Gender

23 responses

- Male
- Female
- Non-binary
- Prefer not to say

47.8%

52.2%

I am a transfer student

25 responses

- Yes
- No

80%

20%
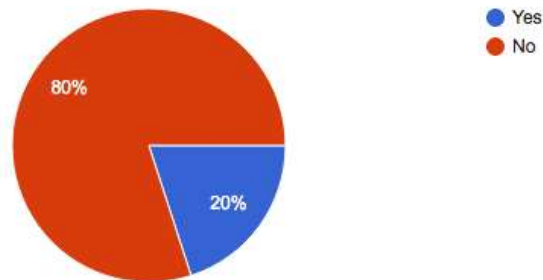
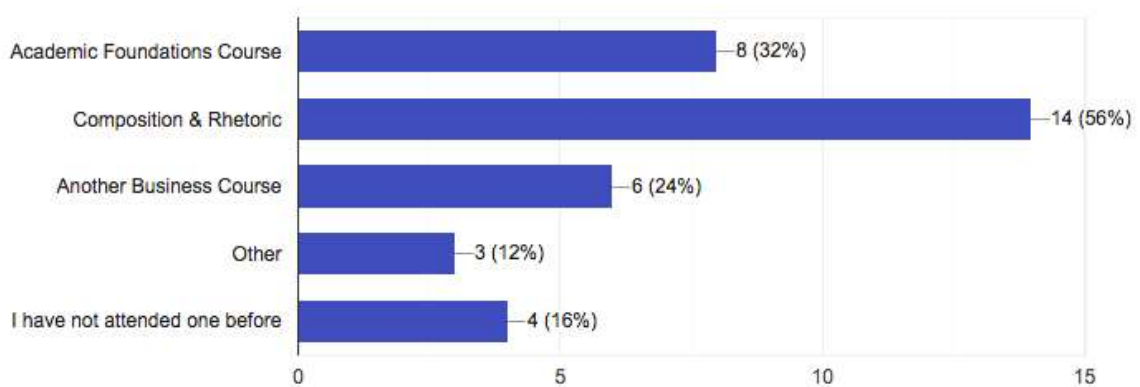## I have attended library instruction sessions in the past for (check all that apply)

25 responses

Academic Foundations Course	8 (32%)
Composition & Rhetoric	14 (56%)
Another Business Course	6 (24%)
Other	3 (12%)
I have not attended one before	4 (16%)

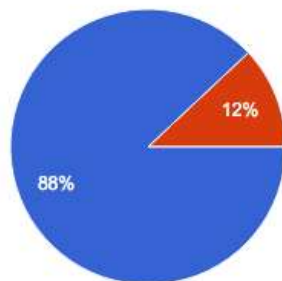## I usually start my research with (choose one)

25 responses
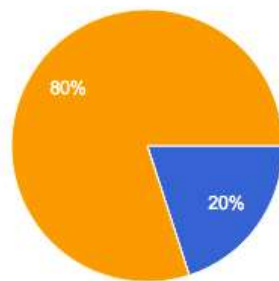
- Library databases
- Print sources
- Google and/or other search engines

80%
20%

I am aware of the different services and resources the library has to offer.

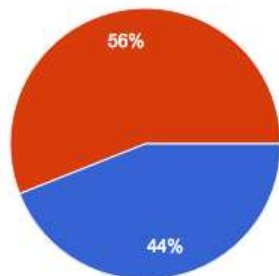25 responses

- Yes
- No

12%
88%

I know what a Research Appointment is and how to schedule one.

25 responses

- Yes
- No

56%
44%

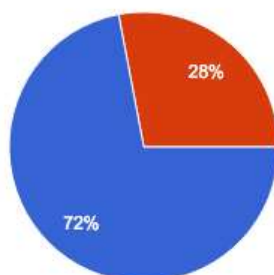## I am aware of the Research Guides available on the library's website.

25 responses

- Yes
- No

28%
72%

I am confident that I know how to use research databases at the library.

25 responses
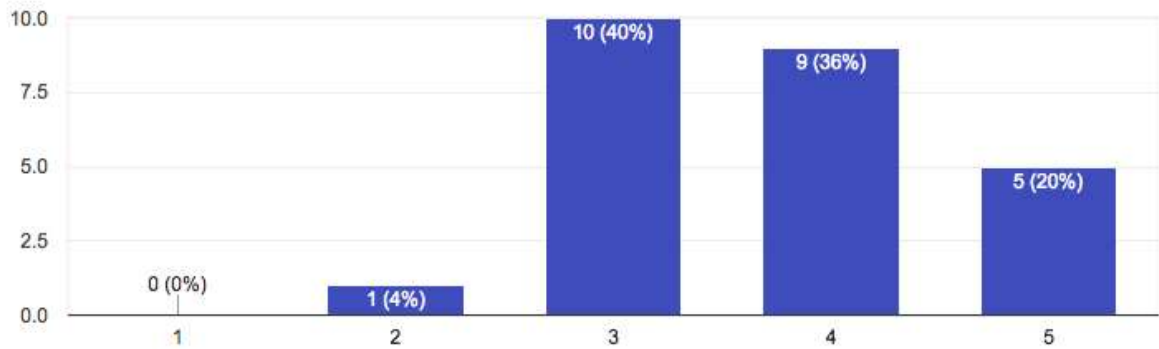
I am confident that I know how to search using the Discovery Tool at the library.

25 responses
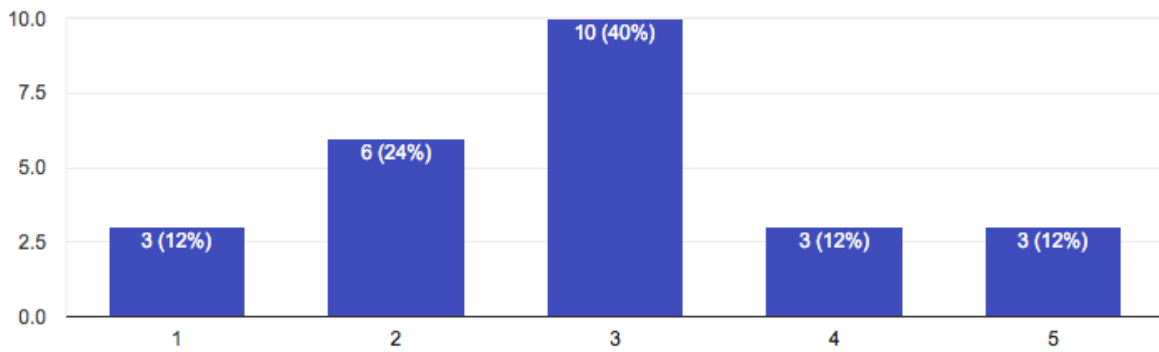
I am confident in my ability to locate company information, history, and background.

25 responses
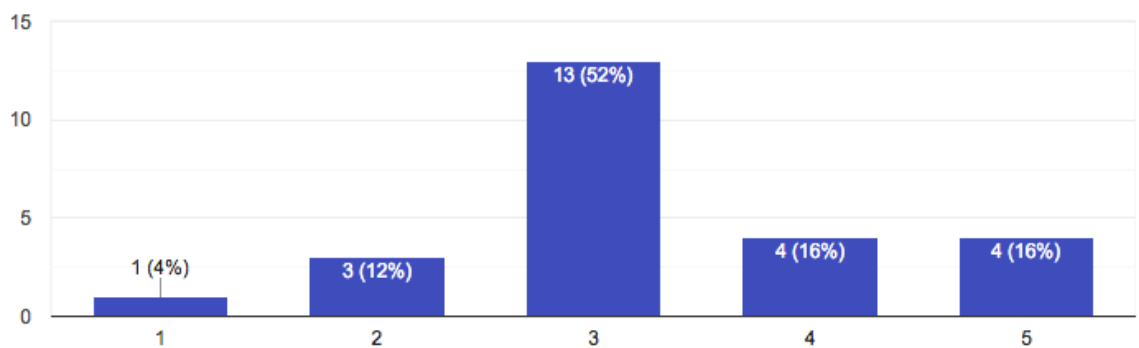
I am confident in my ability to conduct a SWOT analysis for an organization.

25 responses

I am confident in my ability to cite research findings in the correct format.

25 responses

Course Guide Usage: 1/17/20 – 2/13/20, 58 Views = about 4 views per student

Article Quiz Questions:
Ojala, M. (2017). Locating and Creating SWOT Analyses. *Online Searcher*, *41*(1), 59-62.

What do the letters in SWOT stand for?

25 responses

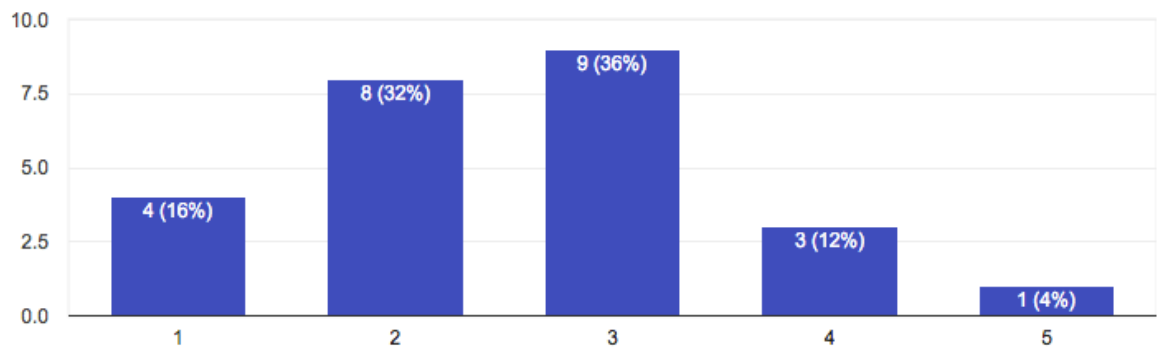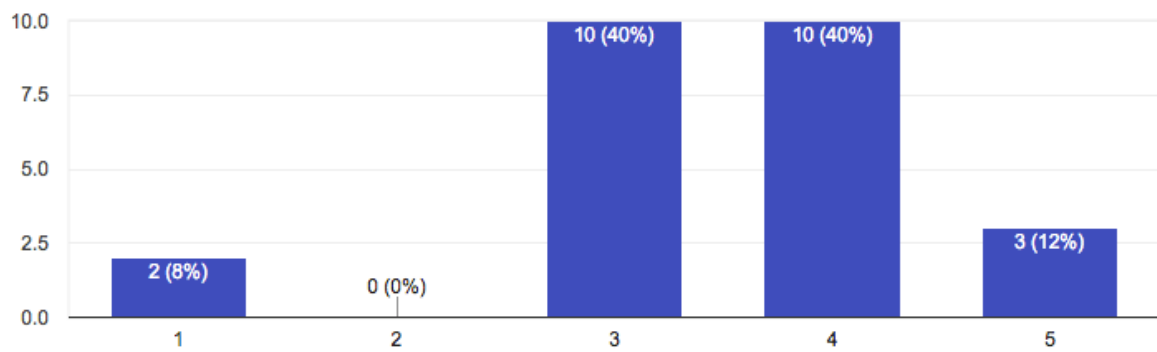| Strengths, weaknesses, opportunities, threats |
| X |
| Strategic planning framework and technique |
| Strength, weakness, opportunity, threat |
| Idk |
| Strength weakness opportunities threats |
| Strengths weaknesses opportunities and threats |
| Strengths weaknesses opportunities and threats |
| Strength weakness opportunities |
| I don't know |
| Strengths weaknesses opportunities and threats |
| Strengths, weaknesses, opportunities, threats |
| Strengths. Weaknesses. Opportunities. Threats. |
| Strengths weaknesses opportunities threats |
| Idk |
| Strengths Weaknesses Opportunity Threats |
| A technique used to evaluate a companies competitive position |
| Strengths, Weakenesses, Opportunities, Threats |
| Strength weaknesses opportunities threats |
| Strength, Weakness, Opportunity, Threat |
| Idk |
| strengths, weaknesses, opportunities and threats |
| Strengths, Weaknesses, Opportunities, Threats |
| strengths, weaknesses, opportunities, threats |
| Strengths, weaknesses, opportunities, threats |

19 correct, 2 not quite right, 4 IDK

It is more likely to find a SWOT analysis for a product or an individual rather than a large, public company.

25 responses

- True
- False

76%

24%
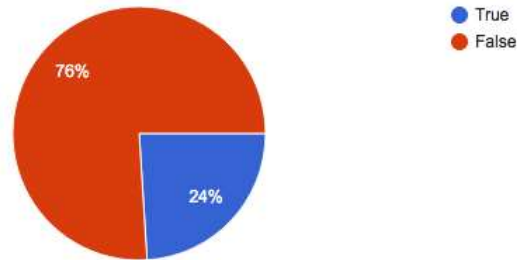
Why are SWOT analyses useful? In what contexts are they usually used?
25 responses

| |
|---|
| Analyze if a product is going to either help or hurt a company. Evaluate products and company morals |
| X |
| I don't know |
| Marketing, strategic planning |
| Idk |
| Business |
| Evaluate an organizations competitive position |
| They help to plan and stay organized. Online assignments |
| Idk |
| I don't know |
| To evaluate an organizations competitive position |
| Used in a financial or annual report to gather info on what the company can improve on etc. |
| It shows the different components in an organization. Where they are strong or what needs work. Usually used in marketing, research and development and sales. |
| They help you easily realize what your company is about. It is usually used in marketing. |
| For large company's to keep track |
| They help an organization identify different aspects on how they are running |
| They are useful for comparing companies and ranking them |
| SWOT analyses are useful in analyzing the the sustainability of a business. |
| They are useful for writing a paper and getting sources |
| They're useful to evaluate a company. They're used to identify companies strengths and match them with opportunities outside. |
| Idk |
| They are normally used to analyze businesses or organizations whether they are for profit or not for profit. |
| To see how to improve a business |
| SWOT analyses are useful in situations such as marketing, strategic planning, research and development, competitive intelligence, mergers and acquisitions, investment opportuni ties, sales, product research, and resource allocation. |
| They are useful to discover what a company is doing well and what they can improve on. |

Name one database mentioned in the article "Locating and Creating SWOT Analyses" that you read for today.
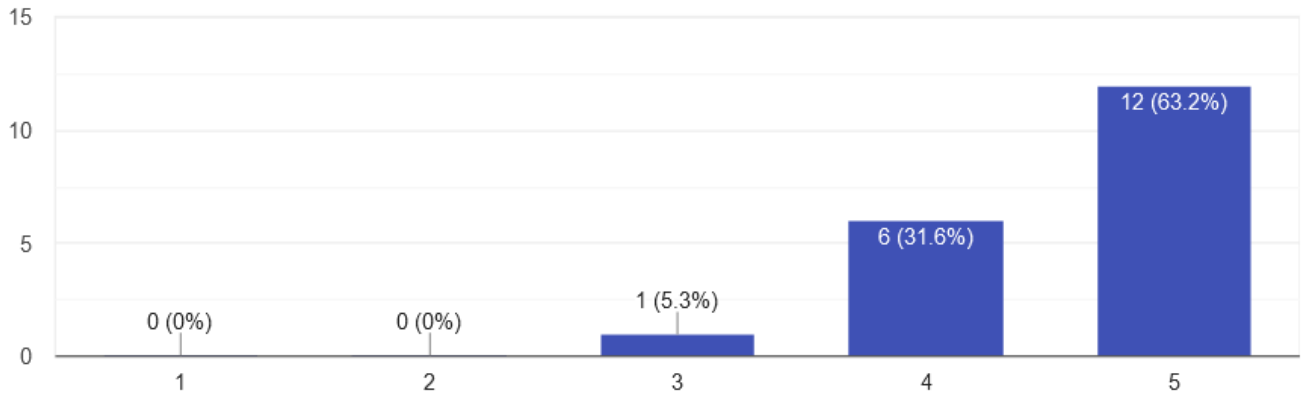
25 responses
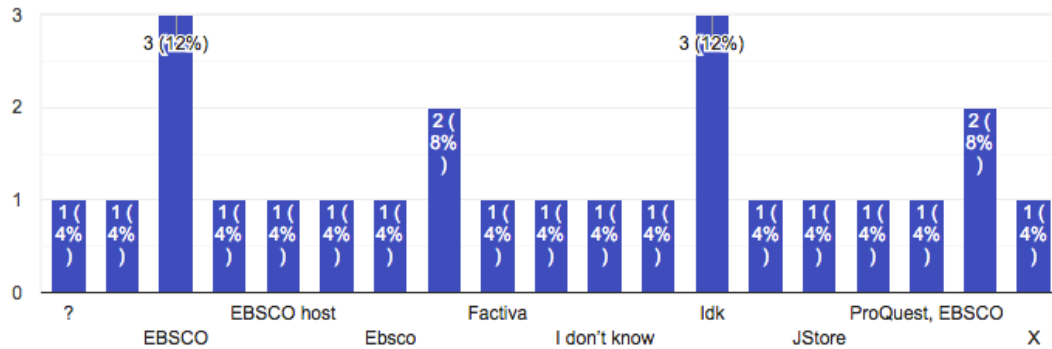
| EBSCO |
| X |
| I don't know |
| N/A |
| Idk |
| ? |
| Ebsco host |
| Don't remember |
| Idk |
| I don't know |
| Ebsco host |
| EBSCO host |
| SWOT analysis |
| SWOT analysis |
| Idk |
| EBSCO |
| Ebsco |
| EBSCO |
| JStore |
| EBSCO |
| Idk |
| Factiva |
| ProQuest, EBSCO |
| EBSCOhost |
| Gale Business Insights |

How would you rate the helpfulness of the librarians throughout the SWOT Analysis Assignment?

19 responses

| Comments: |
|---|
| It was helpful to have the librarian help throughout our process, but we did most of our researching on our own. |
| The librarians were a good help |
| I emailed Sara a few times and she answered me quickly with all the information I asked for (and more than I needed too, which was helpful). |
| The librarians answered any questions we had and were very nice to work with. |
| they were available at all times, and made everything clear. |
| none |
| Librarian Sara always offered a helping hand and answered all our questions with great detail. |
| I was not sure of the assignment and with the librarians help was able to complete it. They also helped along the way with any questions. |
| It was a good experience to have. |
| Sara was very helpful during our SWOT analysis assignment, and after speaking with her, I even felt more comfortable going into the library as she made me understand it a lot more. She provided a large amount of information which was very beneficial for us during our assignment. |
| Very helpful, they were always easy to reach if we had any concerns or questions regarding the assignment or anything for that matter |
| I really enjoyed our interview, I would say that was the most helpful aspect to the project because, as a group, we got to put together a good list of questions. |
| I loved doing the SWOT Analyis. I even did one for the job I work out and brought it to my boss and have used it to implement new systems to develop the store. |
| I found the interview very useful for getting more information but I thought it was a good experience. |
| thank you for being very helpful throughout the process and being available to answer all our questions. |
| They were very helpful and gave good tips to improve our writing |

During the whole SWOT Analysis process Sara was there to answer any of our questions, if we had any, and was ready to help us in any way she could. She explained everything about the assignment in detail and gave us tips and resources to get us started.

It really shaped my way into doing researching into company's and giving them a complete overview

If it wasn't for the help of the library within this project, it would make it hard to find all the proper research for this project to potentially get the best work possible.

For future business-related research, I will start with (choose one)

19 responses

- ● Library databases
- ● Print sources
- ● Googe and/or other search engines

89.5%

10.5%
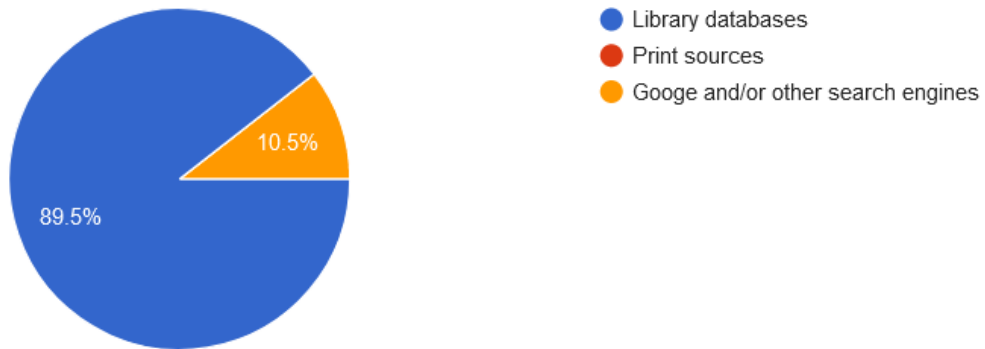
What other library services did you utilize to help you complete the SWOT Analysis Assignment? (check all that apply)

19 responses

Scheduled Research Appointment (Librari…	2 (10.5%)
	8 (42.1%)
InterLibrary Loan	1 (5.3%)
Online Chat Reference	3 (15.8%)
Class Guide	15 (78.9%)
Email	1 (5.3%)
Besides the databases and the interview…	1 (5.3%)
Databases	1 (5.3%)
Library databases	1 (5.3%)
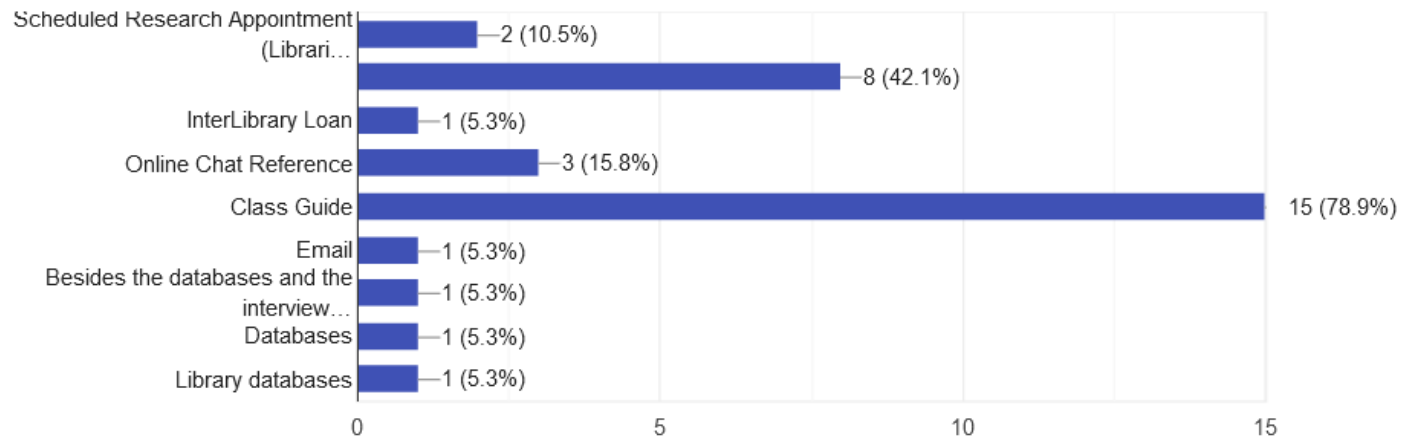
Did you feel better prepared to conduct your SWOT Analysis having had a librarian co-teaching the class? Why or why not?

19 responses

- ● Yes
- ● No
- ● I don't know

94.7%
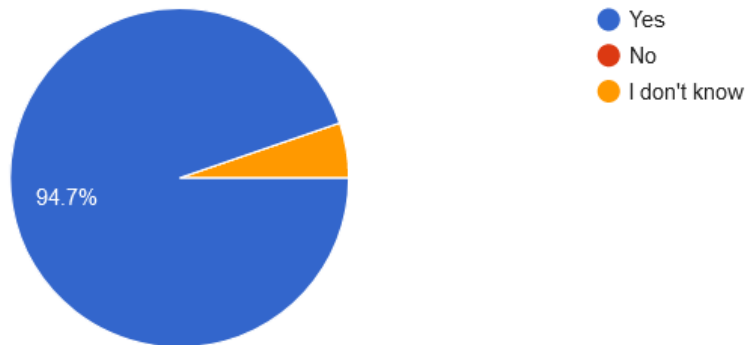
Comments:
It was helpful because she helped us step by step and made us prepared to present. It was also helpful by doing examples with her in class.
Yes I felt better after having a librarian help
I think it was a good resource
I felt that having the librarian help review how to properly do a works cited page was very helpful.
it was a lot more easier being guided throughout.
none
Yes, I felt she was very knowledgeable about the library, which helped majorly with the SWOT Analysis Assignment/
I feel like it did help. They would set up times to meet with group to address questions we had along the process.
It was good to have someone else also come in and give more information and help with the assignment.
Having a librarian co-teach our class was very beneficial as we got to hear the information first hand, and getting the opportunity to actually sit down and talk to Sara and hear her opinion on things related to the library was very beneficial for the assignment
Yes because instead of having the info relayed by professor, we could directly speak with the librarian and it made the process so much easier
I feel like we could have just met with the librarian for our interview and that would have been enough to help with the project.
Sara was a big help.
She was able to answer any questions we had before the interview and explained important information regarding the analysis itself.
she explained very well the assignment and since she is part of the library's staff she gave us some very helpful information for use to expand on to start the analysis
I feel like I fully understand how to conduct a swat analysis and do research to properly support my claims
The reason I felt better prepared was because she had given us all the resources we need to use and after her lecture, I had a better understanding of what I wanted to ask her for the interview.
Yes, because she really polished up on our research skills into finding more reliable sources
By having Sara in our classroom on multiple occasions she was there to answer any questions we had along the way about our opportunities within the library. It allowed students like myself to put our best work in and research all the information on a given subject.

I am confident that I know how to search research databases at the library.

19 responses
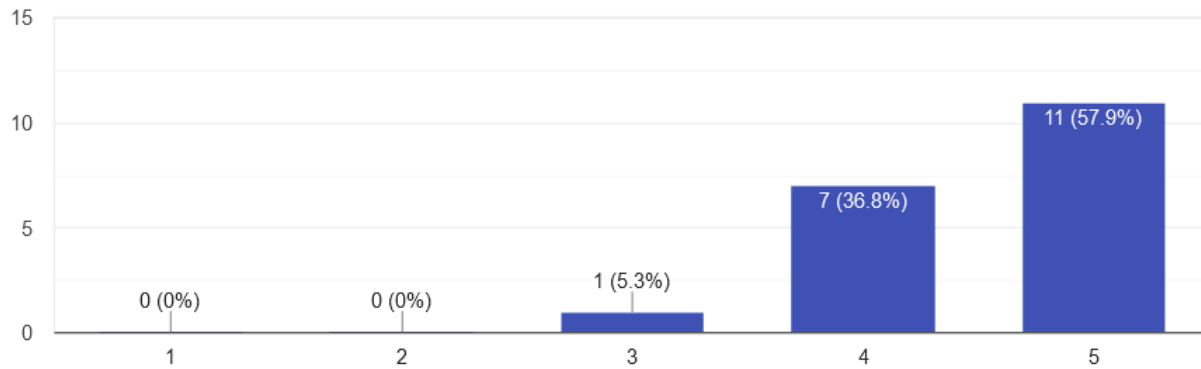
I am confident that I know how to search using the Discovery Tool at the library.

19 responses
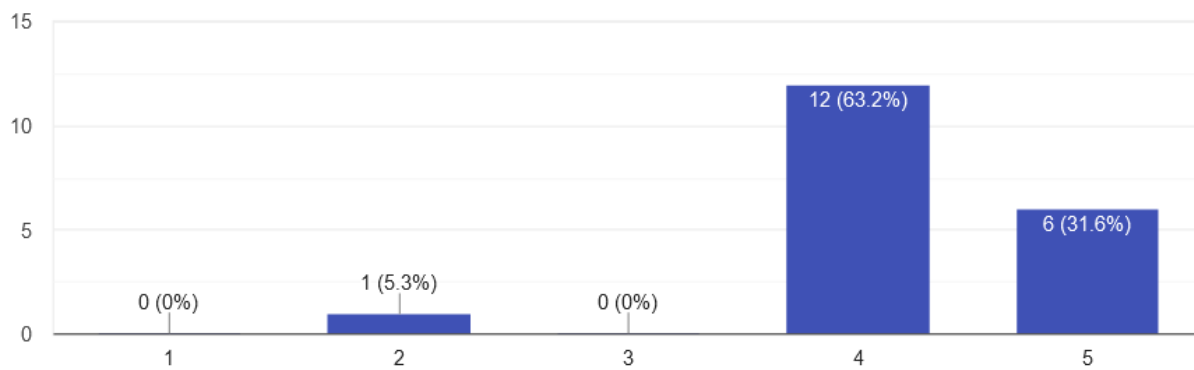
I am confident in my ability to locate company information, history, and background.

19 responses
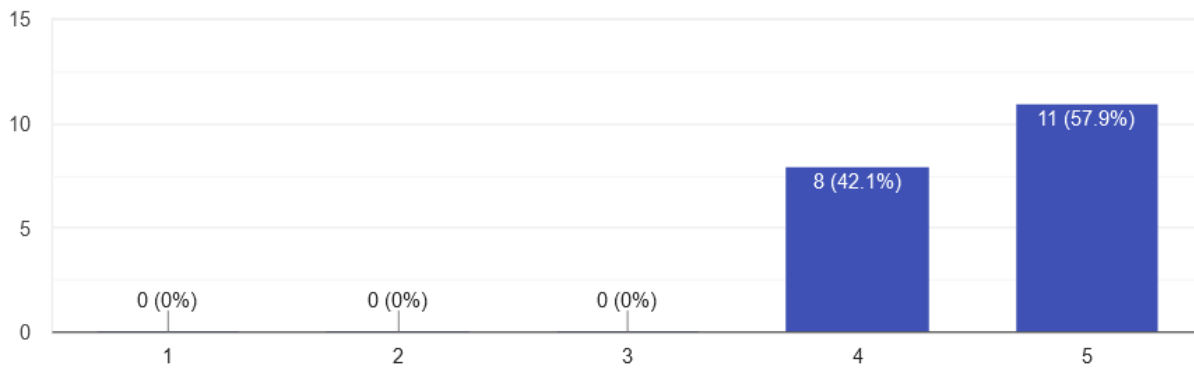
I am confident in my ability to conduct a SWOT analysis for an organization.

19 responses

I am confident in my ability to cite my research findings in the correct format.

19 responses

I am confident in my ability to use the skills learned in this course to enhance my personal and professional life.

19 responses

The SWOT assignment was useful:

21 responses

● Yes
● No

95.2%

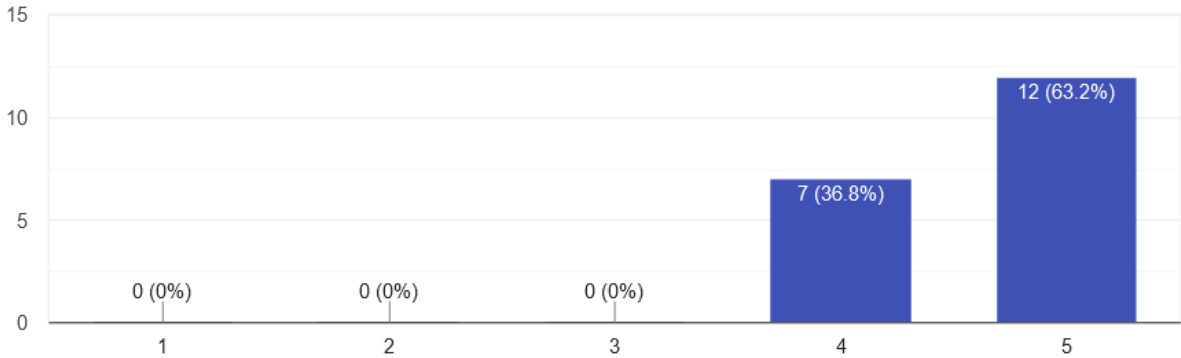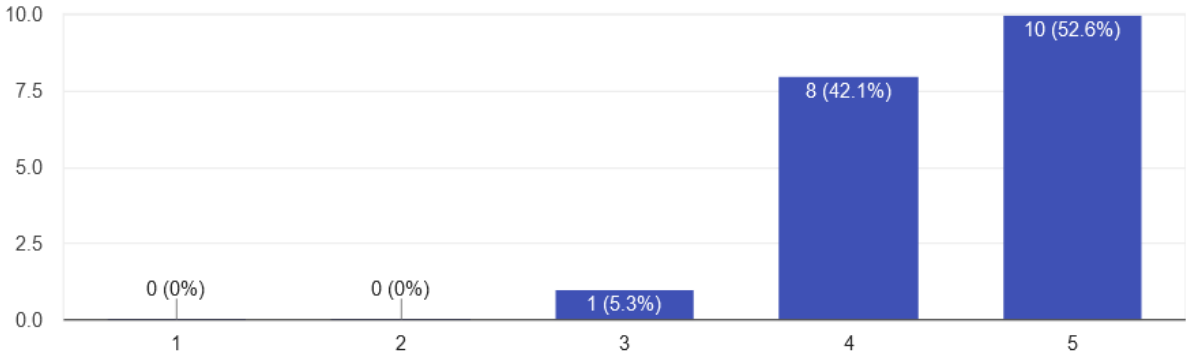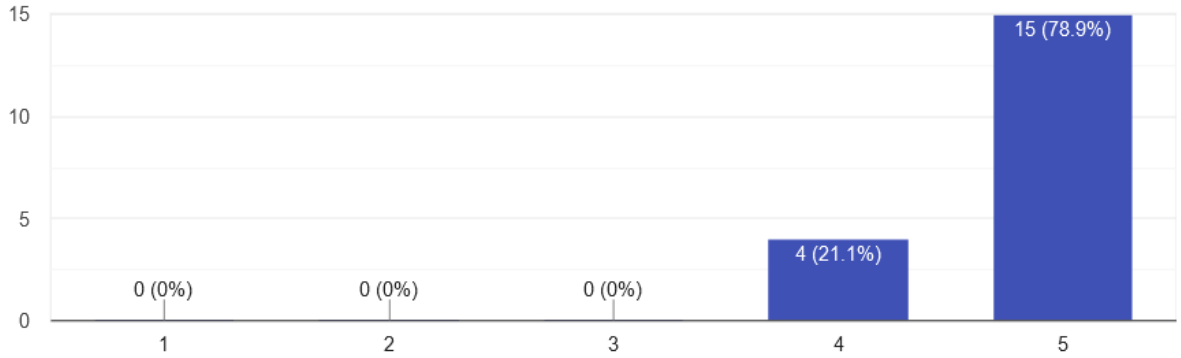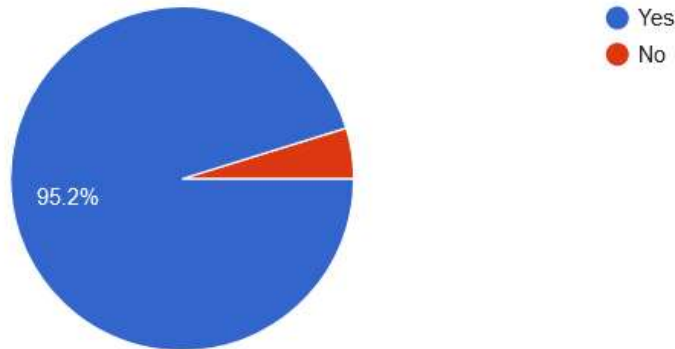| **Discuss three things you learned about non-profit organizations by researching for and completing the SWOT Analysis. Note: "I didn't learn anything" or "I don't know" is not an appropriate answer.** |
|---|
| I have learned about stakeholders and stockholders and what they are and what they do to contribute to non-profit organizations. |
| I learned that non profits have different strategies and tactics that they use to conduct business. |
| I never knew just how tight budgets were for non-profits. The SWOT analysis made it apparent the library wanted to make changes, but never had the funds to do so. I also never realized how expensive necessities cost and take out of the budget. The library's biggest expense is database subscriptions; something a college library probably couldn't survive without. Finally, the SWOT analysis made it very apparent that the employees, especially Sara love their jobs and don't necessarily "work for the money." Everyone at the Taylor Memorial Library is dedicated to helping everyone who walks through their doors. |
| One big thing I learned is that it is not always easy for nonprofit organizations to make the necessary changes due to lack of funding. |
| 1. Nonprofits are tax-exempt or charitable
2. Public confidence is a factor in the amount of money that a nonprofit organization is able to raise
3. Nonprofits often make money, but what they do with the money they make separates them from for-profit businesses. |
| it can be hard to have the funding for the projects they want to put on, enough staff, and building updates. |
| I learned that non-profit organizations are very limited because of funding, but that the money they do spend goes towards the profits purpose, not toward a salary benefit. I learned that they often are very inspired to help people. |
| I learned that there are a lot of different challenges faced by every company. I learned that though many companies have strengths, there are weaknesses that can bring the company down if they aren't handled. Lastly, I learned that some issues or threats are not controllable and happen because of everyday life, so new inventions or ideas need to rise up to fix those issues. |
| First is the teamwork those organizations create while working. Second, they set goals they aspire to achieve. They always want to do better than the following year. Last always take time to get to know their customers. |
| The founders do not make money off it, but they spend the money they earn to improve themselves. They often aim to achieve a common purpose at a community, local, state, national, or even global level. They also provide help and/or resources to a target audience with a specific need. |
| 1. sometimes it is hard to find funding
2. often the sole purpose is to help others towards a cause or mission
3. they are exempt from taxes |
| Problems they face that I wouldn't usually think of, how they are funded, what it's like for employees who work there |
| I've learned about the financial aspect of non-profits. I've learned in my research about different grants and how it's what |

gets non-profits off the ground.
Non-profit organizations are focused on their mission more than making a profit. However, they still need to be making a profit in order to be successful.
I learned how none-profit organization get their money from, how those organizations have to analyze where are they putting their money towards to because that money comes from donations and other different resources. certain luxuries can not be given.
It is very difficult to budget, the business is carefully run to ensure money is not lost, and nonprofit organizations are hard to keep staffed
Doing the SWOT Analysis allowed me to break down how the different organizations worked. The SWOT is a good way to see where a company or in this case a non-profit organization is lacking and what they want to improve. This can help with the organization's goals. It allows an organization to access what resources they have and to find success within the resources provided. Looking at the SWOT Analysis of another company or non-profit allows an organization to see how they can improve (benchmarking). The SWOT is a simplistic way for a company to be realistic and analyze where they are as a company, then plan a strategy for the future.
I learned about leveraging your company's strengths and opportunities, also I've learned about preparing for each weakness and threat and not to be too general with your answer as you want the best for your company
The three things I learned about non-profits through my analysis is that they play a role in the economy. Even though they are non-profit they still have to pay wages. Another thing I learned is they receive government grants in order to help them keep running. Lastly, I learned that the conditions within the nonprofit are not very good. Usually employees are over worked and paid less.
I learned about leveraging your company's strengths and opportunities, also I've learned about preparing for each weakness and threat and not to be too general with your answer as you want the best for your company

Discuss three things you learned about the Library and/or its services from meeting with the librarian and writing the SWOT Analysis. Note: "I didn't learn anything" or "I don't know" is not an appropriate answer.
I learned that the library has a lot of helpful tools including the writing collaboration and the librarians are always there to help research through data bases and their knowledge.
I learned to use the databases provided by centenarys library database.
I learned about the different kinds of databases, like how some are better for business over the sciences, etc. I didn't know that you could schedule an appointment with or chat with a staff member through the chat room on the website. Finally, I learned how much the staff cares about us students, which ultimately has made me feel more inclined to seek their help if needed.
I am a freshman and a commuter so I feel that now I know a lot more about the resources the library offers like the tutoring services and the writing collaboratory. I feel that learning how to properly to do a works cited page in APA format was probably the most useful thing.
1. Every student that goes to Centenary university gets $50 worth of free printing each semester for printing anything out in the library. 2.The best part about the library is that it is a designated quiet place where students can come and spend decent time to do any work they have to complete. 3. The library has an abundant amount of resources for students from online databases to books to even a writing collaboratory.
how many resources they have, they are open too the community, they want to have longer hours but can't
I learned how to use the online database, and about the Instruction Department. I also learned about the variety of expertise among the employees, and how they are all available to help students.
I learned about what the library has planned to try and accomplish such as more social connection to the students, new events or ideas to bring more people in and how to combat the lower levels of foot traffic that they have been seeing.
First the online database. Before Sara came into the class I didn't know that was an option for us to use for assignments. Second they taught us the proper way to use MLA and APA format in research papers. Last the writing collabratory. I was never sure where it was located and how it worked but Sara took us down there and taught us about it.
I learnt that the library offer one-to-one help/tutoring to students. They also have a designated quiet area which no one else on campus really has. I also learnt that you are allowed food and drinks in the library to make people more comfortable, which is very rare for most librarys.
1. They are always looking to help people with anything they may need

2. they have a computer lab and a printer for students
3. They have several databases for students to use that provides scholarly sources for assignments

I didn't know the library's hours before this, programs such as the writing collabratory, and quiet areas to study

I learned about the helpful sources that they provide. From the writing Collaby to even the cyclone database. Since learning about the resources I have relied on the library a lot more.

The library use to have a coffee shop in it, the stairs inside aren't wheelchair accessible, and the library databases are super helpful

i learned that the library is the oldest building at centenary university. they would like to be open during the weekend but they cant because they don't have enough staff. the don't really use social media because they don't have someone in charge of it. finally, they would like to make some updates to the library's cite but they don't have the budget for it.

The librarians are worked very hard for their pay, they spend a lot of time putting together online resources, and it costs a lot of money to work with students

When doing the SWOT Analysis, I had the opportunity of learning a lot about the library. One of the main things is that the library does not have the resources to change some of the things that they would like to. This could be due to things within the University's control and some that are out of the University's control. This may include things like the structure of the building, the funds they get, etc. Even though the library is on campus their online databases are easy to access allowing students to use the resources provided anytime, anywhere. With the SWOT I found that it is difficult for the library on campus to keep up with the ever changing technology with the funding provided. One of the opportunities they would like to have is to open the library up to a new audience, by making a library more of a common area, this makes more foot traffic coming through on the daily.
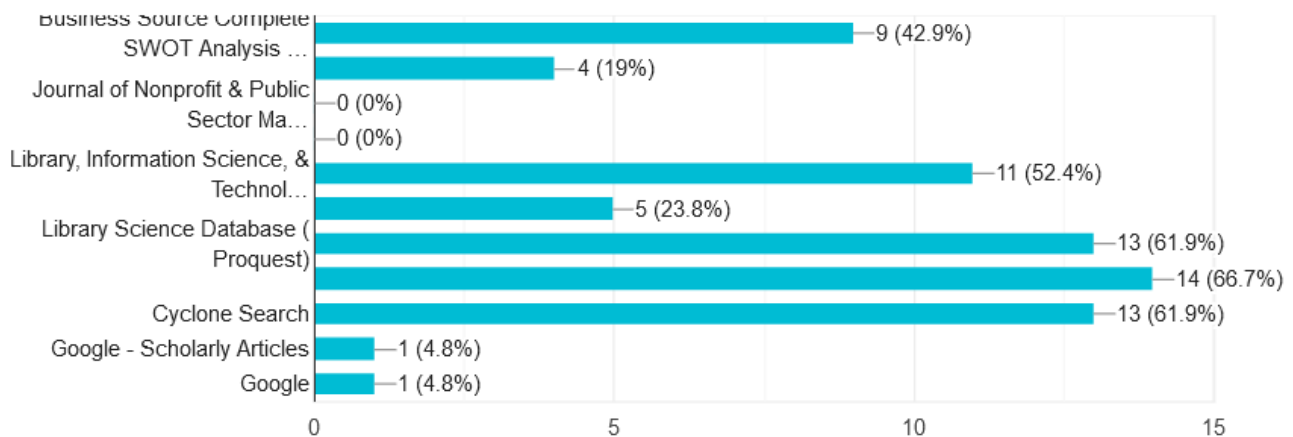
Citing information, finding information through the school library, how to rent/ buy books

Upon meeting in the library I learned how resourceful it actually was and how it could be used as a helpful tool. So many different things are offered at the library so it is great to have a place to go with any questions or needs I have when I am not in the classroom.

Citing information, finding information through the school library, how to rent/ buy books

Please think back on your research process. (I know! It was a long time ago...) What databases/journals did you use to search for appropriate articles or eBooks? Check all that apply.

21 responses

Business Source Complete SWOT Analysis ... — 9 (42.9%)
— 4 (19%)
Journal of Nonprofit & Public Sector Ma... — 0 (0%)
— 0 (0%)
Library, Information Science, & Technol... — 11 (52.4%)
— 5 (23.8%)
Library Science Database (Proquest) — 13 (61.9%)
— 14 (66.7%)
Cyclone Search — 13 (61.9%)
Google - Scholarly Articles — 1 (4.8%)
Google — 1 (4.8%)

Discuss your opinions of library resources by considering the following questions: How is a database offered through a library different from searching Google? Was I able to find the resources I wanted using library databases? If not, what does that that say about my searching capabilities as a "digital native?"

The library database is very helpful when researching for scholarly sources and peer reviewed articles.

It is different from searching google because it feels more legit than articles on google.

Google obviously gives you everything ever published on a certain topic, where say Ebsco is more reputable with peer reviewed sources, links to full text journals or papers, etc. Sometimes Ebsco can be tricky because you don't always need to read a whole scholarly research paper on what your researching, but when you need to, it's the best option.

When using a database offered through a library you know that it is a real, reliable sources opposed to just searching on Google. I was able to find plenty of resources I wanted through the library databases. Sometimes it took a little bit of searching but they were there.

library databases can't be accessed through search engines. i was able to find the resources I wanted using lib databases by searching up key words, and a list of articles/journals popping up.

I think the resources offered are great and much more knowledgeable then looking on google.

A database through a library offers a more specific subject focused search, as well as gives you different types of material results such as newspaper, magazine, journal, article, etc. Yes, I was able to find resources I wanted using the library databases.

I think that the library truly offers a lot of amazing resources. The databases are so much different than searching google because the things in the database are filtered and controlled. The information on there can be trusted and is sometimes peer reviewed. I am usually always able to find resources I need on the library databases.

The library database in different from google because all the sites from the data base are scholarly articles and peer reviewed while google some are but have to put more work in to find those sources. Yes, I was able to find all the material needed through the database.

I think the library does such a great job with the variety of resources they offer, and Sara made me realize this a lot, that usually when you think of a library, you just think books, but in reality, the library at centenary has so much to offer and help students, which a variety of different databases available. This also gives you the chance to find recent, credible sources to use in your work, which google mostly doesn't.

the library database is much easier because not only can you search exactly what you want, but you can also filter out things to narrow down the search. And these sources are all valid sources. It is so much more effective and efficient than using Google.

I liked using the library databases better because they are much more reliable than google search results. and yes I did find what I needed.

I like that the database allows you to filter your search while google doesn't. Also, it helps to depict credible sources to use rather than google shows everything.

It's different from searching Google because the sources from the databases are scholarly sources and just overall more reliable.

I really like the library's databases because it gives you the citations of the document that you are using. also, you can select the year range if you want it to be peer reviewed. you can also select what type of document you are searching for: book, article, magazine... that is very useful because on google you have to go through different documents and some of them are not even what you are looking for, but the library's cite categorizes the ones that you are looking for.

Library resources help you find information that you know is reliable and usable in research.

I think what makes it difficult for users to use the database instead of Google is that with the database you have to use keywords to try find what you are looking for, whereas with Google you can ask something specific and it'll come up with the best results. Google is also more accessible than the database because we can easily access from anywhere and have some many different articles and such to choose from.

Yes I was able to find most of my resources with the library databases as they all offered multiple sources of information

The database allows students to use the tools of the database to narrow down and find the right research paper in order to help with my projects. Database's help with navigating the internet and puts all the information/research I need in one place.

Yes I was able to find most of my resources with the library databases as they all offered multiple sources of information

What are the reasons you might need to perform research in a professional setting? Check all that apply.

21 responses

Identify problem areas in your business	20 (95.2%)
Understand the needs of existing custom…	14 (66.7%)
Identify new business opportunities and…	21 (100%)
Recognize new areas for expansion	15 (71.4%)
Set achievable targets for business gro…	18 (85.7%)

0   5   10   15   20   25