

# *Knowing Your Users*

A report from the User Study WG,  
Keio University

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International Symposium on LibQUAL+®  
Feb 29, 2008, Osaka University



## Outline

- Library services at Keio University
- Media Center Midrange Plan 2006-2010
- Activities of the User Study WG
- Achievement and challenges



## Library Services at Keio University

- 41,000 students (incl. 9,400 distant students)
- 9 faculties, 11 graduate schools
- 5 Media Centers + head office
- 4.27 volumes, 29,000 EJ
- 76 FTE staff members
- RLG membership (2002~)



## Media Center Midrange Plan 2006-2010

- “Leading the 21<sup>st</sup> Century World” as the University Mission Statement
- Set up consistent objectives as Media Center’s Midrange Plan 2006-2010

Mission → Vision → Midrange Plan →  
Action Plan



## Media Center Midrange Plan2006-2010

### Plan 1) Library Services in Changing Environment

- A) Portal Site Construction
- B) Focusing services
  - 1. Learning Support Services ←
  - 2. Collaborative Reference Services
  - 3. Information Access Services
  - 4. "Library as Place"
- C) Infrastructure
  - 1. User Study ←



## Activities of the User Study WG

- Members

- |          |                                  |
|----------|----------------------------------|
| Chair    | Midori ICHIKO (S&T)              |
| Co-Chair | Yukiko SAKAI (Medical)           |
|          | Yasuyuki Satoh (Head Office)     |
|          | Julia SUGINO ( <i>Mita</i> )     |
|          | Yuko FUJIMOTO ( <i>Hiyoshi</i> ) |
|          | Makiko UEOKA (S&T)               |
|          | Chikako ASAO (SFC)               |



## Activities of the User Study WG

- Feb 2007~
- Action Plan
  - To confirm the Focus on Learning Support Services in the Midrange Plan
    - ← Summer 2007 Focus Group
  - Service Assessment for the next Midrange Plan
    - ← Summer 2008 LibQUAL+®

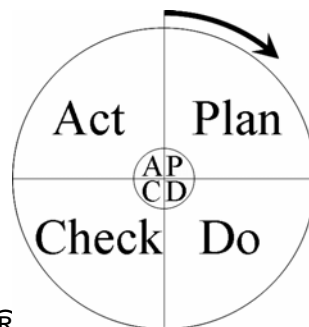


## Activities of the User Study WG

- PDCA Cycle for planning/implementation

Adjustment

Plan 2006-10  
Plan 2011-15?



Focus Group  
LibQUAL+®

WG activities



## Activities of the User Study WG

- Funding
  - JAPUL ©2006-07
  - Keio's funding for research NA
  - LibQUAL® In-Kind Grant NA
  - Regular Budget Partially



## Activities of the User Study WG

- Learn and publicize
  - Literature review
  - Workshops & Symposiums
    - LibQUAL®
      - LQ-WS  
Seattle, Jan 2007 (Midori); Durham, May 2007(Yukiko)
      - JSLIS/EBA Workshop Keio Univ, Feb, 2007
      - LQ-WS/Symposium Keio Univ/Osaka Univ, Feb 2007



## Activities of the User Study WG

- Learn and publicize
  - Workshops & Symposiums
    - Focus Group
      - Case Study Report. TITEC, April, 2007
      - FG Training. Keio Univ., Jun, 2007
      - JSLIS/EBA WS. Keio Univ., Sep, 2007
    - Other
      - Rowena Cullen's Lecture Keio University, Feb 2007



## Activities of the User Study WG

- Learn and publicize
  - Report
    - Presentations
      - Japan Society for Lib and Info Science, Oct 2007
      - University Libraries Symposium, Nov 2007
      - NPO-JMLA/JPLA Forum, Nov 2007
      - Keio University Media Center Workshops, Nov. 2007
      - LQ Symposium, Feb 2008
    - Articles
      - Coming soon in 2008
      - Web <http://project.lib.keio.ac.jp/assess-wg/index.html>

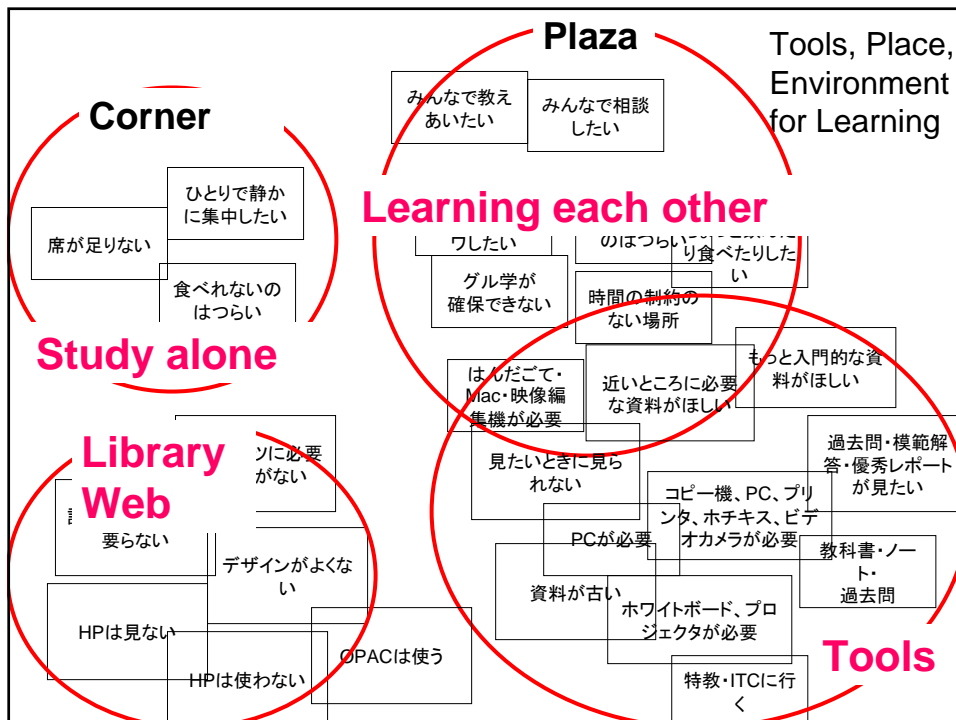


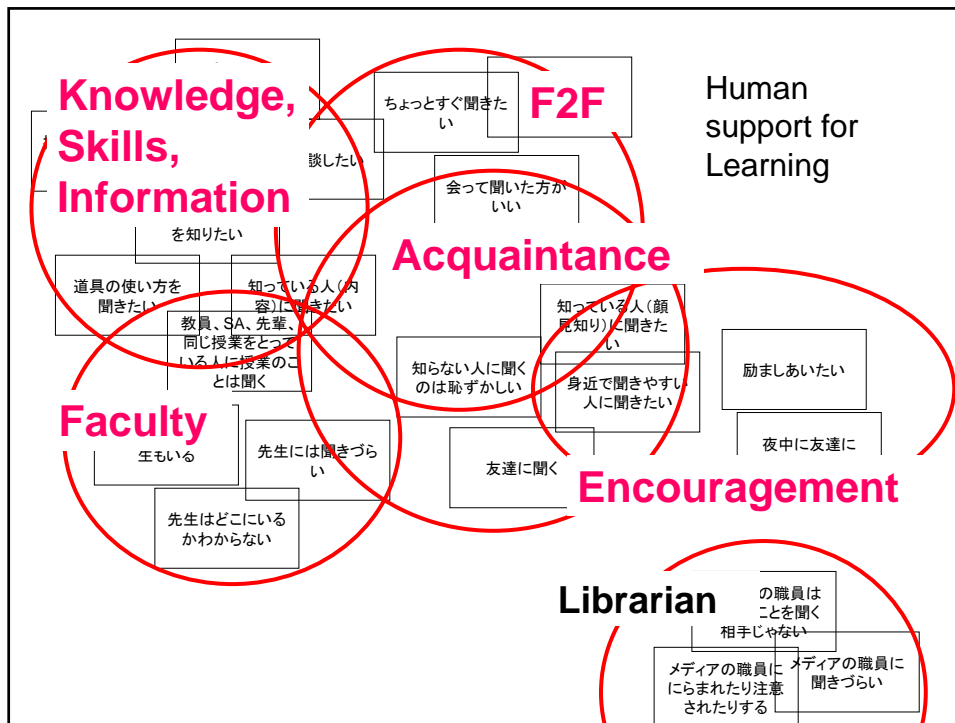
## Activities of the User Study WG

- Research

- Focus Group July 2007

- Purpose: to reveal undergraduate' potential needs on learning support
    - Target: undergraduates on Hiyoshi & SFC Campus  
2 \* 2 (visitors / non-visitors)=4 groups, 23 in all
    - 2 hrs interview ea.
    - Analysis with text, audio, card
      - 907unit statements
      - Interpretation, coding, categorizing, connections → 4 slides





## Activities of the User Study WG

- Research
  - LibQUAL® 2008
    - Launch Japanese Version jointly developed
    - By ARL and Keio University funded by JAPUL



## Achievement and Challenges

- Achievement
  - Confirm the Focus on Learning Support Services in the Midrange Plan
  - Progress of understanding library service assessment
  - Participating in the library management



## Achievement and Challenges

- Challenges
  - Communication between WG and other staff
  - Leadership development
  - Funding
  - Gap between research and practice
  - Partnership with LIS researchers
  - Keeping PDCA cycle
  - Activities in the global arena

