

# LibQUAL+<sup>®</sup>: The UK & Irish Experience

Selena Killick

Library Quality Officer, Cranfield University

# LibQUAL+®

- Internationally Renown
- Web based
- Expectations & Perceptions
- Standardised



# Survey Composition

When it comes to...	My Usual Service Level Is					My Desired Service Level Is					Perceived Service Performance Is					
	Low				High	Low				High	Low				High	N/A
5) Employees who instill confidence in users	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
25) Making electronic resources accessible from my home or office	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
3) Library space that inspires study and learning	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
4) Giving users individual attention	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
5) A library Web site enabling me to locate information on my own	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
When it comes to...	My Usual Service Level Is					My Desired Service Level Is					Perceived Service Performance Is					
	Low				High	Low				High	Low				High	N/A
4) Employees who are consistently courteous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
7) The printed library materials I need for my work	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
8) Quiet space for individual activities	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
9) Readiness to respond to users' questions	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
9) The electronic information resources I need	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
When it comes to...	My Usual Service Level Is					My Desired Service Level Is					Perceived Service Performance Is					
	Low				High	Low				High	Low				High	N/A
11) Employees who have the knowledge to answer user questions	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
12) A comfortable and inviting location	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
13) Employees who deal with users in a caring fashion	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
14) Modern equipment that lets me easily access needed information	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
15) Employees who understand the needs of their users	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
When it comes to...	My Usual Service Level Is					My Desired Service Level Is					Perceived Service Performance Is					
	Low				High	Low				High	Low				High	N/A
16) Easy-to-use access tools that allow me to find things on my own	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
17) A gateway for study, learning, or research	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
18) Willingness to help users	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
19) Making information easily accessible for independent use	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
20) Find and/or electronic journal collections I require for my work	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
When it comes to...	My Usual Service Level Is					My Desired Service Level Is					Perceived Service Performance Is					
	Low				High	Low				High	Low				High	N/A
21) Community space for group learning and group study	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>
22) Dependability in handling users' service problems	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	<input type="checkbox"/>

- 22 Core Questions
  - Affect of Service
  - Information Control
  - Library as Place
- 5 Optional Questions
- Information Literacy
- General Satisfaction
- Demographics
- Free-text Comments

# LibQUAL+® Lite

- Introduced in 2010
- Sampling Methodology
  - All questions asked
  - Respondents answer a random sample only
- Reduced Survey Time
- Increase Response Rates

Item

When it comes to...	My Minimum Service Level Is		My Desired Service Level Is		Perceived Service Performance Is		N/A
	Low	High	Low	High	Low	High	
1) The electronic information resources I need	○	○	○	○	○	○	<input type="checkbox"/>
2) Library space that inspires study and learning	○	○	○	○	○	○	<input type="checkbox"/>
3) Employees who deal with users in a caring fashion	○	○	○	○	○	○	<input type="checkbox"/>
4) Making electronic resources accessible from my home or office	○	○	○	○	○	○	<input type="checkbox"/>
5) Giving users individual attention	○	○	○	○	○	○	<input type="checkbox"/>
6) Making information easily accessible for independent use	○	○	○	○	○	○	<input type="checkbox"/>
7) Community space for group learning and group study	○	○	○	○	○	○	<input type="checkbox"/>
8) Willingness to help users	○	○	○	○	○	○	<input type="checkbox"/>

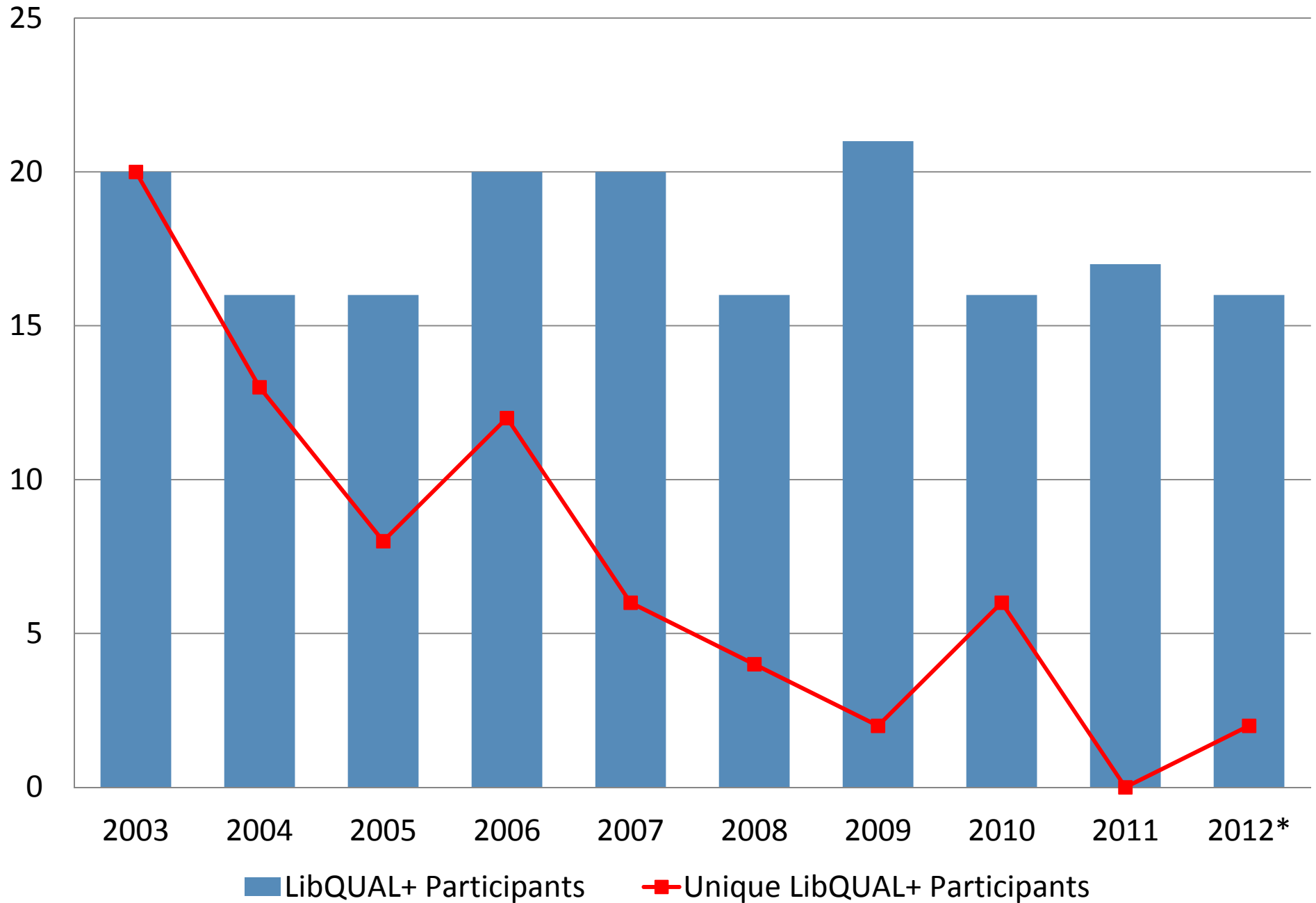
# LibQUAL+® & SCONUL Timeline

- 2003 – Survey piloted in the UK by SCONUL
- 2004 – Survey adopted by SCONUL
- 2005 – LibQUAL+® available for 10 months of the year
- 2010 – CONUL join LibQUAL+®
- 2010 – LibQUAL+® Lite launched
- 2011 – Membership subscription introduced

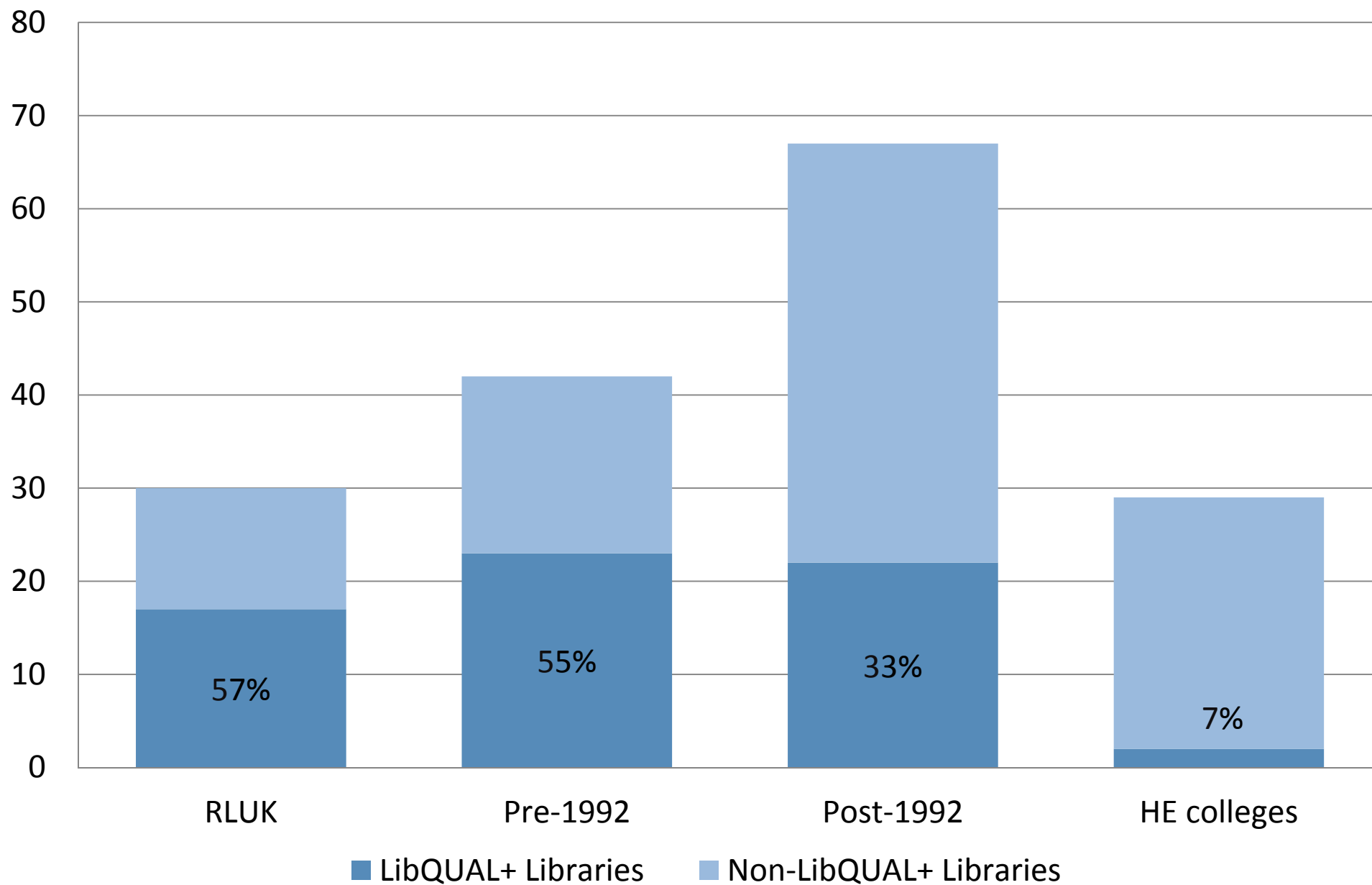


# Consortium Composition

## Number of SCONUL LibQUAL+® Participants by Year

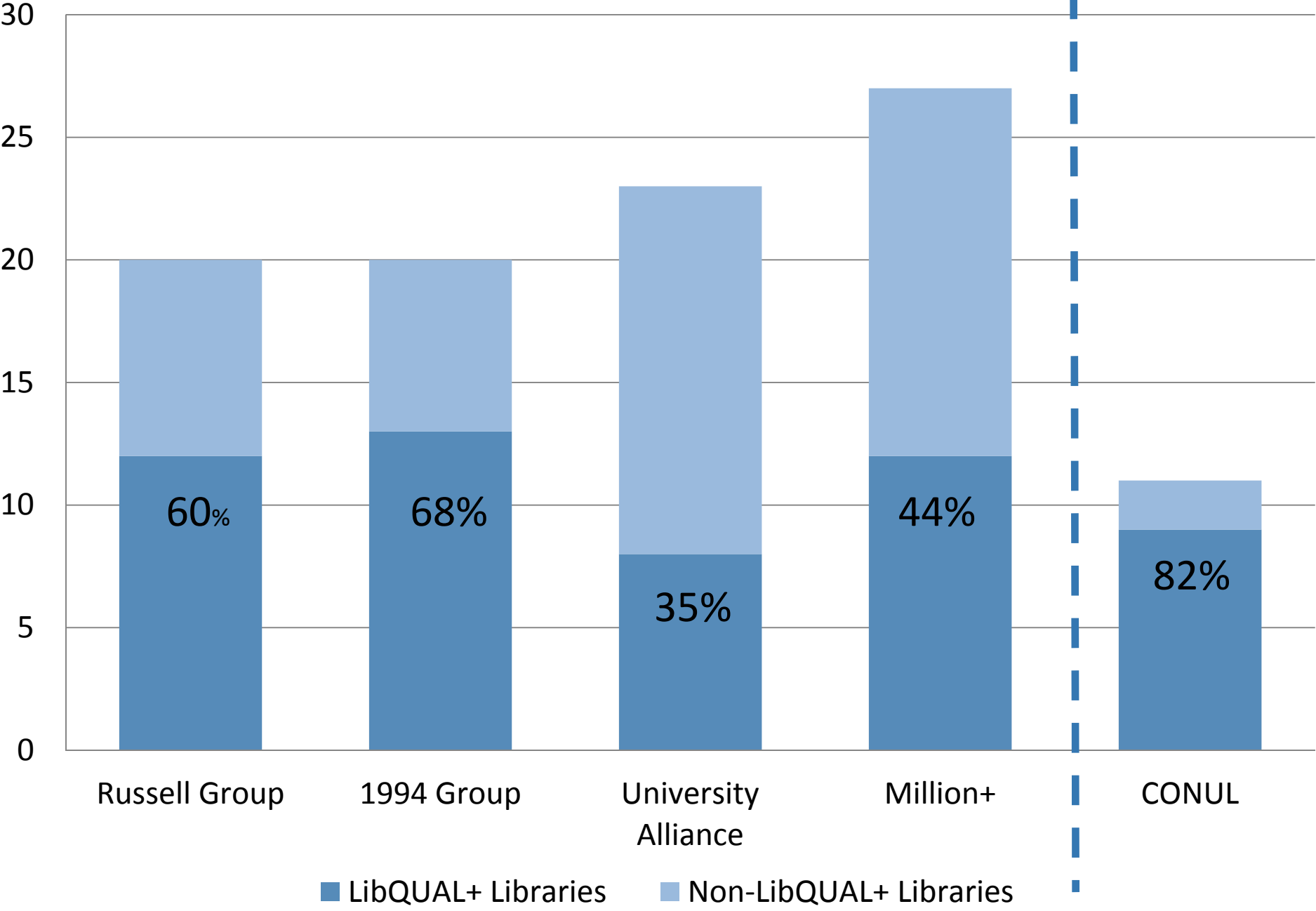


## SCONUL LibQUAL+® Libraries by HE Sector / Sector Population

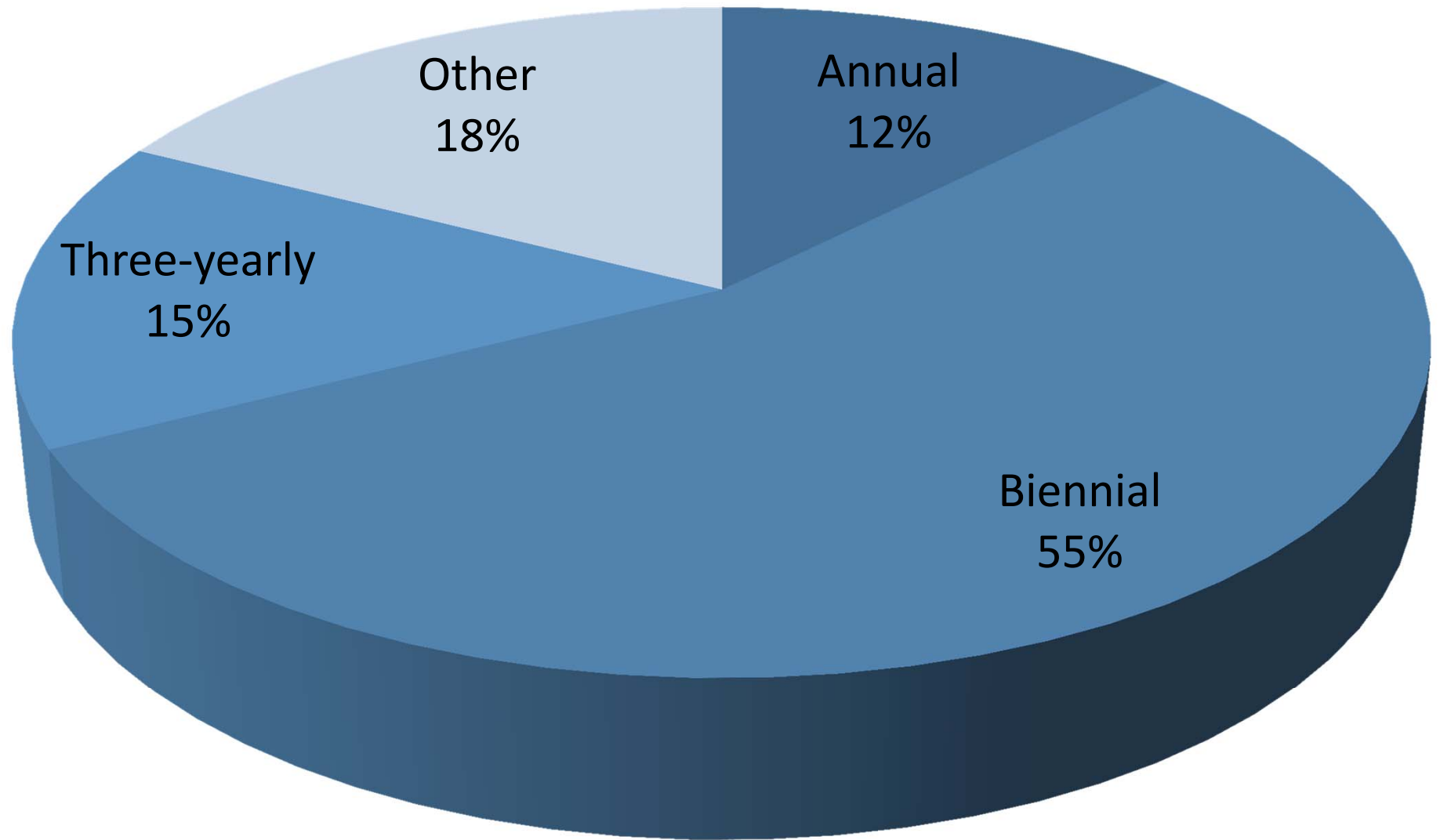




# LibQUAL+® Libraries by Mission Group



# SCONUL LibQUAL+® Repeat Participation by Style



# Expectations

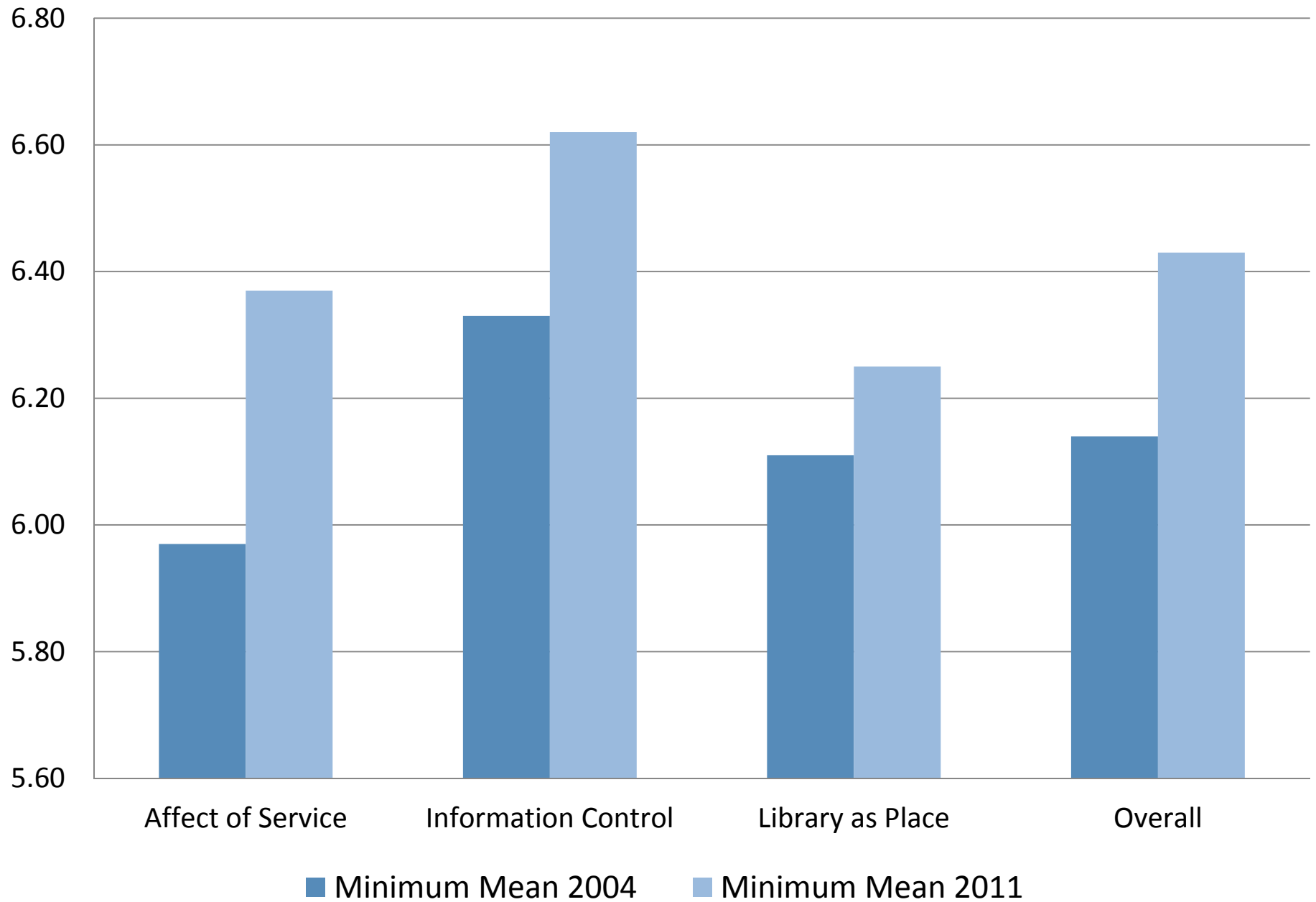
# Highest Desired

ID	Question	Desired (2011)	Years in Top 5
IC-1	Making electronic resources accessible from my home or office	8.30	9
LP-1	Library space that inspires study and learning	8.16	2
IC-2	A library Web site enabling me to locate information on my own	8.10	9
IC-7	Making information easily accessible for independent use	8.06	2
IC-8	Print and/or electronic journal collections I require for my work	8.06	8

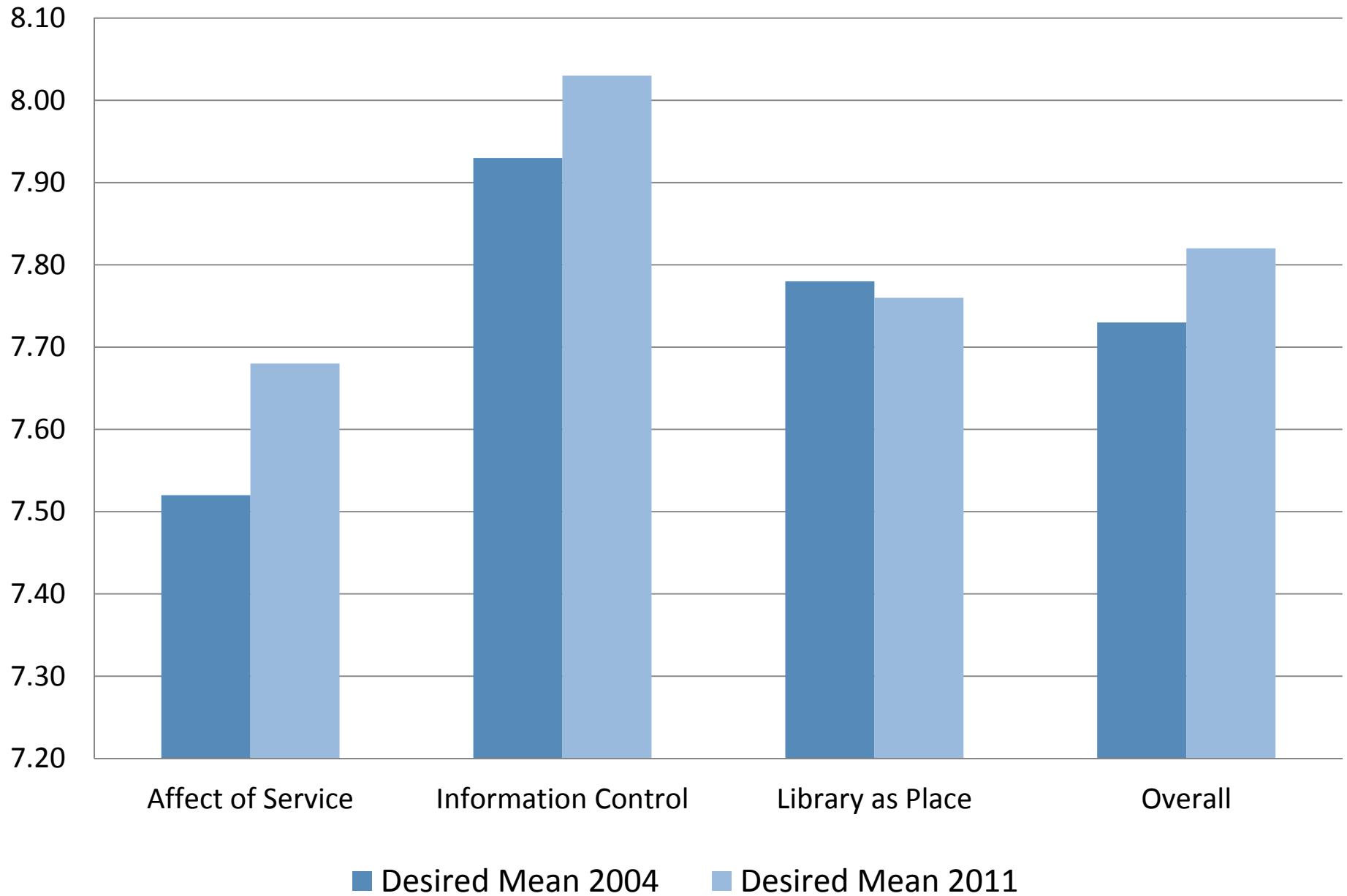
# Lowest Desired

ID	Question	Desired (2011)	Years in Bottom 5
AS-2	Giving users individual attention	6.77	9
LP-5	Space for group learning and group study	7.32	9
AS-1	Library staff who instill confidence in users	7.49	8
AS-6	Library staff who deal with users in a caring fashion	7.73	9
AS-7	Library staff who understand the needs of their users	7.74	2

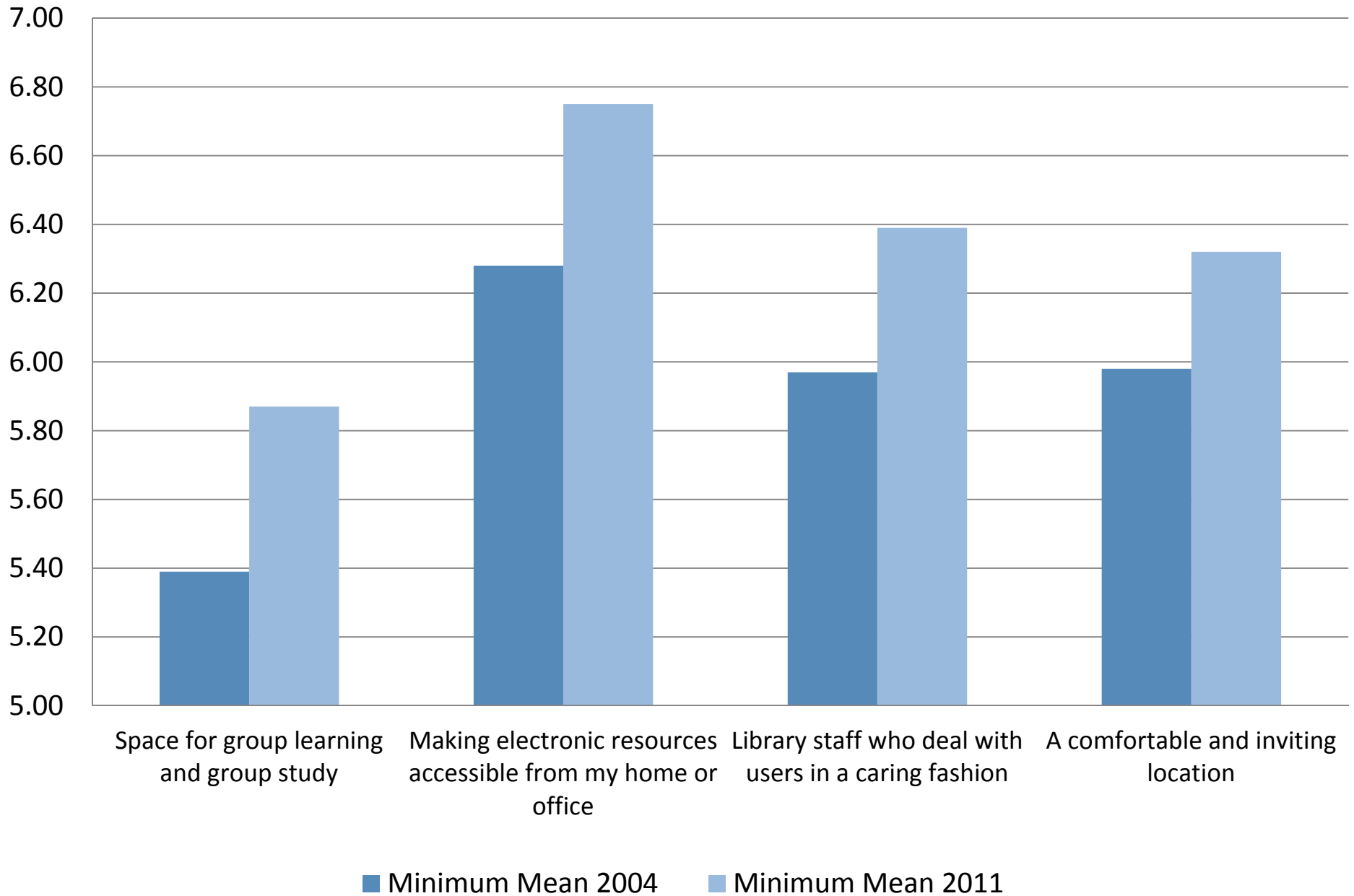
# SCONUL LibQUAL+® Dimension Minimum Mean Comparisons



## SCONUL LibQUAL+® Dimension Desired Mean Comparisons

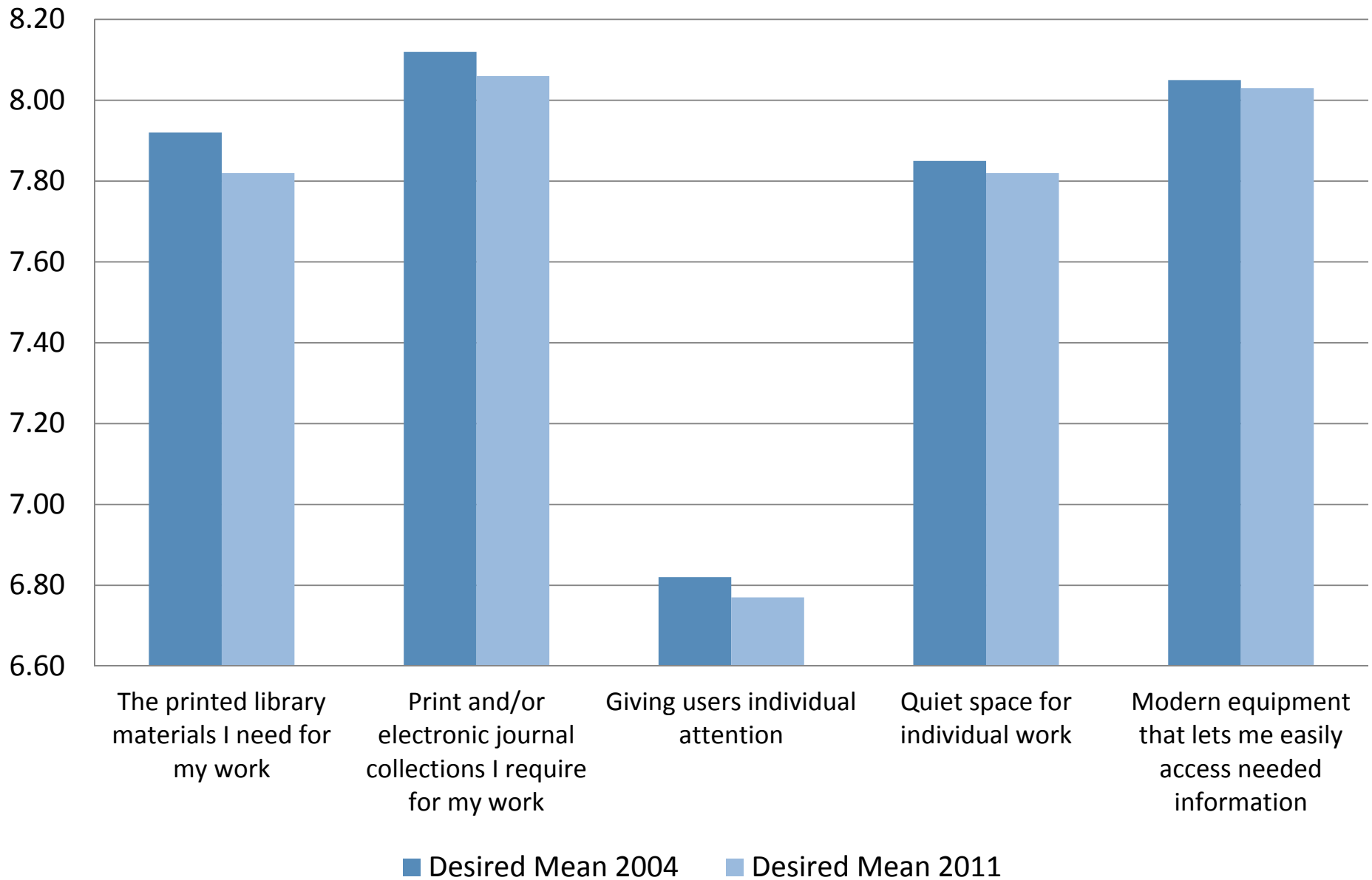


## SCONUL LibQUAL+® Increasing Minimum Expectations





## SCONUL LibQUAL+® Decreasing Desired Expectations



# Perceptions

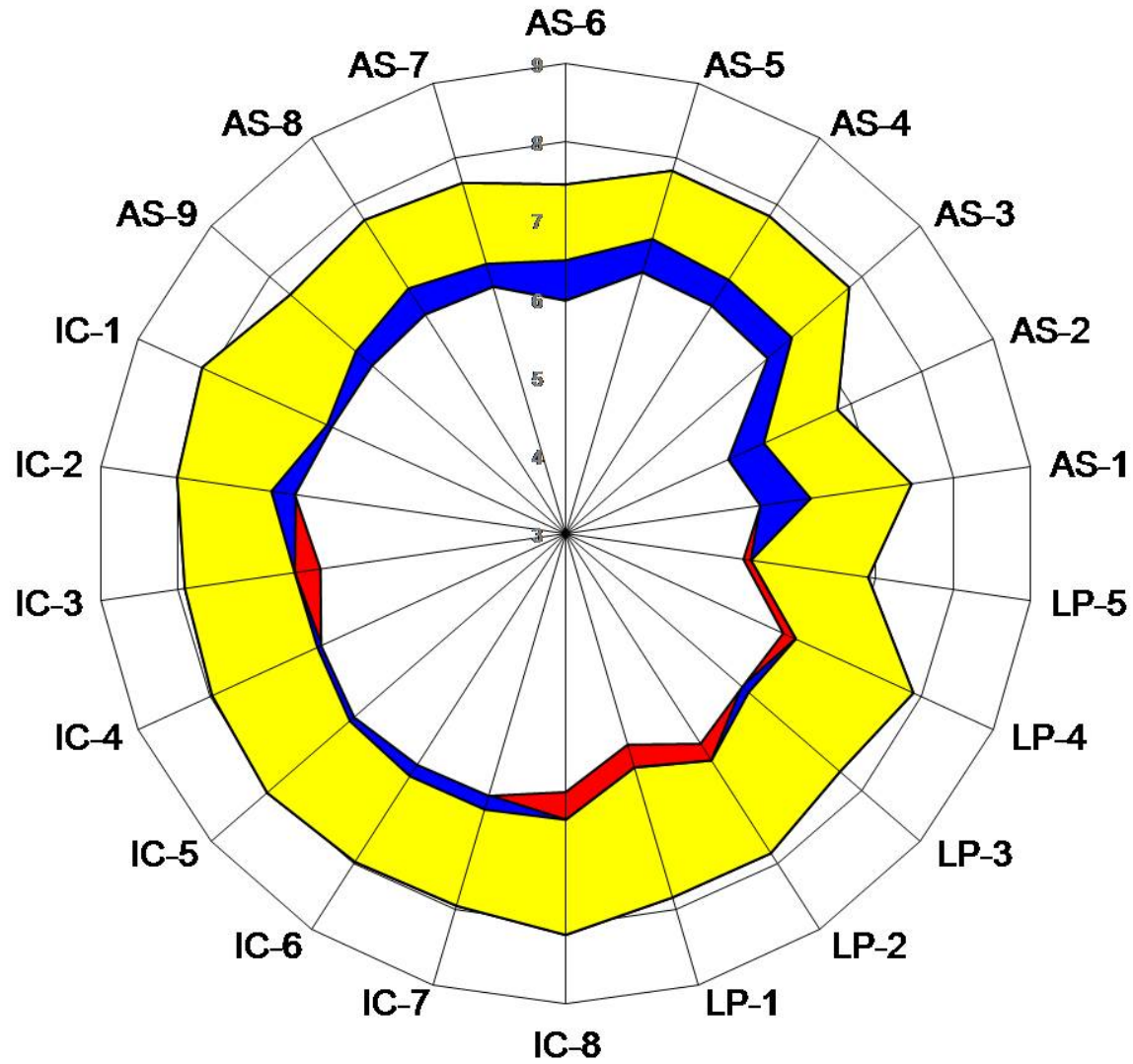
# Highest Perceived Scores

ID	Question Text	2011	Desired Rank 2011
AS-3	Library staff who are consistently courteous	7.32	10
AS-5	Library staff who have the knowledge to answer user questions	7.28	12
AS-4	Readiness to respond to users' enquiries	7.25	11
AS-8	Willingness to help users	7.21	13
AS-6	Library staff who deal with users in a caring fashion	7.17	19

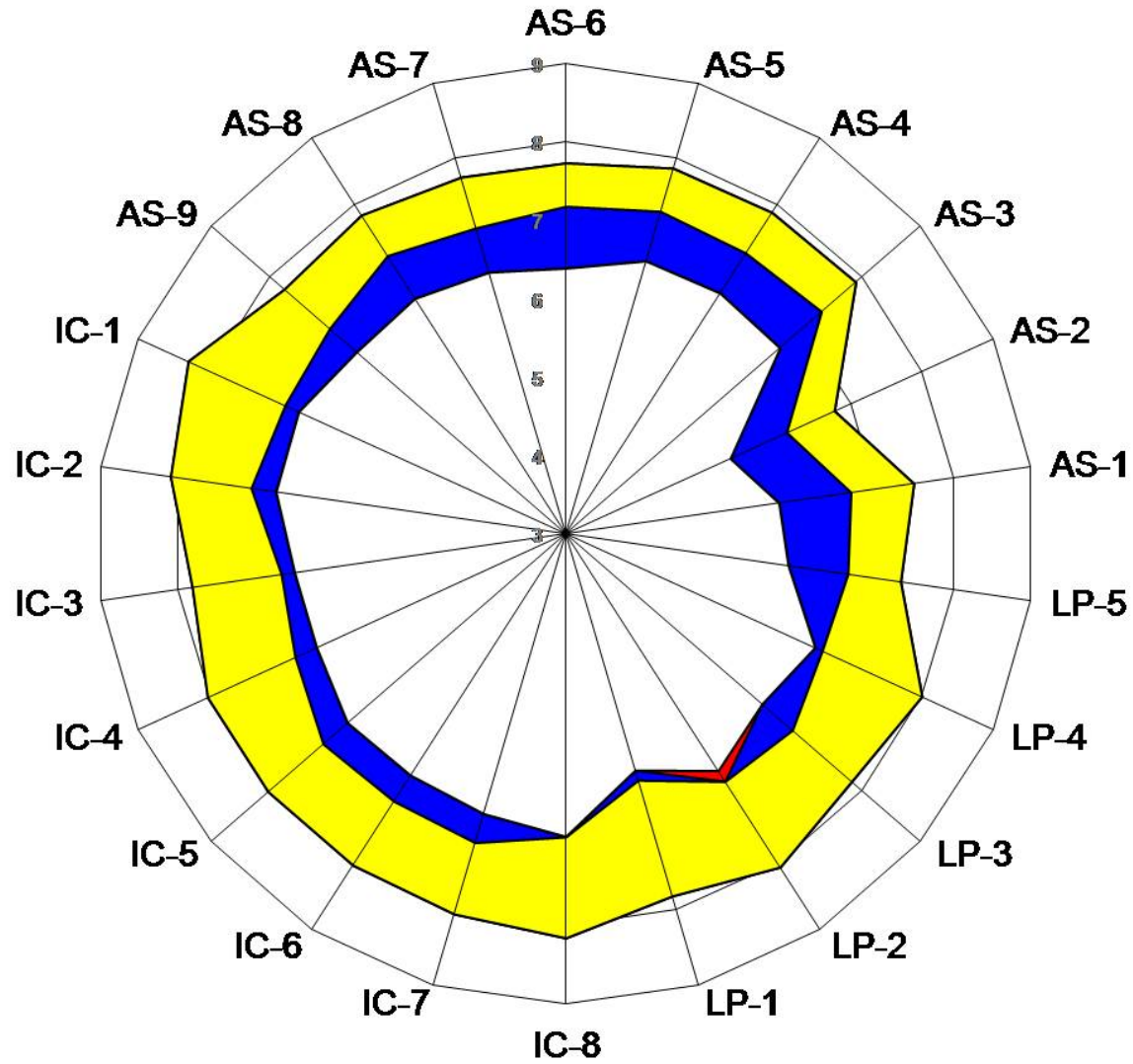
# Lowest Perceived Scores

ID	Question Text	Desired Rank	
		2011	2011
AS-2	Giving users individual attention	6.10	22
LP-1	Library space that inspires study and learning	6.28	15
LP-2	Quiet space for individual work	6.60	4
LP-4	A haven for study, learning, or research	6.60	9
LP-5	Space for group learning and group study	6.64	21

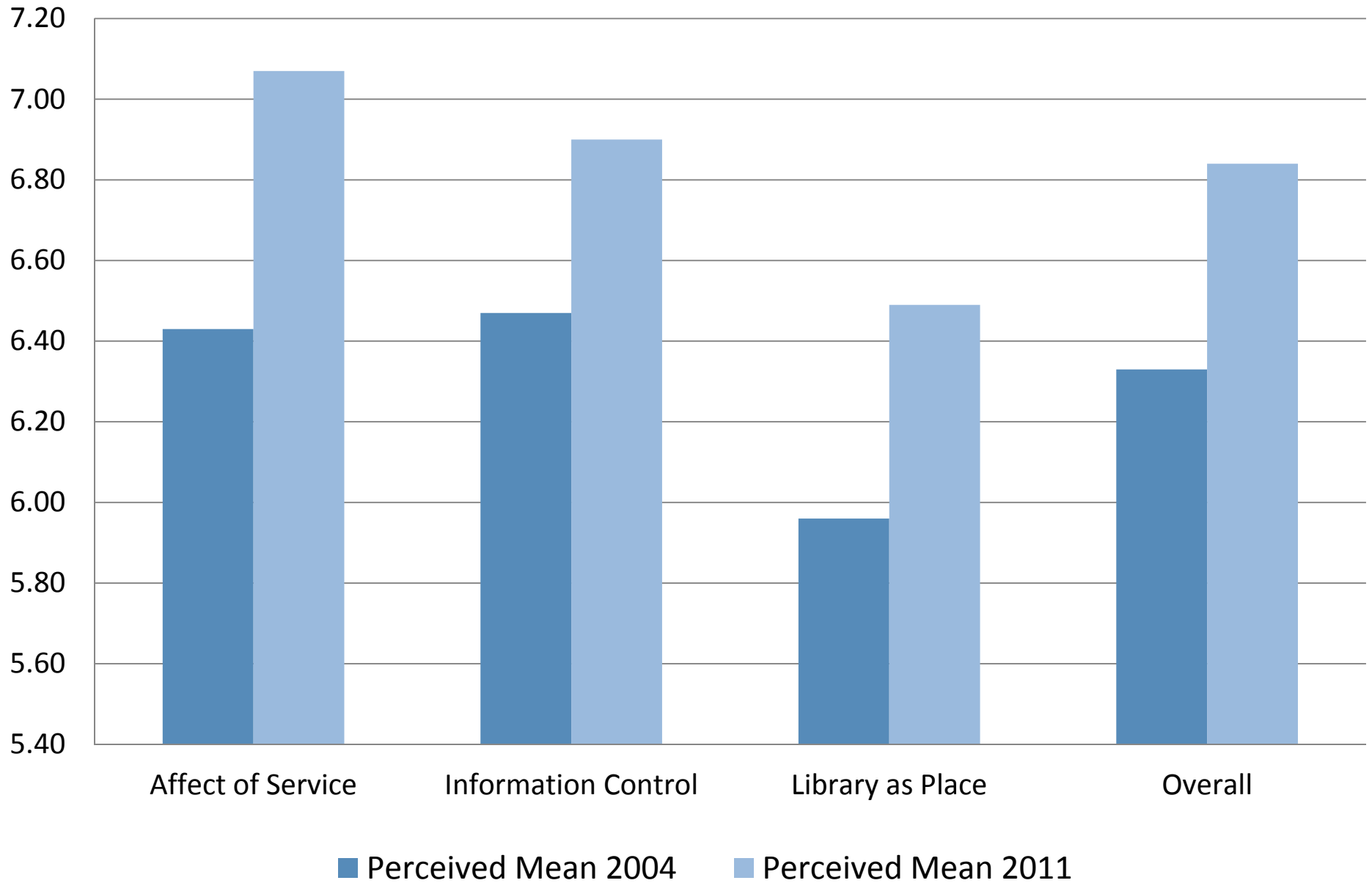
# SCONUL Overall 2004



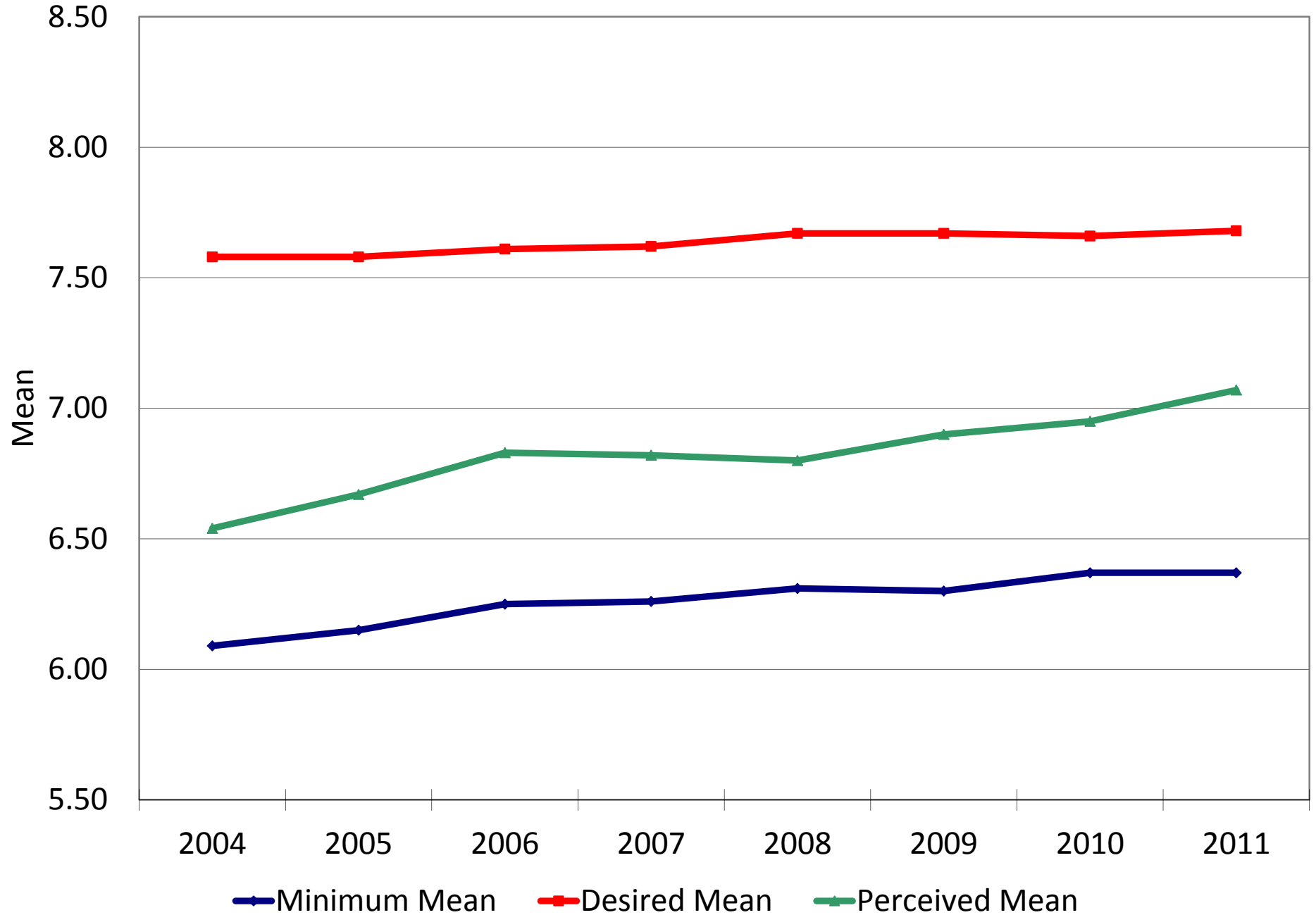
# SCONUL Overall 2011



## SCONUL LibQUAL+® Dimension Perceived Mean Comparisons

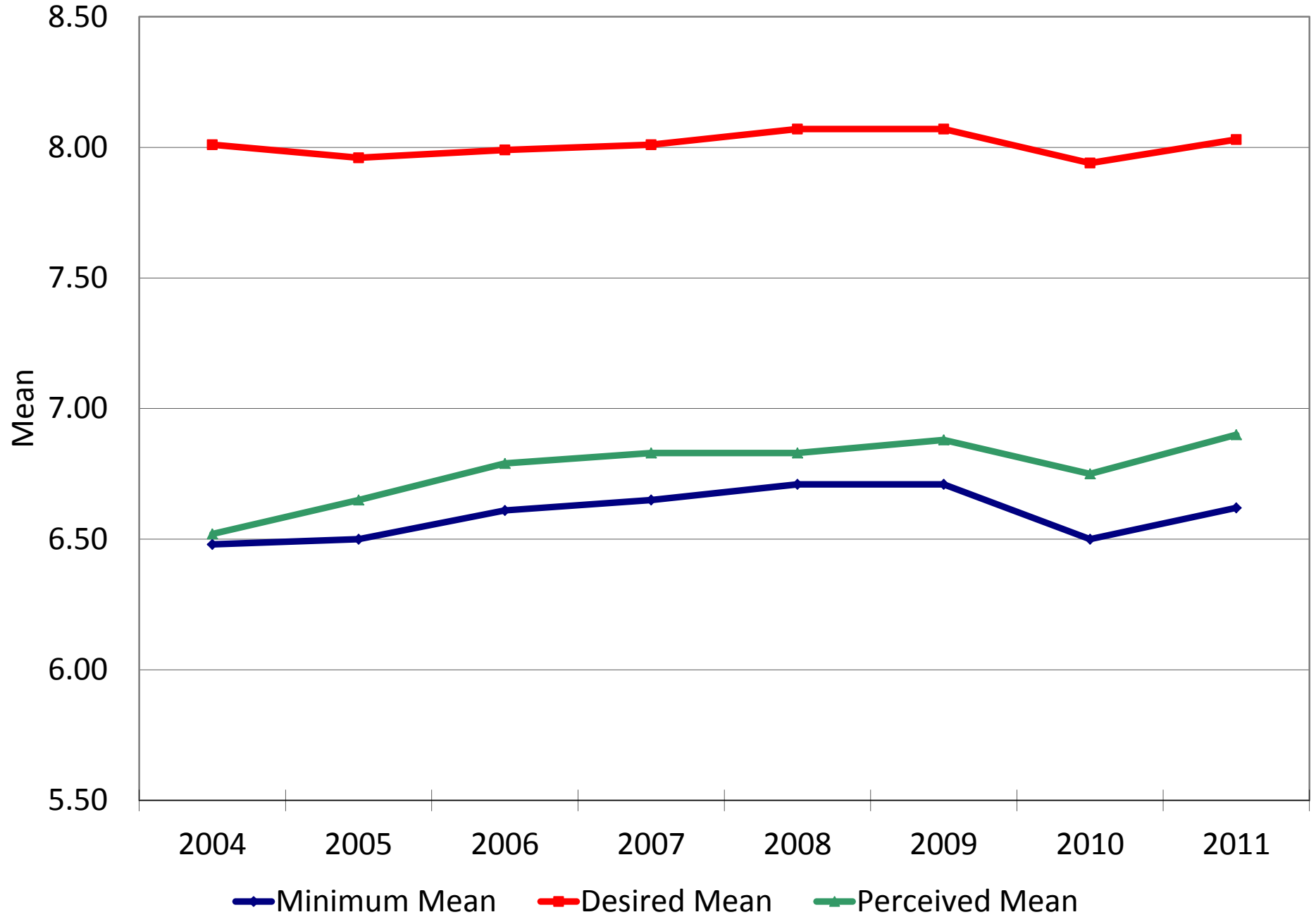


# SCONUL LibQUAL+® Affect of Service 2004 - 2011

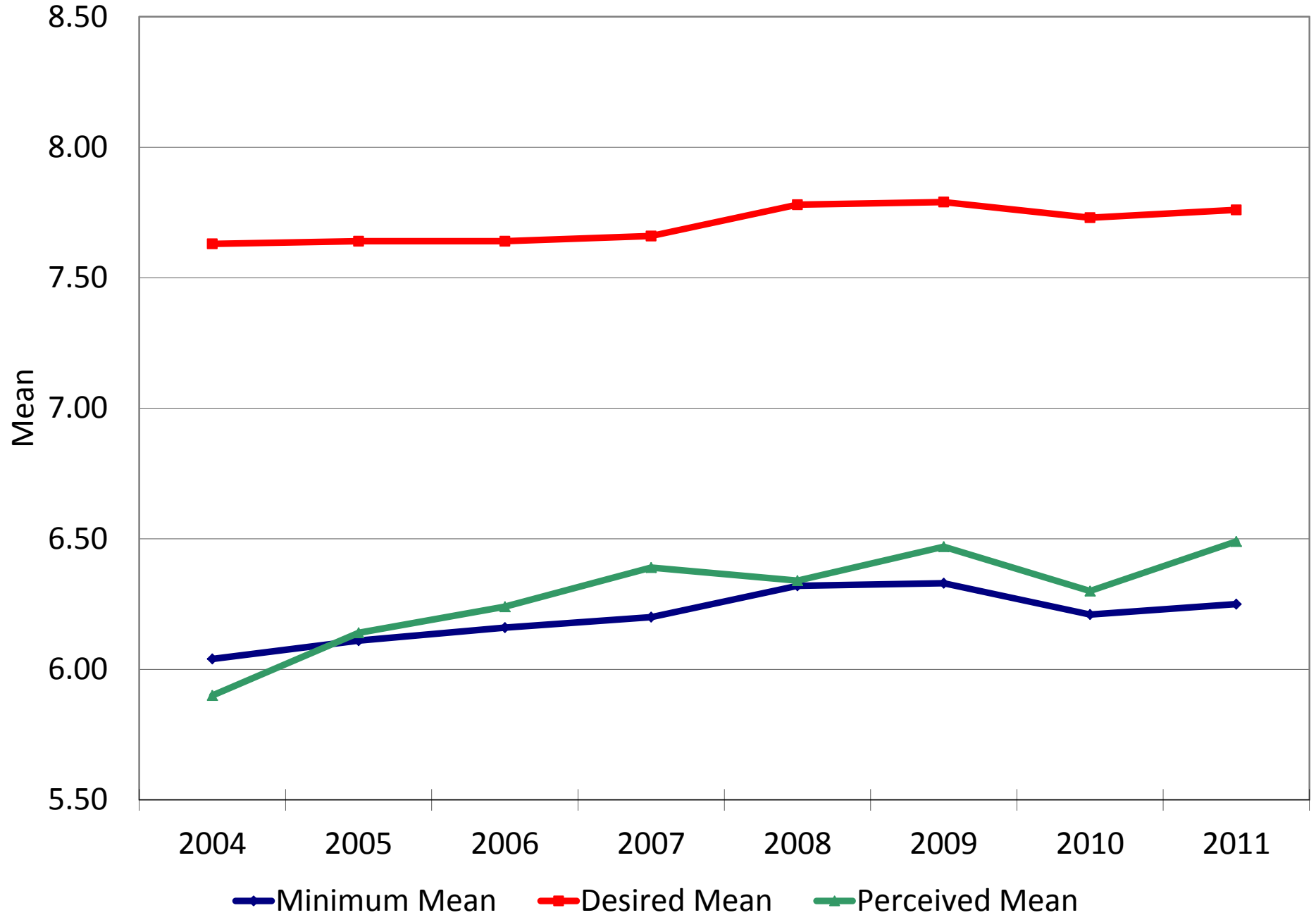




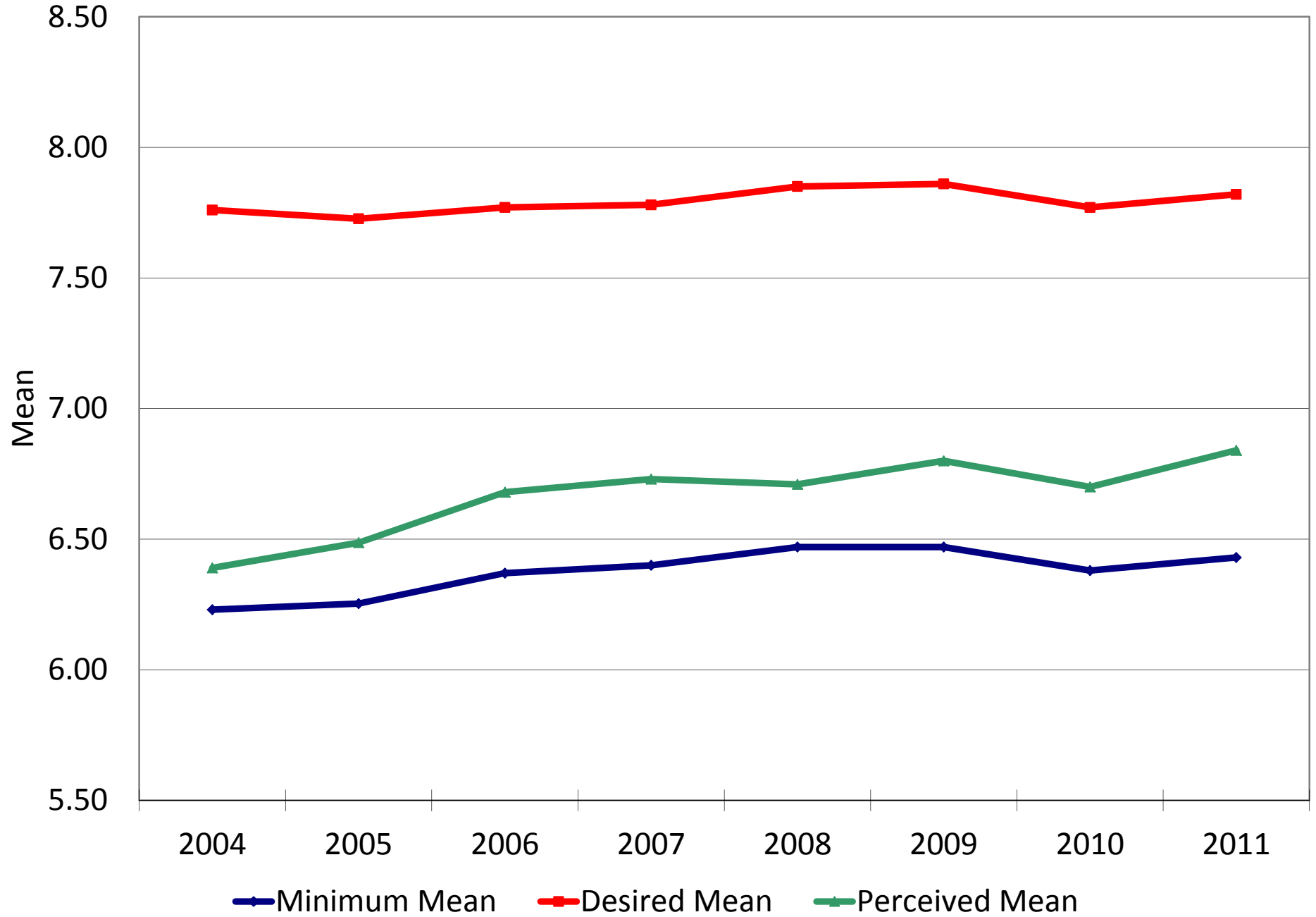
# SCONUL LibQUAL+® Information Control 2004 - 2011



# SCONUL LibQUAL+® Library as Place 2004 - 2011



# SCONUL LibQUAL+® Overall 2004 - 2011

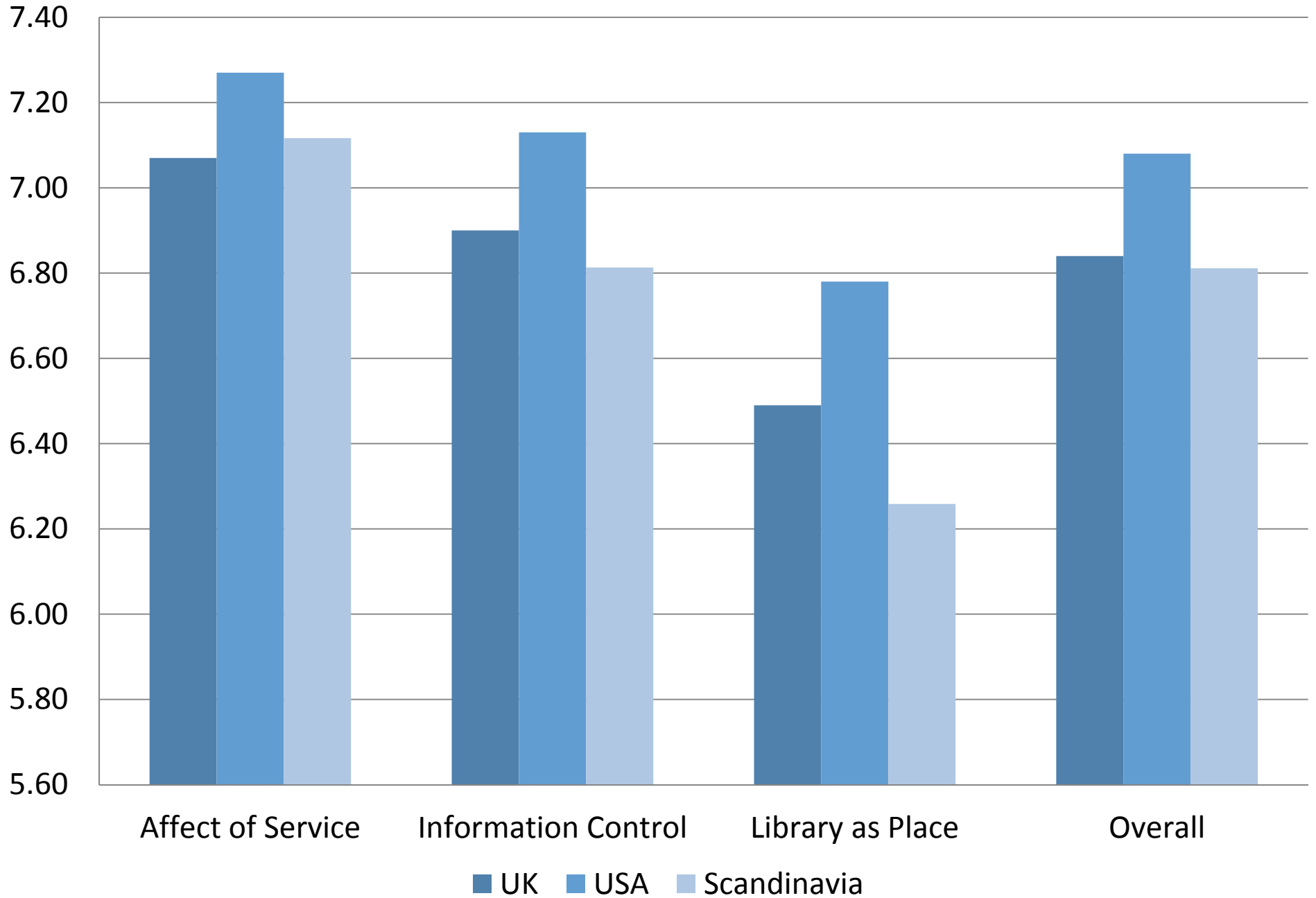


# Comparisons

## LibQUAL+® Desired Mean Comparisons



## LibQUAL+® Perceived Mean Comparisons



# Comparisons for Individual Items

- Perceived Scores for all questions higher in the USA, except for two:
  - Library staff who instill confidence in users
  - Giving users individual attention
- In these cases the Scandinavian Libraries have higher Perceived Scores
- Desired mean scores vary by question except for Library as Place where the UK has the highest expectations

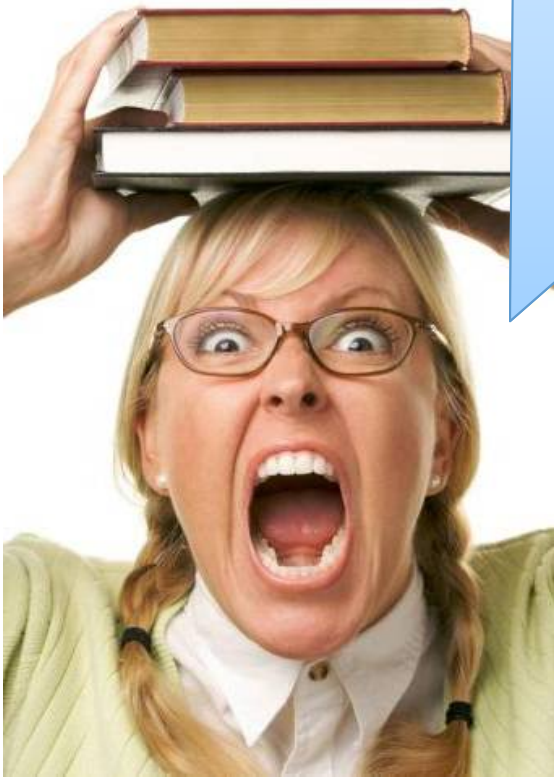
# LibQUAL+<sup>®</sup> Results in Action



# Feedback from SCONUL Participants

- Secured additional funding to increase resources
- Increased liaison with Academic staff
- Improvements to the Library building & facilities
- Developed information literacy training
- Increased help and support

The Library is one of the most oppressively depressing locations on the face of the earth; its ugly décor and offensive lighting gnaw at the soul and the carpeting is an invitation to madness



£14 million improvement programme now underway to renovate the Library, expand the collection and increase study space.

# National Outcomes

Libraries are being transformed into rowdy social spaces... many of the changes have had unfortunate – even disastrous – consequences for the place of libraries in university scholarship and study.

Response published in the next edition of THE from SCONUL outlining that LibQUAL+® results show that academic staff perceptions of library buildings are the highest they've ever been.



# Feedback from the CONUL LibQUAL+® Librarians

Research conducted by Ciara McCaffrey,  
University of Limerick

# Why measure?

## Main reason:

- Demand for metrics

## Other factors:

- Following appointment of a new director
- Prior to a new building
- Part of quality reviews
- CONUL participation in 2010

## Why LibQUAL+®?

- Ability to compare with others
- Ability to compare yourself over time
- Recognised international tool
- Confidence in ARL

# Librarian's View of LibQUAL+®

## Useful

- Benchmarking
- Confirmation
- Low scores
- Leverage
- Motivator
- Quality reviews
- Impresses university management
- Gives us the push we need

## Less Useful

- Lack of specificity
- Translating results to faculty & library staff
- Ambiguity of the language
- CONUL exercise
- High scores
- Complexity of the data

# Overall experience of using LibQUAL+®

- 3 Libraries: Very useful as part of regular planning cycle
- 2 Libraries: Very useful but occasional
- 1 Library: Useful but no plans to run again
- 2 Libraries: Less useful but occasional

# Conclusions



# Conclusions

- A number of SCONUL & CONUL Libraries use LibQUAL+® as part of their regular performance assessment
- Expectations rising in most areas
- Perceptions also rising
- We're not quite as good as the USA
- LibQUAL+® helps Libraries to develop and improve services
- Majority of CONUL Libraries think LibQUAL+® is a useful tool

# Acknowledgements

- Ciara McCaffrey, University of Limerick
- Amanda Conway, Dorothy Vuong, Karen Ready, Jacqui Dowd, John MacColl and the rest of the SCONUL LibQUAL+® Participants
- The ARL LibQUAL+® Participants
- SCONUL Working Group on Performance and Quality
- Martha, Bruce, Colleen, David and the rest of the LibQUAL+® team

Thank you!

**Selena Killick**

s.a.killick@cranfield.ac.uk

Twitter: @SelenaKillick

Tel: +44(0)1793 785561