



## 2009 Survey Information

To date, over 117,000 surveys have been collected from 140 surveys during 2009. One hundred and nineteen institutions closed in Session I and 50 more institutions are participating in Session II.

Session I results are available online at <http://www.libqual.org/Manage/Results/>. This includes: individual results notebooks, group notebooks, raw data files, user comments, and norms. SPSS data files have been delivered to the primary contacts of those institutions who indicated 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](mailto:libqual@arl.org). If you would like assistance in analyzing your SPSS datafile, please attend one of our training sessions. For more information about Services and Fees, see: <http://www.libqual.org/About/FeeSchedule/>.

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. The tool contains data from 2004 to present and can be manipulated to create downloadable, dynamic charts and tables to be used in reports, presentations, and other methods for communicating results to stakeholders. LibQUAL+® Analytics is available online at: <http://www.libqual.org/Interactive/>.

For an additional fee, 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 users input for the question, “The library you use most often.” To order a customized analysis, send an e-mail to [libqual@arl.org](mailto:libqual@arl.org).

## Survey Update: Session II

On December 10, the 2009 Session II survey will conclude. If your institution is registered for Session II, please be sure to complete your survey before the indicated deadline.

## 2010 Survey Registration Open

Registration for the 2010 survey is open and available online at <http://www.libqual.org/Register/>. If you are already registered for the survey, the survey management area will open in January on our new website to be launched with the new year.

## New Fee Structure Introduced

The standard base fee for the LibQUAL+® survey implementation is frozen in 2010 at \$3,200. Along with this cost-saving measure, we are implementing a fee structure that will offer the LibQUAL+® survey to you for less on an annual and biennial basis.

Over the years, we increasingly have come to realize the benefits to libraries from participating in LibQUAL+® on a regularly-scheduled basis. Some libraries have even found it beneficial to participate every year because they have then been able to detect small changes in ratings that are meaningful given the movement over a period of 3, 4, or even 7 years. There are community benefits if libraries participate on a structured basis.

Therefore, we are moving to a fee structure that rewards periodic, structured participation, and encourages libraries to make participation decisions strategically, rather than on an ad hoc, one-time basis. The new fee structure will be “back-end loaded” meaning that fees in subsequent years will be reduced in recognition of participation on a scheduled periodic basis. Details on the new fee structure are available at <http://www.libqual.org/About/FeeSchedule/>.

## In This Issue

- 1 2009 Survey Information and Update
- 1 2010 Survey Registration and Fee Structure
- 2 LibQUAL+® Events
- 3 LibQUAL+® Events
- 4 Spotlight on the University of Haifa, Israel

## Events

### LibQUAL+® at ALA Midwinter 2010

The following training sessions will be offered in conjunction with the 2010 ALA Midwinter Meeting on January 18 in Boston, MA. All modules are free of charge and build on each other in a complementary fashion. Different aspects of LibQUAL+® Lite will be featured in all three sessions.

•Survey Introduction, 8:30 a.m.–10:00 a.m.

[Required for all first-time survey administrators]

This session provides potential and prospective new LibQUAL+® participants with information on the project's development and origins, with a good grounding on the theoretical and practical implications of the LibQUAL+® survey. The session will also provide practical information for getting started with the survey at your library. A buffet breakfast will be served starting at 8:00 a.m.

•Survey Administration, 10:30 a.m.–1:30 p.m.

[Required for first-time survey administrators and highly recommended for all participants as we are launching our new platform]

The new LibQUAL+® platform including the LibQUAL+® Lite functionality will be featured at this segment. This session provides all participants registered for LibQUAL+® survey administration with practical information for administering the survey at your library, including: articulating survey objectives/desired outcomes, creating an assessment group or team, marketing your survey, navigating the LibQUAL+® online system (configurations, previewing, monitoring survey progress), and obtaining results. A buffet lunch will be served.

•Survey Results, 2:00 p.m.–4:30 p.m.

This session is aimed at library staff who have participated in LibQUAL+®. The goals of this session are to (a) provide an overview of the latest round of LibQUAL+® participation, (b) report the latest research, (c) demonstrate best practices in using the results, and (d) engage participants in interpreting their institutional notebooks. Attendees will have the opportunity to ask questions related to results, provide feedback on their survey experience, learn from other participants, and discuss how to put LibQUAL+® results into action. Please bring your results notebooks if you have specific questions regarding your results.

You can register for the training sessions online at <http://www.libqual.org/Events/>.

### METS Workshop: The Basics and Beyond

Scheduled for January 18-22, 2010 in Boston, MA

The Association of Research Libraries is offering a five day workshop entitled METS: The Basics and Beyond, to be held in partnership with Nancy J. Hoebelheinrich and Rick Beaubien 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.

Although continuous, this hands-on workshop consists of three modules, any of which may be taken independently:

- The first module (Monday) offers a thorough introduction to METS including an overview of all of its high level features.
- The second module (Tuesday and Wednesday) delves deeply into the heart of METS: the flexible mechanisms it provides for encoding, organizing and representing digital content of various kinds and for different purposes.
- The third and final module (Thursday and Friday) explores strategies for implementing METS in a production environment, and reviews existing tools that can facilitate implementation.

For further details, including expanded module descriptions, instructor bios, and information on lodging, please go to: <http://www.arl.org/stats/statsevents/METS-workshop>.

### See yourself in the new Manual!

We are busy crafting a new Procedures Manual to be published in conjunction with the release of the new LibQUAL+® platform. But we need your help! We would like to invite past and current LibQUAL+® participants to send in their communications with users for a chance to be published in the new Procedures Manual. One survey notification e-mail, one invitation to participate e-mail, and one reminder e-mail will be selected for publication. Submissions not used in

the Procedures Manual will be placed on the new website. See the current Procedures Manual appendix for examples of past e-mail communications.



## Service Quality Evaluation Academy

Library directors are invited to nominate candidates by December 15 for this intensive five-day program that focuses on both qualitative and quantitative methods for collecting and analyzing library service quality data. Although some of the training will be presented in the context of the ARL/Texas A&M LibQUAL+® project, the program will emphasize basic concepts and skills in measurement and data analysis that will be applicable to service quality evaluations in general. There will be some time spent on relevant software skills, including the use of ATLAS.ti to analyze the content of interviews or responses to open-ended surveys and the use of SPSS for quantitative data analysis.

For more information, please visit <http://www.arl.org/stats/stateevents/sqacademy/>.

### Booth Consultations

Visit us at booth #2354 during ALA Midwinter 2010 in Boston!

### 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 at <http://www.libqual.org/Manage/Survey/>.



# 2010 Library Assessment Conference

## Building Effective, Sustainable, Practical Assessment

**Baltimore, Maryland | October 25-27, 2010**

The Association of Research Libraries, the University of Virginia Library, and the University of Washington Libraries are pleased to announce the 2010 Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, to be held in Baltimore, Maryland from October 25-27, 2010.

#### Five Themes

Library Service Quality  
Performance Measures & Balanced Scorecard  
Assessment of Library Spaces  
Learning Outcomes & the Library  
Value and Impact

#### Keynote Speakers

Fred Heath, University of Texas at Austin  
Joe Matthews, San Jose State University  
Danuta A. Nitecki, Yale University Library  
Megan Oakleaf, Syracuse University  
Stephen Town, The University of York (UK)

A call for proposals will be issued in December 2009. Conference registration will open Spring 2010.

Visit the site at <http://libraryassessment.org/>.



SPOTLIGHT

The University of Haifa completed the first LibQUAL+® implementation in Hebrew in spring 2009. Surveying their users with energy and enthusiasm, they received 1,944 surveys in May, 2009. The image below is a poster used in the University of Haifa’s “Quiet in the Library Campaign”, which stemmed from the results they received from their LibQUAL+® survey. We would like to invite all libraries serving users with Hebrew as their primary language to consider participation in LibQUAL+® in future years. Libraries that cannot afford the participation fee may apply for a LibQUAL+® In-Kind Grant. For more information on the grant program, please visit: <http://www.arl.org/news/pr/libqual-11feb09>.

If you are interested in translating the LibQUAL+® survey, please send an e-mail to [libqual@arl.org](mailto:libqual@arl.org). We accept proposals during the year prior to the actual year of participation.



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/index.cfm>.