



# The LibQUAL+™ Update

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## **LibQUAL+™ survey puts up big numbers for February**

By March 1 more than 40 libraries had already launched their LibQUAL+™ surveys, and more than 14,500 responses have been collected to date. Late March and early April are typically peak times for the survey, so this is just the tip of the iceberg. Don't forget that once you launch your survey, you can track your survey progress and view respondent comments in the online Management Center:

<http://www.libqual.org/Manage/Survey/Progress/index.cfm>

## **2004 Results Meeting set for June 26 in Orlando**

This year's Spring 2004 LibQUAL+™ Results Meeting has been scheduled for Saturday, June 26 from 9:00 am - 4:00 pm in Orlando, Florida. (Note: although the workshop is held during the ALA Annual Conference, you are *not* required to register for the ALA conference in order to attend this event). This workshop is for 2004 LibQUAL+™ participants only, and there is no fee to attend. More information, including an agenda and information about the specific location, will be provided closer to the event date.

To register for this meeting, go to:

<http://db.arl.org/action/>

## **Two Process Management workshops will be held June 28**

The LibQUAL+™ team will offer two sessions of the popular "LibQUAL+™: Process Management" workshop at ALA Annual. Both sessions will be offered on Monday, June 28 – one will run from 9:00 am-12:00 pm, and the second from 1:00-4:00 pm. These workshops are intended for libraries that have not previously participated in the survey and are considering participation in 2005. There is a \$50.00 per person registration fee. To register for these workshops, go to:

Morning session (9:00 am - 12:00 pm)

<http://db.arl.org/procesAM/>

Afternoon session (1:00 pm - 4:00 pm)

<http://db.arl.org/procesPM/>

### **Local incentive prize information available online**

If you are offering a local incentive prize, you will automatically receive a randomly generated list of 50 respondent e-mail addresses when your library's survey closes. (Remember, there is no project prize this year – only local incentive prizes at those institutions that choose to offer them.) All LibQUAL+™ surveys will close on May 21. You can choose to close your survey manually at an earlier date in the “Survey Progress” section of the survey Management Center.

In response to participant requests we have posted information on the LibQUAL+™ web site about incentive prizes that have been offered by past participants.

To see the list of suggested incentive prizes, go to:

<http://www.libqual.org/Manage/Resources/Incentives/index.cfm>

To manually close your survey after your survey run is complete, go to:

<http://www.libqual.org/Manage/Survey/Progress/index.cfm>

### **Spotlight on: Queen's University and Notre Dame Law Library**

Two participants recently caught our eye for their clever and creative marketing of the LibQUAL+™ survey to users. Queen's University in Kingston, Ontario created a page on their library web site to educate users about the LibQUAL+™ survey. Meanwhile, the University of Notre Dame's law library distributed LibQUAL+™ bookmarks to all students and mounted an extensive PR campaign to increase awareness of the survey on their campus. Both libraries are running their surveys now and are getting great returns.

Check out Queen's University's LibQUAL+™ web page at:

<http://library.queensu.ca/webir/libqual.htm>

### **Apply now for the Service Quality Academy – May 17-21, 2004**

If you are interested in participating in the 2004 Service Quality Academy, to be held May 17-21 in San Antonio, Texas, it's not too late to apply! The Academy is an intensive five-day program that focuses on both qualitative and quantitative methods for collecting and analyzing library service quality data. For LibQUAL+™ participants, the Academy is particularly helpful as you prepare to analyze your survey results. For more information about the Academy and how to apply, go to:

<http://www.arl.org/stats/libqual/academy04.html>

### **And... action! LibQUAL+™ training videos are available online**

Several videos from past LibQUAL+™ workshops can now be accessed online, including A. Parasuraman's presentation at ALA Midwinter in New Orleans, January 2002. If you or others in your organization would like use to these materials, please send an e-mail to [libqual@arl.org](mailto:libqual@arl.org) so that we can provide you with a password to access the site.

To access the ARL online training video (password required):

<http://131.230.28.130/arlvideo/>

**Get your LibQUAL+™ bookmarks here**

Looking for items that you can use to promote your LibQUAL+™ survey? Want some bookmarks to place at your circulation and reference desks? Bookmarks and brochures are available to all participating institutions. To submit a request, send an e-mail to [libqual@arl.org](mailto:libqual@arl.org) specifying the number of bookmarks and/or brochures you'd like, along with your mailing address.

**Check out our new publications page!**

The LibQUAL+™ publications page has a new streamlined look that makes it easier to find the article or publication that you need. The biggest change is the addition of a search feature – now you can search by publication type, title, author, or year of publication.

To view the newly updated LibQUAL+™ publications page, go to:

<http://www.libqual.org/Publications/index.cfm>

**The Reader's Guide to LibQUAL+™ Literature**

This time of year, participants often wonder whether their response rate is a good one. Please note that response rate is not as important as representativeness. For more information on the topic, read:

- “Representativeness versus response rate: It ain't the response rate!” Bruce Thompson, paper presented at the ARL Measuring Service Quality Symposium on the New Culture of Assessment: Measuring Service Quality, Washington, D.C., October 2000.

<http://www.libqual.org/documents/admin/Representativeness.pdf>

And don't forget to complete the representativeness section of the LibQUAL+™ web site before you close your survey. You can access the representativeness page (step 6) online via the Survey Management Center at:

<http://www.libqual.org/Manage/Survey/index.cfm>

**For our 2003 alumni: What's new**

An SPSS syntax file is now available on the Survey Results page of the LibQUAL+™ web site for those of you who have not yet started analyzing your SPSS data file. You can use this syntax file to perform different kinds of statistical analyses. Please consult a statistician for help interpreting the file, or consider registering for the Service Quality Academy to learn more about how to use these tools!

To access the SPSS syntax file online, go to:

[http://www.libqual.org/Manage/Results/Results\\_2003/index.cfm](http://www.libqual.org/Manage/Results/Results_2003/index.cfm)

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Thank you for choosing to participate in the 2004 survey. We welcome your feedback; if you have questions or comments about this publication or the LibQUAL+™ survey in general, please send them to [libqual@arl.org](mailto:libqual@arl.org).