

# *Is LibQUAL+ an appropriate measuring instrument for evaluating strategic actions?*

LibQUAL 2006, 2008 and 2013;  
Experiences and challenges

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## **BIs Vision 2010-2014**

Academic rigour and relevance position BI among the top business schools in Europe.

## **The Library**

The Library's academic strength and relevance contributes to make BI a leading European Business School

The Library is an important part of BI academic *research infrastructure* and has as its mission to help the school achieve its goals.

BI Library is to be a knowledge bank for research, teaching and learning by being the gateway to national and international information resources for BI's students and faculty

## Strategy actions, results,

- Strategy 2005-2008-2010
- LibQUAL 2006 -2008
- "Student facilities survey"; 2006-2008-2010
- Students: Physical working environment; working places and opening hours
- Faculty: Poor information resources – good service

## New strategy

- Strategy 2010-14: Reduce the gap between desired and perceived level (superiority gap)
- Actions: e.g. collection development for faculty and easy access to information resources. For students: Expanding physical library and opening hours.
- Project: Infrastructure for research: More databases, e-journals, datasets
- (facilitate eScience or eResearch)

## Evaluation

- Evaluation : Do the actions work and/or is user needs changing during the period? (e.g. collection development)
- Student: "Student facilities survey" 2010
- Faculty: Master thesis (phd – researcher and library users tomorrow)
- 2013: LibQUAL

# Challenges 2013 survey

- Facts:
  - ✓ *Faculty feedback 2008:*
    - ✓ *Critical to method*
    - ✓ *Too difficult – perceived as provocative*
    - ✓ *Positive response due to kindness? (22,6%)*
  - ✓ *Student feedback 2008:*
    - ✓ *found it so difficult that they chose not to complete the survey (7,6%)*
- Statistical analysis 06-08; students – faculty ☹️  
2013: User subgroup Analysis – more information 😊

# To be considered

- Lite or Long?
  - Students: Lite-version!!
  - Faculty? Lite-version??
    - Tempting - but wrong consistent questions?
    - Is the target group too small for Lite? (N=350)
- Sample or everybody?
  - Students: everybody??
  - Faculty: everybody!!

# We wonder.....

- Is LibQUAL the correct tool to measure whether our actions have been successful?
- What response rate do we need for the result to be representative and significant?
- Will LQ confirm the findings in Idunn's master thesis?
- Can we defend using LQ as the main instrument for measuring and evaluating our strategic actions?

# *Referanser*

- Oakleaf, M. (2011). Are they learning? Are we? Learning outcomes and the academic library. *Library quarterly*, 81(1), 61-82.
- Pors, N. O. (2001). The appropriate statistical test, scales and satisfaction in customer surveys. *The Bottom Line: Managing library finances*, 14(1), 45-47.