Libraries That Learn: Using Evidence to Transform Library Services

Analysis of LibQUAL+ Comments to Drive Service Improvement

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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
- **May 5, 2015**: Lorie Kloda, McGill University
- **September 22, 2015**: LibQUAL+ Confidential Pilot Experiences
Analysis of LibQUAL+ Comments to Drive Service Improvement

Lorie Kloda
Assessment Librarian, McGill University
ARL Webcast, May 5, 2015
Overview

- Background
- The “problem”
- The solution
- Goals & process of comment analysis
- Results & recommendations
- Toolkit
Montreal, Quebec, Canada

~ 37,000 students
~ 10,000 employees

Medical-doctoral university
McGill Library ranks 30\textsuperscript{th} (ARL)

10 branches, 2 campuses

Annual budget $32 million

6 million volumes
10 surveys since 2001:

- 2001
- 2002
- 2003
- 2004
- 2005
- 2008
- 2010
- 2012
- 2013
- 2015 (just closed)
## Sampling & Response Rate

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate students</td>
<td>25%</td>
</tr>
<tr>
<td>Graduate students &amp; postdocs</td>
<td>35%</td>
</tr>
<tr>
<td>Tenure stream faculty</td>
<td>100%</td>
</tr>
<tr>
<td>Response rate</td>
<td>10-13%</td>
</tr>
<tr>
<td>Comments</td>
<td>45% of responses</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 libraries' 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 the libraries better. Their top priorities include "helping students to use the electronic resources," and "[making] the services of the library more accessible."

The latter mostly involves keeping the libraries open longer. This means hiring more people.
Quiet Space: Undergrads

Undergraduates: LP-2 Quiet space for individual activities

- ARL Desired Trend
- McGill Perceived Trend
- ARL Minimum Trend
- ARL Perceived Trend
MLIS student practicum (internship) in assessment, spring semester 2013

Objective:
- Develop and analysis plan for open-ended comments
- Code, analyze, and report on a portion of the comments from 2013 LibQUAL+ survey
- Create a toolkit for future assessment
Process

- Readings (library assessment, LibQUAL+, review of coding practices)
- Training (coding, software)
- Codebook development
- Coding and analysis
- Analysis guide / toolkit
<table>
<thead>
<tr>
<th>Code</th>
<th>Definition/Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Access</td>
<td>Mentions of what resources/services are (un)available for Alumni.</td>
</tr>
<tr>
<td>Books – Electronic</td>
<td>Mentioning access to or content of E-Books as well as the use of E-Readers. At least one of: Books - Print or Electronic specified use in conjunction with “Books – Print.”</td>
</tr>
<tr>
<td>Books - Print</td>
<td>Mentions of monographs, textbooks, or any kind of print non-periodical nor electronic is specified use in conjunction with “E-Books.”</td>
</tr>
<tr>
<td>Borrowing Policies</td>
<td>Mentions of policies as they currently are or as respondents think they should be.</td>
</tr>
<tr>
<td>Branch Mergers</td>
<td>Any comments concerned with library branches that are about to close.</td>
</tr>
<tr>
<td>Catalogues</td>
<td>Any comments specifically about the catalogues. Combine with “Website” to help identify the difference.</td>
</tr>
<tr>
<td>Citation Management Programs</td>
<td>Mentions of EndNote, RefWorks, or other reference/citation management tools.</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>Mentions of how clean or dirty any parts of the libraries are. Use in conjunction with a part of the libraries specified in the comment (e.g. “Washrooms”).</td>
</tr>
<tr>
<td>Comments on Behalf of Students</td>
<td>Any comments that mention something on behalf of students, sometimes other students.</td>
</tr>
<tr>
<td>Computers/Software</td>
<td>Mentions of computers and/or software. If the same software is mentioned twice, separate comments.</td>
</tr>
</tbody>
</table>
Coding of Comments

- Practicum student coded ~65% of all comments (faculty and graduate students)
- Iterative coding process
- Codes align with LibQUAL+ dimensions
Results & Recommendations

- Report of results from comment analysis was created by the Assessment Librarian
- Findings were organized by dimension, sub-category, and code
  - Information control > Access > website
  - Information control > Collection > databases
  - Library as place > Facilities > Noise
- Findings shared with all employees
- Library Assessment Advisory Committee developed 8 recommendations, presented to leadership
- Recommendations were addressed through strategic plan exercise (2014), outcomes and targets identified
LibQUAL+ survey

LibQUAL+ 2015

How can the library serve you better? We want to hear from you!

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. It assesses satisfaction with collections, services, access, and space. McGill Library has run the survey for a number of years and uses the results to build our programs and services around your needs. The survey is offered to the library community by the Association of Research Libraries. This year will be the 10th administration of the LibQUAL+ survey at McGill since 2001. Each year has seen a large number of colleges and universities participating in LibQUAL+. See the full list of participants for past years.
Toolkit

- A guide for those conducting analysis of open-ended comments LibQUAL+
- Readings (highly recommended and additional for Atlas.ti training)
- Step-by-step instructions for preparing comments to import into Atlas.ti
- Coding guide: explanation of steps using examples
- Analysis and reporting: steps for running reports by code
- Appendix: Code list (hierarchical) and definitions (alphabetical)
Acknowledgements

- Jennifer Grandbois (MLIS ‘13, McGill University)
- Library Assessment Advisory Committee


Questions?

http://www.mcgill.ca/library/about/library-assessment