

# LibQUAL+ in the local context: results, action and evaluation

Selena Lock & Stephen Town  
Cranfield University

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## Cranfield University at DCMT (RMCS)

- Quality Management Student Perspective Survey 1993
- Exit Questionnaires 1994-
- Information Services Survey 1996
  - Priority Search
- DTC MSc & MA Course Students 1997
  - Repeat of 1996 methodology

## Continued ...

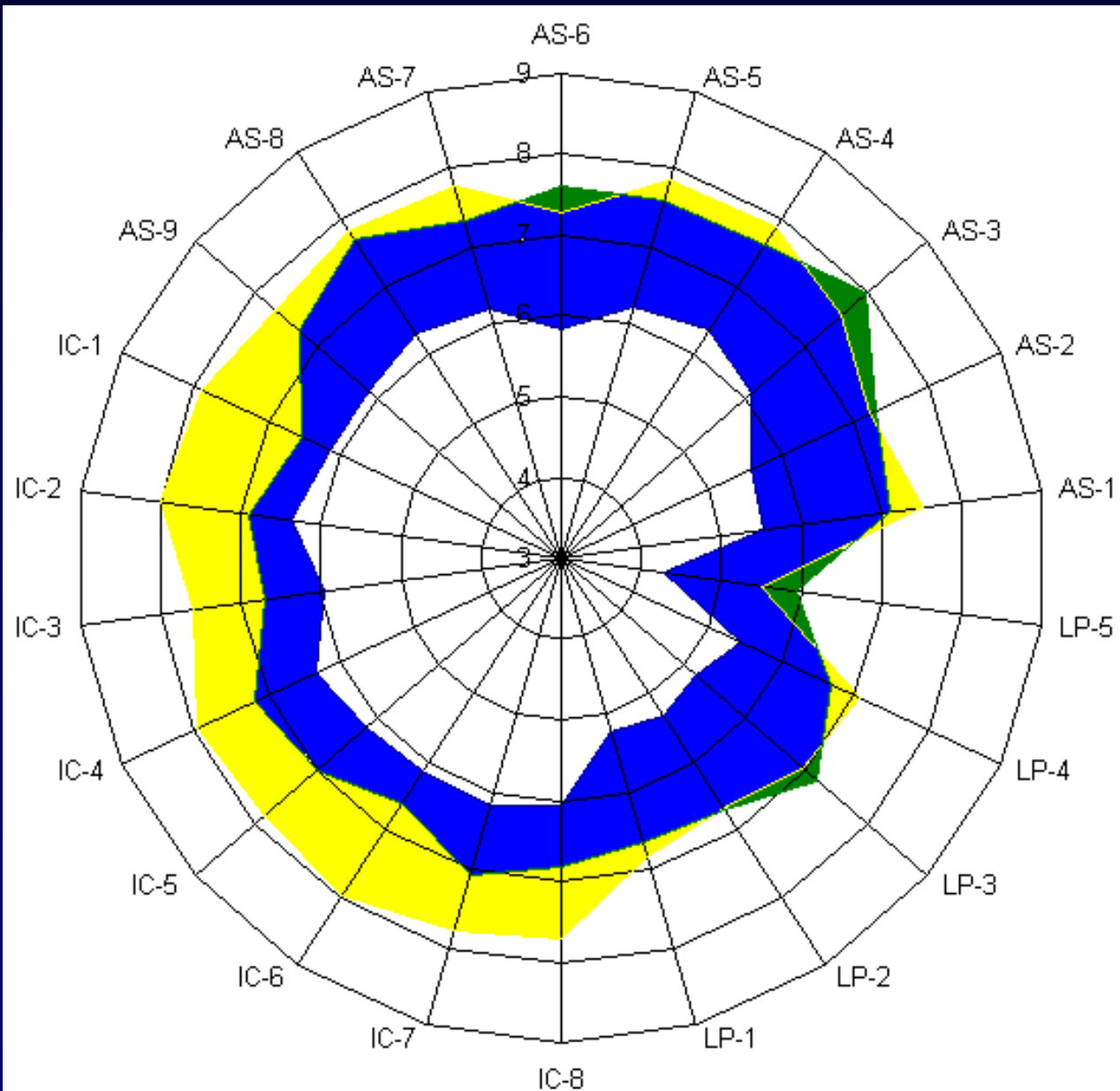
- **Researchers Survey 1998**
  - First Web-based survey; PR methodology
- **SCONUL ACPI WGUS Survey 1999**
  - Satisfaction vs importance template; PR analysis
- **University Libraries Survey 2001**
  - SCONUL template +; PR analysis
- **LibQUAL+ Pilot 2003**
- **LibQUAL+ 2005**

# 1. Results from LibQUAL+ 2003

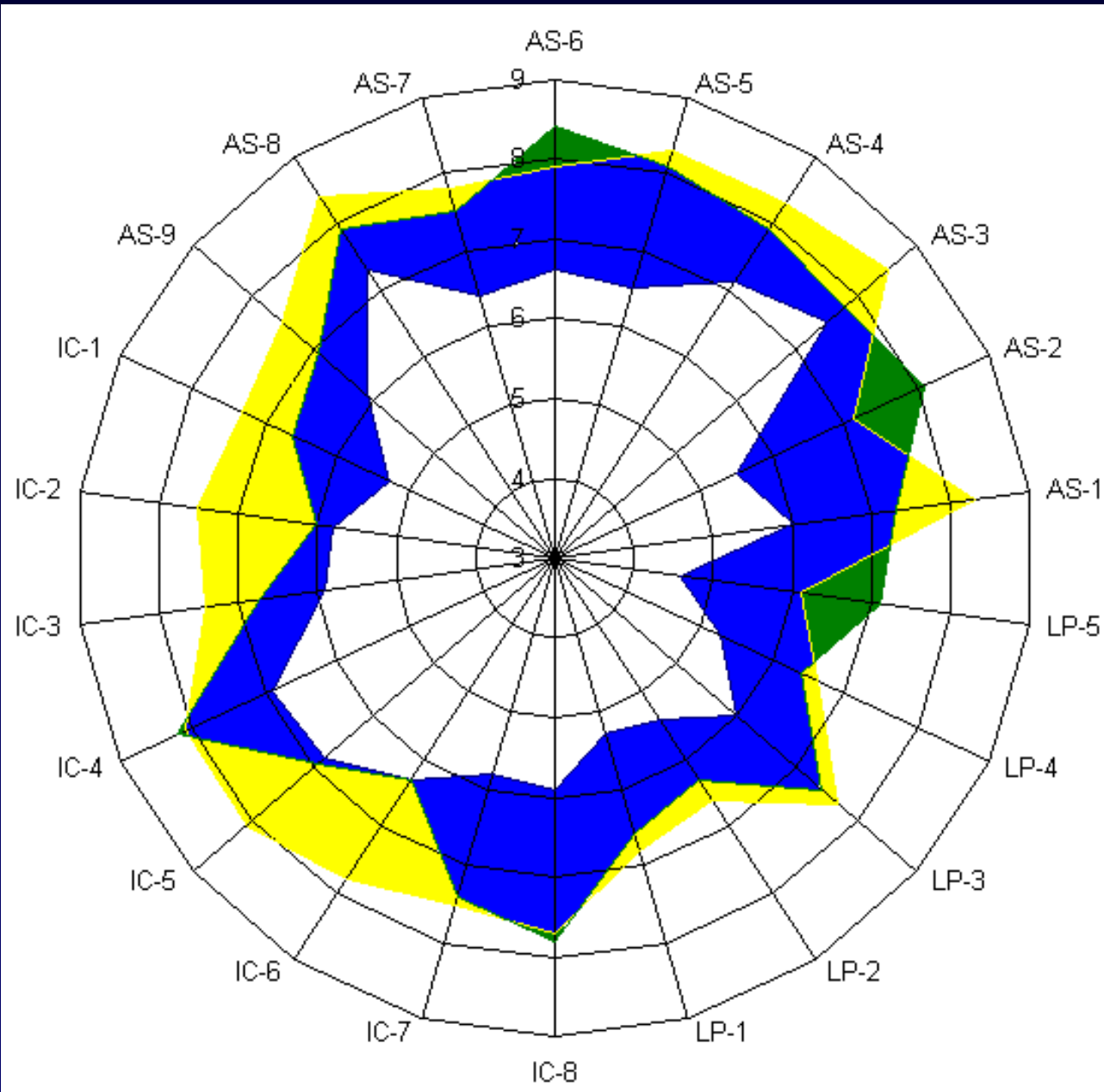
## LibQUAL+ 2003

- Ran LibQUAL+ March 2003
  - 538 Responses overall
  - 166 at DCMT
- Overall results were positive
- Further data analysis conducted by LISU
  - By campus
  - By gender
  - By discipline
  - Comparisons to UK Participants
  - Comparisons to US Libraries

# Overall DCMT Results 2003



# DCMT Library Staff Results 2003



## Library Staff Perceptions 2003

- Results from library staff were significantly different to those of our users
- Staff thought we exceeded expectations on providing electronic and paper-based resources, users were less satisfied
- Staff thought we performed badly on “Library Web site” & “easy-to-use access tools”, users were more satisfied

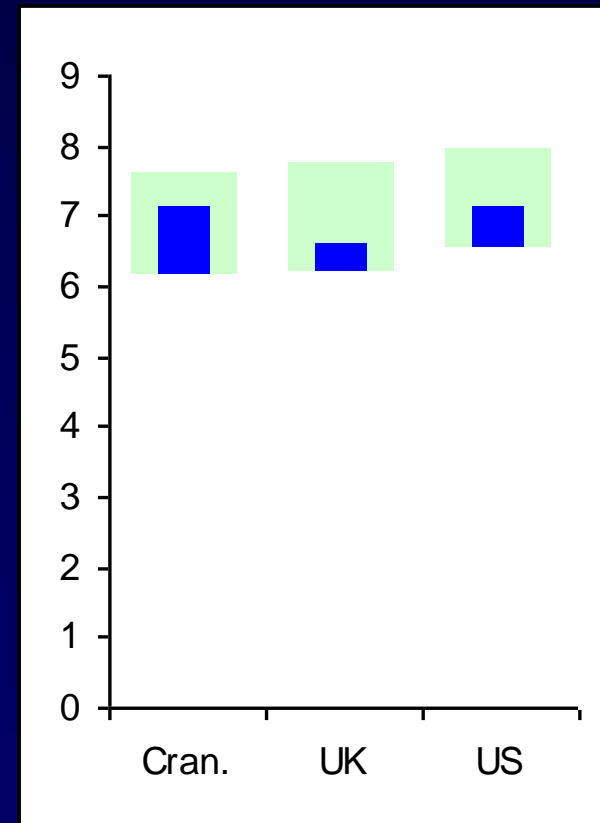


# Benchmarking 2003

## Overall Results

- Cranfield vs UK
  - Similar minimum & desired
  - Higher perceived
- Cranfield vs US
  - Lower minimum & desired, similar perceived
- UK vs US
  - Lower minimum, perceived and desired

## Overall total



## 2. Agenda for Change

## RMCS Points for Action

- Information skills training
- Improving staff specialist skills
- Access to electronic resources
- Customer care to different users

## Information skills training

- Information Literacy outcomes received the lowest score in the 2003 survey

### Action:

- New Information Literacy project to provide software based tutorial to help students with IL, specifically to aid our distance learners

## Improving staff specialist skills

- Very good at being nice
- Can improve on subject specialist assistance

### Action:

- Increase staff training in subject areas
- Develop a new post of “Information Specialist” with a greater emphasis on subject support

## Access to electronic resources

- Our Web site and providing electronic access to resources were seen as major opportunities for improvement

### Action:

- Developing a new library Web site, replacing 6 static html pages with a portal.

# Before

Cranfield  
UNIVERSITY

Information Resources - Microsoft Internet Explorer provided by Cranfield University v1.1d


File Edit View Favorites Tools Help

Address <http://www.rmcs.cranfield.ac.uk/infoserv/> Go Links >>

Google Search Web 963 blocked Options

mywebsearch Search Smiley Central Screensavers Cursor Mania My Info Games Customize My Button 1

welcome to  
**Information Services** Cranfield  
UNIVERSITY



About the **Department** About our **Services**  
About the **Subject Areas** **Electronic Resources**  
**Library Catalogues** **Staff and Contacts**

*' to enable learning '*

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RMCS Information Services, RMCS Shrivenham, Swindon,  
Wiltshire, SN6 8LA, UK. Telephone: +44 (0) 1793 785743  
Fax: +44 (0) 1793 785555  
e-mail: [Libraryenquiry.shrivenham@cranfield.ac.uk](mailto:Libraryenquiry.shrivenham@cranfield.ac.uk)

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Local intranet

DCMT Digital Library - az - Microsoft Internet Explorer provided by Cranfield University v1.1d

File Edit View Favorites Tools Help

Back Forward Stop Home Refresh Print Stop

Address <http://libwww1.dmz.rmcs.cranfield.ac.uk:10080/devil/az> Go Links

Google Search Web 1121 blocked Options

## DCMT Digital Library

DEFENCE ACADEMY OF THE UNITED KINGDOM  
Cranfield UNIVERSITY  
Defence College of Management and Technology

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### DCMT Library Catalogues

- Library Reports Section Catalogue
- Library Catalogue

### Other Library Catalogues

- British Library
- Netlibrary
- CYBRARY
- COPAC
- Kings Norton Library Catalogue

### General Links

- Opening Hours
- General Information

## A - Z Resources

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

- [A-Z of Medicinal Drugs](#)  
Information on medicines available today. It covers over-the-counter and prescription drugs, information about side effects, conditions, and the medicines used to treat them.
- [AACE Digital Library](#)  
Abstract of ten journals and five conference proceedings published by AACE
- [abebooks.com](#)  
Website for finding the location for suppliers and details of second-hand books.
- [ABI Inform](#)  
Major database of management information giving access to around 1700 magazines, newspapers and journals, many in full text. Subject coverage includes management theory, management techniques, business conditions, business trends, advertising, marketing, economics, human resources, finance and taxation. Includes ABI-INFORM Trade and Industry: over 700 publications on every major industry, including finance, insurance, transportation, construction. Full-text articles may include images and graphics
- [ACM Digital Library](#)  
Full text of all ACM publications: journals, transactions, proceedings, newsletters, special interest group and publications by affiliated organisations. \*\*Please note\*\* full-text is available ON CAMPUS only.

### Resource Search

#### Find Resources

search

### Resource Spotlight

- World Media Monitor
- ACM Digital Library
- abebooks.com
- AACE Digital Library
- Journal Citation Reports

### Icon Legend

- E-Books
- E-Journals

Local intranet



## Customer care to different users

- Analysis by gender showed that our male users get better customer care than our female users

### Action:

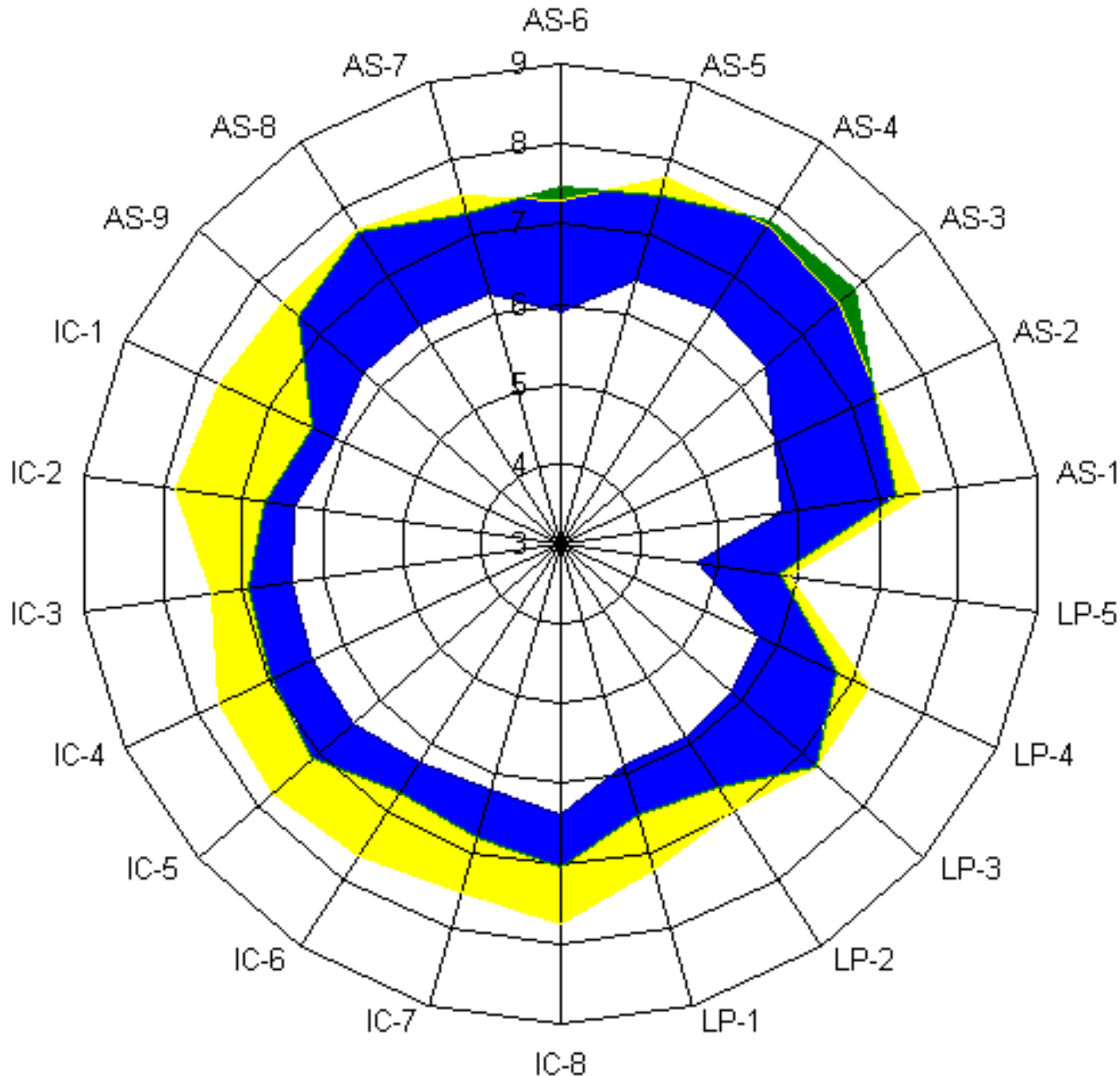
- Make staff aware of the issue, and reiterate the customer care training.

### 3. Results from LibQUAL+ 2005

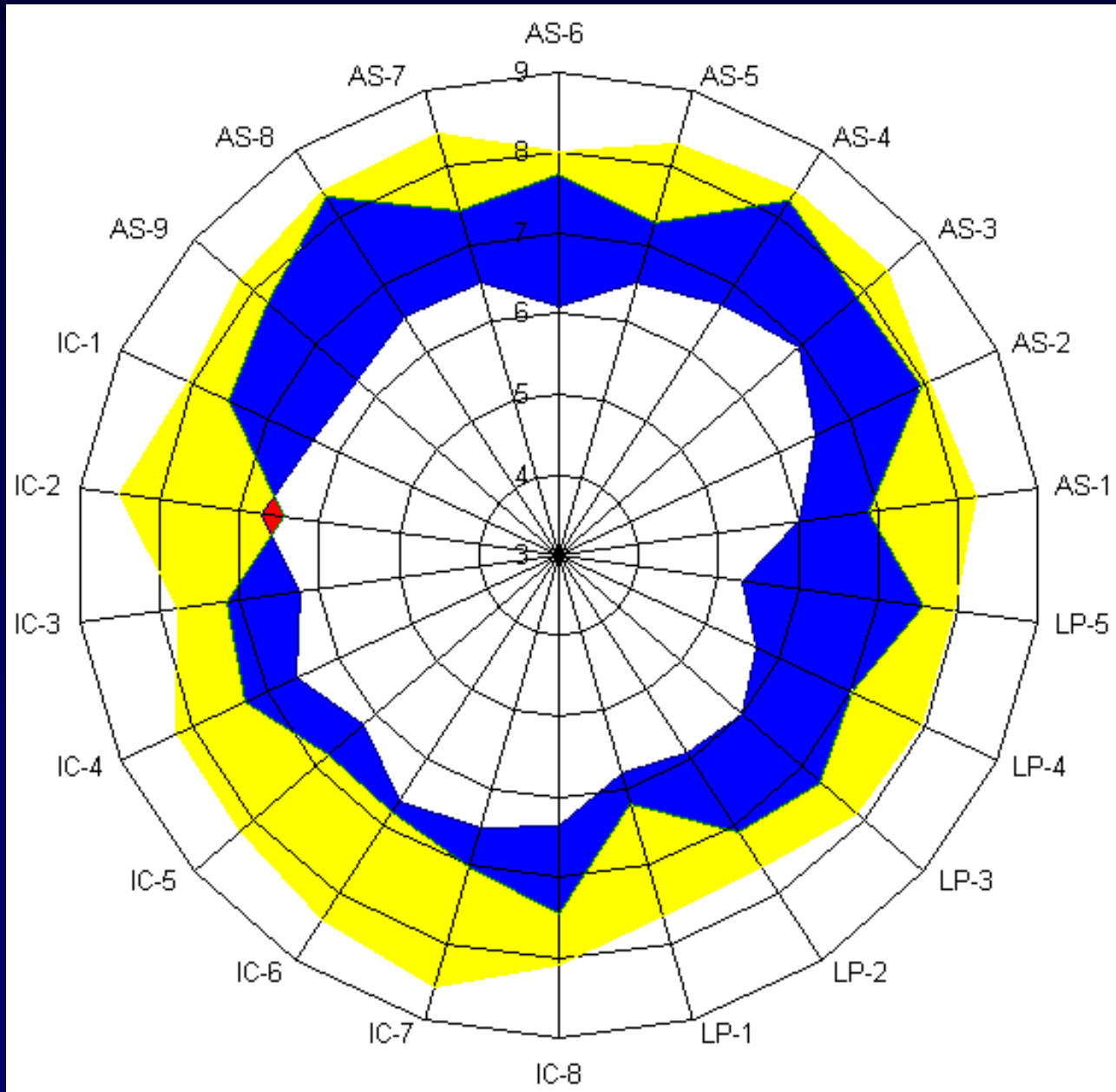
## LibQUAL+ 2005

- Ran LibQUAL+ February to April 2005
  - 768 Responses overall
  - 237 at DCMT
    - 15.8% Response rate
- Overall results were positive
- Further data analysis conducted Internally
  - By campus
    - By user group
    - By discipline

# Overall DCMT Results 2005



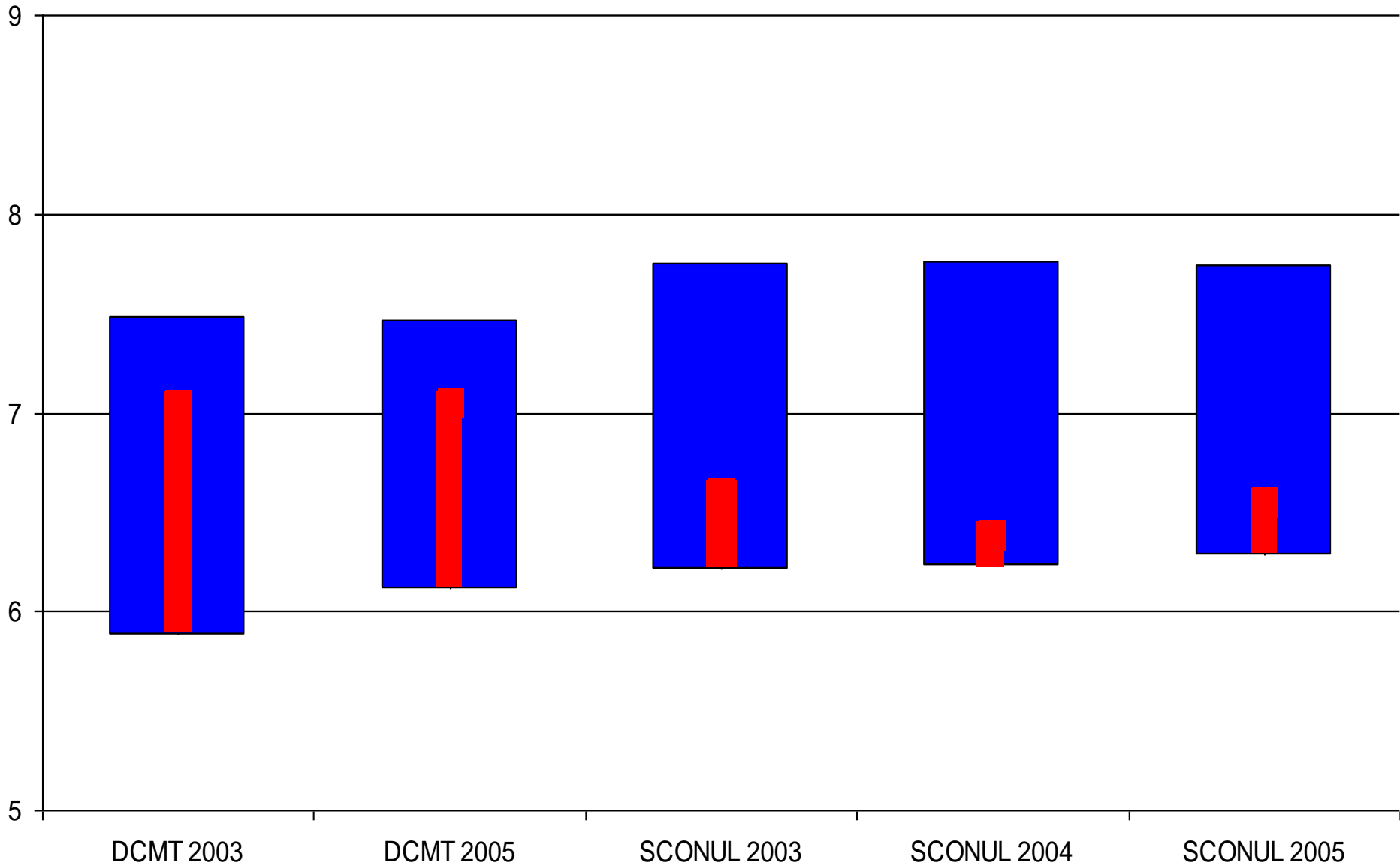
# DCMT Library Staff Results 2005



## Library Staff Perceptions 2005

- Increase in expectations, especially in Information Control and Library as Place.
  - About 75% of questions saw an increase in Minimum and Desired Means
- Decrease in perceptions across all dimensions
  - 50% of questions saw a decrease in Perceived Means
- Only negative score received for “Library Web Site”

# Benchmarking 2005



## Results of Actions - Information Literacy

Question	Mean		+ / -
	2003	2005	
The library helps me stay abreast of developments in my field(s) of interest.	5.98	6.04	+0.06
The library aids my advancement in my academic discipline.	6.65	6.68	+0.03
The library enables me to be more efficient in my academic pursuits.	6.65	6.76	+0.11
The library helps me distinguish between trustworthy and untrustworthy information.	5.22	5.67	+0.45
The library provides me with the information skills I need in my work or study.	5.72	5.95	+0.23



## Results of Actions - Staff Specialist Skills

Question	Superiority		+ / -
	2003	2005	
Library staff who instill confidence in users	-0.42	-0.35	+0.07
Dependability in handling users' service problems	-0.37	-0.25	+0.12
Library staff who have the knowledge to answer user questions	-0.25	-0.23	+0.02
Library staff who understand the needs of their users	-0.42	-0.23	+0.19

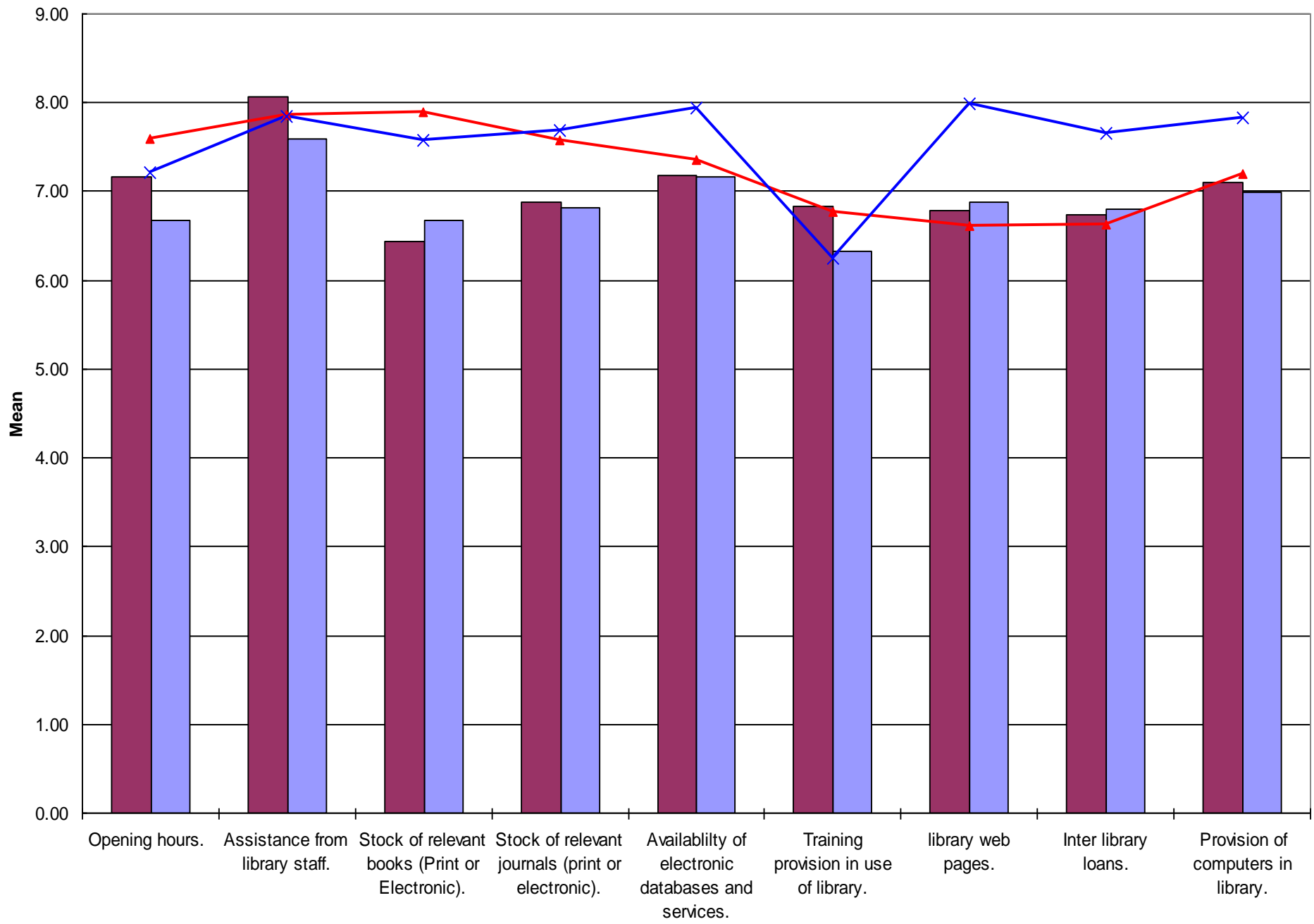
## Results of Actions - Access to electronic resources

Question	Superiority		+ / -
	2003	2005	
Easy-to-use access tools that allow me to find things on my own	-1.36	-0.93	+0.43
Making electronic resources accessible from my home or office	-1.34	-1.26	+0.08
A library Web site enabling me to locate information on my own	-1.11	-1.13	-0.02

## 4. Comparisons to Local Exit Survey

# DCMT Exit Questionnaire 2003

- **Exit Questionnaire**
  - Conducted June 2003
  - Issued to all graduating students
  - Ratings calculated on a 6 point scale
  - Total responses at Shrivenham = 152
- **LibQUAL+**
  - Conducted March 2003
  - Issued to all staff and students
  - Rating calculated on a 9 point scale
  - Total responses at Shrivenham = 166



Exit Questionnaire mean score
  LibQUAL+ Perceived Mean
  Exit Questionnaire importance score
  LibQUAL+ Desired Mean

## Comparison Conclusions

- Users Perceptions better in Exit Questionnaire if not closely matched
- Bigger difference between “importance” and “desired”
- LibQUAL+ sets a bigger agenda for change, even when only considering nine questions

## Acknowledgements

- Library and Information Statistics Unit
- All SCONUL LibQUAL+ Participants
- Staff and Users of DCMT Library

Selena Lock

**Research and Development Officer**  
Defence College of Management and  
Technology

[s.a.lock@cranfield.ac.uk](mailto:s.a.lock@cranfield.ac.uk)

J. Stephen Town

**Director of Information Services**  
Defence College of Management  
and Technology

**Deputy University Librarian**  
Cranfield University

[j.s.town@cranfield.ac.uk](mailto:j.s.town@cranfield.ac.uk)