. Which of the HCCC's eight colleges are you on the faculty?
 - College of Arts and Sciences
 - College of Behavioral and Community Sciences
 - College of Business
 - College of Education
 - College of Engineering
 - College of Medicine
 - College of Nursing
 - College of Public Health
2. What is your age?
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65-70
 - 70+
3. What is your gender?
 - Male
 - Female
 - Other
4. What is your ethnicity?
 - White
 - Black or African American
 - American Indian and Alaska Native
 - Asian
 - Native Hawaiian or Other Pacific Islander
 - Hispanic or Latino
5. Have you ever used the college archives?
 - Yes
 - No
6. How did you learn about the college archives?

- Faculty orientation
- Archival tutorials
- Meeting with an archivist
- Monthly displays
- Faculty colleagues
- Emails
- I never learned about the archives
- Unsure

7. Should the archive increase promotion of its collections?

- Yes
- No
- Unsure

8. How helpful did you find the archive's promotion of their collection through email or in-person events?

- Excellent
- Above average
- Average
- Below average
- Poor
- Unsure

9. How many times a year do you use the archives?

- More than once a week
- Once a week
- Once a month
- Multiple times a year
- Once a year
- Never

10. How easy was it to navigate the archival collection finding aids?

- Excellent
- Above average
- Average
- Below average
- Poor
- n/a

11. If you were unable to find materials, what was the reason?

- Collections did not contain materials on the subject.
- Materials were already in use by another patron.
- Materials were not in good enough condition to be accessed by patrons.
- Other

12. How responsive to research requests has the archive been?

- Extremely responsive
- Moderately responsive
- Average
- Not so responsive

- Not at all responsive
- n/a

13. Was the archive inviting and welcoming?

- Yes
- No
- Unsure
- n/a

14. What was the purpose for your visit to the archives?

- Private research
- Write a book
- Write an article
- Learn about resources for use in a courses
- n/a

15. During your visit which collection(s) did you use?

- Hillsborough County History
- Scandinavian Poetry
- Michael Jackson
- History of Science Fiction
- World War II Fighter Planes
- Abraham Lincoln

16. Which areas of the collection would you like to see expanded?

- Hillsborough County History
- Scandinavian Poetry
- Michael Jackson
- History of Science Fiction
- World War II Fighter Planes
- Abraham Lincoln

17. How satisfied were you with your visits to the archives?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- n/a

Student Survey
Information and Questions

ABOUT THE SURVEY:

The goal of this student survey is to understand which departments are using the archives, how well the college archive is promoting materials to students, and whether the archive is adequately meeting student researchers' needs, so that the collection can be developed by the college archives accordingly. The survey will be promulgated via email, after research sessions, through Canvas, and via the student newsletter. It will only allow one response from each email

address. The results of the survey will be used to improve the archive's outreach to the students.

SURVEY:

1. Which of the HCCC's eight colleges are you enrolled in?
 - College of Arts and Sciences
 - College of Behavioral and Community Sciences
 - College of Business
 - College of Education
 - College of Engineering
 - College of Medicine
 - College of Nursing
 - College of Public Health
2. Which of the following describes you?
 - Freshman
 - Sophomore
 - Junior
 - Senior
 - Graduate Student
 - Doctoral Student
3. What is your age?
 - 17-25
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65-70
 - 70+
4. What is your gender?
 - Male
 - Female
 - Transgender
 - Non-binary
 - Genderqueer
 - Other
5. What is your ethnicity?
 - White
 - Black or African American
 - Asian
 - Native Hawaiian or Other Pacific Islander
 - Hispanic or Latino
6. What is your preferred language?
 - English
 - Spanish

- Asian or other Pacific Islander languages
- Other

7. Have you ever used the college archives?

- Yes
- No

8. How did you learn about the archives?

- In class
- Orientation
- A friend
- A professor
- Archival tutorials
- Monthly displays
- Emails
- I never learned about the archives
- Unsure

9. How helpful did you find the archive's promotion of their collection through email or in-person events?

- Excellent
- Above average
- Average
- Below average
- Poor
- Unsure

10. How many times a year do you use the archives?

- More than once a week
- Once a week
- Once a month
- Multiple times a year
- Once a year
- Never

11. Did your visit to the archive help you achieve your goals?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- n/a

12. What was your main objective for using the archive?

- Writing a thesis
- Writing a dissertation
- Writing a paper
- Personal interest
- Class assignment
- Interest in archives or librarianship

- n/a

13. How responsive to research requests has the archive been?

- Extremely responsive
- Moderately responsive
- Average
- Not so responsive
- Not at all responsive
- n/a

14. Was the archive an inviting and welcoming environment?

- Yes
- No
- Unsure
- n/a

15. Were you able to find materials on your topic?

- Yes
- No

16. If you were unable to find materials, what was the reason?

- Collections did not contain materials on the subject.
- Materials were already in use by another patron.
- Materials were not in a good enough condition to be accessed by patrons.
- Other

17. During your visit which collection(s) did you use?

- Hillsborough County History
- Scandinavian Poetry
- Michael Jackson
- History of Science Fiction
- World War II Fighter Planes
- Abraham Lincoln

18. Which areas of the collection would you like to see expanded?

- Hillsborough County History
- Scandinavian Poetry
- Michael Jackson
- History of Science Fiction
- World War II Fighter Planes
- Abraham Lincoln

19. How satisfied were you with your visits to the archives?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
- n/a

Roles

Team Member 1

- Identify respondent sample and description of respondent research methods
- Proposed actions
- Table of contents
- Document editing

Team Member 2

- Results and Analysis
- Follow Up

Team Member 3

- Demographic and social data compilation and analysis
- References

Team Member 4

- Methodology
- Identified key informants
- Created a structure for interviews with the Lead Archivist and Library Director and provided data and conclusions for these interviews

Abigail Starcher

- Created faculty survey
- Created student survey
- Generated data and charts for both survey respondents