



Survey Update: 2008 - 2009

On December 10, the 2008 Session II survey will conclude. To date we have collected over 38,000 responses from some 60 institutions participating in the session. If your institution is registered for Session II, please be sure to complete your survey before the indicated deadline.

2008 Session I SPSS Data Files

SPSS data files have been delivered to the primary contacts of those institutions who indicated that they wished to receive a file in the Preferences section of the survey management area. If you have not received your SPSS data file, please send an e-mail to libqual@arl.org.

SPSS data files requested after the close of a session or replacement data files incur a fee of \$1,000 and \$500, respectively. For more information about Services and Fees, see <http://www.libqual.org/About/FeeSchedule/index.cfm>.

Need a Custom Analyses?

We offer two types of customized analyses to help you drill down into your 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 custom

analysis, send an e-mail to libqual@arl.org. To locate fees for custom analyses, see Services and Fees at <http://www.libqual.org/About/FeeSchedule/index.cfm>.

2009 Survey

Registration for the 2009 survey is open and available online at <http://www.libqual.org/Register/>. If you are already registered for the survey, the survey management area—the Preferences, Customization, Preview, and Survey Monitoring sections—will be available starting January 15, 2009.■



Looking for your survey results?

2008 survey results—individual and group notebooks, Excel data files, and comments—are available at <http://www.libqual.org/Manage/Results/>. Dynamically create institutional-specific charts and tables for different subgroups and across years using the LibQUAL+® Analytics at <http://www.libqual.org/Interactive/>.

Consortial Participation in LibQUAL+®: Outcomes and Benefits

Kathy Tomajko, Assistant to the Dean of Libraries at the Georgia Institute of Technology, presented a poster at the 2008 Library Assessment Conference in Seattle, WA on the results of the Georgia Consortium participation in the 2006 LibQUAL+® survey. Twenty of the 35 members participated in the survey, collecting over 7,800 valid responses from 14 colleges/universities and 6 community colleges.

Kathy made comparisons between PhD, graduate, and 2-year institutions on a variety of variables such as printed materials, journals, access to computers, and services hours, and a comparison with 4 other consortia—OhioLINK, Network of Alabama Academic Libraries, University of Wisconsin Systems, and SCONUL on printed materials and journals for undergraduates and faculty.

The poster is available at <http://libraryassessment.org/bm~doc/tomajko.pdf>.■

In This Issue

- 1 Survey Update: 2008 - 2009
- 1 Consortial Participation in LibQUAL+®: Outcomes and Benefits
- 2 LibQUAL+® Events
- 2 Spotlight: Northeastern University
- 3 Library Assessment Corner
- 4 Calendar

Events

Web Development with XML: Design and Applications, January 5-9, 2009, Chapel Hill, NC

This five-day workshop will explore XML with a specific focus on fundamentals of design, markup, and use. Participants will use XML and related technologies in the creation of a prototype digital publication. In addition, the University of North Carolina at Chapel Hill Libraries will host a reception and tour of their new Carolina Digital Library and Archive. **Register by December 1, 2008.**

For more information or to register for this event, see <http://www.arl.org/news/pr/web-xml-14aug08.shtml>.

LibQUAL+® at the 2009 ALA Midwinter Meeting

The following training sessions will be offered in conjunction with the 2009 ALA Midwinter Meeting on January 26 in Denver, CO:

■ **Survey Introduction, 8:30am-10am**

Session will provide information about the project’s development and origins, and practical information for getting started with the survey. [*Session recommended for all first-time survey administrators.*]

■ **Survey Administration, 10:30am-1:30pm**

Session will provide practical information for administering the survey, including: goals setting, marketing the survey, creating assessment teams/groups, navigating the online system, etc. [*Session recommended for both first-time and repeat survey administrators.*]

■ **Survey Results, 2:00pm-4:30pm**

Session will provide an overview of the latest survey iteration, report the latest research, demonstrate best practices using survey results, and engage participants in interpreting institutional results. [*Session aimed at survey administrators who participated in the survey in the past.*]

Questions about the survey? Visit us at **Booth #2152** for individual consultations in the Colorado Convention Center on January 24-25 from 10am-3:30pm.

For information about or to register for these events, see <http://www.libqual.org/Events/>.

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>.



Northeastern University found a creative way to communicate with their stakeholders through a project called the “Great Wall of LibQUAL+®.” The Wall was created by posting a department-specific radar chart for each academic department that showed the gaps between respondents’ minimum acceptable, desired and perceived levels of service for each LibQUAL+® dimension and question, gap summaries in tabular form, aggregate demographic data on respondents affiliated with that particular department, and respondents’ comments (including demographic data). The large array of data was prominently displayed along two long walls in the selectors’ home department.

The author of the project, Elizabeth Habich, Administrative Operations Manager, states that “placing the wall where department liaisons would normally pass it several times a day, made it easy to glance at and hard to ignore (important in an organization where the culture of assessment is still very young). By including the radar chart, bar chart, numeric values, and comments for each discipline, I wanted to make information available to colleagues who preferred various presentation styles. The extent of the material provoked some humorous comments, but colleagues did begin to reference LibQUAL+® comments in their selection decisions!”



Library Assessment Corner

Plans for the Fall 2010 Library Assessment Conference Underway

ARL, the University of Virginia, and the University of Washington are planning the next Library Assessment Conference, scheduled for fall 2010 in the Washington, DC area. The 2008 conference, held at the University of Washington, Seattle, WA offered more than 65 papers and panels and had more than 375 registrants. Details about the upcoming conference will be available at <http://www.libraryassessment.org/> in the coming months.

LibQUAL+® Publications: Papers, Posters, and Presentations

The noted publications are available online at <http://www.libqual.org/Publications/index.cfm>.

Academic Library Evaluation as a Measure of Institutional Quality Assessment, presented at the 17th Greek Academic Libraries Conference, Ioannina, Greece, September 24-25, 2008:

- *Comparisons of Library Users Expectations and Perceptions Across North American, European, African, Asian, and Australian Libraries*, Martha Kyrillidou, Colleen Cook, & Bruce Thompson
- *Practical Lessons Drawn from Ten Years of Library Service Quality in a Research Library*, Colleen Cook.
- *Score Norms*, Bruce Thompson, Colleen Cook, & Martha Kyrillidou
- *Using National and International Score Norms as a Library Service Quality Benchmarking Tool*, Bruce Thompson

The following LibQUAL+® related presentations and posters are from the 2008 Library Assessment Conference held in August at the University of Washington, Seattle, WA:

- *Analyzing LibQUAL+® Comments Using Excel: An Accessible Tool for Engaging Discussion and Action*, Elizabeth Habich
- *Are They Really That Different?: Identifying Needs and Priorities Across User Groups and Disciplines at the University of Notre Dame through LibQUAL+® Comments*, Sherrie Jones & Jessica Kayongo
- *Benchmarking on a National Scale: The 2007 LibQUAL+® Canada Experience*, Sam Kalb
- *Consortial Participation in LibQUAL+®: Outcomes and Benefits*, Kathy Tomajko [Poster]
- *Diving into Assessment: LibQUAL+® as a Springboard*, Lorelei Harris, Leona Jacobs, & Donna Seyed-Mahmoud [Poster]

- *Evaluating the Evaluators: Library Assessment in South African Academic Libraries*, Annette van Vuren [Poster]
- *Examining the Overlooked: Comments from Incomplete 2007 LibQUAL+® Survey Responses*, Gordon Fretwell
- *Getting Started: Applying Atlas.ti and NESSTAR to the LibQUAL+® Results at UBC Library*, Margaret Friesen
- *LibQUAL+® @ Pao Yue-kong Library: Gaining Stakeholders' Support through Benchmarking*, Winnie Yuen Ming Chim [Poster]
- *Does Size Matter? The Effect of Resource Base Size on Faculty Service Quality Perceptions in Academic Libraries*, Damon Jaggars, Fred Heath, & Shana Smith
- *LibQUAL+® and the Evolution of "Library as Place" at Radford University, 2001-2007*, Eric Ackermann
- *LibQUAL+® Lite: A New Model for Conducting Service Quality Assessments that Both Minimizes Demands on Users and Maximizes Response Rates*, Bruce Thompson, Martha Kyrillidou, & Colleen Cook
- *Using LibQUAL+® to Inform and Assess Strategic Planning*, Barbara Cockrell & Bradford Dennis [Poster]
- *Using the Adequacy and Superiority Scales and Scores to Gain Insight and Understanding of LibQUAL+® Results*, Ron Ward & Alan Gale [Poster]
- *Measuring the Impact of Network Electronic Resources: Developing Assessment Infrastructure for Libraries, States, and Other Types of Consortia*, Terry Plum, Brinley Franklin, Martha Kyrillidou, Gary Roebuck, Rayna Bowlby, MaShana Davis, & Kristina Justh

LibQUAL+® Basics, and An Introduction to LibQUAL+® Lite, 3rd Lodz Library in Conference: Role of Libraries in Learning and Research, University of Lodz, Lodz, Poland, June 25-27, 2008, presented by Bruce Thompson

LibQUAL+® and Beyond: Using Results Effectively, University of York, Heslington, York, UK, June 23, 2008:

- *Effective, Sustainable, and Practical Library Assessment*, Steve Hiller
- *LibQUAL+® and Beyond: Using Results Effectively*, Darien Rossiter
- *Metrics that Matter: Performance Measures and the Balanced Scorecard*, Jim Self
- *LibQUAL+® and Beyond: Using Results Effectively*, Martha Kyrillidou

Martha Kyrillidou & Colleen Cook. "The Evolution of Measurement and Evaluation of Libraries: A Perspective from the Association of Research Libraries," *Library Trends* 56(4) (Spring 2008): 888-909.

Through this article, the authors review the evolution of measurement and evaluation in libraries from the perspective of three important figures who have shaped the history of library assessment activities: James Gerould, a library administrator; F. Wildfred

Continued on p.4

Lancaster, library educator, and Duane Webster, a library association executive. The exploration of the interconnections of these three individuals gives us an understanding of how we got to today's world of evaluation in libraries as well as provides a glimpse into future developments in the field.

LibQUAL+® in the Sciences

A new publication that highlights data captured by faculty, graduate students and undergraduates in the Science/Math, Engineering/Computer Science and Health Science Disciplines across 302 libraries (53 of them ARL libraries) is now available online. It reports library users' perceptions and expectations of service quality, information literacy outcomes such as contribution of the library to advancing in a discipline, and use of the library premises, Web site, as well as, other non-library information gate-

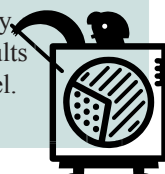
ways. Improvements are noticeable between 2004 and 2007/2008 in ratings of information literacy outcomes ratings across all user groups.

This flier was prepared by Gary Roebuck, MaShana Davis and Martha Kyrillidou for the ARL/CNI Forum "Reinventing Science Librarianship: Models for the Future," October 16-17, 2008. To view this publication, see: <http://www.libqual.org/documents/admin/LQ%20in%20Sciences.pdf>. ■

Amy Hoseth to present at the 2009 ALA Midwinter Meeting in Denver, CO

Amy Hoseth, Instruction Librarian at Colorado State University will present published findings from her article, "We Did LibQUAL+®—Now What? Practical Suggestions for Maximizing Your Survey Results" at the LibQUAL+® Survey Results Meeting on January 26 at the Curtis Hotel.

Register at <http://www.libqual.org/Events>



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

Date	Event	Additional Information
December 10, 2008	2008 LibQUAL+® Session II Survey Closes	
December 15, 2008	LibQUAL+® In-Kind Grant Application Deadline	http://www.libqual.org/documents/admin/Grant_2009%20Program%20info8.pdf
January 5-9, 2009	Web Development with XML: Design and Application	http://www.arl.org/news/pr/web-xml-14aug08.shtml
January 24-25, 2009	LibQUAL+® Booth Consultations ALA Midwinter Meeting, Denver, CO	Visit us at Booth #2152 http://www.libqual.org/Events/lqbooth.cfm
January 26, 2009	LibQUAL+® Training Sessions: Survey Introduction, Survey Administration, 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/acrlevents/seattle/seattle.cfm
March 16-20, 2009	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	information forthcoming...
August 17-19, 2009	LibQUAL+®: European and International Participation, 8th Northumbria International Conference on Performance Measurement in Libraries and Information Services	Information forthcoming...



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>.