

## Southern Illinois University Carbondale OpenSIUC

---

Strategic Planning Documents

Morris Library

---

1-5-2011

# LibQual+ Morris Library Presentation

Herman A. Peterson

*Southern Illinois University Carbondale*, [hpeterso@lib.siu.edu](mailto:hpeterso@lib.siu.edu)

Stephanie Graves

*Southern Illinois University Carbondale*, [sgraves@lib.siu.edu](mailto:sgraves@lib.siu.edu)

Julie Arendt

*Southern Illinois University Carbondale*

Marti Kallal

*Southern Illinois University Carbondale*

Gary Shepherd

*Southern Illinois University Carbondale*

Follow this and additional works at: [http://opensiuc.lib.siu.edu/morris\\_sp](http://opensiuc.lib.siu.edu/morris_sp)

Results of the LibQual+ (Lite) Survey administered on the SIUC campus in Fall 2010 are provided here. The main document is a results summary that Herman A. Peterson and Stephanie Graves presented to library employees. The additional files are a handout from that presentation and the complete (100+ page) report of the survey results provided by the Association of Research Libraries and Texas A&M University.


---

### Recommended Citation

Peterson, Herman A.; Graves, Stephanie; Arendt, Julie; Kallal, Marti; and Shepherd, Gary, "LibQual+ Morris Library Presentation" (2011). *Strategic Planning Documents*. Paper 1.

[http://opensiuc.lib.siu.edu/morris\\_sp/1](http://opensiuc.lib.siu.edu/morris_sp/1)

This Article is brought to you for free and open access by the Morris Library at OpenSIUC. It has been accepted for inclusion in Strategic Planning Documents by an authorized administrator of OpenSIUC. For more information, please contact [opensiuc@lib.siu.edu](mailto:opensiuc@lib.siu.edu).



# LibQual+

## Morris Library Presentation

January 5, 2011

Presentation to Morris Library staff of LibQual+ results

LibQual Survey Team:

Herman A. Peterson, Stephanie Graves, Julie Arendt, Marti Kallal, Gary Shepherd

# Introduction

- What is LibQual+?
- How did it begin?
- Who participates?
- What is LibQual+ Lite?

# How is the survey organized?

- Core questions
- Local questions
- General satisfaction questions
- Information Literacy Outcomes questions
- Comments

# Caveat Emptor

- Invitation was sent out as mass email to students, faculty, and staff – trying to reach over 21,000 people.
- 1,857 valid surveys were collected.
- Responses may not be representative.
  - 16% of the responses were from doctoral students, but they are less than 5% of the university population.

# Caveat Emptor

- Covering most of the notable points from the survey
- Cannot possibly cover everything
- Complete report:  
<file:///G:/Strategic/20Planning/LibQual/20Survey/LibQual/20Results/20Report.pdf>

# What do these numbers mean?

- We're not perfect. No one is. We can improve.
- This survey measures patron satisfaction.
- From the survey we can infer areas for improvement.
- Comments and comparisons with other institutions can help to suggest specifics and/or solutions.
- Try not to make assumptions or jump to conclusions.



# Core Questions cover 3 dimensions:

- Affect of Service
- Information Control
- Library as Place



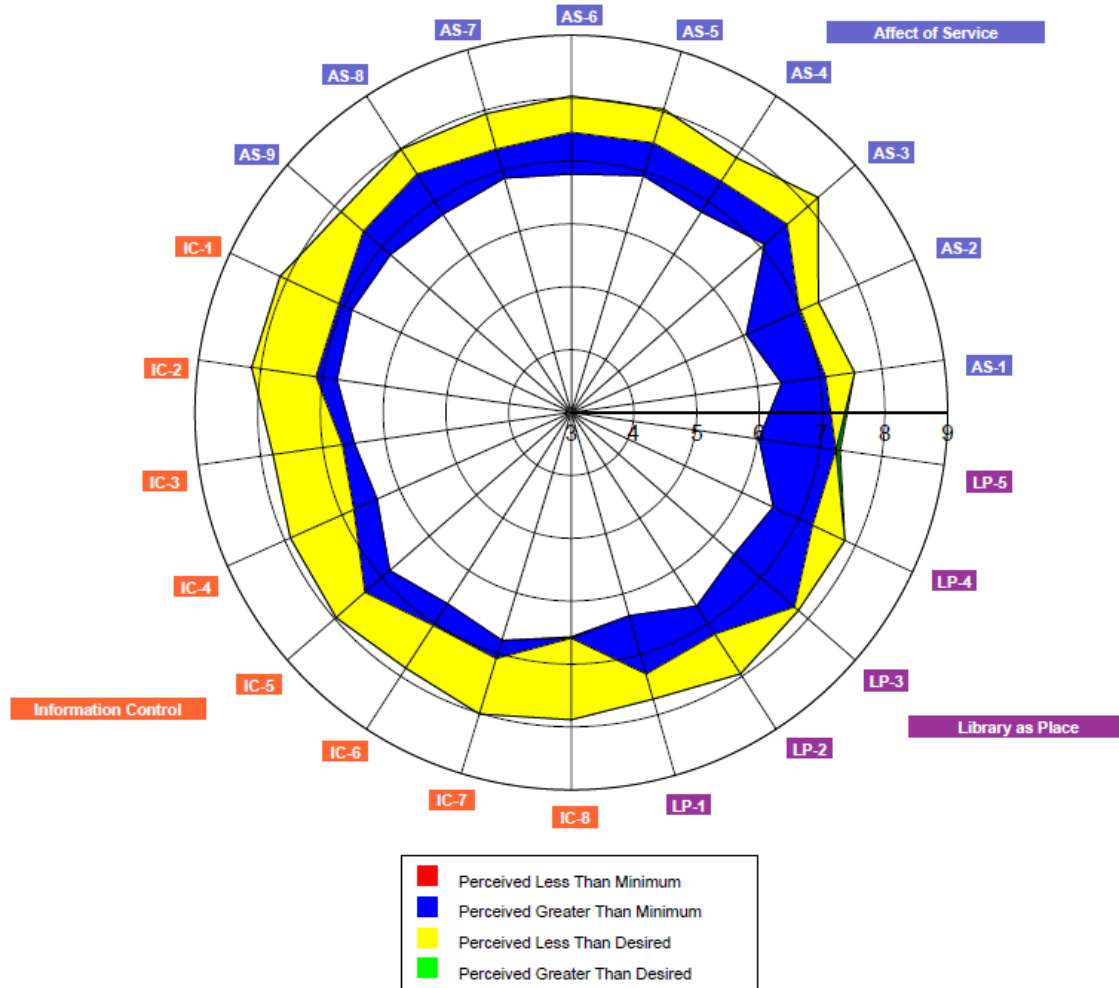
# Sample Question

When it comes to...	My Minimum Service Level Is									My Desired Service Level Is									Perceived Service Performance Is									
	Low								High	Low								High	Low								High	N/A
1) Employees who instill confidence in users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="checkbox"/>

# Radar Charts - 3 possible scenarios

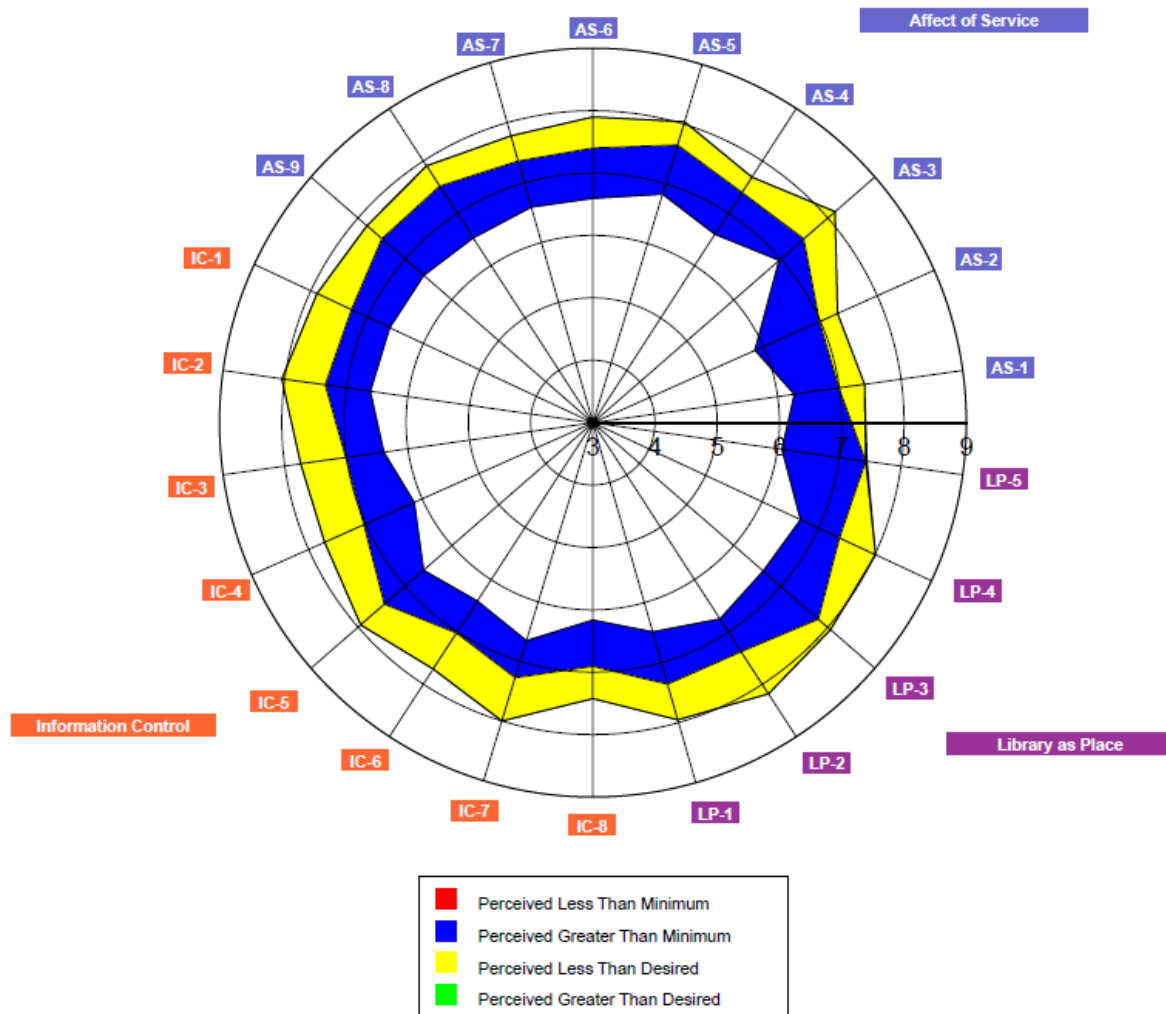
- The perceived service level is between the minimum and the desired. Blue and yellow.
- The perceived service level is less than the minimum. Red.
- The perceived service level is more than desired. Green.

# All Respondents, 1835

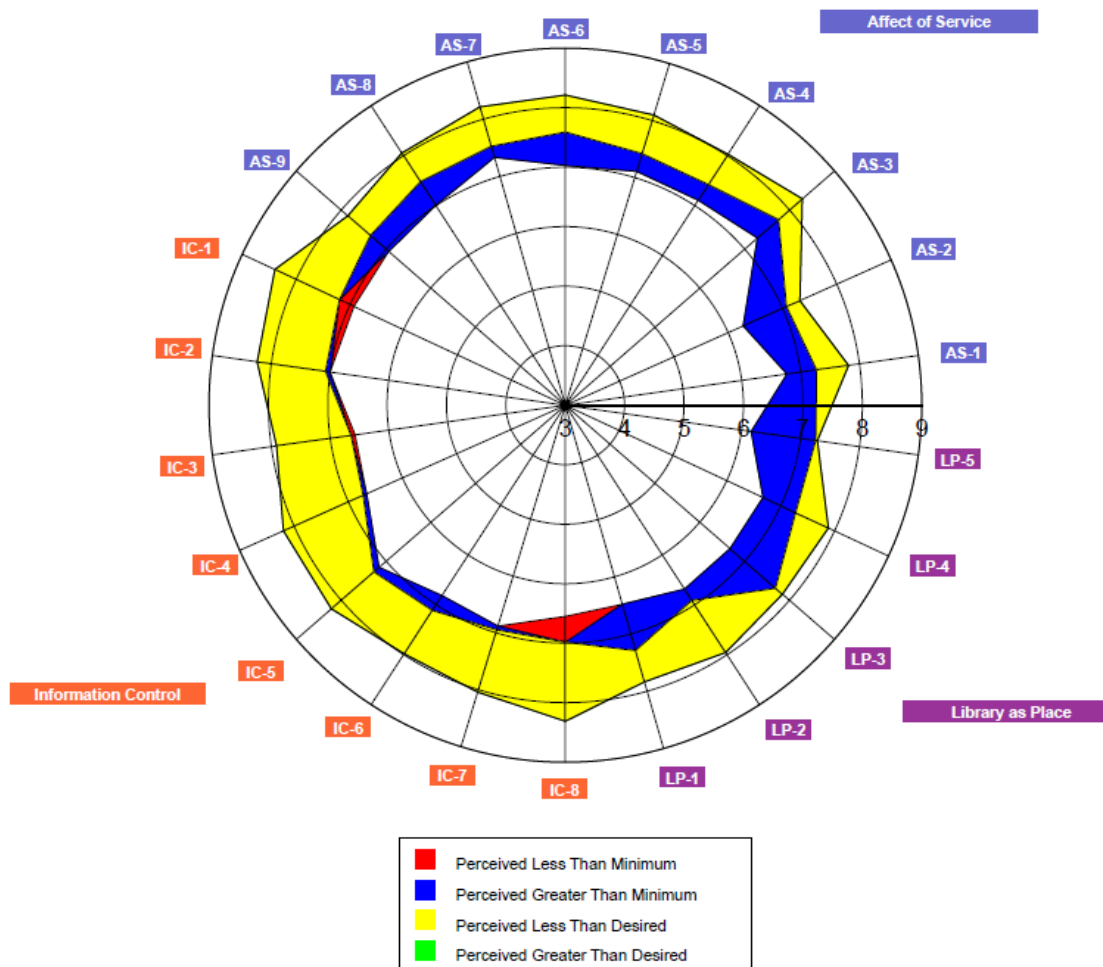


# Core Questions – Undergraduates

## 864 responses, 47%

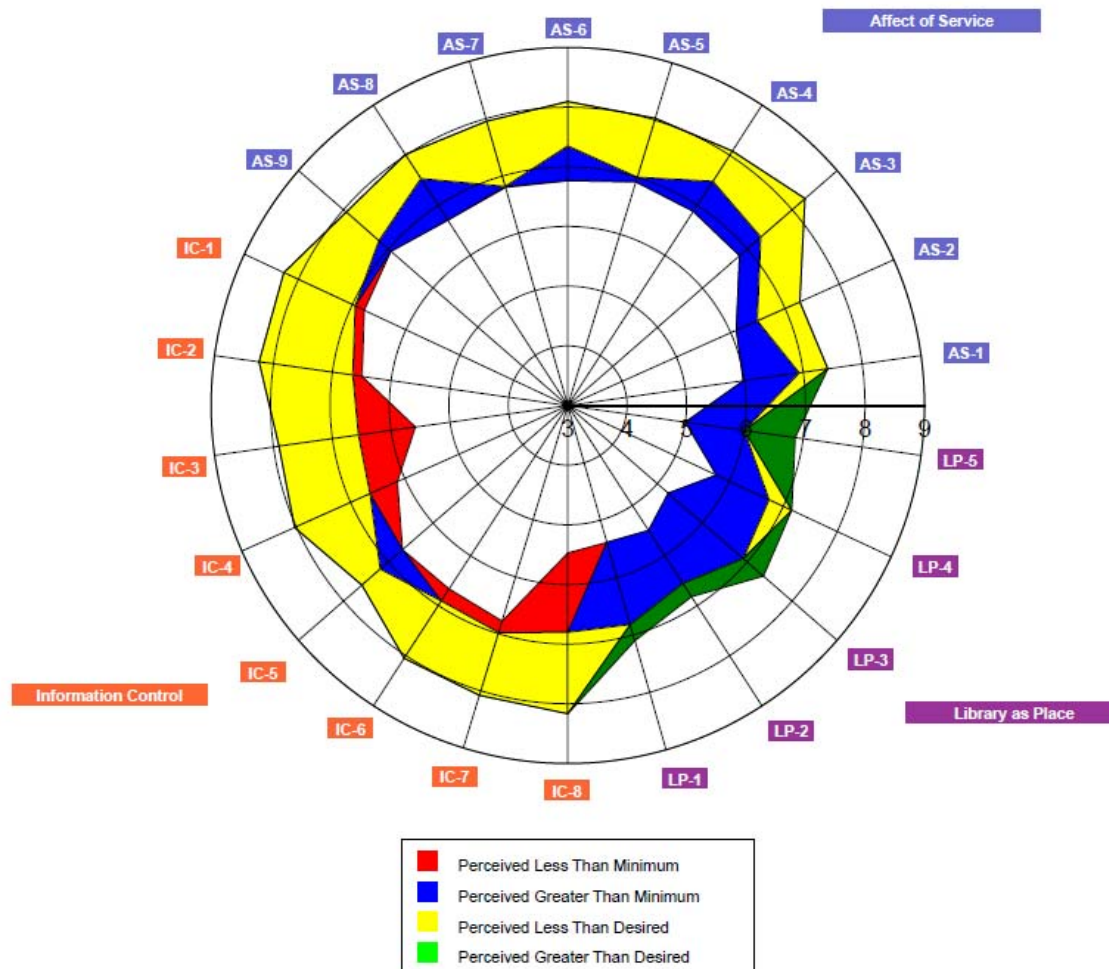


# Core Questions – Graduate Students, 610 responses, 33%



# Core Questions – Faculty

225 responses, 12%

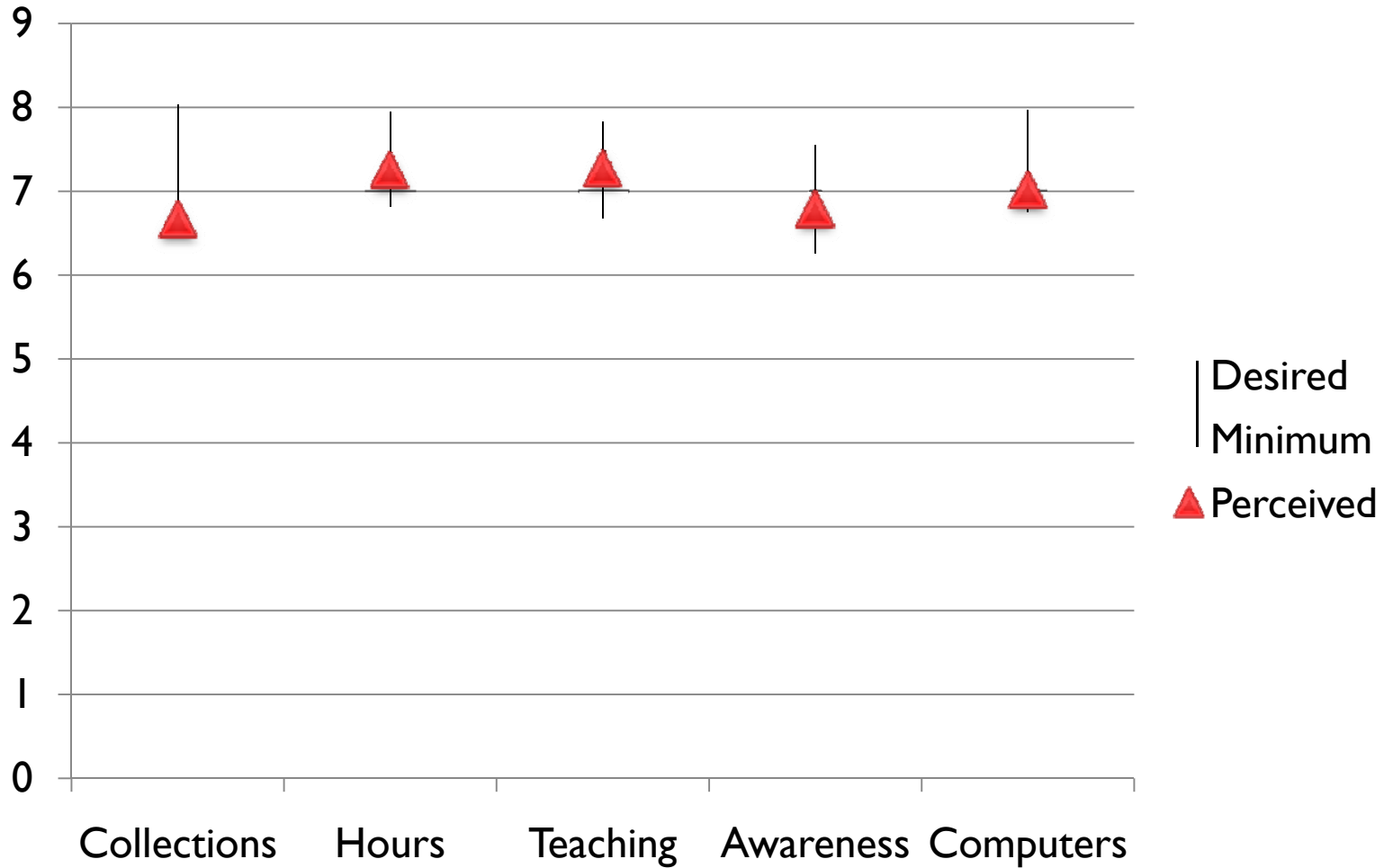


# Local Questions

- Committee met to determine which ones.
- When it comes to,
  - Convenient access to library collections,
  - Convenient service hours,
  - Librarians teaching me how to access or manage information,
  - Making me aware of library resources and services,
  - Ready access to computers / Internet / software,



# Local Questions Graph





# General Satisfaction Questions

- In general, I am satisfied with library support for my learning, research, and/or teaching needs.
  - 7.07 out of 9.
- How would you rate the overall quality of the service provided by the library?
  - 7.29 out of 9.
- In general, I am satisfied with the way in which I am treated at the library.
  - 7.51 out of 9.

# Information Literacy Outcomes

- The library helps me stay abreast of developments in my field(s) of interest.
  - 6.21 out of 9
- The library helps me to distinguish between trustworthy and untrustworthy information.
  - 6.30 out of 9
- The library provides me with the information skills I need in my work or study.
  - 6.79 out of 9
- The library enables me to be more efficient in my academic pursuits or work.
  - 7.15 out of 9
- The library aids my advancement in my academic discipline or work.
  - 7.24 out of 9



Questions?



# LibQual Comments

# Background

- 881 comments
- Comments can be correlated with demographic data
  - User Group (faculty, grad, undergrad, staff)
  - Discipline (Humanities, Science, etc.)
- Committee developed categories for coding

# Categories

- **Circulation Services**
- **Collection adequacy electronic**
- **Collection adequacy general/non-specified**
- **Collection adequacy print**
- **Comments about Survey, non-library use, etc.**
- **Computers in the library (hardware & software)**
- **Fines (Reserves, etc)**
- **Generic praise/complaints (unrelated to specific unit or person)**
- **ILL/I Share**
- **Instruction/Workshops/Tutorials**
- **Library Hours (includes storage facility hours)**
- **McLafferty/ Storage**
- **Noise/Silence**
- **Outside library control (park, print, Writing Center, Delytes, etc)**
- **Physical comfort issues (crowding, study space, temperature)**
- **Reference Services**
- **Website (including databases, design, SFX, etc.)**
  
- **Other (within library control but doesn't fit any category above)**

# “Other” Category

- Distance learners (services & collections)
- Efforts to be “green”
- Non-traditional student support
- ISS & SCRC Rock
- Student support/friends group
- Never used the library
- Too many different passwords
- Accuracy of status in SIUCat
- Rental locker service
- Disability Support / Accessibility
- CDs on open shelves please
- Marketing of services
- Delivery of materials to classrooms, faculty offices, etc.
- Textbook rental

# Coding Scheme

- Each team member coded approximately 177 comments.
  - Positive comment coded as a 1
  - Negative comment coded as a -1
  - Neutral, or contradictory, coded with a 0
- The number of each code was counted to show distribution of negative/positive.



# Example

*“I truly enjoy the library's quiet rooms with the couches, the rooms provide a great view and makes it easy to study or work on my projects. However, I would appreciate the addition of more computers. The first and third floor computers are not enough to accommodate the large number of students. Overall I am very satisfied whenever I go to the library.”*

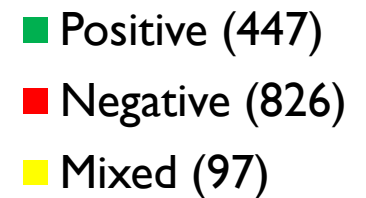
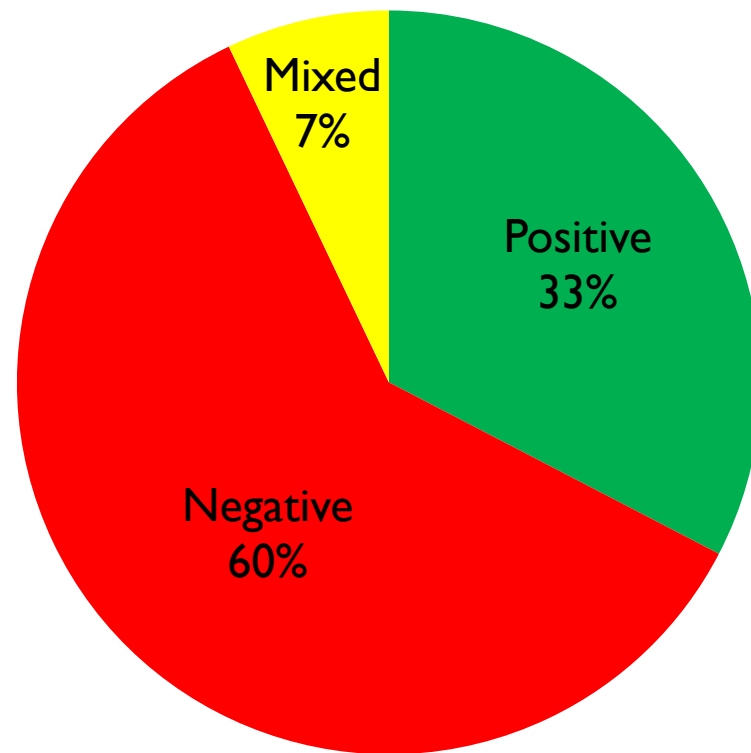
- Computers = -1
- Generic Praise = 1
- Physical Comfort = 1

# Disclaimer Slide

- Holistic view
  - Comments do not represent the totality of our users or the LibQual data
  - Look at data constructively
- People praised generally, but complain specifically
  - If they complain, it's important to them
- Coding by committee
  - Human error
  - Could be some disagreement in codes

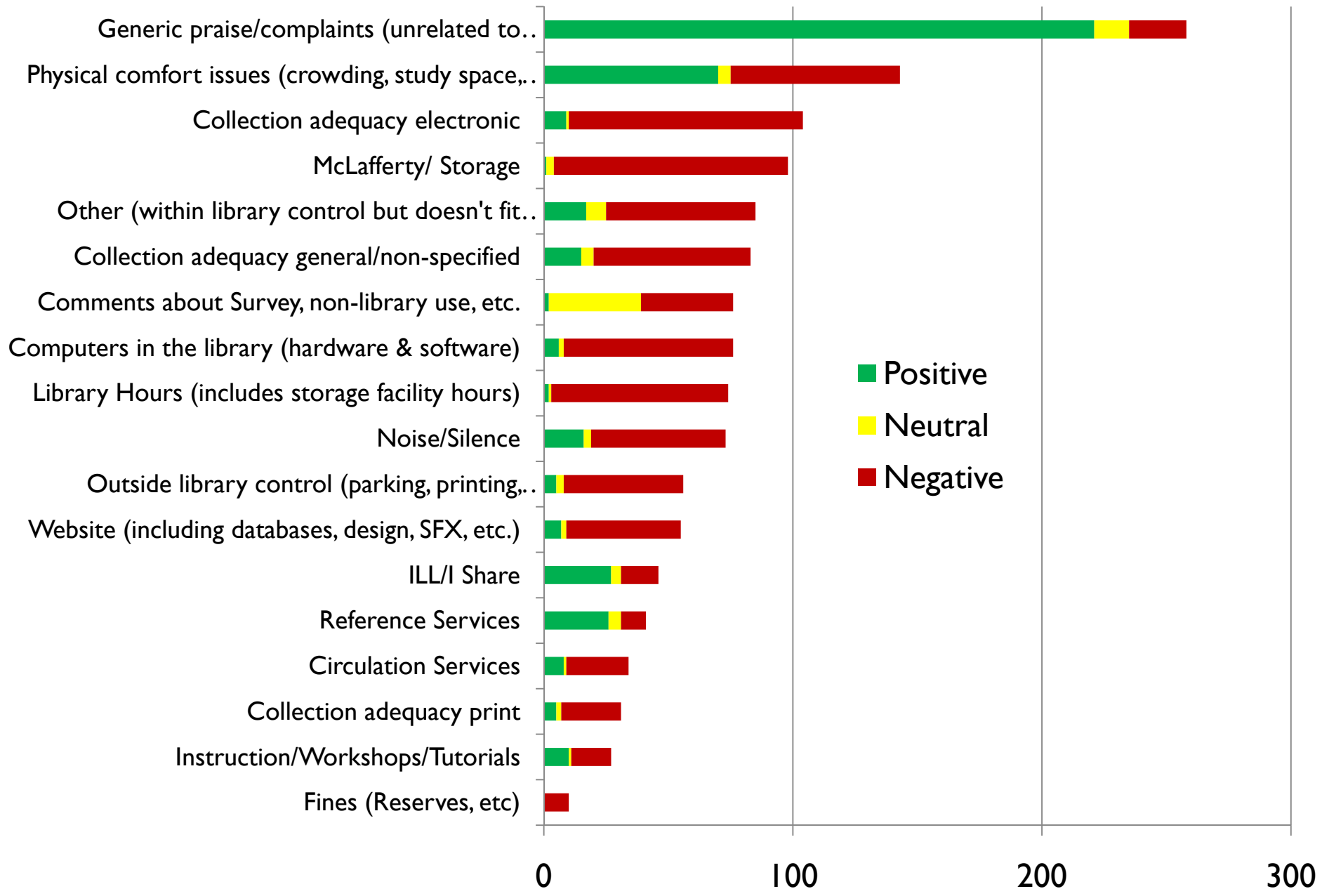
# Positive vs. Negative

## Comments



# Data by Category

Category	Positive	Neutral	Negative	Total
Generic praise/complaints (unrelated to specific unit or person)	221	14	23	258
Physical comfort issues (crowding, study space, temperature)	70	5	68	143
Collection adequacy electronic	9	1	94	104
McLafferty/ Storage	1	3	94	98
Other (within library control but doesn't fit any other category)	17	8	60	85
Collection adequacy general/non-specified	15	5	63	83
Computers in the library (hardware & software)	6	2	68	76
Comments about Survey, non-library use, etc.	2	37	37	76
Library Hours (includes storage facility hours)	2	1	71	74
Noise/Silence	16	3	54	73
Outside library control (parking, printing, Writing Center, Delytes, etc)	5	3	48	56
Website (including databases, design, SFX, etc.)	7	2	46	55
ILL/I Share	27	4	15	46
Reference Services	26	5	10	41
Circulation Services	8	1	25	34
Collection adequacy print	5	2	24	31
Instruction/Workshops/Tutorials	10	1	16	27
Fines (Reserves, etc)	0	0	10	10
<b>TOTAL</b>	<b>447</b>	<b>97</b>	<b>826</b>	<b>1370</b>



# High Praise Categories : (Rank Order)

## I. **Generic Comments** (not related to a unit or person)

- They like us! They really, really like us!
- The highest number of counts of any category
  - **221 compliments**

*“I think that Morris does an amazing job with limited resources. Key people are adept at thinking outside the box, and this is wonderful.”*

*“Great environment, great atmosphere and just an overall helpful library. Good job guys.”*

# High Praise Categories : (Rank Order)

## 2. ILL/I-Share

*“I have found the I-Share services to be the most helpful services that the library has to offer. It is quick and efficient and I greatly appreciate.”*

## 3. Reference Services

*“The "Ask a Librarian" feature is awesome...”*

*“I recommend all of our graduate students go see Mary Taylor when they are beginning their thesis research. She has been invaluable! She is so helpful and easy to work with. Thanks much.”*

# High Praise Categories : (Rank Order)

## 4. Physical Comfort Issues

- Almost even split positive/negative
- People love the building, but think it's too cold and crowded

*“The library could use more table and study areas.... It has been extremely crowded this semester and should consider adjusting to the increased usage by students.”*

*“The library is always too cold all year round. I love studying in the library but it is hard to feel comfortable unless I bundle up.”*

*“The library is AMAZING, especially in consideration how it was prior to the renovation. Wish it had been like this when I was a student! I would have lived in the library!”*



# Areas of Concern: (Rank Order)

## **I. McLafferty/ Storage**

*“In terms of requesting a book, the process is too complicated and takes too long. In a traditional library, the customer could retain the ability to search for the desired book on their own. At Morris Library, most books are vaulted and require scheduling to pick them up. That increases the required effort level at or beyond the point of acceptability...”*

## **2. Collection adequacy electronic**

*“Access to electronic journals is absolutely terrible. Horrible. Embarrassing. At a state Uni, I should NOT have to ask colleagues for digital copies of their publications unless they are in obscure publications.”*

## **3. Library Hours (includes storage facility hours)**

- More, more, more.....(specifically night hours)

## Areas of Concern: (Rank Order)

### 4. **Computers in the library (hardware & software)**

*“There aren't enough computers in the library.”*

### 5. **Collection adequacy general/non-specified**

*“The journal holdings and access to materials in my field of study have been decimated.”*

*“I love that the Library has many resources to help the students!”*

### 6. **Noise/Silence**

*“...Post reminders to patrons about cell phone usage and volume levels on ipods in the library - I am distracted EVERY time I come to work in the library...”*

# Breakdown by User Group

- Includes categories in which 10% or more of the people in that user group commented.
  - Example: 124 faculty comments, so 10% = more than 12 comments
- Commonalities and differences from rest of survey
  - Everyone: general praise
  - Undergrads: facilities (library as place)
  - Graduates: facilities and collection
  - Faculty: collections
  - Staff / other: facilities

# Undergrad (rank order)

- Praise
  - Generic kudos
    - Overwhelming positive (90/7/4)
  - Physical Comfort
    - Positive, but not by much
    - Building great, but issues with temperature and crowding
- Issues of Concern
  - Computers
    - Not enough
  - Too Noisy
  - Hours
    - Late night hours wanted

# Graduate (Rank Order)

- Praise
  - Generic kudos
    - Overwhelming positive (82/7/7)
- Issues
  - Collection Adequacy Electronic
  - McLafferty
  - Hours
  - Collection Adequacy Non-Specific
  - Physical Comfort:
    - Impressed with building, but more complaints about comfort than Undergrads.

# Faculty (Rank Order)

- Praise
  - Generic kudos positive (21/7/2)
- Issues
  - Collection Adequacy Electronic
  - McLafferty
  - Collection Adequacy Non-Specific
  - Website and Databases
- Mixed
  - ILL/I-Share

# Staff/Library Staff/ Other

- Praise
  - Generic kudos
  - Physical Comfort
- Issues
  - Comments about the survey

# Breakdown by Disciplines

- More data than you want to see....
- We will give data to the appropriate Library Liaison



# What Next?

- Comments for each category will be emailed to the unit/people to which it applies
  - Example: Computer comments → Systems
  - Read them!
  - You can talk within your units about how you can use the data in services or planning.
- Strategic Planning Committee will look at the data too



**Questions?**