LibQUAL+® Survey Introduction

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ARL, 21 Dupont Circle
ARL Roles

Association of Research Libraries Roles

Membership Forums
Member Services and Support
Inform and Mobilize Members
Enable Institutional Responses
Enable Collective Response
Describe Member, Characteristics, Roles, and Contributions
Monitor Environment
Advocate
Articulate and Represent Members Interests
Influencing the Scholarly Information Environment
Strengthening Research Library Performance
Issue Analysis and Action

www.libqual.org
In the beginning ... 
Statistics & Salaries
ARL Statistics and Assessment

...To **describe** and measure the performance of **research libraries** and their contribution to teaching, research, scholarship and community service ...
Assessment

“The difficulty lies in trying to find a single model or set of simple indicators that can be used by different institutions, and that will compare something across large groups that is by definition only locally applicable—i.e., how well a library meets the needs of its institution. Librarians have either made do with oversimplified national data or have undertaken customized local evaluations of effectiveness, but there has not been devised an effective way to link the two.”

Sarah Pritchard, Library Trends, 1996
ARL Statistics and Assessment

...To describe and measure the performance of research libraries and their contribution to teaching, research, scholarship and community service ...
Issue 230/231 available on the web
PERCEPTIONS "….only customers judge quality; all other judgments are essentially irrelevant"

## Dimensions

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003-Present</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Affect of Service</strong></td>
<td>41 items</td>
<td>56 items</td>
<td>25 items</td>
<td>22 items</td>
</tr>
<tr>
<td><strong>Library as Place</strong></td>
<td></td>
<td></td>
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<td><strong>Reliability</strong></td>
<td></td>
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<tr>
<td><strong>Provision of Physical Collections</strong></td>
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<tr>
<td><strong>Access to Information</strong></td>
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</table>
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 "NA" (not applicable). Selecting "NA" 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>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
</tr>
<tr>
<td>2) Easy-to-use access tools that allow me to find things on my own</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
</tr>
<tr>
<td>3) Print and/or electronic journal collections I require for my work</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
</tr>
<tr>
<td>4) Readiness to respond to users' questions</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
</tr>
<tr>
<td>5) Quiet space for individual activities</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
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<tr>
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<td>Low</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>6) Convenient access to library collections</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
</tr>
<tr>
<td>7) Willingness to help users</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
<td>1 2 3 4 5 6 7 8 9</td>
</tr>
</tbody>
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Rapid Growth

• **Languages**
  - Afrikaans
  - Arabic
  - English (American, British)
  - Chinese
  - Danish
  - Dutch
  - Finnish
  - French (Belge, Canada, Europe)
  - German
  - Greek
  - Hebrew
  - Japanese
  - Norwegian
  - Spanish
  - Swedish
  - Welsh

• **Consortia**
  *Each may create 5 local questions to add to their survey*

• **Countries**
  - Australia, Canada, Cyprus, Denmark, Egypt, Finland, France, Hong Kong, Ireland, Japan, Mexico, the Netherlands, New Zealand, Norway, Singapore, South Africa, Sweden, Switzerland, UAE, U.K., U.S., etc.....

• **Types of Institutions**
  - Academic Health Sciences
  - Academic Law
  - Academic Military
  - College or University
  - Community College
  - Electronic
  - European Business
  - European Parliament
  - Family History
  - Research Centers (FFRDC) Libraries
  - High School
  - Hospital
  - National Health Service England
  - Natural Resources
  - New York Public
  - Public
  - Smithsonian
  - State
  - University/TAFE
World LibQUAL+® Survey
R&D

• Colleen Cook, “A MIXED-METHODS APPROACH TO THE IDENTIFICATION AND MEASUREMENT OF ACADEMIC LIBRARY SERVICES” (PhD diss., Texas A&M University, 2001).

• Martha Kyrillidou, “ITEM SAMPLING IN SERVICE QUALITY ASSESSMENT SURVEYS TO IMPROVE RESPONSE RATES AND REDUCE RESPONDENT BURDEN: THE ‘LibQUAL+® Lite’ RANDOMIZED CONTROL TRIAL (RCT)” (PhD diss., University of Illinois at Urbana-Champaign, 2009)
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.... more

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

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.... more

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+®...
IMLS grant

LIB value
Value, Outcomes, and Return on Investment of Academic Libraries
Library Assessment Conference
Building Effective, Sustainable, Practical Assessment
Charlottesville, Virginia

COMING FALL 2012