Using LibQUAL+ at McGill

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Assessment Librarian
McGill Library
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Montreal, Quebec, Canada

30,000 students
3,200 instructional faculty

Medical-doctoral university
McGill Library ranked 32nd
12 branches, 2 campuses
Annual budget $32 million
6 million volumes
8 surveys since 2001:

- 2001
- 2002
- 2003
- 2004
- 2005
- 2008
- 2010
- 2012
- 2013
## Sampling

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>25%</td>
</tr>
<tr>
<td>Graduates</td>
<td>35%</td>
</tr>
<tr>
<td>Active TT Faculty</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Response rate</strong></td>
<td><strong>10-13%</strong></td>
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</table>
TOP 5
# Undergraduates

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Excellence</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>LP3</td>
<td>Comfortable &amp; inviting</td>
<td>AS1</td>
</tr>
<tr>
<td>LP2</td>
<td>Quiet space</td>
<td>AS2</td>
</tr>
<tr>
<td>IC2</td>
<td>Website</td>
<td>AS3</td>
</tr>
<tr>
<td>LP4</td>
<td>Getaway</td>
<td>AS6</td>
</tr>
<tr>
<td>AS5</td>
<td>Knowledgeable employees</td>
<td>IC3</td>
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## Graduates

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Excellence</th>
<th>Concern</th>
</tr>
</thead>
<tbody>
<tr>
<td>IC1 Accessible e-resources</td>
<td>AS1 Employees who instill confidence</td>
<td>IC2 Website</td>
</tr>
<tr>
<td>IC2 Website</td>
<td>AS2 Individual attention</td>
<td>IC8 Journal collections</td>
</tr>
<tr>
<td>IC8 Journal collections</td>
<td>AS3 Courteous employees</td>
<td>LP2 Quiet space</td>
</tr>
<tr>
<td>IC7 Easily accessible information</td>
<td>AS6 Caring employees</td>
<td>IC6 Easy-to-use access tools</td>
</tr>
<tr>
<td>AS4 Readiness to respond</td>
<td>LP5 Community space for group study</td>
<td>IC1 Accessible e-resources</td>
</tr>
<tr>
<td>Priorities</td>
<td>Excellence</td>
<td>Concern</td>
</tr>
<tr>
<td>------------</td>
<td>------------</td>
<td>---------</td>
</tr>
<tr>
<td>IC1</td>
<td>Accessible e-resources</td>
<td>LP5</td>
</tr>
<tr>
<td>IC8</td>
<td>Journal collections</td>
<td>LP3</td>
</tr>
<tr>
<td>IC7</td>
<td>Accessible information</td>
<td>AS2</td>
</tr>
<tr>
<td>IC4</td>
<td>E-resources I need</td>
<td>LP2</td>
</tr>
<tr>
<td>IC2</td>
<td>Website</td>
<td>LP1</td>
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TRENDS
### General Satisfaction

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>The way I am treated</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARL</td>
<td>7.23</td>
<td>7.28</td>
<td>7.26</td>
<td>7.31</td>
<td>7.46</td>
<td>7.53</td>
<td>7.60</td>
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<tr>
<td>McGill</td>
<td>6.64</td>
<td>6.91</td>
<td>6.98</td>
<td>7.09</td>
<td>7.10</td>
<td>7.38</td>
<td>7.45</td>
<td>7.39</td>
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<tr>
<td><strong>Support for teaching, learning, &amp; research</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>ARL</td>
<td>6.81</td>
<td>6.85</td>
<td>6.83</td>
<td>6.88</td>
<td>6.97</td>
<td>7.20</td>
<td>7.20</td>
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<tr>
<td>McGill</td>
<td>5.85</td>
<td>6.26</td>
<td>6.49</td>
<td>6.64</td>
<td>6.72</td>
<td>7.06</td>
<td>7.05</td>
<td>7.13</td>
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<tr>
<td><strong>Overall quality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ARL</td>
<td>6.99</td>
<td>7.12</td>
<td>7.05</td>
<td>7.08</td>
<td>7.21</td>
<td>7.36</td>
<td>7.31</td>
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<tr>
<td>McGill</td>
<td>6.03</td>
<td>6.59</td>
<td>6.69</td>
<td>6.84</td>
<td>6.91</td>
<td>7.20</td>
<td>7.26</td>
<td>7.24</td>
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</tbody>
</table>
Faculty: IC-8 Print and/or electronic journal collections I require for my work
Quiet Space: Undergrads

Undergraduates: LP-2 Quiet space for individual activities

ARL Desired Trend
McGill Perceived Trend
ARL Minimum Trend
ARL Perceived Trend
Quiet Space: Grads

Graduates: LP-2 Quiet space for individual activities

- ARL Desired Trend
- McGill Perceived Trend
- ARL Minimum Trend
- ARL Perceived Trend
Getaway for Study, Learning or Research: Undergrads

Undergraduates: LP-4 A getaway for study, learning, or research

- ARL Desired Trend
- McGill Perceived Trend
- ARL Minimum Trend
- ARL Perceived Trend
Findings from the Comments

45%
library

material researchers collections level available people graduate

information

collection
teaching
always

same libraries services just since

course spaces

books librarians web know

excellent stacks

just since

catalogue

system students faculty quite every

staff go

service all like use work absolutely

still

even copies

almost

other free

questions

many

never

users

need more
go

most resources staff

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need online

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work

absolutely

still

even copies

almost

other free

questions

many

never

users
Communication

Staff
Documentation
Presentations

Community
Website
McGill Libraries LibQUAL+ representative

Susan Czarnocki
Data Management Specialist, Electronic Data Resources Service (EDRS)
Phone: 514 - 398-1429
Fax: 514 - 398-4083

McGill Library results

- [2010 LibQUAL+ survey results](pdf)
- [2008 LibQUAL+ survey results](pdf)
- [2005 LibQUAL+ survey results](pdf)
- [2004 LibQUAL+ survey results](pdf)
- [2003 LibQUAL+ survey results](pdf)
- [2002 LibQUAL+ survey results](pdf)
<table>
<thead>
<tr>
<th>Question Text</th>
<th>ID</th>
<th>Minimum</th>
<th>Perceived</th>
<th>Desired</th>
<th>Adequacy</th>
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</thead>
<tbody>
<tr>
<td>Library space that inspires study and learning</td>
<td>McGill</td>
<td>6.27</td>
<td>6.30</td>
<td>8.00</td>
<td>0.03</td>
</tr>
<tr>
<td></td>
<td>ARL</td>
<td>6.20</td>
<td>6.69</td>
<td>7.83</td>
<td>0.50</td>
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<tr>
<td>A comfortable and inviting location</td>
<td>McGill</td>
<td>6.30</td>
<td>6.66</td>
<td>7.97</td>
<td>0.36</td>
</tr>
<tr>
<td></td>
<td>ARL</td>
<td>6.35</td>
<td>7.07</td>
<td>7.90</td>
<td>0.72</td>
</tr>
<tr>
<td>A getaway for study, learning, or research</td>
<td>McGill</td>
<td>6.36</td>
<td>6.74</td>
<td>7.95</td>
<td>0.38</td>
</tr>
<tr>
<td></td>
<td>ARL</td>
<td>6.36</td>
<td>7.05</td>
<td>7.87</td>
<td>0.68</td>
</tr>
<tr>
<td>Quiet space for individual activities</td>
<td>McGill</td>
<td>6.46</td>
<td>6.49</td>
<td>7.89</td>
<td>0.04</td>
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<tr>
<td></td>
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<td>6.41</td>
<td>6.90</td>
<td>7.80</td>
<td>0.49</td>
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<tr>
<td>Community space for group learning and group study</td>
<td>McGill</td>
<td>5.61</td>
<td>6.15</td>
<td>7.17</td>
<td>0.54</td>
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<tr>
<td></td>
<td>ARL</td>
<td>5.85</td>
<td>6.75</td>
<td>7.36</td>
<td>0.89</td>
</tr>
<tr>
<td>Mean Score: Library as Place</td>
<td>McGill</td>
<td>6.20</td>
<td>6.47</td>
<td>7.79</td>
<td>0.27</td>
</tr>
<tr>
<td></td>
<td>ARL</td>
<td>6.24</td>
<td>6.89</td>
<td>7.76</td>
<td>0.65</td>
</tr>
</tbody>
</table>
McGill Libraries are using LibQUAL+, a survey instrument being developed by the Association of Research Libraries (ARL), to measure library users' perceptions of the quality of service and to identify the most important areas of improvement for our users.

- Message from the Trenholme Director of Libraries

- What is LibQUAL+ attempting to measure?
  - The survey questions (pdf)
  - McGill Libraries participation in LibQUAL+

- How do McGill Libraries measure up in 2002?
  - Interpreting the tables
  - Overall rating
  - What is most important to McGill users?
  - Ratings by theme
    - Access to information
    - Affect of service
    - Library as place
    - Personal control
McGill Libraries look to improve after students give it low report card

Dany Horovitz

A recent study by the Association of Research Libraries found that McGill students and faculty members are less satisfied with their libraries than those at other universities.

The study, called LibQUAL+, is an Internet-based survey used to "gauge the library user's general attitude toward McGill libraries as well as their overall level of satisfaction with the library's service," said Frances K. Groen, Trenholme Director of Libraries. "[The survey] serves to re-enforce McGill each category, with treatment receiving the highest score of 6.91. Support received a low score of 6.26. Overall McGill libraries rated a 6.59.

One survey user remarked that the two major problems with the library are the "general lack of recent titles" and "not enough support staff."

McGill respondents ranked "employees who can answer questions" among the most vital ele-

she said. "They are the very best students in the country, and want to come [to the libraries], and they use them intensely."

The director also defended the libraries, saying that results have shown users are actually "less dissatisfied than they used to be.

Groen and her staff are currently in the process of analyzing the comments to help make libraries better. Their top priorities include "helping students to the electronic resources," and "[making] the services of library more accessible."

The latter mostly involves keeping the libraries open longer. This means hiring more people,
Results used to defend/maintain library budget

Branch level changes

Renovations:
  – more spaces
  – compact shelving
  – new furnishings
  – more workstations
Future Plans

Observational studies of space usage
Survey questionnaire of space & furniture
Focus groups & interviews
Mystery shoppers
Acknowledgements

Susan Czarnocki
Data Specialist