

# **Libraries That Learn: Using Evidence to Transform Library Services**

Administering LibQUAL+ in the UK

Selena Killick, Cranfield University

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## Welcome & Introductions



Martha Kyrillidou

Senior Director  
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## Libraries That Learn Webcast Series

- **December 5, 2014:** Selena Killick, Cranfield University
- **February 10, 2015:** Michael Maciel, Texas A&M University
- Other dates TBD

# Administering LibQUAL+

Selena Killick  
Cranfield University



# Introduction

- A survey administrator's perspective
- Experiences of running the survey
- Approaches to data analysis
- Using the results to improve services

# Cranfield University

- The UK's only wholly postgraduate University
- 4,500 students
- Two campuses, three libraries
- Part of the first group of libraries to pilot LibQUAL+ in the UK
- Used LibQUAL+ annually since 2003

# Setting up your survey

- Allow plenty of time
- Discuss customisation with department heads
- Consider questions carefully



# Marketing your survey

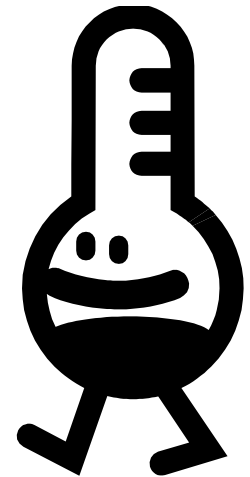
- Personalise invitations
- Use all channels
- Get staff on board





# During your survey

- Continue to promote
- Consider staged incentives
- Answer comments during the survey
- Reply to emails promptly



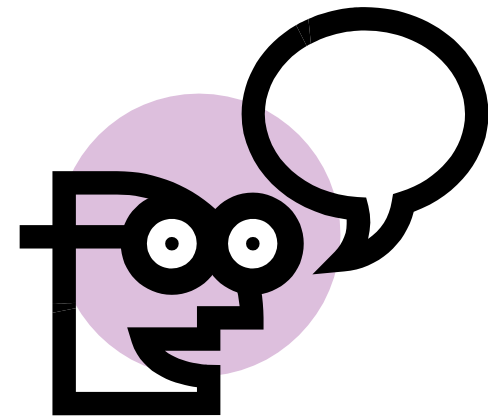
# Analysing your results

- Branch Library breakdowns
- Identify successes
- Key opportunities for improvement
- Benchmarking
- Longitudinal analysis



# Working with the comments

- Coding using qualitative software
- Customer feedback database
- Linking Qualitative & Quantitative
- Focus on the key opportunities



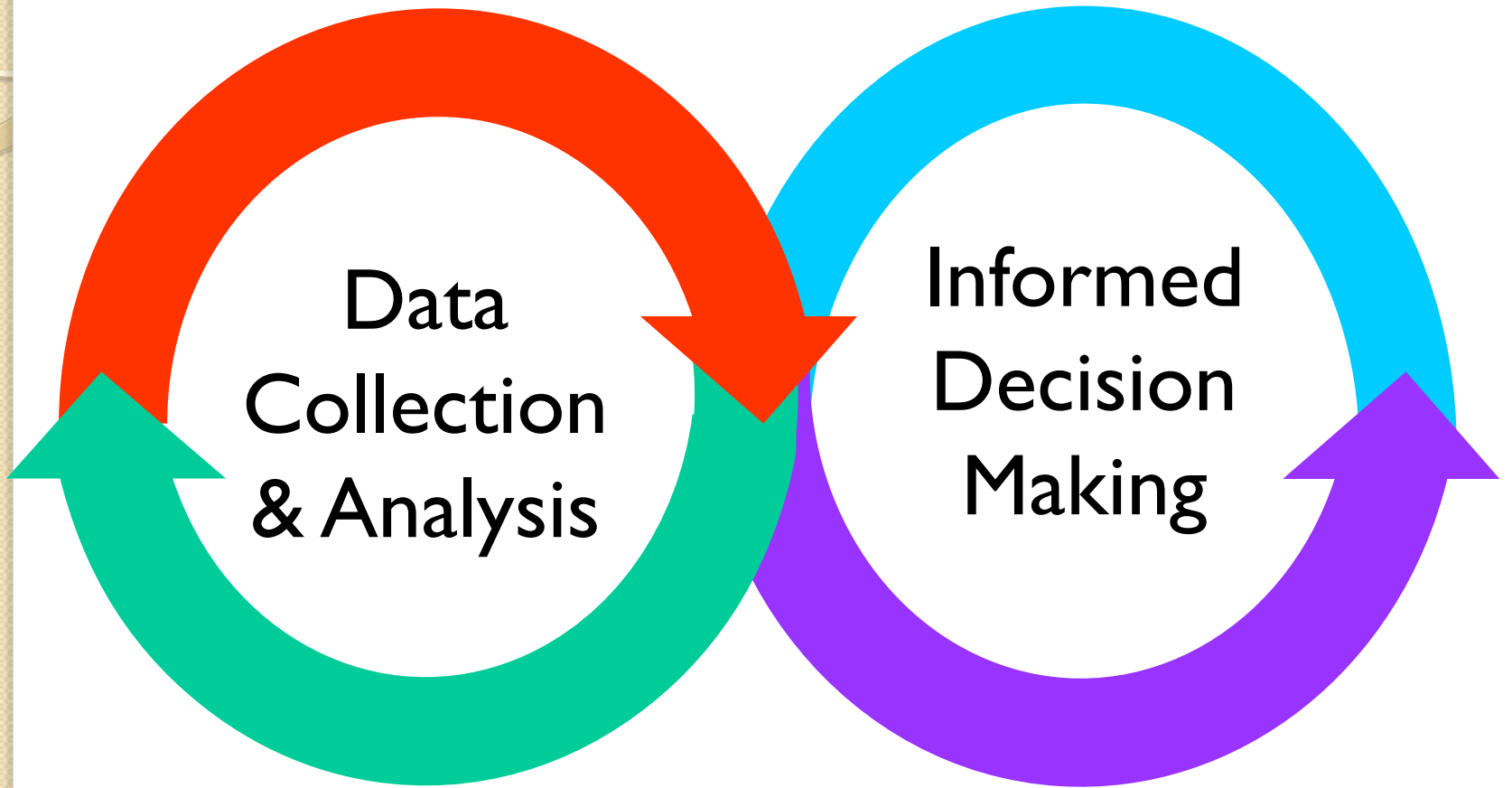
# Key Opportunities

- Items with the highest desired & lowest adequacy / superiority
- For each item look at:
  - Longitudinal trends
  - Benchmarking
  - Comments
- Identify actions or conduct further research

# Communicating your results

- Always tailor your message to you audience
- Feedback to:
  - Customers
  - Library staff
  - Department heads
  - Senior stakeholders





# Actions we've taken

- Improved academic liaison
- Embedded information literacy training
- Increased book procurement
- Worked with IT to improve computer facilities
- Adjusted opening hours
- Still working to improve access to eResources

# Actions others have taken

- Secured additional funding
- Increases resource provision
- Enhanced access to resources
- Improved help services
- Upgrades to the physical space
- Introduced zoning & noise control





**We assess to improve...  
...not to prove.**

Megan Oakleaf, Syracuse University



# Thank you!

Selena Killick

Library Quality Officer

Cranfield University