Libraries That Learn: Using Evidence to Transform Library Services

LibQUAL+ Confidential Pilot Experiences

September 22, 2015
Thank You for Joining Us

• Everyone will be muted to cut down on background noise.

• Please type your questions in the chat box.

• A recording of the webcast will be posted on ARL’s YouTube channel.
Libraries That Learn Webcast Series

• **September 22, 2015**: LibQUAL+ Confidential Pilot Experiences

• **May 5, 2015**: Lorie Kloda, McGill University

• **February 10, 2015**: Michael Maciel, Texas A&M University

• **December 5, 2014**: Selena Killick, Cranfield University
<table>
<thead>
<tr>
<th>Anonymous</th>
<th>Confidential</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Burdened with possibly unwanted reminders</td>
<td>• Send targeted reminders and minimize burden</td>
</tr>
<tr>
<td>• No way to really know if someone filled in survey more than once</td>
<td>• Able to calculate more accurately response rate</td>
</tr>
<tr>
<td>• Guarantee that their reported perceptions and behaviors will not be</td>
<td>• Ability to link perceptions and behaviors to other data and enables</td>
</tr>
<tr>
<td>linked to other data</td>
<td>outcomes assessment</td>
</tr>
<tr>
<td>• Ethical considerations: computer IP, incentive prize winner emails</td>
<td>• Ethical considerations: programmatic assessment or research, incentive</td>
</tr>
<tr>
<td></td>
<td>prize winners emails</td>
</tr>
</tbody>
</table>

Respect and protect subjects opinions and identify
CITI Training – Certification
LibQUAL+ Confidential Pilot
UMass Amherst Libraries
Spring 2015

Rachel Lewellen
Assessment Librarian
University of Massachusetts
Amherst
rlewellen@library.umass.edu
Sample and Response Rate

- Multiple customized email messages
  - Email addresses and patron status from Aleph ILS (11,652)
  - Sampled Undergraduates/Continuing Ed
  - All Graduate Students, Active Faculty and Library Staff

<table>
<thead>
<tr>
<th>User Group</th>
<th>Number Sent</th>
<th>Valid Responses</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>3,196</td>
<td>385</td>
<td>12%</td>
</tr>
<tr>
<td>Graduate</td>
<td>6,682</td>
<td>680</td>
<td>10%</td>
</tr>
<tr>
<td>Faculty</td>
<td>1,641</td>
<td>285</td>
<td>17%</td>
</tr>
<tr>
<td>Library Staff</td>
<td>133</td>
<td>57</td>
<td>43%</td>
</tr>
</tbody>
</table>
Mass Mail

- Mozilla Thunderbird
  - Mail merge add-on
  - Messages from the Director of Libraries mailbox
  - Scheduled with notice to campus IT postmaster
  - Unique survey URLs provided by ARL
  - Invitation and 2 reminders
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>L</th>
</tr>
</thead>
</table>
Preparing Messages in Thunderbird

• Compose a message in Thunderbird using \{{{ \text{variable} \}}} for each variable.

• When the message is complete, from the File menu, select Mail Merge (Add-on for Mail Merge).

• Connect to corresponding CSV file.

• If you selected Send Later, the messages will be in your Outbox.

• File > Send Unsent Messages.
Sample Reminder Message

Dear {{FirstName}},

Please take a few moments to take the library survey. Only you can tell us how well we are meeting your library and information needs, and what improvements we should make {{Constituent}}.

{{Url}}

Please accept our thanks and enjoy a free beverage of your choice at the Procrastination Station Café in the Du Bois Library by printing this email and redeeming it by April 30, 2015.

If you have questions or difficulty taking the survey, please contact Rachel Lewellen at 545-3343 or send email to libqual@library.umass.edu.

Jay Schafer
Director of Libraries
UMass Amherst

Library Survey Thank You Coupon
One Free Beverage at the Procrastination Station Café
Valid for up to $3 through April 30, 2015
{{CouponCodeR1}}
# Mail Merge and Send Summary

<table>
<thead>
<tr>
<th>Date</th>
<th>Day of Week</th>
<th>Time of Day</th>
<th>Merge Duration</th>
<th>Mail Duration</th>
<th>Which Message</th>
<th>Number of Email Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 20, 2015</td>
<td>Friday</td>
<td>Afternoon</td>
<td>2 hours</td>
<td></td>
<td>Invitation</td>
<td>11,652</td>
</tr>
<tr>
<td>February 23, 2015</td>
<td>Monday</td>
<td>5:45 am</td>
<td></td>
<td>1 hour 40 minutes</td>
<td>Invitation</td>
<td>11,652</td>
</tr>
<tr>
<td>March 2, 2015</td>
<td>Monday</td>
<td>9:38 am</td>
<td>3 hours</td>
<td>2 hours 40 minutes</td>
<td>Reminder 1</td>
<td>10,928</td>
</tr>
<tr>
<td></td>
<td></td>
<td>12:38 pm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 6, 2015</td>
<td>Friday</td>
<td>10:00 am</td>
<td>3 hours 45 minutes</td>
<td></td>
<td>Reminder 2</td>
<td>10,491</td>
</tr>
<tr>
<td>March 9, 2015</td>
<td>Monday</td>
<td>9:12 am</td>
<td></td>
<td>2 hours</td>
<td>Reminder 2</td>
<td>10,491</td>
</tr>
</tbody>
</table>
Lessons Learned

- Don’t leave mailing unattended.
- Message time stamp reflects merge time – not send time.
Questions
LibQUAL Confidential
The Ohio State University Libraries’ Experience
Teaching & Learning Scorecard – University Libraries

Provide an unsurpassed, student-centered learning experience led by engaged, world-class faculty and enhanced by a globally diverse student body.

These measures and scorecard are designed to compare our success with libraries across the country as well as allowing us to measure our progress from year to year. In some cases, we expect to see steady progress in our scores. In other areas, such as Library as Place, our scores are very high following the renovation of the Thompson Library. It will take a constant investment to maintain that high score. As a result our goal is to maintain that high score rather than an unrealistic expectation that we will see it go much higher. The LIBQUAL survey includes a robust set of comments which we mine to understand the nuances behind the numerical scores. That analysis results in specific strategies to improve services.

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Metric</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 Target</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Excellence</td>
<td>Maintain or improve LibQUAL superlatively mean score for <strong>Library as Place</strong> dimension ¹</td>
<td>-.31 (LP)</td>
<td>NA</td>
<td>-.37</td>
<td>NA</td>
<td>NA</td>
<td>-.31</td>
<td>↓</td>
</tr>
<tr>
<td>Program Excellence</td>
<td>Maintain or improve LibQUAL superlatively mean score for <strong>Affect of Service</strong> dimension ¹</td>
<td>-.50 (AS)</td>
<td>NA</td>
<td>-.48</td>
<td>NA</td>
<td>NA</td>
<td>-.45</td>
<td>↑</td>
</tr>
</tbody>
</table>
Research & Innovation Scorecard – University Libraries

Create distinctive and internationally recognized contributions to the advancement of fundamental knowledge and scholarship and to the solutions of the world’s most pressing problems.

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Metric</th>
<th>2011 Baseline</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016 Target</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation &amp; Productivity</td>
<td>Maintain ARL ranking within the top 10 tier of public university libraries</td>
<td>5 3</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td>&lt;=10</td>
<td></td>
</tr>
<tr>
<td>Reputation &amp; Productivity</td>
<td>Maintain or improve LibQUAL superiorsity mean score for Information Control dimension</td>
<td>-0.81</td>
<td>NA</td>
<td>-0.79</td>
<td>NA</td>
<td></td>
<td>-.76</td>
<td></td>
</tr>
<tr>
<td>Reputation &amp; Productivity</td>
<td>Annual production of digital imaging captures</td>
<td>NA</td>
<td>157,721</td>
<td>335,694</td>
<td></td>
<td>350,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Dear Professor Last Name,

We need your help. In order to improve and enhance our services, we’d love to know what you think. I invite you to share your current perceptions of and expectations for library services by completing the 2015 LibQUAL survey.

Take Survey Now

«Url»

The survey takes approximately 10 minutes to complete and will be available until February 28, 2015. Your individual responses will remain strictly confidential. Any reporting of the survey data will be in aggregate form and personal identifiers will be removed. We will only use your input to improve library services.

To thank you for your time, we are offering incentives for survey participants. You may choose to enter a drawing for one of the following prizes by providing your email address following the survey.

Grand Prize: 16GB iPad Mini 2 with WiFi®

First Prize: Beats Solo 2 On-Ear Headphones + $50 iTunes Gift Card®

Other Prizes:

One of Two $25 Barnes & Noble Gift Cards
One of Two $25 Starbucks Gift Cards
One of Eight Target Gift Cards
One of Ten $10 Campus Dining Gift Cards

- OR -

* Please note: Any prize greater than $100 must be reported to OSU payroll as taxable income. We will ask you to identify which prizes you would like to be eligible for before the drawing.

If you have any difficulty in accessing or taking the LibQUAL survey, please contact Sarah Murphy, Coordinator of Assessment at libsurvey@osu.edu or call 614.247.7236.

Sincerely,

Carol Pitts Diedrichs
Vice Provost and Director of University Libraries
16% Response rate
11,981 Surveys distributed
LibQUAL 2015: Interactive Results

See how University Libraries’ LibQUAL Results have evolved over time. Drill down into the data, by user group, user discipline, or the library location respondents used the most often.

![Graph showing LP03 - A comfortable and inviting location](image)

**Select One or More User Groups**
*To re-create LibQUAL summary table, exclude Library Staff Multiple Values*

- Select OSU College(s) or School(s)
  - All

- Select Respondents’ Preferred Library Location
  - All

**How often do you use resources on library premises?**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2011</th>
<th>2013</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quarterly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

View Another Library as Place Question:

- **LP1**: Library space that inspires study and learning
- **LP2**: Quiet space for individual activities
- **LP4**: A getaway for study, learning, or research
- **LP4**: A getaway for study, learning, or research
LibQUAL 2015: Interactive Results

See University Libraries’ 2015 LibQUAL Results. Drill down into the data, by user group, user discipline, or the library location respondents used the most often.

Filter Survey Results
Select One or More User Groups
*To recreate LibQUAL summary table, exclude Library Staff Faculty

-OR- View Results by Subject Librarian - AND/OR -

Select Respondent’s Preferred Library Location

Library as Place Comments, By Category
*To see the comment text, click on a category

- Adequate Space 15
- Café 4
- CFAES (New Space) 11
- Great Study Space 19
- Group Study Rooms 23
- Hours 16

What do our users say?

Acceptable Service
The gray band shows the range between minimum and desired services levels. The blue ball represents the level of service survey respondents perceive the library currently provides.

Adequacy Gap
A red ball that is below the gray band represents an adequacy gap. This means that the respondent’s perceived level of service is below the minimum level of service the respondent find acceptable.

Service Superiority
A green ball that is above the gray band indicates service superiority. This means that respondents perceived level of service is above the desired level of service the respondent’s find acceptable.
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Arlington, VA
October 31–November 2, 2016
www.libraryassessment.org