LibQUAL+® Survey Administration

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Association of Research Libraries

Michael Maciel
Texas A&M University

American Library Association
Midwinter Meeting
Chicago, IL
Monday, February 2, 2015
Overview

• Preparing for the Survey Implementation
  – Defining survey objectives/desired outcomes
  – Institutional review board
  – Sampling
  – Creating an assessment group/team
  – Preparing the organization
  – Marketing your survey

• Online System: Management Center
Preparing for the Survey Implementation
Why is Your Library Participating in LibQUAL+?

• Institutional goals:
  – what do you want to get out of the survey?

• Survey requirements:
  – people, supplies, technology
Get Permission from your Institutional Review Board

• Local group that approves human subject research
• May also be called
  – Committee for Human Subject Research
  – Committee for the Protection of Human Subjects
• Not all institutions need to obtain permission
Get Permission from your Institutional Review Board

• If permission is required:
  – Seek well in advance of survey
  – Supply a copy of the survey, if requested
  – Inform them that results will be shared among participants

• No need to inform LibQUAL+ of decision
Determine Whom to Survey

• Random sample
  or
• Entire population
If You Sample...

• Recommendations:
  – At least 1,200 or more random e-mail addresses for each user group
  – Separate sample groups for undergraduates, graduates, faculty, and staff
  – Think about survey fatigue if you want to repeat the survey regularly
• Keep notes on your methodology as you will be asked to describe it in the Post Hoc Questionnaire
If You Survey the Entire Population…

• Recommendations:
  – Think about survey fatigue if you want to repeat the survey regularly

• Keep notes on your methodology as you will be asked to describe it in the Post Hoc Questionnaire
Obtain Email Addresses

• Typical sources include:
  – Campus computing office
  – Campus administrative records office
  – Library patron database
Become Familiar with LibQUAL+® Resources

• Manage Your Survey
  http://www.libqual.org/

• LibQUAL+® Procedures Manual

• Discussion list
  LIBQUAL-L@listserv.tamu.edu
Marketing Your Survey

- Place ads in campus newspaper
- Write article for library newsletter
- Post flyers around campus
- Present at faculty meetings & student orientations
- Create a survey website and feature on library’s home page
- Take the survey to where users are: dining halls, study rooms, dorms
- More suggestions and example works are available on Publications section of LibQUAL.org
The LibQUAL+ Management Center

Survey Dashboard

Welcome to LibQUAL+®!

Procedures Manual

We are delighted to offer you a platform that supports features like LibQUAL+® Lite and other enhancements. LibQUAL+® Lite is a new customizing feature that you will set during configurations, not at the time of registration.

Getting started:

- To view or add users to your institution's account, visit the 'Manage Users' link of the Management Center (found in the navigation area on the left). Here you can manage access to this website by members of your staff.

- To view and set user permissions for your survey run, visit the 'Manage Permissions' link of the Management Center. Here you can set a user's role in administering your LibQUAL+® survey. Manage Permissions is only relevant when your institution is currently registered to run a LibQUAL+® survey.

- To configure and launch your survey, visit the survey links under the Management Center when they become available. Follow the instructions provided to customize, preview, launch, monitor, and close your survey.

If you have any questions or encounter any issues during your survey run, please contact the LibQUAL+® staff at libqual@arl.org or 202-296-2296.
LibQUAL+ Management Center: Getting Started

• Login *(Required to use the Management Center)*

• Center Sections:
  – Manage Surveys
  – Manage Users
  – Manage Permissions
  – Data Repository
  – Organization Websites
  – Directory

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Survey Dashboard

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• To view and set user permissions for your survey run, visit the ‘Manage Permissions’ link of the Management Center. Here you can set a user’s role in administering your LibQUAL+® survey. Manage Permissions is only relevant when your institution is currently registered to run a LibQUAL+® survey.
Survey Process: Manage Your Survey

Four Stages
1. Pre-Launch
2. Monitor Survey Progress
3. Close My Survey
4. Post-Survey and Results
Manage Your Survey: Stage 1 - Customization

- **Survey Title**: Please choose a label to display at the top of your survey. This label should not be more than 60 characters long.

- **Upload your institution's Logo**: Your institution's logo will be displayed at the top of the survey. The image must be a JPEG, GIF, or PNG file, 915x200 pixels or smaller, and its file size must be less than 200 KB.

- **Support E-mail Address**: Provide an e-mail address to appear on your survey as the first point of contact for survey-takers who have questions or concerns. We recommend that your institution set up a designated personal account just for these e-mails.

- **Lite-view Percentage**: There are two versions of this survey: the long version with 22 core questions and a Lite version with 6 core questions. Please enter the percentage of patrons who should receive the shortened Lite survey.

- **Incentives**: If you will be providing an incentive prize to one or more randomly-selected survey-takers, check the box at the right. If you choose this option, your survey-takers will then be asked for their e-mail addresses at the bottom of the survey. After you close your survey, you can access a list of 50 randomly-selected winners.

- **Demographic Questions**: Beginning in 2015, the following three demographic items are optional. Check the boxes at the right to include these items on your survey questionnaire. If included, these questions will be required items. Users must complete them to continue to the Thank You page.
  - **Age**: Response options: Under 18, 19-22, 23-30, 31-45, 46-65, Over 65
  - **Sex**: Response options: Male, Female
  - **Full or part-time student?**: Response options: Full-time student, Part-time student, Does not apply / N.A.

- **Survey Start and End Dates**: Please indicate the dates you intend to open and close the survey at your institution. Note that these dates are for your information only and are not binding. You must manually open and close your survey.

- **Reporting Language**: Please select one of your languages for use in your notebook.

**Always save your work**
Optional Questions

Use this tab to add extra questions to your survey, selected from a list provided below. This list contains only optional questions available in ALL the languages in which you are offering your survey. You can choose to add either five questions or none. If you do not want optional questions, leave the form blank. No other number of questions is allowed (thus, if you attempt to save with fewer than five questions selected, none of them will be saved). These five optional questions will be interspersed within the core questions on the survey.

To view a list of all optional questions for your selected languages click here:

- To add an optional question to your selected list, click the '+' icon adjacent to the question in the 'Available' list.
- To remove an optional question from your selected list, click the 'x' icon adjacent to the question.
Manage Your Survey: Stage 1 - Positions

- Results notebooks summarize findings by Position (user group)
  - “Parent” categories (e.g., Undergraduate, Graduate, Faculty)
  - “Child” categories (e.g., First year, Doctoral, Associate Professor)
- Standard positions (based on your institution type, i.e., College/University)
- Both Parent and Child position options can be customized
  - Child options map to standard positions for peer comparisons
Manage Your Survey: Stage 1 – Position Options

Position Options

This tab enables you to select the role terms that you want to use in the demographics section of your LibQUAL+® survey. The standard role terms for each of your survey languages appear below by default. You may choose to use some or all of the LibQUAL+® standard role terms, or you may choose to create your own role categories. If you choose to add your own categories, they MUST be mapped to a LibQUAL+® standard role for data analysis purposes. Your positions will appear in the order displayed here. You can also change the terms for the parent user groups. Be careful to enter new terms exactly as you want them to appear on your survey! Make a note to check your role options for any spelling, grammatical, or formatting errors here as well as during the “preview” stage.

- To amend a role option: click on the option text field and make changes. You can also reassign the option to another standard role category if desired.
- To remove a role option: click the ‘x’ icon adjacent to the option row. Note that if you do this by mistake, you will need to recreate the option by adding a new one.
- To add a role option: click the ‘Add New Option’ button.

“Position: (Select the ONE option that best describes you.)”

<table>
<thead>
<tr>
<th>Parent Options</th>
<th>English (American)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Undergraduate</td>
</tr>
<tr>
<td>Graduate</td>
<td>Graduate</td>
</tr>
<tr>
<td>Faculty</td>
<td>Faculty</td>
</tr>
<tr>
<td>Library Staff</td>
<td>Library Staff</td>
</tr>
<tr>
<td>Staff</td>
<td>Staff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Options</th>
<th>English (American)</th>
<th>Reporting Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. First year</td>
<td>Undergraduate: First year</td>
<td>□ □</td>
</tr>
<tr>
<td>2. Second year</td>
<td>Undergraduate: Second year</td>
<td>□ □</td>
</tr>
<tr>
<td>3. Third year</td>
<td>Undergraduate: Third year</td>
<td>□ □</td>
</tr>
<tr>
<td>4. Fourth year</td>
<td>Undergraduate: Fourth year</td>
<td>□ □</td>
</tr>
</tbody>
</table>

Customizable text

- Map to reporting value
  - Peer comparisons
  - Display on questionnaire
Manage Your Survey: Stage 1 – Position Options

Only Child options can be selected by participants.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>35. How would you rate the overall quality of the service provided by the library?</td>
<td>Extremely Poor</td>
</tr>
<tr>
<td>36. How often do you use resources on library premises?</td>
<td></td>
</tr>
<tr>
<td>37. How often do you access library resources through a library Web page?</td>
<td></td>
</tr>
<tr>
<td>38. How often do you use Yahoo™, Google™, or non-library gateways for information?</td>
<td></td>
</tr>
<tr>
<td>39. The library that you use most often:</td>
<td></td>
</tr>
<tr>
<td>40. Age</td>
<td></td>
</tr>
<tr>
<td>41. Sex</td>
<td></td>
</tr>
<tr>
<td>42. Full or part-time student?</td>
<td></td>
</tr>
<tr>
<td>43. Discipline</td>
<td></td>
</tr>
<tr>
<td>44. Position: (Select the ONE option that best describes you.)</td>
<td>Undergraduate</td>
</tr>
<tr>
<td></td>
<td>Faculty</td>
</tr>
<tr>
<td>45. Please enter any comments about library services in the box below:</td>
<td></td>
</tr>
<tr>
<td>46. Enter your e-mail address if you would like to enter an optional drawing for a prize. Your e-mail address will be kept confidential and will not be linked to your survey responses. (Not Required)</td>
<td></td>
</tr>
</tbody>
</table>

www.libqual.org
Manage Your Survey: Stage 1 - Positions

• Cautions
  – Only Child options can be selected by participants
  – You must have at least one Child option for each Parent category
  – Need to provide representativeness data for each position (Parent categories)
Branch Library Options

In this tab you can specify the options from which users will choose their response to the question, "The library that you use most often: ". If you do not want to include this question on your survey (for example, if your institution has only one library), simply leave the area below empty.

If you enter options, the question will be included in the demographics section of the survey. Responses to this question will be returned to you as part of your survey data file, but will not be reported in your results notebook. The libraries added will appear in the order they are listed on this tab in the survey form.

- To add a library option: click the 'Add New Option' button.
- To amend a library option: click on the option's text field and make changes.
- To remove a library option: click the 'x' icon adjacent to the option row. Note that if you do this by mistake, you will need to recreate the option by adding a new one.

"The library that you use most often:"

<table>
<thead>
<tr>
<th>Options</th>
<th>1. Branch 1</th>
<th>2. Branch 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (American)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Add New Option

how this question will appear on the survey in English (American)
Manage Your Survey:
Stage 1 - Disciplines

• Results notebooks summarize findings by user group and provide a chart for both standard and custom disciplines

• Standard disciplines (based on your institution type, i.e., College/University)

• Customized disciplines
  – Recommend no more than 16 disciplines, if possible

• You can order a Discipline Analysis (additional charge) with notebooks for each customized discipline
Manage Your Survey: Standard Disciplines

- Agriculture/Environmental Studies
- Architecture
- Business
- Communications/Journalism
- Education
- Engineering/Computer Science
- General Studies
- Health Sciences
- Humanities
- Law
- Military/Naval Science
- Other
- Performing & Fine Arts
- Science/Math
- Social Sciences/Psychology
- Undecided

*Note: Disciplines are for an Academic Library
Manage Your Survey: Customized Disciplines

• Use your local terminology to map to the standard disciplines

• Cautions:
  – Need to provide representativeness data for each discipline
  – Too many choices present challenges to users
Manage Your Survey:  
Stage 1 - Customized Disciplines

**Discipline Options**

This tab enables you to select the discipline terms that you want to use in the demographics section of your LIBQUAL+® survey. The standard discipline terms for each of your survey languages appear below by default. You may choose to use some or all of the LIBQUAL+® standard discipline terms, or you may choose to create your own discipline categories. If you choose to add your own categories, they MUST be mapped to a LIBQUAL+® standard discipline for data analysis purposes. (Please make sure your new term(s) relate to the standard disciplines; in other words, do not enter “Accounting” and map it to “Architecture.”) Your disciplines will appear in alphabetical order. Be careful to enter new terms exactly as you want them to appear on your survey! Make a note to check your discipline options for any spelling, grammatical, or formatting errors here as well as during the “preview” stage.

- To amend a discipline option: click on the option text field and make changes. You can also reassign the option to another standard discipline category if desired.
- To remove a discipline option: click the ‘X’ icon adjacent to the option row. Note that if you do this by mistake, you will need to recreate the option by adding a new one.
- To add a discipline option: click the ‘Add New Option’ button.

### Options

<table>
<thead>
<tr>
<th>English (American)</th>
<th>Reporting Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Agriculture &amp; Life Sci</td>
<td>Agriculture/Environmental Studies</td>
</tr>
<tr>
<td>2. Architecture</td>
<td>Architecture</td>
</tr>
<tr>
<td>3. Business</td>
<td>Business</td>
</tr>
<tr>
<td>4. Dentistry</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>5. Education &amp; Hum Dev</td>
<td>Education</td>
</tr>
<tr>
<td>6. Engineering</td>
<td>Engineering/Computer Science</td>
</tr>
<tr>
<td>7. Geosciences</td>
<td>Science/Math</td>
</tr>
<tr>
<td>8. Gov’t &amp; Public Sv’</td>
<td>Social Sciences/psychology</td>
</tr>
<tr>
<td>9. Liberal Arts</td>
<td>Humanities</td>
</tr>
<tr>
<td>10. Medicine</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>11. Nursing</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>12. Other/Undecided</td>
<td>Other</td>
</tr>
<tr>
<td>13. Pharmacy</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>14. Rural Public Health</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>15. Science</td>
<td>Science/Math</td>
</tr>
<tr>
<td>16. Veterinary Med &amp; BioMed</td>
<td>Health Sciences</td>
</tr>
<tr>
<td>17. TAMU System Agencies</td>
<td>Other</td>
</tr>
</tbody>
</table>

See how this question will appear on the survey in English (American)
Manage Your Survey: Results Notebook - Standard Disciplines

*Note: Disciplines are for an Academic Library*
Manage Your Survey: Results Notebook - Customized Disciplines

*Note: Disciplines are for an Academic Library
Manage Your Survey: Stage 1 – Preview Your Survey & Launch

**Preview**

- Complete at least **one** full run of your preview survey
- Test in different settings, using different platforms and Web browsers
- Get library staff involved in testing

**Launch**

- Can no longer make changes
- Live survey URL
Manage Your Survey:  
Stage 2 - Representativeness Questionnaire

- Determines how your institutional profile compares to your survey data
- Requires the following information:
  - # of individuals per user group (Position)
  - # of individuals within each discipline
  - # of males and females
  - Library Statistics
    - Total library expenditures (U.S. dollars)
    - Personnel – professional staff, full-time equivalent (FTE)
    - Personnel – support staff, full-time equivalent (FTE)
    - Total library materials expenditures
    - Total salary and wages for professional staff
    - Use the fiscal year (2013-2014) that ended the year before you are doing the survey (2015)

- Complete before closing survey
Sending Reminders

- 3-5 reminders to sample populations
- Include a thank you to respondents who have completed the survey
- Boost marketing efforts around campus
  - More flyers, table tents, ads in campus newspaper
  - Get professors and other staff involved
  - Increase number or types of incentives
- Confidential
Manage Your Survey: Stage 3 - Closing Your Survey

• We recommend a survey run of at least 3 weeks
  – Continuous

• Confirm you want to close – irreversible step
Manage Your Survey:
Stage 4 - Post-Survey Tasks

Manage Survey
Stage 4) Post-Survey and Results
Thanks for running your LibQUAL+® survey!
Your survey is now closed and no longer accepting responses.

Representativeness Questionnaire
Please make sure you have completed your Representativeness Questionnaire. Your Results Notebook will not be created until you have acknowledged that it is complete or that you are leaving it blank.

I acknowledge that my representativeness questionnaire is complete.
I acknowledge that my representativeness questionnaire is left blank intentionally.

Other Questionnaires
- Post Hoc Questionnaire
- Evaluation Questionnaire
Manage Your Survey: Stage 4 - Results

Data
- Results Notebook
- View/Download Comments
- Download Raw Data and Key for Variable Names and Key for Option IDs and SPSS Syntax File

Below are links to print-friendly surveys for archival purposes.
Manage Your Survey:  
Stage 4 – Incentive Winners

A list of randomly selected e-mail addresses is displayed below. These addresses were drawn from those individuals who took the survey at your institution and chose to enter their e-mail address. Use this list as you think best to distribute your local incentive prize(s). Our congratulations to your winners!

We recommend that you save a copy of this list if you think you will need to refer to it in the future. This page will be removed when next year's survey registration begins. Download the winner list in CSV format.

<table>
<thead>
<tr>
<th>Place</th>
<th>Email Address</th>
<th>User Group</th>
<th>Discipline</th>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><a href="mailto:meghan365@tamu.edu">meghan365@tamu.edu</a></td>
<td>Undergraduate</td>
<td>General Studies</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>2</td>
<td><a href="mailto:deanaknight@tamu.edu">deanaknight@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>3</td>
<td><a href="mailto:steelerswong@tamu.edu">steelerswong@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Dwight Look College of Engineering</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>4</td>
<td><a href="mailto:guangxi.ma@neo.tamu.edu">guangxi.ma@neo.tamu.edu</a></td>
<td>Graduate</td>
<td>Liberal Arts</td>
<td>PSEL - Policy Sciences &amp; Economics Library</td>
</tr>
<tr>
<td>5</td>
<td><a href="mailto:b-treplett@tamu.edu">b-treplett@tamu.edu</a></td>
<td>Graduate</td>
<td>Agriculture &amp; Life Sciences</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>6</td>
<td><a href="mailto:jin_ping@tamu.edu">jin_ping@tamu.edu</a></td>
<td>Graduate</td>
<td>Architecture</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>7</td>
<td><a href="mailto:swpark78@neo.tamu.edu">swpark78@neo.tamu.edu</a></td>
<td>Graduate</td>
<td>Dwight Look College of Engineering</td>
<td>Other</td>
</tr>
<tr>
<td>8</td>
<td><a href="mailto:augaz@tamu.edu">augaz@tamu.edu</a></td>
<td>Library Staff</td>
<td>Veterinary Medicine &amp; Biomedical Sciences</td>
<td>MSL - Medical Sciences Library</td>
</tr>
<tr>
<td>9</td>
<td><a href="mailto:skeiper@thkn.tamu.edu">skeiper@thkn.tamu.edu</a></td>
<td>Faculty</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>10</td>
<td><a href="mailto:monkey_child01@tamu.edu">monkey_child01@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Science</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>11</td>
<td><a href="mailto:rachelcollins904@yahoo.com">rachelcollins904@yahoo.com</a></td>
<td>Undergraduate</td>
<td>Liberal Arts</td>
<td>WCL - West Campus Library</td>
</tr>
<tr>
<td>12</td>
<td><a href="mailto:mindbiade@tamu.edu">mindbiade@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Dwight Look College of Engineering</td>
<td>Annex - Library Annex</td>
</tr>
<tr>
<td>13</td>
<td><a href="mailto:bitaylor@tamu.edu">bitaylor@tamu.edu</a></td>
<td>Graduate</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>14</td>
<td><a href="mailto:heath.bernard@tamu.edu">heath.bernard@tamu.edu</a></td>
<td>Undergraduate</td>
<td>Agriculture &amp; Life Sciences</td>
<td>WCL - West Campus Library</td>
</tr>
<tr>
<td>15</td>
<td><a href="mailto:appie_13@tamu.edu">appie_13@tamu.edu</a></td>
<td>Undergraduate</td>
<td>General Studies</td>
<td>WCL - West Campus Library</td>
</tr>
<tr>
<td>16</td>
<td><a href="mailto:jdkthenu@tamu.edu">jdkthenu@tamu.edu</a></td>
<td>Faculty</td>
<td>Liberal Arts</td>
<td>Sterling C. Evans Library</td>
</tr>
<tr>
<td>17</td>
<td><a href="mailto:delilah7@tamu.edu">delilah7@tamu.edu</a></td>
<td>Graduate</td>
<td>Education &amp; Human Development</td>
<td>Sterling C. Evans Library</td>
</tr>
</tbody>
</table>

www.libqual.org
### Manage Your Survey:
#### Stage 4 - Post Hoc & Evaluation Questionnaires

<table>
<thead>
<tr>
<th><strong>Post Hoc Questionnaire</strong></th>
<th><strong>Evaluation Questionnaire</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Information about your survey</td>
<td>• Feedback about your LibQUAL+® experience</td>
</tr>
<tr>
<td>– Sample size</td>
<td>• All survey liaisons and assistants are encouraged to complete this questionnaire</td>
</tr>
<tr>
<td>– # of e-mails sent</td>
<td></td>
</tr>
<tr>
<td>– # of invalid e-mail addresses</td>
<td></td>
</tr>
<tr>
<td>– Incentives offered</td>
<td></td>
</tr>
<tr>
<td>– Marketing techniques</td>
<td></td>
</tr>
<tr>
<td>– Etc.</td>
<td></td>
</tr>
</tbody>
</table>
Survey Results

• Survey Results Notebook (PDF)
  – Individual & Group Analyses
• Comments
  – About half of users provide comments
  – Download Excel file from Stage 4 or Data Repository
• Excel/SPSS data files
• Additional Services:
  – Customized Discipline Analysis
  – Library Branch Analysis
  – User Subgroup Analysis
  – Other customized analyses (upon request)
  – Print Copies
General Discussion and Q&A
Summary and Closure
LibQUAL+® Resources

- LibQUAL+® Lite
- News
- Events and Training
- Publications
- LibQUAL+® Procedures Manual

www.libqual.org
LIBRARY ASSESSMENT CONFERENCE
Building Effective, Sustainable, Practical Assessment

Crystal Gateway Marriott
Arlington, VA
October 31–November 2, 2016

www.libraryassessment.org
The LibQUAL+® Team

- The best way to contact us: libqual@arl.org

- Amy Yeager
  Public Relations Program Officer
  amy@arl.org

- Martha Kyrillidou
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LibQUAL+® Survey Results

Presented by:
Martha Kyrillidou
Association of Research Libraries

American Library Association
Midwinter Meeting
Chicago, IL
Monday, February 2, 2015
Results Notebooks

• Sections for Overall, Undergraduates, Graduates, Faculty, Staff, Library Staff include:
  – Demographic Summary
  – Core Questions Summary
  – Dimensions Summary
  – Local Questions
  – General Satisfaction Questions
  – Information Literacy Outcomes Questions
  – Library Use Summary

• Appendix describing changes in the dimensions and the questions included in each dimension.
Results

- Data Repository: Individual Notebooks (PDF) Group Notebook (PDF) Unified Group Notebook (PDF)
- User Comments
- Excel / SPSS data files
Core Items and Dimensions

22 core items (i.e., questions)

Three dimensions:

• Affect of Service – 9 questions
• Information Control – 8 questions
• Library as Place – 5 questions
DO YOU UNDERSTAND YOUR RESULTS?
Understanding Your Individual Results

• Look at the top 5 most desired services

• Compare your results with peer or ARL institutions

• Compare your results over time

• Compare your faculty’s minimum with the aggregate minimum acceptable levels
  – Same for perceived and desired

• Look at user groups individually
Understanding Your Individual Results

- Look at user groups by discipline

- Look at results to determine if users are not aware of what the library already does

- Explore one question by discipline and user group

- Probe the questions that had meaningful gaps between perceived results and minimum expectations

- Focus on questions with negative gaps (i.e., the red)
Interpreting Your LibQUAL+® Data

• Determining representativeness

• LibQUAL+® Scores have 3 interpretation frameworks:
  – Zone of tolerance
  – Peer comparisons
  – Longitudinal analysis

• Quantitative Analysis: Excel Data

• Qualitative Analysis: Comments
Determining Representativeness

- Percentage
- Discipline
- Respondent Profile by Discipline
- Population Profile by Discipline
Understanding Your Individual Results: Radar Charts

**Key Term:**
Zone of Tolerance
Key to Radar Charts

**Key Term:**
Zone of Tolerance
Radar Chart Basics

Key Term: Zone of Tolerance
What Do the Colors Mean?

Key Term: Zone of Tolerance

Green And Blue

<table>
<thead>
<tr>
<th>ID</th>
<th>Question Text</th>
<th>Minimum Mean</th>
<th>Desired Mean</th>
<th>Perceived Mean</th>
<th>Adequacy Mean</th>
<th>Superiority Mean</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS-1</td>
<td>Employees who instill confidence in users</td>
<td>6.33</td>
<td>7.90</td>
<td>7.75</td>
<td>1.42</td>
<td>-0.15</td>
<td>211</td>
</tr>
<tr>
<td>AS-2</td>
<td>Giving users individual attention</td>
<td>6.66</td>
<td>7.80</td>
<td>7.92</td>
<td>1.25</td>
<td>0.11</td>
<td>2</td>
</tr>
<tr>
<td>AS-3</td>
<td>Employees who are consistently courteous</td>
<td>7.21</td>
<td>8.33</td>
<td>8.53</td>
<td>1.32</td>
<td>0.20</td>
<td>215</td>
</tr>
<tr>
<td>AS-4</td>
<td>Readiness to respond to users' questions</td>
<td>7.19</td>
<td>8.25</td>
<td>8.28</td>
<td>1.09</td>
<td>0.03</td>
<td>2</td>
</tr>
<tr>
<td>AS-5</td>
<td>Employees who have the knowledge to answer user questions</td>
<td>7.17</td>
<td>8.23</td>
<td>8.05</td>
<td>0.88</td>
<td>-0.19</td>
<td>215</td>
</tr>
<tr>
<td>AS-6</td>
<td>Employees who deal with users in a caring fashion</td>
<td>6.82</td>
<td>7.95</td>
<td>8.24</td>
<td>1.43</td>
<td>0.29</td>
<td>2</td>
</tr>
<tr>
<td>AS-7</td>
<td>Employees who understand the needs of their users</td>
<td>7.02</td>
<td>8.15</td>
<td>7.86</td>
<td>0.79</td>
<td>-0.54</td>
<td>206</td>
</tr>
</tbody>
</table>
What Do the Colors Mean?

Red

Key Term: Zone of Tolerance

<table>
<thead>
<tr>
<th>IC-3</th>
<th>The printed library materials I need for my work</th>
<th>6.62</th>
<th>8.04</th>
<th>6.34</th>
<th>-0.28</th>
<th>-1.70</th>
<th>198</th>
</tr>
</thead>
<tbody>
<tr>
<td>IC-4</td>
<td>The electronic information resources I need</td>
<td>6.97</td>
<td>8.15</td>
<td>7.20</td>
<td>0.23</td>
<td>-0.95</td>
<td>209</td>
</tr>
<tr>
<td>IC-5</td>
<td>Modern equipment that lets me easily access needed information</td>
<td>7.06</td>
<td>8.14</td>
<td>7.24</td>
<td>0.18</td>
<td>-0.90</td>
<td>209</td>
</tr>
<tr>
<td>IC-6</td>
<td>Easy-to-use access tools that allow me to find things on my own</td>
<td>7.02</td>
<td>8.16</td>
<td>7.43</td>
<td>0.40</td>
<td>-0.73</td>
<td>211</td>
</tr>
<tr>
<td>IC-7</td>
<td>Making information easily accessible for independent use</td>
<td>7.00</td>
<td>8.23</td>
<td>7.68</td>
<td>0.68</td>
<td>-0.55</td>
<td>203</td>
</tr>
<tr>
<td>IC-8</td>
<td>Print and/or electronic journal collections I require for my work</td>
<td>6.92</td>
<td>8.23</td>
<td>6.27</td>
<td>-0.65</td>
<td>-1.96</td>
<td>204</td>
</tr>
</tbody>
</table>
What Do the Colors Mean?

**Little Yellow**

**Key Term:**
*Zone of Tolerance*

<table>
<thead>
<tr>
<th>AS-7</th>
<th>Employees who understand the needs of their users</th>
<th>7.07</th>
<th>8.15</th>
<th>7.86</th>
<th>0.79</th>
<th>-0.29</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS-8</td>
<td>Willingness to help users</td>
<td>7.13</td>
<td>8.31</td>
<td>8.30</td>
<td>1.17</td>
<td>0.00</td>
</tr>
<tr>
<td>AS-9</td>
<td>Dependability in handling users' service problems</td>
<td>7.02</td>
<td>8.14</td>
<td>8.00</td>
<td>0.98</td>
<td>-0.14</td>
</tr>
</tbody>
</table>

**Information Control**

| IC-1 | Making electronic resources accessible from my home or office | 6.85 | 8.24 | 7.15 | 0.30 | -1.09 |

www.libqual.org
What Do the Colors Mean?

A lot of **Yellow**

**Key Term:**
**Zone of Tolerance**

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</table>

**Information Control**

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<tr>
<td>6.85</td>
<td>8.24</td>
</tr>
</tbody>
</table>

[www.libqual.org](http://www.libqual.org)
Understanding Your Individual Results: Thermometer Charts

Key Term: Zone of Tolerance
### Dimension Summary

**Key Term:**
**Zone of Tolerance**

The image contains a chart with data for different dimensions:

- **Affect of Service**
  - Minimum: 6.34
  - Desired: 7.73
  - Perceived: 7.38
  - Adequacy: 1.04
  - Superiority: -0.35
  - N: 2,446

- **Information Control**
  - Minimum: 6.56
  - Desired: 8.00
  - Perceived: 7.18
  - Adequacy: 0.62
  - Superiority: -0.82
  - N: 2,447

- **Library as Place**
  - Minimum: 6.34
  - Desired: 7.86
  - Perceived: 6.89
  - Adequacy: 0.55
  - Superiority: -0.97
  - N: 2,441

**Overall:**

- Minimum: 6.43
- Desired: 7.86
- Perceived: 7.20
- Adequacy: 0.77
- Superiority: -0.67
- N: 2,448

Source: [www.libqual.org](http://www.libqual.org)
Three interpretation frameworks

• Zone of tolerance
  – Perceptions vs. expectations
  – Meeting users’ minimum expectations
  – Approaching users’ desired expectations

• My scores over time (longitudinal)
  – Am I doing better or worse compared to last time I measured my performance

• Peer comparisons
Other Analytical Tools

- LibQUAL+® Analytics
  - Institutional Explorer (peer comparison)
  - Longitudinal Analysis
    http://libqual.org/analytics
- Norms
- SPSS
Quantitative Analysis: Excel Data

- Excel/SPSS data files available on the LibQUAL+® Web site

- Use customized radar chart template to create custom analyses
Qualitative Analysis: User Comments

• About one-half of users include comments on their surveys

• User Comments available on the LibQUAL+® website
  – Download comments in Excel or text file

• Skim the comments

• Conduct ATLAS.ti analysis
Library Use Summary

How often do you use resources on library premises?

How often do you access library resources through a library Web page?

How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?
LibQUAL+® Highlights

Available for download on the Publications page at http://libqual.org/publications