



2008 Survey Update

To date we have collected over 77,000 surveys for the Session I from 136 institutions. Session I concludes on May 31, 2008 at 12:00 a.m. (EST). If you plan to participate in Session I (Jan 15 - May 31) and have not registered, please do so by May 1 at <http://www.libqual.org/Register/index.cfm>.

Looking for your survey results?

2008 Session I survey results are now available online at <http://www.libqual.org/Manage/Results/index.cfm>. Here you will have access to individual and group (coming soon) results notebooks, raw data files in Excel format, and survey comments (text or Excel format).

Want to compare your results with your peers?

Take advantage of the LibQUAL+® Analytics, an interactive tool that allows you to dynamically create institution-specific tables and charts for different user groups and across survey years. Data (valid cases only) from 2004–present are available for all institutions. The Analytics is available online at <http://www.libqual.org/Interactive/index.cfm>.

Eager to tell us about your LibQUAL+® experience? Be sure to fill out the Post Hoc and Evaluation Questionnaires. These surveys are available at <http://www.libqual.org/Manage/Survey/index.cfm> **AFTER** your survey closes.

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Calling All Mid-Atlantic Participants

Join us for the Using LibQUAL+® Effectively Workshop on June 3 in Washington, DC to learn more about working with your survey results. This event is geared toward survey administrators and members of assessment groups/teams.

Topics

- Calculating statistics
- Determining representativeness
- Preparing customized charts & graphs
- Using norms tables
- Making peer comparisons
- Doing longitudinal analysis
- Identifying what is actionable
- Presenting results to stakeholders
- Engaging others in understanding & utilizing results
- Targeting incremental improvements
- Applying data in decision-making
- Identifying & using best practices
- Integrating w/other assessments
- Planning for next steps

Questions?

Contact Kristina Justh
kristina@arl.org or 202-296-2296

For more info or to register:

<http://www.libqual.org/Events/index.cfm>

LibQUAL+® on the Move

In February, LibQUAL+® presented at the International Symposium on LibQUAL+®: Knowing Your Users--Assessment of Library Service Quality in Japan. The two-day event focused on library service assessment and user-centered library management with presentations by Martha Kyrrilidou, Director, ARL Statistics and Service Quality Programs, ARL; Colleen Cook, Dean and Director of Libraries, Texas A&M University; and various librarians from institutions throughout Japan. The event was sponsored by Keio University and Osaka University.

In March, a full-day workshop was held in conjunction with the Info 2008 Annual Conference in Tel Aviv, Israel focusing on understanding developments in library assessment in libraries. Participants learned about tools and methods used to help libraries strengthen cases for their services to compete in today's ever-changing information environment.

Presentations from these events are available online at <http://www.libqual.org/Publications/index.cfm>.

Events

ALA Annual Conference Events

Need help understanding your results? Are you confused about customizing your disciplines? Want more information about our services? The LibQUAL+® team will be available for individual consultations at the ALA Annual Conference in Anaheim, CA in June. For more information about booth consultations, see <http://www.libqual.org/Events/index.cfm>.

NOTE: Introduction and survey results workshops will not be held in June. Join us at the Library Assessment Conference on Aug 4-6, 2008 in Seattle, WA to hear the latest LibQUAL+® research.

For more info or
to register for these events:
<http://www.libqual.org/Events/>

2009 Service Quality Evaluation Academy

Join us in March 2009 in New Orleans for the Service Quality Evaluation Academy, an intensive five-day program focusing on qualitative and quantitative methods for collecting and analyzing library service quality data. The program emphasizes basic concepts and skills in measurement and data analysis that will be applicable to service quality evaluations. The Academy is designed for librarians across library types and organizational structures, with a strong commitment to service quality assessment efforts.

For more information, see <http://www.arl.org/stats/statsevents/sqacademy/index.shtml>.

If you are interested in attending the Academy, please submit an application before **October 27, 2008** at libqual@arl.org.



S P O T L I G H T O N

On March 25th, Oklahoma State University (OSU) awarded 17 lucky students with incentive prizes at a reception held to thank students who participated their 2008 LibQUAL+® survey. The prizes awarded were: a 26" LCD flat screen television, a 7.1 mega pixels digital camera, and one of 15 \$25.00 Wal-Mart gift cards.

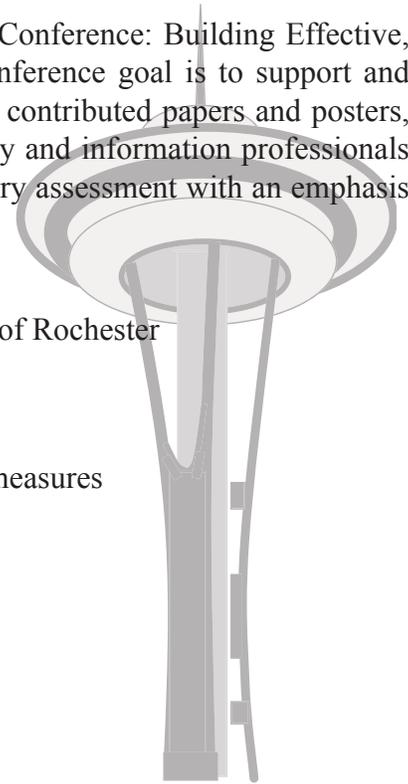
The OSU LibQUAL+® team took the advice of undergraduate and graduate students about what prizes would entice them to participate in the survey---this was accomplished by randomly polling students. They found that "anything electronic" would be the best option, and since many people have an iPod or an MP3 player, the staff and students agreed that these would not be the best prizes to offer. Taking into consideration the students' suggestions, the OSU team requested an incentives budget of \$1,000, which was approved by their administration, to purchase the three prizes.

OSU drew a random sample of undergraduates (1,500 students at each level) and invited all graduate professional students to participate in the survey (about 10,000 students total). Over 2,700 responses were collected, surpassing OSU's minimum response rate goal of 20%. Karen Neurohr, Assessment Librarian at OSU stated that "We were very pleased with our overall response of 28%, and that 38.8% of responders provided an open-ended comment."



Library Assessment Corner

Join us in Seattle, WA on August 4-6, 2008 for the 2nd Library Assessment Conference: Building Effective, Sustainable, Practical Assessment at the University of Washington. The conference goal is to support and nurture the library assessment community through a mix of invited speakers, contributed papers and posters, workshops, and engaging discussion. The conference is geared toward library and information professionals and researchers with responsibility for or an interest in the broad field of library assessment with an emphasis on (but not limited to) North American academic libraries.



Keynote panel:

- Susan Gibbons, Vice Provost and Dean, River Campus Libraries, University of Rochester
- Rick Luce, Vice Provost and Director of Libraries, Emory University
- Betsy Wilson, Dean of Libraries, University of Washington

Topics:

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| ■ Digital libraries | ■ Performance measurement and measures |
| ■ Information resources and collections | ■ Return of investment (ROI) |
| ■ Learning and teaching | ■ Services |
| ■ Management information | ■ Space planning and utilization |
| ■ Methods and tools | ■ Usability |
| ■ Organizational issues | ■ User needs |
| | ■ Value and impact |

For more information or to register, see <http://www.libraryassessment.org/>.

West Virginia University Libraries Survey Team in the News

Four marketing seniors from the University of West Virginia (WVU) presented their survey findings at the LibQUAL+® Results Meeting at the ALA Midwinter Meeting in Philadelphia, PA this past January. The students were featured in an article for the WVU campus news service, WVU Today, covering their appearance at the conference. The article features a photo of the students with Marketing Professor Paula Bone, Frances O'Brien, Dean of WVU Libraries, and ARL's Martha Kyrillidou.

Read the article in the WVU Today at <http://wvutoday.wvu.edu/news/page/6498/>.

D Join the Library Assessment Blog. We're interested in discussions about activities that seek to measure the library's impact on teaching, learning and research as well as initiatives that seek to identify user needs and gauge user perceptions or user satisfaction. We're also looking for librarians wanting to share information about:

- Local research
- Best practices
- Assessment and evaluation-related research
- Presentations and publications
- Announcements of conferences and other professional learning opportunities

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G The goal of the library assessment blog is to foster continuous improvement of our collections and services through data-based and user-centered assessment. Join the discussion at <http://libraryassessment.info/>.



Need LibQUAL+® Promotional Materials?

Go to <http://www.formspring.com/forms/?53482-2whxHpKO9N> to request free LibQUAL+® brochures, posters, bookmarks, and publications. Additional promotional materials are available at <http://www.libqual.org/Publications/index.cfm> (choose “Special” for Publication Type).



Information about these and other LibQUAL+® Events, see <http://www.libqual.org/Events/index.cfm>.

Date	Event	Additional Information
April 18	Basic Skills for Analyzing Library Service Quality Assessment Data, International Association University Libraries (IATUL 2008), Auckland, New Zealand	http://www.caval.edu.au/course-description.html?CID=316
May 14-16, 2008	LibQUAL+® Panel at the Joint ASTED/CBPQ Conference: Positioned for Knowledge, Montreal, Quebec, Canada	http://www.cbpq.qc.ca/congres/congres2008/Colloque_conjoint08_Programme.htm
May 31, 2008	2008 LibQUAL+® Session I Survey Closes	
June 3, 2008	Using LibQUAL+® Effectively Workshop, ARL Office, Washington, DC	http://www.libqual.org/Events/lqeffective2.cfm
June 13, 2008	LibQUAL+® In-Kind Grant Application Deadline	http://www.libqual.org/documents/admin/Grant_2009%20Program%20info8.pdf
June 28-July 1, 2008	LibQUAL+® Booth Consultations, ALA Annual Conference, Anaheim Convention Center, Anaheim, CA Consultation Schedule: Saturday-Monday, June 28-30: 10am-4pm Tuesday, July 1: 9am-4pm	Visit us at Booth #549 To reserve a timeslot, send an e-mail to libqual@arl.org , and indicate your date and time preference.
July 1, 2008	2008 LibQUAL+® Session II Survey Opens	
August 4-6, 2008	Library Assessment Conference, Seattle, WA	http://libraryassessment.org/
December 15, 2008	LibQUAL+® In-Kind Grant Application Deadline	http://www.libqual.org/documents/admin/Grant_2009%20Program%20info8.pdf
January 23-28, 2009	LibQUAL+® Booth, ALA Midwinter Meeting, Denver, CO	information forthcoming...
March 12-15, 2009	LibQUAL+® Booth, ACRL 14th National Conference, Seattle, WA	http://www.ala.org/ala/acrl/acrl/events/seattle/seattle.cfm
March 16-20, 2009	2009 Service Quality Evaluation Academy, New Orleans, LA	http://www.arl.org/stats/statsevents/sqacademy/index.shtml



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/index.cfm>.