
Update on LibQUAL+ 2004: the international library satisfaction survey instrument



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Following from the success of the 2003 LibQUAL+™ UK Pilot¹, SCONUL's Advisory Committee on Performance Improvement (ACPI) are coordinating a consortium of SCONUL libraries in LibQUAL+™ 2004. LibQUAL+™ is a web-based library users survey, measuring their minimum, perceived, and desired levels of service quality. It assesses three core dimensions of library service: information control (questions on, for example, availability of resources and the ability to access them); affect of service (questions concerning the effectiveness of library staff); and library as place (questions on the physical environment).

Following calls for participation circulated by e-mail in September 2003, a total of 17 institutions registered to run the LibQUAL+™ survey this year. They are:

- Anglia Polytechnic University
- Brunel University
- Glasgow University
- London South Bank University
- Loughborough University
- Napier University
- Queen Margaret University College
- Trinity College, Dublin
- UMIST & University of Manchester
- University College Worcester
- University of East London

1 S. Lock and J. S. Town, 'LibQUAL+ in the UK: a brief report on the SCONUL Pilot', SCONUL Newsletter, 29, 2003, pp 8-10

- University of Liverpool
- University of Paisley
- University of Sheffield
- University of Strathclyde
- University of Westminster
- University of York

In January 2004 the University of Glasgow hosted the 2004 international training workshop. Organised by the ACPI, the workshop was held in conjunction with the European Business Schools Librarians' Group and attended by over 40 participants from across Europe. The training was conducted by Martha Kyrillidou from the Association of Research Libraries (ARL), Stephen

Town from Cranfield University on behalf of the ACPI, Colleen Cook and Bruce Thompson from Texas A&M University Libraries and a panel of past participants from the previous cohort. The training took all participants through the methodology of the LibQUAL+™ instrument and how to implement it locally.

As this goes to press, the final LibQUAL+™ surveys will be closing. The data has been directly transferred to the LibQUAL+™ database in the US, where it will be analysed by institution and consortium. By the end of the academic year all participants will receive results for their institution and for the SCONUL cohort.



Left to right: Stephen Town (Cranfield University), Bruce Thompson (Texas A&M University), Helen Durndell (University of Glasgow), Carol Kay (University of Liverpool), Martha Kyrillidou (ARL), and Peter Godwin (London South Bank Library).

About LibQUAL+

LibQUAL+™ is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. It is one of ARL's New Measures Initiative projects, which seek to develop innovative ways for libraries to describe their contributions to their institutions. LibQUAL+™ is a web-delivered survey based on the SERVQUAL model modified for academic libraries. The 2004 LibQUAL+™ survey instrument will use 22 core questions to measure library users' minimum, perceived, and desired levels of service quality in three key dimensions: information control, affect of service, and library as place. Institutions are also able to select five questions to implement locally, to help customise the survey to their individual strategic needs.

As of spring 2003, more than 400 institutions have participated in LibQUAL+™, including colleges and universities, community colleges, health sciences libraries, law libraries, and public libraries – some through various consortia, others as independent participants. The project has also expanded internationally, with participating institutions in the UK, Europe, the US, Canada, and Australia. Additional information on the LibQUAL+™ project is available online at <http://www.libqual.org>

For more information on SCONUL's participation in LibQUAL+™, contact Stephen Town at Cranfield University J.S.Town@Cranfield.ac.uk