

LibQual+ Survey 2014 ZSR Results Summary





- **What is LibQual+**
 - **Why do we use it?**
 - **Past History ('02, '04, '06, '12)**
 - **This Instance**
-



What LibQual+ Measures

The survey instrument measures library users' **minimum**, **perceived**, and **desired** service levels of service quality across three dimensions:

- Affect of Service,
 - Information Control
 - Library as Place
-



LibQual allows you to add in up to 5 'local' questions that you choose from a list of existing questions. We chose:

- A service which can find for me rapidly and easily the documents not available in my own institution
 - Access to rare and historical materials
 - Informing me of useful library services
 - Teaching me how to locate, evaluate and use information
 - The multimedia (CD/DVD/Video/Audio) collections I need
-



LibQual also includes five questions about information literacy in every survey. Respondents answer from ‘strongly agree’ to ‘strongly disagree’

- Library enables me to be more efficient in my academic pursuits or work
 - The library provides me with the information skills I need in my work or study
 - The library aids my advancement in my academic discipline or work
 - The library helps me distinguish between trustworthy and untrustworthy information
 - The library helps me stay abreast of developments in my fields of interest
-

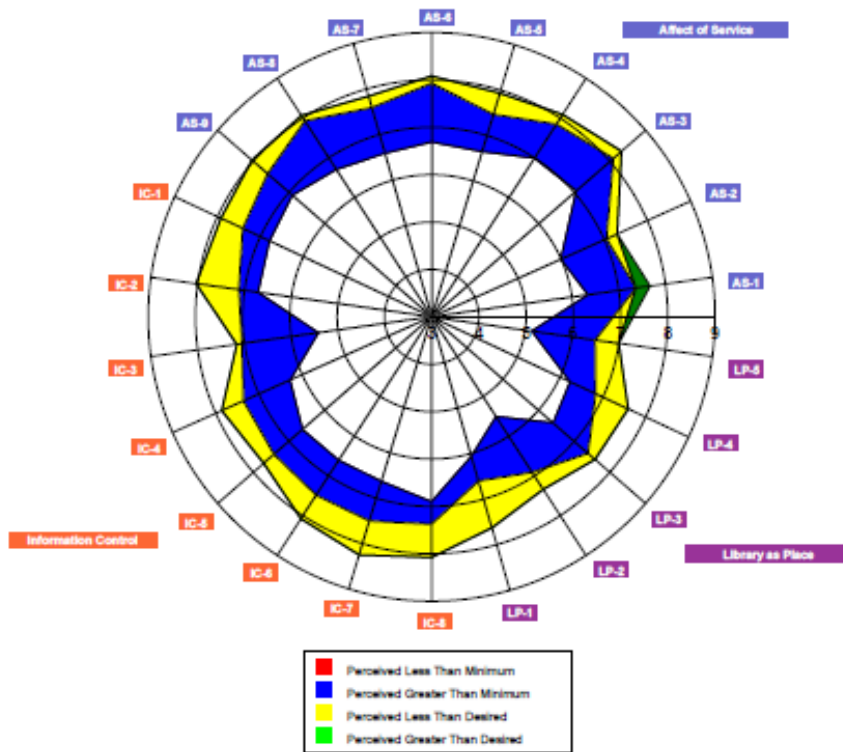


How LibQual Reports Results

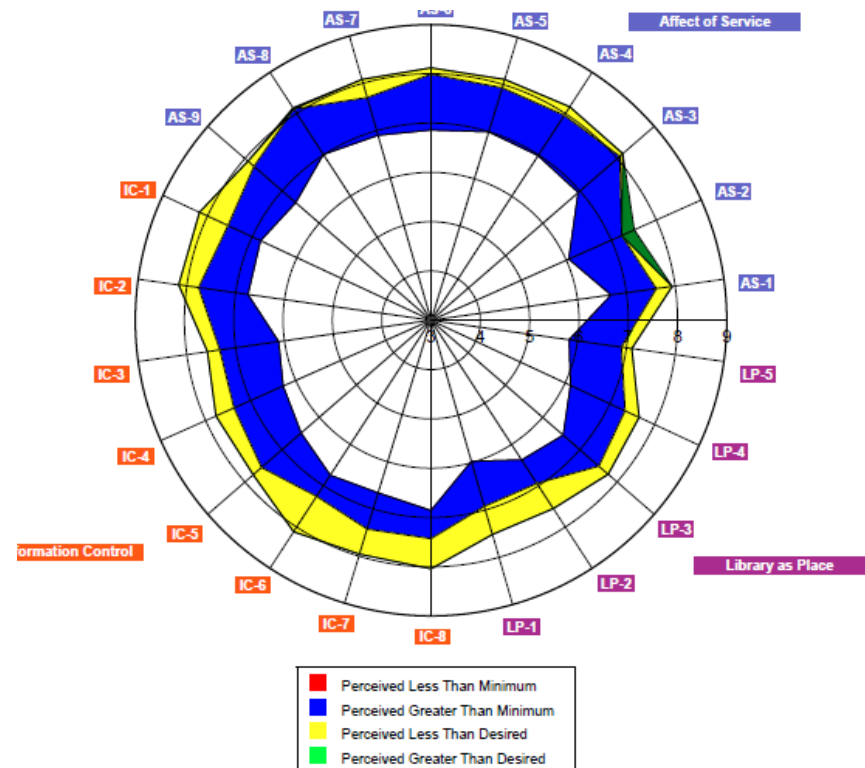
- **What does ‘Lite’ Mean?**
 - **Question Categories**
 - Affect of Service
 - Information Control
 - Library as Place
 - **Levels of Importance**
 - Minimum
 - Desired
 - Perceived
 - **User Type**
 - Undergraduate
 - Graduate
 - Faculty
 - Staff
-



Graphic Results



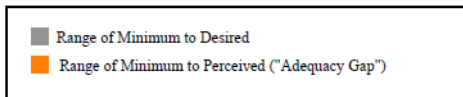
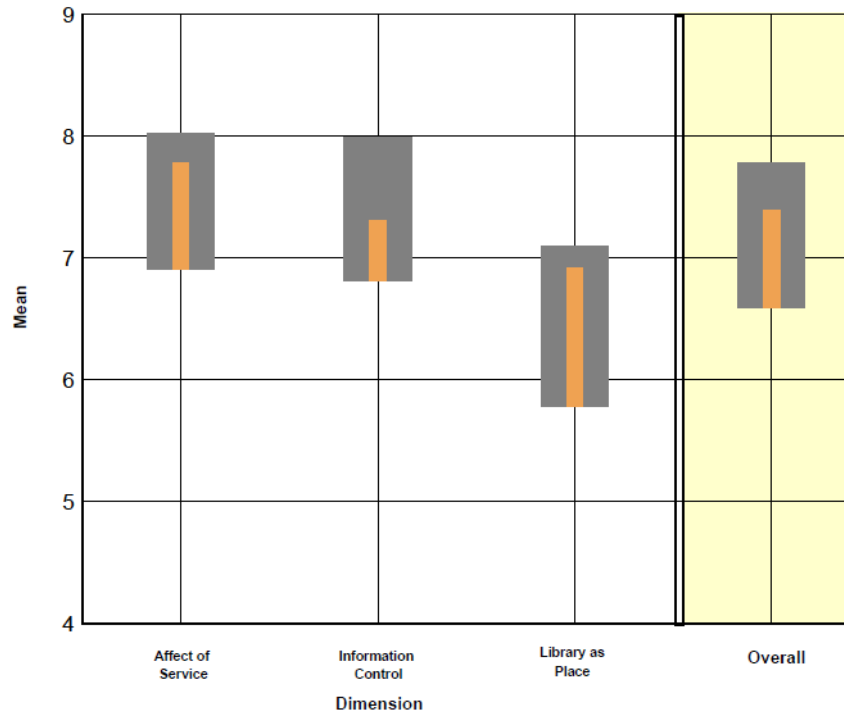
2012



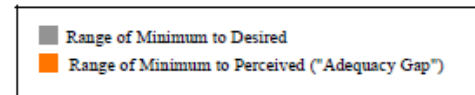
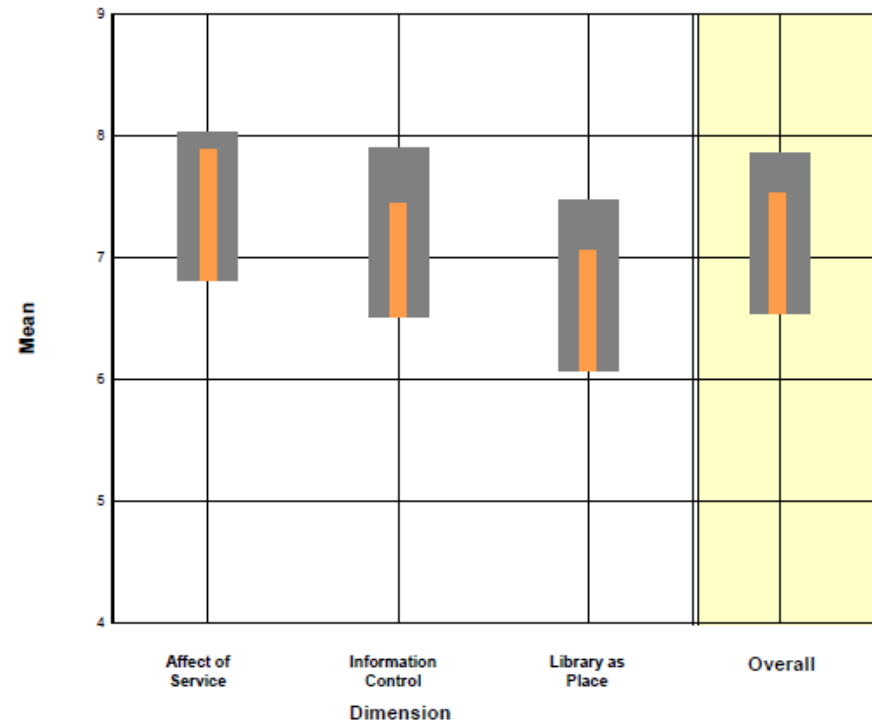
2014



Graphic Results



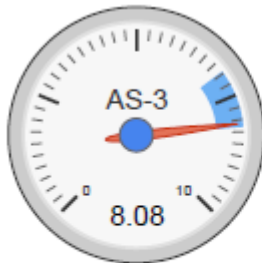
2012



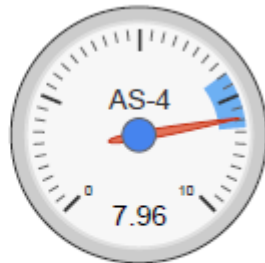
2014



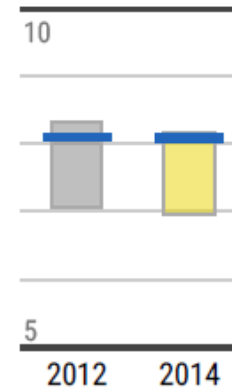
Better Graphic Results (TYT)



Employees who are consistently courteous
n=92



Readiness to respond to users' questions
n=79



AS-3:
Employees who are consistently courteous



AS-4: Readiness to respond to users' questions



Overall Responses: 375 (223 in 2012)

By Category

- Undergrads=119
- Grad Students=91
- Faculty=70
- Staff=62
- Library Staff=33

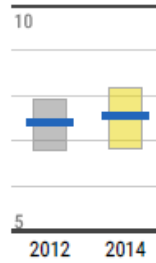
By Discipline

- Business=32
 - Humanities=79
 - Law=2
 - Other=7
 - Arts=9
 - Science/Math=72
 - Social Sciences=59
 - Undecided=20
-

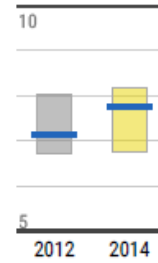


Overall Results N=375

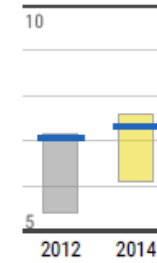
Information Control



IC-1: Making electronic resources accessible from my home or office



IC-2: A library Web site enabling me to locate information on my own



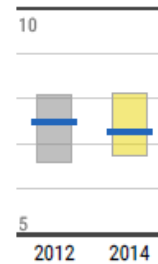
IC-3: The printed library materials I need for my work



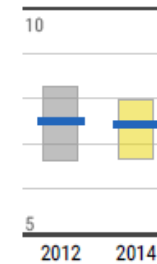
IC-4: The electronic information resources I need



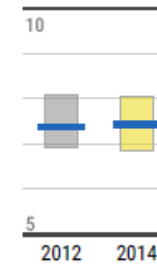
IC-5: Modern equipment that lets me easily access needed information



IC-6: Easy-to-use access tools that allow me to find things on my own



IC-7: Making information easily accessible for independent use

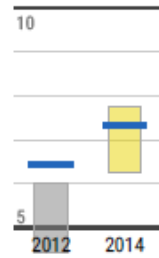


IC-8: Print and/or electronic journal collections I require for my work



Overall Results N=375

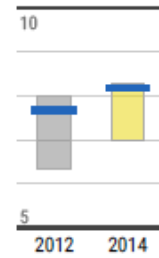
Affect of Service



AS-1:
Employees who instill confidence in users



AS-2: Giving users individual attention



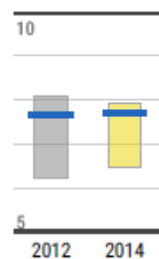
AS-3:
Employees who are consistently courteous



AS-4: Readiness to respond to users' questions



AS-5:
Employees who have the knowledge to answer user questions



AS-6:
Employees who deal with users in a caring fashion



AS-7:
Employees who understand the needs of their users



AS-8:
Willingness to help users

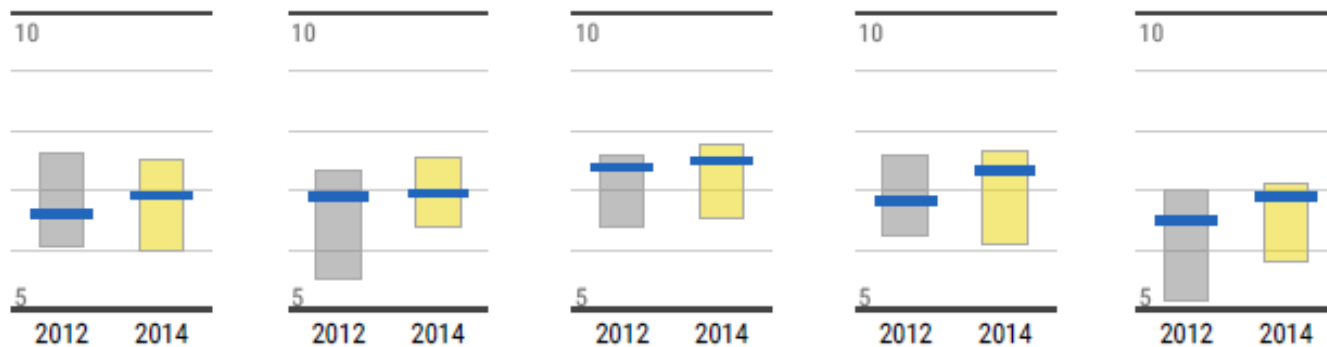


AS-9:
Dependability in handling users' service problems



Overall Results N=375

Library As Place



LP-1: Library space that inspires study and learning

LP-2: Quiet space for individual activities

LP-3: A comfortable and inviting location

LP-4: A getaway for study, learning, or research

LP-5: Community space for group learning and group study



Items Deemed Most Important OVERALL

- **Affect:** Readiness to respond to user questions
(**2012:** Employees who are consistently courteous)
 - **Info Control:** Making electronic resources accessible from home/ office
(**2012:** Making information easily accessible for independent use)
 - **Library as Place:** A comfortable & inviting location
(**2012:** Comfortable and inviting location & Getaway for study and learning - tied)
-



Items Deemed Least Important OVERALL

- **Affect:** Giving users individual attention (same in 2012)
 - **Info Control:** Printed library materials I need for my work (same in 2012)
 - **Library as Place:** Community space for group learning (same in 2012)
-



Where We Perform Well

- Giving users individual attention
- Willingness to help users

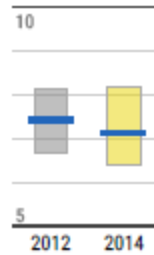
Where We Could Improve

- Easy to use access tools that allow me to find things on my own
 - Print/electronic journal collections I require for my work
 - Quiet space for individual activities
-



Undergrad Results: N=119

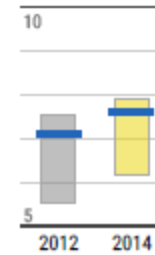
Information Control



IC-1: Making electronic resources accessible from my home or office



IC-2: A library Web site enabling me to locate information on my own



IC-3: The printed library materials I need for my work



IC-4: The electronic information resources I need



IC-5: Modern equipment that lets me easily access needed information



IC-6: Easy-to-use access tools that allow me to find things on my own



IC-7: Making information easily accessible for independent use

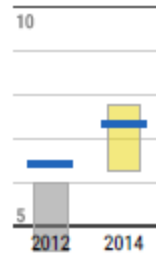


IC-8: Print and/or electronic journal collections I require for my work

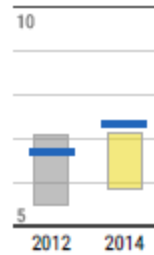


Undergrad Results: N=119

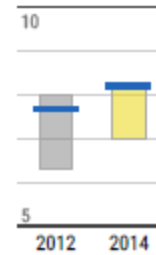
Affect of Service



AS-1:
Employees
who instill
confidence in
users



AS-2: Giving
users
individual
attention



AS-3:
Employees
who are
consistently
courteous



AS-4: Readiness
to respond to
users'
questions



AS-5:
Employees
who have the
knowledge to
answer user
questions



AS-6:
Employees
who deal with
users in a
caring fashion



AS-7:
Employees
who
understand
the needs of
their users



AS-8:
Willingness to
help users

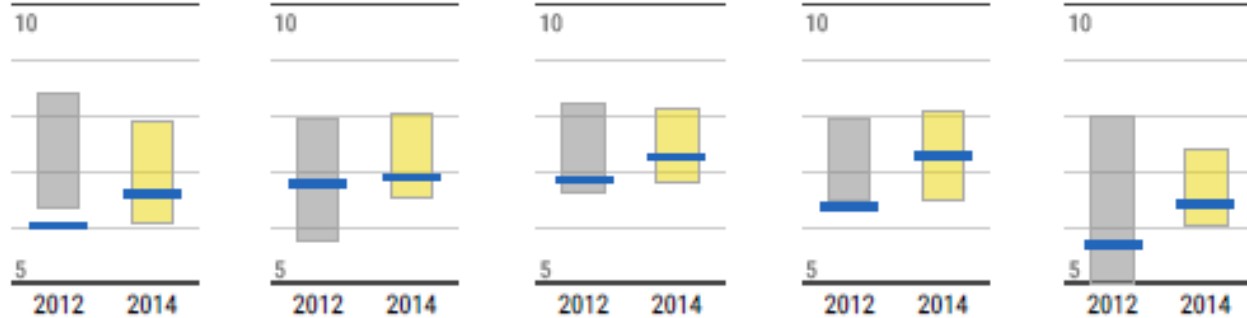


AS-9:
Dependability
in handling
users' service
problems



Undergrad Results: N=119

Library As Place



LP-1: Library space that inspires study and learning

LP-2: Quiet space for individual activities

LP-3: A comfortable and inviting location

LP-4: A getaway for study, learning, or research

LP-5: Community space for group learning and group study



Items Deemed Most Important

- **Affect of Service:** Employees who are consistently courteous.
(2012: Readiness to respond to users questions)
 - **Info Control:** Making electronic resources accessible from my home/office
(2012: Print & electronic journals I require for my work & Making info easily accessible for independent use)
 - **Library as Place:** A comfortable and inviting location
(2012: Library that inspires study and learning)
-



Items Deemed Least Important

- **Affect of Service:** Giving users individual attention (2012: Library employees who instill confidence)
 - **Info Control:** Modern equipment that lets me easily access needed information (B: Printed materials I need for my work)
 - **Library as Place:** Community space for group learning (Same in 2012)
-



Where We Perform Well

- Giving users individual attention (not important)
- Willingness to help users

Where We Could Improve

- Library space that inspires study and learning
 - Quiet space for individual activities
 - Making electronic resources available from my home/office (very important)
-



Graduate Students: N=91

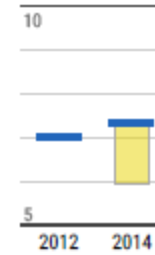
Information Control



IC-1: Making electronic resources accessible from my home or office



IC-2: A library Web site enabling me to locate information on my own



IC-3: The printed library materials I need for my work (range was 2.50 to 5.50; perceived was 7.00; *n* was 2. See note)



IC-4: The electronic information resources I need



IC-5: Modern equipment that lets me easily access needed information



IC-6: Easy-to-use access tools that allow me to find things on my own



IC-7: Making information easily accessible for independent use

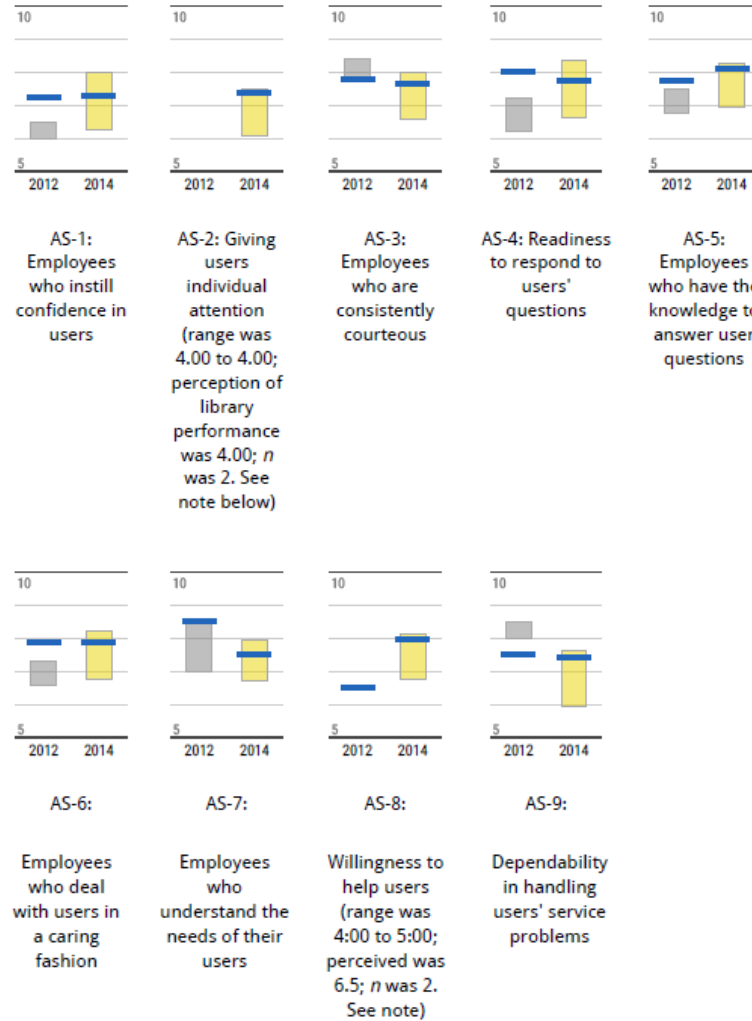


IC-8: Print and/or electronic journal collections I require for my work



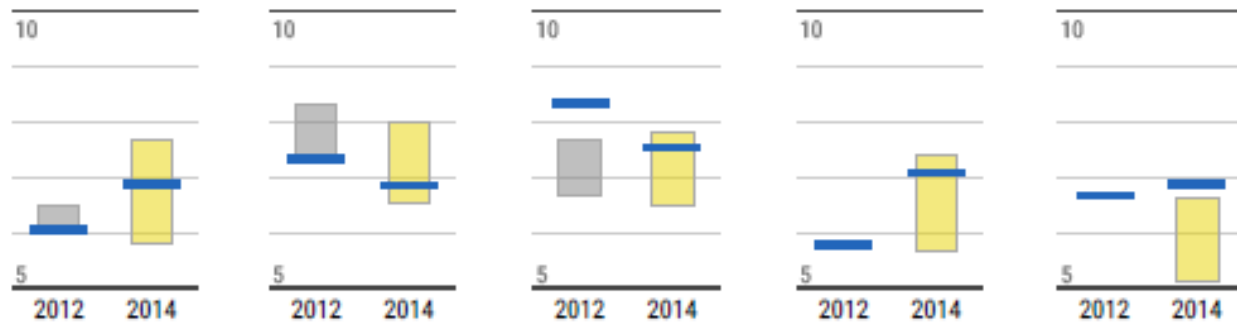
Graduate Students: N=91

Affect of Service





Library As Place



LP-1: Library space that inspires study and learning

LP-2: Quiet space for individual activities

LP-3: A comfortable and inviting location

LP-4: A getaway for study, learning, or research (range was 4.40 to 5.40; perceived was 5.8; *n* was 5. See note)

LP-5: Community space for group learning and group study (range was 3.67 to 5.67; perceived was 6.67; *n* was 3. See note)



Items Deemed Most Important:

- **Affect of Service:** Readiness to respond to users questions
(**2012:** Staff who understand the needs of their users & Dependability in handling users service problems)
 - **Info control:** Print/Electronic journals I need & Making electronic resources accessible from home/office. (same in 2012)
 - **Library as Place:** Quiet place for individual activities (same in 2012)
-



Items Deemed Least Important

- **Affect of service:** Giving users individual attention (same in 2012)
 - **Info control:** Printed library materials (same in 2012)
 - **Library as Place:** Community space (same in 2012)
-



Where We Perform Well

- Giving individual attention (not important)
- Modern equipment
- Printed materials
- Community space (not important)

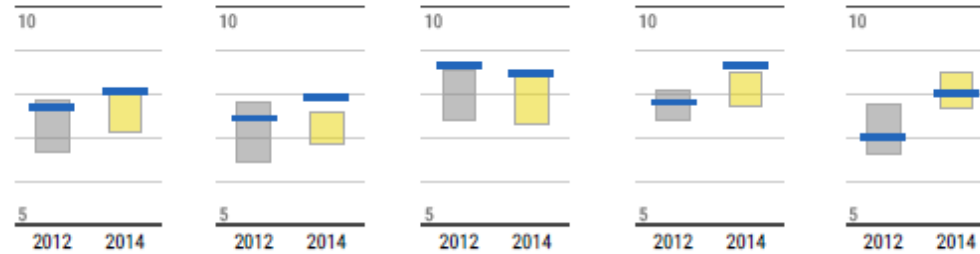
Where We Could Improve

- Quiet space for individual activities (Important)
 - Employees who instill confidence in users
 - Easy to use tools that allow me to access on my own
 - Print/electronic journals I need
-



Faculty Results: N=70

Affect of Service



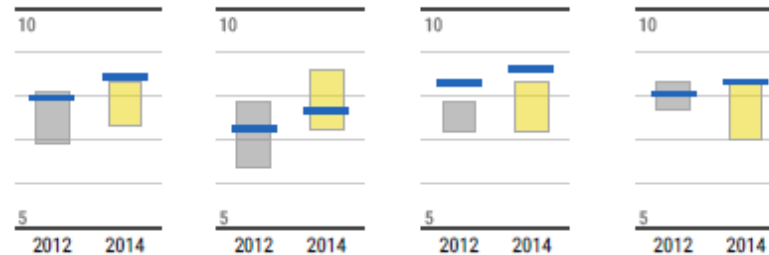
AS-1: Employees who instill confidence in users

AS-2: Giving users individual attention

AS-3: Employees who are consistently courteous

AS-4: Readiness to respond to users' questions

AS-5: Employees who have the knowledge to answer user questions



AS-6: Employees who deal with users in a caring fashion

AS-7: Employees who understand the needs of their users

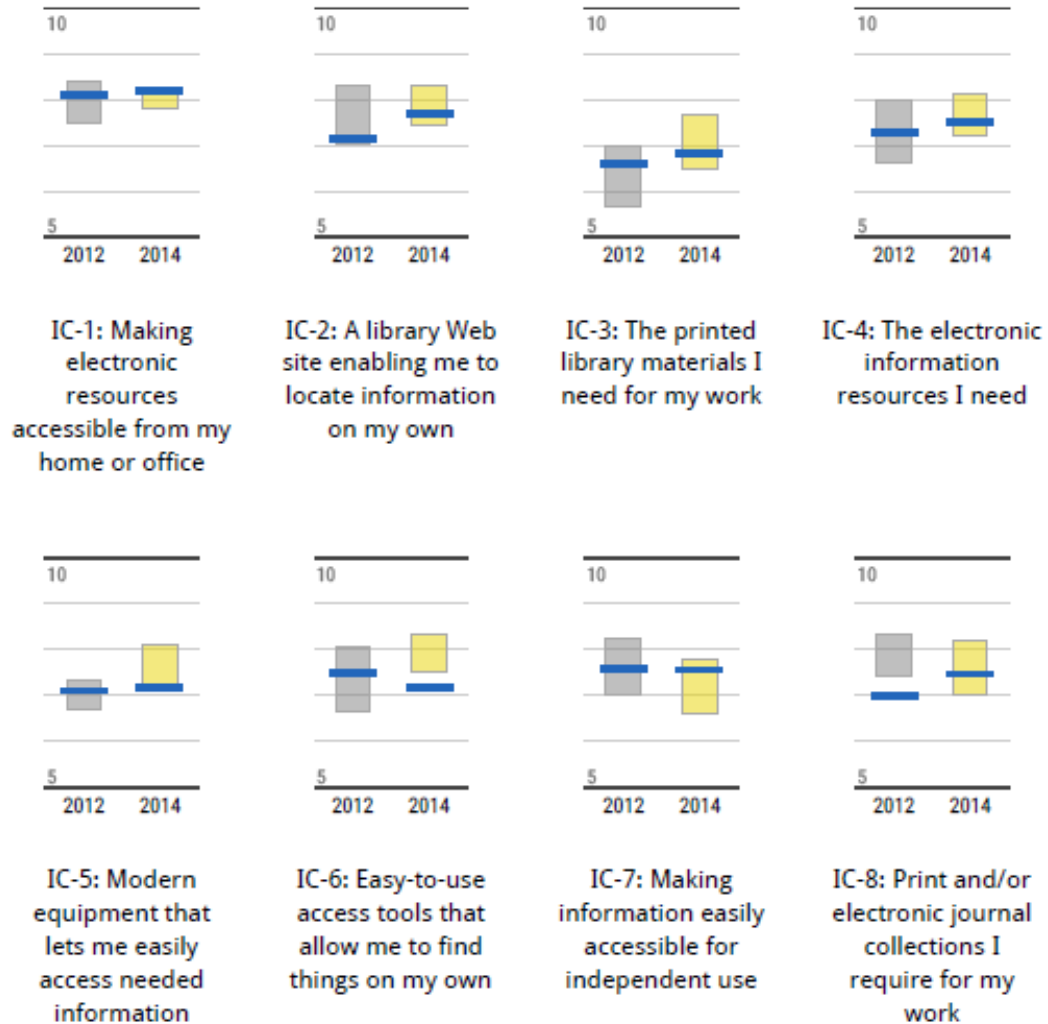
AS-8: Willingness to help users

AS-9: Dependability in handling users' service problems



Faculty Results: N=70

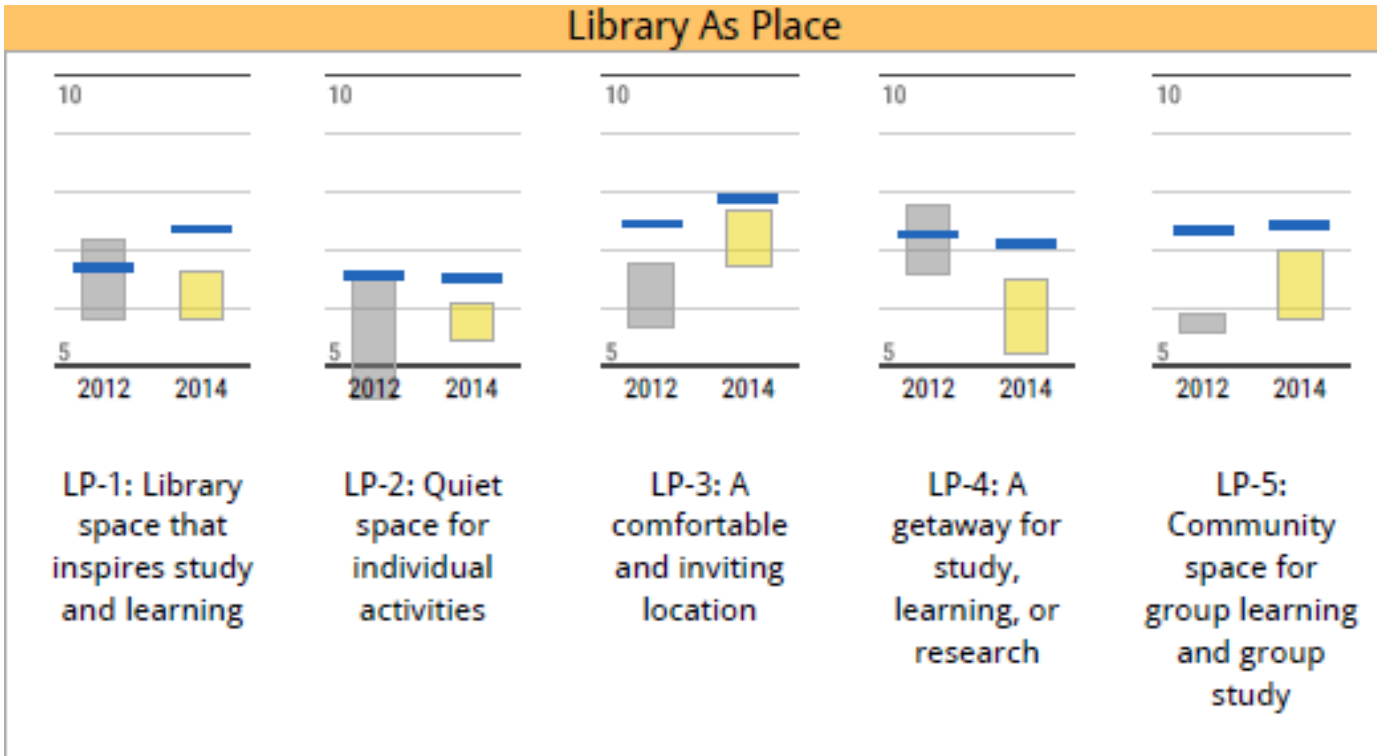
Information Control





Faculty Results: N=70

Library As Place





Items Deemed Most Important

- **Affect:** Employees who understand needs of their users*
(2012: Employees consistently courteous)
 - **Info Control:** Easy to use access tools that allow me to find things on my own
(2012: Making electronic resources accessible from my home of office)
 - **Place:** A comfortable and inviting location
(2012: A getaway for study, learning or research)
-



Items Deemed Least important

- **Affect:** Giving users individual attention
(2012: Employees who understand needs of users - now most important overall to faculty)
 - **Info Control:** Printed materials I need for work
(same in 2012)
 - **Library as Place:** Quiet space for individual activities (same in 2012)
-



Where We Perform Well (hint: Pretty much everywhere)

- Library space that inspires study and learning
- Getaway for study, learning or research
- Giving users individual attention (not important to them)
- Willingness to help users

Where We Could Improve

- Information control (all issues)
 - Easy to use access tools that allow me to find things on my own (important to them)
 - Modern equipment that lets me easily access needed information
 - Printed Materials I need for my work
 - Employees who understand the needs of their users (important to them)
 - Print and/or electronic journal collections
-



Staff Results: N=62

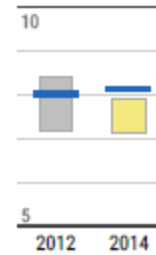
Affect of Service



AS-1:
Employees
who instill
confidence in
users



AS-2: Giving
users
individual
attention



AS-3:
Employees
who are
consistently
courteous



AS-4: Readiness
to respond to
users'
questions



AS-5:
Employees
who have the
knowledge to
answer user
questions



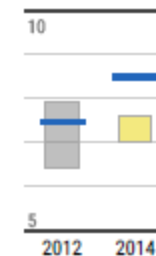
AS-6:
Employees
who deal with
users in a
caring fashion



AS-7:
Employees
who
understand
the needs of
their users



AS-8:
Willingness to
help users



AS-9:
Dependability
in handling
users' service
problems



Staff Results: N=62

Information Control



IC-1: Making electronic resources accessible from my home or office



IC-2: A library Web site enabling me to locate information on my own



IC-3: The printed library materials I need for my work



IC-4: The electronic information resources I need



IC-5: Modern equipment that lets me easily access needed information



IC-6: Easy-to-use access tools that allow me to find things on my own



IC-7: Making information easily accessible for independent use

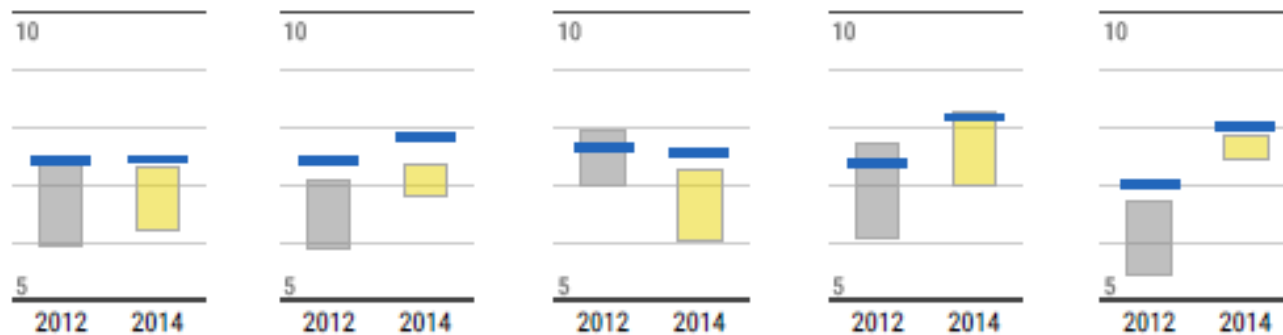


IC-8: Print and/or electronic journal collections I require for my work



Staff Results: N=62

Library As Place



LP-1: Library space that inspires study and learning

LP-2: Quiet space for individual activities

LP-3: A comfortable and inviting location

LP-4: A getaway for study, learning, or research

LP-5: Community space for group learning and group study



Items Deemed Most Important:

- **Affect:** Willingness to help users
(2012: Employees who are consistently courteous & Employees w/ knowledge to answer question)
 - **Info Control:** Making info easily accessible for independent use
(2012: Modern equipment & Easy-to-use access tools that allow me to find things on my own)
 - **Library as Place:** A gateway for study, learning or research.
(2012: A comfortable and inviting location)
-



Items Deemed Least Important

- **Affect:** Giving users individual attention
(**2012:** Dependability in handling users' service problems)
 - **Info Control:** The printed library materials I need for my work & Print and/or electronic journal collections I require for my work (same in 2012)
 - **Library as Place:** A comfortable & inviting location
(**2012:** Community space for group learning and group study)
-



Where We Perform Well (top ones)

- Employees who instill confidence in users
 - Giving users individual attention
 - Employees who have the knowledge to answer questions
 - The printed materials I need for my work
 - Print and/or electronic journal collections I require for my work
 - Quiet space for individual activities
-



WAKE FOREST
UNIVERSITY
Z. Smith Reynolds Library

Staff Results: N=53

Where We Could Improve
No where. They love us!



Items Deemed Most Important

- **Affect:** Giving users individual attention & Willingness to help users
2012: Dependability in handling users' service problem & Employees who are consistently courteous
 - **Information Control:** Making electronic resources available from home or office
2012: Easy to Use Access Tools That Allow Me to find thing on my own
 - **Library as Place:** Library space that inspires study and learning
2012: A Getaway for study, learning or research
-



Items Deemed Least Important (relatively speaking)

- **Affect:** Employees that instill confidence
2102: Employees that have the knowledge to answer user questions & Willingness to help users
 - **Info Control:**
Printed library materials I need for my work
 - **Library as Place:** Community Space
2012: Space that inspires study and learning
-



Where We Perform Well

- Employees who instill confidence
- Ready to respond to users questions
- electronic information resources I need
- community space for group learning and group study

Where We Could Improve

- Dependability in handling user service problems
 - Comfortable and inviting location
-



What this means

- We are much harder on ourselves than our patrons are.
 - We tend to think everything we do is important - our lowest minimum mean was 6.14 (in 2012 it was 5.5), whereas in many of the other groups those went as low as 5.12
-



- **We do well:**
 - Providing Access to rare and historical materials
 - Teaching users how to locate, evaluate and use information
 - **Neutral**
 - Informing me of useful library services
 - **Could Improve**
 - Service which can find for me rapidly the docs not available at my own institution
 - The multimedia collections I need
-



In order of how we perform overall

- Library enables me to be more efficient in my academic pursuits or work
 - The library provides me with the information skills I need in my work or study (highest for graduate students)
 - The library aids my advancement in my academic discipline or work (highest for faculty)
 - The library helps me distinguish between trustworthy and untrustworthy information (highest for undergrads)
 - The library helps me stay abreast of developments in my fields of interest
-



- Graduate students responses likely skewed the overall responses
 - The biggest gap between what they wanted and what we provide is for Library as Place from undergraduates.
 - The greatest ‘overachieving’ between what we provide and what they want is with faculty and Library as Place.
 - So students think the building is lacking – faculty don’t. This is going to be a critical issue as we try to raise money for improvements, etc.
 - You don’t know if things are considered unimportant because we do them well or because they really don’t care
-



Important notes about faculty & grad students:

- For these groups, our biggest gap between what they wanted and what we provide is for Information Control.
 - These groups had the highest overall expectations for the library, too. Their minimum means were 6.51 (g) and 6.59 (f) whereas students were 6.14. [Library staff were the most demanding – their minimum mean was 7.03]
-



From the Comments

- Marketing the library's functions and regularly communicating the benefits the library provides to its stakeholders is very important to keep "top of mind." I strongly urge you consider maintaining a heavier on-going marketing plan directed to students, faculty and staff.
 - I think the library is headed in the right direction with providing resources for graduate students, but I would like to see more effort from the library to reach and educate graduate students.
 - Just one thing: I really hope we can have more places where we can get drinking water in stead of just one on the first floor.
 - I think I am correct in thinking that all new students and faculty to WFU are given orientation, when I joined 4 years ago this was not offered to staff. Is this still the case? If so this would be a great option (and for those of us who are currently working on campus).
-



From the Comments

- Mac Lab should stay open longer than the Bridge.
 - Workshop/tours on how to use the library resources and navigate the library especially for the freshmen.
 - It'd be great if the library wasn't perceived as a high-stress level environment. It seems that every time I think of studying in the library, I have to leave because of the anxiety of the atmosphere. Some color, plants, and year-round study break opportunities would be appreciated.
 - I would be interested in seeing a few standing desks or work stations available in the library.
 - More outlets near desks! **(MANY comments to this effect)**
 - More advertisement of cool stuff like the special collections room etc
-



WAKE FOREST
UNIVERSITY
Z. Smith Reynolds Library

Questions?
