Introduction to LibQUAL+®

Association of Research Libraries

Webcast Briefing

February 14, 2012

1:00 p.m. – 2:00 p.m. EST

www.libqual.org
Welcome

Martha Kyrillidou
Senior Director
ARL Statistics and Service Quality Programs
Association of Research Libraries
Thank You for Joining Us

• Everyone will be muted to cut down on background noise

• We welcome questions. Please type your questions and ARL staff stand ready to answer all of them

• Questions and answers that we do not address as well as the ones we address will be distributed to attendees after the webcast along with the recording
Introductions

• Martha Kyrillidou, Senior Director, Association of Research Libraries
• Sandra Phoenix, Executive Director of the HBCU Library Alliance
• Carla J. Stoffle, Dean, University Libraries and Center for Creative Photography, University of Arizona
• Chestalene Pintozzi, Director of Project Management & Assessment, University of Arizona
• David Green, Library Relations Coordinator, Association of Research Libraries
Agenda

- Brief description of LibQUAL+®
- The LibQUAL+® community (global, HBCU Library Alliance, and more)
- Rationale for using LibQUAL+® – the leadership perspective
- Survey management, methodology and results
- Interpreting the data
- Acting and benefiting your organization
- Q&A as time allows
Poll Question

What is your personal LibQUAL+® status?

- **Veteran** – past participant
- **Rookie** – first survey implementation in 2012
- **Draft Pick** – considering participation in the near future
What We Ask Library Users: 22 Core Items in 3 Dimensions

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

Fred Heath, Colleen Cook, Bruce Thompson
What We Ask Library Users: 22 Core Items in 3 Dimensions

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

**Library Service Quality Survey**

Please rate the following statements (1 is lowest, 5 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 your 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>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>
</tr>
</tbody>
</table>

**LibQUAL+® is modeled on SERVQUAL developed by Berry, Zeithaml, Parasuraman**
What Else We Ask Library Users

• 5 ancillary items selected from a list to address local or consortial concerns (3 service levels)

• Library outcomes for users
• User satisfaction
• Frequency of use of the library, library Website, other Web gateways (i.e., Google)

• Open-ended Comments
  – About 40% of participants provide comments
  – Users elaborate on the details of their concerns usually with constructive criticism & specific suggestions
Use of LibQUAL+® Assessment in the HBCU Library Alliance

Sandra Phoenix

Executive Director of the HBCU Library Alliance

sphoenix@hbculibraries.org
Leadership Program: Strategic Assessment of Library Services

Sandra Phoenix, Executive Director
Leadership Institute 2009 Kick-Off Session

Photographic Preservation Project

Scrapbook identified for preservation

Abraham Lincoln pin (ambrotype)
HBCU/Cornell Digital Initiative – hbcudigitallibrary.auctr.edu

1874 Singers, Hampton University

1866 First Graduating Class, Virginia State University

Student in Tapestry, Tuskegee University

Preserving the Story of the HBCU Library Alliance

Preserving Black Academic Library History
By Shanesha R. F. Brooks-Tatum

Celebrating the triumphs of HBCU libraries
Strategic Assessment Initiative

- Andrew W. Mellon funded
- Demonstrate the role of assessment in improving service quality
- Focused programming
  - Training
  - Mini-grants
Strategic Assessment Initiative

- LibQUAL+®

- Grant guidelines and awards

- Program Session – HBCU Library Alliance 5th Membership Meeting
Why Use LibQUAL+®?
Rationale from a Library’s Perspective

Carla Stoffle
Dean,
University Libraries and Center for Creative Photography
Using LibQUAL+®

Carla Stoffle and Chestalene Pintozzi, University of Arizona Libraries
Why use LibQUAL+®

- Direct feedback from customers
- Communicate with customers
- Use in quality standards to measure and report performance to university
- Tested and validated instrument
Why use LibQUAL+® regularly

- **Monitor** change longitudinally
- **Measure** effect of service or facilities changes
- **Inform** annual planning
Using the results

- **Share** with student groups
- **Analyze** comments to understand superiority and adequacy gaps
- **Identify** areas in need of improvement
Examples of impact @ the University of Arizona Libraries

- Public use of library
- Short-term study carrels
- Intensified migration to electronic
Why Administer LibQUAL+®?

• Conducting LibQUAL+® is not an end in itself
• Consider WHY the library wants feedback from users; be specific about goals/desired outcomes
• Be mindful of your potential targets of interest:
  – Customer input for library Strategic Planning
  – Assessment for institutional accreditation
  – Intention to become more user-centered
  – Focus on specific institutional or library strategic initiatives such as:
    • space/facilities issues
    • collection(s) changes
    • web re/design
    • customer service, etc.
LibQUAL+® Survey Implementation and Results

David Green

Library Relations Coordinator
Statistics and Assessment
Association of Research Libraries

www.libqual.org
LibQUAL+® Management Center (aka Your Friend)

Survey Dashboard

Welcome to LibQUAL+®!

Download the new 2010 Procedures Manual

We are delighted to offer you a new platform that supports features like LibQUAL+.

To get started, please do the following:

- To view or add users to your institution's account, visit the 'Manage Users' navigation area on the left). Here you can manage access to this website by managing users.

- To view and set user permissions for your survey run (available Jan. 2010), visit the Management Center. Here you can set a user's role in administrating your LibQUAL+ account.

- To configure and launch your survey (available Jan. 2010), visit the survey configuration area.
LibQUAL+® Management Center

- Login *(Required to use the Management Center)*
- Center Sections:
  - Manage Surveys
  - Manage Users
  - Manage Permissions
  - Data Repository
  - Organization Websites
  - Directory

Survey Dashboard

Welcome to LibQUAL+®!

2012 Procedures Manual

We are delighted to offer you a platform that supports features like LibQUAL+® Lite and other enhancements. LibQUAL+® Lite is a new customizing feature that you will set during configurations, not at the time of registration.

Getting started:

- To view or add users to your institution’s account, visit the ‘Manage Users’ link of the Management Center (found in the navigation area on the left). Here you can manage access to this website by members of your staff.

- To view and set user permissions for your survey run, visit the ‘Manage Permissions’ link of the Management Center. Here you can set a user's role in administering your LibQUAL+® survey. Manage Permissions is only relevant when your institution is currently registered to run a LibQUAL+® survey.

To configure and update your survey, visit the myLibQUAL+® link under the Management Center when they become available. Follow the
Survey Process: Manage Your Survey

Four Stages

1. Pre-Launch
2. Monitor Survey Progress
3. Close My Survey
4. Post-Survey and Results

Stage 1
Manage Your Survey: Stage 1 - Customization

Always save your work
Manage Your Survey:
Stage 1 – Customization: LibQUAL+® Lite

• **LibQUAL+® Lite** (why might I want to use it?)
• A survey methodology in which:
  – (a) ALL users answer a few, selected survey questions, but
  – (b) the remaining survey questions are answered ONLY by a randomly-selected subsample of users
• Thus, (a) **data are collected on ALL QUESTIONS**, but (b) each user answers **FEWER QUESTIONS**, thus shortening the required response time

https://www.ideals.illinois.edu/bitstream/handle/2142/14570/Kyrillidou_Martha.pdf?sequence=3
Manage Your Survey:
Stage 1 - Optional Questions

Optional Questions

Use this tab to add extra questions to your survey, selected from a list provided below. This list contains only optional questions available in ALL the languages in which you are offering your survey. You can choose to add either five questions or none. If you do not want optional questions, leave the form blank. No other number of questions is allowed (thus, if you attempt to save with fewer than five questions selected, none of them will be saved). These five optional questions will be interspersed within the core questions on the survey.

To view a list of all optional questions for your selected languages click here.

- To add an optional question to your selected list: click the '+' icon adjacent to the question in the 'Available' list.
- To remove an optional question from your selected list: click the 'x' icon adjacent to the question.

<table>
<thead>
<tr>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>A center for intellectual stimulation</td>
</tr>
<tr>
<td>A contemplative environment</td>
</tr>
<tr>
<td>A haven for quiet and solitude</td>
</tr>
<tr>
<td>A library environment that is hospitable and conducive to finding and using information</td>
</tr>
<tr>
<td>A meditative place</td>
</tr>
<tr>
<td>A place for reflection and creativity</td>
</tr>
<tr>
<td>A secure and safe place</td>
</tr>
<tr>
<td>A service which can find for me rapidly and easily the documents not available in my own institution</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
</tr>
<tr>
<td>4.</td>
</tr>
<tr>
<td>5.</td>
</tr>
</tbody>
</table>

Select optional questions chosen by SCONUL: [Consortium Questions]

Save
Manage Your Survey: Stage 1 - Branch Library

Branch Library Options

In this tab you can specify the options from which users will choose their response to the question, "The library that you use most often." If you do not want to include this question on your survey (for example, if your institution has only one library), simply leave the area below empty.

If you enter options, the question will be included in the demographics section of the survey. Responses to this question will be returned to you as part of your survey data file, but will not be reported in your results notebook. The libraries added will appear in the order they are listed on this tab in the survey form.

- **To add a library option**: click the 'Add New Option' button.
- **To amend a library option**: click on the option’s text field and make changes.
- **To remove a library option**: click the ‘x’ icon adjacent to the option row. Note that if you do this by mistake, you will need to recreate the option by adding a new one.

"The library that you use most often:"

<table>
<thead>
<tr>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (British)</td>
</tr>
</tbody>
</table>

Add New Option

The library you use most often.
Manage Your Survey: Stage 1 - Disciplines

- Results notebooks summarize findings by user group and provide a chart for both standard and custom disciplines.

- Standard disciplines (based on your institution type, i.e., College/University)

- Customized disciplines
  - Recommend no more than 16 disciplines, if possible
Manage Your Survey: Stage 1 - Customized Disciplines

Discipline Options

This tab enables you to select the discipline terms that you want to use in the demographics section of your LibQUAL+® survey. The standard discipline terms for each of your survey languages appear below by default. You may choose to use some or all of the LibQUAL+® standard discipline terms, or you may choose to create your own discipline categories. If you choose to add your own categories, they MUST be mapped to a LibQUAL+® standard discipline for data analysis purposes. (Please make sure your new term(s) relate to the standard disciplines; in other words, do not enter “Accounting” and map it to “Architecture.”) Your disciplines will appear in alphabetical order. Be careful to enter new terms exactly as you want them to appear on your survey. Make a note to check your discipline options for any spelling, grammatical, or formatting errors here as well as during the “preview” stage.

- To amend a discipline option: click on the option text field and make changes. You can also reassign the option to another standard discipline category if desired.
- To remove a discipline option: click the ‘X’ icon adjacent to the option row. Note that if you do this by mistake, you will need to reinsert the option by adding a new one.
- To add a discipline option: click the ‘Add New Option’ button.

<table>
<thead>
<tr>
<th>Options</th>
<th>English (American)</th>
<th>Reporting Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture / Environments</td>
<td>Agriculture / Environmental Studies</td>
<td>X</td>
</tr>
<tr>
<td>2. Architecture</td>
<td>Architecture</td>
<td></td>
</tr>
<tr>
<td>3. Business</td>
<td>Business</td>
<td></td>
</tr>
<tr>
<td>4. Communications / Journal</td>
<td>Communications / Journalism</td>
<td></td>
</tr>
<tr>
<td>5. Education</td>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>6. Engineering / Computer Science</td>
<td>Engineering / Computer Science</td>
<td></td>
</tr>
<tr>
<td>7. General Studies</td>
<td>General Studies</td>
<td></td>
</tr>
<tr>
<td>8. Health Sciences</td>
<td>Health Sciences</td>
<td></td>
</tr>
<tr>
<td>9. Humanities</td>
<td>Humanities</td>
<td></td>
</tr>
<tr>
<td>10. Law</td>
<td>Law</td>
<td></td>
</tr>
<tr>
<td>11. Military / Naval Science</td>
<td>Military / Naval Science</td>
<td></td>
</tr>
<tr>
<td>12. Other</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>13. Performing &amp; Fine Arts</td>
<td>Performing &amp; Fine Arts</td>
<td></td>
</tr>
<tr>
<td>14. Science / Math</td>
<td>Science / Math</td>
<td></td>
</tr>
<tr>
<td>15. Social Sciences / Psychology</td>
<td>Social Sciences / Psychology</td>
<td></td>
</tr>
<tr>
<td>16. Undecided</td>
<td>Undecided</td>
<td></td>
</tr>
</tbody>
</table>

See how this question will appear on the survey in English (American).
# Manage Your Survey: Stage 1 - Preview & Launch

## Preview
- Complete at least **one** full run of your preview survey
- Test in different settings, using different platforms and Web browsers
- Get library staff involved in testing

## Launch
- Can no longer make changes
- Live survey URL
Manage Your Survey: Stage 2 - Representativeness

- Determines how your institutional profile compares to your survey data
- Requires the following information:
  - # of individuals per user group
  - # of individuals within each discipline
  - # of males and females
  - Library Statistics
- Complete before closing survey
Manage Your Survey: Stage 3 - Closing Your Survey

• We recommend a survey run of at least 3 weeks

• Confirm you want to close – irreversible step
Manage Your Survey: Stage 4 - Post-Survey Tasks

Manage Survey
Stage 4) Post-Survey and Results
Thanks for running your LibQUAL+® survey!
Your survey is now closed and no longer accepting responses.

Representativeness Questionnaire
Please make sure you have completed your Representativeness Questionnaire. Your Results Notebook will not be created until you have acknowledged that it is complete or that you are leaving it blank.

- I acknowledge that my representativeness questionnaire is complete.
- I acknowledge that my representativeness questionnaire is left blank intentionally.

Other Questionnaires
- Post Hoc Questionnaire
- Evaluation Questionnaire
Manage Your Survey: Stage 4 - Results

Data

- Results Notebook
- View/Download Comments
- Download Raw Data and Key for Variable Names and Key for Option IDs and SPSS Syntax File

Below are links to print-friendly surveys for archival purposes.

Manage Your Survey:  
Stage 4 – Incentive Winners

A list of randomly selected e-mail addresses is displayed below. These addresses were drawn from those individuals who took the survey at your institution and chose to enter their e-mail address. Use this list as you think best to distribute your local incentive prize(s). Our congratulations to your winners!

We recommend that you save a copy of this list if you think you will need to refer to it in the future. This page will be removed when next year’s survey registration begins. Download the winner list in CSV format.

<table>
<thead>
<tr>
<th>Place</th>
<th>Email Address</th>
<th>User Group</th>
<th>Discipline</th>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="mailto:meghan363@tamu.edu">meghan363@tamu.edu</a></td>
<td>Undergraduate General Studies</td>
<td></td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>2</td>
<td><a href="mailto:diana_knight@tamu.edu">diana_knight@tamu.edu</a></td>
<td>Undergraduate Education &amp; Human Development</td>
<td></td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>3</td>
<td><a href="mailto:steele_swon@tamu.edu">steele_swon@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Dwight Look College of Engineering</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>4</td>
<td><a href="mailto:guangui.ma@neo.tamu.edu">guangui.ma@neo.tamu.edu</a></td>
<td>Graduate</td>
<td>Liberal Arts</td>
<td>PSEL - Policy Sciences &amp; Economics Library</td>
</tr>
<tr>
<td>5</td>
<td><a href="mailto:b-trplett@tamu.edu">b-trplett@tamu.edu</a></td>
<td>Graduate</td>
<td>Agriculture &amp; Life Sciences</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>6</td>
<td><a href="mailto:jin_ping@tamu.edu">jin_ping@tamu.edu</a></td>
<td>Graduate</td>
<td>Architecture</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>7</td>
<td><a href="mailto:swpark76@neo.tamu.edu">swpark76@neo.tamu.edu</a></td>
<td>Graduate</td>
<td>Dwight Look College of Engineering</td>
<td>Other</td>
</tr>
<tr>
<td>8</td>
<td><a href="mailto:augaz@tamu.edu">augaz@tamu.edu</a></td>
<td>Library Staff</td>
<td>Veterinary Medicine &amp; Biomedical Sciences</td>
<td>MSL - Medical Sciences Library</td>
</tr>
<tr>
<td>9</td>
<td><a href="mailto:pheiper@hkn.tamu.edu">pheiper@hkn.tamu.edu</a></td>
<td>Faculty</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>10</td>
<td><a href="mailto:monkey_child@tamu.edu">monkey_child@tamu.edu</a></td>
<td>Undergraduate Science</td>
<td></td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>11</td>
<td><a href="mailto:rachelcolline904@yahoo.com">rachelcolline904@yahoo.com</a></td>
<td>Undergraduate Liberal Arts</td>
<td></td>
<td>WCL - West Campus Library</td>
</tr>
<tr>
<td>12</td>
<td><a href="mailto:mindblade@tamu.edu">mindblade@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Dwight Look College of Engineering</td>
<td>Annex - Library Annex</td>
</tr>
<tr>
<td>13</td>
<td><a href="mailto:bitaylor@tamu.edu">bitaylor@tamu.edu</a></td>
<td>Graduate</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>14</td>
<td><a href="mailto:heath.sternadel@tamu.edu">heath.sternadel@tamu.edu</a></td>
<td>Undergraduate Agriculture &amp; Life Sciences</td>
<td></td>
<td>WCL - West Campus Library</td>
</tr>
<tr>
<td>15</td>
<td><a href="mailto:appie_13@tamu.edu">appie_13@tamu.edu</a></td>
<td>Undergraduate General Studies</td>
<td></td>
<td>WCL - West Campus Library</td>
</tr>
<tr>
<td>16</td>
<td><a href="mailto:jdiktheno@tamu.edu">jdiktheno@tamu.edu</a></td>
<td>Faculty</td>
<td>Liberal Arts</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>17</td>
<td><a href="mailto:sherwood@tamu.edu">sherwood@tamu.edu</a></td>
<td>Graduate</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
</tbody>
</table>
Survey Results

- Survey Results Notebook (PDF)
  - Individual & Group Analyses
- Comments
  - About half of users provide comments
  - Download Excel file from Stage 4 or Data Repository
- Excel/SPSS data files
- Additional Services:
  - Customized Discipline Analysis
  - Library Branch Analysis
  - User Subgroup Analysis
  - Other customized analyses (upon request)
  - Print Copies

www.libqual.org
Customized Consulting Services:

- Customized facilitation of the use of LibQUAL+® data by your staff, especially branch & liaison librarians
- Longitudinal data analysis, across multiple years
- Tailored peer comparisons, libraries you choose
- Assistance w/ content analysis for Comments
- LibQUAL+® staff facilitation of a retreat or summit
- Guidance in preparing communication plan
- Customized training in assessment skills
- Launch an assessment group or team
- Assistance in identifying key customer issues for future action
Procedures Manual

Analyzing & Using Survey Results

Martha Kyrillidou

Senior Director
ARL Statistics and Service Quality Programs
Association of Research Libraries
LibQUAL+® Tutorial (aka Another Friend)

http://www.libqual.org/about/about_survey/tools
Three Interpretation Frameworks
Interpreting Perceived Scores Against Minimally-Acceptable and Desired Service Levels (i.e., “Zones of Tolerance”)
What We Ask Library Users: 3 Service Levels for 22 Core Items

- Minimum, Desired, and Perceived service performance level for 22 core items in 3 Dimensions:
  - Affect of Service
  - Information Control
  - Library as Place
Benchmarking Against Self, Longitudinally

“Nobody is more like me than me!”
--Anonymous
Interpretation Framework #3

Benchmarking Against Peer Institutions
--1,000,000 Users; 1,000 Institutions!
Framework #3 – Peer Comparisons

Peer Comparison
General Satisfaction
*Data taken from last year of participation

How would you rate the overall quality of the service provided by the library?

Library's conclusion: There's still room for improvement!
LibQUAL+® Analytics

http://www.libqual.org/analytics

Settings

### User Groups
- Undergraduate
- Graduate
- Faculty
- Library Staff
- Staff
- Select All

### Disciplines
- Agriculture / Environmental Studies
- Architecture
- Business
- Communications / Journalism
- Education
- Engineering / Computer

### Surveys
- Aalto University (LQ 2010 - Finnish, English (Finnish))
- Aalto University: Helsinki University of Technology Library (LQ 2008 - English (British))
- Aalto University: University of

Selection Criteria

- Texas A&M University, College Station (LQ 2011)

User Groups
- Undergraduate
- Graduate
- Faculty
- Library Staff
- Staff

Disciplines
- Texas A&M University, College Station (LQ 2011)

Representativeness Chart

Texas A&M University, College Station (LQ 2011)

- Agriculture / Environmental Studies
- Architecture
- Business
LibQUAL+® ShareFair
(aka Another Friend)

LibQUAL+® Share Fair 2011
Monday, June 27, 8:30 – 10:30 a.m.

DoubleTree Hotel - Nottoway A
300 Canal Street, New Orleans, Louisiana, 70130
(504) 581-1300

AGENDA

8:30 a.m. Welcome and Introductions (Martha Kyrillidou)

8:40 a.m. Round Robin Discussion (Martha Kyrillidou)
   I. Sharing from all participants

9:15 a.m. Experiences from the Field
   II. Meg Scharf (Central Florida)
       “Drawing Drama! Will they enter the drawing without responding to the survey?”

   III. Ibironke Lawal (Virginia Commonwealth)
       “Using LibQUAL+® Results to Improve Service Quality at Virginia Commonwealth University”

   IV. Diane Wahl (North Texas)
       “Learning from our Users: Using Assessment to Drive Change”

10:15 a.m. LibQUAL+® Lite, Survey Promotion, and Demonstrating Actions
   V. David Green (ARL)

http://www.libqual.org/about/share_fair

www.libqual.org
You Asked … We Respond …

LibQUAL 2011: You asked, we respond …

The library's third participation in LibQUAL (previous participations took place in 2005 and 2008) produced 840 valid questionnaires of which 476 provided comments, representing 57% of the participants. The high percentage feedback enables the Library Services to contemplate, plan and execute well based action plans and improvements to the service, collection and building.

<table>
<thead>
<tr>
<th>SERVICE ORIENTATION</th>
<th>You asked ...</th>
<th>We respond ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client Service:</td>
<td>That friendliness and the willingness to assist should be exercised by all staff members</td>
<td>The Library strives to sensitise staff for the provision of quality customer services and to improve its services on a continuous basis. Users who were not treated according to expectations are welcome to bring it under the attention of the relevant section head.</td>
</tr>
<tr>
<td></td>
<td>That the procedure to use items from the Africana collection be made more user-friendly</td>
<td>Even though staff try their utmost to deliver the best service at all times, the reality is that it can become more difficult at times to leave their workstations to retrieve sources from closed and special collections, specifically after hours. More staff members are on duty during normal office hours and should users be able to request sources from these collections during those times, it would be much easier to obtain the required source(s). Accompanying users who have problems in finding their sources on the shelves, forms part of the library staff's job. Users may take note that books that were returned are shelved once a day and it may very well be that the books needed are not yet shelved. You are invited however, if you experience that the shelves are in disorder or that for some reason you cannot locate your books, to ask staff at the Loans desk for assistance, or e-mail to: <a href="mailto:fbleen@nwu.ac.za">fbleen@nwu.ac.za</a>.</td>
</tr>
<tr>
<td></td>
<td>That students need support in finding books on the shelves</td>
<td></td>
</tr>
</tbody>
</table>
We Listened to You!

LibQUAL+® 2006
Thanks to the more than 1,100 KU faculty, staff and students who completed the 2006 LibQUAL+® survey, KU Libraries has made significant changes over the past few months to better meet your research and service needs.

You requested:
• Access to the electronic resources from your home or office
  • Print and/or electronic journal collections you require for your work
  • A Libraries Web site that enables you to locate information on your own more quickly and easily
  • Librarians and staff members who have the knowledge to answer your questions
  • Dependability in handling your service problems

We delivered:
• More access to print and electronic materials, including 30,000 journals and many other primary resources
  • The new Information Gateway, a primary tool for searching the Libraries’ proprietary online resources including databases, journals and images
  • A newly redesigned Web site
  • Access to electronic records for hundreds of thousands of previously inaccessible items
• An ongoing commitment to enhancing service quality through comprehensive training and continuous evaluation

http://www.lib.ku.edu/assessment/

www.libqual.org
The Library Summit:
Clemson University & U. of Texas at Austin & others

The Benefits of a Library Summit

- **Goodwill.** An organization that makes its weaknesses public and asks for advice and help gains positive regard. Participants and library staff also appreciate having their opinions taken seriously.
- **“Closing the Loop.”** Library plans based on LibQUAL+® survey results and Summit discussions provide good structure for showcasing positive outcomes in assessment.
- **Personal investment.** Participants tend to take ownership of their ideas and may stay more involved and connected with the library to see if their suggestions are implemented.
- **Outreach.** Everyone involved in a Library Summit learns something about library resources and services.
- **Original ideas.** Library “outsiders” provide fresh interpretations and insights that might not be generated internally.
- **More data.** Input from Library Summit participants provides richer and more detailed data for LibQUAL+® survey items.
- **Buy-in.** The Summit process is inclusive, so it reduces internal and external disagreements about priorities and decisions.
- **Climate change.** Administrative, faculty, staff, and student endorsement of a Summit sets the tone for campus-wide collaboration in library success.

Planning a Summit for Your Library

Clemson University and the University of Texas at Austin are working with ARL to help other academic libraries put together their own Library Summits. Contact ARL or any Library Summit team member for guidance on implementing your own Summit, or to discuss how a Summit could benefit your institution.


www.libqual.org
SEATING REPAIR & RE-UPHOLSTERING
Use LibQUAL+® to Set Performance Targets

http://www.libqual.org/publications
(Search smelik 2006)
## Strategic Plan Metrics Using LQ

<table>
<thead>
<tr>
<th>Library Metric</th>
<th>Baseline 09</th>
<th>2014 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase the perceived level of service quality in ranking of “print or electronic journal collections needed” for All users</td>
<td>7.21</td>
<td>7.5</td>
</tr>
<tr>
<td>Increase the perceived level of service quality in ranking of “electronic information resources needed” for All users</td>
<td>7.21</td>
<td>7.5</td>
</tr>
<tr>
<td>Increase perceived level of service quality in ranking of “easy to use access tools” for All users</td>
<td>7.28</td>
<td>7.7</td>
</tr>
<tr>
<td>Increase Undergraduates perceived level of service quality ranking of “modern equipment that lets me easily access needed information.”</td>
<td>7.41</td>
<td>8.0</td>
</tr>
<tr>
<td>Increase Undergraduates perceived level of service quality ranking of library Web site “enabling me to locate information on my own.”</td>
<td>7.07</td>
<td>7.77</td>
</tr>
<tr>
<td>Increase Undergraduates perceived level of service quality ranking of “quiet space for individual activities.”</td>
<td>7.07</td>
<td>7.77</td>
</tr>
</tbody>
</table>

www.libqual.org

Strategic Plan Metrics Using LQ

Florida Agricultural and Mechanical University Libraries
Strategic Plan
2010 - 2020

2020 Vision with Courage

Goal 1.2: Continuous enhancement of the student library and information experience

Strategy 1.2.1: Enhance the library learning environment

Performance Measures(s):

1.2.1.1 Exceed student expectations by achieving a rating of 8.14 or more incrementally over the next 6 years on the LIBQUAL statement: Comfortable and inviting location

1.2.1.3 Exceed student expectations over the next 6 years by incrementally achieving a rating of 8.06 or more on the LibQUAL statement: Space for group learning and study


www.libqual.org
LibQUAL+® Top 10 Resources
(aka Another Friend)

http://www.libqual.org/about/about_lq/top_resources
LibQUAL+® Team: Growing your Circle of Friends

- Martha Kyrillidou – Senior Director, ARL Statistics and Service Quality Programs
  martha@arl.org
  202-296-2296, x139

- David Green – Library Relations Coordinator
  david@arl.org
  Skype chat

- Gary Roebuck – Technical Operations Manager
  gary@arl.org
  202-296-2296, x137

- Henry Gross – Applications Developer
  henry@arl.org
  Skype chat

- Shaneka Morris – Statistics Editorial Assistant
  shaneka@arl.org
  202-296-2296, x124
Other LibQUAL+® Participants: An even larger Circle of Friends

http://www.libqual.org/about/about_survey/related_sites
Library Assessment Conference
Building Effective, Sustainable, Practical Assessment
Charlottesville, Virginia

OCTOBER 29-31 2012
Poll Question

Do you plan on attending the 2012 Library Assessment Conference, Oct. 29-31?

• Yes
• No
• Maybe

http://libraryassessment.org/