LibQUAL+ Spring 2014

Jan Lewis, Interim Dean
Joyner Library
East Carolina University
• We administered LibQUAL+ Lite in Fall 2011 and Spring 2014 and LibQUAL+ in 2003, 2007 & 2009
• LibQUAL+: 22 core, 5 local, 5 info literacy, and 3 general satisfaction items, plus demographic
• LibQUAL+ Lite: all respond to one linking item from each subscale (Place, Service, Info Control) plus 5 of remaining 19 core items, 1 local, 2 info lit, 2 general satisfaction, plus demographic
• Both use 9 point scales for Minimum, Perceived & Desired levels of service
1,248 responses in 2014

• Undergraduate students:
  – Completed 1,026 surveys (82.2% of all surveys)

• Graduate students:
  – Completed 222 surveys (17.8% of all surveys)

• 8% percent response rate
Survey Responses by User Group

- First year: 7.77%
- Second year: 17.31%
- Third year: 22.28%
- Fourth year: 21.96%
- Fifth year + above: 15.06%
- Non-degree undergraduate: 12.50%
- Masters: 2.24%
- Non-degree graduate: 0.48%
- Doctoral: 0.40%
How Often Do You Use Resources on Library Premises?

- **Graduate**
  - Daily: [ ]
  - Weekly: [ ]
  - Monthly: [ ]
  - Quarterly: [ ]
  - Never: [ ]

- **Undergraduate**
  - Daily: [ ]
  - Weekly: [ ]
  - Monthly: [ ]
  - Quarterly: [ ]
  - Never: [ ]

Choose the percentage scale below to indicate how often you use resources on library premises.
How Often Do You Access Library Resources through a Library Web Page?

Graduate
- 33.78% Daily
- 48.2% Weekly
- 12.61% Monthly
- 10.04% Quarterly
- 0% Never

Undergraduate
- 40.45% Daily
- 32.16% Weekly
- 12.61% Monthly
- 10.04% Quarterly
- 0% Never
General Satisfaction Levels - Undergraduate

I am satisfied with the way I am treated at the library
I am satisfied with library support for my learning, research, and/or teaching needs
How would you rate the overall quality of service provided by the library?
General Satisfaction Levels - Graduate

- I am satisfied with the way I am treated at the library
- I am satisfied with library support for my learning, research, and/or teaching needs
- How would you rate the overall quality of service provided by the library?
What is Most Important to Undergraduate Students?

- Adequate hours of service: 8.22
- Quiet space for individual activities: 8.19
- Modern equipment that lets me easily access needed information: 8.03
- A comfortable and inviting location: 8.02
- Providing help when and where I need it: 7.99
- Library space that inspires study and learning: 7.98
Affect of Service: Undergraduate

- Instill confidence
- Give users individual attention
- Consistently courteous
- Readiness to respond to user questions
- Have the knowledge to answer user questions
- Deal with users in a caring fashion
- Understand users' needs
- Willingness to help
- Dependability in handling problems
- Making me aware of library resources & services
- Providing help when and where I need it

- Minimum
- Desired
- Perceived
Library as Place Scores: Undergraduate

- Modern equipment that lets me easily access needed information
- Adequate hours of service
- Library space inspires study & teaching
- Quiet space for individual activities
- Comfortable & inviting location
- Gateway for study, learning or research
- Community space for group learning & group study
- Visually appealing facilities
Information Control: Undergraduate

Making ERs accessible from home/office

Library Web site enabling me to locate info on my own

Printed library materials I need

Electronic info resources I need

Easy-to-use access tools

Making info easily accessible for independent use

Print and/or electronic journal collections

Helpful online guides & tutorials

(minimum) (desired) (perceived)
Largest Superiority Gaps: Undergraduate Students

- Quiet space for individual activities: -1.4
- Library space that inspires study & learning: -1.2
- Community space for group learning & study: -1.0
- Gateway for study, learning, or research: -0.8
- Easy-to-use access tools that allow me to find things on my own: -0.6

Superiority Mean:
- Quiet space for individual activities: -1.21
- Library space that inspires study & learning: -1.14
- Community space for group learning & study: -0.94
- Gateway for study, learning, or research: -0.71
- Easy-to-use access tools that allow me to find things on my own: -0.54
What is Most Important to Graduate Students?

• A library Web site enabling me to locate information on my own: 8.58
• Making electronic resources accessible from my home or office: 8.57
• Modern equipment that lets me easily access needed information: 8.44
• Employees who have the knowledge to answer user questions: 8.43
• Print or electronic journal collections I require for my work: 8.38
Service Scores: Graduate Students

Instill confidence
Give users individual attention
Consistently courteous
Readiness to respond to user questions
Have the knowledge to answer user questions
Deal with users in a caring fashion
Understand users' needs
Willingness to help
Dependability in handling problems
Making me aware of library resources & services
Providing help when and where I need it
Library as Place Scores: Graduate

Modern equipment that lets me easily access needed information
Adequate hours of service
Library space inspires study & teaching
Quiet space for individual activities
Comfortable & inviting location
Gateway for study, learning or research
Community space for group learning & group study
Visually appealing facilities

Minimum
Desired
Perceived
Information Control Scores: Graduate

- **Making ERs accessible from home/office:**
  - Minimum: 8.5
  - Desired: 8.5
  - Perceived: 8.5

- **Library Web site enabling me to locate info on my own:**
  - Minimum: 7.0
  - Desired: 8.0
  - Perceived: 7.0

- **Printed library materials I need:**
  - Minimum: 8.5
  - Desired: 8.5
  - Perceived: 8.5

- **Electronic info resources I need:**
  - Minimum: 7.0
  - Desired: 8.0
  - Perceived: 7.0

- **Easy-to-use access tools:**
  - Minimum: 6.0
  - Desired: 7.0
  - Perceived: 6.0

- **Making info easily accessible for independent use:**
  - Minimum: 6.0
  - Desired: 7.0
  - Perceived: 6.0

- **Print and/or electronic journal collections:**
  - Minimum: 6.0
  - Desired: 7.0
  - Perceived: 6.0

- **Helpful online guides & tutorials:**
  - Minimum: 6.0
  - Desired: 7.0
  - Perceived: 6.0
### Largest Superiority Gaps: Graduate Students

<table>
<thead>
<tr>
<th>Feature</th>
<th>Superiority Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print and/or electronic journal collections</td>
<td>-0.84</td>
</tr>
<tr>
<td>Modern equipment that lets me easily access needed information</td>
<td>-0.75</td>
</tr>
<tr>
<td>Library space that inspires study and learning</td>
<td>-0.72</td>
</tr>
<tr>
<td>Library Web site enabling me to locate info on my own</td>
<td>-0.68</td>
</tr>
<tr>
<td>Easy-to-use access tools that allow me to find things on my own</td>
<td>-0.67</td>
</tr>
</tbody>
</table>
Comparison of Superiority Gaps by User Group in 2011 & 2014

-1 -0.9 -0.8 -0.7 -0.6 -0.5 -0.4 -0.3 -0.2 -0.1 0

Affect of Service  Information Control  Library as Place  Overall

Undergrad 2014  Undergrad 2011  Graduate 2014  Graduate 2011
Adequacy Gaps

2011:
- 2 adequacy gaps for graduate students
  - Hours
  - Online help using ERs
- 0 adequacy gaps for undergraduate students
- 0 overall

2014:
- 0 adequacy gaps for graduate students
- 0 for undergraduate students
- 0 overall
### Information Literacy Outcomes

- **Library enables me to be more efficient in my academic pursuits**
- **Library provides me with the information skills I need**
- **Library aids my advancement in my discipline**
- **Library helps me distinguish between trustworthy and untrustworthy information**
- **Library helps me stay abreast of developments in my field**

Bar graph showing the outcomes for Undergrad and Graduate students from 2007 to 2014.
LibQUAL+ Comments
Comments

554 comments

- 478 Joyner, 13 Music, 52 Online, 6 Laupus
- 442 undergraduates, 112 graduate students
Comments

• 339 Place
  – Love 24/5 hours, whiteboards, monitors, study spaces
  – Noise, parking, cleanliness, need more space & laptops, better reservation system, faster computers, more Macs

• 145 Service
  – Lots of compliments for staff, departments & services
  – Reminder of the need for consistent, high quality & knowledgeable service

• 69 Information Control
  – Compliments and requests for more electronic resources & other materials as well as web site & searching enhancements
Next Steps

• Division & department-level analysis of results
• Inclusion of LibQUAL- inspired items in department and committee goals
• Assessment of space, staffing & collection needs
• Sharing results
• Telling the story