



2008 Survey Information

The 2008 Session I survey closed on May 31 with over 108,000 responses collected from 153 surveys. Survey results—results notebooks, user comments, and raw data files—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.

Group Notebooks from Session I consortia—the European Business School Librarians Group (EBSLG), the Virtual Library Academic Environment (VALE), and the Council for Christian Colleges and Universities (CCCU)—are now available online at http://www.libqual.org/Manage/Results/index.cfm.

Survey Highlights for the Session I survey are available online at http://www.libqual.org/documents/admin/LibQUALHighlights2008_SessionI.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/LibQUAL-Highlights2008_SessionI_Supplement.pdf.

Icon of charts and text: Dynamically create institution-specific tables and charts for different subgroups and across years using the LibQUAL+® Analytics at http://www.libqual.org/Interactive/.

In This Issue

- 1 2008 Survey Information
1 LibQUAL+® Presentations @ the 2008 LAC
2 LibQUAL+® Events
2 Spotlight: Brown University
3 Library Assessment Corner
4 Calendar

LibQUAL+® Presentations @ 2008 LAC

The following LibQUAL+® presentations will be presented at the 2008 Library Assessment Conference on August 4-6 in Seattle, WA. To view the full schedule for the conference, see http://libraryassessment.org/.

Theme: Place

- LibQUAL+® and the Evolution of “Library as Place” at Radford University, 2001-2007 (Eric Ackermann, Radford University)

Theme: LibQUAL+®

- Does Size Matter? The Effect of Resource Base Size on Faculty Service Quality Perceptions in Academic Libraries (Damon Jaggars and Fred Heath, University of Texas)
■ LibQUAL+® Lite: A New Model for Conducting Service Quality Assessments that Both Minimizes Demands on Users and Maximizes Response Rates (Bruce Thompson and Colleen Cook, TAMU, and Martha Kyrrillidou, ARL)
■ Bench-Marking on a National Scale: The 2007 LibQUAL+® Canada Experience (Sam Kalb, Queen’s University)

Theme: LibQUAL+® Comments

- Analyzing LibQUAL+® Comments Using Excel: An Accessible Tool for Engaging Discussion and Action (Elizabeth Chamberlain Habich, Northeastern University)
■ Are They Really That Different?: Identifying Needs and Priorities Across User Groups and Disciplines at the University of Notre Dame through LibQUAL+® Comments (Sherri Jones and Jessica Kayongo, University of Notre Dame)

Continued on p.2

- Examining the Overlooked: Comments from Incomplete 2007 LibQUAL+® Survey Responses (Gordon Fretwell, University of Massachusetts Amherst)
- Getting Started: Applying Atlas.ti and NESSTAR to the LibQUAL+® Results at UBC Library (Margaret Friesen, University of British Columbia)

aid in the survey process. Each workshop covers a variety of topics including the history of LibQUAL+®, developing objectives and goals for administering the survey, marketing your survey, the survey process via the LibQUAL+® interface, analyzing survey results, and much more. For more information about these events, see <http://www.libqual.org/Events/training.cfm>.

Events

Training at the ALA Midwinter Meeting

The LibQUAL+® team will offer the following training sessions at the 2009 ALA Midwinter Meeting on January 26 in Denver, CO:

- LibQUAL+® Survey Introduction
- LibQUAL+® Survey Administration
- LibQUAL+® Survey Results

This set of workshops is designed to provide current and potential participants with vital information to

Using LibQUAL+® Effectively

Looking for ways to use your LibQUAL+® results effectively? Join us in Washington, DC for the Using LibQUAL+® Effectively workshop on October 27, 2008. Martha Kyrillidou (ARL) and Rayna Bowlby (Simmons GSLIS and ARL Consultant) will discuss methods for maximizing your survey results using hands-on exercises covering topic such as calculating statistics, interpreting representativeness, identifying actionable changes, targeting incremental improvements, etc.

For more information or to register for this event, see <http://www.libqual.org/Events/lqeffective2.cfm>.



In 2005, the Brown University’s LibQUAL+® User Assessment Group used NVivo, a qualitative analysis software, to code user comments collected during the LibQUAL+® survey (819 comments). Determined to make the data readily accessible to Library departments and administration

S the Group decided that it would be helpful to allow staff to be able to sort comments by different topics dealing with library service. To achieve this, the Group took several steps including developing a taxonomy or a master list of common themes (“nodes” in NVivo) based on keywords identified throughout user comments, importing comments into NVivo and assigning “nodes” to each comment based on keywords, exporting the comments into a database to develop a user interface where comments could be easily reviewed by Group members. The final taxonomy yielded 29 nodes that were used to describe distinct themes reflected in the user comments.

P Brown plans to expand their user interface for 2008 by adding more labeling capabilities. In 2005, comments could only be labeled as “positive” or “negative”; however since any single comment could contain numerous distinct statements (i.e., “The staff is courteous, but the journal collection in my field is poor.”) having the ability to attach multiple labels comments would have been useful in the previous analysis.

O The LibQUAL+® User Assessment Group, consisting of six library staff members (Sarah Bordac, Rayna Bowlby, Diana Birkin, Dan O’Mahony, Eric Shoaf, and Tom Stieve) has made available documentation of their methodology at http://www.libqual.org/documents/admin/BrownU_2005_LQ_qual_method.pdf.

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Library Assessment Corner

Building Effective, Sustainable, and Practical Library Assessment with ARL

ARL Visiting Program Officers Steve Hiller (University of Washington Libraries) and Jim Self (University of Virginia Libraries), are working under the aegis of the ARL Statistics and Assessment Program with Martha Kyrillidou (ARL) to assist libraries in developing effective, sustainable, and practical assessment programs that demonstrate the libraries' contributions to teaching, learning, and research. Steve and Jim, both from universities with notable assessment initiatives, have been working on the ARL Effective, Sustainable, Practical Library Assessment Program since 2005, and have visited over 40 libraries to conduct evaluation assessments.

The Effective, Sustainable, Practical Library Assessment Program originated from a two-year project called "Making Library Assessment Work," which involved 24 libraries during 2005-06. The project's findings demonstrated the importance of library leadership, a user-centered library staff, and a supportive organizational culture to the success of sustainable assessment programs.

The service involves a site visit for each library, a report to each library with recommendations on practical and sustainable assessment, and follow-up assistance in implementing the recommendations.

For more information about this program, see <http://www.arl.org/stats/initiatives/esp/index.shtml>.

Library Users' Service Desires: A LibQUAL+® Study

This study explored similarities and differences in users' desired library service levels on the 22 core LibQUAL+® items. The sample consisted of 297,158 LibQUAL+® participants from survey years 2004-06, who completed either the American English or British English version of the protocol (language version served as a marker for whether the respondents were located in North America or Europe).

Findings from the study revealed that the top five desired items were from the "Information Control" dimension and these items remained ranked in the top five across the 2004-06 survey years:

- Modern equipment lets me easily access needed information (*IC14*);
- Making electronic resources accessible from my home or office (*IC02*);
- A library Web site enabling me to locate information on my own (*IC05*);
- Easy-to-use access tools that allow me to find things on my own (*IC16*); and
- Print and/or electronic journal collections I require for my work (*IC20*).

Other findings from the study revealed that:

- All user groups (American English and British English versions) desired access to electronic resources from their home or office (*IC02*), a library Web site that would allow them to locate information on their own (*IC05*), and a relevant print and/or electronic journal collection (*IC20*).
- Faculty (American English and British English) and graduate students desired electronic information resources (*IC10*). Undergraduates and graduate students (American English) and faculty (American English and British English) desired easy-to-use access tools that allowed them to do independent searching (*IC16*).
- Undergraduates (American English and British English) and graduate students (American English) desired modern equipment that allowed them to easily access needed information (*IC14*). Undergraduates (British English) desired a quiet space or getaway for study, learning, or research (*LP08*) and individual activities (*LP17*).

To read the entire article, see:

Thompson, Bruce, Martha Kyrillidou and Colleen Cook. Library users' service desires: A LibQUAL+® Study. *The Library Quarterly*, Volume 78 (1) (January 2008): 1-18.

Communicating Survey Results to Stakeholders

Looking for ways to communicate your LibQUAL+® survey results to Library administration, your users, or to other stakeholders of the Library? We added a new section to the Publications section of the LibQUAL+® Web site called “Communicating Survey Results to Stakeholders.” This section features links to resources created by participating institutions that include effective ways for communicating results to Library stakeholders. For more information, see LibQUAL+® Publications at <http://www.libqual.org/Publications/index.cfm> (search “Publication Type: Communicating Survey Results to Stakeholders”).

If you have ideas to share with the LibQUAL+® community, please send us an e-mail at libqual@arl.org (if available electronically) or mail to: Association of Research Libraries, LibQUAL+® 21 Dupont Circle, NW, Suite #800 Washington, DC 20036 with permission to be featured on the Web site.



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

Date	Event	Additional Information
July 1 - December 10, 2008	2008 LibQUAL+® Session II	If you plan to participate during this Session but have not registered yet, please do so at http://www.libqual.org/Register/index.cfm
August 4-6, 2008	Library Assessment Conference, Seattle, WA	http://libraryassessment.org/
October 27, 2008	Using LibQUAL+® Effectively Workshop, ARL Office, Washington, DC	http://www.libqual.org/Events/lqeffective2.cfm
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...
January 26, 2009	LibQUAL+® Training Sessions: Survey Introduction, Survey Administration, and Survey Results, ALA Midwinter Meeting, Denver, CO	http://www.libqual.org/Events/index.cfm
March 12-15, 2009	LibQUAL+® Booth, ACRL 14th National Conference, Seattle, WA	http://www.ala.org/ala/acrl/acrlvents/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>.