

LibQUAL+ Spring 2014

Jan Lewis, Interim Dean

Joyner Library

East Carolina University

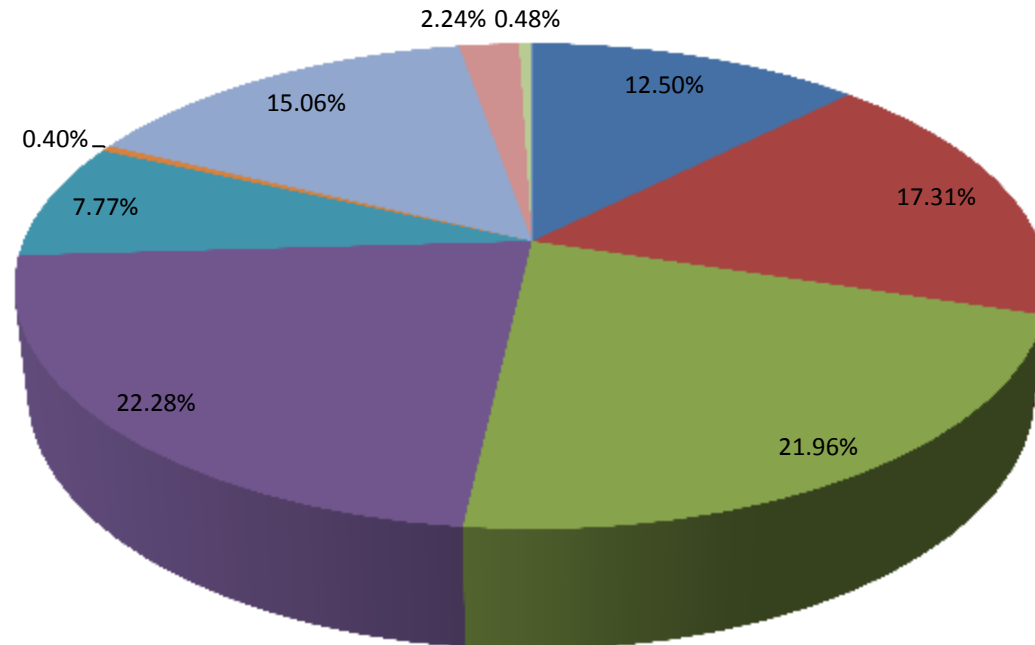
LibQUAL+© & LibQUAL+ Lite©

- 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

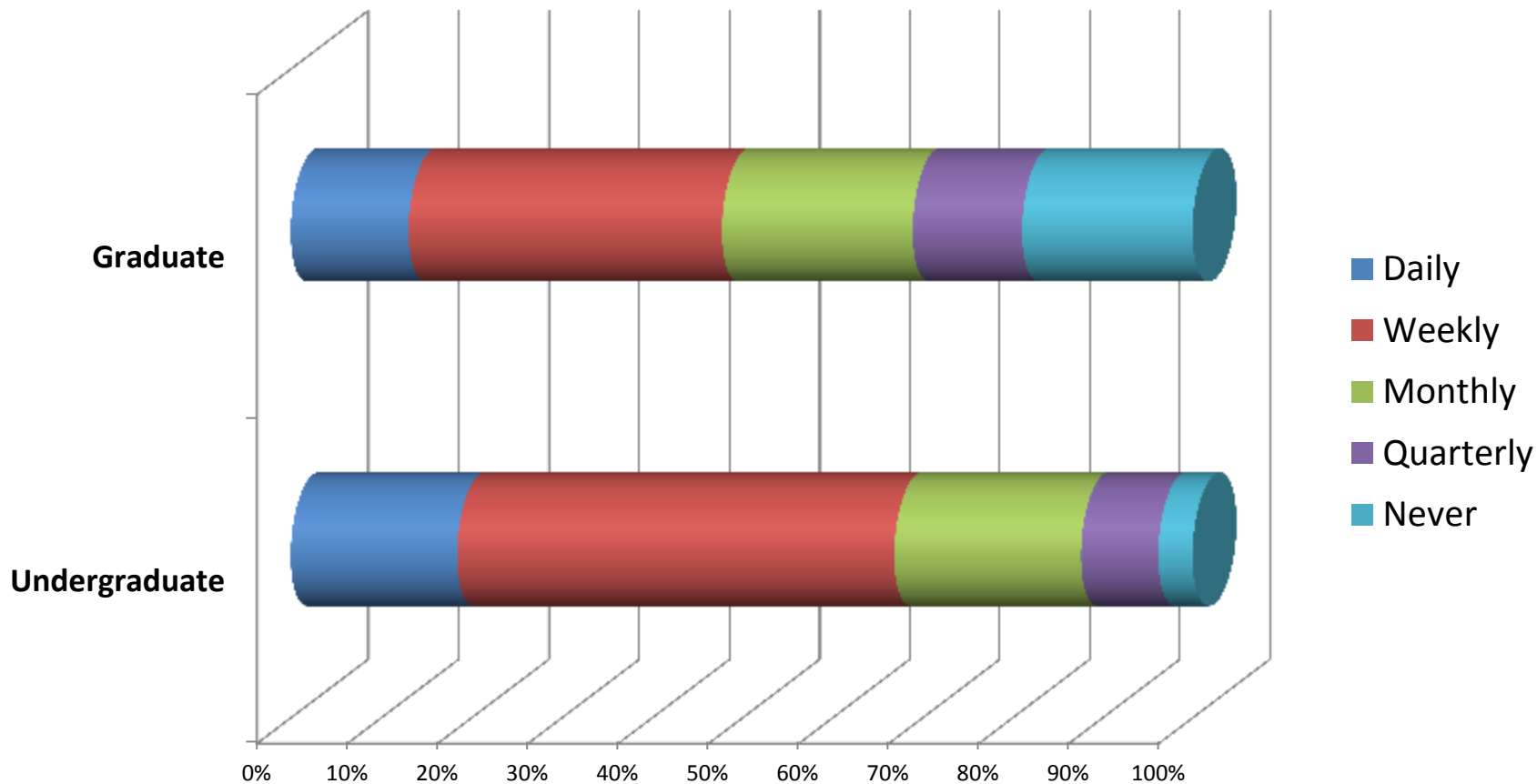
- Undergraduate students:
 - Completed 1,026 surveys (82.2% of all surveys)
- Graduate students:
 - Completed 222 surveys (17.8% of all surveys)
- 8% percent response rate

Survey Responses by User Group

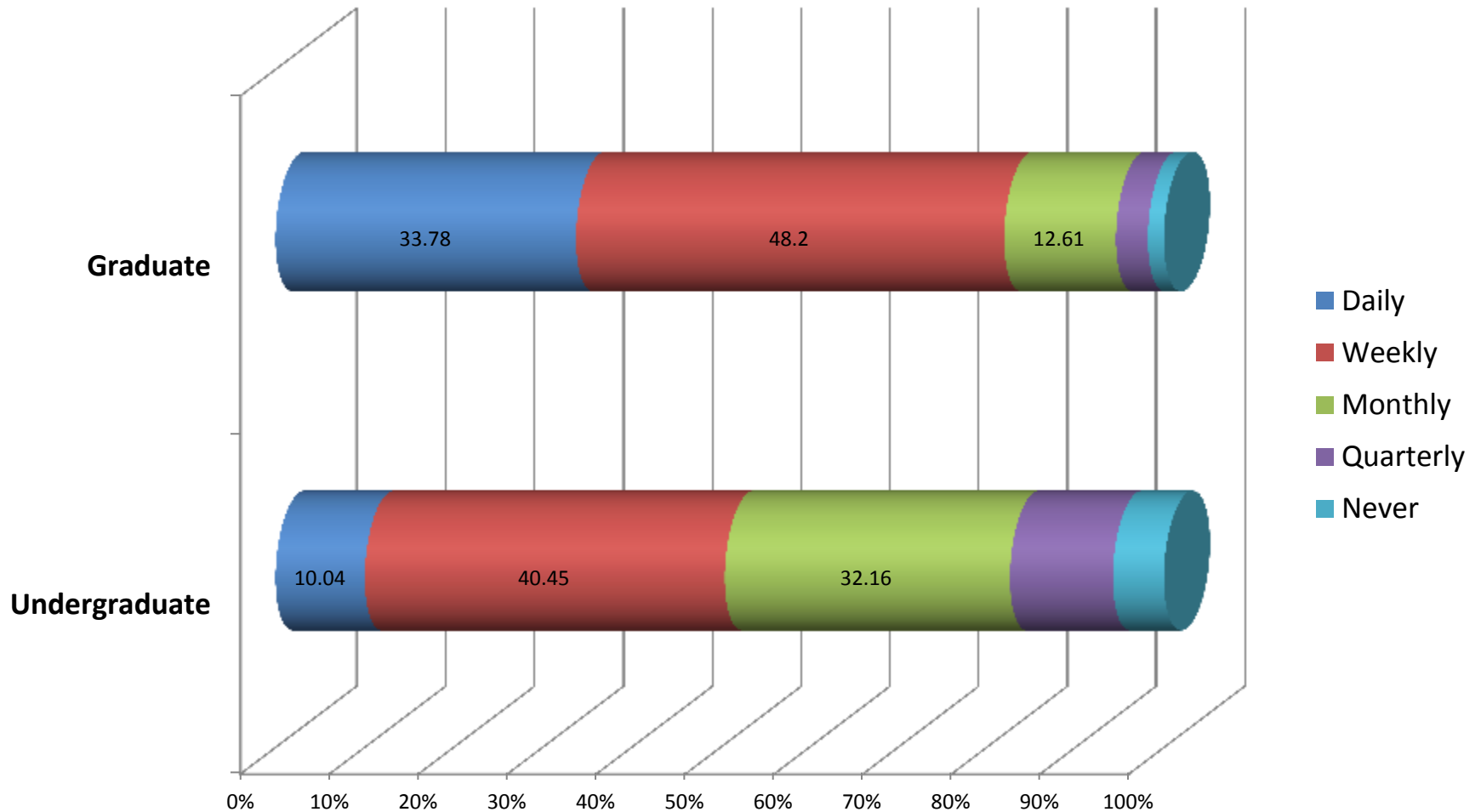


- First year
- Second year
- Third year
- Fourth year
- Fifth year + above
- Non-degree undergraduate
- Masters
- Doctoral
- Non-degree graduate

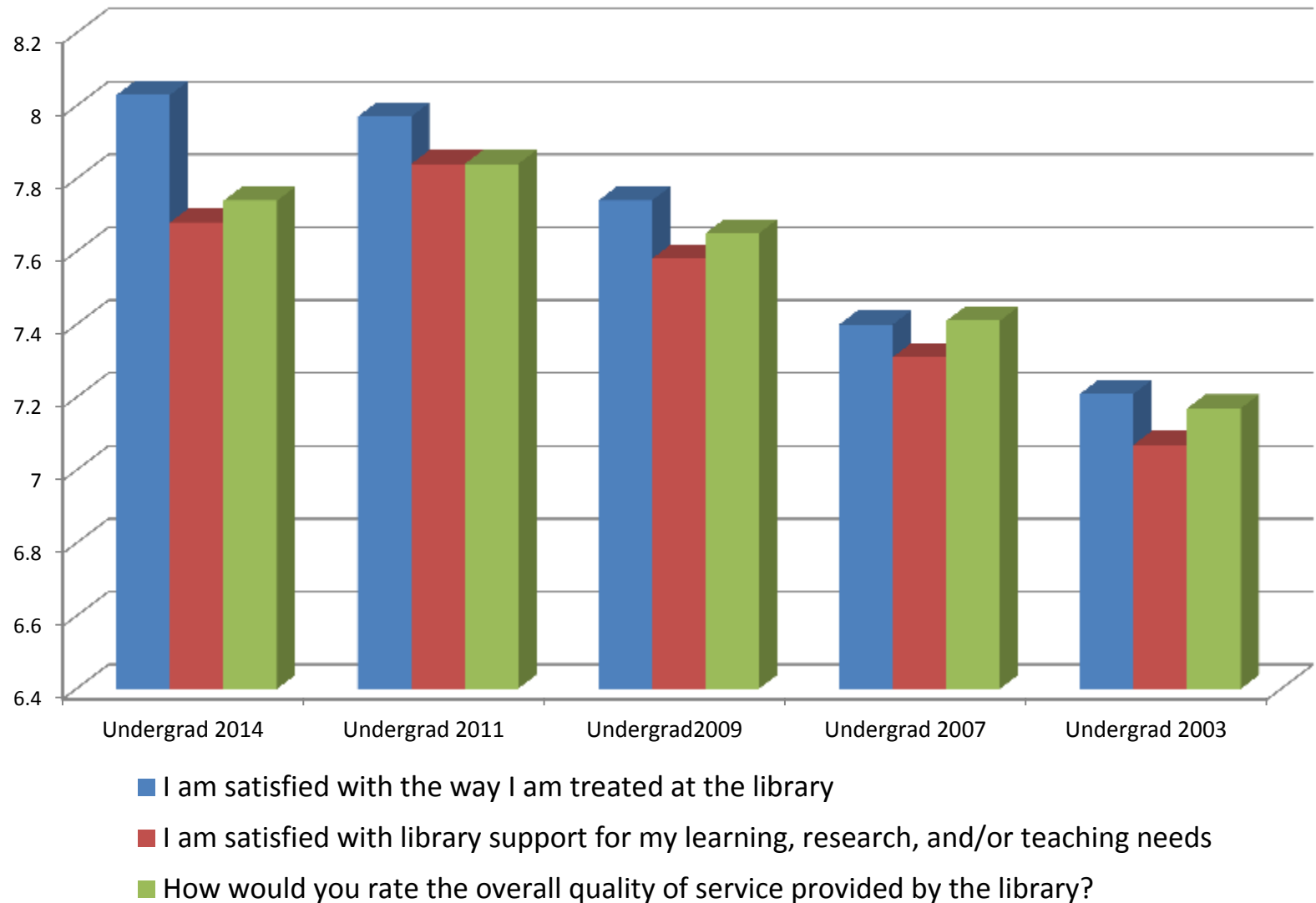
How Often Do You Use Resources on Library Premises?



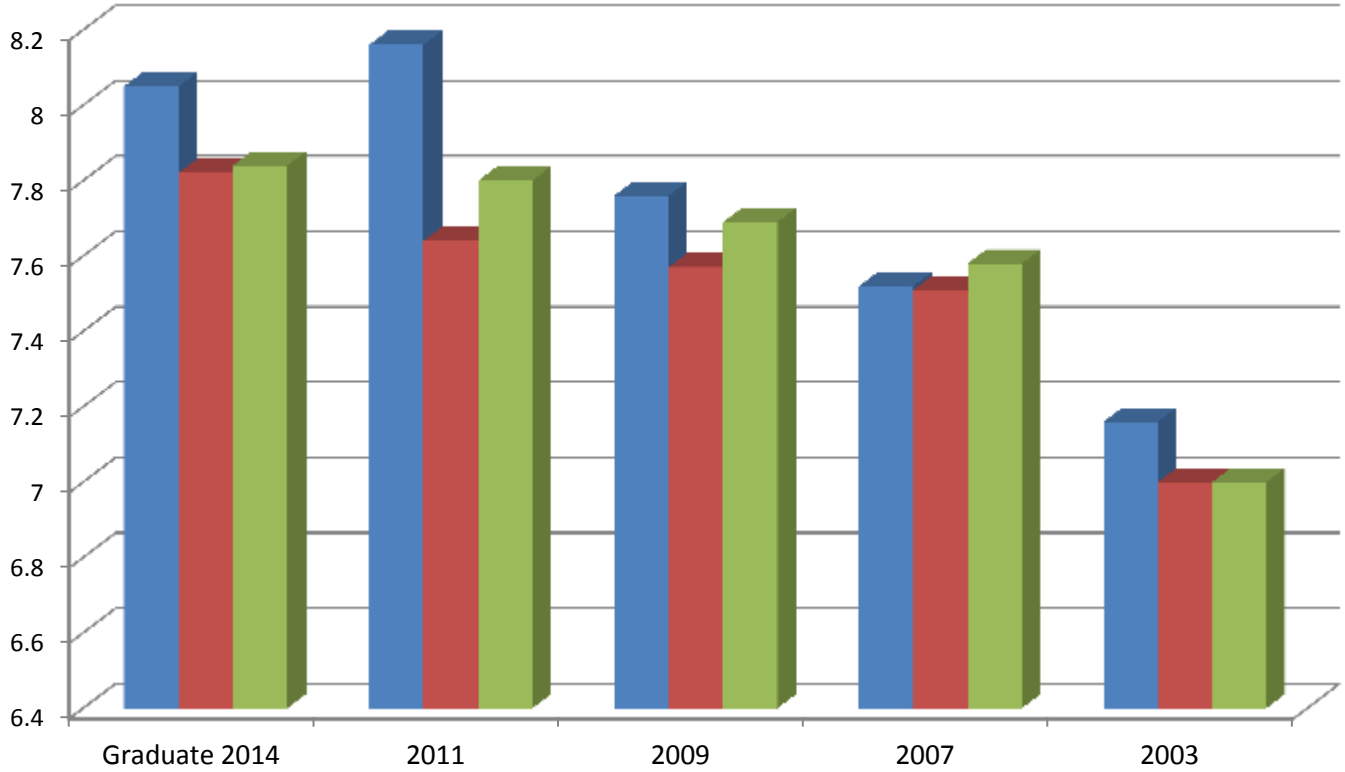
How Often Do You Access Library Resources through a Library Web Page?



General Satisfaction Levels - Undergraduate



General Satisfaction Levels - Graduate

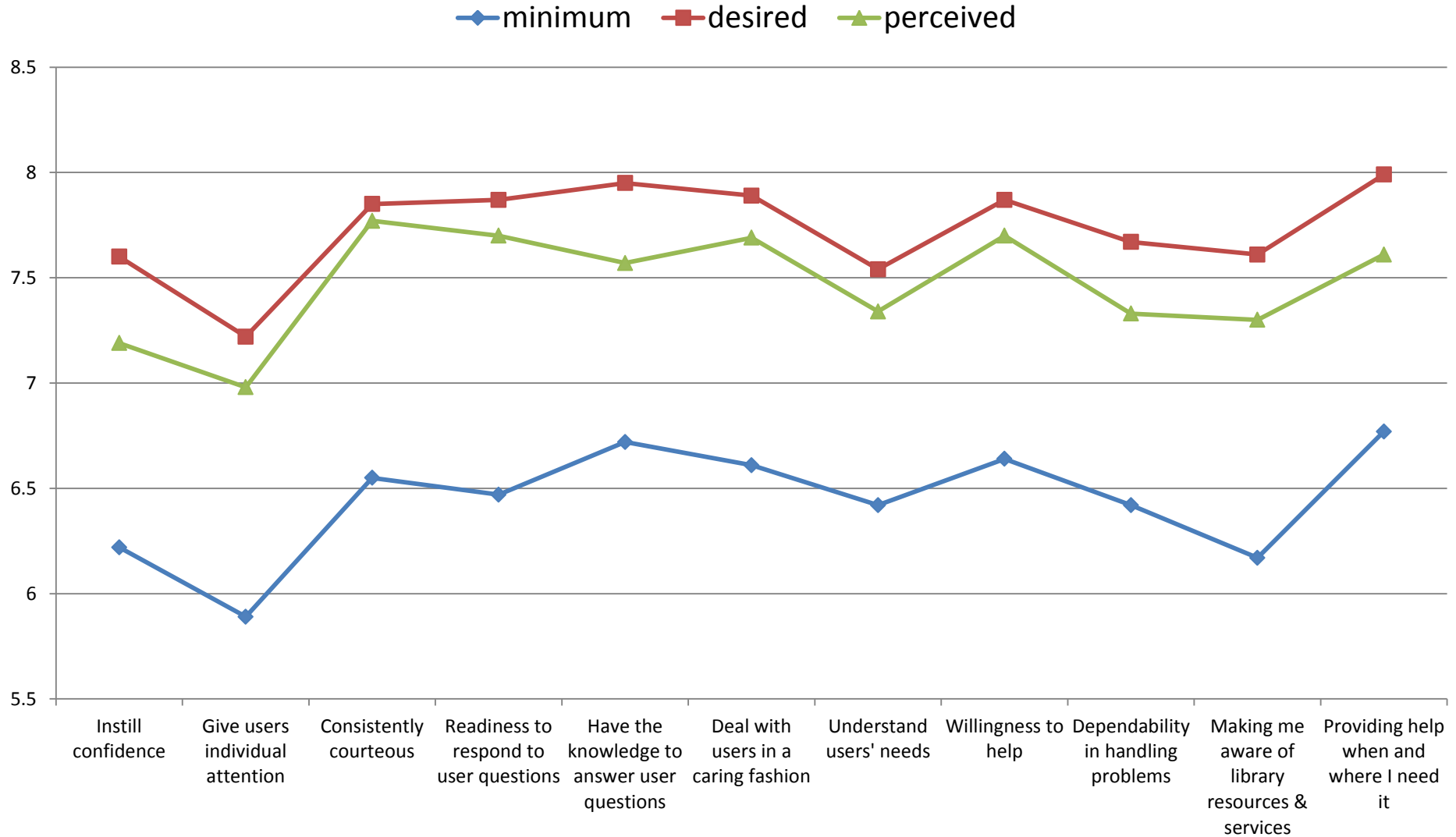


- I am satisfied with the way I am treated at the library
- I am satisfied with library support for my learning, research, and/or teaching needs
- How would you rate the overall quality of service provided by the library?

What is Most Important to Undergraduate Students?

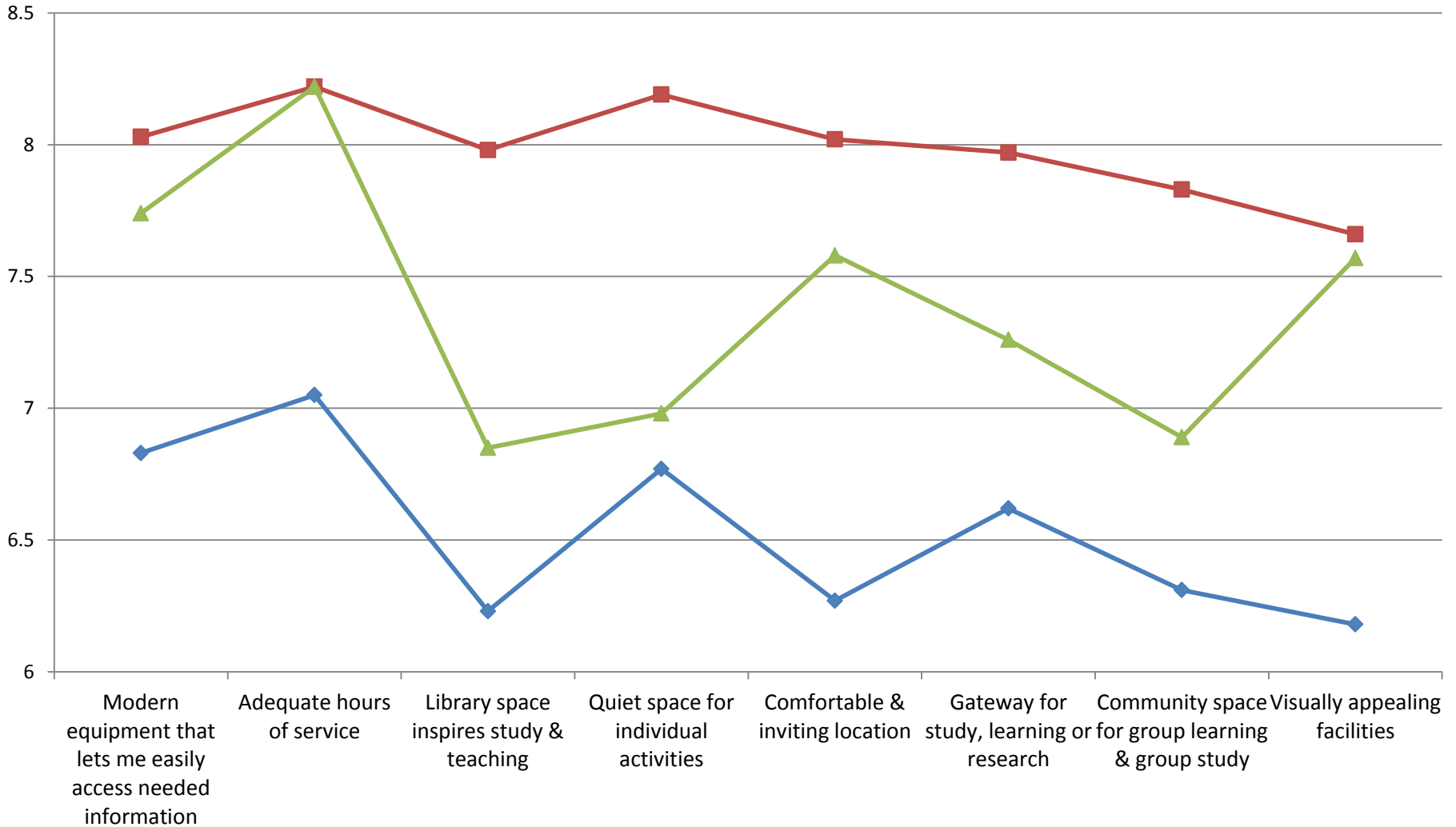
- Adequate hours of service: 8.22
- Quiet space for individual activities: 8.19
- Modern equipment that lets me easily access needed information: 8.03
- A comfortable and inviting location: 8.02
- Providing help when and where I need it: 7.99
- Library space that inspires study and learning: 7.98

Affect of Service: Undergraduate



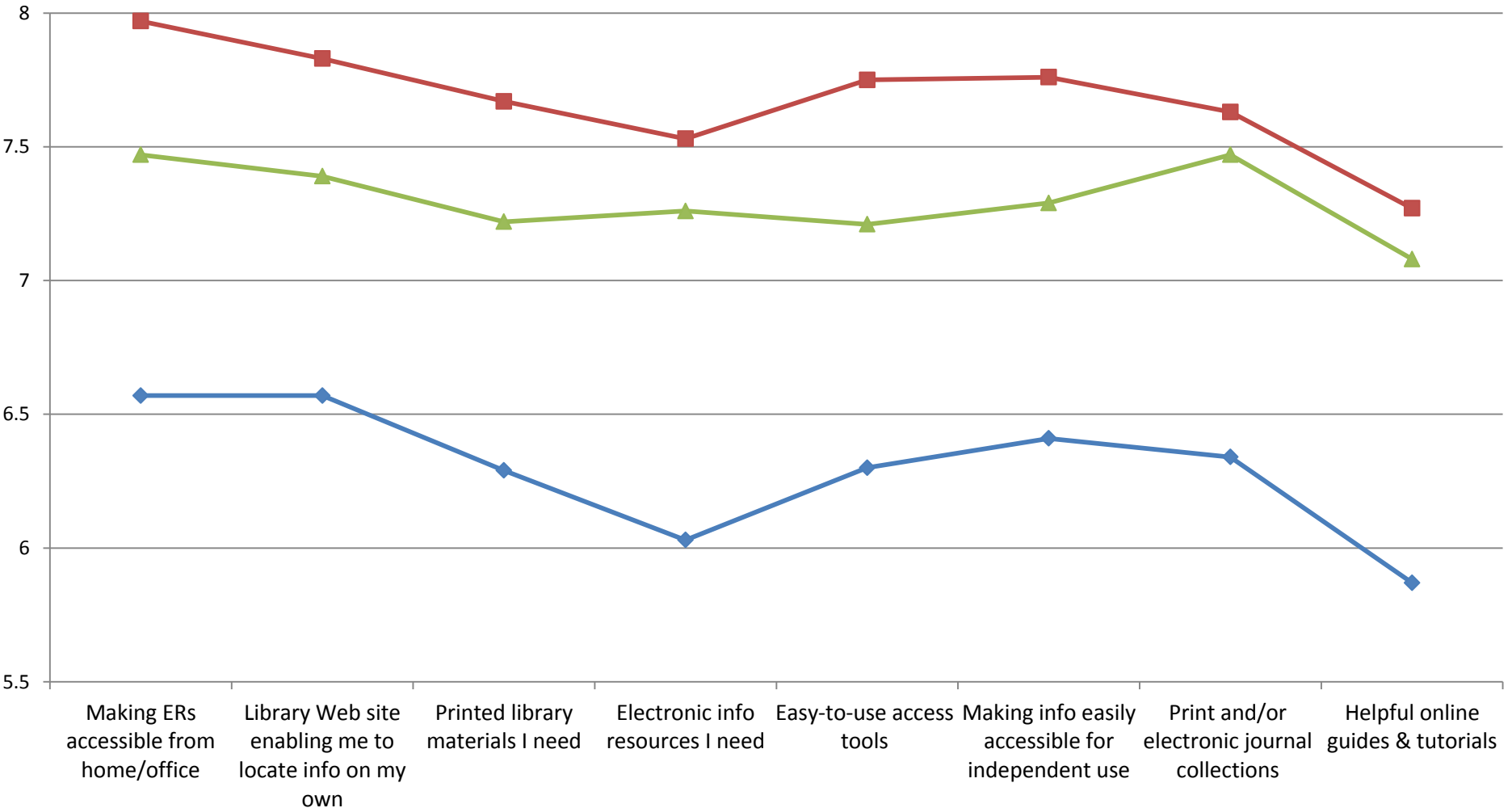
Library as Place Scores: Undergraduate

—◆— minimum —■— desired —▲— perceived

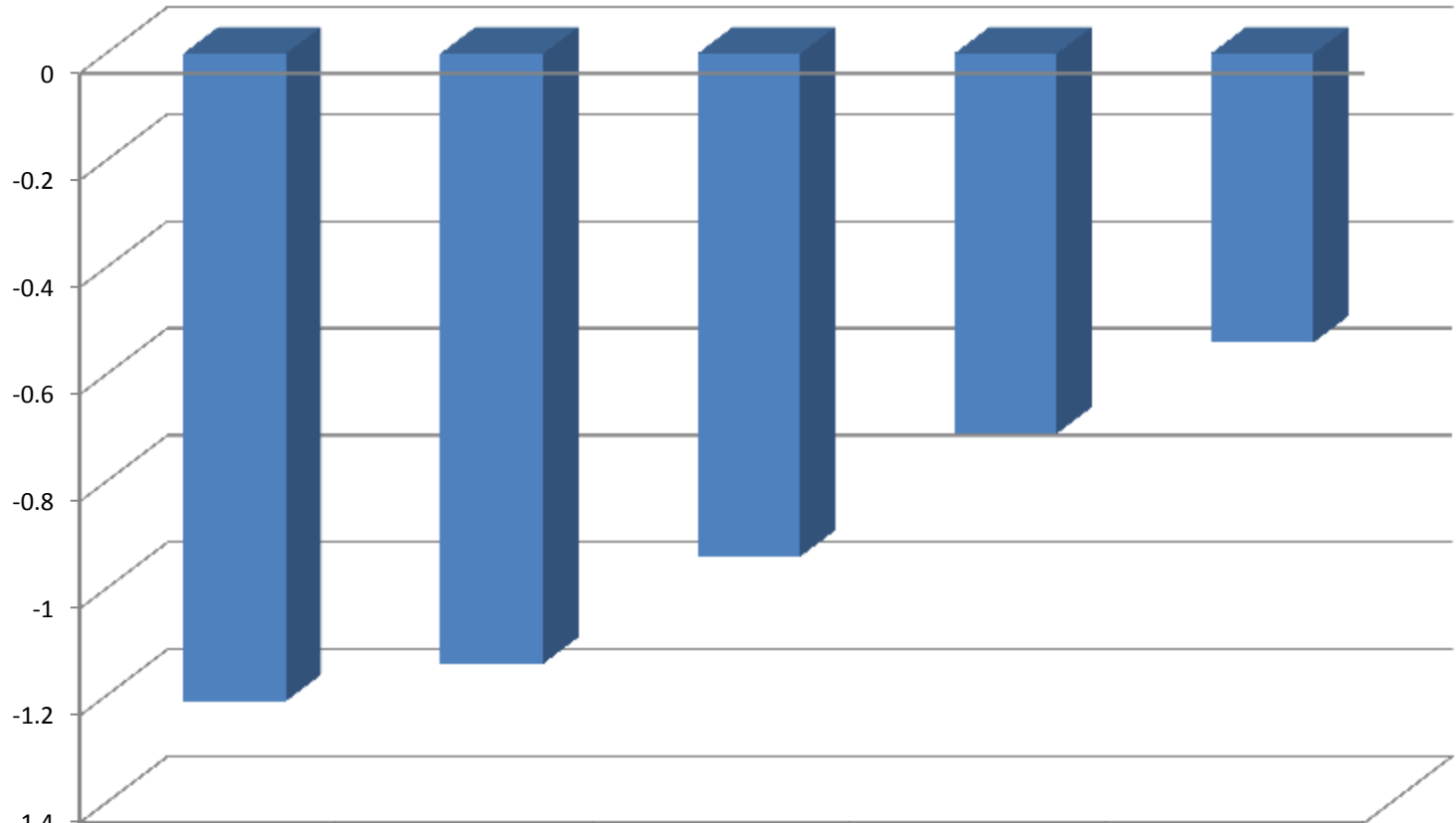


Information Control: Undergraduate

—◆— minimum —■— desired —▲— perceived



Largest Superiority Gaps: Undergraduate Students



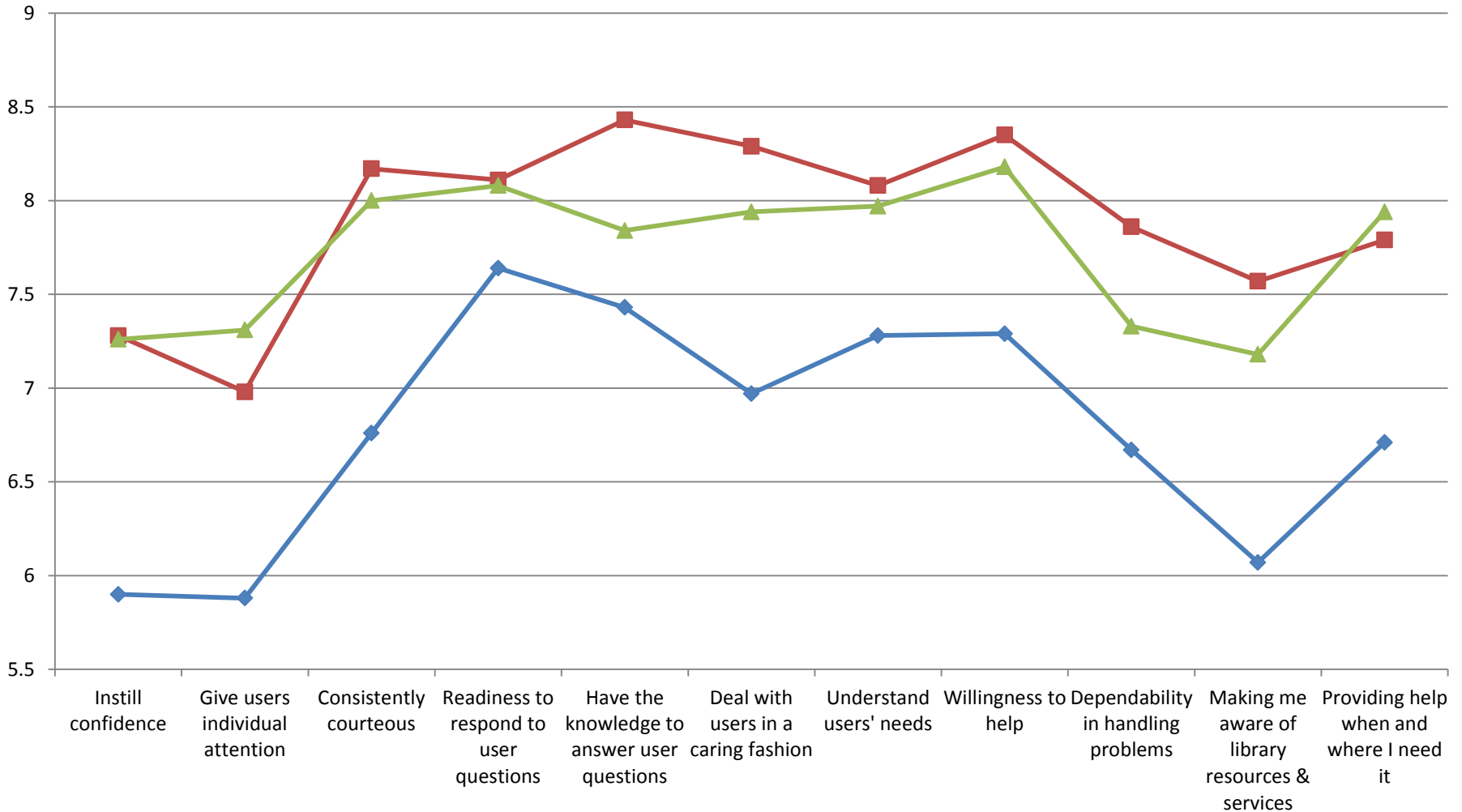
■ Superiority Mean	-1.21	-1.14	-0.94	-0.71	-0.54
--------------------	-------	-------	-------	-------	-------

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

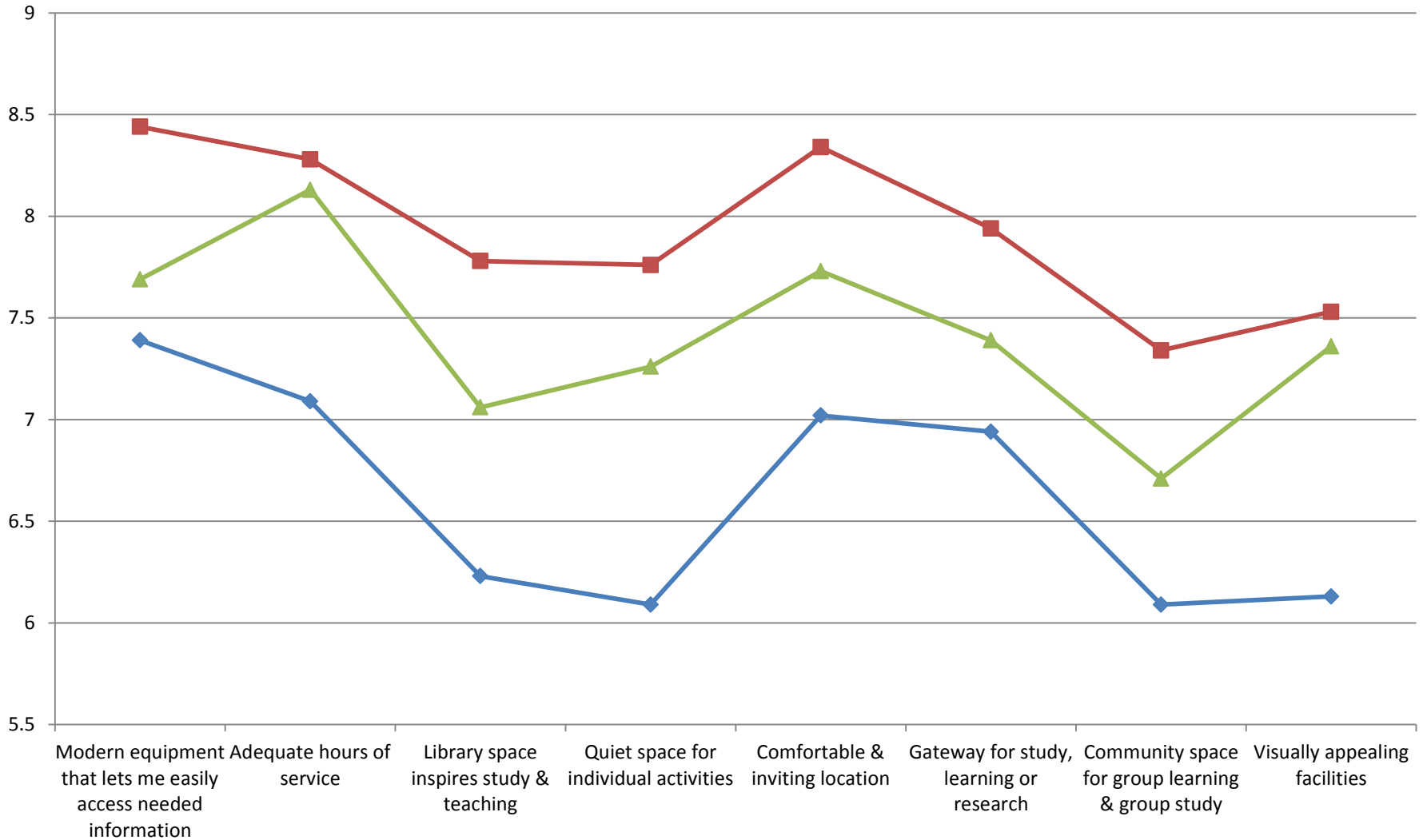
Service Scores: Graduate Students

◆ minimum ■ desired ▲ perceived



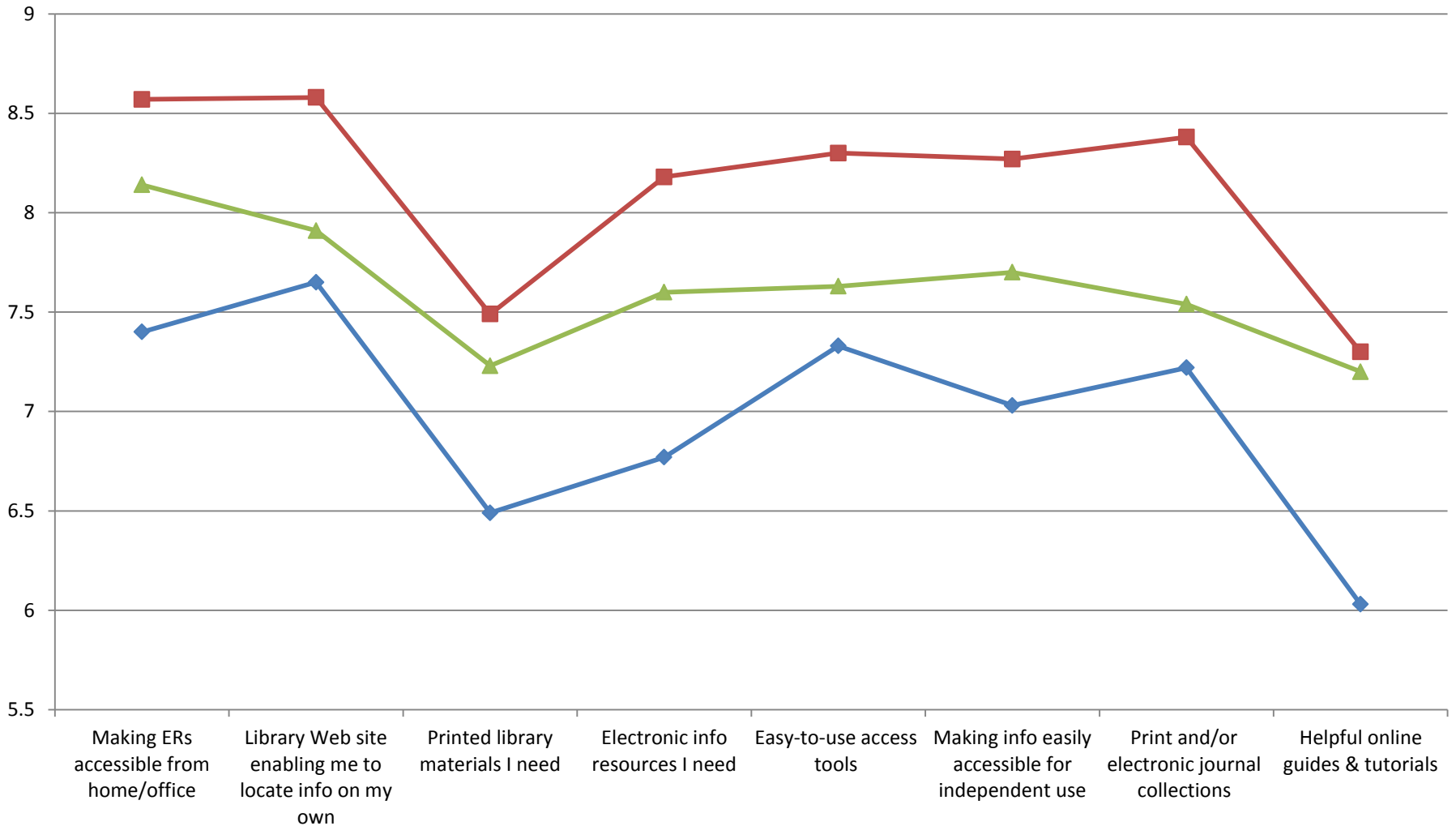
Library as Place Scores: Graduate

—◆— minimum —■— desired —▲— perceived

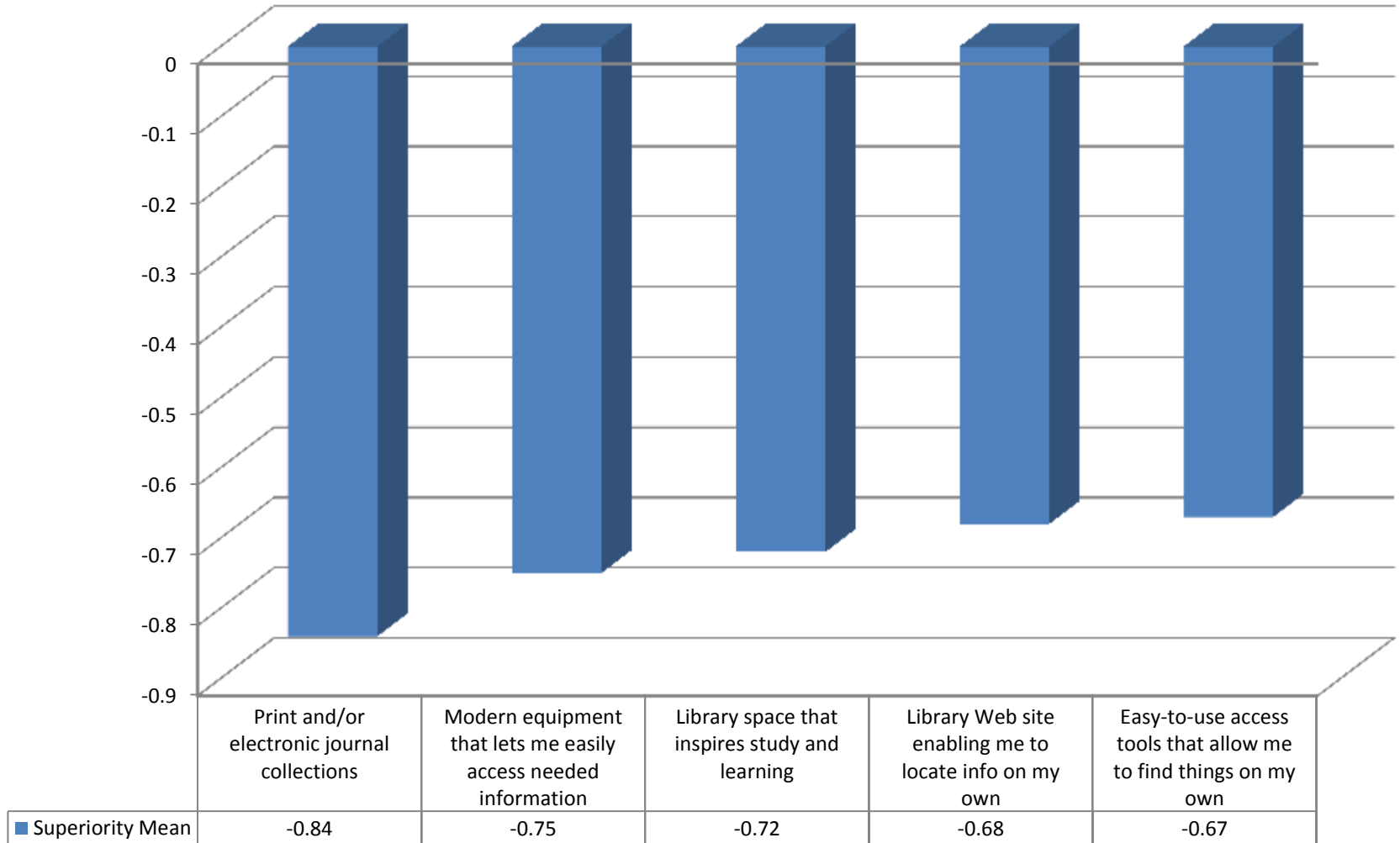


Information Control Scores: Graduate

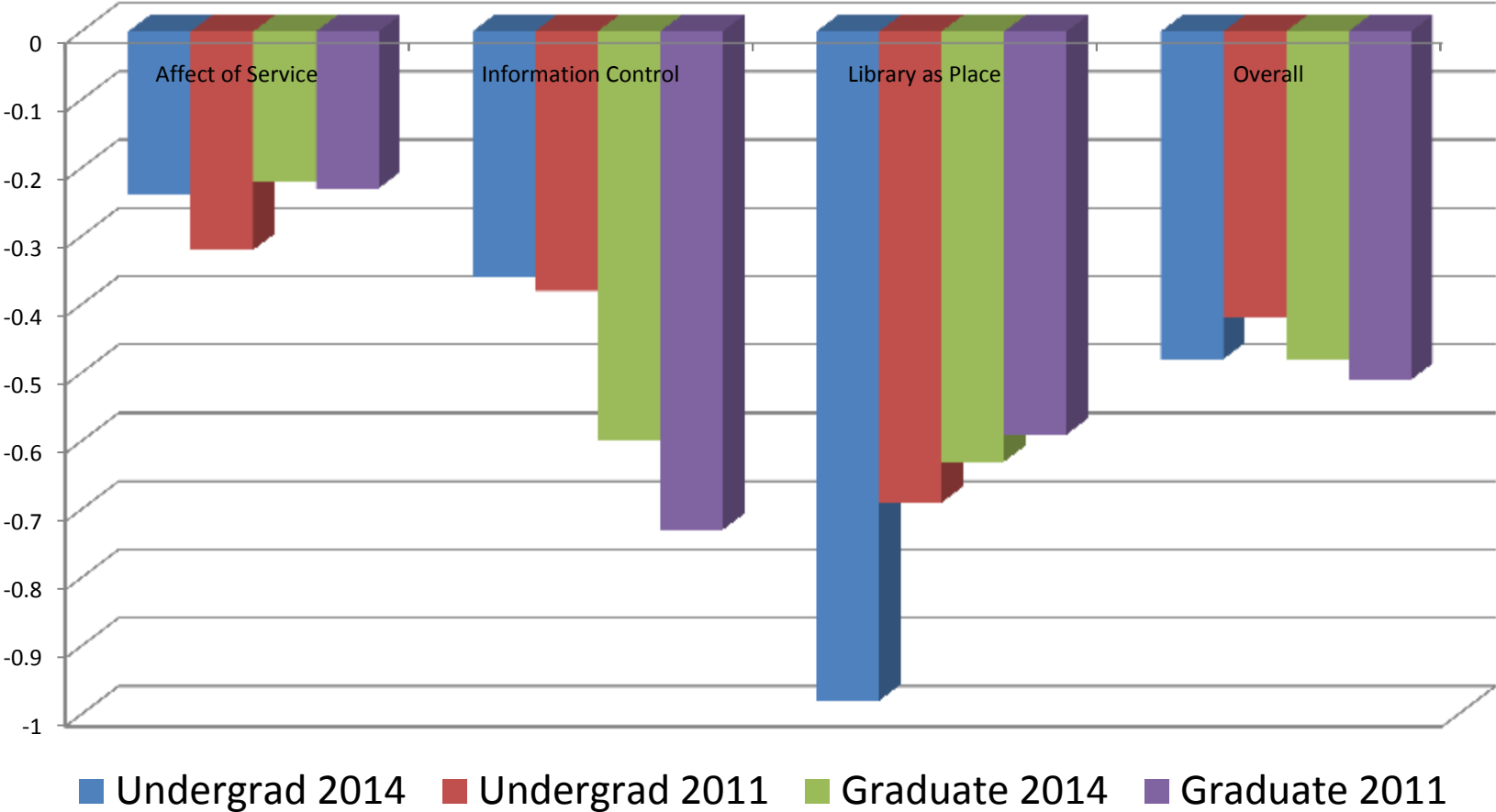
—◆— minimum —■— desired —▲— perceived



Largest Superiority Gaps: Graduate Students



Comparison of Superiority Gaps by User Group in 2011 & 2014



Adequacy Gaps

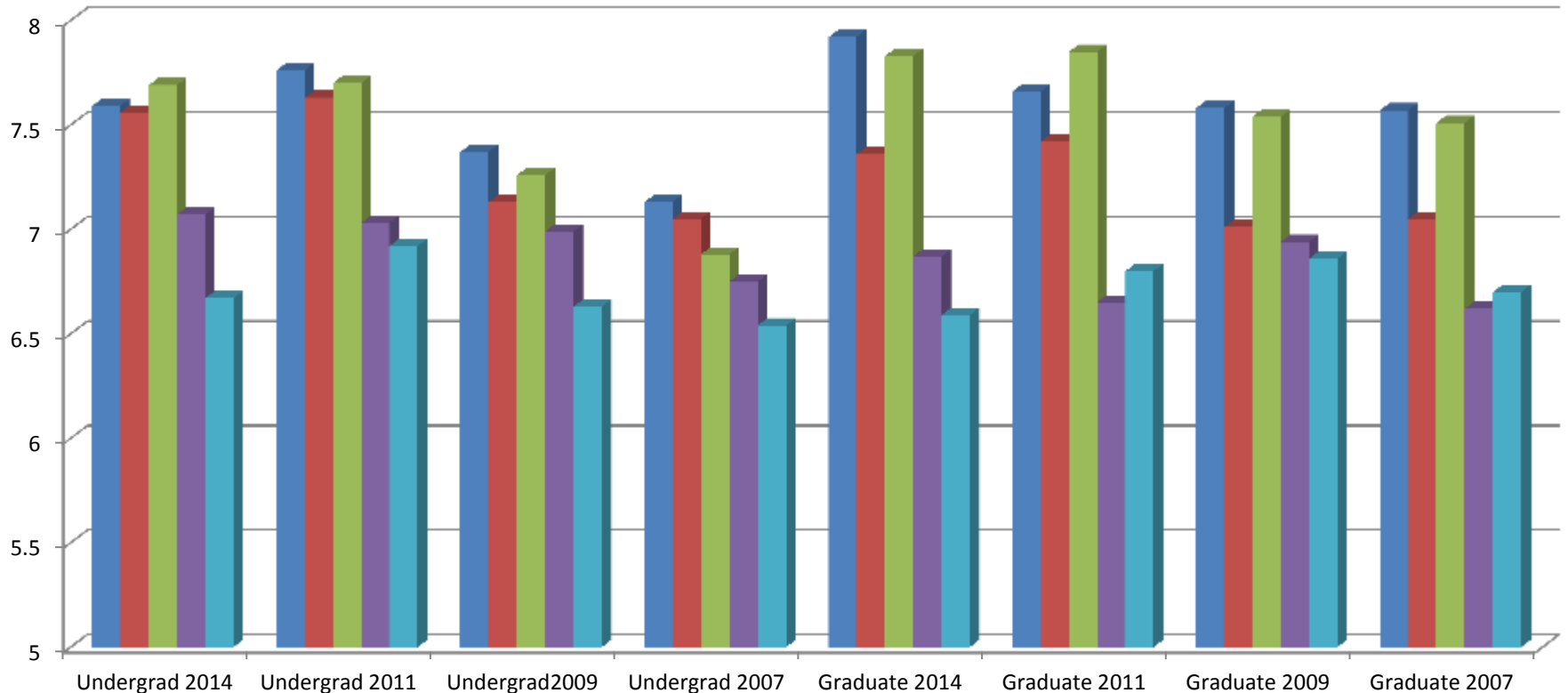
2011:

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

2014:

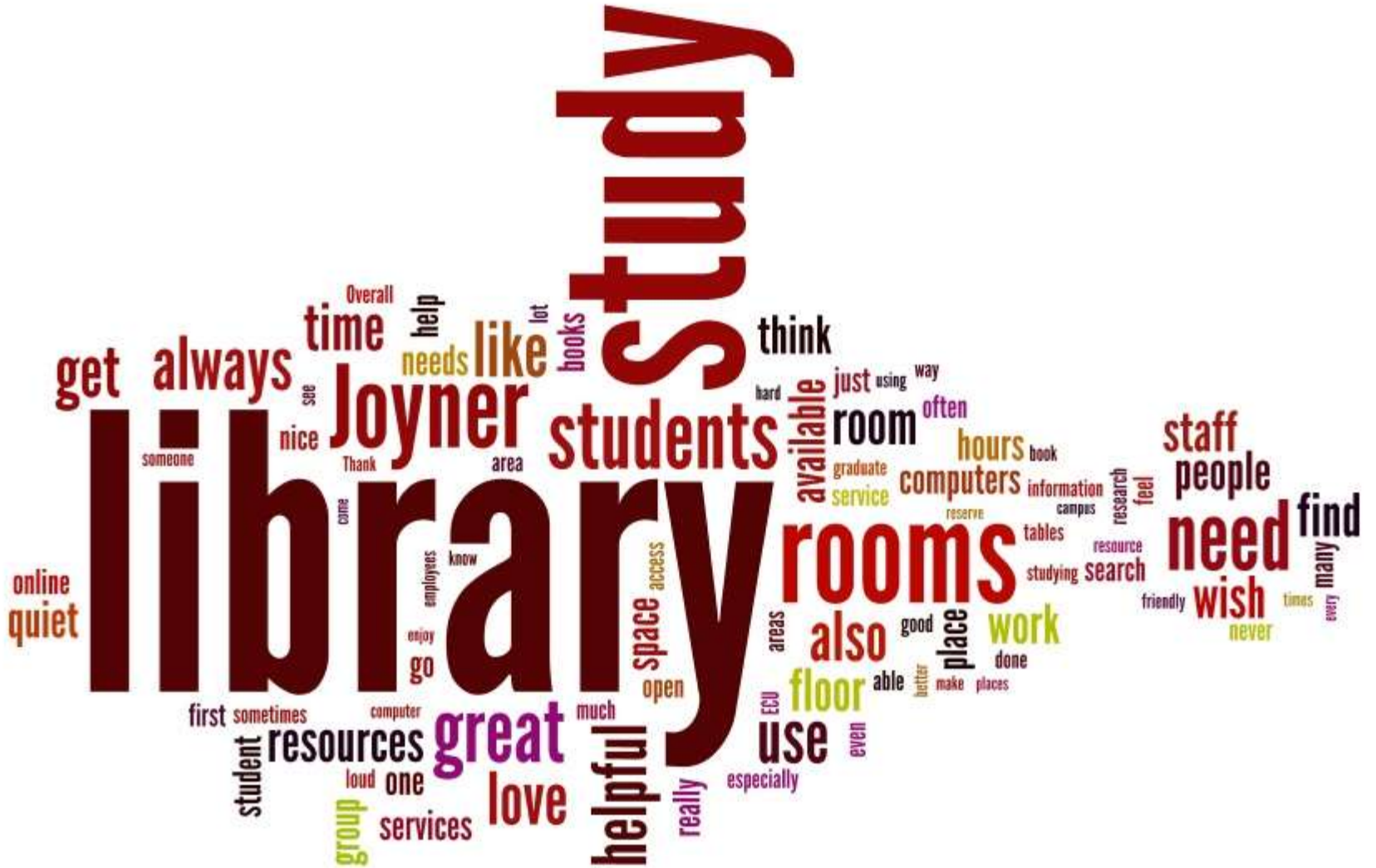
- 0 adequacy gaps for graduate students
- 0 for undergraduate students
- 0 overall

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

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