Journals and Academic Faculty
LibQUAL+ 2006-2009

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Some questions for today

- Given the substantial investment in journals, why are faculty consistently dissatisfied with their library’s journal collections?

- What is the relationship between journal collections and overall library satisfaction among faculty?
LibQUAL+ Overview

- 22 core questions
  - 1-9 scale
  - Ratings of minimum, desired, perceived
- Locally selected questions
- General satisfaction ratings
LibQUAL+ Question IC-8

- Print and/or electronic journal collections I require for my work
Dollars and Desires

- Serial expenditures at ARL libraries ranged from $3.6M to $11.4M US in FY05

- The 37 libraries spent $232M for serials

- No relation between serial expenditures and faculty ‘desired’ score
  \[ r = -.14 \]
Dollars and Perception

- Do serial expenditures affect the perception scores and the adequacy gaps for IC-8?
- Significant correlation of serial expenditures and IC-8 adequacy gap, among faculty 
  \((r = .63)\)
Journal Ratings and Overall Satisfaction

- Do journal scores relate to overall satisfaction?
- Strong correlation of IC-8 adequacy gap and overall satisfaction, among ARL faculty.
  \[(r = .81)\]
Following up with Journals at UVa

- Who is unhappy?
  - Drilling down by college and discipline

- Why are they unhappy?
  - Reading the comments
  - Conducting targeted interviews
82 faculty interviews

- Humanities  – 20
- Engineering  – 19
- Architecture  – 14
- Social Science  – 10
- Science/Math  – 8
- Education  – 7
- Music/Arts  – 2
- Business  – 2
Specific shortfalls

- Access to journals is confusing
- Need more foreign titles
- Need more backfiles and older content
- Location (storage, branches) is a problem
- Electronic remote access does not work well
- Facilities for browsing need improvement
How is the Library responding?

- Improving search interfaces
  - Open URL resolver
  - Usability testing
  - New discovery mechanism--Blacklight
- Greater effort to inform and instruct faculty
- New awareness of the importance of journals
- Putting off journal cuts as long as possible
Responses in specific units

- Fine Arts Library
  - Transfer of monograph money to serials
  - More physical space for journal use
- Music Library
  - Comprehensive review of all music subs
  - Analysis of use and accessibility
  - Identification of holdings gaps
  - Suggestions for additions and cancellations
The finding...

- At research institutions...

How faculty feel about the library is greatly influenced by how they feel about the journal collections.
A forthcoming project by Jennifer Rutner, Columbia University Libraries

- Analysis of recent data
  - Faculty at ARL participating libraries
  - 2007-09
- Replication of the study at Columbia
  - Drilling down by academic unit
  - Interviews with faculty
- Comparison of results
  - Do UVA and Columbia faculty differ?