

USE of LIBQUAL+ RESULTS in STRATEGIC PLANNING

**Nisa Bakkalbasi, Assessment Coordinator
Columbia University**

ALA Midwinter, January 28, 2013, Seattle, WA

TODAY'S TALK

- **Organizational background**
- **History of LibQUAL+ at Columbia**
- **Use of LibQUAL+ results in strategic planning**

COLUMBIA UNIVERSITY LIBRARIES

- **Large comprehensive, research library library**
- **Urban setting**

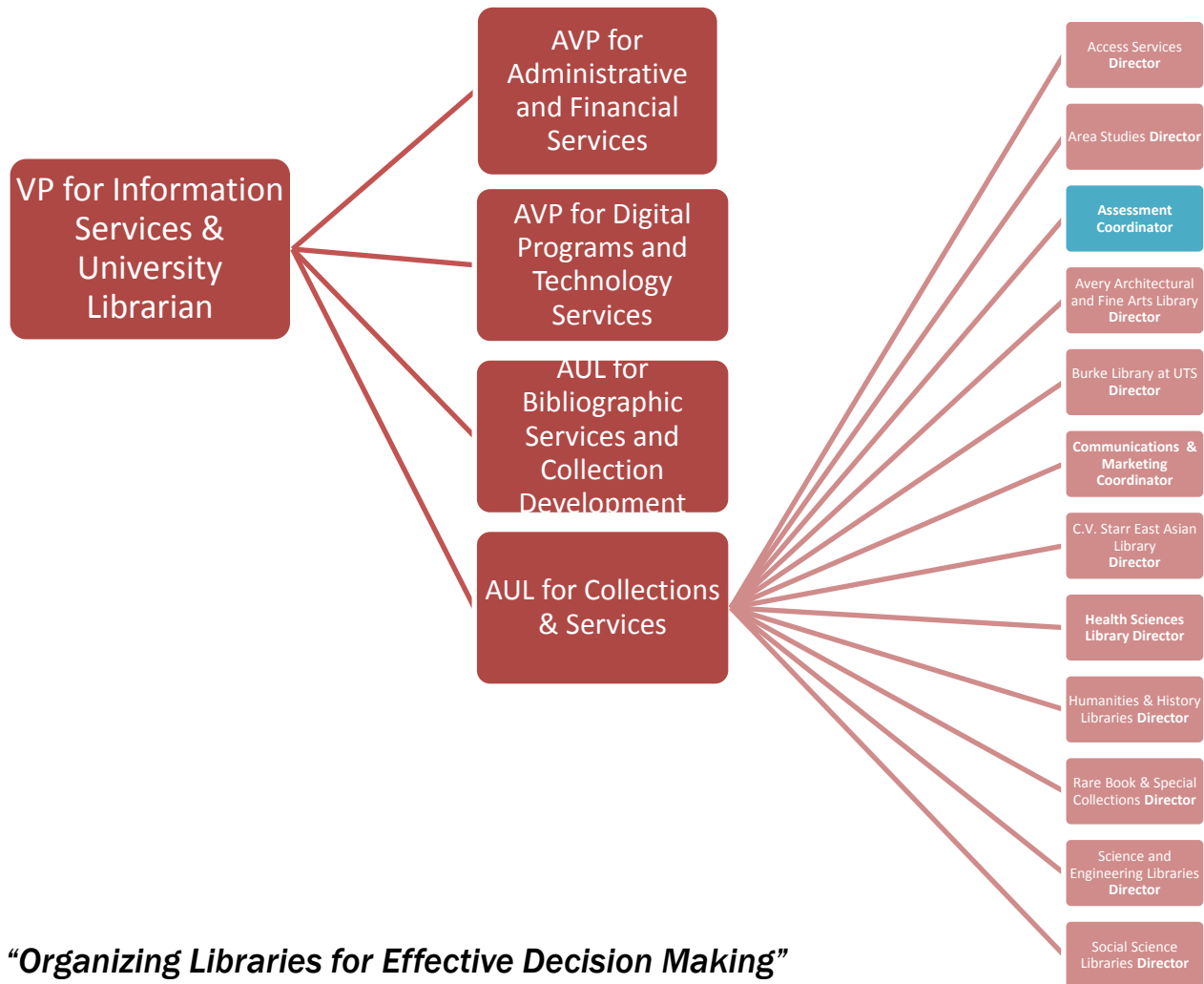
Approximately:

- **3,500** faculty members
- **26,000** students (2/3 graduate and professional degree students)

- **22** campus libraries
- **11,000,000** volumes

- **550 FTE** library staff including
 - professional staff
 - support staff
 - student assistants

ORGANIZATIONAL STRUCTURE



From **“Organizing Libraries for Effective Decision Making”**

Damon E. Jaggars and Jennifer Rutner

ORGANIZATIONAL GOALS

“As user behaviors and the information environment change, it is important for us to listen to our users, to understand their information needs, to observe what they do, and to study the use data available to us. Assessment and user-focused design must become integral to the way we think and plan.”

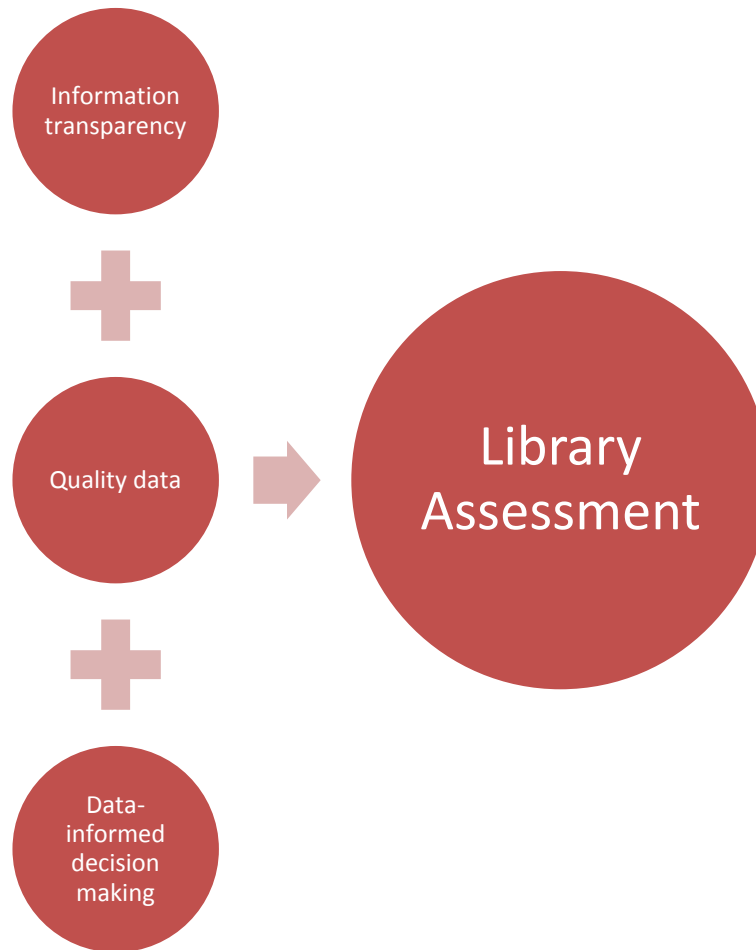
-CUL/IS Strategic Plan 2006 - 2009

ORGANIZATIONAL GOALS

“In the years ahead, the work of CUL/IS will be guided by [the following principles]: user focused design, data-driven decision making, continuous assessment of results, and flexible and adaptive response to user needs.”

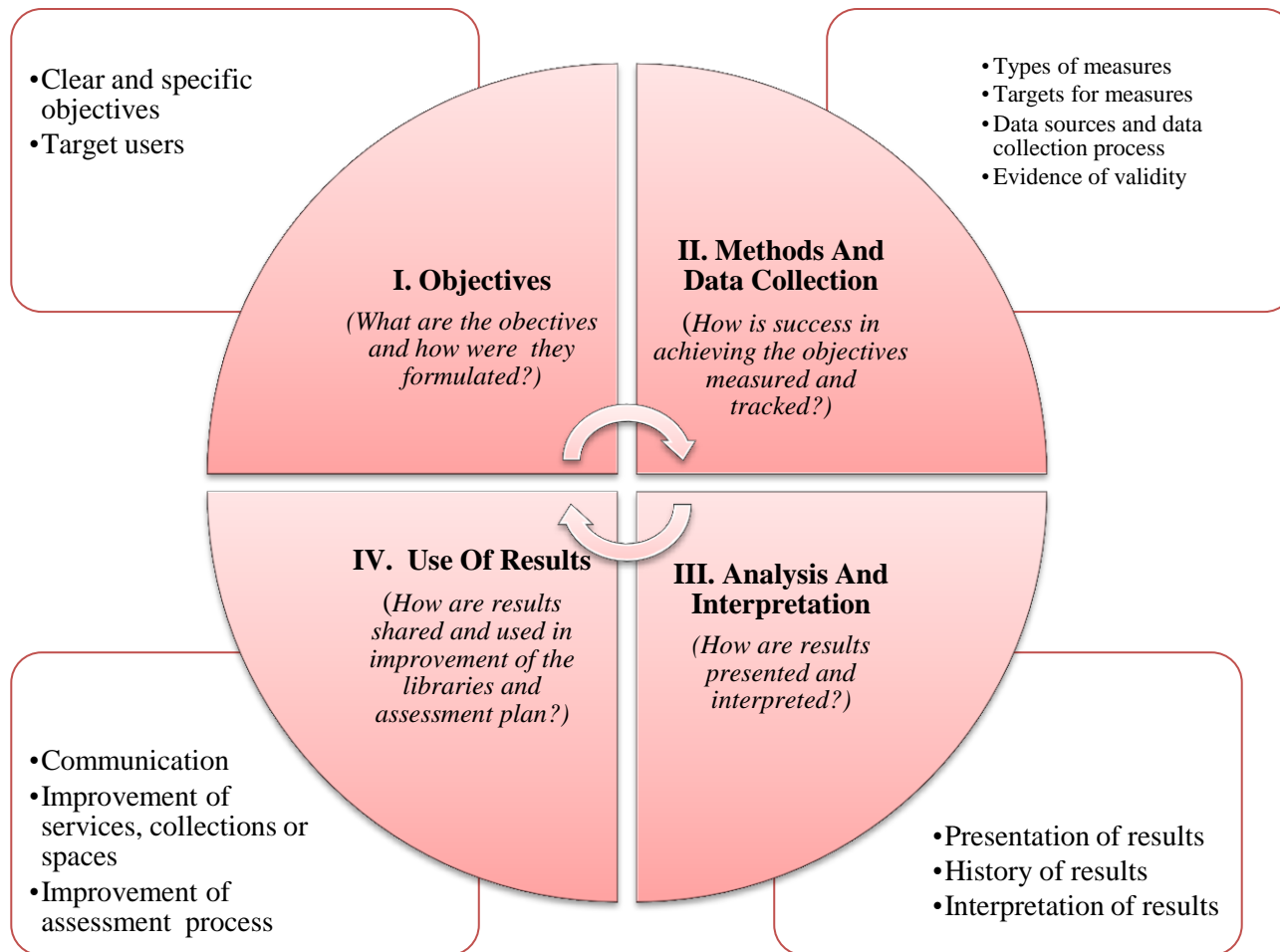
-CUL/IS Strategic Plan 2010-2013

ASSESSMENT VALUES



From "Organizing Libraries for Effective Decision Making"
Damon E. Jaggars and Jennifer Rutner

ASSESSMENT PROCESS



Why do we participate in LIBQUAL+ ?

- Gives a comprehensive view of service quality throughout the organization;**
- Provides comparable data;**
- Helps investigate trends over long periods of time;**
- Helps target areas for further assessment.**

HISTORY OF LIBQUAL+

- **Survey is administered on a three-year cycle (2003, 2006, 2009, next iteration in 2013)**
 - **2003** - (*population=19,637, respondents=249*)
 - **2006** - (*population=20,822, respondents=282*)
 - **2009** - (*population=22,960, respondents=3,654*)

SUMMARY OF FINDINGS

	Faculty Priorities	Graduate Priorities	Undergraduate Priorities
1	Making electronic journals available from my home or office	Making electronic journals available from my home or office	Making electronic journals available from my home or office
2	Print and/or electronic journals I require for my work	Print and/or electronic journals I require for my work	A library website enabling me to locate information on my own
3	A library website enabling me to locate information on my own	The electronic information resources I need	Modern equipment that lets me easily access needed information

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DISCOVERY, ACCESS, DELIVERY, AND SERVICE

“Data collected locally through usage statistics, facilities usage surveys, focus groups, and the LibQUAL+ service quality assessment survey tells us that in aggregate our users clearly prioritize unmediated access to collections and services. Our assessments tell us that faculty, graduate students, and undergraduate students alike value unmediated access to electronic and print information above other service concerns.”

- CUL/IS Strategic Plan 2010-2013

INITIATIVES – *Discovery*

- **Simplify and improve search and discovery interfaces.**
- **Investigate and implement a next generation interface to the library catalog.**
- **Implement a new web content management system and redesign the CUL/IS website.**
- **Expose bibliographic records, archival finding aids, images, and other appropriate data to search engines and social networking environments.**

- CUL/IS Strategic Plan 2010-2013

INITIATIVES – Access

- **Streamline the borrower request interface to allow the placing of requests from the catalog using self-populating forms that connect to various request systems (Borrow Direct, Illiad).**
- **Integrate appropriate digital content into the library catalog utilizing available APIs.**

- CUL/IS Strategic Plan 2010-2013

INITIATIVES – *Delivery*

- **Implement desktop delivery for articles and book chapters in Butler Library and assess feasibility of expansion to other campus libraries.**
- **Assess the desirability and feasibility of providing a user request system for books and other appropriate materials.**
- **Evaluate the feasibility of providing print-on-demand service for electronically available books and other content as alternative to purchasing print copies.**

- CUL/IS Strategic Plan 2010-2013

INITIATIVES – *Service*

- **Redesign the Library FAQ system as intuitive, point-of-need, unmediated help system driven by documented user needs and information-seeking behaviors.**

- *CUL/IS Strategic Plan 2010-2013*

THANK YOU!

Questions, comments?

nisa.bakkalbasi@columbia.edu