

Targeting Grad students:

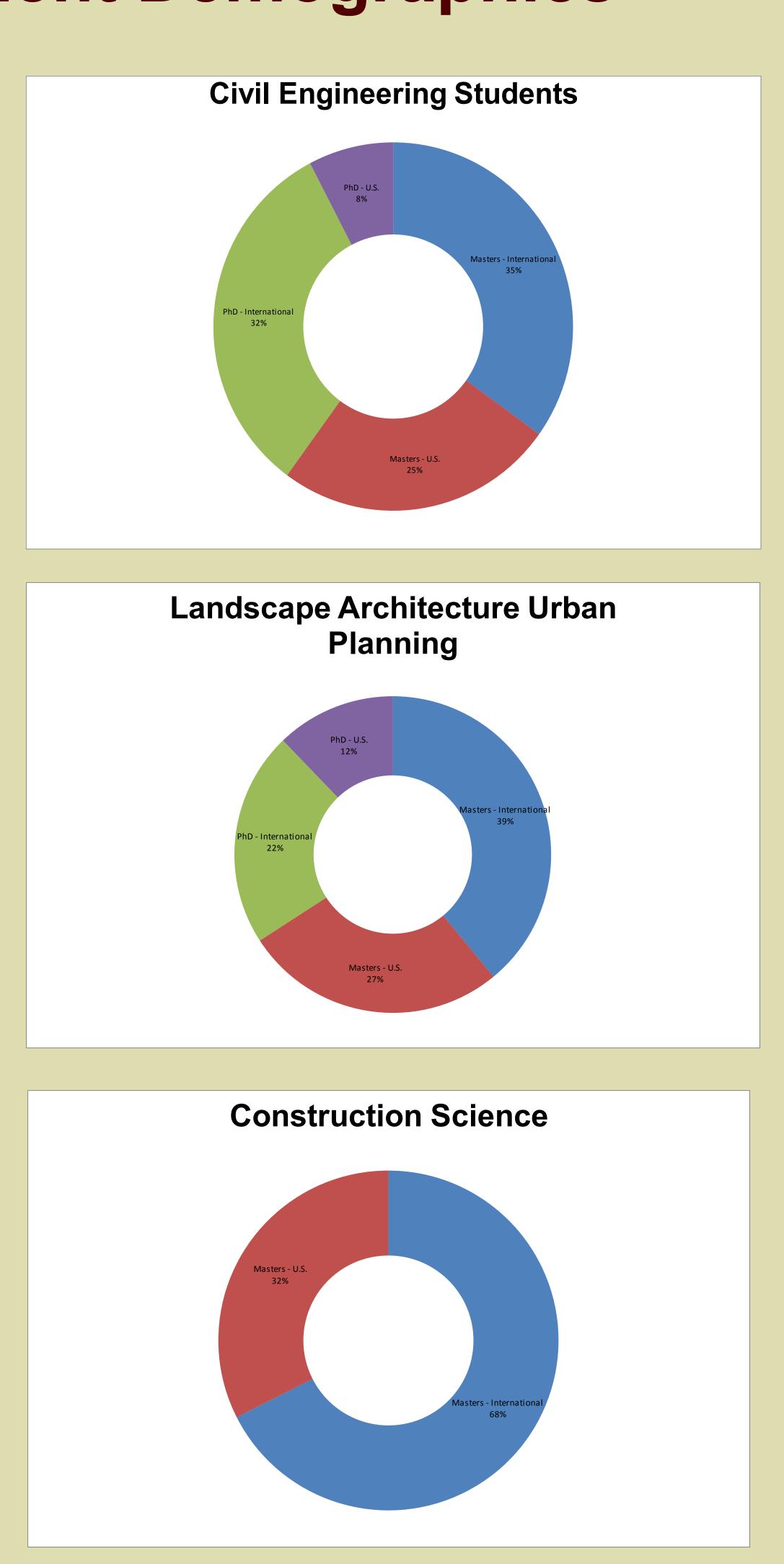
Creating a Web Guide for Thesis Writers in the Construction Industry Fields

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The Opportunity

Many graduate students from Texas A&M University's departments of Architecture, Civil Engineering, and Construction Sciences have a need for construction industry data. In these departments there is a sizeable body of international students who are unfamiliar with how to access construction industry information and data, especially U.S. data.

Student Demographics



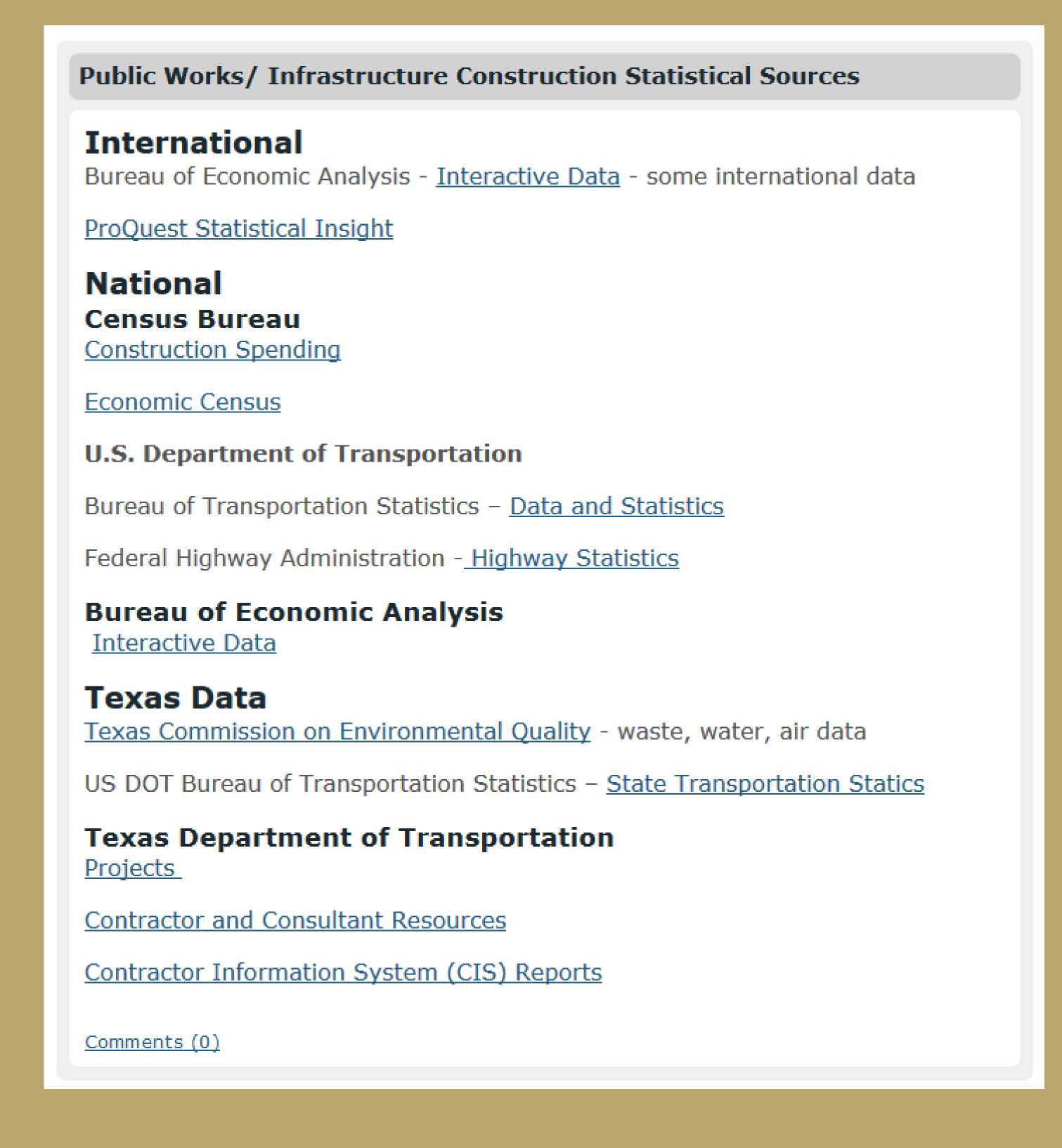
Methodology

Create a subject guide that breaks out construction industry data in a way that fits the programs requirements but considers the end user is from a foreign culture.

Government data was divided into Residential and Public works/Infrastructure. From there, the data was divided by geography of International, National, and State data.

Organizations and Trade Associations were broken down into International/National and Regional/Local

Government Data Sample



Implementation

The guide went live for Spring semester 2014.

The guide was introduced to a graduate Construction Science research class in February.

Improvements/Feedback

An impediment from LibGuide start page is the tab coloration to see guide navigation: Solution? Create links on the homepage to the other tabs.

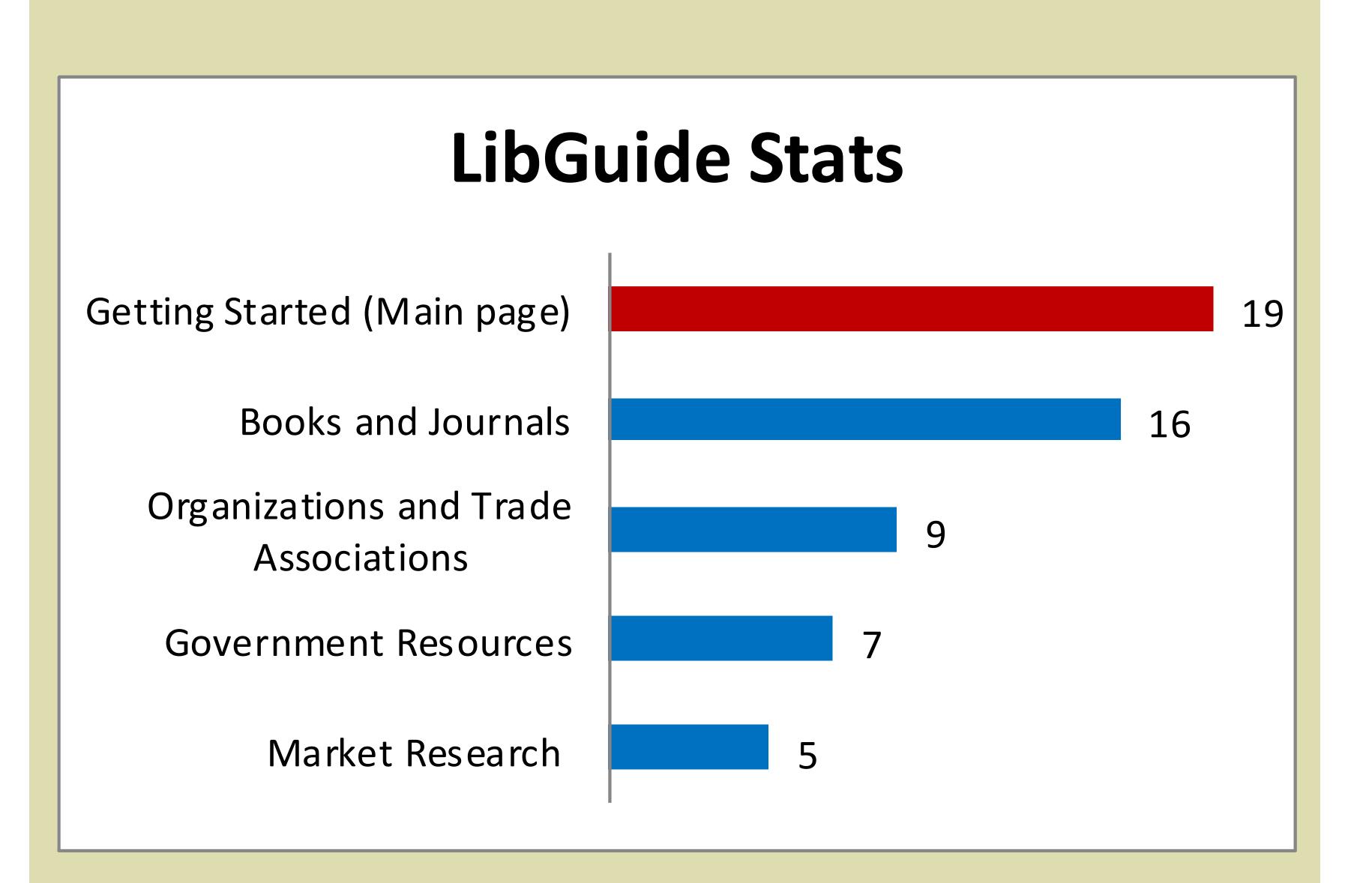
Look at implementing organization or color schemes for the guide.

Video for guide on hold due to ADA noncompliance (waiting for new software purchase to resolve this issue).

Workflow diagram on how the U.S. Government works to access construction data, e.g. how to find housing starts in California, to aid students with little knowledge of state and federal government.

Make a link from the heavily used Class Guide to this Subject Guide.

Results



Students were mostly using their class guide, rather than this subject guide.

Statistics showed students were not moving beyond the first tab (most relevant data sources were located on subsequent tabs)

Conclusion/Next Steps

Need to market guide to professors and graduate advisors.

Work with professors for them to distribute a handout for their graduate students promoting the subject guide.

Plan a user assessment