



The LibQUAL+™ Update

Volume 1, Issue 2

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Welcome to LibQUAL+™ 2004! This is the second in a series of messages for 2004 participants. Each note updates you on the latest information about the survey, reminds you of upcoming deadlines and tasks to complete, and provides information about workshops, presentations, new publications, and more. Future issues of “The LibQUAL+™ Update” will be distributed on a regular basis; issues are also archived on the project Web site.

And they're off! 2004 LibQUAL+™ survey is up and running

The 2004 survey period has begun, with 209 libraries registered to participate. As of today, one library has already launched its LibQUAL+™ survey. Another 10 institutions have approved their preview surveys and plan to open their actual surveys soon. Once you have launched your survey, you can monitor your survey progress online in real time via the “Monitor Progress” section (step 5) of the survey management area:

<http://www.libqual.org/Manage/Survey/index.cfm>

Survey Customization section is open for business

If you haven't already explored the Customization section, now's your chance to check it out. This second step in the survey Management Center enables you to customize your survey by adding local questions, editing your discipline list, and listing your library branches. You must complete the Survey Preferences page before accessing the Customization section; once you have completed both sections you can preview your library's survey. To access the survey Management Center, go to:

<http://www.libqual.org/Manage/Survey/index.cfm>

Survey closing date set for May 21, 2004

The closing date for the Spring 2004 LibQUAL+™ survey will be Friday, May 21, making that the last day that survey data will be collected from users. All participants may choose to manually turn off their survey at an earlier date; information about how to do so is provided in the “Monitor Progress” section of the survey Management Center (step 5), online at:

<http://www.libqual.org/Manage/Survey/index.cfm>

Apply now for the Service Quality Academy: May 17-21, San Antonio, TX

The 2004 Service Quality Evaluation Academy is now accepting participant nominations. The Academy is an intensive five-day program that focuses on both qualitative and quantitative methods for collecting and analyzing library service quality data. For LibQUAL+™ participants, the Academy is particularly helpful as you prepare to analyze your survey results. For more information about the Academy and how to apply, go to:

<http://www.arl.org/stats/libqual/academy04.html>

Are you on the hunt for LibQUAL+™ promotional materials?

Looking for items that you can use to promote your LibQUAL+™ survey? Want some handouts to place at your circulation and reference desks? Bookmarks and brochures are available to all participating institutions. To submit a request, send an e-mail to libqual@arl.org specifying the number of bookmarks and/or brochures you'd like, along with your mailing address.

San Diego, Glasgow workshops draw crowds

The LibQUAL+™ team hosted a number of well-attended workshops in January for survey participants. Approximately 150 people attended the two-day workshop for 2004 participants at ALA Midwinter in San Diego, which included the first annual Share Fair. The international workshop, hosted by the University of Glasgow in Scotland, attracted more than 40 people from five different European countries.

The Reader's Guide to LibQUAL+™ Literature

This regular feature directs your attention to new or notable articles about LibQUAL+™. This issue, take a look at the following four seminal articles. All four articles appeared in *portal: Libraries and the Academy*, volume 2, no. 1, 2002:

- “LibQUAL+™: A Methodological Suite.” Fred Heath.

<http://www.libqual.org/documents/admin/2.1heath.pdf>

- “Score Norms for Improving Library Service Quality: A LibQUAL+™ Study.” Colleen Cook, Fred Heath, and Bruce Thompson.

<http://www.libqual.org/documents/admin/ScoreNorms.pdf>

- “Reliability and Structure of LibQUAL+™ Scores: Measuring Perceived Library Service Quality.” Bruce Thompson, Colleen Cook, and Russel L. Thompson.

<http://www.libqual.org/documents/admin/Reliability&structure.pdf>

- “ARL Index and Other Validity Correlates of LibQUAL+™.” Fred Heath, Colleen Cook, Martha Kyriallidou, and Bruce Thompson.

<http://www.libqual.org/documents/admin/ARLindex.pdf>

Thank you for choosing to participate in the 2004 survey. We welcome your feedback; if you have questions or comments about this publication or the LibQUAL+™ survey in general, please send them to libqual@arl.org.

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