



# Share Fair

Brighton, England  
Summer 2004

**Wednesday, July 7, 2004**

**The Old Ship Hotel**

**Brighton, England**

**4:30-5:30 p.m.**

# Preface

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The LibQUAL+™ team is pleased to host this second annual Share Fair, which includes presentations from 3 former and current survey participants. Their presentations provide examples of the kind of quantitative and qualitative analysis that it is possible to conduct using your LibQUAL+™ survey results. Because the survey includes **“22 items and a box,”** participants have used a variety of methods to further study their LibQUAL+™ results, which include both quantitative data and the qualitative remarks provided by respondents in the open-ended comments box at the end of the survey form.

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

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 LibQUAL+™ survey experience is what makes this event such a success. Thank you, and enjoy the Share Fair!

Sincerely,

Amy Hoseth

LibQUAL+™ Communications Coordinator

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# Cranfield University

Participants: 2003, 2004

**Selena Lock**

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Type of Analysis: **Quantitative**

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Cranfield University is based on three separate campuses serving very different customers, subsequently it was important that we analysed the results for each campus separately. We therefore employed LISU, the Library & Information Statistics Unit at Loughborough University to do further analysis of the findings. They provided us with a report providing separate results for each of our libraries. At our request they also benchmarked our results against the SCONUL average and a selected sample of 14 institutions from the USA.

Internally, the results have been communicated throughout the institution in a number of avenues. Detailed results were presented in the libraries annual reports and fed back to the libraries users committees. Supplementary to this an article was published in the University newsletter going to all staff on all campuses. At the Shrivenham Campus a presentation was given to the library staff as part of the weekly training session.

# London South Bank

Participants: 2003, 2004

**Peter Godwin**

0207-815-6621

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Type of Analysis: **Qualitative and Quantitative**

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London South Bank's second LibQUAL+™ survey (2004) has been far more successful than our first (2003). We will demonstrate this with the aid of some charts and statistics. Response rate has improved and this may have been due to the adoption of an iPod as first prize. Coupled with lots of posters and fliers we were able to increase awareness of the survey and increase participation. Handouts on ideas for promotion and fliers will be available.

# University of Glasgow

Participants: 2003, 2004

**Jacqueline Dowd**

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Type of Analysis: **Qualitative and Quantitative**

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As part of the SCONUL consortium, Glasgow University Library participated in the first UK iteration of LibQUAL+™ in 2003 and again in 2004.

In 2003 we randomly sampled 20% of the population and got a response rate of 9.3%, which was dominated by undergraduate students. In 2004 we surveyed the whole population in the hope of improving the response from postgraduate students and staff members. This was successful and generated a response by user category that almost mirrored the complement of the population.

As soon as the results were available a summary report was prepared for the University Library Committee (a statutory Committee of Senate and Court, set up by Ordinance which also functions as a user committee). The availability of the 2003 results coincided with the establishment of 4 new Library Fora (Education, Marketing, Service Enhancement & Research). Relevant information from the 2003 results was extracted and fed into each forum to act upon and it is our intention to do the same with the 2004 results.

For the International Share Fair we will be displaying the 2003 and 2004 results we have made public via the Library's web pages.

## NOTES



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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