



LibQUAL+ Results: Informing Our Strategic Planning

ARL Meeting

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The Long Tail of LibQual

- Gap Theory
- ServQual
 - Berry, Zeithamel, Parasuraman
- A&M: Goodyear, Jiao, Chollett
- A&M: Thompson, Lincoln, Cook
- ARL: Kyrillidou, et. al.



Measurement at its most basic

- Dimensions
 - Affect of Service
 - Information Access
 - Library as Place
- Customer Groups
 - Undergraduates
 - Graduates
 - Faculty

2010 LibQUAL+ Results: Faculty Priorities & Gap Analysis

	Faculty									2008 Rank	2010 Rank
	2001	2002	2003	2004	2005	2006	2008	2010			
***Enabling me to find information myself 24 hours a day	N/A	N/A	N/A	N/A	N/A	N/A	N/A	-0.05	N/A	N/A	1
Making electronic resources accessible from my home or office	0.20	0.21	0.11	0.29	0.31	0.40	0.18	0.31	2	2	
A library website enabling me to locate information on my own	0.31	0.32	0.24	0.00	0.16	-0.08	-0.04	-0.27	4	3	
Easy-to-use access tools that allow me to find things on my own	0.27	0.26	0.49	0.23	0.12	0.03	0.05	-0.26	5	4	
** Print and/or electronic journal collections I require for my work	-0.60	-0.31	-0.01	-0.29	-0.57	-0.33	-0.13	0.29	1	5	
* The electronic information resources I need			0.32	0.06	0.05	0.25	-0.09	0.04	3	6	
Dependability in handling users' service problems	0.29	0.51	0.59	0.63	0.42	0.34	0.54	0.23	11	7	
Making information easily accessible for independent use	0.45	0.42	0.39	0.43	0.30	0.27	0.50	0.11	6	8	
Employees who are consistently courteous	0.96	0.85	1.26	1.21	0.87	0.81	0.82	0.31	11	9	
Modern equipment that lets me easily access the information I need	0.34	0.36	0.43	0.28	0.37	0.30	0.26	0.23	8	10	
Readiness to respond to users' questions	0.29	0.55	0.95	0.95	0.77	0.70	0.63	0.58	9	11	
Willingness to help users	0.47	0.84	1.06	1.01	0.80	0.89	0.85	1.00	14	12	
***Librarians providing help that both assists in finding the information needed now, and improves skills useful in future information searches	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.90	N/A	13	
** The printed library materials I need for my work	0.00	0.13	0.16	0.10	0.03	-0.04	0.24	0.20	10	14	
***A secure and safe place	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.63	N/A	15	
Employees who deal with users in a caring fashion	0.67	0.88	1.24	1.26	1.07	0.95	1.11	0.73	18	16	
Employees who understand the needs of their users	0.32	0.49	0.77	0.72	0.67	0.71	0.62	0.14	13	17	
Employees who instill confidence in users	0.92	1.02	1.29	1.20	1.24	1.11	0.89	1.13	17	18	
***Providing help when and where I need it	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.37	N/A	19	
Employees who have the knowledge to answer user questions	0.40	0.35	0.74	0.78	0.52	0.66	0.52	0.63	15	20	
***Making me aware of library resources and services	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.34	N/A	21	
Giving users individual attention	0.71	0.86	1.17	1.08	0.86	1.04	0.90	1.18	19	22	
** A getaway for study, learning, or research	0.52	0.63	1.15	1.05	0.96	0.99	1.24	0.88	21	23	
A comfortable and inviting location	0.88	0.82	1.25	1.08	0.92	0.88	1.10	0.97	22	24	
** Library space that inspires study and learning	0.78	1.08	1.24	1.14	0.54	0.58	1.01	1.06	23	25	
** Quiet space for individual activities	0.48	0.79	1.57	1.37	1.00	1.00	1.24	1.04	25	26	
* Community space for group learning and group study			1.86	1.62	1.82	1.64	1.50	2.48	27	27	
Positive Gaps 1.00 or higher	Adequacy Gap - Calculated by subtracting minimum score from perceived score										
Negative Gaps (regardless of value)	Desired Mean - Sum of user groups' scores divided by total number of responses by group										
Danger Zone: 2+ years of decreasing value	* Question asked for the first time in 2003										
red font - still positive, but lower than previous year	** Question worded slightly differently in 2001 and 2002										
italic - More than one question at that ranking	*** Local questions changed in 2010										
Information Control=peach	Affect of Service=blue					Library as Place=purple					

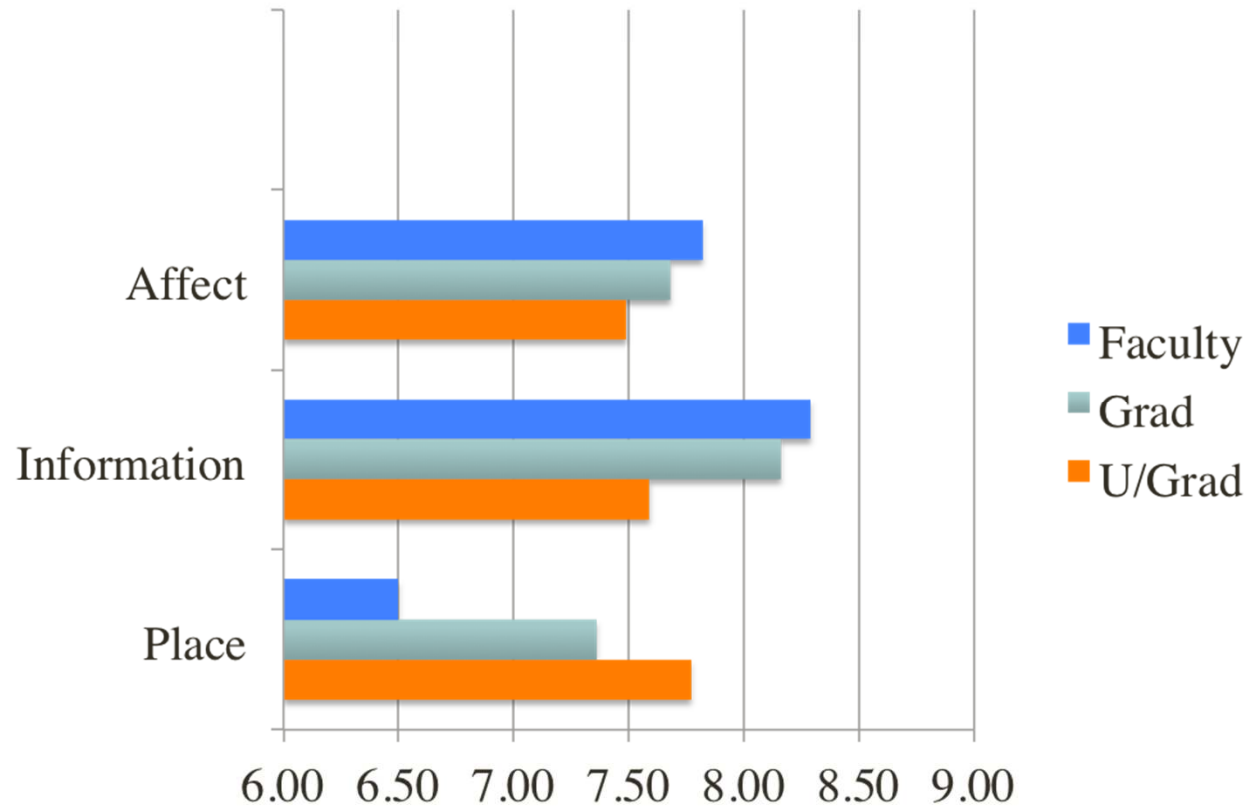


2010 LibQUAL+ Results: Graduate Student Priorities & Gap Analysis

	Graduate									2008 Rank	2010 Rank
	2001	2002	2003	2004	2005	2006	2008	2010			
Making electronic resources accessible from my home or office	0.40	0.46	0.27	0.34	0.44	0.43	0.37	0.66	1	1	
A library website enabling me to locate information on my own	0.53	0.39	0.48	0.16	0.38	0.27	0.28	0.38	4	2	
Easy-to-use access tools that allow me to find things on my own	0.45	0.37	0.32	0.22	0.57	0.42	0.44	0.64	6	3	
***Enabling me to find information myself 24 hours a day	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.27	N/A	4	
Making information easily accessible for independent use	0.70	0.51	0.58	0.49	0.45	0.60	0.50	0.82	5	5	
* The electronic information resources I need			0.41	0.34	0.27	0.27	0.22	0.90	3	6	
***A secure and safe place	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.49	N/A	7	
** Print and/or electronic journal collections I require for my work	0.75	0.90	0.13	0.14	0.09	0.19	-0.05	0.66	2	8	
Readiness to respond to users' questions	0.77	0.69	1.00	0.71	0.79	0.85	0.96	1.12	12	9	
** A getaway for study, learning, or research	0.05	0.39	0.93	0.50	0.68	0.68	0.94	0.79	17	9	
Employees who understand the needs of their users	0.78	0.67	1.02	0.69	0.88	0.86	0.84	1.14	15	11	
Modern equipment that lets me easily access the information I need	0.53	0.45	0.66	0.45	0.47	0.46	0.44	1.30	7	12	
Employees who have the knowledge to answer user questions	0.74	0.35	0.90	0.69	0.64	0.64	0.83	0.89	14	13	
Employees who deal with users in a caring fashion	1.05	0.84	1.22	0.78	1.09	1.03	1.15	1.26	19	14	
Willingness to help users	0.90	0.99	1.05	0.83	0.81	0.94	1.14	1.13	13	15	
Employees who are consistently courteous	1.11	0.85	1.20	0.90	1.03	1.10	0.92	1.17	11	16	
A comfortable and inviting location	0.72	0.51	1.07	0.37	0.61	0.65	0.80	0.66	18	16	
***Providing help when and where I need it	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.20	N/A	18	
Dependability in handling users' service problems	0.82	0.56	0.76	0.64	0.51	0.80	0.90	1.08	16	19	
** The printed library materials I need for my work	0.88	0.95	0.33	0.46	0.42	0.37	0.39	1.03	9	20	
***Librarians providing help that both assists in finding the information needed now, and improves skills useful in future information searches	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.30	N/A	21	
** Library space that inspires study and learning	0.89	0.81	0.66	0.11	0.39	0.60	0.50	0.94	22	22	
** Quiet space for individual activities	0.10	0.56	0.83	0.45	0.66	0.62	0.58	0.81	20	23	
***Making me aware of library resources and services	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.58	N/A	24	
Employees who instill confidence in users	1.21	0.98	1.41	1.12	1.28	1.26	1.28	1.44	23	25	
Giving users individual attention	1.05	0.93	1.13	1.22	1.00	1.26	1.25	0.95	25	26	
* Community space for group learning and group study			1.08	0.81	0.85	1.13	1.36	1.11	26	27	
Positive Gaps 1.00 or higher	Adequacy Gap - Calculated by subtracting minimum score from perceived score										
Negative Gaps (regardless of value)	Desired Mean - Sum of user groups' scores divided by total number of responses by group										
Danger Zone: 2+ years of decreasing value	* Question asked for the first time in 2003										
red font - still positive, but lower than previous year	** Question worded slightly differently in 2001 and 2002										
<i>Italic</i> - More than one question at that ranking	*** Local questions changed in 2010										
Information Control=peach	Affect of Service=blue					Library as Place=purple					

2010 LibQUAL+ Results: Undergraduate Priorities & Gap Analysis

	Undergraduate									2008 Rank	2010 Rank
	2001	2002	2003	2004	2005	2006	2008	2010			
***A secure and safe place	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.26	N/A	1	
A comfortable and inviting location	0.25	0.64	1.05	0.67	0.80	0.72	1.01	1.07	7	2	
** A getaway for study, learning, or research	0.08	0.79	0.99	0.81	0.79	0.83	1.18	0.74	13	3	
** Library space that inspires study and learning	0.41	0.73	0.82	0.54	0.76	0.64	0.89	1.10	8	4	
Making electronic resources accessible from my home or office	-0.15	0.69	0.70	1.02	0.78	0.63	1.04	0.98	1	5	
***Enabling me to find information myself 24 hours a day	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.79	N/A	5	
Modern equipment that lets me easily access the information I need	0.36	0.79	1.06	0.76	0.74	0.77	1.01	1.04	3	5	
Dependability in handling users' service problems	0.37	0.74	0.98	0.68	0.75	0.86	1.03	0.98	19	8	
A library website enabling me to locate information on my own	0.34	1.02	0.77	0.62	0.82	0.58	0.94	1.01	3	9	
** Quiet space for individual activities	0.06	0.86	1.01	0.70	0.58	0.62	0.94	0.94	6	9	
Making information easily accessible for independent use	0.43	0.61	0.80	0.81	0.86	0.74	0.95	1.19	10	11	
Easy-to-use access tools that allow me to find things on my own	0.22	0.54	0.54	0.72	0.69	0.56	0.92	1.04	3	12	
Willingness to help users	0.08	1.24	1.06	0.99	0.91	0.96	1.19	1.44	21	12	
Employees who have the knowledge to answer user questions	0.32	0.62	1.09	0.98	0.88	0.90	0.98	1.26	16	14	
* Community space for group learning and group study			0.81	0.47	0.83	0.76	1.19	1.31	14	15	
***Librarians providing help that both assists in finding the information needed now, and improves skills useful in future information searches	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.35	N/A	15	
Readiness to respond to users' questions	0.49	0.65	1.12	1.00	0.74	0.78	1.03	1.08	20	17	
Employees who are consistently courteous	0.72	0.97	1.20	0.93	0.65	1.01	1.05	1.14	15	18	
***Providing help when and where I need it	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.02	N/A	19	
** Print and/or electronic journal collections I require for my work		0.94	1.14	0.69	1.01	0.72	0.81	1.03	9	20	
Employees who deal with users in a caring fashion	0.58	0.81	1.28	1.03	0.95	0.99	1.23	1.25	17	21	
* The electronic information resources I need			1.18	0.88	0.93	0.77	1.01	1.35	11	22	
Employees who understand the needs of their users	0.43	0.94	1.08	1.02	0.98	1.00	1.24	1.11	22	23	
** The printed library materials I need for my work	0.61	1.00	0.98	0.75	0.73	0.81	1.06	1.15	18	23	
Employees who instill confidence in users	1.21	0.88	1.21	1.19	1.21	1.29	1.26	1.08	26	25	
***Making me aware of library resources and services	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.08	N/A	26	
Giving users individual attention	0.80	1.04	1.21	1.21	1.02	1.07	1.12	1.25	27	27	
Positive Gaps 1.00 or higher	Adequacy Gap - Calculated by subtracting minimum score from perceived score										
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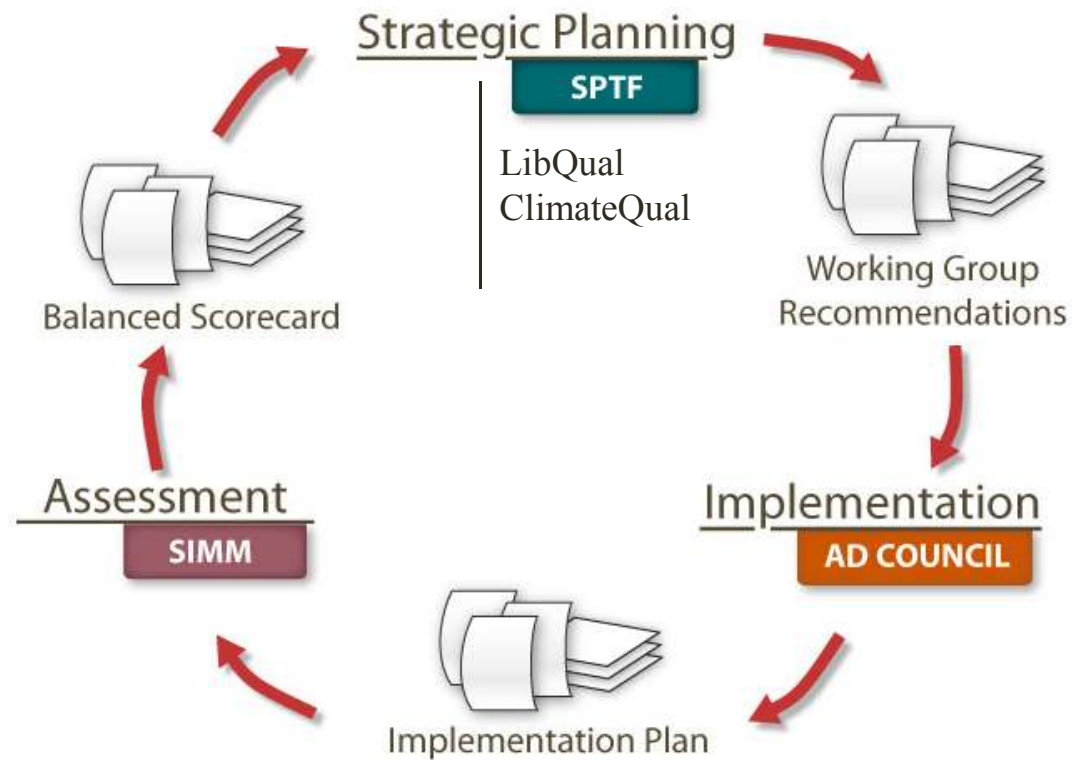


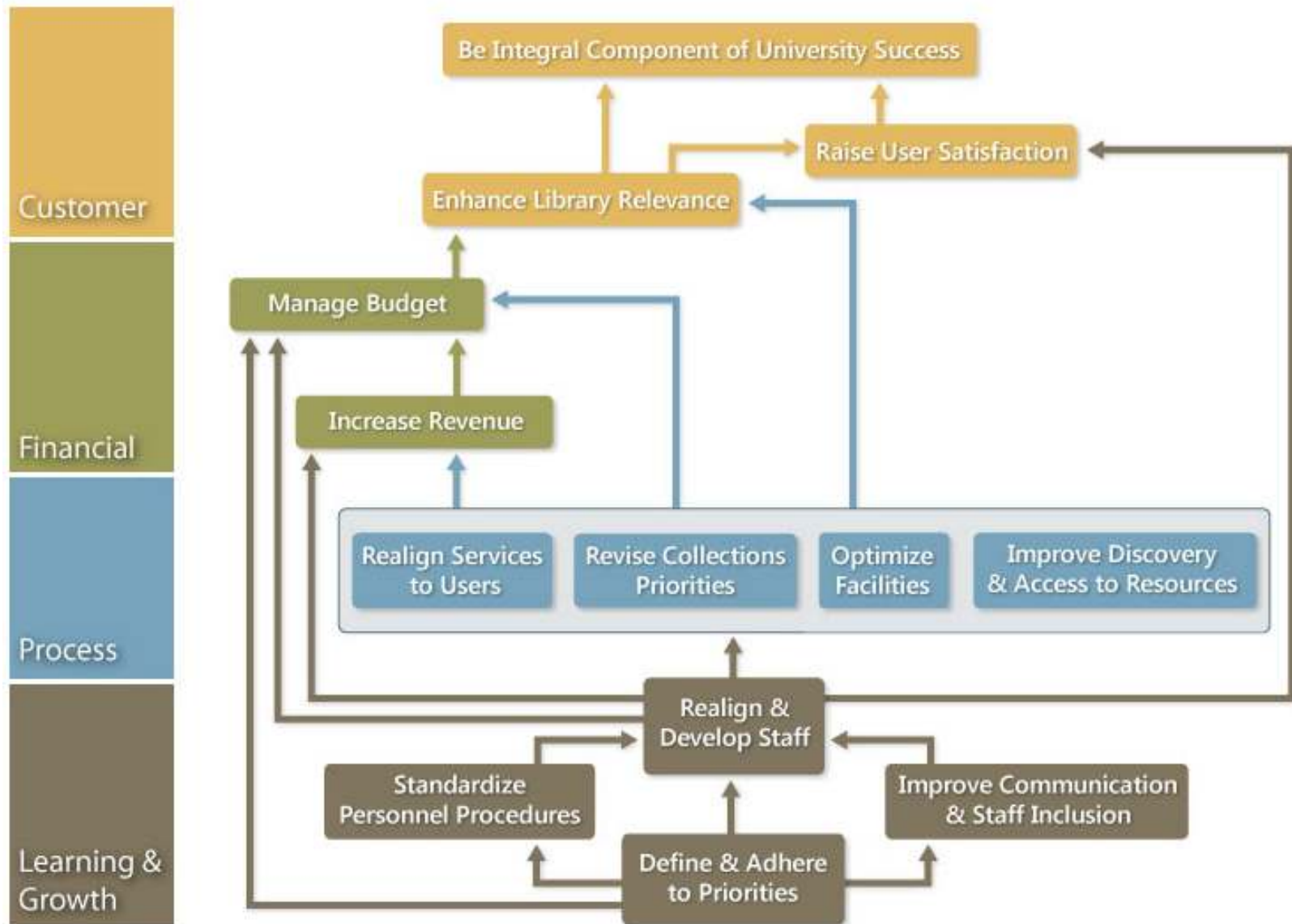
2010 LibQUAL+ Results

- Data has been relatively stable in recent administrations of LibQUAL+
- Students
 - Increased prioritization of Library as Place, as compared with 2008 data
- Graduate Students and Faculty
 - Continued prioritization on access to electronic resources
 - New local question: Finding information by myself 24 hours a day
 - 1st for faculty
 - 4th for graduate students



Continuous Planning Process







Perspective	Objective	Initiatives
Customer	Be Integral Component of University Success	All 21 initiatives
	Raise User Satisfaction	All 21 initiatives
	Enhance Library Relevance	1) Branding and Marketing 2) Website Redesign
Financial	Manage Budget	3) Programmatic Budget
	Increase Revenue	4) Scholarly Communication Inflation 5) Grants 6) Fundraising
Process	Realign Services to Users	7) Services to Users
	Revise Collections Priorities	8) Collections Priorities
	Optimize Facilities	9) Optimization of Facilities 10) Facilities Process
	Improve Discovery and Access to Resources	11) Discovery 12) Digital Initiatives 13) Campus Delivery
Learning and Growth	Define and Adhere to Priorities	14) Continuous Planning 15) Best Practices
	Standardize Personnel Procedures	16) Personnel Issues 17) Career Advancement
	Improve Communication and Staff Inclusion	18) Communication 19) Staff Inclusion
	Realign and Develop Staff	20) Staff Development 21) Process Improvement



Questions?



2010 LibQUAL+ Mean Desired Scores by Dimension

