2016 LibQUAL+ Results

J.Y. Joyner Library
We administered LibQUAL+ Lite in Fall 2011, Spring 2014, and Spring 2016. We administered LibQUAL+ in 2003, 2007 & 2009.

LibQUAL+: 22 core, 5 local, 5 info literacy, and 3 general satisfaction items, plus demographic info.

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.
1,308 responses in 2016

• Undergraduate students completed 1,041 surveys (80% of all surveys)
• Graduate students completed 267 surveys (20% of all surveys)
• 5% response rate
• 73% female
• 90% full-time students
• 70% between ages of 18 & 22
• In 2014, there were 1,248 responses
The Library You Use Most Often

- Joyner: 84%
- Music: 1.5%
- Online Use of ECU Library resources: 11%
- Laupus Library: 3%
- Other: 0.5%
How Often Do You Use Resources on Library Premises?

- Daily
- Weekly
- Monthly
- Quarterly
- Never

[Bar chart showing frequency of library resource use by Undergraduate and Graduate students.]
Undergraduate Use of Resources on Library Premises

- **Daily**: Not used
- **Weekly**: 63% of surveyed students
- **Monthly**: 33% of surveyed students
- **Quarterly**: 4% of surveyed students
- **Never**: 0% of surveyed students

**Note**: Daily or weekly use by more than 63% of undergraduate students surveyed.
How Often Do You Access Library Resources through a Library Web Page?

- Daily
- Weekly
- Monthly
- Quarterly
- Never
77% of Graduate Students access library resources through a library Web page at least weekly.
General Satisfaction Comparisons

Graduate student satisfaction levels are higher than undergrad for all 3 items. Onsite users have higher satisfaction levels than online users.

- I am satisfied with the way I am treated at the library
- I am satisfied with library support for my learning, research &/or teaching needs
- How would you rate the overall quality of service provided by the library?
What is most important (highest “Desired” mean) for Undergraduate Students?

1. Quiet space for individual activities 8.15
2. Employees who are consistently courteous 8.09
3. Modern equipment to easily access needed info 8.08
4. A comfortable & inviting location 8.01
5. Community space for group learning/study 7.99
6. Enabling me to find information myself 24 hr/day 7.96

Red = rated more important in 2016 than in 2014
SERVICE SCORES: UNDERGRADUATES

Minimum - Perceived - Desired

Most room to improve

Highest Desired Mean

Instill Confidence
Give Individual Attention
Consistently Courteous
Ready to Respond to Questions
Have Knowledge to Answer
Deal in Caring Fashion
Understand Users' Needs
Willingness to Help Users
Dependability in Handling Problems
Ask-a-Librarian - When & Where Needed
We have done a lot since 2014 to improve and expand quiet and inspiring spaces, but students want more. Adding quiet seating and enforcing noise restrictions continue to be priorities.
Information Control: Undergraduate

- Making electronic resources accessible from home
- 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 allowing me to find things on my own
- Making info easily accessible for independent use
- Print & electronic journal collections
- Helpful online guides & tutorials
- Single search box that lets me access needed info
- Collections of online fulltext articles sufficient to meet my needs
- Enabling me to find info myself 24 hr/day

Minimum
Perceived
Desired

Largest gap
Largest Superiority Gaps: Undergraduate Students

- Quiet space for individual activities: -1.16
- Library space that inspires study & learning: -1.14
- Community space for group learning & study: -0.98
- Gateway for study, learning or research: -0.61
- Collections of online fulltext articles sufficient to meet my needs: -0.54
What is most important to Graduate Students?

1. Library Web site enabling me to locate info on my own 8.56
2. Making electronic resources accessible from home 8.51
3. Collections of online full-text articles 8.48
4. Employees with knowledge to answer user questions 8.44
5. Enabling me to find info myself 24 hours a day 8.41
6. Willingness to help users 8.33

Red = overlap with importance to undergraduate students.
Consider the marketing implications of lack of overlap between these two audiences.
SERVICE SCORES: GRADUATE STUDENTS

Minimum - Orange Line
Perceived - Red Line
Desired - Gray Line

- Instill Confidence
- Give Individual Attention
- Consistently Courteous
- Ready to Respond to Questions
- Have Knowledge to Answer
- Deal in Caring Fashion
- Understand Users' Needs
- Willingness to Help Users
- Dependability in Handling Problems
- Ask a Librarian - When & Where Needed
LIBRARY AS PLACE: GRADUATE STUDENTS

Minimum | Perceived | Desired

Largest superiority gap

No superiority gap for group space for graduate students, but large gap for undergrad
INFORMATION CONTROL SCORES: GRADUATE

Largest Superiority gap; also the only Adequacy gap overall for either undergrad or graduate students.
Quiet space for individual activities
Collections of online fulltext articles sufficient to meet my needs
Helpful online guides & tutorials
Making electronic resources accessible from home
Web site enabling me to locate info on my own

| Superiority Gaps | -1.16 | -1.14 | -1 | -0.95 | -0.9 |
Comparison of Superiority Gaps by User Group in 2014 & 2016

Undergraduate 2016
Undergraduate 2014
Graduate 2016
Graduate 2014

- Affect of Service
- Information Control
- Library as Place
- Overall
Adequacy Gaps for Students Who Chose “Online Use of ECU Library Resources” as Library Most Often Used

• Collections of online full-text articles sufficient to meet my needs
  • --0.38 gap for graduate and undergraduate students combined (32 responses)
  • -0.76 gap for graduate students (17 responses)

• Employees who instill confidence in users
  • -0.36 gap for graduate students (11 responses)

• Easy-to-use access tools that enable me to find things on my own
  • -0.47 gap for undergraduate students (17 responses)

• A gateway for study, learning, or research
  • -0.08 gap for undergraduate students (13 responses)

• Employees who are consistently courteous
  • -0.07 gap for undergraduate students (15 responses)
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.

2016 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

- All Undergraduate
- All Graduate
- Use Joyner primarily
- Use online resources primarily
Most Important by “Library Most Used”

Joyner - 2016
• Quiet space for individual activities
• Consistently courteous employees
• Modern equipment that lets me easily access needed info
• Collections of online FT articles sufficient to meet my needs
• Comfortable & inviting location

Online - 2016
• Library Web site enabling me to find info on my own
• Helpful online guides & tutorials
• Collections of online full-text articles sufficient to meet my needs
• Modern equipment
• Willingness to help users
### 2016 Superiority Gaps: Online Users

<table>
<thead>
<tr>
<th>Quiet space for individual activities</th>
<th>Collections of online full-text articles sufficient to meet my needs</th>
<th>Helpful online guides and tutorials</th>
<th>Easy-to-use access tools that allow me to find things on my own</th>
<th>Library space that inspires study &amp; learning</th>
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<td>-1.17</td>
<td>-1.13</td>
<td>-1.05</td>
<td>-0.91</td>
</tr>
</tbody>
</table>
Word Cloud of comments by students selecting “ECU Library Online Resources” as library used most often
Word Cloud of comments by students selecting “ECU Library Online Resources” as library used most often

library

study

Joyner

books

students

room

get

available

resources

areas

studies

computers

group

first

times

people

great

much

nice

well

table

place

help

time

work

service

think

really

always

find

helpful

done

know

parking

love

rooms

get

one

quiet

need

better

often

go

Ecu

needs
Survey Comments

Ask-A-Librarian service is an A+ service and one of the most useful services provided.

I have found staff to be friendly and helpful. I have enjoyed using the study rooms for group work. The printing system is great, too. I often use the online databases for my research and papers.

I absolutely positively love #ClubJoyner! Thank you for all that is done so that we, Pirates, can succeed.

I enjoy the library, I never knew how much it had to offer until a "Meeting with a Librarian" session.
Questions or Comments?

Please contact
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