LibQUAL+® Lite, survey promotion, and demonstrating actions

David Green
the LibQUAL+ guy
Association of Research Libraries
LibQUAL+® Share Fair – June 27, 2011
## 2010 Summary Data

<table>
<thead>
<tr>
<th>Summary</th>
<th>Long Views</th>
<th>Lite Views</th>
<th>All Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Surveys</td>
<td>155034</td>
<td>280790</td>
<td>435824</td>
</tr>
<tr>
<td>View Percentage</td>
<td>35.573</td>
<td>64.427</td>
<td>100</td>
</tr>
<tr>
<td>Completed Surveys</td>
<td>68861</td>
<td>148142</td>
<td>217003</td>
</tr>
<tr>
<td>Valid Surveys</td>
<td>64578</td>
<td>137983</td>
<td>202561</td>
</tr>
<tr>
<td>Median Survey Time (min:sec)</td>
<td>9:28</td>
<td>5:16</td>
<td>6:43</td>
</tr>
<tr>
<td>Average Survey Time (min:sec)</td>
<td>18:52</td>
<td>11:20</td>
<td>13:44</td>
</tr>
<tr>
<td>Average Minimum</td>
<td>6.5363</td>
<td>6.4379</td>
<td>6.4693</td>
</tr>
<tr>
<td>Average Desired</td>
<td>7.8628</td>
<td>7.8304</td>
<td>7.8407</td>
</tr>
<tr>
<td>Average Perceived</td>
<td>7.0132</td>
<td>6.9645</td>
<td>6.9800</td>
</tr>
</tbody>
</table>
### 2011 Summary Data

<table>
<thead>
<tr>
<th>Summary</th>
<th>Long Views</th>
<th>Lite Views</th>
<th>All Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Surveys</td>
<td>59569</td>
<td>131416</td>
<td>190985</td>
</tr>
<tr>
<td>View Percentage</td>
<td>31.190</td>
<td>68.810</td>
<td>100</td>
</tr>
<tr>
<td>Completed Surveys</td>
<td>28587</td>
<td>78769</td>
<td>107356</td>
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<tr>
<td>Valid Surveys</td>
<td>26717</td>
<td>72809</td>
<td>99526</td>
</tr>
<tr>
<td>Median Survey Time (min:sec)</td>
<td>9:19</td>
<td>4:48</td>
<td>6:16</td>
</tr>
<tr>
<td>Average Survey Time (min:sec)</td>
<td>17:32</td>
<td>11:12</td>
<td>12:54</td>
</tr>
<tr>
<td>Average Minimum</td>
<td>6.5713</td>
<td>6.4653</td>
<td>6.4938</td>
</tr>
<tr>
<td>Average Desired</td>
<td>7.8908</td>
<td>7.8009</td>
<td>7.8250</td>
</tr>
<tr>
<td>Average Perceived</td>
<td>7.1627</td>
<td>7.0210</td>
<td>7.0591</td>
</tr>
</tbody>
</table>
LibQUAL+® Lite yields higher returns. Participating institutions in 2010 and 2011 have jumped at the opportunity to run the LibQUAL+® Lite protocol. The statistics to date indicate that LibQUAL+® Lite does indeed shorten the response time. Median survey time for surveys in 2010 was 9 minutes and 28 seconds for the long version and only 5:16 for the Lite version. In 2011, median survey times thus far are 9:19 and 4:48, respectively.

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

<table>
<thead>
<tr>
<th>Surveys</th>
<th>% Completed</th>
<th>% Valid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lite -412,202 views</td>
<td>55.0%</td>
<td>51.1%</td>
</tr>
<tr>
<td>long -214,603 views</td>
<td>45.4%</td>
<td>42.5%</td>
</tr>
</tbody>
</table>

* Statistics from 2010 and 2011, through June 7, 2011
2010 Post Hoc Data Summary

- 2.3 = Average # of Reminders
- 119 of 135 = Incentives offered
- 2.3 = Average # of promotion methods
  - (flyers, Web site, newspaper, special event, other)
- Unique Method: “We set up "laptop stations" at the dining halls, residence halls, and the student center. Stations were staffed by at least one employee of the libraries (often a member of the Assessment Committee) and student employees from within the libraries, since we thought students would be much more likely to respond positively to someone who "looks like them." Our intent was to reach out to those who never visit the libraries, and I believe we were successful. From a public relations perspective, it was a grand success. Many passers-by were delighted to see librarians out of their usual habitat, and the students most definitely did connect with one another effectively.
Gift Certificates

- Booksellers (e.g. Amazon, Blackwell, Borders)
- Retail Stores (e.g. Best Buy, Target, Walmart)
- Airfare voucher
- Coffee Shop
- Gas station
- Grocery store
- iTunes
- Local restaurant
- Prepaid phone card
- Record store
- Shopping mall
Electronics & Accessories

- Camcorder/camera
- Cell phone
- DVD player
- Flash drive
- Flat screen TV
- Kindle
- Laptop computer / carrying case
- MP3 player
- Netbook
- Nintendo Wii
- PDA
- Printer
- Various iPods, iPod Touch
Library and Campus Services

- Credit towards printing/photocopying
- Library fine waivers and credits
- Library t-shirts and other paraphernalia
- Campus dining money
- Membership to student rec center
- Parking permit
- Sports equipment rental packages
- Tuition credit
- University Bookstore gift certificate
- University dollars
- University paraphernalia
Other Ideas

Common
• Cash
• Comedy club tickets
• Local sporting event tickets
• Theater/opera/museum/zoo/movie tickets
• Unique Ideas

Unique
• Candies and chocolate for respondents who complete survey at the library
• Donation to food bank for each response received
• Tokens of appreciation (bags, candy, dime for printing) for anyone who brought in a printout thank you page for completing the survey
Web Promotion / Sharing Results

• United States Military Academy Library notice:
  – https://www.fbo.gov/index?s=opportunity&mode=form&tab=core&id=c1e1410bc4d7bce02757492f36ea7486

• University of Glasgow incentive prize winners announced on Twitter:
  – https://twitter.com/#!/uofglibrary/status/70398587367985152

• University of Texas at Arlington LibQUAL+® Web page:
  – http://www.uta.edu/library/libqual/results.php
Web Promotion / Sharing Results

• Simon Fraser University published a series of PDF documents on their Web site, including the survey itself, their Results Notebook, and a summary report of their methodology, results, analysis of comments, and action items.
  – http://www.lib.sfu.ca/about/reports/user-survey-results-2010

• The University of Toronto tweeted a link to a Web report of their 2010 survey run, complete with graphics, text, and a detailed action plan.
  – http://twitter.com/uoftlibraries/status/53209493554741248
Bibliothèque Nationale et Universitaire de Strasbourg

BNU’s Web site in 2010 for their 3 LibQUAL+® surveys
The BNU had surveys for itself and two of the universities it services: Université de Strasbourg and Université de Haute Alsace. The first image portrays staff, with whom their users may regularly interact, introducing the LibQUAL+® survey. In the background is the BNU main building.

The BNU printed and posted posters of the group photo, posters of photos with a single person and printed badges for the staff and bookmarks. Thanks in part to this magnificent marketing campaign, the BNU gathered an impressive number of valid surveys: more than 7,000 for all three of their surveys!

Thanks to Catherine Donnadieu, primary contact for the Bibliothèque Nationale et Universitaire de Strasbourg, for sharing their efforts with the community.
Université de Montréal features a robust Web site discussing their 2010 administration of LibQUAL+®. It is an excellent resource for stakeholders to learn about the tool, ingest the results in stunning graphics and clear language, see action plans itemized, and follow along with the library’s improvements. For non-French speakers, we suggest viewing the site in Google Chrome and let Google Translate work its magic.

http://www.bib.umontreal.ca/LibQUAL/default.htm
Les résultats

Quatre points ressortent de l'analyse globale des résultats :

» le niveau perçu se situe au-dessus du niveau minimum exigé pour les trois dimensions, et ce, pour la première fois depuis que l'UdeM participe au sondage;

» le niveau perçu des services offerts par le personnel est nettement au-dessus du niveau minimum exigé pour l'ensemble des clientèles;

» les collections et les outils pour y accéder ne répondent pas au niveau minimum exigé par les professeurs;

» les lieux atteignent tout juste le niveau minimum exigé des étudiants du 1er cycle mais sont en deçà du seuil minimal pour les étudiants des 2e et 3e cycles et pour les professeurs.
La tendance
En comparant les résultats des enquêtes 2004, 2007 et 2010, nous pouvons constater une amélioration continue. Nos actions ont porté fruit!

Notre positionnement
LibQUAL+ 2010
Comparaison de nos résultats avec ceux des bibliothèques universitaires du Québec (CREPUQ), des membres de l'Association des bibliothèques de recherche du Canada (ABRC) et des membres de l'Association of Research Libraries (ARL)

À souligner
» Le niveau perçu pour les services offerts par le personnel est équivalent à celui du réseau québécois mais devance celui observé dans les bibliothèques de l'ABRC et de l'ARL.

» Notre performance, en ce qui a trait à l'accès à l'information, se compare aux bibliothèques moyennes québécoises et canadiennes mais elle est nettement en deçà des bibliothèques de l'ARL.

» Si les bibliothèques du Québec montrent le plus haut niveau perçu pour les lieux, notre résultat contribue malheureusement à diminuer la moyenne provinciale.

Les suggestions
Vous proposez de:
Faire entrer plus de lumière naturelle
Renover
Ajouter des fauteuils
Moderner
Refaçonner
The Diverse LibQUAL+® Community

1,228 participating institutions
2,073 surveys implemented
1,441,772 surveys completed by respondents
27 participating countries
16 languages
18 institution types

Contribute to Resources
If you have recently submitted LibQUAL+® for IRB approval at your institution and are willing to share the document with the community, within the password-protected Survey Management Center, please email us at libqual@arl.org. Thank you for your contribution!
Virtual Share Fair

• Creative ways libraries are encouraging user participation and communicating LQ survey results to library administration, users, and other stakeholders of the library?

libqual@arl.org