USE of LIBQUAL+ RESULTS in STRATEGIC PLANNING

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TODAY’S TALK

- Organizational background
- History of LibQUAL+ at Columbia
- Use of LibQUAL+ results in strategic planning
COLUMBIA UNIVERSITY LIBRARIES

- Large comprehensive, research 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

Information transparency

Quality data

Data-informed decision making

Library Assessment

From “Organizing Libraries for Effective Decision Making”
Damon E. Jaggars and Jennifer Rutner
I. Objectives
(What are the objectives and how were they formulated?)

II. Methods and Data Collection
(How is success in achieving the objectives measured and tracked?)

III. Analysis and Interpretation
(How are results presented and interpreted?)

IV. Use of Results
(How are results shared and used in improvement of the libraries and assessment plan?)

• Clear and specific objectives
• Target users

• Types of measures
• Targets for measures
• Data sources and data collection process
• Evidence of validity

• Communication
• Improvement of services, collections or spaces
• Improvement of assessment process

• Presentation of results
• History of results
• Interpretation of results
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

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

From “Organizing Libraries for Effective Decision Making”
Damon E. Jaggars and Jennifer Rutner
“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?

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