Libraries That Learn: Using Evidence to Transform Library Services

Administering LibQUAL+ in the UK

Selena Killick, Cranfield University

December 15, 2014
Welcome & Introductions

Martha Kyrillinidou
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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 your audience

• Feedback to:
  ◦ Customers
  ◦ Library staff
  ◦ Department heads
  ◦ Senior stakeholders
Data Collection & Analysis

Informed Decision Making
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