LibQUAL+®

Charting Library Service Quality

Special Note to 2008 Participants!

Thank you for another successful and exciting year. The 2008 survey closed on December 10, 2008, collecting over 167,900 responses from 206 surveys. Survey results—individual and group notebooks, raw data files, and user comments—are available online at http://www.libqual.org/Manage/Results/index.cfm. SPSS data files will be distributed 2-3 months after the close of the session.

2008 Survey Results are available online at http://www.libqual.org/Manage/Results/index.cfm. This includes: (1) individual results notebooks, (2) user comments, and (3) raw data files.

Survey Highlights for the 2008 LibQUAL+® survey are available online at http://www.libqual.org/documents/admin/LibQUALHighlights2008_SessionII.pdf. Also, be sure to download the supplementary document that contains standard deviations for the LibQUAL+® dimensions charts featured in the survey highlights at http://www.libqual.org/documents/admin/LibQUALHighlights2008_SessionI_Supplement.pdf.

Custom Analyses. For an additional fee, we offer two types of customized analyses to help you drill down into your survey results: (1) a customized discipline analysis, a breakdown by your localized discipline categories and (2) a library branch analysis, a breakdown by the options you input for the question, "The library you use most often." To order a customized analysis, send an e-mail to libqual@arl.org.

In This Issue

Maximizing Your Survey Results

You did the survey, downloaded your results, now what do you do? Have you asked yourself this question? If so, take a look at some of these practical suggestions to help you maximize your survey results:

- Review the "Learn to Read LibQUAL+® Radar Charts" Tutorial
- Analyze your results using the Analytics
- Become familiar with SPSS
- Plan a library summit
- Analyze user comments
- Communicate your results to your stakeholders through focus groups
- Consult the norms table provided by ARL
- Perform peer comparisons
- Publish findings.

Source: Amy Hoseth (2008). We did LibQUAL+® - now what? Practical suggestions for maximizing your survey results. College & Undergraduate Libraries, 14(3): 75-84.

Working Effectively with LibQUAL+®

Join us in Chicago to learn how to maximize your experience with LibQUAL+®. Martha Kyrillidou and Raynna Bowlby will work with survey liaisons to apply strategies to use in their libraries to improve library service quality. For more info or to register, see http://www.libqual.org/Events/lqeffective2.cfm.

2009 Survey Underway!

The 2009 survey opened on January 15. To date, over 13,000 surveys have been collected from 24 surveys. The survey is offered in two sessions, Session I: January 15-May 31 and Session II: July 1-December 10. We recommend a survey run of at least three weeks and have established the following guidelines for registration, Session I register by May 1 and Session II register by August 31. Registration is available online at http://www.libqual.org/Register/index.cfm. To see LibQUAL+® Services and Fees, see http://www.libqual.org/About/FeeSchedule/index.cfm.

Events

Booth Consultations @ ACRL

MINES for Libraries®

Raynna Bowlby, Library Management Consulting, will be available for individual consultations at our Washington State Convention & Trade Center Booth #837 on Friday & Saturday, March 14-15 at 10am-4pm.

Library Scorecard Consultants at our ACRL Booth

Ted Jackson and Laura Downing from Ascendant Management will be available on Friday afternoon to discuss developments of the ARL Library Scorecard project.

To reserve a timeslot for either consultation, please send an e-mail to libqual@arl.org, and indicate your date and time preference.

Google Analytics @ ARL

We are pleased to offer a full day of Google Analytics training, to be held in partnership with LunaMetrics (a Google Analytics Authorized Consultant). Google Analytics is a tool that can help you learn where your Web site visitors are coming from and how they interact with your Web pages; use this knowledge to help improve your site and overall user experience.

For more information about this event, see http://www.libqual.org/Events/index.cfm.

Working Effectively with LibQUAL+®

In this workshop, Martha Kyrillidou (ARL) and Raynna Bowlby (ARL and Simmons College) will work with staff responsible for administering the LibQUAL+® survey to develop work plans that they can apply in their libraries after they receive the survey results, including how to analyze and present results visually, identify actionable items, and much more! The workshop is being held at the ALA Annual Conference on Monday, July 13, 2009 from 11:00am to 5:00pm in Chicago, IL. For more information about or to register for this event, see http://www.libqual.org/Events/lqeffective2.cfm.

Strut Your Stuff at the 2009 Share Fair

LibQUAL+® will host the 2009 Share Fair on Monday, July 13, 2009 in conjunction with the ALA Annual Conference in Chicago, IL. For the Share Fair, we are seeking contributors who will provide poster sessions, displays, or materials related to their marketing, administration and use of LibQUAL+®. This event is open to all past, current, and potential LibQUAL+® participants.

Interested in contributing? Send an email to libqual@arl.org.

Service Quality Measurement in Libraries: A LibQUAL+® Exchange

This event will be held in conjunction with the 8th Northumbria International Conference on Performance Measurement in Libraries and Information Services, August 17, 2009. LibQUAL+® participants and interested parties are invited to participate and attend. To register: http://www.libqual.org/Events/northumbria.cfm.

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SPOTLIGHT ON

In 2008, we welcomed universities from France (5), Japan (3), Mexico (1), and the United Kingdom (1). With them they brought new language versions—Japanese, Spanish, and Welsh—that increased our translation offerings to 16.

Keio University, Osaka University, and Kanazawa University launched surveys through the LibQUAL Japan consortium, collecting over 10,000 responses. ARL has established a partnership with Maruzen Corporation, a Japanese vendor, to increase the participation of universities and facilitate work on library assessment in Japan. The 2009 roster is anticipating the participation of more Japanese libraries!

The Université Lyon 1, Université d'Angers, Université François Rabelais de Tours, Université Paris Decartes, and Université Toulouse 1 Sciences Sociales launched surveys through the LibQUAL France consortium, collecting over 8,900 responses.

The Institutio Tecnológico de Estudios Superiores de Monterrey and the University of Wales Bangor launched the first Spanish and Welsh surveys, respectively.

If you are interested in translating the LibQUAL+® survey, please send an e-mail to libqual@arl.org. We accept proposals the year prior to the actual year of participation.

Library Assessment Corner

2009 ALA Midwinter Meeting Presentations Now Available Online

In January, LibQUAL+® offered training sessions: (1) Survey Introduction, (2) Survey Administration, and (3) Survey Results in conjunction with the ALA Midwinter Meeting in Denver, CO. Colleen Cook and Bruce Thompson (Texas A&M) discussed the latest applications and research of the survey protocol. Amy Hoseth (Colorado State) and Karen Neurohr (Oklahoma State) presented ways to maximize LibQUAL+® survey results. Presentations from the above mentioned sessions and other workshops are available online at http://www.libqual.org/Publications/index.cfm; search under "Publication Type: Presentation" and "Year: 2009."

Graduate Student and Faculty Spaces and Services, SPEC Kit 308

Small sanctuaries (study rooms/lounges), dissertation support, curriculum design, and learning object design are some of the many enriched spaces and services ARL libraries have been experimenting with to meet the complex teaching, learning, and research needs of graduate students and faculty. The survey on Graduate Student and Faculty Spaces and Services was conducted to explore the variety of resources and services being delivered to or envisioned for this unique population. To read the full SPEC Kit, see http://www.arl.org/bm~doc/spec308web.pdf.

We Value Your Feedback!

Please remember to fill out your Post Hoc & Evaluation Questionnaires once you close your survey. We use this information to gain insight on how to better serve you. The questionnaires are available **AFTER** you close your survey in the Survey Management Area at http://www.libqual.org/Manage/Survey/index.cfm.

Academic Library Research: Perspectives & Current Trends

Edited by Marie L. Radford and Pamela Snelson, the book includes a section on evaluation methods with a chapter on LibQUAL+® contributed by Martha Kyrillidou, Colleen Cook, and Shyam Sunder Rao. For more information, see http://www.acrl.ala.org/acrlinsider/2008/12/20/acrl-publishes-academic-library-research-perspectives-current-trends/.

Let's Blog About It:

- The University of California Berkeley Library's blog, LAUC-B blog, provides a report on the 2008 Library Assessment Conference. The submission provided by Pat Maughan cleverly organizes and highlights conference themes, interesting approaches, promising tools, leading thinkers, innovators, and implementers, and provides a list of recommended readings. The full post is available at http://blogs.lib.berkeley.edu/laucb.php/2008/12/08/report-on-the-2008-library-assessment-co.

- Brian Matthews, The Ubiquitous Librarian author, highlighted declining reference statistics in a blog post called "While Reference Stats Decline, Oregon surges +51%: A Glimpse at some ARL Outliers." Tracking the library service areas such as reference questions, total circulation, and instruction in ARL libraries, Brian states that though statistics have (and continue) to decline some outliers exists in the ARL cohort. Between 1995 and 2005, reference question averages dropped about 47%; however, Cincinnati, Columbia, Oregon, Toronto, and Washington reported increases in reference queries during this time. So what have these libraries done to conquer declining reference statistics? Check out the post at http://theubiquitouslibrarian.typepad.com/the_ubiquitous_librarian/2008/12/while-reference-stats-decline-oregon-surges-51-a-glimpse-at-some-arl-outliers.html.

LibQUAL+® Community Sharing

In an attempt strengthen the LibQUAL+® community, we would like to encourage you to make a contribution to the following segments on our Web site:

Participant-Related Sites
http://www.libqual.org/Information/Related_Sites/index.cfm

LibQUAL+® Publications:
http://www.libqual.org/Publications/index.cfm

- Marketing
- Communicating Survey Results with Stakeholders
- Research on LibQUAL+® (articles, presentations, etc.)

If you would like to make a contribution, please send an e-mail to libqual@arl.org.

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

Date	Event	Additional Information
March 4-6	LibQUAL+® Presentation, Transborder Library Forum, Tijuana, MEXICO	http://foro.cetys.net/FOROINGLES/index_in.html
March 12-14, 2009	LibQUAL+® Booth, ACRL 14th National Conference, Seattle, WA Booth Consultations [Friday and Saturday: 10a.m. - 4p.m.] To reserve a timeslot, e-mail libqual@arl.org	http://www.ala.org/ala/acrl/acrlevents/seattle/seattle.cfm
March 16-20, 2009	Bruce Thompson, Colleen Cook, and Nick Wolf, 2009 Service Quality Evaluation Academy, New Orleans, LA	http://www.arl.org/stats/statsevents/sqacademy/index.shtml
March 31 - April 3, 2009	LibQUAL+®/ClimateQUAL™ presentations and "The LibQUAL+® Exchange," Texas Library Association Annual Conference, Houston, TX	http://www.txla.org/conference/conf.html
April 24, 2009	Google Analytics Workshop, Washington, D.C.	http://www.formspring.com/forms/?496635-lHXuYlPAxR
May 26-29, 2009	Qualitative and Quantitative Methods in Libraries, Chania, GREECE	http://www.isast.org/home.html
June 1-4, 2009	LibQUAL+® Presentation, Martha Kyrillidou, 2009 IATUL Conference: Quality through Innovation, Leuven, BELGIUM	http://wbib.kuleuven.be/iatul2009/index.php
June 29-July 3, 2009	5th International Evidence Based Library and Information Practice (EBLIP5), Stockholm, SWEDEN	http://blogs.kib.ki.se/eblip5/
July 9, 2009	Library Assessment Forum: Effective, Sustainable, and Practical Assessment, ALA Annual Conference, Chicago, IL, [1:30pm-3:00pm]	Open Forum
July 13, 2009	LibQUAL+® Share Fair, ALA Annual Conference, Chicago, IL, [8:30am-10:30am] Working Effectively with LibQUAL+®, ALA Annual Conference, Chicago, IL, [11:00am-5:00pm]	Interested in participating? Send an e-mail to libqual@arl.org. http://www.libqual.org/Events/lqeffective2.cfm
August 17-19, 2009	LibQUAL+® at Northumbria International Conference on Performance Measurement in Libraries and Information Services	http://www.libqual.org/Events/northumbria.cfm