Demostrando el valor de la Biblioteca en la Academia

Martha Kyrillidou
Demonstrating the Value of the Library in the Academy
Association of Research Libraries

6th AMIGOS Congress 2011: The User, Information, and the Library
Puebla, Mexico
Sept 9, 2011
New from ARL

ARL, LibQUAL+®, SPARC at ALA Midwinter 2012 (Sept. 8, '11)

CNI Conversations: Cyberinfrastructure for Classical Studies, Digital Scholarship Centers, Data Management, Summer Reading (Sept. 7, '11)

Register Now for Berlin 9 Open Access Conference 2011 (Sept. 6, '11)

Access to Dangerous Knowledge: Peter Suber Reflects on 9/11 (Sept. 5, '11)


Follow ARL

Twitter  Facebook  YouTube  Flickr

Policy Blog  Assessment Blog  E-Mail  RSS Feeds

Recently Featured on the Home Page

Deadline Reminders

September 16: RSVP & Hotel Reservation Deadline for ARL Membership Meeting

September 16: RSVP Deadline for ARL-CNI Forum on 21st-Century
Value and impact
going to school ...
Centro de Ensenanza Tecnica y Superior Universidad Baja California

http://www.cetys.mx/
Instituto Tecnológico y de Estudios Superiores de Monterrey

http://www.itesm.edu/
Universidad de Guadalajara

http://www.udg.mx/
Challenge

“Few libraries exist in a vacuum, accountable only to themselves. There is always a larger context for assessing library quality, that is, what and how well does the library contribute to achieving the overall goals of the parent constituencies?”

Sarah Pritchard, Dean of Libraries, Northwestern University (1996)
The need for articulating Value

- Underlying need to demonstrate our worth
- Reallocating resources
- Shifting information-seeking behavior
- Increasing user demands
- Making wise decisions
- Learning from less wise decisions
- Growing intellectually, spiritually … economically
“Assessment is a structured process to learn about communities and evaluate how well the library supports them.”

- Steve Hiller, Director of Assessment & Planning
  University of Washington Libraries
Assessment can...

- Support decision making
- Establish accountability
- Strengthen organizational mission, goals, and objectives
- Realign library goals and mission statements with the needs of users
- Identify trends in user behaviors and technology
- Measure learning outcomes and impact
- Improve programs and services
ARL Statistics and Assessment

...To describe and measure the performance of research libraries and their contribution to teaching, research, scholarship and community service ...
Many methods and approaches

- Usage
- Citations
- Perceptions
- Focus Groups
- Interviews
- Return on Investment
- Conjoint measurement
- Data visualization
- Analytics

- Experiments
- Critical incident
- Contingent valuation
- Observations
- Sampling
- Mandatory
- Laboratory methods
- Usability
- Aesthetics
Perceptions = LibQUAL+ ClimateQUAL
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 bundled with training that helps libraries assess and improve library services. ...

THE BIRTH OF LibQUAL+®?
In 1999, Fred Heath and Colleen Cook, both then at Texas A & M University, realized that use of "input" variables, such as collection or serials counts, were limited as measures of library service quality. ...

THE LibQUAL+® SURVEY?
Since 2000, more than 1,000 libraries have participated in LibQUAL+® domestically and internationally, with participating institutions in Africa, Australia, Asia, and Europe. ...

VIEW A SAMPLE SURVEY?
The LibQUAL+® survey is a two-page, web-based instrument. For more information about the survey instrument, click here...

How will LibQUAL+® benefit your library users?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. 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. Institutional data and reports enable you to assess whether your library services are meeting user expectations—and develop services that better meet these expectations.

LibQUAL+® Top 10 Resources

A Google™ search on "LibQUAL+®" yields approximately 100,000 hits, and more than 50 refereed journal articles have been published on the protocol. To use to learn about LibQUAL+®...
# Mexican Institutions

<table>
<thead>
<tr>
<th>Institution Name</th>
<th>Years of Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centro de Ensenanza Tecnica y Superior Universidad Baja California</td>
<td>2009*</td>
</tr>
<tr>
<td>Instituto Tecnológico y de Estudios Superiores de Monterrey</td>
<td>2007, 2008, 2010</td>
</tr>
<tr>
<td>Universidad de Guadalajara</td>
<td>2009, 2011</td>
</tr>
</tbody>
</table>

* Denotes LibQUAL+® In-Kind Grant Award Winner
Dimensions of Library Service Quality

- Affect of Service
  - Empathy
  - Responsiveness
  - Assurance
  - Reliability

- Library as Place
  - Utilitarian Space
  - Symbol
  - Refuge

- Information Control
  - Scope of Content
  - Convenience
  - Ease of Navigation
  - Timeliness
  - Equipment
  - Self-Reliance
# Survey Structure (Detail View)

**Preview: ARL Sample 4-Year Institution**

Library Service Quality Survey

Please rate the following statements (1 is lowest, 9 is highest) by indicating:

- **Minimum** -- the number that represents the *minimum* level of service that you would find acceptable
- **Desired** -- the number that represents the level of service that you personally want
- **Perceived** -- the number that represents the level of service that you believe our library currently provides

For each item, you must EITHER rate the item in all three columns OR identify the item as "N/A" (not applicable). Selecting "N/A" will override all other answers for that item.

<table>
<thead>
<tr>
<th>When it comes to...</th>
<th>My Minimum Service Level Is</th>
<th>My Desired Service Level Is</th>
<th>Perceived Service Performance Is</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>1) Employees who instill confidence in users</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) Easy-to-use access tools that allow me to find things on my own</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Print and/or electronic journal collections I require for my work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Readiness to respond to users' questions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) Quiet space for individual activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) Convenient access to library collections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7) Willingness to help users</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Texas A&M LibQUAL+ Longitudinal Reviews

UNDERGRADUATES
Texas A&M LibQUAL+® Comments Analysis

“I would like more group study rooms as there never seem to be enough of them”

“We need more book resources”

“I am a distant Student and am only able to be in College Station on the weekends. Unfortunately, ILL is closed on Saturday”

“Extend the open hours on weekends”

“What’s the point of housing a great collection of movies if Students can’t borrow them?”

“The Library’s website can be confusing to navigate”

“The progress in electronic resources has been amazing”
MINES for Libraries ® (critical incident)

• MINES is a transaction-based research methodology consisting of a web-based survey form and a *random moments sampling plan*.

• MINES typically measures who is using electronic resources, where users are located at the time of use, and their **purpose of use** *in the least obtrusive way*.

• MINES was adopted by the Association of Research Libraries (ARL) as part of the “New Measures” toolkit in May, 2003.
Library User Survey

UConn Library Electronic Services Web Survey

This survey is being conducted during a two-hour time period by the University of Connecticut to assess the usage of the Library’s electronic services. All responses are anonymous. The data is critical for obtaining continued funding.

After completing the survey, you will be connected to the service you selected.

Thank you for your help.

Patron Status
Affiliation
Location
Purpose for Using this Electronic Resource:
- Sponsored (Funded) Research
- Instruction/Education/Departmental (Non-Funded) Research
- Other Activities

Submit Survey

http://www.minesforlibraries.org
2010-2011 OCUL Report

- 34,776 complete responses across all OCUL institutions
- 4,255 surveys from mandatory and 30,521 from optional implementations
- Summarized as:
  - pdf reports
  - Excel files
  - SPSS dataset(s) & syntax

Distribution of OCUL Partner Institutions' Enrollments as of July 2010, Responses to MINES for Libraries(R), and SFX Statistics (Clicks) from 2/16/2010 to 2/17/2011
Findings: Frequency of Use of Electronic Resources by Location

- Off Campus use up 23.5%
- On Campus not in library down 15.9%
- Library use down 7.7%
Findings: Frequency of Use of Electronic Resources by Affiliation
The continuum of Value

I am cited

I am used

I am making a difference
Current Projects

- Ebooks
- Special Collections
- Information Commons
- Journal Collections
- Value and ROI
- Teaching and Learning
- Reading and Scholarship
- Tools
- Website and Value Bibliography
The Value of Academic Libraries

http://www.acrl.ala.org/value/

The Value of Libraries for Research and Researchers

http://www.rin.ac.uk/our-work/using-and-accessing-information-resources/value-libraries-research-and-researchers
ARL Profiles: Research Libraries 2010

- Serve the public good
- Expand globally
- Set standards
- Explore best practices
- Establish national and international visibility

http://www.arl.org/stats/index/profiles/index.shtml
Building A Community of Practice: The Library Assessment Conference

Steve Hiller, Martha Kyrillidou, Jim Self

http://libraryassessment.org/

Charlottesville, Virginia | Seattle, Washington | Baltimore, Maryland

2006
Gracias

martha@arl.org

Andiamo … Vamos … Πάμε … Let’s go …
Oct 29-31, 2012, in Charlottesville, VA, at the

2012 Library Assessment Conference: Building Effective, Sustainable and Practical Assessment