



LibQUAL+[®]

Share Fair

ALA Annual Conference
Summer 2009

Monday, July 13, 2009

8:30-10:30 a.m.

Hyatt Regency

Columbus Hall A/B

Chicago, Illinois

Thank you from the LibQUAL+® Team

We are pleased to host this sixth annual Share Fair, which includes presentations from 13 current and former LibQUAL+® survey participants, and the Association of Research Libraries (ARL). These presentations provide examples of many aspects of LibQUAL+® including:

- survey administration and marketing
- quantitative and qualitative analyses using your survey results
- methods of engaging your library staff, stakeholders, and customers in understanding and using the findings

LibQUAL+® is one tool in the library assessment toolkit and is intended to assist libraries in making effective improvements.

We hope you will find these presentations helpful, and that you will consider the presenters as resource contacts once you leave Chicago and begin to work with your own survey results. To help facilitate that connection, this booklet includes abstracts and contact information for each presenting institution. We also hope that you will consider participating in a future Share Fair.

We would like to thank all of the Share Fair participants for volunteering their time and energy to this event. Their willingness to present, share, and discuss their survey experience is what makes this event such a success. Thank you, and enjoy the Share Fair!

Sincerely,

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Presenters

Columbia University

Colleen Major
Type: Marketing

East Carolina University

Jan Lewis
Type: Qualitative & Quantitative

Iowa State University

Sarah Passonneau
Type: Marketing

McGill University

Sara Holder
Type: Qualitative

Oklahoma State University

Karen Neurohr
Type: Marketing

Texas A&M University – College Station

Colleen Cook & Michael
Maciel
Type: Qualitative & Quantitative

Texas A&M University – Kingsville

Victoria Lynn Packard & Maria
Ayala-Schueneman
Type: Marketing

Towson University

Deborah A. Nolan, Patty
MacDonald, & Mary Ranadive
Type: Qualitative & Quantitative

University of Arkansas at Little Rock

Donna Rose
Type: Qualitative & Quantitative

University of North Carolina at Greensboro

Kathryn Crowe
Type: Qualitative & Quantitative

University of North Texas

Diane Wahl
*Type: LibQUAL+® Lite
comparison*

University of Rhode Island

Peter Larsen & Brian Gallagher
Type: Qualitative

Vanderbilt University

Sue Erickson
Type: Qualitative

Association of Research Libraries

MaShana Davis & David Green
Type: Marketing

Columbia University

Participation: 2003, 2006, 2009

Colleen Major

Networked Electronic Resources Librarian
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Increasing the N

Using the LibQUAL+® survey in 2003 and 2006 Columbia University Libraries (CUL) collected fewer than 300 surveys responses each year, approximately 8% of a 4,000-person sample. In 2009, CUL took a new approach to sampling, setting the sample equal to the total population of 21,012 people; increasing the n by nearly twenty times to 3,892 responses. Improved marketing, an exciting incentive, and increased staff buy-in all contributed to the survey response. Additionally, the overall response was nearly perfectly representative by population discipline and status, providing CUL with the highest quality data it has gathered using LibQUAL+®.

The presenters will be sharing information about Columbia University Libraries 2009 LibQUAL+® survey planning process. The presentation will feature examples of marketing materials, and highlight the role that the Assessment Working Group and Assessment Librarian played in the success of the 2009 survey. Current assumptions from the 2009 survey will be shared, as well as longitudinal data from 2003|6|9.

East Carolina University

Participation: 2003, 2007, 2009

Jan Lewis

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Using LibQUAL+® “Library as Place” Results to Inform Space Planning Decisions

Joyner Library is East Carolina University’s main library. Originally built in 1955 for a student population of 3,300, it was renovated and expanded in 1999. It now serves a student body of 27,000. Students often tell us that they need more group space for collaborative work, to practice presentations, and meet with study groups. They also want more quiet study space. In 2008, the Library embarked on an extensive planning project to try to meet these and other space-related needs. An architectural firm was selected through a competitive bidding process and charged with designing a comprehensive, phased space plan for the library. Library staff worked closely with the firm to obtain user input concerning features they wanted in the redesigned space. Input was obtained through a variety of methods, including focus groups, surveys, and individual interviews. We had already planned to administer LibQUAL+® in spring 2009, and decided to select local questions that focused on “Library as Place”. This poster compares our LibQUAL+® “Library as Place” results (standardized and local items) with data obtained from our users through other methods and discusses how it informed our planning process.

Iowa State University

Participation: 2003, 2005, 2007, 2009

Sarah Passonneau

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LibQUAL+® PR Campaign at Iowa State

My poster display will illustrate the promotion of LibQUAL+® throughout the Iowa State University Library during the winter semester of 2009. Bookmarks, flyers and table tents were posted at our library as well as our branch facility and reading rooms. Badges with the statement: “Have a library survey question? Ask me for assistance.” were made for the circulation staff and for the reference personnel. I gave all badge-wearers a sheet of FAQs. For difficult questions library staff was instructed to send people up to the Dean’s office.

I will summarize this experience by describing “discovered” outcomes:

A sense of community was created within the reference & instruction department that positively affected some of the staffs’ feeling regarding this survey.

- Students were given an opportunity to participate in a library wide program by learning about and answering questions regarding LibQUAL+®.
- The Dean’s office had the opportunity to discuss this program with select individuals who had questions.
- Survey participants had an opportunity to ask questions and interact with library personnel.

This effort helped make the ISU community more aware and involved with the survey. For the people, including students, who participated in this effort also promoted teamwork.

McGill University

Participation: 2002, 2003, 2004, 2005, 2008

Sara Holder (Presenter)

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Janine Schmidt

Trenholme Director of Libraries
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Asked/Answered/Adapted: Using LibQUAL+® as a Catalyst for Change

McGill has participated in LibQUAL+® practically since its inception, running the survey for the first time back in 2002. The McGill Library system like most large research libraries is complex, with many branches. A significant benefit from LibQUAL+® is that it has provided metrics which could be used to bench-mark library services as a whole against an international standard.

Over time, as respondents specified the particular branch library/ies which they used, it has also become possible to examine the strengths and weaknesses of individual branches with greater consistency and reliability, making comparisons of one branch library with another, and also for an individual branch library over time. This was particularly useful during a rationalization of library services, involving restructuring of library services and of the staffing underpinning service delivery.

The results of LibQUAL+® have also been used internally in budget allocations as well as in proposals made by the Library within the University for increased funding in specific areas. The results have also been used in speaking with student groups and library staff in seeking improvements. Outcomes of LibQUAL+® have also been used in dealing with union concerns about changes in working hours and uses of new technologies.

An overwhelming conclusion was that clients of the Library appreciated many of the services they received but had little idea of what was on offer or available for them to use.

In short, the LibQUAL+® survey has been fundamentally important in transforming service delivery and improving client satisfaction. The McGill Library has gone from a C to an A in the Globe and Mail student satisfaction survey and while LibQUAL+® improvements have been slow to emerge, responses have been made to most concerns raised.

Oklahoma State University

Participation: 2001, 2008

Karen Neurohr

Assessment Librarian

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Wanted – Your Feedback! OSU’s Effective Publicity for LibQUAL+® Survey

The Oklahoma State University Library formed a marketing team to determine a publicity theme, develop effective methods for advertising, and choose incentives for the LibQUAL+® survey. We utilized our school mascot, Pistol Pete on our marketing pieces and a common Western poster theme of “Wanted...Reward.” Our advertising methods included posters, bookmarks, table tents, large campus A-frame billboards, and catchy information on the library homepage. The incentives we selected were informed in three ways:

1. For the LibQUAL+® survey, in the past two years, what incentives were used by other colleges and universities that achieved or exceeded the response rate we desired?
2. What incentives were used elsewhere on campus and what were their response rates?
3. What do undergraduate and graduate students tell us about incentives that would entice them to take a survey?

Our target goal was achieved within two hours after the second email invitation was distributed and we attribute this success to our marketing and our sample size.

Texas A&M University-College Station

Participation: 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009

Colleen Cook

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Michael Maciel

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A Decade of Assessment at a Research Extensive University Library Using LibQUAL+®

Texas A&M University is a research extensive university in Texas, one of two major, public flagship institutions. A comprehensive university today, its historical strengths are in engineering, science and health. In the fall of 2008, there were over 48,000 students enrolled and the faculty numbered over 2400.

The Libraries is a member of the Association of Research Libraries (ARL) and ranked 26th from a cohort of 123 in 2007. With an annual budget of \$34,000,000, the Libraries house four million volumes. The strongest collections are in engineering, science, and veterinary medicine. The institution is 2nd in the United States in terms of electronic serial and journal holdings. The Cushing Library is home to many valuable rare and special collections including the Mexican Colonial Era Collection, Southwestern Printing Arts, the Enlightenment French Collection, Entomology and specific authors, e.g., Cervantes and John Donne.

Since 1999, the Libraries at Texas A&M have used the LibQUAL+® survey to assess programs, collections and services. As the major partner with ARL in the development of the protocol, we use the LibQUAL+® theory of service quality as the framework from which to assess the success of the Libraries from three dimensions: affect of service, information control and library as place.

In an age of accountability for higher education worldwide, there is a growing need for effective means of longitudinal assessment useful in local contexts as well as cross-institutional comparisons for institutions of higher learning and their libraries. Stakeholders, including students, parents, taxpayers and the public at large all have an interest in society's libraries that become more expensive to operate each year, particularly in the face of purportedly free access to information through the internet.

Texas A&M University-Kingsville

Participation: 2002, 2003, 2004, 2005, 2007, 2009

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TAMUK & Student Participation = Tell Us What You Think!

Texas A&M University – Kingsville has a rich history with LibQUAL+® spanning six years. We were part of the original LibQUAL+® program and we have grown and developed as a benefit of the information received from the LibQUAL+® Survey. This current year has been the best with student participation reaching the highest yet!

TAMUK used student, staff, and faculty input and participation at the planning level along with a variety of technology resources to reach the whole campus. The Committee went out in teams to the Memorial Student Union Building and the dormitories to solicit students for their input “where they live.” Poster, flyers, bookmarks, and buttons printed with our slogan are some of the paper advertisements we utilized.

The Committee thought it would help to have an incentive for answering the survey by offering gifts which were gathered from around the campus and community.

Come see our display and learn how we use technology and paper resources to have our best LibQUAL+® ever!

Towson University

Participation: 2006, 2008

Deborah A. Nolan

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Interpreting Data or Interpretive Dance? Presenting LibQUAL+® Results to Stakeholders

The Albert S. Cook Library of Towson University was one of 213 libraries internationally to participate in the 2008 survey of LibQUAL+®. A meaningful response rate provided rich quantitative and qualitative data to analyze and use in strategic planning. When communicating the LibQUAL+® results, it was important to present the data in a manner that could be easily understood and interpreted by library stakeholders.

A satisfaction ranking score was employed to simplify the quantitative LibQUAL+® results and help identify which services were most important to users. NVivo® software for qualitative research enabled library staff to track patterns and distill significant information from the survey's open comment field. LibQUAL+® results presented in clear, direct formats enabled constituents to understand the assessment and its impact on library planning and decision-making.

University of Arkansas at Little Rock

Participation: 2008

Donna Rose

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“You Asked For It/ You Got It!” A Chronology of Assessment Activities at the University of Arkansas at Little Rock

“You Asked for It/You Got It” was the title of a poster the Ottenheimer Library submitted to the University of Arkansas at Little Rock (UALR) Assessment Expo Poster Exhibit in the fall of 2008. The poster was part of the Library’s initiative to publicize its assessment activities and to chronicle the changes in services, facilities, and collections that occurred as a result of data gleaned from these efforts. The poster illustrated how from 2006 to 2009 the library environment was influenced by an assessment plan that was designed to build a culture of assessment and to gather information about user behavior, expectations, and concerns.

Assessment activities included: 2 focus group sessions with students and faculty, a LibQUAL+® survey conducted in 2008, a poster for the library lobby to highlight improvements, and the development of grids based on qualitative and quantitative survey data and results from focus group sessions.

At the conclusion of the 3 year assessment period, the library held a reception to present prizes to randomly selected survey winners and to share preliminary results and highlight improvements underway or under consideration.

(Poster received the “Best of Best” award in the Assessment Expo Co-Curricula division).

University of North Carolina at Greensboro

Participation: 2003, 2008

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Sharing Results with Stakeholders and Marketing

The University of North Carolina at Greensboro conducted LibQUAL+® in the fall of 2008. We had an excellent response rate of 19% for a total of 1,920. I will provide information on how we shared the results with the Libraries staff and the campus as well as some strategies we used to analyze the data further. To establish priorities for improvement we ranked the Adequacy gap for each user group. This information will help us to probe for additional information from each group and plan for the future. In the spring of 2009 we used the Library as Place data from students to conduct focus groups. We used Atlas TI to analyze and code the comments. Text files were created using the codes and distributed to appropriate administrators and department heads.

An all-Libraries' staff presentation was developed to share information. Bar graphs were created to provide the data in an easy-to-understand format. It was presented in a staff meeting and the Power Point placed on Blackboard along with the full results notebook and the additional analysis. A brief article for the Libraries' newsletter was developed that can also be distributed more widely in print and pdf.

University of North Texas

Participation: 2005, 2007, 2008, 2009

Diane Wahl

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LibQUAL+® and LibQUAL+® Lite at UNT Libraries

UNT Libraries has participated in the LibQUAL+® survey four times: 2005, 2007, 2008 (LibQUAL+® Lite pilot), and 2009. When the 2008 LibQUAL+® Lite pilot results were received, they were compared with the results of the 2005 and 2007 surveys to determine if there was a variance that might be attributed to the changes in the survey. Additional differences in the way the survey was administered and marketed were also considered. The comparison revealed that in spite of the differences in the survey itself and in survey marketing and administration, the results were remarkably similar. When the 2009 results were received, they were added to the comparison. The similarity in results remained constant.

University of Rhode Island

Participation: 2006, 2009

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Mapping the Future: Using Faculty/Staff Retreat to Maximize Use of Survey Data at the University of Rhode Island's University Libraries

Realizing the need to assess its present location before embarking on a journey towards its future, the University of Rhode Island University Libraries conducted a LibQUAL+® survey during the years 2006 and 2009 with the intent to create an itinerary that leaves no doubt of the University Library's willingness to proceed forward over uncertain terrain in order to better serve the university community. In both 2006 and 2009, the next step in this mapping process involved gathering the faculty and staff of the University of Rhode Island University Libraries together in a one-day retreat (funded by assessment grant money) to look over the results of the survey, discuss their implications, and develop an Action Plan to guide the library in the next 3-year cycle, 2012. This Plan and the associated documents have been very useful in campus-wide planning, including the 10 year assessment and describing the Future of the Library for a new Provost and President.

Vanderbilt University

Participation: 2002, 2006, 2009

Sue Erickson

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New Strategies for LibQUAL+® 2009 at Vanderbilt University

Our new Dean of Libraries set very high benchmarks for our 2009 LibQUAL+® project. In addition, all but 1 of the 6 of us working on the team were new to LibQUAL+®, including myself the project leader. We necessarily did things differently than previous years, and given the high expectations, focused a greater amount of our efforts on marketing and campus engagement. I will share some of our marketing strategies and challenges. We also employed some project management exercises, which I had learned through the TRLN Management Academy. These tools, particularly in the beginning planning stages of our work, were key to ensuring that we got our ambitious project off to an organized start that helped guide us successfully through the duration of the survey. Some of the staff involved took these newly acquired tools to other projects, sharing them further with other staff in the process.

Association of Research Libraries

MaShana Davis and David Green

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Suggestions for Marketing Your LibQUAL+® Survey and Communicating Results to Stakeholders

The ARL poster will feature examples of LibQUAL+® marketing pieces, designed by ARL and participating institutions. Stop by and learn about the creative ways libraries are encouraging user participation. Looking for ways to communicate your LibQUAL+® survey results to Library administration, your users, or to other stakeholders of the Library? We will have materials created by participating institutions that include effective ways for communicating results to Library stakeholders.

For information on future LibQUAL+® events visit:
<http://www.libqual.org/Events/index.cfm>

To register for future LibQUAL+® surveys visit:
<http://www.libqual.org/Register/index.cfm>



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