



2012 Registration Now Open

Registration is available online at <http://www.libqual.org/SurveyRegistration.aspx>. To see LibQUAL+® Services and Fees, please visit http://www.libqual.org/about/about_lq/fee_schedule.

2011 Participation Update

Over 150 institutions have already registered for LibQUAL+® survey runs in 2011. About a hundred of those already closed with almost 109,000 completed surveys.

Survey results. Individual and group notebooks, raw data files, and user comments are available online at <http://www.libqual.org/DataRepository.aspx>.

LibQUAL+® Lite yields higher returns. Participating institutions in 2010 and 2011 jumped at the opportunity to run the LibQUAL+® Lite protocol. The statistics to date indicate that LibQUAL+® Lite does indeed shorten the required response time. Median survey time for surveys in 2010 was only 5 minutes and 16 seconds for the Lite version and 9:28 for the long version. In 2011, median survey times thus far are 4:53 and 9:15, respectively.

LibQUAL+® Lite is proving to garner higher response rates, as shown in the table below*.

Survey	% Completed	% Valid
Lite – 414,694 views	55.0%	51.2%
long – 215,010 views	45.4%	42.5%

* Data from 2010 and 2011, through September 16, 2011

LibQUAL+® Lite is a survey methodology in which all users answer a few, selected survey questions (i.e., 3 core items), but the remaining survey questions are answered ONLY by a randomly-selected subsample of the users. Thus, data are collected on all questions, but each user answers fewer questions, thus shortening the required response time. The

LibQUAL+® Lite protocol is being implemented in such a manner that individual libraries will determine what percentage of their users will be randomly assigned the traditional and the Lite LibQUAL+® protocol.

Want to drill down into your results? With our LibQUAL+® Analytics subscription service you can analyze results at an institutional level and across survey years. Data can be manipulated to create downloadable, dynamic charts and tables to be used in reports, presentations, and other methods for communicating results to stakeholders. The LibQUAL+® Analytics is available online at <http://www.libqual.org/analytics> and currently the existing modules are available to all participants for free.

LibQUAL+® Membership Subscription

We are now offering a Membership Subscription, which provides access to the full Data Repository and Analytics tools. Responding to the demand for access to the results for all the years even if a library does not implement the LibQUAL+® survey in a specific year, we now offer to you full access to the Data Repository based on an annual membership subscription. For more details, please visit http://www.libqual.org/about/about_lq/fee_schedule#subscription.

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New Resources Page

In the Survey Management Center, the section LibQUAL+® Member Resources is where we provide you with helpful information that is not publicly available. We recently added a page on data security, informed consent, confidentiality of data, and obtaining IRB approval, including a sample IRB approval request. Please check the Resources page <http://www.libqual.org/Resources> for other exclusive information, including norms tables, official LibQUAL+® logos, chart templates, and more.

LibQUAL+® Triads Pilot

You are invited to participate in the LibQUAL+® Triads pilot testing!

We are seeking libraries to participate in this free pilot program this fall and next spring.

LibQUAL+® Triads is the third protocol option within the suite, joining the original long version and LibQUAL+® Lite. LibQUAL+® Triads benefits include:

- Defining clear priorities for questions/items that score close to one another so libraries can act on those priorities that are MOST important to users;
- Easing respondent burden as it takes less time than the established LibQUAL+® long form; and
- Providing valid data by computing intraindividual score reliability coefficients to aid in screening out user responses that are not trustworthy.

Please let us know if you would like to participate in the LibQUAL+® Triad pilot and actively engage in shaping what we hope will prove to be yet another useful variation of the protocol.

You can read a detailed description of the Triads protocol in “An Introduction to the LibQUAL+® Triads Protocol: Using Ipsative Measurement to Assess Highly Desired Outcomes,” a paper presented at the Northumbria conference in August. Available at: http://www.libqual.org/documents/LibQual/publications/LQ_triad.pdf.

New Balanced Scorecard Cohort

The Association of Research Libraries (ARL) and the Ascendant Strategy Management Group agreed to begin development of Balanced Scorecards (BSCs) for a group of 10 libraries this year. The BSC allows an organization to focus on a relatively small number of carefully chosen measurements aligned with the library mission and strategies to provide a quick, but comprehensive, picture of organizational performance. The BSC examines the organization from four perspectives: User, Finance, Internal Processes, and Learning and the Future. Four to eight metrics are devised for each perspective.

The 10 university libraries participating in this second BSC cohort are:

- University at Buffalo, SUNY
- University of Calgary
- Case Western Reserve University
- Emory University
- Florida State University
- James Madison University
- New York University
- University of North Texas
- University of Notre Dame
- Texas Tech University

New Custom Analysis Available!

This fall, we are introducing the User Subgroup Analysis, which provides a breakdown of the positions selected by respondents (e.g., for undergraduates, results will be broken down by First Year, Second Year, Third Year, etc.; for faculty by Professor, Associate Professor, Assistant Professor, etc.). We continue to offer the Library Branch Analysis and Customized Discipline Analysis. For a complete list of services and fees, please visit: http://www.libqual.org/about/about_lq/fee_schedule. To order a customized analysis, send an e-mail to libqual@arl.org.



2012 In-Kind Grant Program

Deadline: December 16, 2011

We are inviting applications for In-Kind Grants for 2012. Please visit <http://www.arl.org/news/pr/LibQUALgrant7april11.shtml> for complete information. There are more details on the program and past winners at http://www.libqual.org/about/about_lq/in_kind_grant.



Booth #1649 at ALA Midwinter in Dallas, Texas

From January 20–23, we will have the LibQUAL+® booth open at the Dallas Convention Center. Current and past participants are encouraged to tend the booth alongside the LibQUAL+® Team! For more details, see <http://www.libqual.org/events/1272>.

LibQUAL+® Training Sessions in Dallas

This full-day of free training on January 23 during ALA Midwinter is required for new participants and recommended for all survey administrators.

Session I: Survey Introduction

- Provides information on the project's development and origins, as well as basic practical information for getting started with the survey at your library.

Session II: Survey Administration

- Provides practical information for administering the survey at your library, including: articulating survey objectives/desired outcomes, creating an assessment group or team, marketing your survey, navigating the LibQUAL+® online system (preferences, customization, monitoring survey progress), and obtaining results.

Session III: Survey Results

- Will provide an overview of recent LibQUAL+® participation, report the latest research, help participants to begin to interpret their institutional notebooks, and share best practices in using the results.

Upcoming Events

Service Quality Evaluation Academy

March 12–16, 2012
New Orleans, LA

www.arl.org/stats/stateevents/sqacademy

The Service Quality Evaluation Academy addresses this community-wide need for new strategies and methods of library assessment by pursuing the following goals:

- Enhance the pool of librarians with advanced assessment skills by teaching quantitative and qualitative methods for assessing and improving outcomes and service quality;
- Create an infrastructure for libraries to design and develop outcomes-based library assessment programs; and
- Build capacity for assessment through advocating its use and providing model programs and projects to the broader library and museum communities.

Participants' Related Sites

Be sure to check out http://www.libqual.org/about/about_survey/related_sites to see how other libraries are using the web to share results and findings with stakeholders. If you would like your web site highlighted on this page, just send us an email at libqual@arl.org.

North-West University Potchefstroom Campus Library presentation of findings and action plans and photos of their incentive winners:

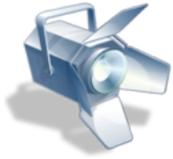
http://v-drpl-lnx1.nwu.ac.za/webfm_send/24362

Contribute to Resources

If you have been using LibQUAL+® results, please send us your materials, links, marketing messages, and branding, and other useful information by sending an email to libqual@arl.org. Thank you for your contribution!

Virtual Share Fair

http://www.libqual.org/resources/share_fair



Spotlight on...

University of Glasgow

<http://www.gla.ac.uk/services/library/aboutthelibrary/libquallibraryservicequalitysurvey/>

The screenshot shows the University of Glasgow website. At the top, there is a navigation bar with links for 'Subjects A-Z', 'Staff A-Z', and 'Academic units A-Z'. Below this is a search bar with the text 'Enter your keywords here' and a 'SEARCH' button. A secondary navigation bar contains links for 'Courses', 'Research', 'About us', 'Student life', 'Alumni', and 'Contact'. The main content area is titled 'Library' and features a sidebar with a search box and links for 'How to find information', 'Information for', 'About the Library', 'Library News' (with an 'Archive' link), 'Contact us', and 'Log in'. The main article is titled 'Changes to Library access for students from other institutions' and includes the following text: 'Following feedback from Glasgow students and staff about the pressure on study spaces at exam time and other peak times of year, we are introducing new access arrangements for students from other universities and colleges. Between 07.15 and 17.00, Monday – Friday for the months of April and May, access is not available to students who use their registration card, or a SCOUNL Reference card, from their home institution to enter the University of Glasgow Library. These students can still use the Library after 17.00 and all day at the weekends. Corporate, Alumni, SCOUNL Access and other members of formal reciprocal schemes will not be affected by this change.'

Jacqui Dowd, Library Management Information Officer at the University of Glasgow Library, was kind enough to highlight some recent changes at her library, which she said “were heavily influenced by our LibQUAL+® data, especially the qualitative data from the comments.”

- Changes to Library Access for students from other institutions. Details at: http://www.gla.ac.uk/services/library/librarynews/headline_194036_en.html
- Red, Amber & Green: Zoning for noise levels, food consumption & the use of mobile technology using traffic signals. Details at: http://www.gla.ac.uk/services/library/librarynews/headline_175430_en.html
- Upgrading of catalogue only “QuickSearch Stations” PCs on every level: QuickSearch Stations do not require a login and offer quick access to finding details of items

held in the library. The stations are running Firefox in kiosk mode which means that much of the browser functionality has been removed and internet access is restricted. The new homepage of the machines indicates that there is no access to e-journals, databases, e-books, or exam papers. If the user tries to connect to any e-links, they will be advised by a message on screen they will need to login to a CSCE or university staff PC for internet access.

- Introduction of “CSCE Express Stations”: these Common Student Environment (CSCE) PCs are set up for express session logins, with a maximum login time of 20 minutes. Upon logging out, users are not allowed to log in to these machines for two hours.

Source: Jacqui Dowd, University of Glasgow Library



Mark your calendars for the 2012 Library Assessment Conference to be held October 29–31, 2012, in Charlottesville, Virginia! <http://libraryassessment.org/>

Thank you for your participation in LibQUAL+®. We welcome your feedback; if you have questions or comments about this publication or the LibQUAL+® service in general, please send them to libqual@arl.org. Previous issues of the LibQUAL+® Update can be found at <http://www.libqual.org/publications>.