## Registration for LibQUAL+® 2011 open

Registration is available online at https://www.libqual.org/RegisterForSurvey.aspx. To see LibQUAL+® Services and Fees, see libqual.org/about/about_lq/fee_schedule.

## 2010 Participation Update

To date, over 160 institutions closed their LibQUAL+® survey runs and users have completed nearly 200,000 surveys.

**Survey results** Individual and group notebooks, raw data files, and user comments are available online at libqual.org/SurveyInstruments/LibQual/DataRepository.

Survey Highlights for the first session of the 2010 LibQUAL+® survey are available online at libqual.org/documents/LibQual/publications/LibQUALHighlights2010_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 libqual.org/documents/LibQual/publications/LibQUALHighlights2010_SessionI_Supplement.pdf. Survey Highlights for the entire year will be published around the change of the calendar year.

**LibQUAL+® Lite a popular choice** Participating institutions in 2010 have jumped at the opportunity to run the LibQUAL+® Lite protocol, which is making its debut this year. 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.

The statistics to date indicate that LibQUAL+® Lite does indeed shorten the required response time. Median survey time for surveys in 2010 is about 9 minutes and 40 seconds for the long version and only about 5:20 for the Lite version. Also of note, about 67% of all surveys presented to users have been of the Lite version, while 71% of completed surveys have been of the Lite version. Forty-six percent of long surveys presented garner complete responses, while 57% of Lite surveys presented garner complete responses. So, in addition to LibQUAL+® Lite proving

to decrease response time, these numbers show that the Lite protocol yields greater returns in terms of completed surveys.

**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 libqual.org/SurveyInstruments/LibQual/Analytics.

We are finishing the migration of all the LibQUAL+® data since 2003 and a subscription service for LibQUAL+® Analytics will be introduced in 2011 with the goal of continuing to enhance the analytics capability of the LibQUAL+® data. Our goal is to continue to increase 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: libqual.org/about/about_lq/fee_schedule. To order a customized analysis, send an e-mail to libqual@arl.org.

### In This Issue

## Maximizing Your Survey Results

You did the survey, downloaded your results, now what do you do? Have you asked yourself this question?

If so, take a look at some of these practical suggestions to help you maximize your survey results:

- Review the "Learn to Read LibQUAL+® Radar Charts" Tutorial
- Analyze your results using LibQUAL+® Analytics
- Become familiar with SPSS (a colleague/friend that knows SPSS)
- Plan a library summit
- Analyze user comments
- Communicate your results to your stakeholders through focus groups
- Consult the norms table provided by ARL
- Perform peer comparisons
- Publish findings

Source: Amy Hoseth. (2008). We did LibQUAL+® - now what? Practical suggestions for maximizing your survey results. College & Undergraduate Libraries, 14(3): 75-84.

## 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://libqual.org/MemberHome**

## Translate Optional Questions

We have a bank of more than 100 optional questions in English that can be added to your LibQUAL+® survey. We invite you to submit translations of those optional questions available in your LibQUAL+® language. Please write libqual@arl.org to obtain a list of the optional questions.

## In-Kind Grant

### Deadline: December 14, 2010

We are inviting applications and do intend to offer In-Kind Grants for 2011. Please visit  www.arl.org/news/pr/LibQUAL-Grants-30mar10.shtml to review our original press release. There are more details on the program and past winners on the LibQUAL+® site at  libqual.org/about/about_lq/in_kind_grant.

## LibQUAL+® Poster Wins Honorable Mention Award

Hundreds of librarians and other members of the assessment community gathered in Baltimore in late October for the 2010 Library Assessment Conference. *Sharing the Wealth: A Process for Engaging a large Group in Coding LibQUAL+® Survey Comments,* was awarded Peoples' Choice honorable mention from among the 80 posters presented at the conference. Congratulations to Daniel O'Mahoney (Brown) and thank you to all who made the conference a wonderful success. Check out the presentations and posters at the conference web site: libraryassessment.org.

## Recently Published Articles

In the three studies below, randomized control trial (RCT) data was collected at 16 diverse institutions form around the world. A total of 13,383 participants provided data. These papers were presented at the 2nd Qualitative and Quantitative Methods in Libraries (QQML 2010) International Conference, Chania (Crete), Greece, May 27, 2010.

### Does using item sampling methods in library service quality assessment compromise data integrity?: A LibQUAL+® Lite study

**Bruce Thompson, Martha Kyrillidou, Colleen Cook**

The present study was conducted to investigate the psychometric integrity of scores on the new LibQUAL+® Lite protocol. Specifically, we conducted analyses of LibQUAL+® Lite data to evaluate (a) the reliability and (b) the validity of LibQUAL+® Lite scores. In the present study we collected randomized control trial (RCT) data at 16 diverse institutions form around the world.

### Does using item sampling methods in library service quality assessment affect zone of tolerance boundaries?: A LibQUAL+® Lite study

**Martha Kyrillidou, Colleen Cook, Bruce Thompson**

Research has previously been conducted to explore the effects of item sampling strategies in the library service quality assessment context. However, these previous studies focused on only the perceived service quality scores. The present study was undertaken to explore item sampling impacts on the desired and minimally-acceptable ratings that create the zones of tolerance used to help interpret the service quality perception data. In the present study we collected randomized control trial (RCT) data at 16 diverse institutions form around the world.

### Does using item sampling methods in library service quality assessment affect score norms?: A LibQUAL+® Lite study

**Colleen Cook, Bruce Thompson, Martha Kyrillidou**

The present study was undertaken to explore item sampling impacts on the percentile rank norms tables for LibQUAL+®. Ideally, scores across the two protocols would be sufficiently similar that a single set of norms tables could be used for both protocols.

## Events

**Visit libqual.org/events for details**

### Library Assessment Forum
January 7, 2011 at 1:30–3:00pm
San Diego Convention Center, Room 28A

### LibQUAL+® Survey Introduction
[Required for all first-time survey administrators]
8:30 am - 10:00 am

### LibQUAL+® Survey Administration
10:30 am - 1:30 pm

### LibQUAL+® Survey Results
2:00 pm - 4:30 pm
January 10, 2011
Hilton Bayfront, Indigo 202A
San Diego, CA

**Register Here**

This is a set workshops designed to provide potential and current participants with vital information to 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, survey process via the LibQUAL+® Web site, analyzing survey results, and much more!

### Service Quality Evaluation Academy
March 14–18, 2011
Toronto, Ontario, Canada (location to be confirmed)

The Service Quality Evaluation Academy addresses this community-wide need for new strategies and methods of library assessment by pursuing the following goals:

- enhance the pool of librarians with advanced assessment skills by teaching quantitative and qualitative methods for assessing and improving outcomes and service quality;

- create an infrastructure for libraries to design and develop outcomes-based library assessment programs; and

- build capacity for assessment through advocating its use and providing model programs and projects to the broader library and museum communities.

Details: www.arl.org/stats/statsevents/sqacademy

### 3rd QQML 2011 International Conference
May 24-27, 2011
Athens, Greece
Details: www.isast.org/

### Basic Skills For Analyzing Library Service Quality Assessment Data
June 27, 2011
http://www.formstack.com/forms/?1014534-Mb7X1n4CJq

### 9th Northumbria International Conference on Performance Measurement in Libraries and Information Service
August 22-25, 2011
University of York, UK
Details: www.york.ac.uk/conferences/northumbria

There will be a LibQUAL+® Exchange of Experience Workshop on the morning of 22 August, prior to the start of the main conference.

### Booth #1030 at ALA Midwinter Meeting
ALA Midwinter Conference
San Diego, CA

From January 7-10, we will have the LibQUAL+® booth open at the San Diego Convention Center. If anyone from your library is attending San Diego, please encourage them to visit our booth! If you have any questions about the LibQUAL+® administration process or your results and would like to schedule a dedicated time to consult with us at the booth, please contact libqual@arl.org to make arrangements. Or just stop by to say hello!

For those new to LibQUAL+® and anyone in your organization wanting an in-depth introduction, please join our in person introduction sessions hosted the morning of January 10 at the Hilton Bayfront, Indigo 202A!

### Understanding & Using Your LibQUAL+® Results, a LibQUAL+® Canada Consortium Webinar

Sponsored by CARL and organized by Sam Kalb, LibQUAL+® Canada Coordinator

Presentation Slides from this Oct. 5th event are now posted on the LibQUAL Canada -> Results page.

- library.queensu.ca/webir/canlibqual/results-e.htm
- library.queensu.ca/webir/canlibqual/results-f.htm

The slides for "Understanding & Using Your LibQUAL+® Results" contain many links to examples and resources, as well as the full text of the presentation.

### Atlas.ti 6 Tutorial: Starting Atlas.ti
www.youtube.com/watch?v=qtzlMaS96NU&NR=1

Learn ATLAS.ti, a qualitative analysis software. Interconnect, manage and methodically analyze all your "soft" data (text, images, audio, video, PDF, geodata). Explore and "code" your digital knowledge, extract meaning, and create visual structures from information stored on your computer, on networks, or on the Web.

**Thank you for making the
2010 Library Assessment Conference such a big success**

(The Oklahoma State University assessment office handed these buttons out at a recent assessment workshop. Photo courtesy Karen Neurohr.)

**Library Assessment Blog**

**Join a blog for and by librarians interested in library service assessment, evaluation and improvement supported by the Association of Research Libraries
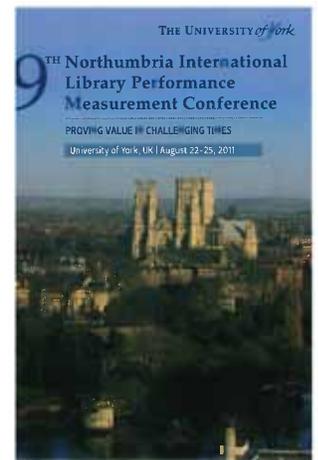libraryassessment.info**

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

**August 22-25, 2011 | University of York, UK**
**Conference Site: www.york.ac.uk/conferences/northumbria**

The Conference seeks to bring together practitioners, researchers, educators and students interested in all aspects of performance and measurement in library and information services in any context. The conference is truly international and welcomes participants from all countries and continents. The review of practical experience of measurement and evaluation to improve libraries alongside reports on theory development and application of research methodologies has always been a feature of this conference. The Conference theme reflects the current global context in which library and information services are operating.

There will be a LibQUAL+® Exchange of Experience Workshop on the morning of 22 August, prior to the start of the main conference.

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://libqual.org/publications.