2009

Z. Smith Reynolds Library

Assessment Taskforce

# [COUNTING OPINIONS SURVEY RESULTS]

CONTENTS

SURVEY RESPONDENTS

*The spring 2009 Counting Opinions survey captured information from a variety of demographics, but an overwhelming majority of respondants were full time (**96%**) students and most respondents were undergraduate (**80%**) students.*

Counting Opinions was released to the Wake Forest University community via the Z. Smith Reynolds Library website. **291** people submitted the survey though it was not marketed beyond an icon on the homepage. You will note that the charts within this document contain both red and blue columns. This is the standard output for the Counting Opinion results.

- The **red columns** refer to all data collected from the first day of the survey through June 9, 2009.

- The **blue columns** refer to all data collected from the first day of the survey through August 1, 2009. **Refer to the blue columns for the most complete information.**

STATUS OF RESPONDENTS
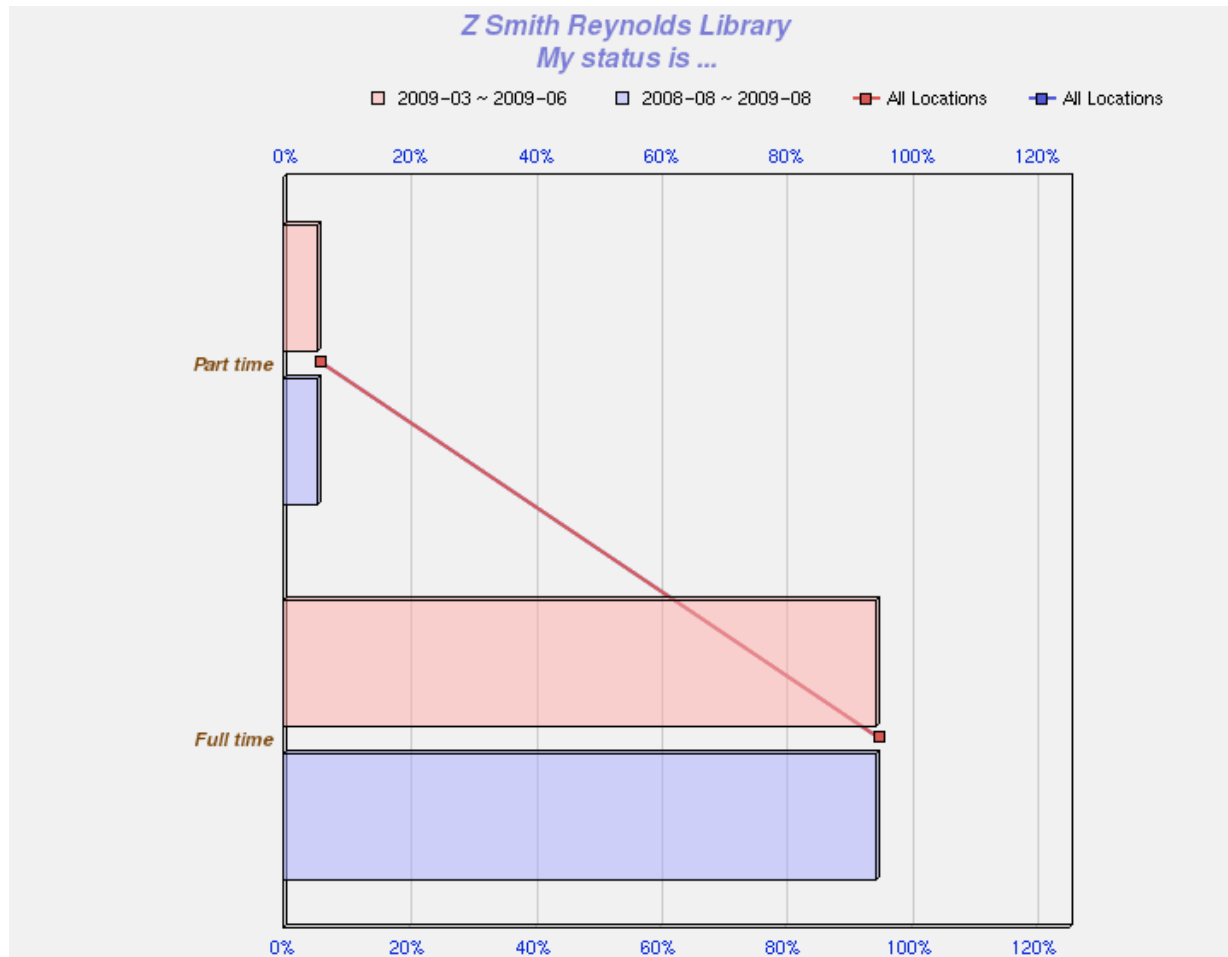
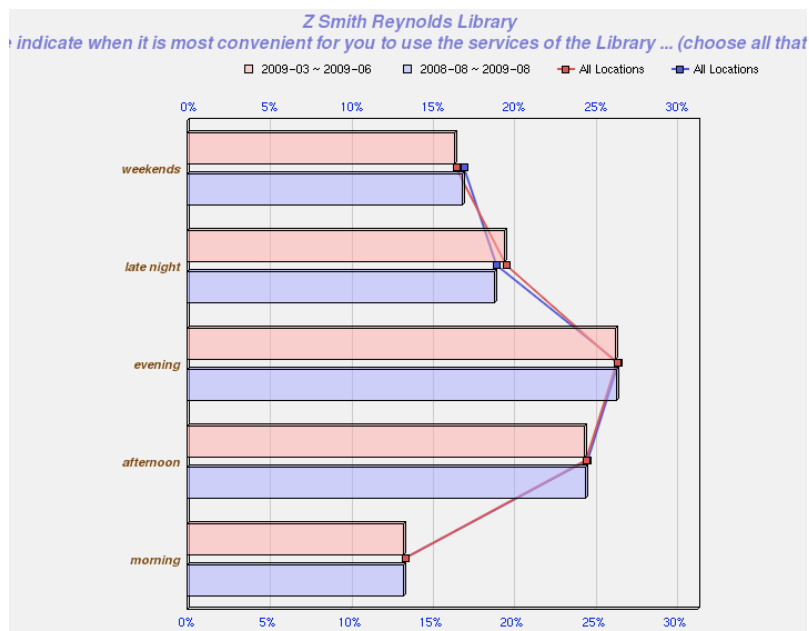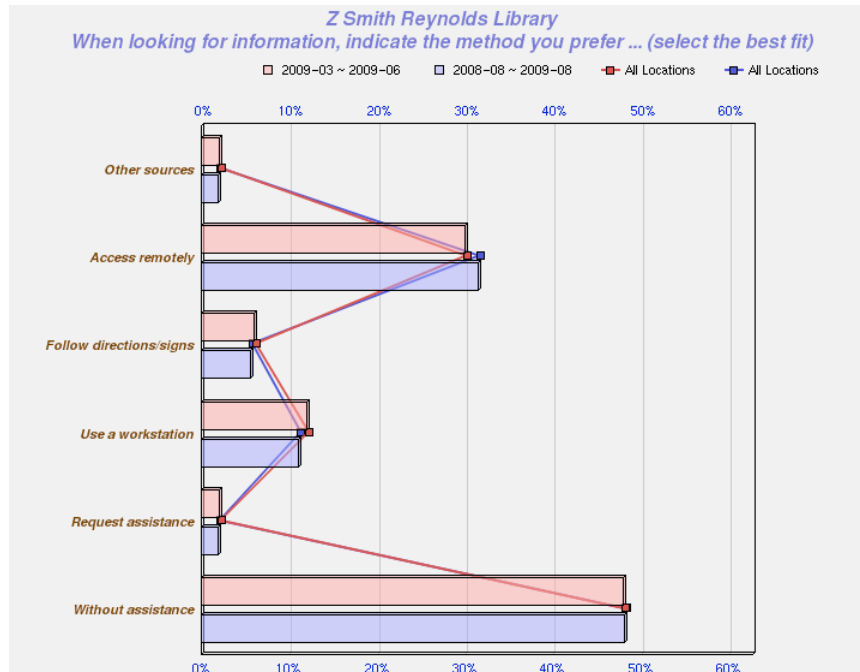# TRENDS: STUDENTS COME TO DO RESEARCH AND LIKE TO STUDY ALONE
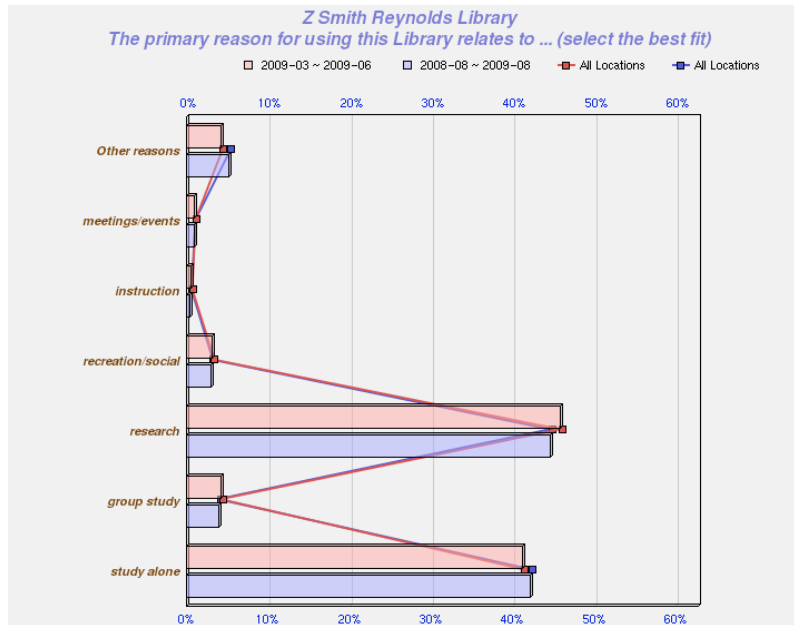
TRENDS: STUDENTS SEEK SERVICES IN THE EVENING AND AFTERNOON

TRENDS: STUDENTS ARE REMOTE USERS AND PREFER TO FIND THINGS INDEPENDENTLY

Z Smith Reynolds Library
When looking for information, indicate the method you prefer ... (select the best fit)

□ 2009-03 ~ 2009-06   □ 2008-08 ~ 2009-08   ■ All Locations   ■ All Locations

- Other sources
- Access remotely
- Follow directions/signs
- Use a workstation
- Request assistance
- Without assistance

(horizontal axis: 0% to 60%)

TRENDS: STUDENTS VISIT THE LIBRARY TO FIND INFORMATION REMOTELY, USING A COMPUTER, ON THEIR OWN

Z Smith Reynolds Library
To find information in this Library, in the past year you have ... (check all that apply)

□ 2009-03 ~ 2009-06   □ 2008-08 ~ 2009-08   ■ All Locations   ■ All Locations

- ound info from other sources
- Found info remotely
- Found info using materials
- Found info using a PC
- Received help from staff
- ocate info without assistance

(horizontal axis: 0% to 30%)
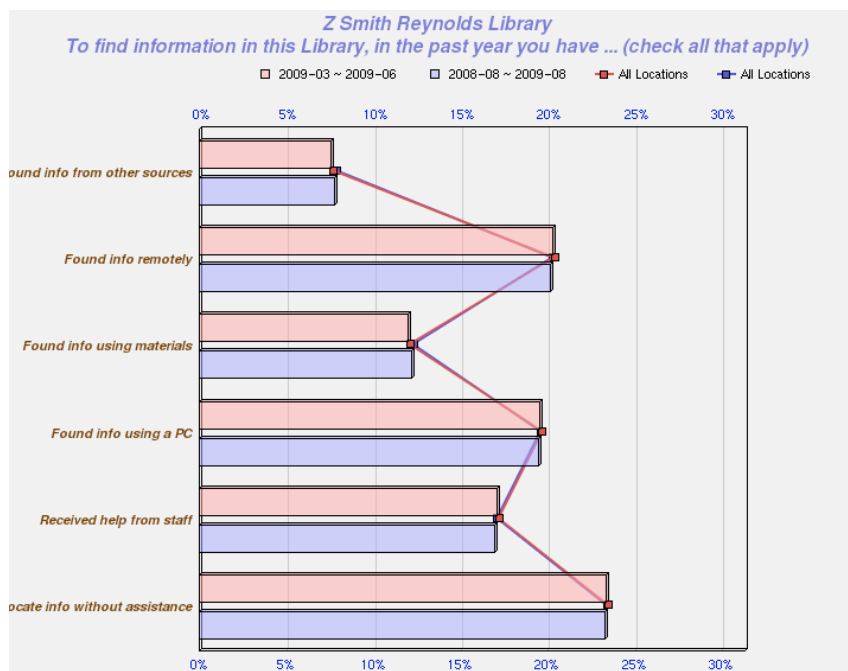
OVERALL IMPRESSIONS

The Z. Smith Reynolds Library is favorably viewed by its community.

Many questions in the Counting Opinions survey asked participants to rank their answer on a scale of 1-7. Understanding this scale will be helpful in knowing how to interpret the results. Most respondents ranked the library around 6 to 7. A rank of **7 means "strongly agree,"** and a rank of **6 means "agree."**

- I will reuse the services of this library: 6.28

- This library is very important to me: 6.16

- I will recommend the services of this library to others: 6.09

- The quality of library services is very high: 5.9

- I am very satisfied with the services of this library: 5.86

- The services of this library consistently meet or exceed my expectations: 5.68

IMPORTANCE OF THE LIBRARY

Overall it's Good!

–survey respond-ent
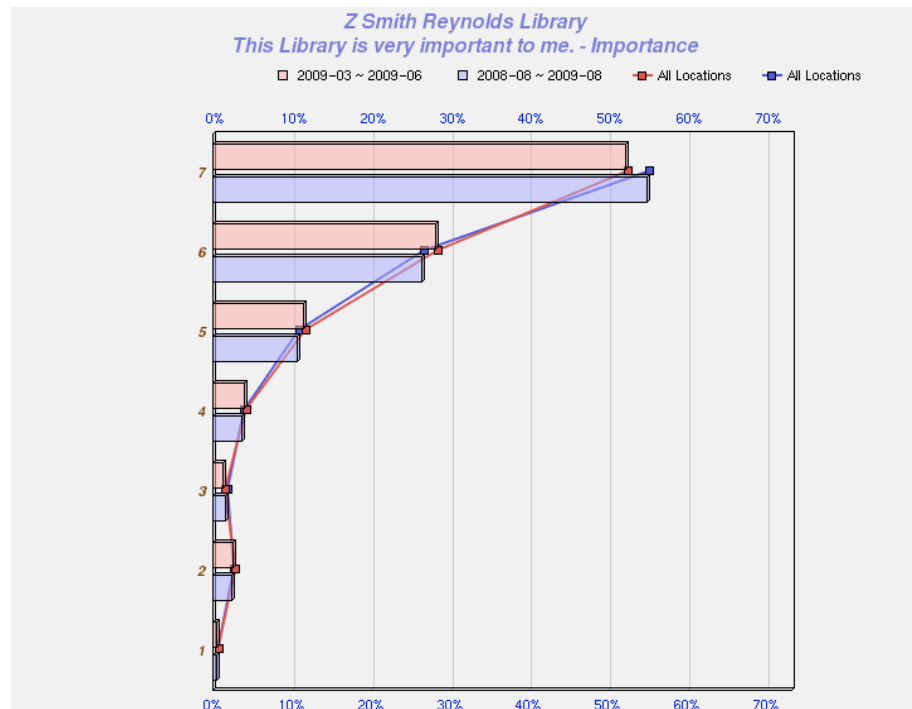
I am most satisfied with the library electronic resources because I can easily do much of my research away from the library and access full journal articles the vast majority of the time.

–survey respondent

Counting Opinions asked questions to gain understanding of how patrons perceive the service offered by the Z. Smith Reynolds Library. This section is an overview of all the service sections of the survey.

84% of survey respondents said that they used the library weekly or more, and **73%** said that they expected to continue to use the library "about the same" amount in the future.

When asked to select all that apply regarding the aspects of services that most impact their satisfaction, top answers included:
166 responses for accessible information
133 responses for range of services
129 responses for conducive environment
and **128** responses for convenient location.

Services, based on the organization of the survey tool, include:

- Loans & Information Desk

- Instructional Services

- Library Electronic Resources

- Online Catalog

- Collections

- Research and Information Desk

OVER 65% AGREE OR STRONGLY AGREE: THE SERVICES OF THE LIBRARY MEET OR EXCEED MY EXPECTATIONS
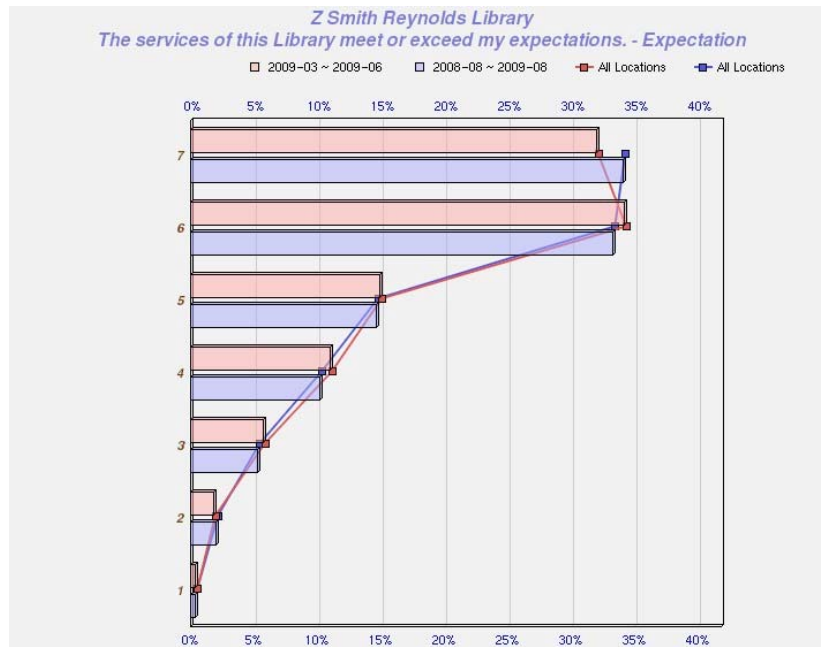
ACCESSIBLE INFORMATION IS MOST IMPORTANT, THOUGH OTHER FACTORS ARE CLOSELY TIED FOR SECOND PLACE

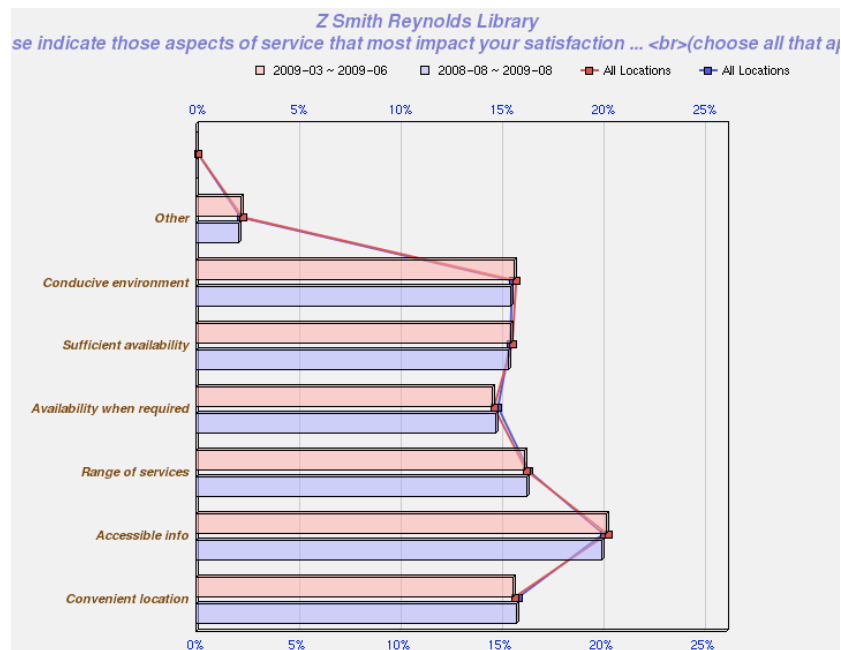# LOANS AND INFORMATION DESK

In the past year, most of our respondents have borrowed items and contacted a librarian in person.

When asked to check all the services that survey respondents used in the past year, most indicated they had borrowed materials, and **195** people have contacted a librarian in person.

The aspects of service that most impact our users' satisfaction include sufficient availability of information, but "accessible information" ranked highest with **166** responses.

Respondents were also asked to rate the importance of different desks and their satisfaction. This section relied on the 1-7 ranking system described on page 6. Though only a small number of respondents answered these sections (between 30-40 depending on question) their average responses follow:

Desk	Importance	Satisfaction
Circulation	5.9	5.93
Reference	5.72	5.82
ITC	4.85	4.96

RECOMMEND THE SERVICES OF THE LIBRARY

Thanks for helping me find books I didn't see.

–survey respondent
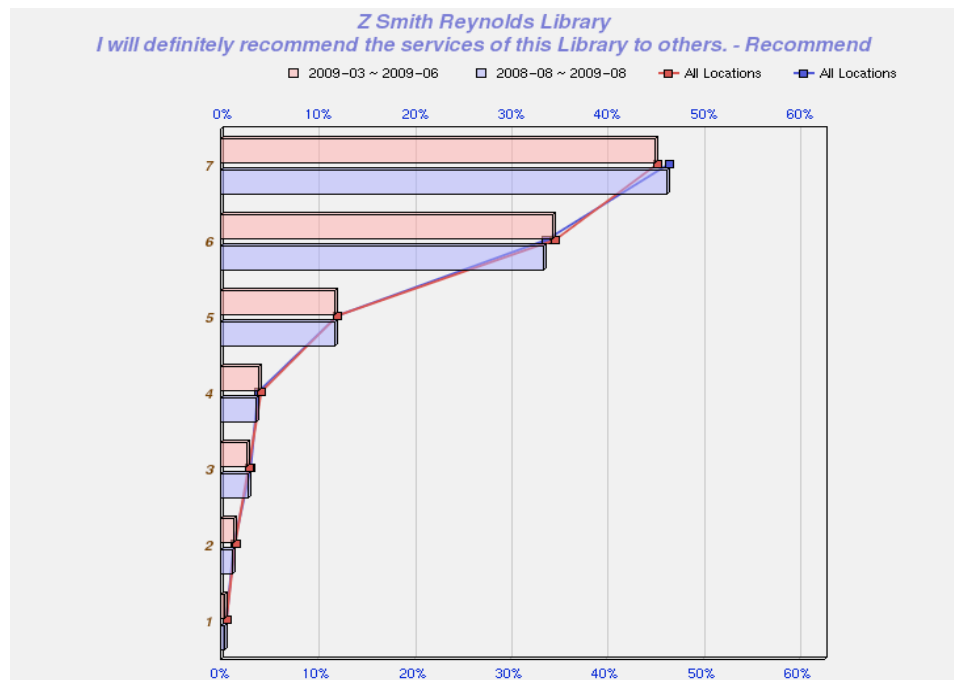
INSTRUCTIONAL SERVICES

It appears that Wake Forest University students do not define "instructional services" in the same terms that the survey creators and library staff do.

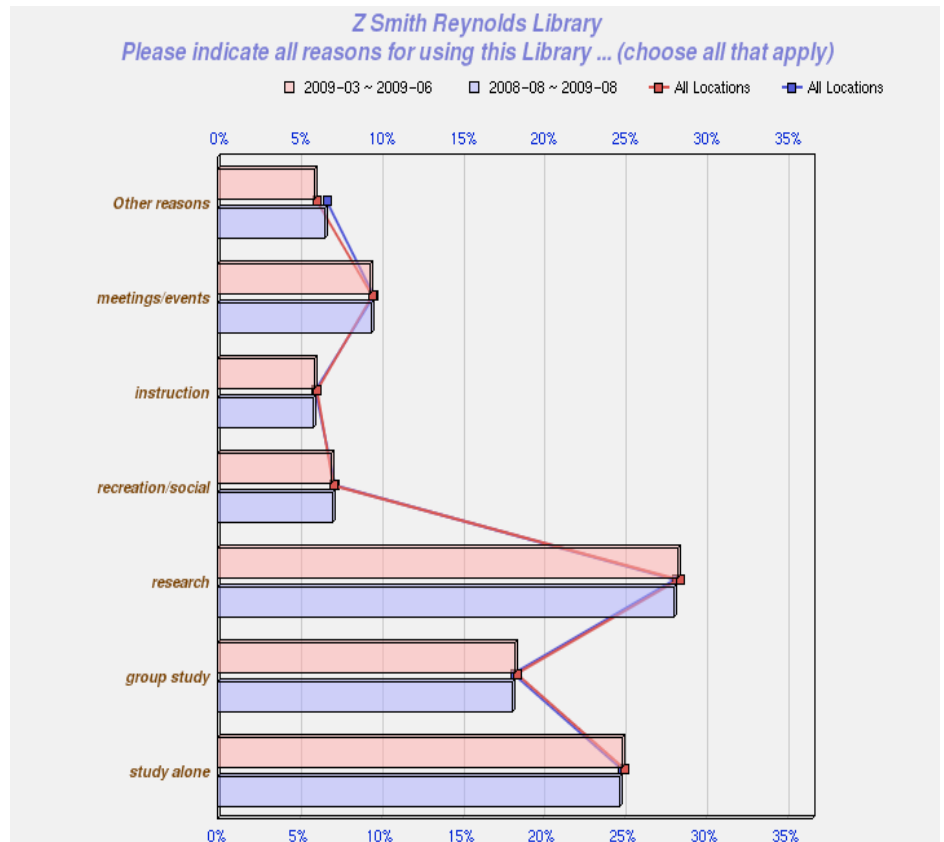In one question, only **one** respondent said they had used the Library to attend an instructor-led activity. In another, **94** respondents said they had attended instructional sessions. For those who self-identified as having had attended an instruction session, importance and satisfaction ranked similarly. On the scale of 1-7, instructional services were ranked **4.5** in importnace and **4.8** in satisfaction.

REASONS FOR USING THE LIBRARY

The library staff is always willing to help with research questions and is always developing new relevant programs.

–survey respondent

Z Smith Reynolds Library
Please indicate all reasons for using this Library ... (choose all that apply)
☐ 2009-03 ~ 2009-06 ☐ 2008-08 ~ 2009-08 ▪ All Locations ▪ All Locations

LIBRARY RESOURCES

*Most survey respondents use electronic resources and
have accessed library information remotely.*

In the past year, **most respondents** have located information without assistance. Following this, they have found information remotely and found information using a PC. In addition to this, **176** survey responses indicated that participants had accessed the Internet while in the Library.

With nearly a point difference on the 1-7 scale, users said that electronic resources had an importance of **6.62** but only ranked satisfaction at **5.78**.

Participants said that the general collections had an importance rating of **6.28** and a satisfaction rating of **5.6**.

SPECIFIC QUESTION BEING ANSWERED IN THE GRAPHIC
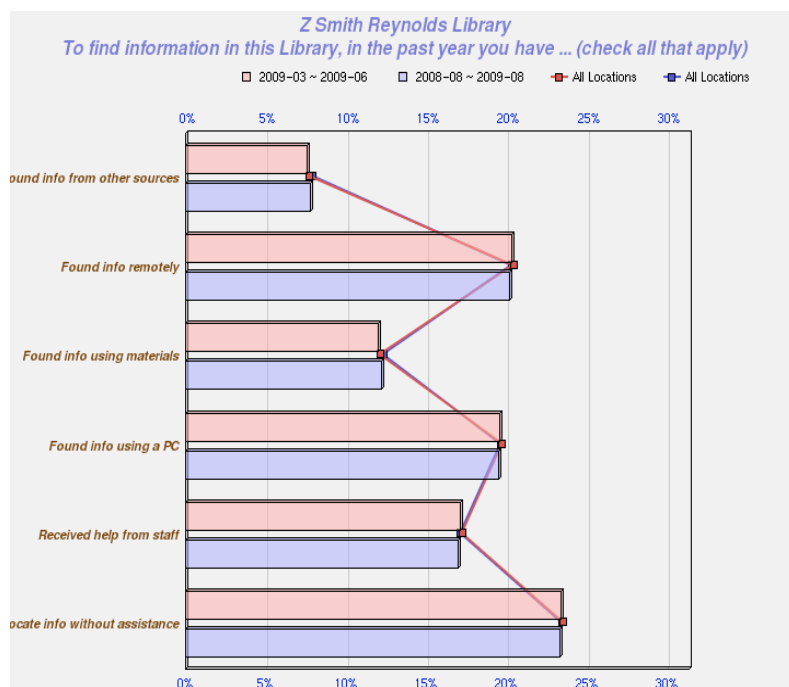
*I am most satisfied with the range of electronic databases available.
–survey respondent*

*I value the extensive collection of academic tools.
–survey respondent*

RESEARCH AND INFORMATION DESK

*Overwhelmingly, survey respondents said they had
contacted a reference librarian in person.*

Of all possible methods of contacting a librarian, **47%** respondents indicated a preference for face-to-face communication. It might also be useful to note that **14%** of respondents indicated that the availabilty of assistance when required most impacts their satisfaction.

On the 1-7 scale, survey respondents said the Reference Desk had an importance rating of **5.72**, and a satisfaction rating of **5.82**.

INDICATE ALL METHODS USED TO CONTACT A LIBRARIAN

*I value the knowledgeable and helpful librarians.
–survey respondent*
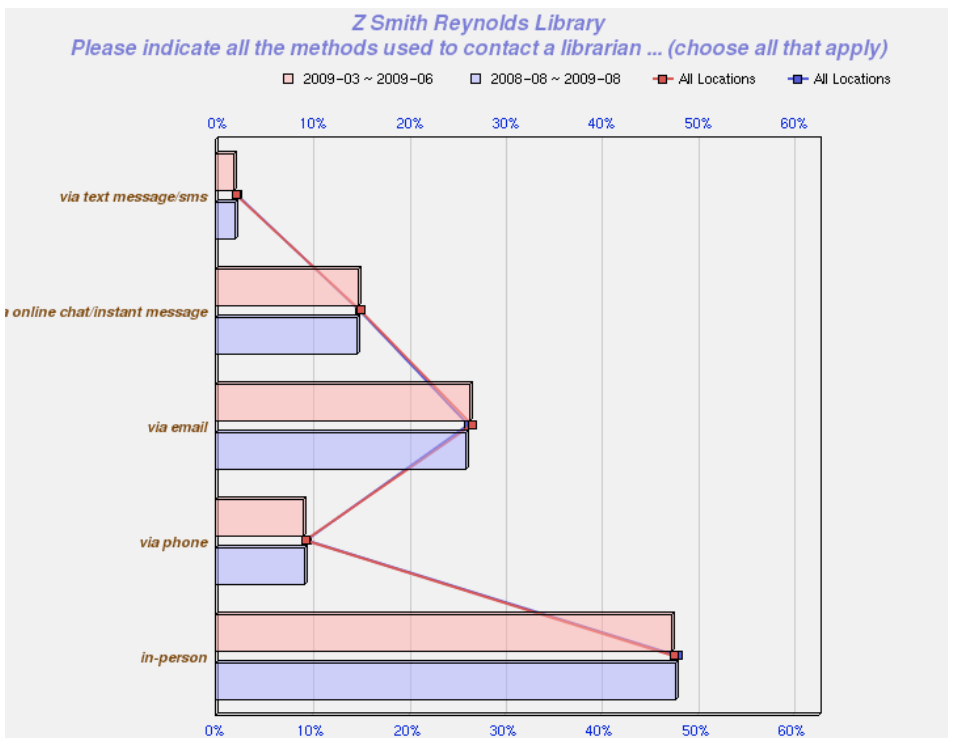
The staff have a friendly and professional attitude.

–survey respondent

I find all of the staff members to be helpful when I ask a question. They are friendly and courteous.

–survey respondent

Counting Opinions asked questions to gain understanding of how patrons percieve the staff of the Z. Smith Reynolds Library. This section is an overview of all the staff sections of the survey.

73% of survey respondents said that they have requested assistance of a library staff member, and **57%** said that they were met, greeted, or contacted by a library staff member when using the Z. Smith Reynolds Library.

Z Smith Reynolds Library
Did Library Staff meet, greet or initiate contact with you at any time?
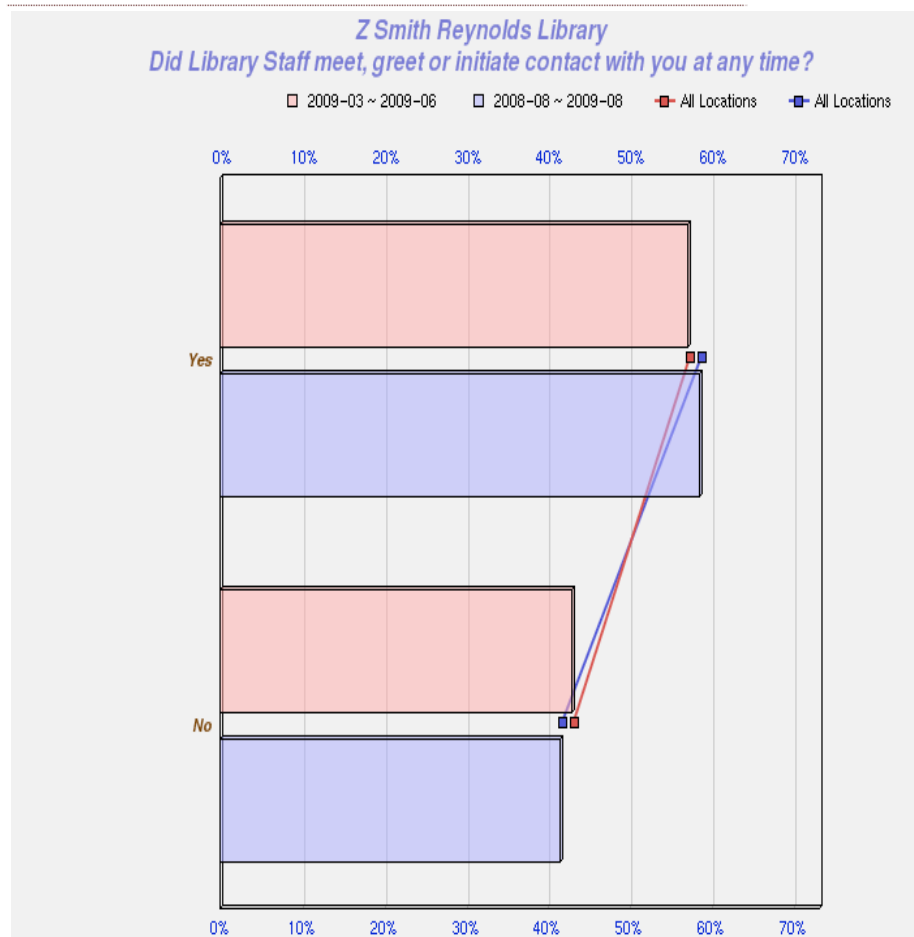
FACILITIES

I am least satisfied with the availability of places to work at a table with an outlet nearby.

–survey respondent

Counting Opinions asked questions to gain understanding of how patrons percieve the facilities of the Z. Smith Reynolds Library. This section is an overview of all the facilities sections of the survey.

Participants rated hours highest in both importance and satisfaction, with a score of **6.52** for importance and a **6.28** for hours. The largest discrepency between importance and satisfaction was in parking, which received a **5.02** importance rating and a **3.78** satisfaction rating.

Services, for the purposes of this report, include:

- Restrooms
- Parking
- Accessibliity
- Hours of access and operation
- Safety
- Library building
- Remote access facilities
- Seating/Workspace

RESTROOMS

*Survey respondents indicated an importance of **5.91** for library restrooms, and a satisfaction rating of **5.68**.*

I am least satisfied with the bathrooms...

they are disgusting.

–survey respondent

Restrooms are always clean!

–survey respondent

PARKING

*Survey respondents indicated an importance of **5.02** for parking, and a satisfaction rating of **3.78**. This topic had the highest discrepancy between importance and sastisfaction scores.*

I am least satisfied with the lack of parking…I know that's not the library's fault.

–survey respondent

I'd like 5-minute parking spaces in the front of the library.

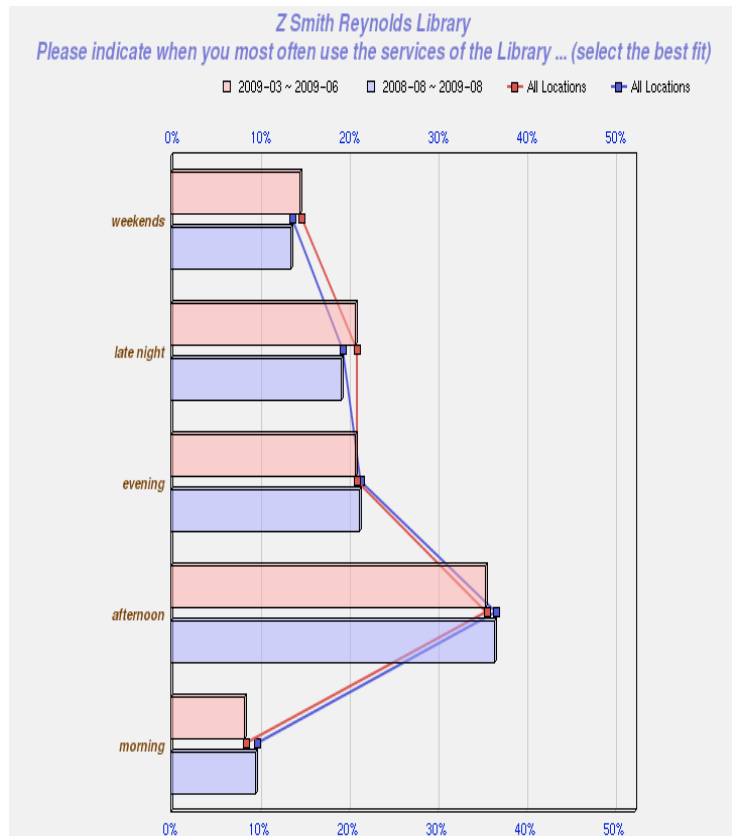*–survey respondent*

*Survey respondents indicated an importance of **6.52** for hours of access and operation, and a satisfaction rating of **6.28**.*

> *It's WONDERFUL that it's now open 24/7 5 days a week. Would be great if it never closed, honestly.*
>
> *–survey respondent*

Z Smith Reynolds Library
Please indicate when you most often use the services of the Library … (select the best fit)

SAFETY

- Survey respondents indicated an importance of **5.78** for facilities for personal safety, and a satisfaction rating of **5.2**.

- Survey respondents indicated an importance of **5.44** for "facilities for security of personal belongings," and a satisfaction rating of **4.78**.

- Survey respondents indicated an importance of **5.34** for "facilities for security of library materials and property," and a satisfaction rating of **5.3**.

I am most satisfied with Cindy, the evening security guard.

–survey respondent

*Investigate the lighting around the library. I **really** like bright lighting.*

–survey respondent

There is no where to park near the library.

–survey respondent

I don't know of any place to put my belongings safely when I need to walk away. –survey respondent

THE LIBRARY BUILDING

Most respondents indicated that they primarily use the Library on campus, to research or study alone.

79% of respondents use the Library primarily on campus, and **20%** primarily use it remotely. When prompted to indicate all the reasons for using the Library, **24%** of responses were to study alone, **18%** were to study as a group, and **9%** were to attend a meeting or event.

Many questions asked participants to indicate all the answers that apply for the past year. For the following, you will see both the total responses given for a specific question and the percentage of responses for a given topic.

Question	Percent Selected
Used the Library's facilities	10% (of 1873 total responses)
Used materials while in the Library	9% (of 1873 total responses)
Attended events, programs, or meetings	3% (of 1873 total responses)
Convenient location impacts perception of service	15% (of 821 total responses)
Conducive environment impacts perception of service	15% (of 821 total responses)
Library's signs, flyers, etc helped participent find info	12% (of 749 total responses)

Survey participants indicated an importance rating of **6.08** for the building, and a satisfaction rating of **6.1**.

There are a plethora of different places to work varying in noise level and set up. I like it because I can always find somewhere to work that suits the area I desire to focus in.

–survey respondent

REMOTE ACCESS

Survey respondents indicated satisfaction for remote access to the Library,
though they did not indicate a preference for virtual reference.

152 participants indicated that, in the past year, they have found information by acccessing the Library's online system from a location other than the Library.

Participants indicated an importance of **6.38** for accessing the Library from a remote location, and a **6.27** satisfaction score.

Another method of remotely accessing the Library is through virtual reference. Counting Opinions addressed this in two different ways. First, asking how users preferred to receive reference assistance, and then asking participants all the different ways they have used reference in the past year. Both of these answers are below:

Method of communication	Percentage of respondents that prefer this method	Total number of responses for having used this method in the past year
Email	18%	26% (of 411 total responses)
Chat	9%	14% (of 411 total responses)
Phone	3%	9% (of 411 total responses)
SMS/Text Messaging	0%	1% (of 411 total responses)

I like the wide range of services available and their excellent quality. It is very convenient to be all the way back in my dorm and still be able to access all of the information I need and even contact a librarian.

–survey respondent

SEATING/WORKSPACE

Most responded that they use the library to study alone and study as a group.

196 responded that they had used the Library's facilities in the past year. Further, when asked to list all the reasons for using the Library, there were **177** responses for studying alone, **130** responses for group study, **67** responses for meetings and events, and **50** responses for recreation and social reasons.

The Starbucks took lots of study space. My favorite study space in Government Documents was removed for very small inefficient tables. There are way too many chairs in the new study rooms that are not conducive for studying. Overall, there is never enough study space during the evenings.
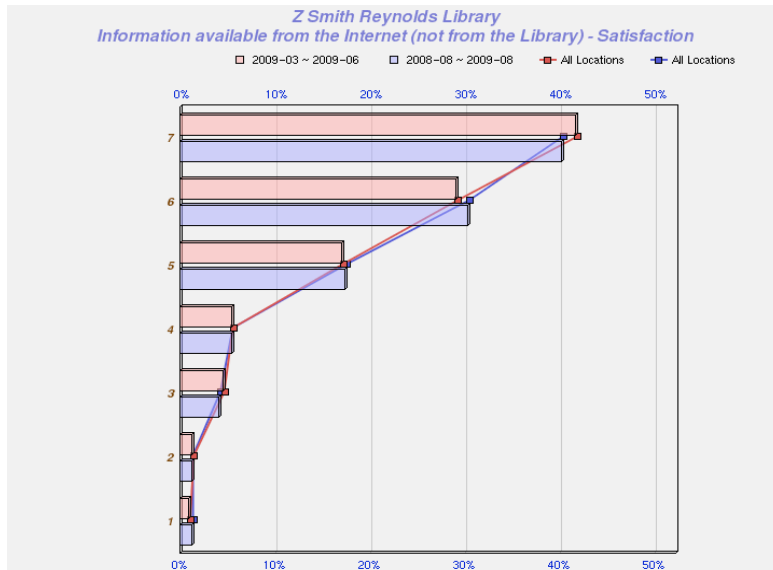
–survey respondent

Love the Starbucks!

–survey respondent

The entire Library should look like the Rare Books room and the 5th floor, not a trendy montage of strange furniture.

–survey respondent

Z Smith Reynolds Library
Information available from the Internet (not from the Library) - Satisfaction
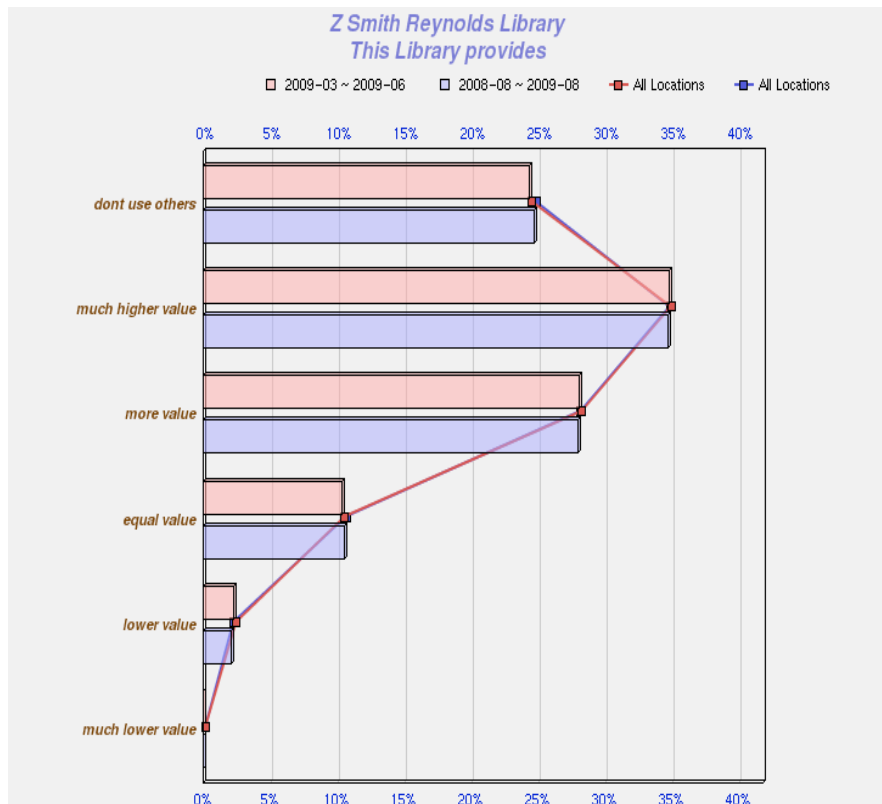
Counting Opinions asked questions to gain to compare how respondents felt about the library compared to the Internet. This section is an overview of all the Internet sections of the survey.

223 participants indicated that they had used information available from the Internet in the past year.

222 participants indicated that they had used the Library to find information in the past year. **34%** indicated that the Library provides "much higher value."

I'm dissatisfied with the collection quality and completeness in my field.

–survey respondent

Z Smith Reynolds Library
This Library provides

EQUIPMENT

Counting Opinions asked questions to gain understanding of how patrons perceive the equipment of the Z. Smith Reynolds Library. This section is an overview of all the equipment sections of the survey.

158 participants indicated that they had used the Library's equipment in the past year.

Equipment, for the purposes of this report, include:

- Computers

- Website, proxy servers

- Printers

- Copiers

- Multimedia lab

New printers always seem to be down!

–survey respondent

New printers have a lot of potential.

–survey respondent

COMPUTERS

Respondents rated library computer workstations as having an importance
*rating of **5.09** and a satisfaction rating of **5.56**.*

I am dissatisfied with the listening/viewing stations. It seems like everyone is watching you.

–survey respondent

I like the computers in the ITC.

–survey respondent

190 *indicated that they had accessed electronic databases in the past year.*

Easily navigated connections to "WFU full text options" help to get my hands on materials fast.

–survey respondent

Your website is hard to navigate making it almost impossible to access all available resources.

–survey respondent

POLICIES

Counting Opinions asked questions to gain understanding of how patrons percieve the policies of the Z. Smith Reynolds Library. This section is an overview of all the policies sections of the survey.

Policies, for the purposes of this report, include:

- Fines/Fees
- Holds/Renewals
- Enforcement
- Lending
- Off site
- Interlibrary Loan

I like that you have a policy for lending to spouses of faculty.

–survey respondent

I particularly like the ability to renew books online without bringing them back to the library.

–survey respondent

FINES/FEES

*Respondents indicated that fines and fees have an importance rating of **5.17** and a satisfaction rating of **5.63**.*

I am least satisfied with late fees on DVDs. –survey respondent

I like the overdue fines on DVDs. The DVDs are more likely to be in stock. –survey respondent

HOLDS/RENEWALS/BORROWING

	Importance	Satisfaction
Borrowing/Returning	6.2	6.32
Holds/Renewals	5.95	5.57

I would like to be able to renew film materials online. –survey respondent

LENDING/ILL

A majority of respondents indicated that they had borrowed items in the past year.

	Importance	Satisfaction
Lending Policies	6.54	6.33
ILL Policies	5.88	5.39

I most like the reserve system, 1 year faculty loan, and ILL.
–survey respondent

I don't understand ILL . The website is not very helpful.
–survey respondent

OFF SITE

*Respondents indicated an importance rating of **4.77** for access to restricted or limited-use facilities, equipment, information or other services, and a satisfaction rating of **4.97**.*

I don't like the movement of journals to an off site location. –survey respondent

APPENDICES

See attached files:

- Counting Opinions Comments (multiple pages included in this spreadsheet)

- Counting Opinions Statistical Results

- Counting Opinions Graphs