LibQUAL+ in Context:

*or telling one Library’s story ...*

*Stephen Town*

*University of York, UK*

University of Lund
Library Assessment Seminar
Sweden, 2012
University of York

BACKGROUND & CONTEXT
The University of York

- Founded 1963
- UK top fifteen; RAE 8\textsuperscript{th}; World top 100; Russell Group; WUN
- 14,000 students
- >30 departments in humanities, social sciences, science
- Campus growth
- Collegiate and inclusive
York Distinctiveness

“growth [and] preservation of community”
“global competitiveness and ranking”
“inclusive...decision-making”
“residential, campus-based university”
“agility and responsiveness”
“judicious, cautious, ...but slow”
“capability and capacity”
“competition making significant & increasing investments in information systems & services”
The Library & Archives

- > 1m items
- >100 staff
- Traditional divisions
- Archives extensive & unique
- Developing digital library expertise
- Director of Library & Archives 2007: Director of Information 2009
Director’s Agenda 2007- 2012

- Transforming internal culture
  - Towards international standards
- Building new management and measurement frameworks
- Expediting digital transformation
- Developing partnerships and alliances
  - Internally & externally to reflect status
- Achieving environmental transformation
Major strategic library developments 2008-13

- Relationship management investment
- Digital Library (& Digital Archives)
- Library refurbishment & extension
- Content development & availability
- Information systems future choice
- Collaborations & partnerships programme
- Policies, quality and culture development
ARL sources for measurement, culture and benchmarking

- LibQUAL+
- ESP (now OPAL)
- TechQUAL
- ClimateQUAL
- MINES?
- Digital Library Quality?
- Library Value?
The measurement of digital transformation?
Measuring the impact of partnerships and alliances?
ARL ESP Program Recommendations 2008

1. Practices and procedures for assessment
   1. Assessment group and leadership
   2. Training
   3. Culture

2. An Assessment plan

3. Culture promotion
   1. From budget to real costs
   2. From regulation to user perspective
   3. From risk aversion to ‘why not?’
ESP Recommendations 2

4. Processes review
   1. Classification system
   2. Acquisition process review
5. LibQUAL+ results follow-up
6. Review collection development and liaison
7. Seek areas of collaboration between Library and the Archives
Telling the story ...

LIBQUAL+
LibQUAL at University of York

- The LibQUAL+ survey has been conducted at the University five times:
  - 2004
  - Planned again for November 2012 (100% Lite)

- The LibQUAL+ survey is:
  - a strategic long term commitment to user satisfaction measurement
  - a source and progress measure for strategy formation, choice and implementation
LibQUAL+ strategic data contributions

- **Dimensions**
  - Information Control
  - Library as Place
  - Affect of Service

- **Disciplines**
- **Comments**
- **International benchmarking**
Strategic Links

Information Control

- Key text and journal back-file funding
- Improving Student Experience project
- Specific digitisation projects (e.g. Exam papers online; History of Art slides online)
- Discovery tools projects
- Investment in Academic Liaison
Strategic Links

Library As Place

- £20m Library Refurbishment project
- £3m Harry Fairhurst Building extension
- Improvements to learning spaces elsewhere on campus
Strategic Links

Affect of Service

- Self service developments
- 24 hour library opening
- Customer service excellence and values project
2004 - Overall Results
2004 - Overall Results

![Overall Results Chart](image-url)
## University Growth 2004/5-2011/2

<table>
<thead>
<tr>
<th>Year</th>
<th>Student Numbers</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>10,208</td>
<td>£151m</td>
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<tr>
<td>2007</td>
<td>10,958</td>
<td>£217m</td>
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<tr>
<td>2008</td>
<td>11,600</td>
<td>£226m</td>
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<tr>
<td>2009</td>
<td>12,773</td>
<td>£243m</td>
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<tr>
<td>2010</td>
<td>13,902</td>
<td>£255m (+69%)</td>
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<tr>
<td>2011</td>
<td>14,699 (+44%)</td>
<td></td>
</tr>
</tbody>
</table>

Affect of Service

- Minimum
- Desired
- Perceived

Information Control

- Minimum
- Desired
- Perceived

Library As Place

- Minimum
- Desired
- Perceived
2008 - Overall Results
2008 - Overall Results
2009 - Overall Results
2009 - Overall Results
University of York
LibQUAL+ 2008 to 2009 trends

- Superiority mean scores improved across all but one of the 22 core and 5 local questions
- The other item remained constant
- Discipline adequacy scores improved in all but six cases
- Information control overall adequacy score moved from negative to positive
- Substantial improvements in convenient service hours and online course support items (the latter also out of the red)
What happened 2009-10?

- Major main library refurbishment commenced to last over two years and successively close library collection floors
  - Moves of stock into inaccessible remote store
  - Reduction in study places by up to 40%
  - Moves of staff into temporary accommodation
2010 - Overall Results
2010 - Overall Results
Example LibQUAL Comments (2010)

- I feel that the library should be open 24hrs a day to provide an acceptable service and that there should be a greater number of private work spaces provided.
- The provision of quiet working spaces currently is shocking. I understand that the work being undertaken on the library is vital to its development plans, but the fact that there is nowhere quiet to work during daytime hours especially during exam time is terrible.
- Really bad organization of the resources, extremely poor study places, deficient lighting, unattractive building, very good staff.

- The vending machines were installed because students said in the surveys that they wanted them. I'm sure plenty of them would like you to do the research for their essays, too - and convert the North Rooms into a cinema with free pizza.
What happened 2010-11?

- Main Library First and Third floors complete
- New Harry Fairhurst building opened (April)
- Early adopter for Ex Libris Alma
- 24 hour loan category introduced
- New user interface for Digital Librrray
  - Masters these digitisation commenced
  - Four other special collections projects
2011 - Overall Results
2011 - Overall Results

![Bar Chart]

- Affect of Service
- Information Control
- Library as Place
- Overall

Mean

- Range of Minimum to Desired
- Range of Minimum to Perceived ("Adequacy Gap")
Harry Fairhurst Building (April 2011)
Transforming the environment

“Love the environment in the new building, especially some places really ... feel comfortable “

LibQUAL+ Comment 2011
Competing values in learning?

“The new Harry Fairhurst building is great but I really don't think sofas and beanbags are conducive to effective studying! It's fun to see people lying sprawled all over the floor though.”

LibQUAL+ Comment 2011
The outcome?

“It really makes me want to learn”

Student Comment 2011
What is happening 2011-12?

- Completion of Main University Library refurbishment (end 2012)
- 24/7/362 Opening (Sep 2012)
- New Yorsearch front end
- New flexible loan policy
- New printing service
UK Benchmarking - Overall Results 2010

Overall

<table>
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<tr>
<th>University of York</th>
<th>University</th>
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<tbody>
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<td>-1.53</td>
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<td>-0.99</td>
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UK Benchmarking - Affect Of Service 2010
Benchmarking - Affect Of Service
North America Comparison, 2010

10.1 Affect of Service - Overall

Affect of Service

<table>
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<tr>
<th></th>
<th>AS-1</th>
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<td>-0.95</td>
<td>-0.86</td>
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</table>
Mathematics - 2008
History - 2008
History - 2011
National KPIs and Institutional Review

“the main metric in evaluating the library remains the National Student Survey”

Ann Rossiter, SCONUL
## National Student Survey

### Learning resources

<table>
<thead>
<tr>
<th>Question</th>
<th>Agree</th>
<th>No. respondents</th>
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<tbody>
<tr>
<td>The library resources and services are good enough for my needs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY OF CAMBRIDGE: English studies (f/t, f/d)</td>
<td>98%</td>
<td>132 of 235</td>
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<tr>
<td>OXFORD UNIVERSITY: English studies (f/t, f/d)</td>
<td>Not enough data</td>
<td></td>
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<tr>
<td>UNIVERSITY OF YORK: English studies (f/t, f/d)</td>
<td>72%</td>
<td>131 of 204</td>
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<tr>
<td>I have been able to access general IT resources when I needed to.</td>
<td></td>
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<tr>
<td>UNIVERSITY OF CAMBRIDGE: English studies (f/t, f/d)</td>
<td>97%</td>
<td>132 of 235</td>
</tr>
<tr>
<td>OXFORD UNIVERSITY: English studies (f/t, f/d)</td>
<td>Not enough data</td>
<td></td>
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<td>UNIVERSITY OF YORK: English studies (f/t, f/d)</td>
<td>87%</td>
<td>130 of 204</td>
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<tr>
<td>I have been able to access specialised equipment, facilities or room when I needed to.</td>
<td></td>
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<td>UNIVERSITY OF CAMBRIDGE: English studies (f/t, f/d)</td>
<td>96%</td>
<td>123 of 235</td>
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<tr>
<td>UNIVERSITY OF YORK: English studies (f/t, f/d)</td>
<td>76%</td>
<td>112 of 204</td>
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</table>
National Student Survey Trends

University of York Library NSS Score 2008-2012

NSS: % Agree or Strongly Agree


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