



LibQUAL+[®]

Charting Library Service Quality

Procedures Manual

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2011

Procedures Manual



LibQUAL+[®]

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CAUTION WHEN SHARING YOUR LibQUAL+® DATA

Recently, researchers from universities in a couple of different countries have been directly contacting library staff at institutions and requesting copies of the institution's LibQUAL+® data, so that the researchers can analyze these data either by individual institutions, or by aggregating data across institutions, and then publish these results. We strongly caution LibQUAL+® users to be very thoughtful about sharing your data with people you do not know well, even if you receive assurances that your data will be reported anonymously. Once you share your data, you have no control over how the data are analyzed and reported with respect to your institution. Moreover, you have no control over how the data are analyzed and reported with respect to the protocol itself.

Our position should in no way be interpreted as discouraging you from analyzing your own data and publishing articles reporting your findings, whatever your findings or the positions you take may be. In fact, we strongly encourage LibQUAL+® users to publish articles about their data and/or assessment experiences.

Table of Contents

Acknowledgements

9

Introduction

11

What is LibQUAL+®?

How Will LibQUAL+® Benefit Your Institution?

How Will LibQUAL+® Benefit Your Users?

The Origin of LibQUAL+®

The LibQUAL+® Steering Committee

12

The LibQUAL+® Team

LibQUAL+® Communications

LIBQUAL-L Discussion List

13

List Archive

ARL-ASSESS Discussion List

The LibQUAL+® Survey Checklist

15

Pre-Registration Tasks

1. Develop a Purpose for Participating in LibQUAL+®
2. Determine Your Survey Population and Sample Size
3. Obtain IRB Approval
 - Informed Consent
 - Confidentiality of Data
 - Data Security
4. Obtain Financial Support
 - The LibQUAL+® In-Kind Grant Program
 - LSTA Grants and Other External Funding
 - Local Support
5. Attend the LibQUAL+® Training Sessions

16

17

18

Registration Tasks

6. Consider Your Participation Category
 - Individual Participation
 - Consortium Participation
 - International Participation
7. Consider Custom Analysis
 - Branch Analysis
 - Discipline Analysis
8. Create a user account
9. Registration Process

19

20

Pre-Survey Tasks

10. Familiarize Yourself with the LibQUAL+® Survey Management Center

21

Register for Surveys	
Manage Surveys	
Manage Users	
Manage Permissions	
Resources	22
Data Repository	
Directory	
11. Understanding the Structure of the Survey and LibQUAL+® Lite	23
Core Items: “22 items...”	
Additional Items	24
Comments: “...and a box.”	25
E-mail Address for Incentive Prize	
Local Questions	
Demographic Items	26
Position	
12. LibQUAL+® Lite	
13. Understand the Technical Issues	27
Technical Assistance	
Survey Response Time	
Web-based Survey Response Rates	
American Disabilities Act Compatibility	
Data Archiving	
14. Identify a Data Source for E-mail Sample(s)	
Where to Locate a Data Source	
Random Sampling	28
Sample Size	
Conduct Your Survey	
15. Pre-launch	29
Configure Your Survey	
Preview Your Survey	32
Launch Your Survey	
16. Communicate With Your Users	
Draw a Final E-mail Sample(s)	
Announce Your Survey to Your E-mail Sample(s)	
Adjust Your E-mail Sample(s)	
Send an Invitation to Your E-mail Sample(s)	
17. Monitor Survey Progress	33
Make Print Surveys Available to Users	34
18. Send Survey Reminders	35

Table of Contents

19. Close My Survey	
20. Post-Survey and Results	
Post Survey Tasks	
21. View Online Tutorial	
22. Download Your Survey Results	36
Survey Results	
Notebooks	
Raw Data Files	
SPSS Data Files	
Comments	
23. Understand Norms	37
24. Produce Your Radar Charts	
25. Produce High Quality Image Files from the Results Notebook	
26. Attend Other LibQUAL+® Workshops	
LibQUAL+® Results Meeting	
New Ways of Listening to Library Users	38
Analyzing and Interpreting Your LibQUAL+® Data with SPSS and ATLAS.ti	
LibQUAL+® Share Fair	
Service Quality Evaluation Academy	
Basic Skills for Analyzing Library Service Quality Assessment Data	
27. Disseminate Your LibQUAL+® Results	
Publish Your LibQUAL+® Results	39
Publish Your LibQUAL+® Results on Your Local Web Site	
Evaluating the Integrity of Your Data	
Benefits of a Library Summit	40
Hire Our Consulting Services	
Appendices	43
Appendix A: Sample IRB Forms	
Appendix B: Sample Communications	48
Appendix C: Sample Survey	55
Appendix D: Protocol for Translating LibQUAL+® Survey Instrument	56

Acknowledgements

We would like to acknowledge the contribution of all the past participants and their sponsor institutions that provided valuable feedback for the compilation of this manual. LibQUAL+® started operating in 2000 as a small pilot project among a small group of libraries and now it has sustained itself as a self-sufficient and sustainable service to the library community across the globe. This accomplishment would not have been possible without the support of over 1,200 libraries, more than 4,000 library staff, and over 1,300,000 library users who have completed the survey.

We would also like to acknowledge the leadership of four individuals who played a pivotal role and provided vision, direction, and support in making LibQUAL+® a successful, forward-looking assessment protocol and service for libraries in the 21st century:

- Colleen Cook, Trenholme Dean of Libraries, McGill University (formerly Sterling C. Evans Endowed Chair & Dean of University Libraries, Texas A&M University Libraries) ;
- Fred Heath, Vice Provost and Director of the University of Texas Libraries, (formerly Sterling C. Evans Endowed Chair & Dean of University Libraries, Texas A&M University Libraries);
- Bruce Thompson, Distinguished Professor of Educational Psychology and CEHD Distinguished Research Fellow, and Distinguished Professor of Library Science, Texas A&M University, and Adjunct Professor of Allied Health Sciences, Baylor College of Medicine (Houston), and Executive Director, Southwest Educational Research Association
- Duane Webster, Executive Director Emeritus, Association of Research Libraries (ARL).

Their efforts to help libraries become vital and thriving organizations through the development and application of innovative management tools and techniques have created an important legacy. Our understanding of libraries and the importance of the human element in library operations owes credit to these individuals.

This project has also enjoyed the support and expertise of a world-renown researcher in qualitative and quantitative methodologies: Yvonna Lincoln, Professor and Program Director of Higher Education, Educational Administration Department at Texas A&M University.

Additionally, all the examples in Bruce Thompson's book *Exploratory and Confirmatory Factor Analysis* (Washington, DC: American Psychological Association, 2004) use sample data from LibQUAL+®.

We accept full responsibility for any omissions or mistakes you may notice in this manual and invite your comments and critiques in order to improve the next edition.

What is LibQUAL+®?

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey paired with training that helps libraries assess and improve library services, change organizational culture, and market the library. The survey instrument measures library users' minimum, perceived, and desired levels of service quality across three dimensions: Affect of Service, Information Control, and Library as Place. LibQUAL+® aims to:

- Foster a culture of excellence in providing library service;
- Help libraries better understand user perceptions of library service quality;
- Collect and interpret library user feedback systematically over time;
- Provide libraries with comparable assessment information from peer institutions;
- Identify best practices in library service; and
- Enhance library staff members' analytical skills for interpreting and acting on data.

Since 2000, more than 1,200 libraries have participated in LibQUAL+®, including college and university libraries, health sciences libraries, academic law libraries, and public libraries – some through various consortia, others as independent participants. LibQUAL+® has expanded internationally, with participating institutions in Africa, Asia, Australia, and Europe. This growing community of participants and its extensive dataset are rich resources for improving library services.

How Will LibQUAL+® Benefit Your Institution?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. Benefits for your institution include:

- Institutional data and reports that enable you to assess whether your library services are meeting user expectations;
- Aggregate data and reports that allow you to compare your library's performance with that of peer institutions;
- Workshops designed specifically for LibQUAL+® participants;
- Access to an online library of LibQUAL+® research articles and other publications; and
- Membership in a community interested in developing excellence in library services.

How Will LibQUAL+® Benefit Your Users?

LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. You can develop services that better meet your users' expectations by comparing your library's data with that of peer institutions and examining the practices of those libraries that are evaluated highly by their users.

The Origin of LibQUAL+®

The LibQUAL+® survey evolved from a conceptual model based on the SERVQUAL instrument, a popular tool for assessing service quality in the private sector. Texas A&M University Libraries and other libraries used modified SERVQUAL instruments for several years; those applications revealed the need for an adapted tool that would serve the particular requirements of libraries. ARL, representing

the largest research libraries in North America, partnered with Texas A&M University Libraries to develop, test, and refine LibQUAL+®.

LibQUAL+® is a not-for-profit operation. From September 2000 through August 2003, the LibQUAL+® project was supported in part by a grant from the U.S. Department of Education's Fund for the Improvement of Postsecondary Education (FIPSE). Presently, your participation fee covers operational costs. A benefit of participating through LibQUAL+® is the opportunity to be part of a larger community interested in library service quality issues that offers benchmarking opportunities and economies of scale.

LibQUAL+® is part of a larger suite of services under development known as StatsQUAL®. StatsQUAL® is a gateway to library assessment tools designed to support the ARL Statistics and Service Quality Programs. In addition to LibQUAL+®, StatsQUAL® includes tools such as DigiQUAL®, which is designed to evaluate library Web sites; and MINES for Libraries®, which is designed to measure the impact of networked electronic services. These tools assist libraries in systematically collecting evidence that helps them thrive in an increasingly competitive information environment. Library assessment activities are increasing in importance and significance as information is becoming available more easily to larger numbers of people, bypassing the historical services offered by libraries. As a result, libraries are finding themselves needing to redesign and reinvent their operations constantly. Libraries need sound evidence-based decision making to inform the development and planning of new services that influence teaching, learning, and research functions.

The LibQUAL+® Steering Committee

LibQUAL+® is managed by a steering committee of librarians and researchers involved in the original development of LibQUAL+®, which include:

- Colleen Cook—Sterling C. Evans Endowed Chair & Dean of University Libraries, Texas A&M University Libraries
- Fred Heath—Vice Provost and Director, University of Texas Libraries
- Martha Kyrillidou—Senior Director of Statistics and Service Quality Programs, Association of Research Libraries
- Bruce Thompson—Distinguished Professor of Educational Psychology and CEHD Distinguished Research Fellow, and Distinguished Professor of Library Science, Texas A&M University, and Adjunct Professor of Family and Community Medicine, Baylor College of Medicine (Houston), and Executive Director, Southwest Educational Research Association;
- Stephen Town—Director of Library & Archives, University of York, U.K.; and
- Charles Lowry—Executive Director, Association of Research Libraries

The LibQUAL+® Team

The LibQUAL+® Team provides support and information to current, former, and potential participants, via either e-mail or telephone. Information on current Team members is available at: http://libqual.org/about/about_lq/contact_info.

LibQUAL+® Communications

The libqual@arl.org account is the preferred method

for reaching the LibQUAL+® Team. This account is monitored on a daily basis by the Library Relations Coordinator and other Team members.

If we do not respond to your inquiry within 48 hours, please feel free to contact us via telephone at 202-296-2296.

LIBQUAL-L Discussion List

A private, moderated forum for current and former participants.

Participants share information, post questions, solicit feedback, etc.

The LibQUAL+® Team posts important announcements and reminders for participants

Participants should read ALL postings

All new users are automatically subscribed to the LibQUAL-L discussion list.

List Archive:

List subscribers also have access to the list archive, which is available at <http://listserv.tamu.edu/archives/libqual-l.html>.

ARL-ASSESS Discussion List

For those who are interested in discussing and learning about issues of service quality in libraries (beyond the LibQUAL+® survey), the ARL-ASSESS discussion list is a public list.

If you would like to subscribe to this list, please send an e-mail to ARL-ASSESS@arl.org. To view the Library Assessment Discussion List Archive, please visit <https://mx2.arl.org/Lists/ARL-ASSESS/List.html>.

Contact a Team Member at

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The LibQUAL+® Survey Checklist



1. Develop a Purpose for Participating in LibQUAL+®

Institutions have participated in LibQUAL+® to gain a better understanding of users' expectations, desires, and perceptions of library services. Institutions use data to identify library services strengths and areas that require improvement. The information gained from analysis of survey results is used in strategic planning processes to make certain that library services are aligned with user expectations.

2. Determine Your Survey Population and Sample Size

Some institutions have chosen to survey all user groups at their institution, while others have surveyed only a particular user group. Once settled on a population, you must decide the sample size. A survey of your entire population will not necessarily provide more useful information than a random sample although a population survey is theoretically preferable to drawing a sample. For more information on sample size, see [Identify a Data Source for E-mail Sample\(s\)](#).

3. Obtain IRB Approval

It is important to contact your Institutional Review Board (also known as the "Committee for the Protection of Human Subjects," or the "Committee for Human Subjects Research," or the "Office of Sponsored Programs") to determine if prior approval is needed to conduct the LibQUAL+® survey at your institution. Be sure to inform your IRB that results of the survey will be shared among participating institutions and provide them with information about any incentives that you may offer to survey respondents. **IRB approval is handled entirely at the local level.** LibQUAL+® does not need to be informed about your local policy

requirements and does not require proof of your institution's IRB status.

Your IRB committee may meet infrequently throughout the year, so this step should be initiated well in advance of your projected survey launch date.

For an example of an IRB approval request, see [Appendix A: Sample IRB Forms](#). Additionally, ARL's official policy for Protecting Human Subjects is available online at <http://www.arl.org/stats/annualsurveys/surveycoord/humansubj.shtml>.

Informed Consent

Because this is a Web-based survey, respondents consent to participate by electing to fill out the survey questionnaire. It is your responsibility to provide an explanation of the survey and information pertaining to its confidentiality, if needed see [Appendix B: Sample Communications](#).

Confidentiality of Data

The LibQUAL+® approach to confidentiality is guided by the ethical standards of the American Psychological Association (see <http://www.apa.org/ethics/code/index.aspx>). The LibQUAL+® Team members are committed to the highest ethical behavior and will take every measure possible to protect the privacy of individual participants. The Team cannot and will not release information about participants without permission.

Although some information is captured from respondents, the respondent's privacy is protected in several ways. First, network addresses are captured. However, this is only very indirect information and it would be difficult to trace back to an individual. Second, sometimes e-mail addresses are captured, but only at the behest of the participant. Extreme measures are taken to separate identifiable e-mail addresses from surveys with responses. Once they are collected, there is no way to link them to an individual's responses,



ensuring confidentiality for participants in the incentive drawings.

Data Security

Survey data is stored on secure servers located at a private hosting facility. When the survey data is sent to the database, the respondents' answers are separated from their e-mail addresses before they are stored, to ensure confidentiality.

LibQUAL+® is an assessment protocol administered by the Association of Research Libraries (ARL), a 501(c)(3) not-for-profit organization as described under United States Internal Revenue Code. Only organizations subject to the jurisdiction of the Federal Trade Commission or U.S. air carriers and ticket agents subject to the jurisdiction of the Department of Transportation may participate in Safe Harbor (http://www.export.gov/safeharbor/eg_main_018238.asp). As such, LibQUAL+® is ineligible for Safe Harbor certification. However, we take data privacy and security very seriously and have in place practices that comply with Safe Harbor's principles.

If you would like more information on LibQUAL+® data privacy and security, please contact libqual@arl.org.

4. Obtain Financial Support

You need to ensure that your institution has secured funding for participating in LibQUAL+®. The registration fee and additional fees for LibQUAL+® services for the coming year can be found online at: http://libqual.org/about/about_lq/fee_schedule.

The LibQUAL+® In-Kind Grant Program

The LibQUAL+® In-Kind Grant Program awards up to five institutions with funding to participate in the LibQUAL+® survey during a given year. The selection of LibQUAL+® grantees is based on the following criteria:

1. Financial need

The ability of the institution to pay the fee for participation in LibQUAL+® will be considered. Applicants with the greatest financial need, who also meet the other criteria, will be given priority.

2. Contribution to the growth of LibQUAL+®

The LibQUAL+® Team continues to have a strong interest in expanding the reach and scope of the survey in terms of how the survey is applied in different environments. Institutions whose participation would represent a new library type, a new language translation, a new country, or would otherwise increase the diversity of the implementation of the LibQUAL+® project are particularly encouraged to apply. The Team is seeking institutions whose participation will provide the Team with the best opportunity to further its understanding of library service quality.

3. Improvements in local services and quality

The ability of the participant to both improve overall services and contribute to the quality of service provided to students and faculty at the institution will be considered.

Interested applicants must submit the following materials for consideration:

A three to five page narrative explaining their unique situation and how they meet the criteria (approximately 1,500 to 2,500 words)

- A brief paragraph describing the institution (less than 500 words)
- The name, phone number, e-mail address, and mailing address of the contact person for the application
- A short biography of the person applying on behalf of the institution

Timeline:

- Announcement for applications – January
- Deadline for applications – March 31 and December 10
- Grantees work with LibQUAL+® on new language translation or institution type – July to December
- Announcements made by January 15

Applications will be accepted via e-mail to libqual@arl.org, by fax to (202) 872-0884, or by mail to:

LibQUAL+® Grant Program
Association of Research Libraries
21 Dupont Circle, Suite 800
Washington, DC 20036
USA

Applications will be reviewed and evaluated by an advisory committee.

For more information on the LibQUAL+® In-Kind Grant Program, please visit http://libqual.org/about/about_lq/in_kind_grant or contact the LibQUAL+® Team at libqual@arl.org.

LSTA Grants and Other External Funding

Some institutions have received U.S. Library Services and Technology Act (LSTA) grants to participate in LibQUAL+®. LSTA is a state-based grant program provided through the Institute of Museum and Library Services (IMLS) annually with funds appropriated by Congress.

For more information on LSTA grants, see the IMLS Web site at <http://www.ims.gov/>.

Local Support

You may consider building the LibQUAL+® participation fee into your annual operating budget or pursuing special projects funding from your institution.

5. Attend the LibQUAL+® Training Sessions

The LibQUAL+® Training Sessions provide both prospective and current participants with information about the project's origin, as well as development and practical information on the process of implementing the survey and using results. This workshop is broken into three modules that build on each other in a complementary fashion and is held in conjunction with ALA conferences.

There is no fee for attending this workshop.

For more information on other LibQUAL+® workshops, see [Attend Other LibQUAL+® Workshops](#).

Registration Tasks

6. Consider Your Participation Category

Individual Participation

An individual participant is a single institution with single or multiple library branches. Each registration constitutes a separate unit of analysis. If a library wishes to distinguish its findings by requesting separate handling and deliverables for their branch libraries, then a separate fee and registration will be required for each distinct library that participates.

Consortium Participation

LibQUAL+® has been greatly enhanced through consortium participation. Consortium participants have included the Association of Academic Health Sciences Libraries (AAHSL); NY3Rs (academic and public libraries in New York state); the European Business School Librarians Group (EBSLG); the Oberlin Group; OhioLINK; the Society of College, National & University Libraries (SCONUL) in the United Kingdom; and several more. For a complete



list of consortium participants, see Consortium Participation on our Web site at http://libqual.org/about/about_survey/consortia.

Consortium participation is viewed as a mutually beneficial arrangement. The consortium members obtain valuable service quality information and comparisons across the membership and LibQUAL+® benefits from the large number of participants. Consortium participation encourages the continuing commitment to library service quality by consortium members.

Consortium participants receive a number of added benefits at no additional fee, including:

- Analysis of group data and production of a group results notebook, **if your consortium has five or more institutions.**
- Ability to add five new additional questions to the survey as a unified group; data from those questions will be included in the group notebook. Additionally, these questions will be pre-set in the customization section of the LibQUAL+® system for each consortium participant.
- Opportunity for a locally hosted, customized results meeting. This service depends on the availability of the LibQUAL+® Team.

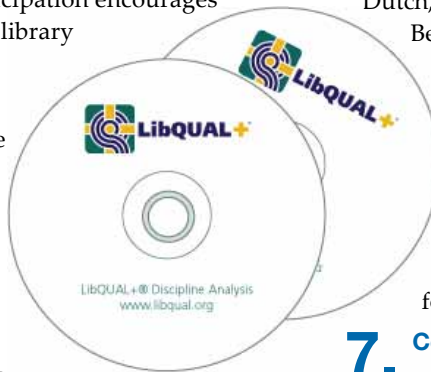
Due to the amount of specialized preparation required, interested consortia should contact the LibQUAL+® Team well in advance of registration in order to discuss participation in an upcoming session.

For more information on consortium participation, please contact the LibQUAL+® Team at libqual@arl.org.

International Participation

The LibQUAL+® survey has been implemented at libraries in Australia, Canada, Denmark, Egypt, England, Finland, France, Ireland, Scotland, the Netherlands, South Africa, Sweden, Switzerland, and the United Arab Emirates. The survey has been offered in multiple languages including Afrikaans, British English, Chinese (Traditional), Danish, Dutch, Finnish, French (Canada, France, Belgium), German, Greek, Hebrew, Japanese, Norwegian, Spanish, Swedish, and Welsh.

If you are interested in translating the LibQUAL+® survey into a new language, see [Appendix D: Protocol for Translating the LibQUAL+® Survey Instrument](#) for more information.



7. Consider Custom Analysis

Branch Analysis

The Library Branch Analysis service we offer provides a breakdown of branches that were input for the item “The library you use most often”. Each branch will have a separate results notebook and the structure is similar to the individual results notebook.

Discipline Analysis

The Customized Discipline Analysis service provides a breakdown of disciplines you will create when you [Configure Your Survey](#). The notebook will be structured similarly to the results notebook.

8. Create a user account

If your institution is new to StatsQUAL®, we will need to create an account for you. Please contact the LibQUAL+® Team at libqual@arl.org to initiate the process.

If your institution has participated in LibQUAL+® previously or is a member of the Association of Research Libraries, but you yourself do not have an account, please contact a colleague with a current account. This person will be able to “invite a new user” on the Manage Users page in the Survey Management Center. An email will be sent to you to initiate the process of creating a new account. If your past coordinators are no longer with your institution, simply contact us at libqual@arl.org and we will set you up.

9. Registration Process

Registration for LibQUAL+® is available on our Web site at <http://libqual.org/>. Registration will run until mid-November (note that the annual survey cycle typically closes around December 10). We also request that institutions not survey their users during the month of June, so that the LibQUAL+® technical team may run routine maintenance.

You **must** register for your survey on the LibQUAL+® Web site.

The following steps are involved in the LibQUAL+® registration process. You may go back and forward through the registration process at any point by clicking “Previous” or “Next.” Please complete each step to register for your survey.

Step 1: Select a Survey

Select the year in which you wish to participate.

Step 2: Select Additional Reports

Select the custom analysis reports you would like to order. Simply click “Next” if you do not want to order any at the time of registration. If you would like to place an order at a later time, please write to libqual@arl.org.

Step 3: Select an Institution and Primary Contact

Select the institution for which the survey will be

conducted and which of the current, active users will serve as the survey’s primary contact.

Step 4: Select a Consortium

If your institution belongs to a consortium in LibQUAL+®, please select the consortium from the list provided. Otherwise, select “N/A”.

Step 5: Select an Institution Type

Select your library’s institution type. If your institution has participated in the past, the previous type will be pre-selected by default.

Step 6: Select Languages

A list of languages available for your institution type will be displayed. Each will have a link for you to preview the translated survey. Select the language(s) in which you would like to offer the survey.

IMPORTANT: Not all languages are compatible with one another. Send an email to libqual@arl.org if you have questions. If your institution has participated in the past, the previous languages will be pre-selected by default.

Step 7: Contact Information

Verify and update the contact information we have in the system for your account.

Step 8: Payment

Select how you wish to pay the registration fee. You may pay at the time of registration by credit card (Visa, MasterCard, or American Express) or request an invoice be delivered via e-mail as an attachment.

The registration fee will be automatically adjusted based on past participation. For more information on our fee structure for periodic participation, please see our [fee schedule](#).

Payment is due within 30 days of registration.

Registering your institution for LibQUAL+®



indicates a financial commitment on your part. Upon registration, you have authorized LibQUAL+® to charge your institution the participation fee. Refunds will not be issued and participation fees **cannot** be rolled over to future survey years.

Bulk payment may also be arranged for consortia. Please contact the LibQUAL+® Team at libqual@arl.org in advance of registration to arrange a bulk payment for your group members if you so desire.

Step 9: Review Your Registration

This is your opportunity to review the information you provided. If it is correct, click “Finish.” If you wish to edit the information, click “Previous.”

Please click “Finish” only once. The registration process may take a few minutes. If you click “Finish” more than once, you may be charged multiple times.

Pre-Survey Tasks

10. Familiarize Yourself with the LibQUAL+® Survey Management Center

The Survey Management Center is a secure section of the LibQUAL+® Web site and is restricted to users who have a valid account and whose institution is registered to run a survey in the current year. The Management Center enables participants to manage their survey effectively, track their progress during the survey run, and obtain survey results for their institution and other institutions participating in the given year. A brief description of the major sections of the Management Center follows.

You must log into the site using your username (e-mail address) and password via the LibQUAL+® home page to access the Survey Management Center.

Register for Surveys

Register for upcoming LibQUAL+® survey runs here.

Manage Surveys

This section allows you to manage the survey process. You can set up, preview, monitor, and close your survey. Additionally, you can download print versions of your survey, collect the e-mail addresses for your incentive winners, and complete the Representativeness, Post Hoc, and Evaluation questionnaires. The system will lead you through the stages of administering a survey in sequential order.

For additional information on the “Manage Your Survey” section, see conduct your survey.

Manage Users

This area enables you to control access to the Survey Management Center by members of your institution’s staff.

- Edit a user account
- Add a new user account
- Activate or deactivate a user’s account

A deactivated user cannot login to the LibQUAL+® system. Active settings can only be made by current active users.

Manage Permissions

Here you may manage the permissions your institution’s users have for your current survey run. Permissions are only relevant during the year in which your institution is registered to run a survey.

Each contact listed is designated as a Liaison, an Assistant, or an Analyst. Upon the creation of a new account, the new user is an Analyst by default. Analysts have access only to Analytics and the Data Repository. In addition to that access, Assistants may also view the progress of the current survey administration. Above that, only Liaisons have full permission to customize, launch, monitor, and close a survey.

You may re-assign the role of survey primary contact for your institution in Manage Permissions.

This primary contact should have intimate knowledge of the survey process and be available throughout the process. If the LibQUAL+® Team has any questions about your survey implementation, they will contact the primary contact during the session.

Resources

The Resources page is a continually expanding area to store LibQUAL+® member resources, such as norms tables and free downloads to assist in creation of promotional materials. Please visit [Resources](#) to see what is available.

Data Repository

The Data Repository enables you to view your institution's survey results notebook, data collection summary, Representativeness data, Excel data file, data keys, SPSS syntax files, and survey comments. There are also instructions for creating your own SPSS data files.

All past years of LibQUAL+® survey runs by your institution, as well as those of other participants, are stored in the Data Repository. You only have access to the notebooks and summary data, not to raw data or comments, of other institutions during the years of your institution's participation.. Access to every year is available through a subscription service (contact libqual@arl.org for more information on setting up a LibQUAL+® subscription).

For additional information, see [Download Your Survey Results](#).

Directory

This section permits you to search the LibQUAL+® community by individual, institution, or survey year. The [Directory](#) has a variety of search criteria to help you identify institutions that are similar to yours and useful contact information if you want to get in touch with those institutions.

Directory

Institution Search Criteria: [Show Advanced Criteria](#)

Select Name:

Or Enter Portion of Name:

Contact Search Criteria: [Show Advanced Criteria](#)

Name:

Survey Search Criteria: [Show Advanced Criteria](#)

Survey:



11. Understand the Structure of the Survey and LibQUAL+® Lite

The LibQUAL+® survey has evolved into a protocol consisting of “22 items and a box.” Beginning in 2010, it is now available as LibQUAL+® Lite, a shortened version of the protocol that randomly presents 8 of the 22 core items ([Appendix C: Sample Survey](#)). As this is a customizing feature of LibQUAL+®, you will set your Lite-view percentage when you [Configure Your Survey](#). A description of each section of the survey follows.

Core Items: “22 items...”

The 22 core survey items measure user perceptions of service quality in three dimensions: Affect of Service, Information Control, and Library as Place. To ensure the validity of the responses, each dimension is assessed through a variety of questions. Users may notice some redundancy in the questions. This is necessary to ensure a sound and valid survey instrument.

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	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
2) Making electronic resources accessible from my home or office	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
3) Library space that inspires study and learning	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
4) Giving users individual attention	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
5) A library/Web site enabling me to locate information on my own	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
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
6) Employees who are consistently courteous	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
7) The printed library materials I need for my work	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
8) Quiet space for individual activities	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
9) Readiness to respond to users' questions	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
10) The electronic information resources I need	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
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
11) Employees who have the knowledge to answer user questions	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
12) A comfortable and inviting location	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
13) Employees who deal with users in a caring fashion	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
14) Modern equipment that lets me easily access needed information	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
15) Employees who understand the needs of their users	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
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
16) Easy-to-use access tools that allow me to find things on my own	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
17) A gateway for study, learning, or research	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
18) Willingness to help users	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
19) Making information easily accessible for independent use	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
20) Print and/or electronic journal collections I require for my work	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
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
21) Community space for group learning and group study	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □
22) Dependability in handling users' service problems	○○○○○○○○○	○○○○○○○○○	○○○○○○○○○ □

Additional Items

The survey contains additional items that address information literacy/outcomes (5 questions) and general satisfaction (3 questions). The survey also includes three questions on use of libraries and search gateways.

Please indicate the degree to which you agree with the following statements:	
23) The library helps me stay abreast of developments in my field(s) of interest.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
24) The library aids my advancement in my academic discipline.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
25) The library enables me to be more efficient in my academic pursuits.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
26) The library helps me distinguish between trustworthy and untrustworthy information.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
27) The library provides me with the information skills I need in my work or study.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
28) In general, I am satisfied with the way in which I am treated at the library.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
29) In general, I am satisfied with library support for my learning, research, and/or teaching needs.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
30) How would you rate the overall quality of the service provided by the library?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Extremely Poor Extremely Good

Please indicate your library usage patterns:	
31) How often do you use resources on library premises?	<input type="text"/>
32) How often do you access library resources through a library Web page?	<input type="text"/>
33) How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?	<input type="text"/>



Comments: “...and a box.”

At the end of the survey form, there is a box for open-ended comments for survey-takers. These comments provide a wealth of information for qualitative analysis. You can access your comments while your survey is running. These comments are an integral part of LibQUAL+®; historically, nearly 40 percent of respondents provide comments.

39) Please enter any comments about library services in the box below.

E-mail Address for Incentive Prize

If you are offering a local incentive prize, the survey will include a field in which respondents can enter their e-mail addresses in order to enter the prize drawing.

45) Enter your e-mail address in the box below if you would like to enter an optional drawing for a prize.
Your e-mail address will be kept confidential and will not be linked to your survey responses. (Not required)

Local Questions

You may choose to add five local questions to your survey from a list of more than 120 optional questions provided by the LibQUAL+® system. If you choose this option, those five items will be integrated into the 22 core items on your survey form for a total of 27 items in the core. The Lite protocol randomly selects one out of five for each survey instance, for a total of 9 items in the core.

To view a current list of local questions, contact the LibQUAL+® Team at libqual@arl.org. For more information on local questions, see [Configure Your Survey](#).

Demographic Items

Your survey form will also include demographic items such as the library used most often, age, sex, discipline, and position. Demographic items will appear in drop-down menu form on your survey.

Demographic items differ according to your institution type.

Position

The “Position” item asks your users to identify their status at your institution (e.g., undergraduate for college or university types or part-time student for community colleges). This item plays a critical role in shaping the layout of your LibQUAL+® results notebook. Since this is the basis for the notebook, *the “Position” items cannot be customized*. If you are a new institution type, you should keep this fact in mind when developing your demographic questions, since the “Position” item or a similar item is used to break out your results. For a complete sample survey, see [Appendix C: Sample Survey](#).



12. LibQUAL+® Lite

LibQUAL+® 2010 featured the release of the new LibQUAL+® Lite survey protocol. This shorter form uses item sampling methods to gather data on all 22 LibQUAL+® core items, while each individual participant responds to only a subset of items. Consequently, survey response times are roughly cut in half, while the participating institution still receives data on every survey question.

During the configuration process, you will have the chance to select what percentage of your sample will receive the Lite survey form, anywhere from zero to one hundred percent. For more information on setting your “Lite percentage”, see [Configure Your Survey](#).

On LibQUAL+® Lite, each participant completes only eight of the twenty-two core survey items. Every participant completes the same single Service Affect, single Information Control, and single Library as Place items, plus two of the remaining eight (i.e., nine minus the one core item completed by everyone) randomly-selected Service Affect items, two of the remaining seven (i.e., 8 minus the one core item completed by everyone) randomly-selected Information Control items, and one of the remaining four (i.e., five minus the one core item completed by everyone) randomly-selected Library as Place items.

The Local, Outcomes and Satisfaction sections are also reduced in a similar fashion. Respondents are asked to submit the same demographic data and they will have the option of providing comments. For more details on the LibQUAL+® Lite survey construction, please contact libqual@arl.org or check related references.¹

¹ Martha Kyriillidou. “Item sampling in service quality assessment surveys to improve response rates and reduce respondent burden: The LibQUAL+® Lite randomized control trial (RCT).” Doctoral dissertation, University of Illinois, Graduate School of Library and Information Science (December 2009). <https://www.ideals.illinois.edu/bitstream/handle/2142/14570/Kyriillidou_Martha.pdf?sequence=3>



13. Understand the Technical Issues

Technical Assistance

You are responsible for providing your own local technical assistance for the survey for issues that can be resolved locally. The behind-the-scenes programming has been written for maximum efficiency, stability, and compatibility, and the survey does not rely on erratically supported features such as JavaScript or cookies.

On rare occasions, respondents have encountered problems with the Web survey. The causes of these problems varied (i.e., proxy server connections, firewalls, browser caching) and most can be resolved locally through contact with your local network administrator. Others can be attributed to the idiosyncratic nature of the Web itself, and do not reoccur.

A few of these problems may require intervention from the LibQUAL+® Team. In those cases where these problems cannot be resolved locally, we welcome your direct contact at libqual@arl.org.

Survey Response Time

A typical response time for the completion of the 22 core question, 3-scale version of the survey is about nine minutes.

A typical response time for the completion of the Lite survey form is about five minutes.

Web-based Survey Response Rates

Research indicates that Web-based surveys typically have low response rates (around 15-20 percent). The improved technical interface of the LibQUAL+® survey and refined survey instrument are yielding strong results. Evidence also indicates that institution e-mail lists are becoming more accurate

and respondents are more likely to have seen or taken Web surveys.

The LibQUAL+® Team works with libraries that have reported particularly high response rates in order to gather information on best practices that can be shared with all participants. Libraries that achieve response rates above 30 percent are considered libraries with high response rates for a Web-based survey.

American Disabilities Act Compatibility

In order for the LibQUAL+® survey to comply with the Americans with Disabilities Act, participants should be prepared to make special arrangements for any respondents with disabilities. The survey form is JAWS compatible, though the LibQUAL+® Team is researching ADA compliance for improvements to the survey's interaction with the reader software and is in development of an optimized form for mobile devices.

Data Archiving

LibQUAL+® is the official data archive. LibQUAL+® participants have access to their results (including notebooks, Excel files, and user comments) via the LibQUAL+® Web site.

14. Identify a Data Source for E-mail Sample(s)

Where to Locate a Data Source

You need to identify a source of valid e-mail addresses for your population. You may survey the entire population or draw a random sample. A good source of valid e-mail addresses may be your campus or institutional computing office, administrative records, or library patron database.

Random Sampling

A survey of your entire population will not necessarily provide more useful information than a random sample, although a population survey is theoretically preferable to drawing a sample. The primary contact should work on determining the sample sizes based on the population segments you want to generalize. This person needs to confirm the e-mail addresses are drawn from the appropriate database and double-check the random sample to be sure that it is drawn from the population of interest. It is helpful to over sample in case some e-mail addresses are invalid. For example, instead of sampling 900 undergraduate e-mail addresses, start with 1,200 and use the extra 300 e-mail addresses to fill in as needed, as “undeliverable mail” comes back.

Each library is responsible for selecting their sample and sending e-mail messages to their sample population. In general, because “total market surveys” such as SERVQUAL and LibQUAL+® sample both users and nonusers, sampling from a database other than the library patron database is recommended. In this case, the primary contact should work with someone in the academic computing, human resources, or information systems departments for help in obtaining institution-wide random samples of your population types.

The integrity of the e-mail database will determine the quality of the sample.

You should contact your IT team early in the survey process to determine if the separation of sample groups is possible and to find out how much time is needed for them to create those groups. For colleges and universities, for example, drawing random samples separate for faculty, graduate students, and undergraduates is recommended.

When creating the list of e-mail addresses,

carefully consider your local circumstances and develop a process that works for you in your local environment. For example, if you plan to survey faculty every year, you might want to draw two different, non-overlapping samples the first year and use those two samples in each respective year of the survey administration.

Sample Size

We recommend that you draw at least 1,200 random e-mail addresses for each population segment of interest. Historically, we recommended 900 undergraduates, 600 graduate students, and 600 faculty members for college and university libraries as a minimum. You do not have to restrict your sample to these minimum requirements. Larger samples give you better estimates for subgroup analysis. If you want to generalize to other population segments, e.g. by disciplines, to get a better understanding of the dynamics of the different user groups within your institution, you should draw larger random samples and even target the population segments within the different disciplines. For other types of libraries, 1,200 randomly selected respondents should be adequate to provide useful estimates for the population segment that is of interest.

We do offer an analysis of your population distribution against the respondent distribution. The LibQUAL+® notebooks for college and university libraries report summary data and show representativeness graphs for faculty, graduate students, and undergraduates.

If your population size is less than 1,200, you do not need to draw a random sample. You can survey your whole population. The computer infrastructure is robust and can accept large numbers of users. A drawback of surveying large numbers from your population year after year is survey fatigue. So, consider marketing the survey



carefully and aggressively to the random sample or the population you are surveying.

When selecting a sample population from more specific groups at your institution, please keep notes about your sampling method. You will be asked to describe your sampling method in the Post Hoc Questionnaire. For more information, see Post-Survey and Results.

Conduct Your Survey

There are four distinct stages in conducting your survey: Pre-launch, Monitor Survey Progress, Close

My Survey, Post-Survey and Results. You cannot advance to the next stage in the process until you have completed the tasks within and upon moving to the next stage, you are not able to return to prior stages.

15. Pre-launch

Configure Your Survey

The workplace for the first part of Stage 1) Pre-launch is the window located underneath “A. Configure Your Survey” that contains five tabs: Preferences, Customization, Optional Questions, Branch Library Options, and Discipline Options. Click “Save” whenever you make an update you want to keep.

Customization

SURVEY TITLE

Choose a label to display at the top of your survey. This label should be no more than 60 characters long.

UPLOAD YOUR INSTITUTION’S LOGO

Your institution’s logo will appear at the top of your survey form to help brand your survey. To ensure image quality, the following criteria are recommended:

- The image should be similar in color and design to the images available on your institution’s library Web page and must be in GIF, JPG, or PNG format.
- The image size must be 600 x 200 pixels.
- The file size must be less than 200 kB.

SUPPORT E-MAIL ADDRESS

This e-mail address will appear on your survey form as the first point of contact for respondents who have questions or concerns about your survey. We recommend that you set up a special e-mail account to address these questions and concerns. Choose an email address that is personal and recognizable to users, if possible.

LITE-VIEW PERCENTAGE

Please enter the percentage of patrons who should receive the shortened “Lite”

survey form randomly. This can be any number between 0 and 100. Zero would indicate that you would only serve the long survey. One hundred would indicate that you would only serve the Lite survey.

INCENTIVES

You must indicate whether your institution will offer incentives to respondents. Some institutions are prohibited from participating in this type of drawing; please be sure to check with your Institutional Review Board (for more information, [see Obtain IRB Approval](#)) before responding to this question if you are going through an IRB process.

SURVEY START and END DATES

Indicate the dates you intend to open and close the survey at your institution. Note that these dates are for our information only and are not binding. You must manually open and close your survey. The LibQUAL+® Team recommends that you keep your survey open for at least three weeks.

REPORTING LANGUAGE

Choose the language to be used in your notebook and other reports. This is the language for the question used in the survey (please note that the general descriptive information in the notebook is provided in English).

Optional Questions

OPTIONAL QUESTIONS

Use this tab to add extra questions to your survey, selected from a provided list. This list contains only the optional questions available in ALL the languages in which you are offering your survey. Above the table, there is a link to a more readable list of the available questions. You can choose to add either five questions or none. No other number of questions is allowed. If you do not want optional questions, leave the form blank. These five optional questions will be interspersed within the core questions on the survey.

Branch Library Options

BRANCH LIBRARY OPTIONS

In this tab, you can specify the options from which users will choose their response to the question, "The library that you use most often:". If you do not want to include this question on your survey (e.g., if your institution has only one library), leave the form empty.

If you enter options, the question will be included in the demographics section of the survey. Responses to this question will be returned to you as part of your survey data file and will be reported on a minimal basis in your results notebook. You can order a special branch libraries notebook for a fee if you would like ARL to produce such a notebook for you.



Discipline Options

The libraries added will appear in the order they are listed on this tab in the survey form. To see how the question will appear on the survey in each of your languages, click the links below the form.

DISCIPLINE OPTIONS

This tab enables you to select the discipline terms that you want to use in the demographics section of your LibQUAL+® survey. The standard discipline terms for each of your survey languages appear below by default. You may choose to use some or all of the LibQUAL+® standard discipline terms, or you may choose to create your own discipline categories. If you choose to add your own categories, each **MUST** be mapped to a LibQUAL+® standard discipline for data analysis purposes. (Please make sure your new term(s) relate to the standard disciplines; e.g., do not enter “Accounting” and map it to “Architecture”). Be careful to enter new terms exactly as you want them to appear on your survey. Make a note to check your discipline options for any spelling, grammatical, or formatting errors here. You can order a special discipline notebook for a fee if you would like ARL to produce such a notebook for you.

To see how the question will appear on the survey in each of your languages, click the link(s) below the form.

The standard disciplines used on the American English version of the survey are adapted from those used by the National Center for Education Statistics (NCES) for U.S. institutions of higher education, based on the Classification of Instructional Programs (CIP).

Please remember the following:

- Choices will appear in alphabetical order in a drop-down menu for respondents to select the best option that describes them.
- Providing too many options may make the drop-down menu unwieldy, and may make it harder for users to select the option that best fits them.
- You will be asked to indicate the number of users from each discipline category for the Representativeness Questionnaire (for more information, see [Monitor Survey Progress](#)); if you list a large number of disciplines you will have to provide more data on this questionnaire which may not be obtainable from your institution.
- We recommend 16 or fewer categories, if possible.
- Include an “Other” or “N/A” option for those users who may not be able to make a viable selection from the other options (i.e., Administrative Staff).

Preview Your Survey

At any point during configuration, you may preview the LibQUAL+® survey as it will appear to users at your institution. This feature allows you to ensure that your survey is correct before it goes live at your institution. You must view and complete a preview of your survey in every language in which it is being offered before you will be permitted to launch your survey. Use the checklist to ensure all previews have been completed. If you save any changes to configurations after completing a preview, the preview will once again become “incomplete”.

Regardless of your Lite-view percentage, the system requires that you complete a preview of the long version of your survey. This is required so you will have an opportunity to review every possible question any given user may see.

You are strongly encouraged to test your survey in a variety of settings, including accessing it from locations both on and off your local site, and using different platforms and Web browsers. Encourage library staff to test the survey so that they are aware of the survey if users approach them with questions. You can direct staff to the preview by copying the survey URL (right-click the link). Please make sure that library staff realize this is a preview only and should not be distributed. Staff should also know who is responsible for coordinating the survey process at your institution.

The preview survey is for testing purposes only. Data collected via the preview survey is not saved and is not reported to you.

If you encounter problems with your preview survey that your local technical support cannot resolve, report them to the LibQUAL+® Team at libqual@arl.org.

Launch Your Survey

Click in this section to “launch” your survey to receive your URL(s) for distribution. There will be a separate URL for each language. The button will not be activated until all previews are completed.

Once your survey is launched, no further changes or customizations can be made.

16. Communicate With Your Users

Draw a Final E-mail Sample(s)

You will need to work with the appropriate people at your institution to draw a final list of e-mail addresses for your sample(s).

Announce Your Survey to Your E-mail Sample(s)

Your survey announcement should introduce your users to the upcoming survey. For a sample survey notification, see [Appendix B: Sample Communications](#).

Examples of effective publicity include:

- Writing ads for your school or local newspaper or office newsletter
- Distributing printed fliers around organization
- Setting table tents on dining hall tables
- Creating ads for campus television stations
- Writing jingles to air on campus radio stations

Adjust Your E-mail Sample(s)

Based on your feedback from the survey announcement, adjust your e-mail sample groups as needed (i.e., replace invalid e-mail addresses with valid ones).

Send an Invitation to Your E-mail Sample(s)

Your survey invitation should address the purpose of the study, the issue of confidentiality, how the results will be used, and any incentives offered for participants. Most importantly, it must include the URL to the survey. For a sample survey invitation,



see [Appendix B: Sample Communications](#).

Experience has proven that Monday morning is the best time to send out survey communications and Friday afternoon is the least effective.

Some libraries have created Web pages to address common questions and problems that users may encounter while taking the survey, which may help reduce the number of complaints received from users. For examples of survey Web sites created by past participants, see http://libqual.org/about/about_survey/related_sites.

The LibQUAL+® FAQ is available on our Web site at

http://libqual.org/about/about_survey/faq_survey. You are free to copy-and-paste information from that page to create your own.

17. Monitor Survey Progress

In Stage 2) Monitor Survey Progress, use the tabs to obtain your URL(s) for distribution and to monitor the progress of your survey. There is also a tab where you can view and complete your Representativeness Questionnaire. Be sure to visit the Questionnaire early in the survey run to allow enough time to gather the necessary information, as it should be completed before closing your survey.

URLs	This tab contains a unique survey URL for each of the languages in which you are offering your LibQUAL+® survey. Distribute these URLs to your respondents. DO NOT access this URL yourself unless you intend to submit a survey yourself. Each click of this link will be recorded in the raw data.
Test URLs	These URLs allow you to access the survey in order to safely test its functionality and appearance without affecting your survey results and statistics. Please do not confuse your live survey URL with your preview survey URL; one simple way to tell them apart is that the preview survey URL includes the word “preview.”
PRINT	The links here are to print-friendly surveys for distributing hard copies. <i>The next four tabs contain continuously updating tables that will help you monitor the progress of your survey. To update with the latest data while you have a tab open, select the button labeled “Refresh Data” below each table.</i>
SUMMARY	Contains data on user views and scores, broken down by long and Lite survey versions
BY DATE	Contains counts of valid surveys by date
BY HOUR	Contains counts of valid surveys by hour of the day
BY USER GROUP	Contains counts of valid surveys separated in the demographic sections of branch libraries, sex, age, discipline, and position, and broken down by the variables in each of these categories
COMMENTS	To page through your comments, click the appropriate icon. If you wish to download the comments in a spreadsheet format with associated demographic

REPRESENTATIVENESS

data, select the 'CSV' option from the drop-down box labeled 'Select a format,' then click the adjacent 'Export' link.

Click the link in this tab to view and complete your Representativeness Questionnaire. You are asked to complete this form in Stage 2, as your configurations in Stage 1 help determine the fields within the Questionnaire. The data that you provide will be used to determine the representativeness of your survey sample once the survey is completed. That analysis will only be as accurate as the information that you provide, so please be thorough when filling out the Representativeness Questionnaire. If you need definitions for the Library Statistics, please contact libqual@arl.org.

Make Print Surveys Available to Users

Print surveys should be used only when a patron is unable or unwilling to complete the survey online. All paper surveys collected by you must be manually entered into the online survey form by the survey liaison or another local person. LibQUAL+® does not collect paper surveys. Print survey data can only be entered during the time that your survey is open. Once your survey has closed, print survey data can no longer be entered.

We recommend that all print surveys be coded (numbered consecutively), in order for you to track the number of print surveys that are distributed and returned. A good source of information about print survey protocol is *The Survey Kit*, edited by Arlene Fink.² The procedure for print surveys also preserves the confidentiality of the respondent. The paper copy bears no name or information that

would identify the respondent once the results are processed. You have an obligation not to release any information about the participants without the respondent's permission. Even if an e-mail address were provided on the printed form, it would be nearly impossible to match that electronic address with the individual's survey responses once they have been entered into the Web form.

To assure the respondents of confidentiality, set up a drop box in the library to collect completed print survey forms for those who prefer not to return the survey by mail. Having these two options for returning surveys will help the response/return rate. If your library offers the option to mail in the survey, the completed survey should be returned to the library and respondents should include in the address, "Attention: LibQUAL+® Survey." Doing so will ensure that when the form is mailed back to the library it will be routed to the correct person.

² Arlene Fink, *The Survey Kit*, 2nd Edition (California: Sage Publications, Inc., 2003).



18. Send Survey Reminders

Research indicates that the number of contacts is the single highest predictor of the response rate for a Web-based survey.³ Therefore, plan to send at least three to five notices to your sample population, and remember to thank them in your follow-up reminders in case they have already completed the survey.

No. of Messages	Message
1	Announcement of upcoming survey
1	Invitation with Survey URL embedded
3-5	Follow-up reminders

19. Close My Survey

Stage 3 gives you an opportunity to review and complete the Representativeness Questionnaire. You will also manually close your survey here.

To end your survey run for the year, click the “Close My Survey” button.

WARNING: You cannot reverse this step! Once the survey has been closed your incentive winner list is produced and no further survey responses can be submitted.

20. Post-Survey and Results

The final stage of conducting your survey in the LibQUAL+® system acts like a portal to your post-survey tasks and the results of your survey. The Representativeness Questionnaire is there for you to see your data entry. If you have not yet completed the Representativeness Questionnaire, you will

be asked to acknowledge its final progress and make final updates. The Post Hoc and Evaluation Questionnaires are available in Stage 4 for your completion. The Post Hoc Questionnaire provides the LibQUAL+® Team with information about the survey at your institution (e.g., sample size, number of e-mails sent, number of invalid e-mail addresses, incentives offered, and marketing techniques). Post Hoc data are useful to us for understanding your survey process. The Evaluation Questionnaire provides you the opportunity to provide feedback to the LibQUAL+® Team and evaluate your institution’s experience with the survey process. All survey liaisons and assistants are encouraged to complete the Evaluation Questionnaire. Your feedback is invaluable to us.

As for results, you can view and download comments from respondents, incentive winners, raw data in CSV format, the keys for variable names and option IDs, and the SPSS syntax file. If your institution is offering local incentives, a randomly selected list of 50 respondent e-mail addresses will be available in this section once you have closed your survey. If you need more than 50 e-mail addresses, please send a request to libqual@arl.org.

A link to a print version of your survey will also be available for archival purposes.

Post-Survey Tasks

21. View Online Tutorial: “Learning to Read LibQUAL+® Radar Chart and Graphs”

The LibQUAL+® Team has produced an online tutorial in Flash format to provide you with an overview of the LibQUAL+® survey instrument and the three dimensions it measures. The tutorial helps you understand and interpret your survey results

³ Colleen Cook, Fred Heath, and R.L. Thompson, “A meta-analysis of response rate in Web- or Internet-based surveys,” *Educational and Psychological Measurement* 60, (2000): 821-836.

by explaining gap scores, radar charts, and bar graphs. It is available online at http://libqual.org/about/about_survey/tools.

This presentation requires the Flash plug-in, which can be downloaded from Adobe.

22. Download Your Survey Results

You will forever have access to your survey results through the Data Repository, which houses user comments, survey results notebooks, Excel data files, and other tools.

Survey Results

In addition to your own data, you have access to institutional notebooks for all past participants on a subscription basis. You are encouraged to share what you have learned and how you are using your survey data via the libqual-l@arl.org discussion list, as well as local Web sites.

The survey results should not be seen as a measure of comparison of one library's performance versus another's, but rather as a means to compare perceptions of service delivery against expectations. LibQUAL+® is establishing a dialogue among libraries, out of which a set of best practices for library service is emerging.

Notebooks

Results notebooks are produced in Adobe PDF format. The user groups specific to your type of institution divide the various notebook sections.

Consortium members will receive individual results notebooks for their institution and an aggregate results notebook for the group. Each year, we produce a consortium notebook that includes all participating ARL members.

Professionally printed copies of the results notebooks are available for purchase from LibQUAL+® for an additional fee. For more information on LibQUAL+® Services and Fees, see http://libqual.org/about/about_lq/fee_schedule.

Raw Data Files

You will also receive access to your complete raw survey data in Excel format. All records—partial, invalid, and completed—are included in this file, which may be downloaded from the Data Repository.

Results notebooks and Excel data files are batch processed by LIBQUAL+® and are made available to participants on a rolling basis as institutions close their surveys. Typically, Excel files are available by the day after the close of your survey and notebooks within one week. Group results notebooks take longer to produce since all members of the group must close their surveys before the analysis and production of results can take place.

SPSS Data Files

The SPSS data file production process is now available through the data repository. You will have to download your Excel file and apply an SPSS syntax file that will be available to you through the data repository to produce the .sav file. This way you can have the SPSS data file as soon as you close your survey. Please note that if you apply the syntax 'active eq 1', then the SPSS data file contains only those cases that are valid and are included in your notebook.

Comments

You have real-time access to the comments provided by respondents in the comments box on your LibQUAL+® survey during Stage 2) Monitor Survey Progress. Basic demographic information such as user group, age, sex, and library branch (if available) is provided with each comment. Comments are also tagged with a unique identification number that enables you to link each comment to the individual's survey response.

Comments are not visible to other institutions participating in LibQUAL+®; only your institution has access to your comments.



23. Understand Norms

In widely applicable standardized instruments, norms are typically calculated only once every five to ten years. Norms can be useful in library service quality benchmarking.⁴ Normative data for LibQUAL+® are no longer calculated for each session or year because the LibQUAL+® norms are remarkably stable over languages and years. In other words, you can use existing norms to compare and benchmark your results with that of other institutions.⁵

Norms for several past years are available on the [Resources](#) page of the Management Center.

Consortia notebooks with normative data, such as mean (averages), are also available through the Data Repository. For more historical data, download the LibQUAL+® Highlights from all past years in the [Publications](#) section.

24. Produce Your Radar Charts

The LibQUAL+® Team has developed an Excel file template where you can insert your own data values to produce customized radar charts. The template is available online on the [Resources](#) page.

A guide is also available on the [Resources](#) page that describes how to use Excel to create your own graphs, “[Charting LibQUAL+® Data](#)” by Jeff Stark, Training and Development Services, Texas A&M University Libraries, Texas A&M University (March 2004).

25. Produce High Quality Image Files from the Results Notebook

The following steps can be used to produce high quality images (i.e., radar charts) from results

notebook for presentation purposes:

Step 1: Using the image select tool in Adobe Acrobat, select the area you would like to export.

Step 2: Increase the magnification to 300 or 400 percent for the entire document.

Step 3: Press the CTRL + ‘C’ keys (keyboard shortcut for the “copy” command).

Step 4: Paste the image into the desired application (i.e., Word) by pressing CTRL + ‘V’ keys (keyboard shortcut for the “paste” command).

Step 5: Resize the image to the desired magnification.

26. Attend Other LibQUAL+® Workshops

Below is a listing of the commonly offered LibQUAL+® workshops. Additional workshops may be created and offered throughout the year. For more information on these and other workshops, go to the events page on the LibQUAL+® Web site at <http://libqual.org/events>.

LibQUAL+® Results Meeting

In this half-day workshop, LibQUAL+® Team members walk participants through survey results from the most recent survey cycle. Attendees have the opportunity to ask questions about the results, provide feedback on their survey experience, learn from other participants, and discuss how to put LibQUAL+® results into action. Results meetings are generally held in association with ALA conferences. In recent years, separate results meetings have been held for international participants and consortia that are large enough to warrant a separate session.

4 Colleen Cook, Fred Heath, and Bruce Thompson, “Score Norms for Improving Library Service Quality: A LibQUAL+™ Study,” *portal: Libraries and the Academy* 2, no. 2 (2002): 13-26. This article is also available at <http://libqual.org/documents/admin/ScoreNorms.pdf>.

5 Bruce Thompson, Colleen Cook, and Martha Kyriolidou, “Stability of Library Service Quality Benchmarking Norms across Time and Cohorts: a LibQUAL+™ Study” (Paper presented at the Asia-Pacific Conference of Library and Information Education and Practice (A-LIEP), Singapore, April 4-7, 2006). This paper is available at <http://www.coe.tamu.edu/~bthompson/libq2005>.

New Ways of Listening to Library Users

This workshop provides participants with the opportunity to interact in person with A. Parasuraman, one of the developers of SERVQUAL, and other individuals involved in the development of LibQUAL+®. Participants discuss user-focused approaches to measuring library service quality, including SERVQUAL, TRI, e-QUAL, and LibQUAL+®. The workshop is generally held at the ARL offices in Washington, D.C.

Analyzing and Interpreting Your LibQUAL+® Data with SPSS and ATLAS.ti

This half-day, full-day, or two-day workshop is designed for LibQUAL+® participants who want to learn how to analyze their data with SPSS and ATLAS.ti. It includes a basic introduction to data analysis with a focus on LibQUAL+® SPSS data files. Half-day variations of this workshop are also offered in conjunction with the ALA Annual Conferences and Midwinter Meetings.

LibQUAL+® Share Fair

Typically held in conjunction with the LibQUAL+® meetings at the ALA Annual Conferences or during the Library Assessment Conference, Share Fairs offer participants an opportunity to share best practices with each other via informal, poster-session-style presentations. All participants are invited to attend the Share Fairs, which are promoted via the Web site and announcements on the LibQUAL-L list.

Service Quality Evaluation Academy

The Academy is an intensive five-day program focusing on qualitative and quantitative methods for collecting and analyzing library service quality data. The program emphasizes basic concepts and skills in measurement and data analysis that will be applicable to service quality evaluations. The

Academy is designed for librarians across library types and organizational structures, with a strong commitment to service quality assessment efforts. Academy participants are selected from a pool of applicants each spring; the Academy is typically held in May or June.

Basic Skills for Analyzing Library Service Quality Assessment Data

This workshop provides basic skills for the quantitative analysis (both statistical and graphical) of library service quality assessment data. Participants are encouraged to bring their own laptops with the IBM SPSS application. Topics include: Service quality assessment in the context of the modern research library; Are the data trustworthy?: Score reliability; Some statistical and graphical score interpretation frameworks; Some basic statistical and graphical tools in software; Experiences in service quality assessment -- LibQUAL+® and other examples

27. Disseminate Your LibQUAL+® Results

You may share your data within your institution in any way you see fit to promote and improve library services. Some institutions have created pages on their Web sites (see http://libqual.org/about/about_survey/related_sites for a list of Participant Related Web sites) as a means of sharing their survey results with their community, while others have published articles in their institutional newspaper or magazine.

You should **NOT** use other libraries' data **IN ANY WAY** that would compromise or harm the reputation of other institutions. You may use peer institutions' data in a confidential manner without disclosing their identity in order to compare your results to identify best practices and emulate methods of meeting user expectations and managing user perceptions. Be mindful that user



perceptions and attitudes can change rapidly, as a result, local circumstances and rank ordering is not useful in this context. LibQUAL+® attempts to serve as a tool for local diagnostic purposes and cross-institutional comparisons to help institutions learn from one another.

LibQUAL+® is just one of many methods that an institution may adopt in evaluating their services regularly and systematically to ensure that they are meeting the needs of their users. LibQUAL+® will continue to offer opportunities for libraries to share their experiences and data usage so that libraries can learn how to meet user expectations and identify best practices in the area of managing user perceptions.

Publish Your LibQUAL+® Results

We encourage you to analyze and publish your findings. If you choose to publish articles using data collected via LibQUAL+®, we advise you to sign non-exclusive agreements that include the following statement:

*“The authors grant the Association of Research Libraries (ARL) **the non-exclusive right** to reproduce, distribute, post on the Web, and disseminate for educational use any articles published in scholarly and other commercial journals as long as the source, author, issue, and page numbers are acknowledged.”*

This allows LibQUAL+® to disseminate results and research literature related to LibQUAL+® more effectively.

Publish Your LibQUAL+® Results on Your Local Web Site

If you wish to make your LibQUAL+® results publicly available by posting them on an

institutional Web site, you should acknowledge the role of LibQUAL+® in their production by including the following statement:

“This report was produced by LibQUAL+® for [library name]. LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users’ opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). For more information, visit <http://libqual.org>.”

Evaluating the Integrity of Your Data

When you receive your data file, you can evaluate the integrity or trustworthiness of library service quality assessment data in your context. In other words, you may conduct what is known as (a) score reliability and (b) score validity analysis. This analysis is presented in an accessible manner in the Thompson, Kyrillidou, and Cook article accepted for presentation at the Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, Charlottesville, VA, September 25, 2006.⁶ The article demonstrates how to use SPSS software to compute the related statistics. LibQUAL+® data are used in heuristic examples, to make the discussion concrete, but the illustrations apply to both new and other measures of library service quality.

Plan a Library Summit

A Library Summit gathers people together who have a stake in the library’s future. These individuals spend a full or half day together in facilitated small-group discussions about the LibQUAL+® results, adding depth and context to the survey numbers, and generate fresh solutions and suggestions for service improvements.

⁶ Bruce Thompson, Martha Kyrillidou and Colleen Cook. “How You Can Evaluate the Integrity of Your Library Service Quality Assessment Data: Inter-continental LibQUAL+™ Analyses Used as Concrete Heuristic Examples.” (Paper presented at the Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, Charlottesville, VA, September 25, 2006).

Benefits of a Library Summit:

- **Goodwill.** An organization that makes its weakness public and asks for advice and help gains positive regard. Participants and library staff also appreciate having their opinions taken seriously.
- **“Closing the Loop.”** Library plans based on LibQUAL+® survey results and Summit discussions provide good structure for showcasing positive outcomes in assessment.
- **Personal investment.** Participants tend to take ownership of their ideas and may stay more involved and connected with the library to see if their suggestions are implemented.
- **Outreach.** Everyone involved in a Library Summit learns something about library resources and services.
- **Original ideas.** Library “outsiders” provide fresh interpretations and insights that might not be generated internally.
- **More data.** Input from Library Summit participants provides richer, more detailed data for LibQUAL+® survey items.
- **Buy-in.** The Summit process is inclusive, so it reduces internal and external disagreements about priorities and decisions.
- **Climate change.** Administration, faculty, staff, and student endorsement of a Summit sets the tone for campus-wide collaboration in library success.

Clemson University and the University of Texas at Austin are working with ARL to help other academic libraries put together their own Library Summits.

For more information on planning a library summit, see <http://www.libqual.org/documents/admin/Library%20Summit%20brochure.pdf>.

Hire Our Consulting Services

ARL has two programs that focus on helping organizations advance assessment activities and incorporating data into their planning and decision making activities. For more information see:

Effective, Sustainable and Practical Assessment Service: <http://www.arl.org/stats/initiatives/esp/>

Organizational Performance Assessment for Libraries: <http://www.arl.org/stats/initiatives/opal/>

Appendix A: Sample IRB Forms

Used By: Texas A&M University in 2001

TAMU #

Texas A&M University
Form I
Summary Cover Sheet
Protocol for Human Subjects in Research

Please check off or provide details on the following (enter N/A if not applicable):

 Exemption Requested
See Page 2
Principal Investigator Name Fred M. Heath Faculty Graduate Student* College/Dept Texas A&M General Libraries Mail Stop 5000 Phone 845-8111Project Title Association of Research Libraries LibQUAL+ Project: Service Quality MeasuresSubjective Estimate of Risk to Subject: Low Moderate High NoneGender of subjects: Male Female Both Age(s): 18-75 Total Participants (est.): 10,000**Source of Subjects:**

- Psychology Subject Pool
 Other TAMU Students
 Community
 Posted Notices**
 Prisons

Subject Recruitment:

- Direct Person-to person contact
 Telephone Solicitation
 Newspaper Ad
 Letter**
 Other (Please describe) e-mail communication

 Other (Please specify) Secondary data from participating universitiesCompensation*** Yes No Deception† Yes No Location of Experiment: participating universities**Invasive or Sensitive Procedures:** Yes No

- Blood Samples Urine Samples
 Physical Measurements (electrodes, etc.) Stress Exercise
 Psychological Inventory Review of Medical Records
 rDNA Other (Specify)

Sensitive Subject Matter: Yes No

- Alcohol, Drugs, Sex
 Depression/Suicide
 Learning Disability
 Other (Specify)

Use of Video or Audio tapes (please indicate)

- Retained Yes No
 Retained Length of Time
 Destroy/Erase Yes No
 Other (explain)
 Use specified in consent form? Yes No
 Use/Access to tapes:

Provisions for Confidentiality/Anonymity

- Replies Coded
 Secure Storage
 Anonymous Response
 Confidential Response

Exact Location Where Signed Consent Forms Will be Filed:
 (Must be kept on file for 3 years after the completion of the project).

* Must include signature of committee chair on protocol

** Please attach

*** Please attach conditions, schedule of payment.

† If yes, attach a debriefing form

REQUEST FOR EXEMPTION from full IRB review

Some research projects involving human subjects are exempt from full review by the IRB. See the attached sheet on research categories exempt from full IRB review.

Basis for Exemption [Please refer to attached "Categories Exempt From Full IRB Review."]

- Established Educational Settings/Normal Educational Practices(a letter of approval from a school official must be obtained before the study can be conducted; send copy to the IRB)
- Use of educational anonymous tests (cognitive, diagnostic, aptitude, advancement; **attach copy**).
- Survey or interview procedures, [**unless** subjects might be identified, put at legal or personal risk, and unless survey or procedures deal with sensitive matters of personal behavior]
- Observations of public behavior [**unless** subjects might be identified, put at legal or personal risk, and unless observations deal with sensitive matters of personal behavior]
- Anonymous collection or study of existing documents, records, pathological or diagnostic specimens.
- Taste and food quality evaluation and consumer acceptance studies.

The U.S. population is becoming increasingly culturally, linguistically, economically, and ethnically diverse. The research needs to make a concerted effort to ensure that research subjects reflect the population demographically, including these groups who have been traditionally underrepresented. However, it is recognized that the available pool of subjects may preclude having a balanced population. If you cannot use a diverse population in your research, you must justify why not.

 Principal Investigator Signature and Date

 Graduate Committee Chair Signature and Date

 Department Head Signature and Date

 Institutional Review Board Signature and Date

Sample Detailed Form

Used By: Texas A&M University in 2001

Form II

Protocol Format for Use of Human Subject in Research

Part A

Project Title: Association of Research Libraries LibQUAL+ Project: Service Quality Measures

Principal Investigator: Fred Heath, Dean of Texas A&M General Libraries
845-8111

Fax: 845-6238

e-mail: fheath@tamu.edu

Sponsor/Source of Funds: Association of Research Libraries is the sponsor

Participating university libraries: University of Arizona, Arizona State University, University of Arkansas, Baylor University, Brigham Young University, Clemson University, University of Colorado, Colorado State University, Emory University, University of Guelph, University of Houston, University of Illinois at Urbana-Champaign, Iowa State University, Linda Hall Library, Miami University of Ohio, Michigan State University, University of Mississippi, University of Missouri, University of Nebraska, University of New Mexico, Northwestern University Medical School, Ohio University, Oklahoma State University, University of Oregon, Oregon State University, University of Pittsburgh, Southern Illinois University, University of Texas, Texas A&M University, Texas Tech University, University of Utah, Utah State University, Virginia Tech University, Washburn University, University of Washington, Washington State University, University of Waterloo.

The project costs are funded by the Texas A&M General Libraries, the Association of Research Libraries, a grant from the U.S. Department of Education Fund of the Improvement of Postsecondary Education, and by the project participants.

Part B

I have read the Belmont Report, 'Ethical Procedures and Guidelines for the Protection of Human Subjects of Research'; and subscribe to the principles it contains. In light of this Declaration, I present for the Board's consideration the following information which will be explained to the subjects about the research activity.

SELECTION AND SOURCES OF SUBJECTS

Texas A&M University is working with data from the institutions named above. As background, each university will (a) ask approximately 2,000 members of its community (900 undergraduates, 600 graduates, and 600 faculty) (b) who have in the interest of diversity been randomly selected to respond to a Web survey

about issues of library service quality. As the sample is randomly drawn, it is anticipated that (c) the ages will reflect the university range and will be generally from 10 to 75. There will be (d) no compensation. Each survey will take place (e) in March 2001 from workstation on the campuses of the participating institutions. The data will be collected (f) on secure servers located in the Texas A&M Main Library, and reported back to the participants as aggregated mean score data. Individual responses of participants will be wholly confidential.

EXPERIMENTAL PROCEDURE

In March, each respondent will be invited to log onto the Web form created by the participating institution and respond to a customer satisfaction survey. The survey, LibQUAL+, is a large-scale, user-based assessment of library service effectiveness that is being developed by the Association of Research Libraries in collaboration with Texas A&M. LibQUAL+ was patterned after the SERVQUAL instrument developed by Leonard L. Berry (Distinguished Professor, Texas A&M University), A. Parasuraman, and Valarie A. Zeithaml. The LibQUAL+ survey takes about fifteen minutes to complete. The questionnaire is straightforward and involves no deception or coercion. Potential respondents may elect not to proceed with the survey after reading the guarantees of confidentiality and privacy.

RISKS AND BENEFITS TO SUBJECTS

- (a) There are no risks to the respondents other than the ordinary risks of daily life and chosen occupation. Respondents are free to decline to participate in the survey and can elect to leave the survey incomplete.
- (b) The benefits to the respondents are those to the universities generally. For the first time, North American academic libraries will be able to assess the returns on their annual investment in terms of user evaluation of service quality. Strength and weaknesses across the several dimensions defining service quality will be identified, best practices among participating universities will also surface, allowing libraries to work collegially with other institution to improve local practices.

SIGNATURE

Fred Heath

Dean, Texas A&M General Libraries and
Holder of the Sterling C. Evans Endowed Chair

February 15, 2001

Appendix B: Sample Communications

Survey Notification Example 1

March 27, 2008

TO: UW-L Faculty

FROM: Anita Evans, Library Director

SUBJECT: Murphy Library Web Survey

As we plan for the future of Murphy Library, it is essential that we understand your perceptions and expectations so that we can provide services you most need.

In a few days, you will receive an email with a link to a library service quality survey. Please take just a few minutes of your time to respond - approximately 10-15 minutes according to sample response rates. Your participation is important so that we know how the library can best serve the UW-L community.

Murphy Library is one of hundreds of academic libraries across the country administrating this "LibQUAL+®" survey, including most UW institutions. The survey will be especially useful because we can benchmark our results against those of other campuses and identify best practices. Also, we conducted a parallel survey in 2004, and the survey this spring will allow us to compare 2008 data with the first survey. We can assess where we have made progress or if there are any widening gaps between your expectations and what services and information resources we provide.

Please be assured that your answers are confidential. No identifying links between responses and the individual responding will be retained and only aggregated data will be reported. If you have any difficulty using the survey, please let us know by using the email link at the end of the survey or by emailing: libdirector@uwlax.edu.

People who participate in the survey are eligible for some prizes, which include iPods, certificates for iTunes, pizza, and more. If you choose, you can enter a drawing for those incentives by including your e-mail address at the end of the survey.

Many thanks for helping us to improve library services!

Courtesy: University of Wisconsin - La Crosse

Survey Notification Example 2

October 13, 2008

TO: [invitee]

FROM: Rosann Bazirjian, Dean of University Libraries

SUBJECT: Libraries Web Survey

Your opinion counts!

In a few days, you will receive an email providing you with a link to a library service quality survey called LibQUAL+®. As we plan for the University Libraries' future, it is important that we understand the perceptions and expectations of our campus community so that we may provide the services and resources that you need to be successful.

LibQUAL+® is a survey developed by the Association of Research Libraries to measure library service quality and identify best practices. To date, it has been taken by over 1 million users at over 1000 libraries throughout the world! UNCG participated in LibQUAL+® in 2003 and we made several improvements based on the results including extending Library hours, improving Journal Finder and increasing our electronic resources. Your voice was heard and we want to listen again!

By responding to the survey, you will provide essential information for us. When you receive the email, please take the time to complete the Web survey. We would greatly appreciate your help and thank-you for your participation. Your participation means a lot to the UNCG University Libraries!

When you complete the survey you may choose to submit your name for drawings for:

- A grand prize of an iPod 8GB Touch
- One of four \$50 gas cards
- One of three \$25 gift certificates to the UNCG Bookstore

Courtesy: University of North Carolina at Greensboro

Survey Invitation Example 1

Subject: OSU Library Survey Offers Chance to Win TV, Camera, or Gift Card!

Message:

Help us help you; and enter for a chance to win a great prize! You have been selected from among OSU students to participate in a library quality improvement survey to help us serve you better.

For a chance to win a 26" flat screen TV, a 7.1 mega pixels digital camera, or one of fifteen \$25 Wal-Mart gift cards, submit your e-mail address when you complete the survey.

Let me assure you that your responses will be held in confidence. No identifying links between responses and the individual responding will be retained. Combined data only will be reported.

I would appreciate it if you would complete the survey today, or within the next few days. It will only take about fifteen minutes of time. Please answer the questions for the library you use most often. Many thanks for your help!

If you have any difficulty in accessing the survey or if you have questions, contact Karen Neurohr, Assessment Librarian at librarysurvey@okstate.edu or call 405.744.2376.

Take the survey here: [\[survey link\]](#)

Courtesy: Oklahoma State University

Survey Invitation Example 2

April 2000

Please help us. You can really contribute to having a better understanding of what our community thinks about Virginia Tech library services by participating in a very important electronic survey. Sample responses indicate it takes an average of 13 minutes to complete the form. Your investment of a bit of time now to respond will be greatly appreciated. Virginia Tech is one of [number of projected participants] academic libraries especially selected to pilot a library survey on services. This survey is important because it will:

Help us better understand how the VT community rates library services. Allow us to benchmark BT results against other libraries to determine best practices.

Let us know where we can concentrate service improvements for VT users. I am contacting you because you are part of the random sample chosen to represent all Virginia Tech students and faculty. When a sample survey is done it is very important to get good participation so I hope you will choose to respond. Let me assure you that if you participate, your responses will be held in confidence. No identifying links between responses and the individual responding will be retained. Combined data only will be reported.

I would certainly appreciate it if you would complete the online survey at [URL varies by institution] right now, or within the next few days.

We are able to provide a small incentive for your participation. If you choose, you can enter a drawing for [incentive] by keying in your e-mail address at the end of the survey.

If you have any difficulty in accessing or taking the survey, please contact Don Kenney, Associate Dean University of Libraries at [e-mail address] or [phone number].

Many thanks for helping us out with this important survey.

Eileen E. Hutchingham

Dean of Libraries

Virginia Tech

Courtesy: Virginia Tech

Survey Reminder Example 1

[Today's date]

TO: [faculty, staff, or student's name]

FROM: [dean, director, or university librarian]

SUBJECT: LIBRARY WEB SURVEY

[This reminder message should go out three times at three-to-five day intervals after the original message was sent.]

A few days ago you received an e-mail message asking you to assist us in assessing the quality of our library services by filling out a Web-based survey.

If you have filled out the survey, thank you! If not, we ask you to take a few minutes to go to URL below and help us in this important endeavor by taking the survey. Only you can tell us how well we are serving your library needs.

[URL varies by institution]

Please complete the survey no later than [the original date requested]. If you have any difficulty accessing or taking the survey, please contact [the name of a local liaison at the university] [...phone # and e-mail].

Don't forget to key in your e-mail address at the end of the survey if you want to enter the drawing for [local and/or project prizes].

Thank you for your assistance.

Courtesy: Texas A&M University Libraries

Survey Reminder Example 2

Dear Colleagues:

Time is running short for responding to the LibQUAL+® survey: the last day is Friday, April 18.

If you haven't done so already, please take just a few minutes to answer the Library's confidential survey on service quality. Your participation is important to us.

Please click [\[survey URL\]](#) to begin. Thank you for your time in helping us plan for the future! Again, we really appreciate your help.

Best wishes,

Anita Evans,
Library Director

libdirector@uwlax.edu

Courtesy: University of Wisconsin - La Crosse

Survey Reminder Example 3

Subject: OSU Library Survey, Prize Drawing
Reception/Final Chance to Win!

Message:

If you've already responded to the library survey, THANK YOU! If you have not, you still have a chance before the survey closes on March 14.

You could win one of fifteen \$25 Wal-Mart gift cards, a 7.1 mega pixels digital camera, or a 26" flat screen TV. After you complete the survey, key in your email address to enter the drawing. Your responses are confidential; no identifying links between your email address and your responses are retained. Only combined data will be reported.

Please answer the questions for the library you use most often. With your help, we can better understand our users' perceptions and expectations so we can provide the services you need.

Prizes will be awarded at a thank-you reception on Tuesday, March 25 at 2 pm in the Library Browsing Room. Winners will be drawn from 50 randomly selected finalists. If you are a finalist, you'll be notified by email during Spring Break. [You do not have to be present to win.]

Thanks again!

If you have any difficulty in accessing the survey or if you have questions, please contact Karen Neurohr, Assessment Librarian at librarysurvey@okstate.edu or call 405.744.2376.

[\[TAKE THE SURVEY\]](#)

Courtesy: Oklahoma State University

Appendix D: Protocol for Translating the LibQUAL+® Survey Instrument

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library.

The LibQUAL+® survey has been implemented at libraries in Australia, Canada, Denmark, Egypt, England, Finland, France, Ireland, Scotland, the Netherlands, South Africa, Sweden, Switzerland, and the United Arab Emirates. The survey has been offered in many languages including Afrikaans, British English, Chinese (Traditional), Danish, Dutch, Finnish, French (Canada, France, Belgium), German, Greek, Hebrew, Japanese, Norwegian, Spanish, Swedish, and Welsh.

The LibQUAL+® Team is interested in developing and piloting new language versions of the survey for use in other countries and library settings. This protocol document outlines the steps required to translate and implement the survey in a new language.

Because of the many steps that are required to complete a translation, institutions that are interested in translating and using a new language version of the survey are encouraged to contact the LibQUAL+® Team at libqual@arl.org as far in advance of the survey start date as possible.

Initial Translation

ARL relies on interested and participating libraries to assist with the translation of the LibQUAL+® survey instrument into new languages. All language translations are based on the American English version of the survey. ARL provides libraries with a spreadsheet that includes all the text used in the survey (both from the Web interface and the survey instrument itself). Generally, one library staff member performs the initial translation of the instrument from American English into the new language. Once that translation is complete, other library staff members are asked to review the translation and suggest changes or edits. ARL works closely with the staff to provide context for the survey terminology and answer any questions.

The spreadsheet provided by ARL breaks down the survey text into small segments (e.g., Core Survey Questions, Demographic Questions, Survey Web Text) and provides blank space for translators to fill in the translated text next to the original wording. Translators are required to complete the spreadsheet in its entirety, typing in the translated information.

Backward Translation into American English

Once the survey has been translated into the new language, ARL will hire a

different translator to translate the instrument back into American English. Backward translation is an important technique for eliminating translation-related problems. The goal of the backward translation is to ensure that the translated instrument is as close to the original version as possible, in order to eliminate or minimize any linguistic nuances that could affect user responses to the survey items.

Demographics

One element of the LibQUAL+® survey that may require customization on a language-by-language basis is the demographic section. The demographic questions on the LibQUAL+® survey are specific to each institution type (i.e., university/college library, law library, public library). Depending on the type of institution that will be using the new translation and the types of users that will be responding, ARL may work with the institution to identify any changes that should be made to the demographic questions to account for cultural or institutional differences.

Adding the Language to the Online Interface

Once the survey text has been completely translated, LibQUAL+® staff must manually enter it into the online survey interface in order for it to be available for institutions to use. This process is time-consuming and requires careful crosschecking on the part of the LibQUAL+® Team. Additional consultation with the translators may be required if the LibQUAL+® Team has questions or needs additional information.

Previewing the translated survey

All LibQUAL+® participants have the opportunity to review their library's survey online before launching it to users. In the case of institutions that are using a newly translated version of the survey, this preview is mandatory. The preview is the last opportunity for participants to make changes to their survey instrument. For that reason, institutions that are using a new translation should take special care when previewing their survey, and report to ARL any errors in translation, phrasing, or meaning so that these errors can be corrected before launch.

Implementing multiple language versions at one library

Several past LibQUAL+® participants have implemented the survey in two or more languages at once (i.e., American English and Canadian French) in order to provide their users with the opportunity to take the survey in the language with which they are most comfortable. If your library is interested in this type of survey implementation, please contact the LibQUAL+® Team at libqual@arl.org in order to discuss those arrangements.

Results notebooks

After an institution has completed the LibQUAL+® survey, they receive a results notebook (available online in PDF format) containing information about their

survey run. For those institutions that implement the survey in a language other than American English, their results notebook will include the translated survey text where appropriate (for example, survey items, demographic questions, etc.) However, the main text of the notebook (introductory text, captions, etc.) will be in American English.

Presentation on Canadian French implementation

A team of researchers presented a research paper at the 5th Northumbria International Conference in Durham, U.K., in July of 2003. Their presentation titled “Cross-cultural implementation of LibQUAL+™: the French language experience,” may be of interest to other libraries considering translations. In addition to describing the steps involved in translating the survey instrument into Canadian French, their presentation also affirmatively answered the research question of whether the Canadian French translation process produced scores that are equivalent to English versions of the survey.⁷

For more information

For additional information on translating the LibQUAL+® survey into a new language, or to discuss new translation opportunities, contact the LibQUAL+® Team at libqual@arl.org.

⁷ Martha Kyriolidou, Toni Olshen, Fred Heath, Claude Bonnelly, and Jean-Pierre Cote, “Cross-cultural implementation of LibQUAL+™: the French language experience.” (Paper presented at the 5th Northumbria International Conference, Durham, UK, July 2003). This paper is available at <http://www.libqual.org/documents/admin/Northumbria%20final6.pdf>.

This paper is also available in French: “La mise en œuvre interculturelle de LibQUAL+MC: Le cas du français,” *Bulletin Des Bibliothèques de France*, no. 5 (2005): 48-55.



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