



### Registration for LibQUAL+® 2011 open

Registration is available on-line at <http://www.libqual.org/SurveyRegistration.aspx>. To see LibQUAL+® Services and Fees, see [http://www.libqual.org/about/about\\_lq/fee\\_schedule](http://www.libqual.org/about/about_lq/fee_schedule).

### 2011 Participation Update

In the first three months of the year, over 110 institutions registered for LibQUAL+® survey runs in 2011 and library users have completed over 80,000 surveys.

**Survey results**— individual and group notebooks, raw data files, and user comments—are available online at <http://www.libqual.org/DataRepository.aspx>.

*LibQUAL+® Lite yields higher returns.* Participating institutions in 2010 and 2011 have jumped at the opportunity to run the LibQUAL+® Lite protocol. The statistics to date indicate that LibQUAL+® Lite does indeed shorten the required response time. Median survey time for surveys in 2010 was 9 minutes and 28 seconds for the long version and only 5:16 for the Lite version. In 2011, median survey times thus far are 9:24 and 4:49, respectively.

LibQUAL+® Lite is proving to garner higher response rates, as shown in the table below.

	% Completed	% Valid
Lite -373,341 views	54.8%	51.0%
long -202,091 views	45.5%	42.7%

\* Statistics from 2010 and 2011, through April 8, 2011

**LibQUAL+® Lite** is a survey methodology in which (a) all users answer a few, selected survey questions (i.e., 3 core items), but (b) the remaining survey questions are answered ONLY by a randomly-selected subsample of the users. Thus, (a) data are collected on all questions, but (b) each user answers fewer questions, thus shortening the required response time. The LibQUAL+® Lite protocol is being implemented in such a manner that individual libraries will determine what percentage of their users will randomly be assigned the traditional and the Lite LibQUAL+® protocol.

**Want to drill down into your results?** Our experimental LibQUAL+® Analytics service allows you to analyze results at an institutional level and across survey years. Data can be manipulated to create downloadable, dynamic charts and tables to be used in reports, presentations, and other methods for communicating results to stakeholders. The LibQUAL+® Analytics is available online at <http://www.libqual.org/analytics>.

We completed the migration of all the LibQUAL+® data since 2003, now available in the Data Repository and Analytics. A subscription service for LibQUAL+® Analytics will be introduced in 2011, with the intention to continue the enhancement of the analysis capability of LibQUAL+® data. Our goal is to further the capacity of libraries to act on sound data for improving their services and contributing meaningfully to institutional learning and research outcomes. Please let us know if you have more questions on this upcoming service.

### Custom Analyses

For a 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."

For a complete list of services and fees, please visit: [http://www.libqual.org/about/about\\_lq/fee\\_schedule](http://www.libqual.org/about/about_lq/fee_schedule). To order a customized analysis, send an e-mail to [libqual@arl.org](mailto:libqual@arl.org).

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## Service Enhancements

2010 marked the beginning of a phase of significant improvements to the LibQUAL+® service. So far, these enhancements have included:

- A new and improved Web site
- LibQUAL+® Lite
- A new fee structure that rewards periodic participation with discounted prices
- Membership subscription fee for LibQUAL+® Analytics and over 2,000 reports
- ARL Custom Survey Solutions

For more details on service enhancements please visit <http://www.libqual.org/about/enhancements>.

## BOOTH #2162 At ALA

From June 24-27 in New Orleans, LA, we will have the LibQUAL+® booth open at the Ernest N. Morial Convention Center. Current and past participants are encouraged to tend the booth alongside the LibQUAL+® Team!

<http://www.libqual.org/events/1261>

## We Value Your Feedback!

Please 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

<http://www.libqual.org/MemberHome>

## Translate Optional Questions

We have a bank of more than 120 optional questions in English that can be added to your LibQUAL+® survey. We invite you to submit translations of those optional questions for your LibQUAL+® language. Please write [libqual@arl.org](mailto:libqual@arl.org) to obtain a list of the optional questions.

## 2012 In-Kind Grant

**Deadline: June 17 and December 16, 2011**

We are inviting applications for In-Kind Grants for 2012. Please visit <http://www.arl.org/news/pr/LibQUALgrant7april11.shtml>

to review our original press release. There are more details on the program and past winners on the LibQUAL+® site at [http://www.libqual.org/about/about\\_lq/in\\_kind\\_grant](http://www.libqual.org/about/about_lq/in_kind_grant).

## See how institutions share their findings

Simon Fraser University published a series of PDF documents on their Web site, including the survey itself, their Results Notebook, and a summary report of their methodology, results, analysis of comments, and action items.

<http://www.lib.sfu.ca/about/reports/user-survey-results-2010>

The University of Toronto tweeted a link to a Web report of their 2010 survey run, complete with graphics, text, and a detailed action plan.

<http://twitter.com/uoftlibraries/status/53209493554741248>



**OPAL** Organizational Performance Assessment for Libraries—is a new consulting service offered in 2011 through the Association of Research Libraries (ARL) to help academic libraries effectively integrate strategy, planning, and assessment within the institution so that ultimately the library is well prepared to demonstrate its value in advancing the organization. OPAL can guide the library to establish effective strategies aligned with its university mission and vision, to monitor and document progress toward plans and goals, and to provide stakeholders with a persuasive and easily understandable summary of the library's role in the academy. OPAL can focus the library on strategic decision-making and on collecting, analyzing, and presenting information that demonstrates the library's impact, outcomes, and value.

OPAL is the successor to, and builds upon, the Effective, Sustainable, and Practical Assessment (ESP) initiative developed by ARL Visiting Program Officers Jim Self (Director of Management Information Services, U. of Virginia Library) and Steve Hiller (Director of Planning and Assessment, U. of Washington Libraries), working with Martha Kyrillidou (ARL Senior Director of Statistics and Service Quality Programs). ESP has supported consultations with 42 libraries since 2005/06. For more information on ESP, see: <http://www.arl.org/stats/initiatives/esp/>. In 2011, Raynna Bowlby (Associate, Library Management Consulting and Adjunct Faculty, Simmons College Graduate School of Library & Information Science) will join the ARL team and augment the capabilities of these experienced ESP consultants with additional expertise in consulting, training, and organizational development.

The cost for participation is \$5,000 plus travel expenses for two project leaders. Libraries interested in participating should contact Martha Kyrillidou at [martha@arl.org](mailto:martha@arl.org). For more information about OPAL, see: <http://www.arl.org/stats/initiatives/opal/>.



Richard Stockton College Linden image / information from Bruce Ross Associates Inc. 160908

Jianrong Wang and Carolyn Gutierrez, LibQUAL+® coordinators at Richard Stockton College of New Jersey, presented a poster at the recent ACRL conference in Philadelphia detailing how they initiated an assessment plan using their LibQUAL+® results. You can see their poster handout at [http://www.goeshow.com/acrl/national/2011/client\\_uploads/handouts/ACRL%20Handout%20final.pdf](http://www.goeshow.com/acrl/national/2011/client_uploads/handouts/ACRL%20Handout%20final.pdf).

“The administration was very impressed that the librarians, who have no particular expertise in this, formed, without prodding from above, an assessment committee that looked at our LibQUAL results from 2005 and 2008 and analyzed it in great depth,” she said. They presented their report to the council of deans, the provost, and the president.

“We were able to extract things that we wouldn’t have been able to just by complaining,” Gutierrez said.

She cited money for new carpeting and better lighting, as well as the reclamation of study rooms that had been overtaken by faculty offices.

“The data from the assessment helped make the argument in a way that they are much more receptive to than if we had just said ‘Look, we need this,’” she said. “And also it helped that they were impressed with us for doing this.”

Source: [http://www.libraryjournal.com/lj/home/890034-264/acrl\\_2011\\_programs\\_stress\\_outcomes.html.csp](http://www.libraryjournal.com/lj/home/890034-264/acrl_2011_programs_stress_outcomes.html.csp)

## Events

### 3rd QQML 2011 International Conference

May 24-27, 10:00 a.m.–1:00 p.m.  
Athens, Greece  
<http://www.isast.org/qqml2011.html>

### LibQUAL+® Share Fair

June 27, 8:30 a.m.–10:30 a.m.  
New Orleans, LA

[Register Here](#)

LibQUAL+® will host the 2011 Share Fair in conjunction with the ALA Annual Conference in New Orleans, LA.  
<http://www.libqual.org/events/1257>

### Basic Skills for Analyzing Library Service Quality Assessment Data

June 27, 12:00 noon–5:00p.m.  
New Orleans,

[Register Here](#)

This workshop will provide basic skills for the quantitative analysis (both statistical and graphical) of library service quality assessment data. Participants are encouraged to bring their own laptops with the IBM SPSS application.  
<https://www.libqual.org/events/1219>

### METS Workshop: The Basics and Beyond

June 27-July 1  
New Orleans, LA

[Register Here](#)

The Association of Research Libraries (ARL) Statistics and Assessment Program and the Digital Library Federation, a program of the Council on Library and Information Resources, are offering a third, five-day METS Workshop: The Basics and Beyond to be held with Nancy J. Hoebelheinrich of the METS Editorial Board. This workshop is aimed at people who work in digital and physical libraries and would like to gain knowledge and skills for organizing the many and disparate component parts of individual digital resources.

### LibQUAL+® Exchange of Experience

August 22 at Northumbria

The event will feature opportunities to share experiences and discuss how results are used. In addition, the LibQUAL+® team will discuss the new LibQUAL+® Lite protocol and recent international initiatives.  
<http://www.libqual.org/events/1259>

### 9th Northumbria International Conference on Performance Measurement in Libraries and Information Service

August 22-25  
University of York, UK

# LIBRARY ASSESSMENT CONFERENCE

## BUILDING EFFECTIVE, SUSTAINABLE, PRACTICAL ASSESSMENT

### CHARLOTTESVILLE, VIRGINIA

# OCTOBER 29-31, 2012



Date: Monday, June 27, 2011

Time: 12:00 noon–5:00p.m.

Location: New Orleans, LA

Entry Deadline: **May 27, 2011**

Registration

Fee: \$50

[Register Here](#)

### Basic Skills for Analyzing Library Service Quality Assessment Data

This workshop will provide basic skills for the quantitative analysis (both statistical and graphical) of library service quality assessment data. Participants are encouraged to bring their own laptops with the IBM SPSS application.

Topics:

- \* Service Quality Assessment in the Context of the Modern Research Library
- \* Are the Data Trustworthy?: Score Reliability
- \* Some Statistical and Graphical Score Interpretation Frameworks
- \* Some Basic Statistical and Graphical Tools in Software

Instructor: Bruce Thompson, Distinguished Professor of Educational Psychology and College Distinguished Research Fellow and Distinguished Professor of Library Science

Date: Monday, June 27, 2011

Time: 8:30 a.m.–10:30 a.m.

Location: New Orleans, LA

NO FEE, It's totally free!

[Register Here](#)

### LibQUAL+® Share Fair

We are seeking entries that will provide poster sessions, displays, or materials related to marketing, administration, and use of LibQUAL+®. Stories on what your library did after administering the survey are encouraged. The Share Fair is a venue for learning and sharing practices.

This event is open to all past, current, and potential LibQUAL+® participants.

If you would like to present at the Share Fair, please submit your entry by May 27, 2011. Submit here.



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](mailto:libqual@arl.org). Previous issues of the LibQUAL+® Update can be found at <http://www.libqual.org/publications>.