LibQual+ Survey 2014
ZSR Results Summary
Background

• What is LibQual+
• Why do we use it?
• Past History (‘02, ‘04, ’06, ‘12)
• This Instance
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
• 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
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
Who Responded?

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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>IC-1: Making electronic resources accessible from my home or office</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-2: A library Web site enabling me to locate information on my own</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-3: The printed library materials I need for my work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-4: The electronic information resources I need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-5: Modern equipment that lets me easily access needed information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-6: Easy-to-use access tools that allow me to find things on my own</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-7: Making information easily accessible for independent use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IC-8: Print and/or electronic journal collections I require for my work</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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)
Overall Results N=375

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
Affect of Service

<table>
<thead>
<tr>
<th>AS-1: Employees who instill confidence in users</th>
<th>AS-2: Giving users individual attention</th>
<th>AS-3: Employees who are consistently courteous</th>
<th>AS-4: Readiness to respond to users’ questions</th>
<th>AS-5: Employees who have the knowledge to answer user questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Bar Graph" /></td>
<td><img src="image2" alt="Bar Graph" /></td>
<td><img src="image3" alt="Bar Graph" /></td>
<td><img src="image4" alt="Bar Graph" /></td>
<td><img src="image5" alt="Bar Graph" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AS-6: Employees who deal with users in a caring fashion</th>
<th>AS-7: Employees who understand the needs of their users</th>
<th>AS-8: Willingness to help users</th>
<th>AS-9: Dependability in handling users’ service problems</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image6" alt="Bar Graph" /></td>
<td><img src="image7" alt="Bar Graph" /></td>
<td><img src="image8" alt="Bar Graph" /></td>
<td><img src="image9" alt="Bar Graph" /></td>
</tr>
</tbody>
</table>

Undergrad Results: N=119
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**

**AS-1:** Employees who instill confidence in users

**AS-2:** Giving users individual attention (range was 4.00 to 4.00; perception of library performance was 4.00; N was 2. See note below)

**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 (range was 4.00 to 5.00; perceived was 6.5; N was 2. See note)

**AS-9:** Dependability in handling users’ service problems
Graduate Students: N=91

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

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
Faculty Results: N=70

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**: 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

<table>
<thead>
<tr>
<th>AS-1: Employees who instill confidence in users</th>
<th>AS-2: Giving users individual attention</th>
<th>AS-3: Employees who are consistently courteous</th>
<th>AS-4: Readiness to respond to users’ questions</th>
<th>AS-5: Employees who have the knowledge to answer user questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Graph" /></td>
<td><img src="image2" alt="Graph" /></td>
<td><img src="image3" alt="Graph" /></td>
<td><img src="image4" alt="Graph" /></td>
<td><img src="image5" alt="Graph" /></td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AS-6: Employees who deal with users in a caring fashion</th>
<th>AS-7: Employees who understand the needs of their users</th>
<th>AS-8: Willingness to help users</th>
<th>AS-9: Dependability in handling users’ service problems</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image6" alt="Graph" /></td>
<td><img src="image7" alt="Graph" /></td>
<td><img src="image8" alt="Graph" /></td>
<td><img src="image9" alt="Graph" /></td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>
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
Where We Could Improve
No where. They love us!
Library Staff N=33

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).
• 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
Questions?