

Western University Scholarship@Western

Western Libraries Staff Presentations

Western Libraries

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Tell Us How the Library Can Serve You? LibQUAL+ @ Queen's and Western

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Tell Us How the Library Can Serve You?

LibQUAL+ @ Queen's and Western

*Presented by
Sam Kalb, Queen's, and
Margaret Martin Gardiner, Western*



What Is LibQUAL+ ?

- Web-based tool for assessing library service quality
- A tool for identifying areas for service improvement
- Developed and refined over 5 years, 200,000 respondents, 400+ institutions
- Based on SERVQUAL. 15 years of research and application at Texas A&M



How Does LibQUAL+ Measure Quality?

Rating of services *in context*

- Based on users' and non-users' perceptions and expectations
- **Gap analysis** between perceived level of service, and minimum and desired service level
- Comparison with other libraries, past years & developing norms

Why LibQUAL+?

- **Quick, easy and inexpensive**
 - ❖ Web based survey administered by Association of Research Libraries (ARL); data collected and analyzed by expert LibQUAL+ staff
- Allows a library to see relationship to academic libraries across North America over time
- Complements other local assessments
- Starting point to identify best practices in providing library service



LibQUAL+ 2004 Survey Specifics

- 202 institutions from North America, Europe & Australia - including 57 ARL Libraries & consortia
- 9 Canadian institutions: Alberta, Calgary, McGill, Montreal, Queen's, UNB, Western, Windsor, York
- 113,000 respondents

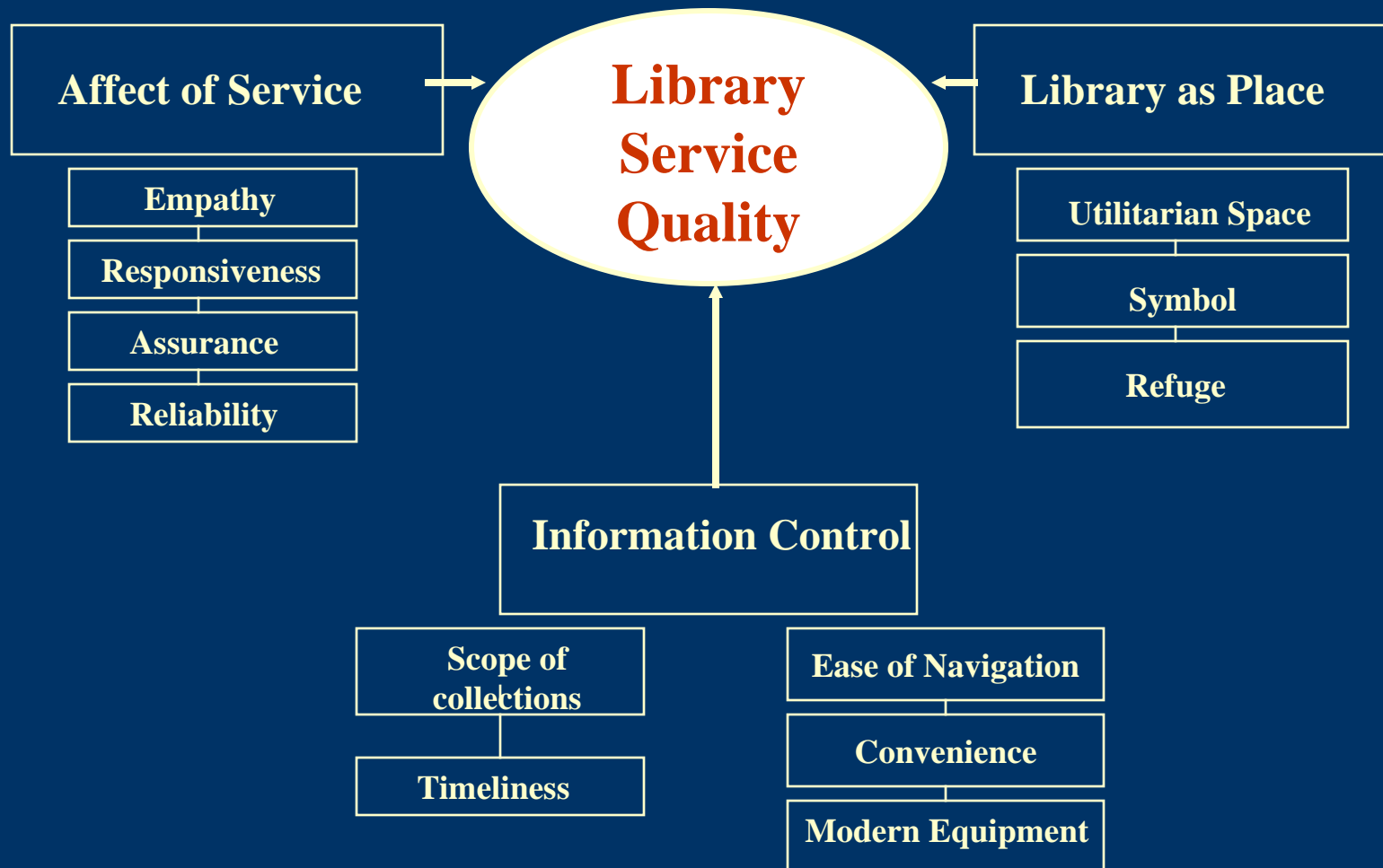
LibQUAL+

Spring 2004 Survey

- 22 service quality survey questions in three service dimensions: Affect of Service, Information Control, and Library as Place
- 5 optional “local” questions
- Demographic & usage questions
- One open comments box



Service Quality Dimensions



Survey - Sample Section

When it comes to...		My Minimum Service Level Is <i>low high</i>	My Desired Service Level Is <i>low high</i>	Perceived Service Performance Is <i>low high</i>	N/A
1	Employees who instill confidence in users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
2	Easy-to-use access tools that allow me to find things on my own	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
3	Print and/or electronic journal collections I require for my work	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A

Implementation

some planning considerations

- **Project plan** – implementation team (if possible) to review process, establish a timeline, implement survey
- **Environment** – e.g., are other surveys being conducted at the same time?
- **Marketing & communication** – campus & library staff, e.g., Web site, posters, campus media, presentations, newsletter, etc.
- **Prizes** – What value? PDAs, MP3s, gift certificates ...

Marketing & Communication



LibQUAL+

Home

Results & Actions

FAQ

Invitation to Participate

LibQUAL+ Working Group

LibQUAL+ Presentation (ppt)

Prize Winner

Project Timeline/Action Plan

Survey Progress Monitor

ARL LibQUAL+ Site

Questions? Comments?

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Library Service Quality Survey 2004



Tell Us How the Library Can Serve You Better

WHAT?

LibQUAL+ is a survey developed by the Association of Research Libraries (ARL). Its purpose is to provide libraries with a standardized, effective method to measure the quality of library services based on the perceptions of faculty, students and staff.

WHY?

Your opinion matters. Queen's Library is committed to providing the best possible service to the Queen's community. What better way to adapt our services than to ask you for feedback?

WHO?

The survey will be sent to a random selection of students, faculty, and staff at Queen's University. You may be one.

WHEN?

An invitation to complete the **LibQUAL+** survey will be emailed to selected recipients beginning Feb . 9, 2004.

WHERE?

From your desktop using the Web!

HOW LONG WILL IT TAKE?

The survey consists of 27 core

Implementation more considerations

- **Random Sampling** – Yes or No? Expertise?
- **LITS and ITS contacts** – valued colleagues
- **Research Ethics Review Board** – do you need to submit a proposal?
- **Report Results** – to library staff and campus

2004 Results

The results are a measure of perceived service quality *in relation to* user expectations for that service or library facility.

Comparative results can tell us

Where we need to focus our attention to improve services.

A low score compared to other peer libraries points to a potential area for improvement.

Comparative results told us

Users priorities and service expectations are strikingly consistent among the institutions participating in the 2004 survey.

Comparative results also told us

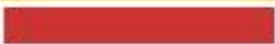




Queen's top 5 & bottom 5 rated questions were identical to the average ARL top & bottom 5.

Western's top 5 & bottom 5 rated questions were slightly different compared to the average ARL top & bottom 5.

Population for Queen's Survey

- Total initial sample: 5,450
 - ❖ All full time-faculty: 850
 - ❖ Random stratified sample of:
 - 3,000 full-time undergraduates
 - 1000 full-time graduates
 - 600 staff

Survey Respondents





Surveys Completed by User Group:		
User Group	Completed	Percentage
Undergraduate:	365	
Graduate:	173	
Faculty:	184	
Library Staff:	24	
Staff:	61	
Total:	807	

Analyses based on 773 completed valid user surveys – excludes library staff. The respondent population was largely representative of the overall population distribution.

Population for Western's Survey

- Total sample: 3000
 - ❖ Random stratified sample of:
 - 1200 undergraduates
 - 600 graduates
 - 600 faculty
 - 600 staff, excluding library staff

Survey Respondents

User Group	Completed	Percentage
Undergraduate	115	
Graduate	85	
Faculty	75	
Staff	16	
Total:	291	

Analyses based on 291 completed valid user surveys. The respondent population was largely representative of the overall population.

Respondent Comments

Provides context & detail for survey score

- 361 Queen's respondents (45%) filled in the comments box
- 148 Western respondents (51%) filled in the comments box

Queen's Comments database

Available to all staff - facilitated analysis

LIBRARY SERVICE QUALITY AT QUEEN'S 2004 - SURVEY PARTICIPANTS' COMMENTS

Search the comments which survey respondents have submitted to date, using one -- or a combination -- of free-text keywords (use the **Help** button to learn the keyword boolean commands for this database). **Alternatively:** You can simply search by one of the "Descriptors" assigned by Library staff. In either case, to start your search, click on the **Submit Query** button (located at the bottom of the screen).

Free-text keyword search:

Descriptor search:

In addition:

You can narrow your search by adding one, or a combination, of the following demographic categories, **OR**, you can search by these categories alone (either singly or a combination of categories):

Campus Library most often used:

User Group:

Academic Program:

Female or Male:

Age:

Submit Query

Clear Screen



Differences among User Groups

Faculty at Queen's and Western

- ❖ **Affect of Service** – perceived that libraries are more than meeting minimum level expected, close to desired
- ❖ **Information Control** – perceived that libraries are not meeting minimum level of service expected
- ❖ **Library as Place** – perceived that libraries are more than meeting desired level of service

Differences among User Groups

Graduate Students at Queen's and Western

- ❖ **Affect of Service** – more than meeting minimum level expected
- ❖ **Information Control** - not meeting minimum level of service expected
- ❖ **Library as Place** – at Queen's more than meeting minimum level expected; at Western identified need for improvement

Differences among User Groups

Undergraduates at Queen's and Western

- **Affect of Service** – more than meeting minimum level expected
- **Information Control** – more than meeting minimum level expected
- **Library as Place** – at Queen's more than meeting minimum level expected; at Western identified need for improvement

Affect of Service

Highly rated for:

- ❖ *Employees who deal with users in a caring fashion*
- ❖ *Willingness to help others*

Information Control

- ❖ Service dimension most important to faculty and students as evidenced in the highest mean for minimum expected service out of the three dimensions
- ❖ Faculty most dissatisfied; low negative rating
- ❖ Graduate students also dissatisfied; difficult transitions from one university to another
- ❖ Undergraduates are most satisfied; positive rating almost matches overall ARL rating.

Library as Place

- ❖ Service dimension with lowest priority for all three user groups
- ❖ Important to undergraduate students who are most frequent users of physical libraries

Creating Change

- Broad consultation within the library and the university community to:
 - Identify key areas of concern and initiatives already underway;
 - Develop and implement plans for improvements, especially in weaker areas
- Provide your community with a summary of survey results with actions taken, underway and planned – to be updated after subsequent surveys.

Where do we go from here?

- Address some of the longer term challenges in the survey
- Further investigation where necessary, e.g. focus groups, etc. *LibQUAL+ is only one assessment tool*
- Continue doing LibQUAL+ in future to assess improvements undertaken and to identify services that continue to need improvement as well as new concerns

CARL LibQUAL+ Survey

- In 2007, Canadian Association of Research Libraries (CARL) will coordinate a consortial survey of Canadian academic libraries.
- Major Benefits:
 - ARL compiled comparative data for Canadian libraries, presently unavailable
 - Shared marketing information, data analysis expertise, information exchange (listserv), etc.

Web Sites

- Presentation:
<https://qspace.library.queensu.ca/handle/1974/252>
- Queen's LibQUAL+ Web Site:
<http://library.queensu.ca/webir/libqual.htm>
- Western's LibQUAL+ Web Site:
<http://www.lib.uwo.ca/aboutwl/libqual.htm>
- ARL LibQUAL+ Site: <http://www.libqual.org/>

