Libraries That Learn: Using Evidence to Transform Library Services

Administering LibQUAL+ at Texas A&M University

February 10, 2015
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
Libraries that Learn: Using Evidence to Transform Library Services

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Libraries that Learn: Using Evidence to Transform Library Services

About the University
• Land, Sea & Space Grant University
• 2012/13 Enrollment: 58,000 Students
• 3,100 Full-time Instructional Faculty

About the Libraries
• 14 Libraries
• 5.2 Million Volumes
• 121,000 Unique Serial Titles (94% available in electronic format)
• 93 Librarians
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Core Question Organization

AFFECT OF SERVICE

Customer Treatment
- AS-2 Giving users individual attention
- AS-3 Employees who are consistently courteous
- AS-4 Readiness to respond to user’s questions
- AS-6 Employees who deal with users in a caring fashion
- AS-8 Willingness to help users

Job Expertise
- AS-1 Employees who instill confidence in users
- AS-5 Employees who have the knowledge to answer user questions
- AS-7 Employees who understand the needs of their users
- AS-9 Dependability in handling users service problems

INFORMATION CONTROL

Information Resources
- IC-3 The printed library materials I need for my work
- IC-4 The electronic information resources I need
- IC-8 Print/electronic journal collections I require for my work

Information Accessibility
- IC-1 Making electronic resources accessible from my home or office
- IC-2 A library Web site enabling me to locate information on my own
- IC-5 Modern equipment that lets me easily access needed information
- IC-6 Easy-to-use access tools that allow me to find things on my own
- IC-7 Making information easily accessible for independence use

LIBRARY AS A PLACE OF STUDY

Library Environment
- LP-1 Library space that inspires study and learning
- LP-3 A comfortable and inviting location
- LP-4 A getaway for study, learning, or research

Individual and Group Study
- LP-2 Quiet space for individual activities
- LP-5 Community space for group learning and group study
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WHAT WE COVERED PREVIOUSLY... at ALA Midwinter
Registering for, Setting up, & Starting the Survey
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REVIEW DURING THE SURVEY

- Monitor Response Rate
- Identify & Share Noteworthy Comments
- Identify & Share Kudos
ANALYSIS OF LibQUAL+® COMMENTS

- Code Comments
- Sort and Distribute Comments by:
  - User Groups
  - Disciplines
  - Libraries
  - Library Departments/Functions
  - LibQUAL+® Categories
# Libraries that Learn: Using Evidence to Transform Library Services

## Code Book for LibQual® Comments

### Affect of Service
- Instruction
- Job Expertise
- Marketing
- Reference
- Treatment

### Library as Place
- Environment
- Equipment
- Food
- Group/Individual Study
- Hours
- Noise/quiet
- Outlets
- Space
- Other

### Information Resources
- General
- Identified Collection Gaps
- Textbooks

### Information Accessibility
- General
- Format
- Google Scholar
- ILL/Document Delivery
- Library Website/Search Efficacy
- Multiple Copies
- Policies/Fines
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ANALYSIS OF LibQUAL+® COMMENTS

- Undergraduates
  - Library as Place: 60%
  - Information Accessibility: 14%
  - Information Resources: 10%
  - Affect of Service: 16%

- Graduates
  - Information Accessibility: 35%
  - Information Resources: 17%
  - Affect of Service: 19%

- Faculty
  - Information Accessibility: 43%
  - Information Resources: 22%
  - Affect of Service: 31%

# Libraries that Learn: Using Evidence to Transform Library Services

## TOP 5 LISTS

<table>
<thead>
<tr>
<th>UNDERGRADUATES</th>
<th>PRIORITIES</th>
<th>SUCCESSES</th>
<th>CONCERNS</th>
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<td>LP-3 COMFORTABLE/INVITING</td>
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ANALYSIS BY DISCIPLINE

IC-4 The electronic information resources I need

GRADUATE STUDENTS

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PRESENTATION OF SURVEY RESULTS

- Internal Presentations—Comments Analyses
- Internal Presentations—Data Analyses
- User Group Presentations
- College/Departmental Presentations
- Institutional Assessment Reporting
ACTIONS TAKEN AS A RESULT OF THE SURVEY

- Affect of Service
  - Customer Treatment
  - Job Expertise
  - Instruction
  - Marketing

- Information Control
  - Information Resources
  - Information Accessibility

- Library as a Place of Study
  - Library Environment
  - Quiet and Group Study
Thank you

Comments/Questions?
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