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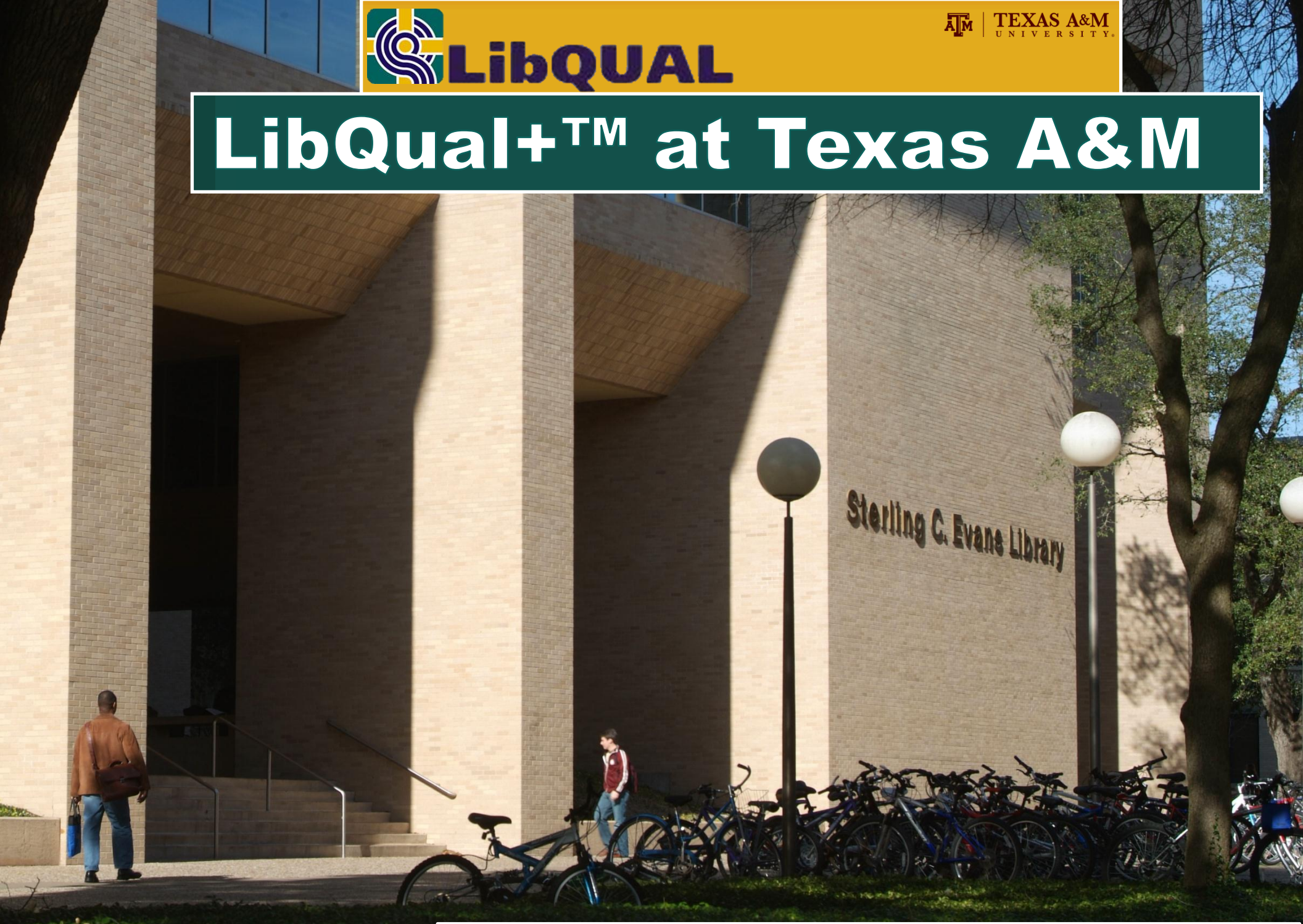
LibQual+™ at Texas A&M



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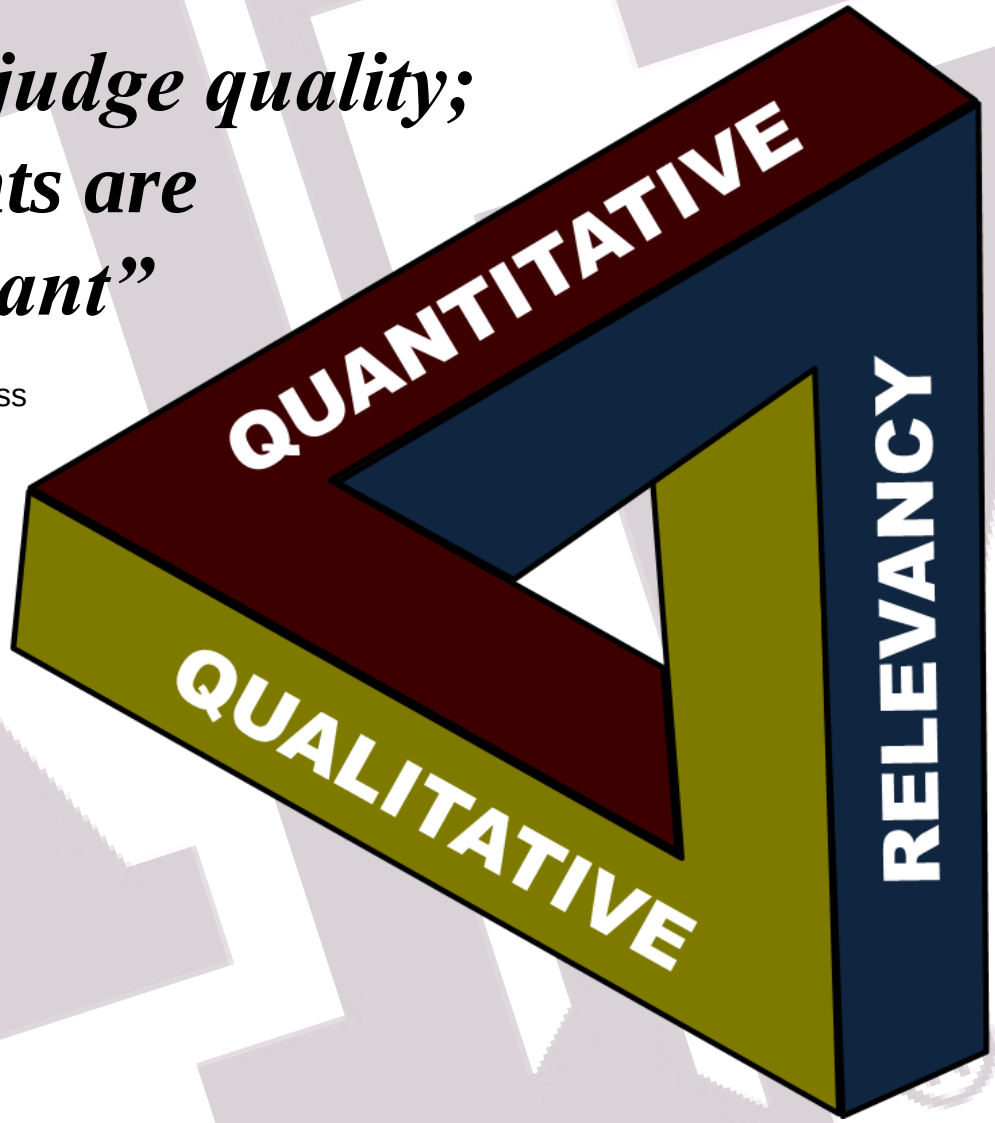
ASSESSMENT AT THE Texas A&M University Libraries

"… only Customers judge quality; all other judgments are essentially irrelevant"

Zeithaml, Parasuraman, Berry. (1999)
Delivering quality service. NY: The Free Press



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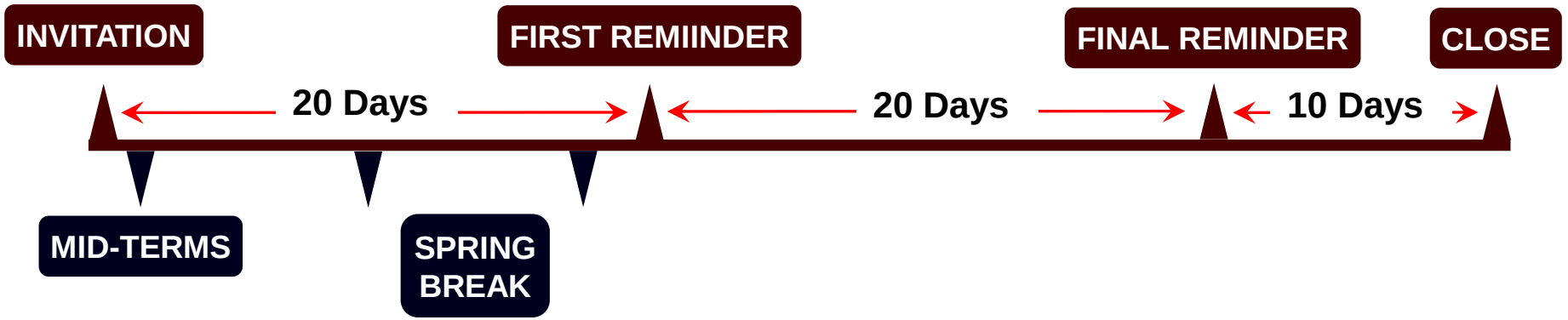
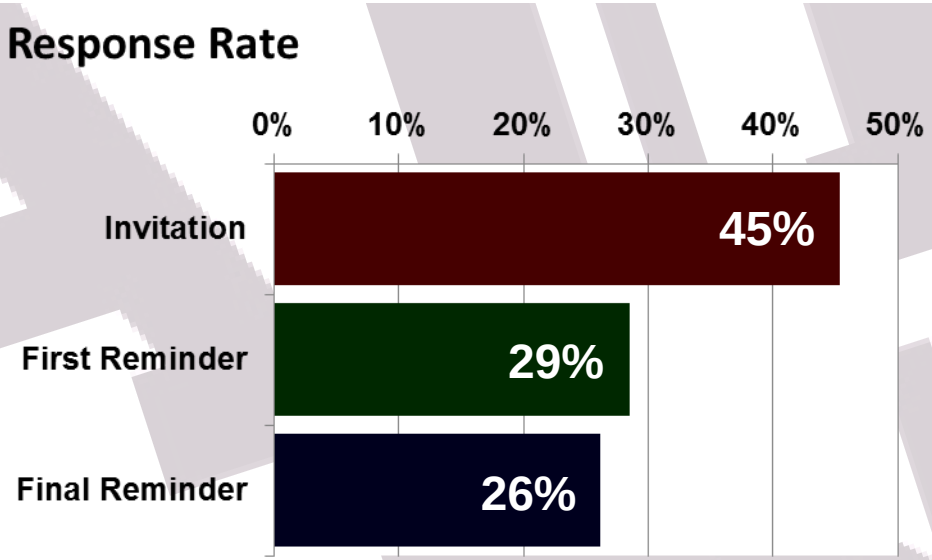
Implementing the Survey

- **Survey Administration**
  - Annual Surveys
  - Faculty: Alternating Years
    - Liberal Arts/Business
    - Science/Engineering
  - Students: 35% Sampling
- **Health Sciences**
- **Future Plans**

Implementing the Survey

- **Response Review**





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Analyzing the Results

1) By Category
2) By User Group
3) Longitudinally & Benchmarking
4) By Discipline
5) Adequacy Gap Ratio (AGR)
6) Priorities, Successes & Concerns
7) Comments Analysis
8) Usage
9) Information Literacy

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Analyzing the Results

By Category

AFFECT OF SERVICE	Customer Service Job Knowledge
INFORMATION CONTROL	Resources Accessibility
LIBRARY AS PLACE	Library Environment Group & Individual Study

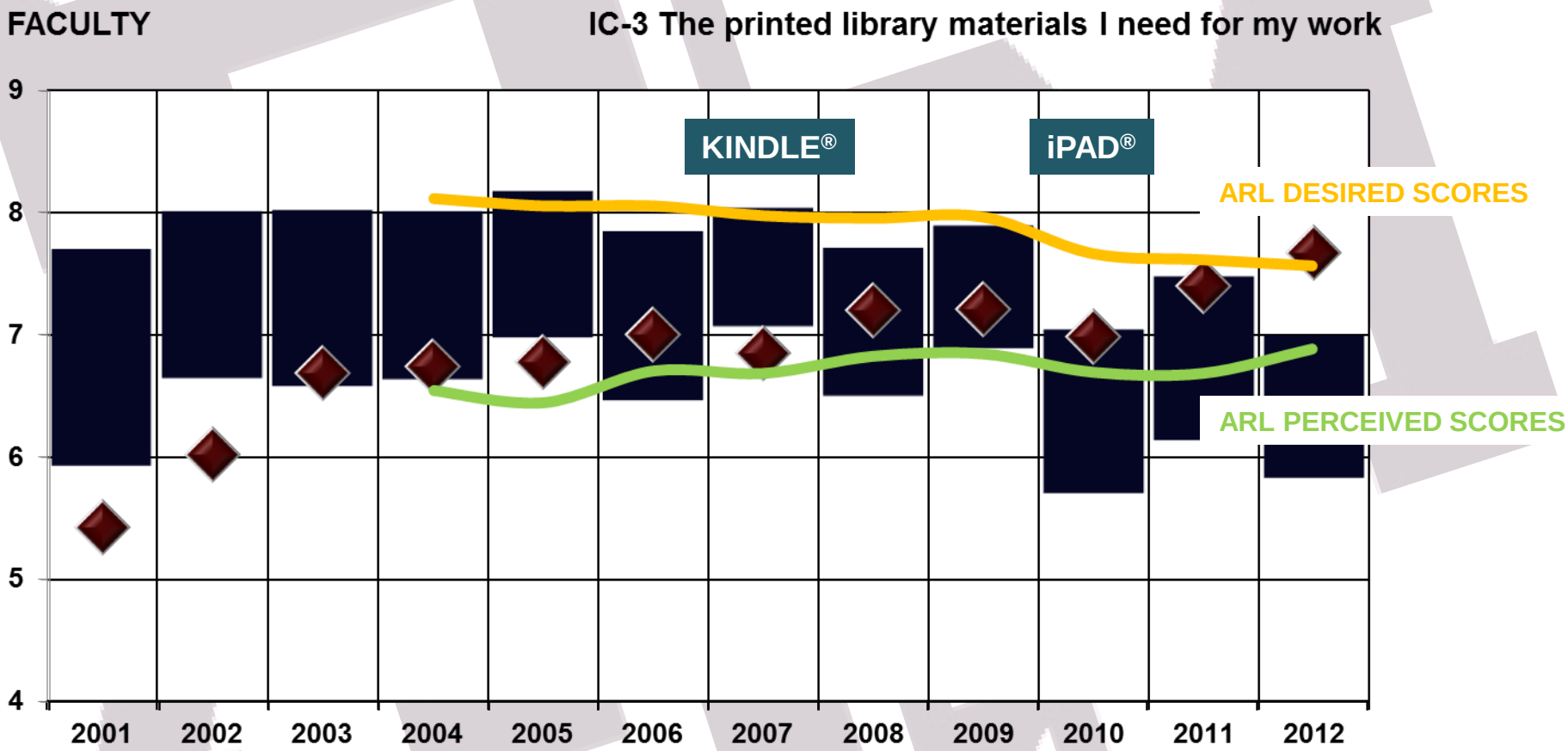
Analyzing the Results

By User Group

- Undergraduate Students
- Masters & PhD Students
- Professional Degree Seeking Students
- Faculty

Analyzing the Results

Longitudinally & By Benchmarking



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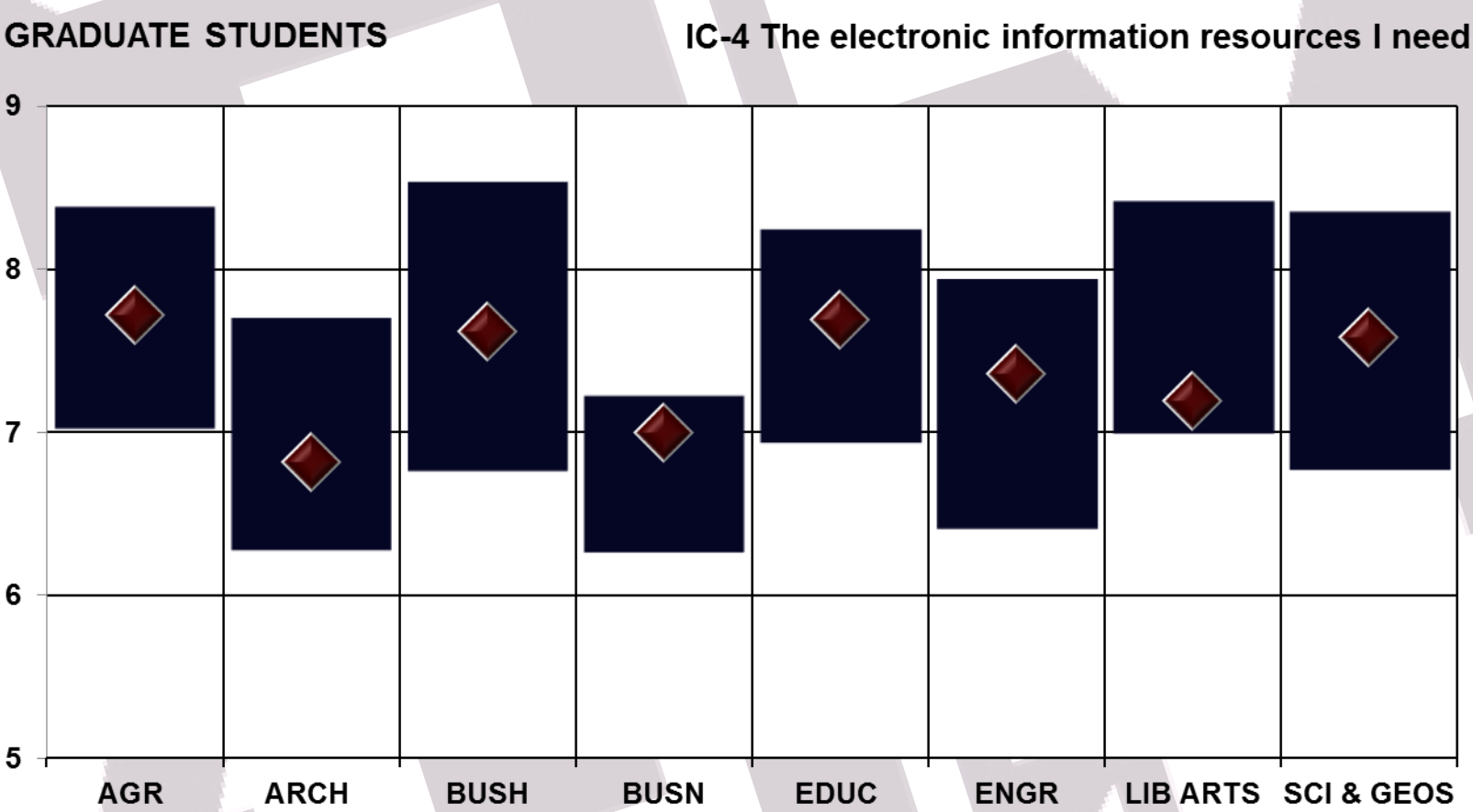
Analyzing the Results

By Discipline

Agriculture & Life Sciences	College of Medicine	Grad School of Biomedical Sciences	Rangel College of Pharmacy
Architecture	College of Nursing	Liberal Arts	School of Rural Public Health
Texas A&M University Baylor College of Dentistry	Education & Human Development	Look College of Engineering	Science
Bush School of Government & Public Services	Geosciences	Mays Business School	Veterinary Medicine & Biomedical Science

Analyzing the Results

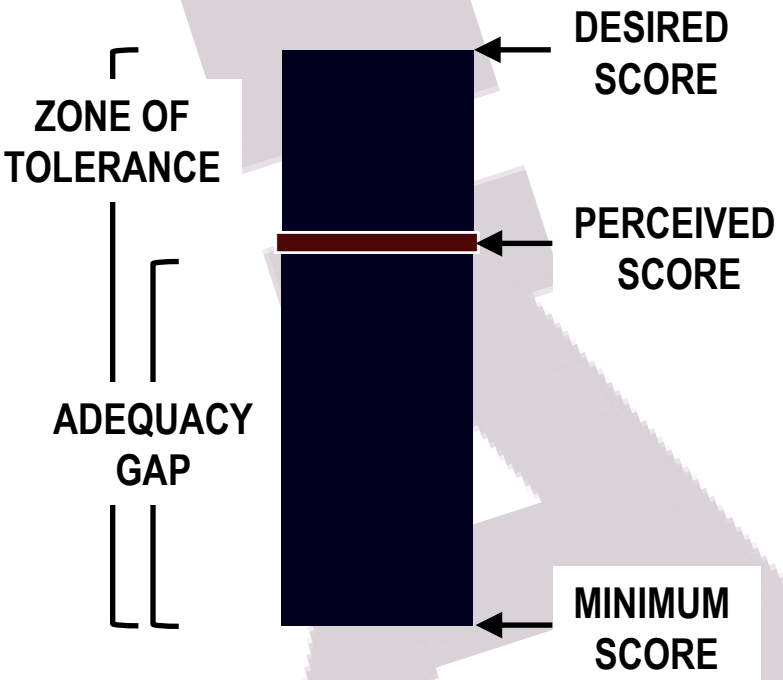
By Discipline



Analyzing the Results

Adequacy Gap Ratio (AGR)

IC-1 Making electronic resources accessible from my home/office



	UNDERGRAD		GRADUATES		FACULTY	
YR	AGR	TREND	AGR	TREND	AGR	TREND
2008	48%	INC 1YR	30%	DEC 1YR	6%	INC 1YR
2009	42%	DEC 1YR	30%	INC 1YR	31%	
2010	61%	INC 1YR	27%	DEC 1YR	-13%	DEC 1YR
2011	57%	DEC 1YR	41%	INC 1YR	15%	
2012	43%	DEC 2YR	16%	DEC 1YR	4%	INC 1YR

AGR =
Adequacy Gap ÷ Zone of Tolerance

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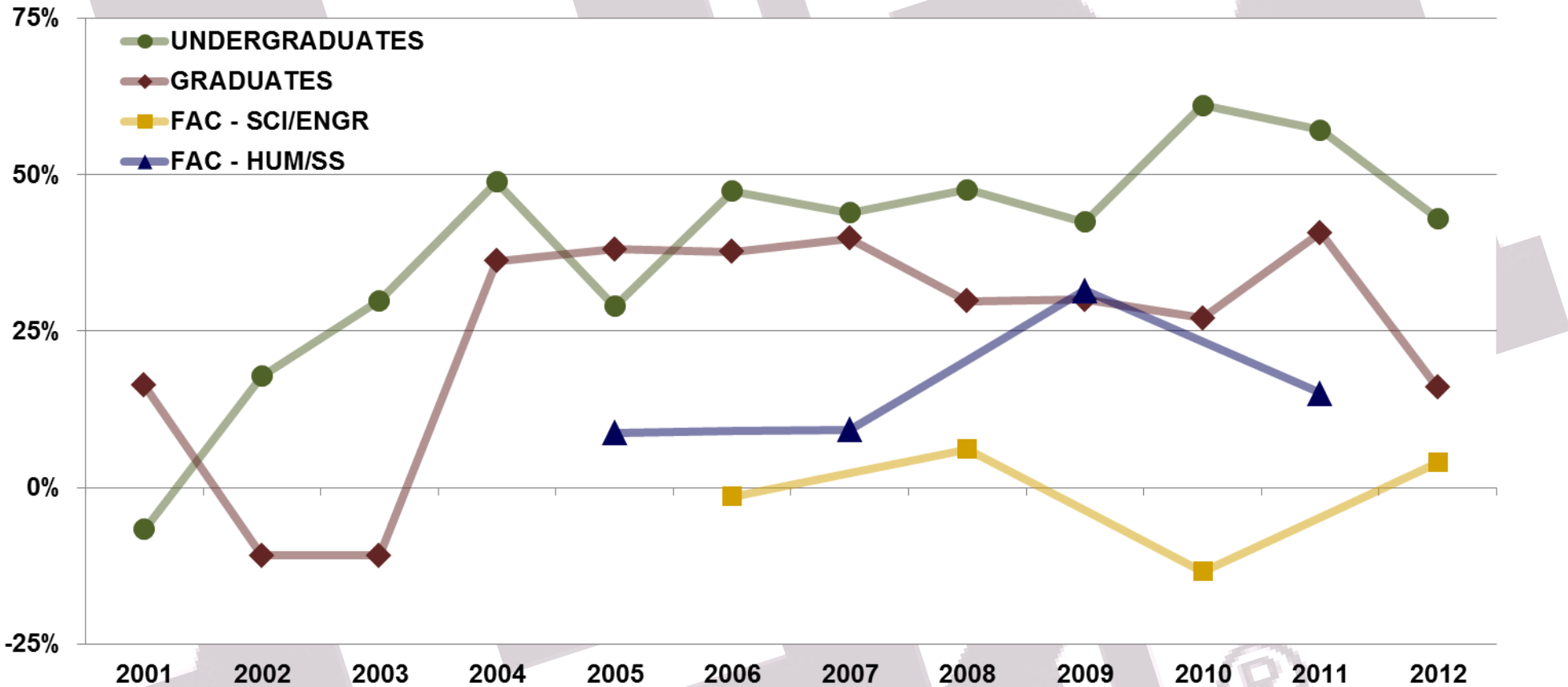
Analyzing the Results

Adequacy Gap Ratio (AGR)

IC-1 Making electronic resources accessible from my home/office



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Analyzing the Results

Priorities, Successes & Concerns

(or our Top 5, Top 5 and Less than 50%)

PRIORITIES	SUCCESSES	CONCERNS
LP-3 A comfortable and inviting location	AS-3 Employees who are consistently courteous	LP-2 Quiet space for individual activities
AS-3 Employees who are consistently courteous	AS-5 Employees who have knowledge to answer user questions	IC-1 Making electronic resources accessible from my home/office
IC-1 Making electronic resources accessible from my home/office	AS-6 Employees who deal with users in a caring fashion	LP-4 A getaway for study, learning, or research
LP-4 A getaway for study, learning, or research	AS-7 Employees who understand the needs of their users	IC-6 Easy-to-use tools that allow me to find things on my own
IC-5 Modern equipment that lets me easily access needed information	IC-7 Making information easily accessible for independent use	IC-5 Modern equipment that lets me easily access needed information

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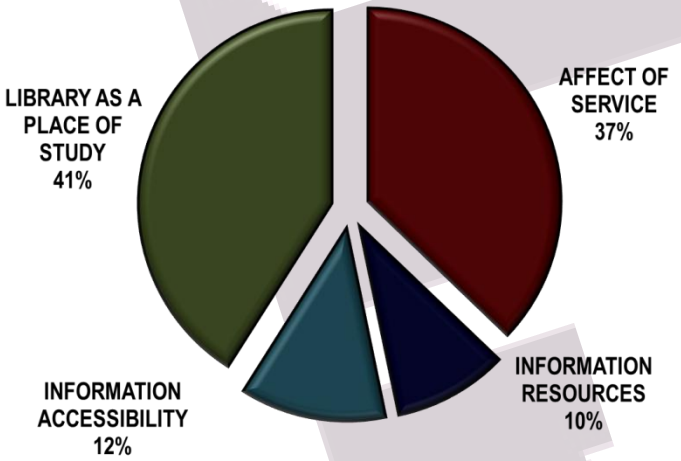
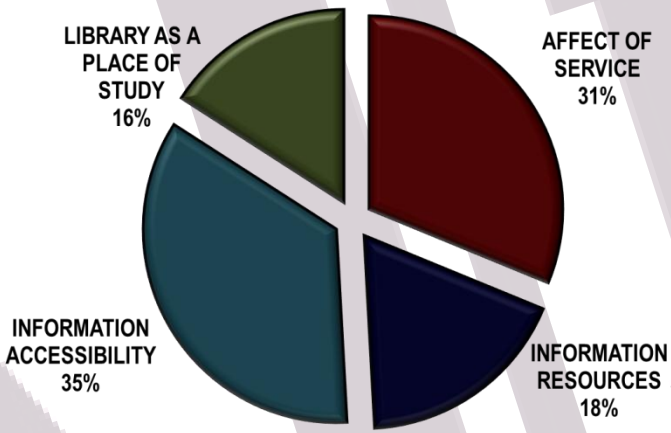
Analyzing the Results

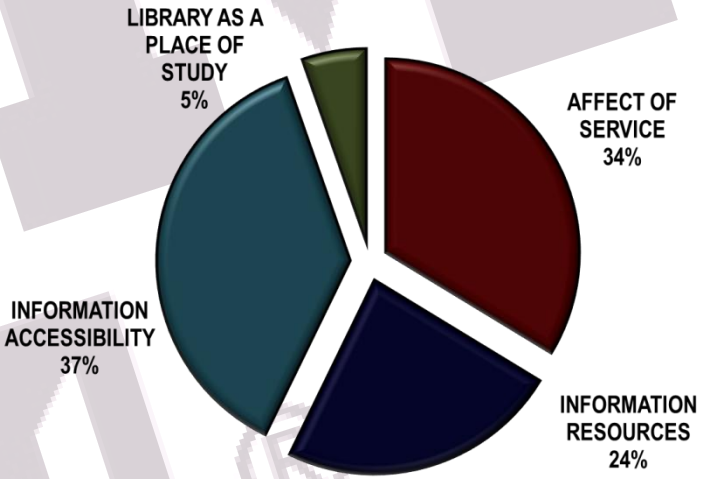
Comments Analysis



UNDERGRADUATES



GRADUATES



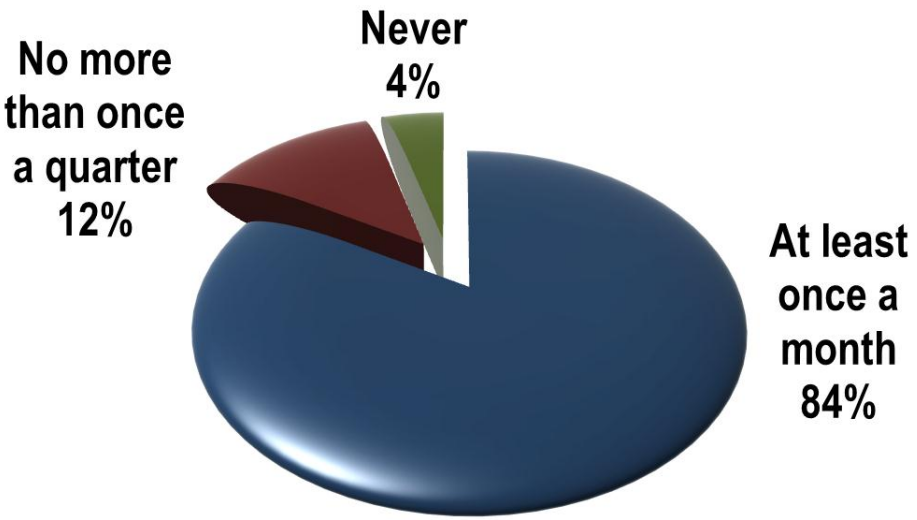
FACULTY

Analyzing the Results

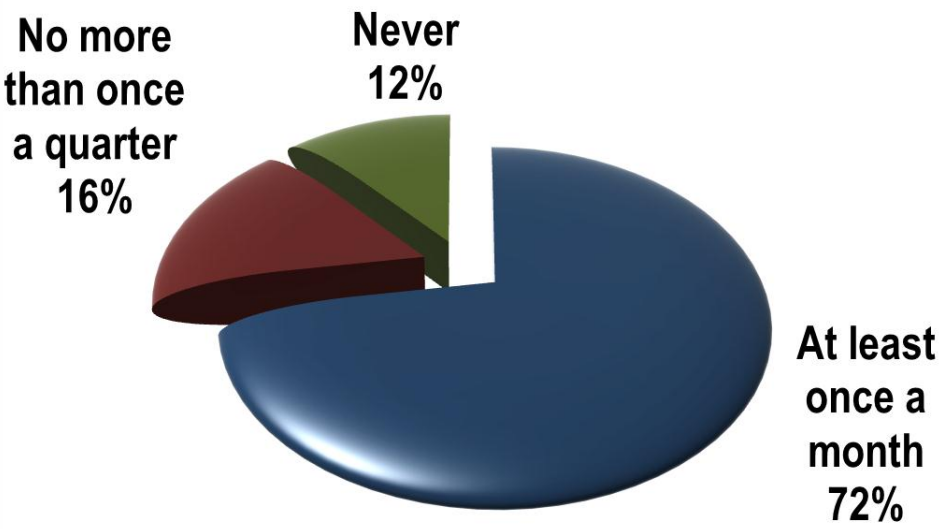
Usage

UNDERGRADUATES

How often do you use resources on library premises?



How often do you access library resources through a library Web page?



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Analyzing the Results

Information Literacy . . . *a work in progress*

1. The library helps me stay abreast of developments in my field(s) of interest.
2. The library aids my advancement in my academic discipline or work.
3. The library enables me to be more efficient in my academic pursuits or work.
4. The library helps me distinguish between trustworthy and untrustworthy information.
5. The library provides me with the information skills I need in my work or study.
6. In general, I am satisfied with the way in which I am treated at the library.
7. In general, I am satisfied w/library support for my learning/research/teaching needs.
8. How would you rate the overall quality of the service provided by the library?

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Distributing the Results

- Subject Specialists
- Internal Customers
- Funding Support
- Liaison & Colleges

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An Institutional Perspective

- **User Support**
- **Research Support**
- **Accreditation *et al.***
- **Institutional Vision/Goals**

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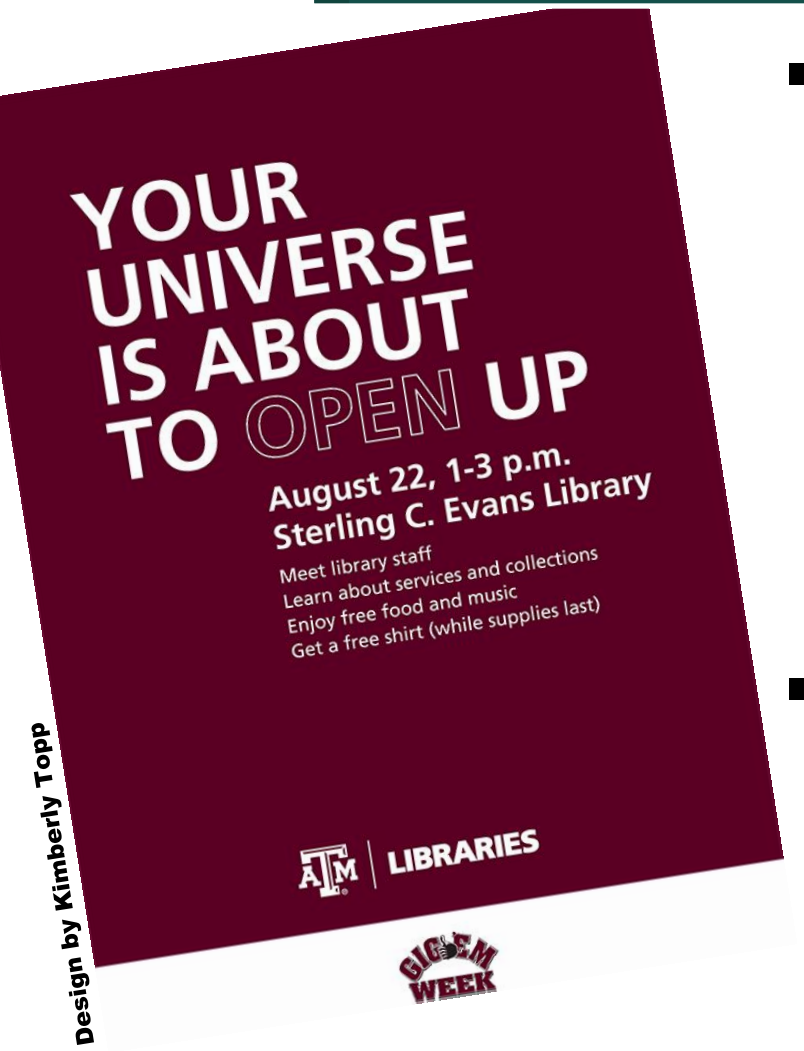
So in summary … Affect of Service



- **WHAT WE HAVE DONE:**
  - **Disney™ Styled Customer Service Program**
  - **Made Ourselves Identifiable**
  - **Strategic Encounters**
- **WHAT WE HAVE LEARNED:**
  - **Go BOLD**
  - **On Stage & Off Stage**
    Hiring the right person for the right job
  - **Monitor, Monitor, Monitor**

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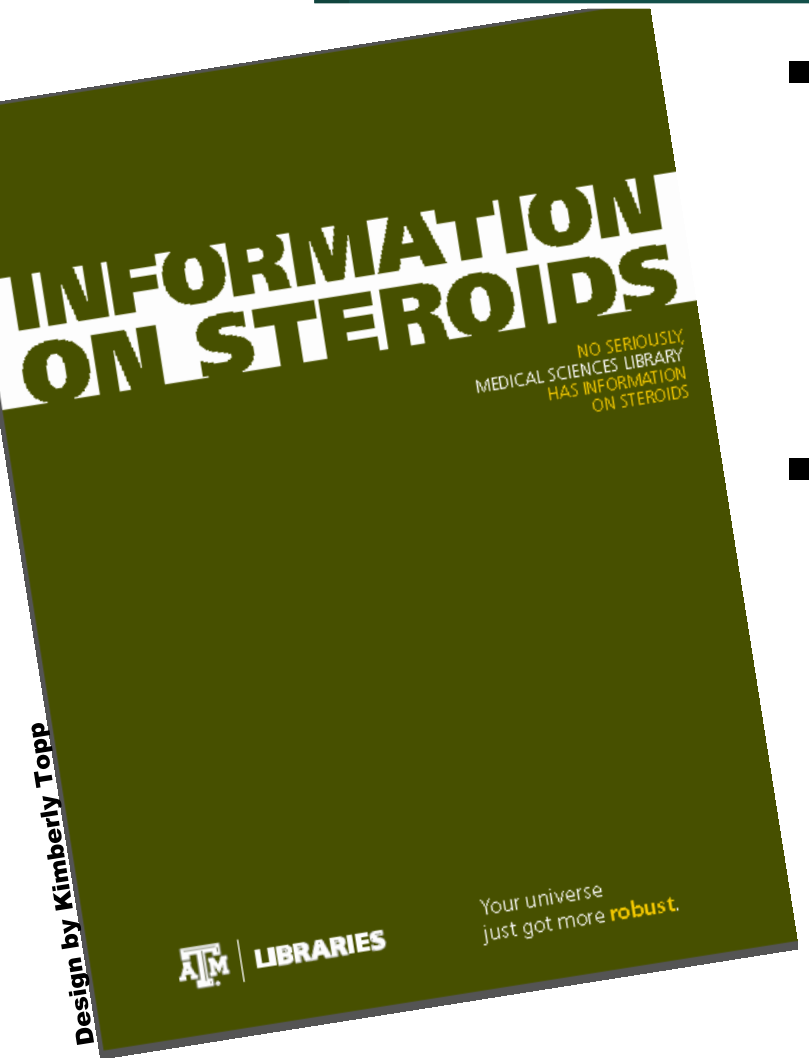
So in summary … Information Control



- **WHAT WE HAVE DONE:**
  - User Driven Acquisitions
  - Online Access Priority
- **WHAT WE HAVE LEARNED:**
  - Accessibility is the name
  - Track Trends
  - Pay Attention to Comments
  - The Job Knowledge Cross Over

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So in summary … Library as Place

- **WHAT WE HAVE DONE:**
  - **Furnishings Repair/Replacement**
  - **Renovation of Facilities**
    - **Evans Library 2010**
    - **MSL 2012**
    - **WCL 2012**
  - **Learning Technologies**
- **WHAT WE HAVE LEARNED:**
  - **Listen, Listen, Listen**

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Imagine this …

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Comments? / Questions?

CONTACT:

Michael L. Maciel
Senior Data Analyst
Texas A&M University Libraries

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Thank you !