

## Summary report of LSP Discovery/UX Work Group Branding Survey

A survey was distributed to 110 of the community colleges to gain insights on approaches to naming the new Library Services Platform (LSP) discovery interface. The survey contained 5 questions and there were 54 respondents from at least 53 colleges (one of the respondents did not state their college). The [full survey results](#) are available for review, and highlights are provided below.

The most common branding *currently used* among survey respondents to describe their discovery tool is OneSearch (18%). It was noted that 27% of respondents don't currently use a discovery service at all. A significant percentage of respondents (45%) *would like to use* the term "OneSearch" to describe the Primo discovery tool (Table 1).

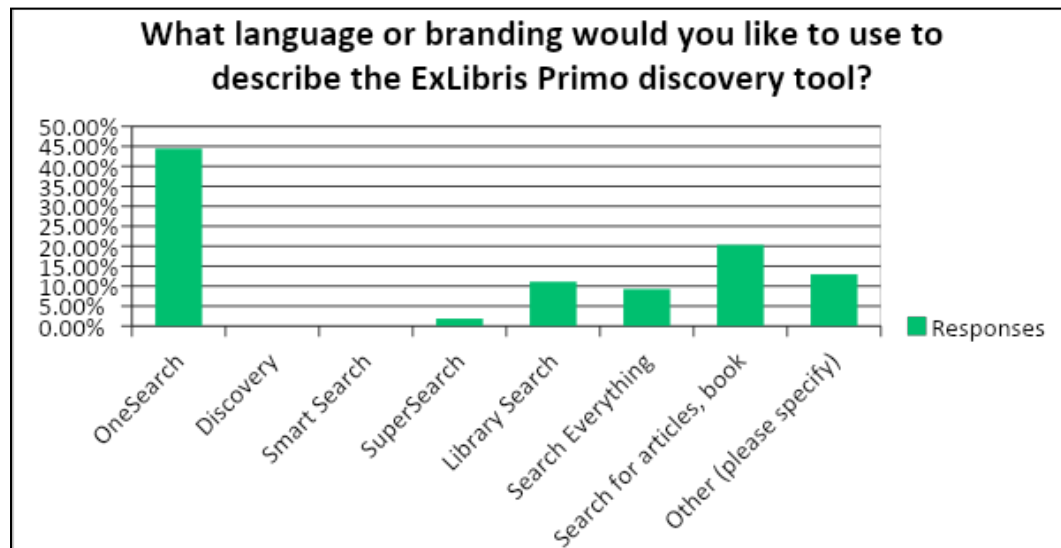


Table 1: Desired Discovery Service branding

The large majority of respondents (77%) indicated that it is important (including somewhat important) for the California Community College libraries to have consistent LSP Discovery nomenclature (Table 2).

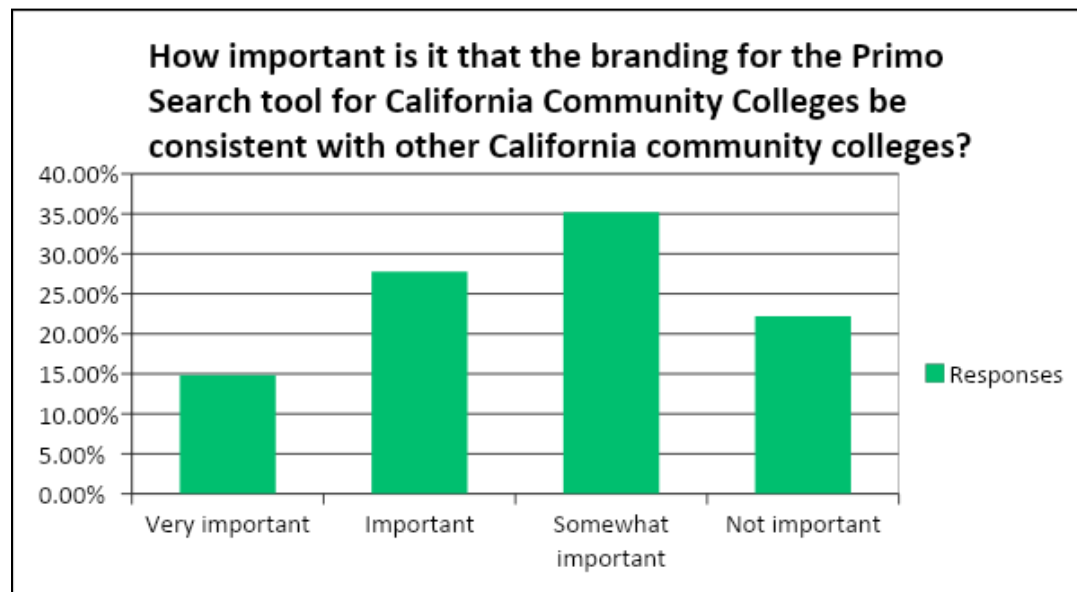
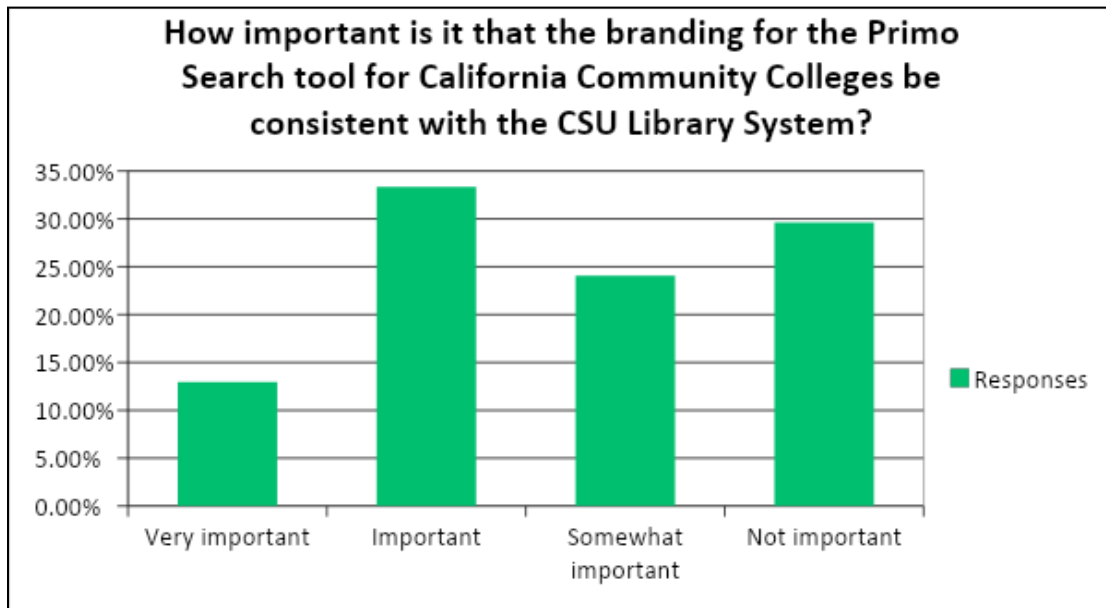


Table 2: Consistency between Community Colleges

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As indicated in Table 3 below, 70% of respondents viewed consistency between California Community College Library LSP nomenclature and the CSU Library System as important (including somewhat important).



*Table 3: Consistency between California Community Colleges and CSU*

### Recommendation

Given that OneSearch is the favored terminology for 45% of Community College libraries and is the branding currently used by 100% of CSU libraries, and that nomenclature consistency is overwhelmingly viewed as important; the Discovery/UX Work Group is recommending that the name OneSearch be adopted by all libraries across the CCC system.