# 2016 LibQUAL+ Results

J.Y. Joyner Library

LibQUAL+© & LibQUAL+ Lite©

- 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
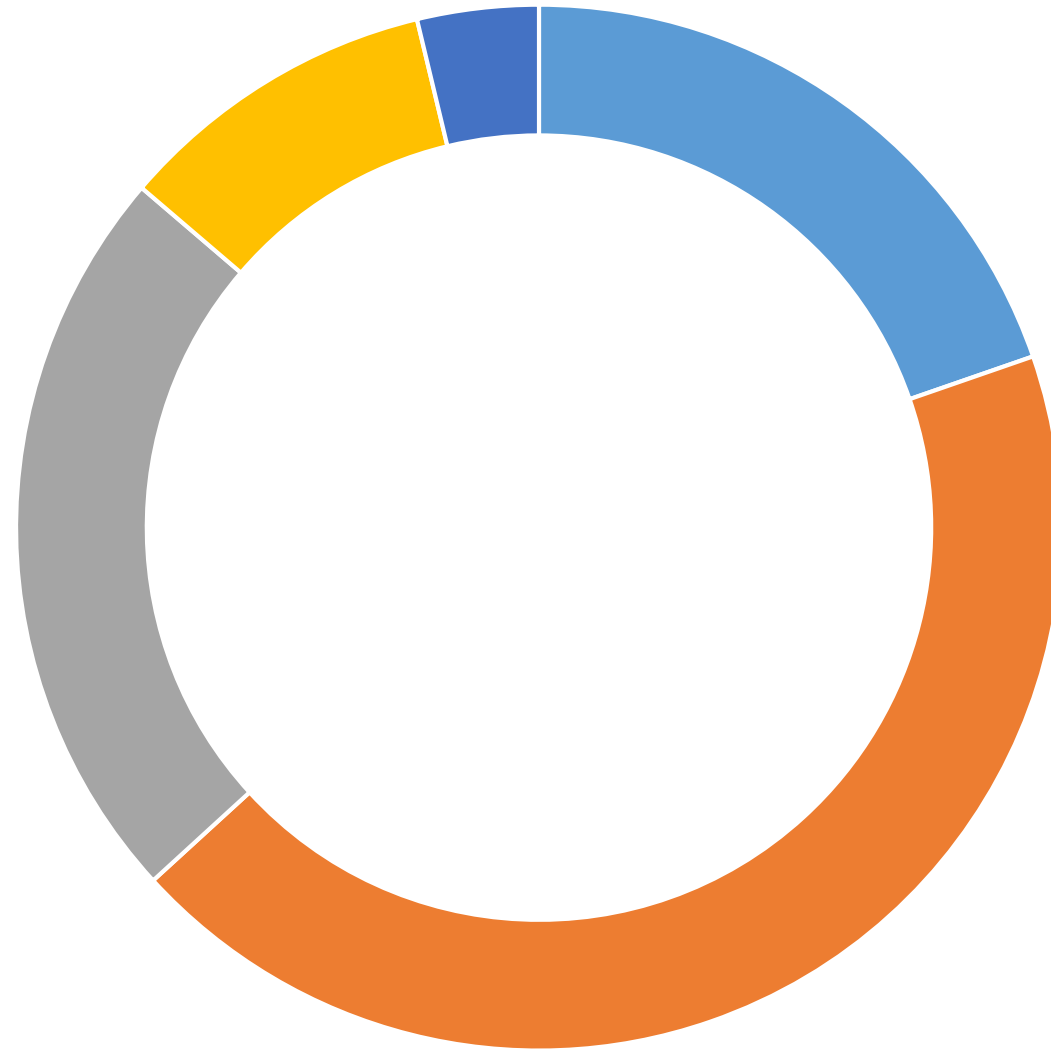- In 2014, there were 1,248 responses

The Library You Use Most Often
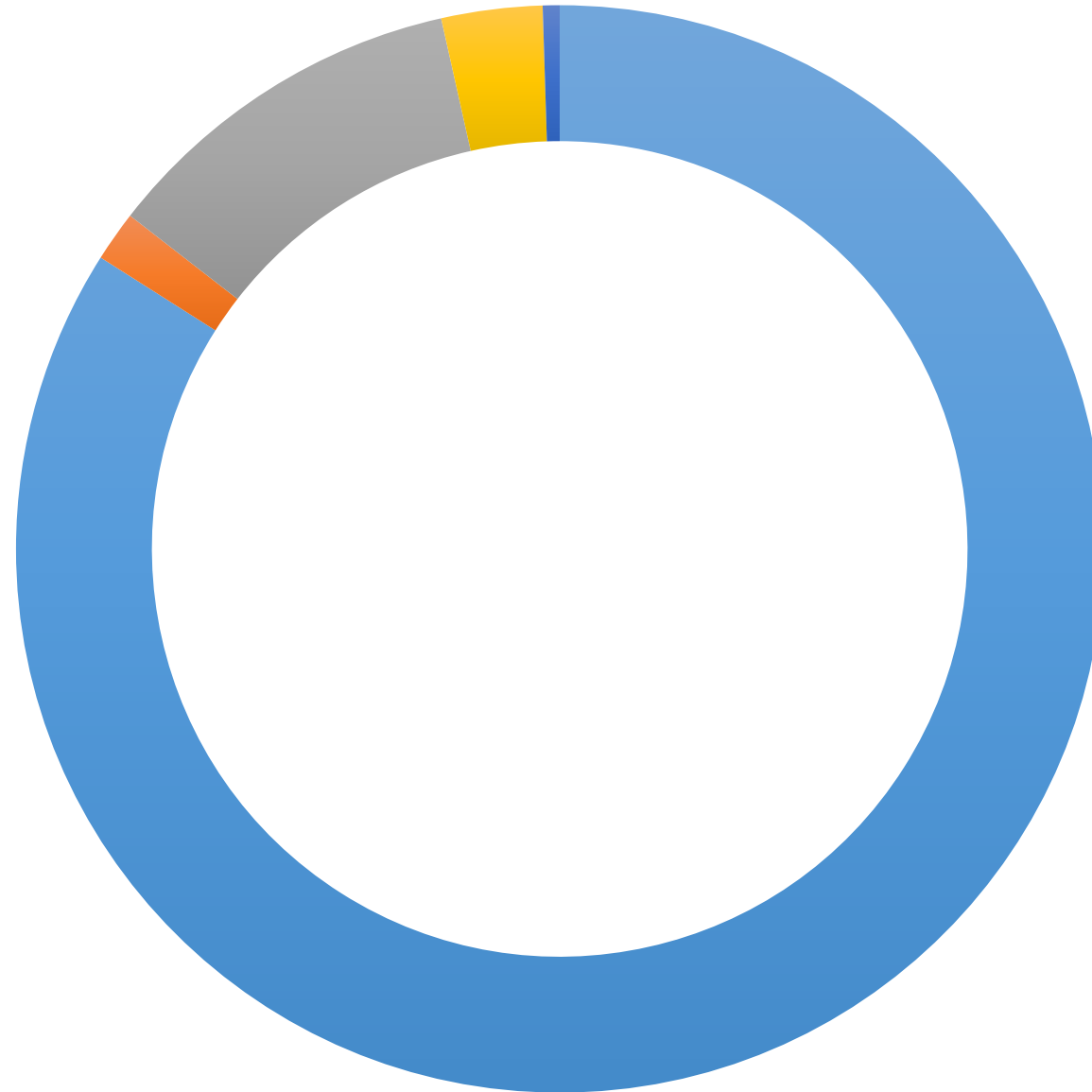
Joyner: 84% Music: 1.5% Online Use of ECU Library resources: 11% Laupus Library: 3% Other: 0.5%

How Often Do You Use Resources on Library Premises?
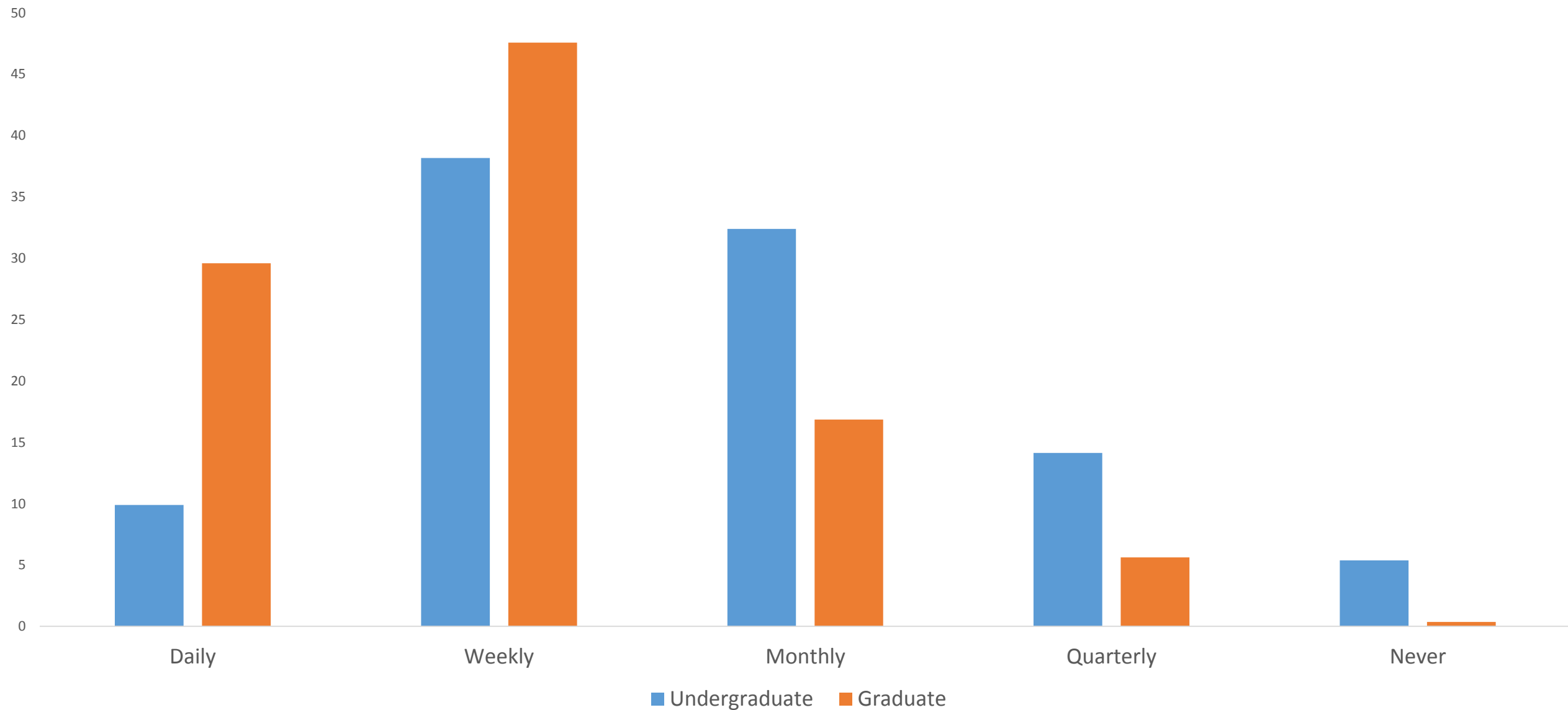

Undergraduate ■ Graduate
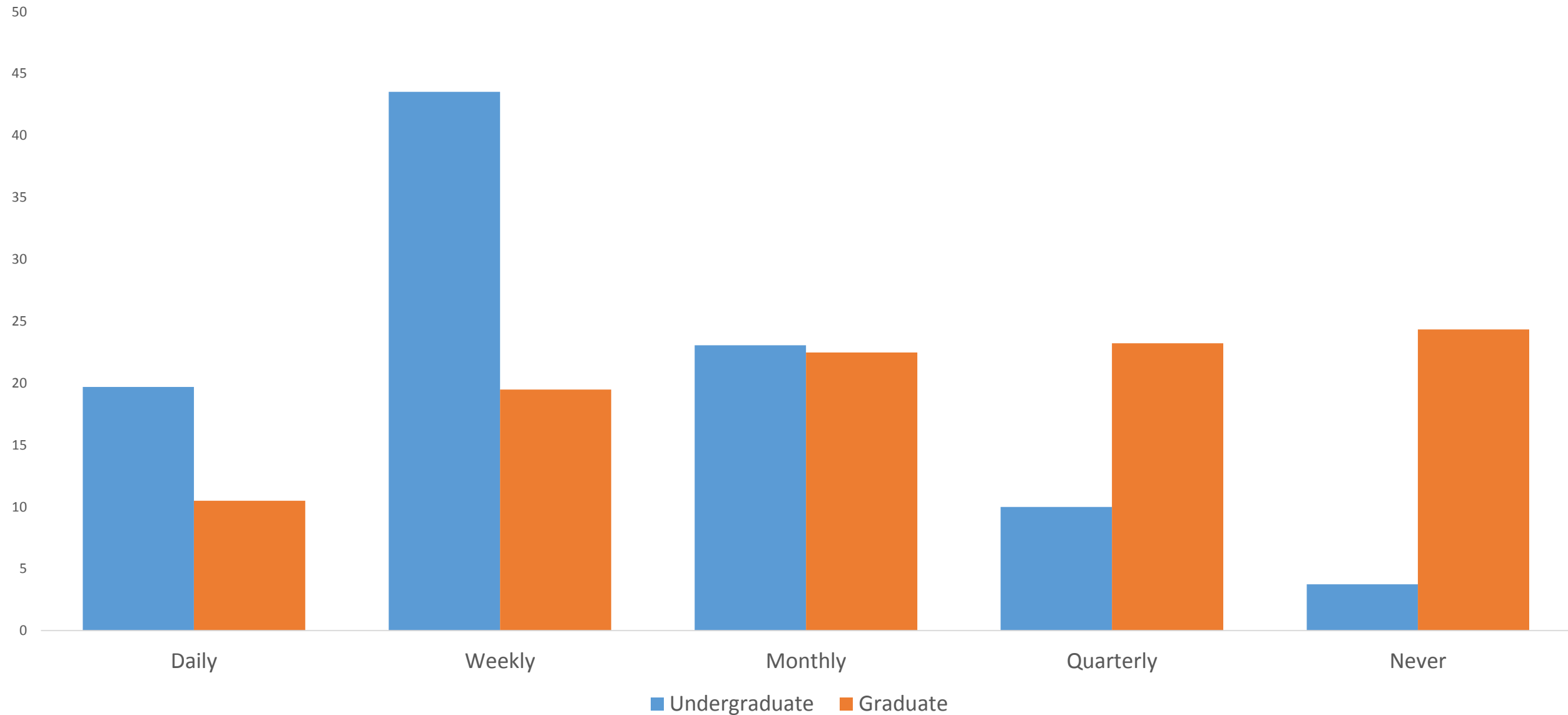
Undergraduate Use of Resources on Library Premises

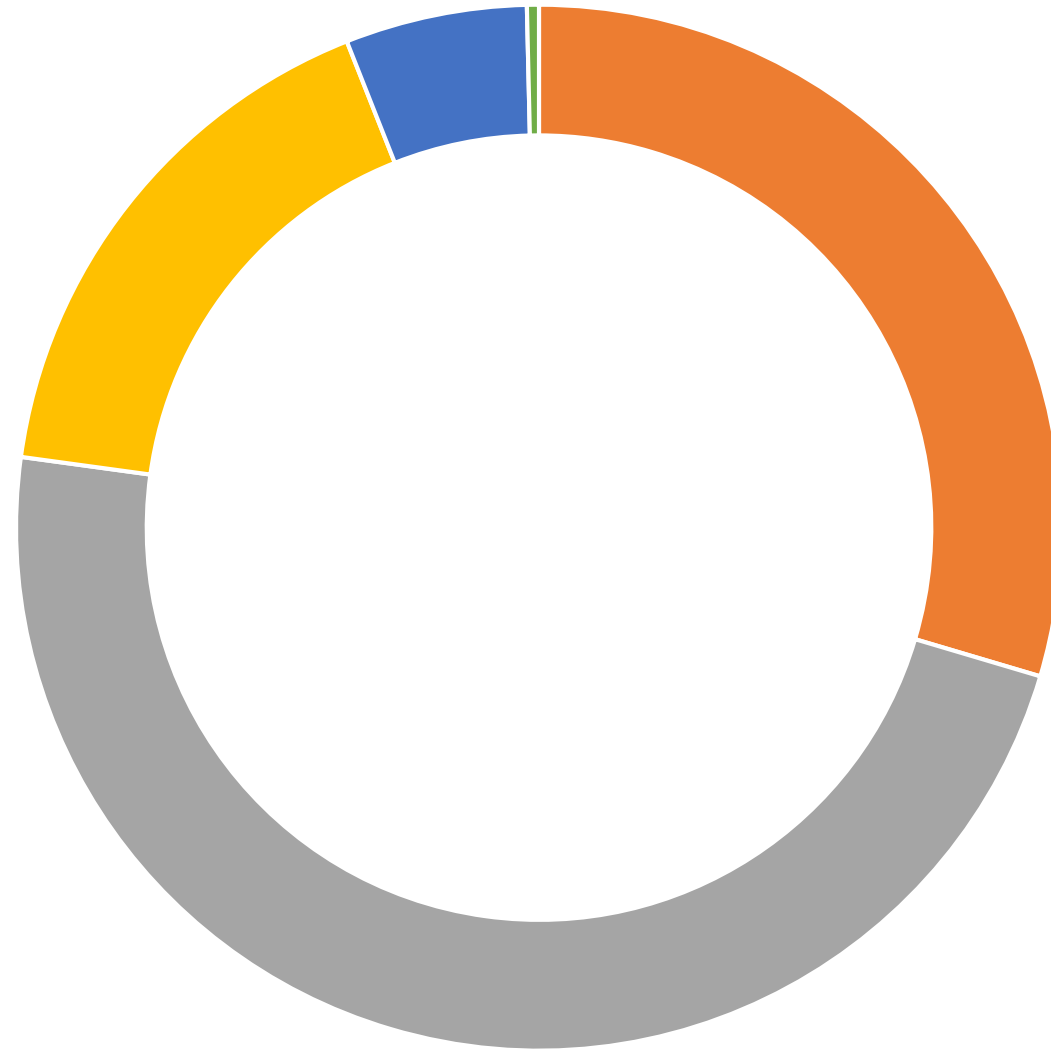Daily or weekly use by more than 63% of undergraduate students surveyed

■ Daily ■ Weekly ■ Monthly ■ Quarterly ■ Never

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

Undergraduate ■ Graduate

77% of Graduate Students access library resources through a library Web page at least weekly

Graduate Students - Library Website Use ■ Daily ■ Weekly ■ Monthly ■ Quarterly ■ Never

General Satisfaction Comparisons

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

All Undergraduate | All Graduate | Use Joyner primarily | Use online resources primarily

- 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?
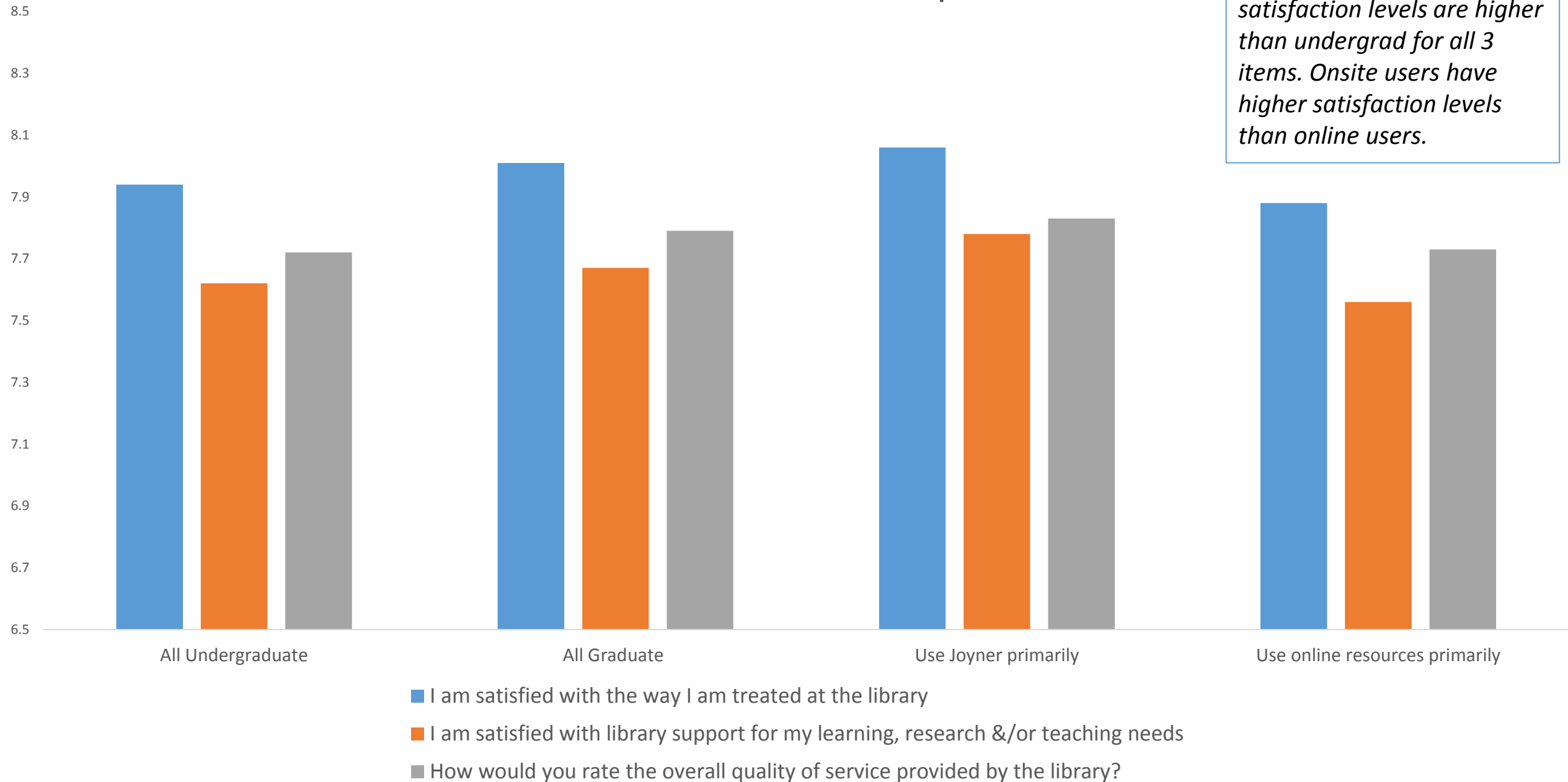
What is most important (highest "Desired" mean) for Undergraduate Students?

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

Legend: Minimum · Perceived · Desired

Callout: *Most room to improve*

Callout: *Highest Desired Mean*

X-axis categories:
- 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: UNDERGRADUATES
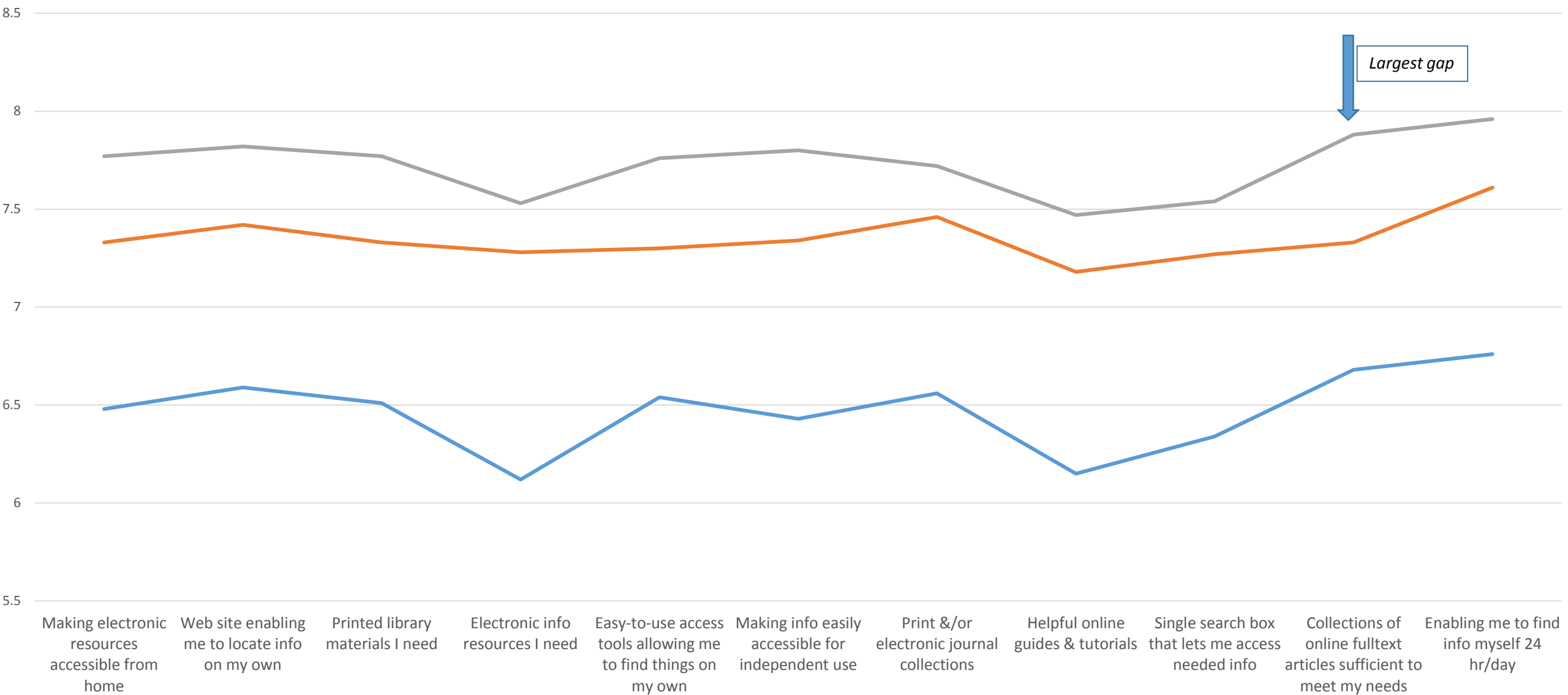
We have done a lot since 2014 to improve and expand quiet and inspiring spaces, but students want more. Adding quiet seating and enforcing noise restrictions continue to be priorities.

Legend: ◆ Minimum — ■ Perceived — ▲ Desired

Y-axis: 5.5, 6, 6.5, 7, 7.5, 8, 8.5

X-axis categories:
- MODERN EQUIPMENT TO ACCESS INFO
- SPACE THAT INSPIRES STUDY & LEARNING
- QUIET SPACE FOR INDIVIDUAL ACTIVITIES
- COMFORTABLE & INVITING LOCATION
- GATEWAY FOR STUDY, LEARNING OR RESEARCH
- COMMUNITY SPACE FOR GROUP LEARNING/STUDY
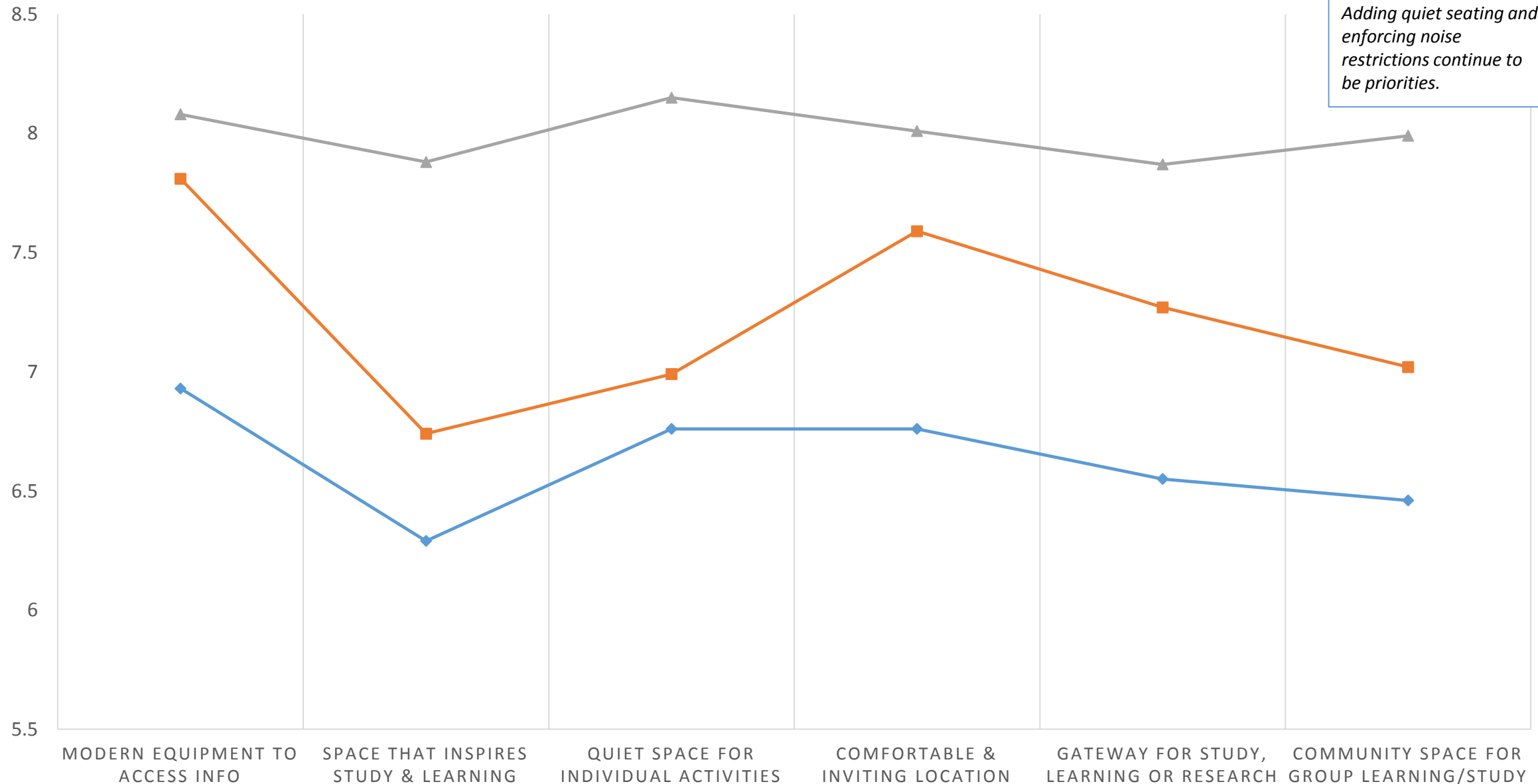
Information Control: Undergraduate

— Minimum — Perceived — Desired

Largest gap

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 &/or 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

Largest Superiority Gaps: Undergraduate Students

	Quiet space for individual activities	Library space that inspires study & learning	Community space for group learning & study	Gateway for study, learning or research	Collections of online fulltext articles sufficient to meet my needs
■ Superiority Mean	-1.16	-1.14	-0.98	-0.61	-0.54

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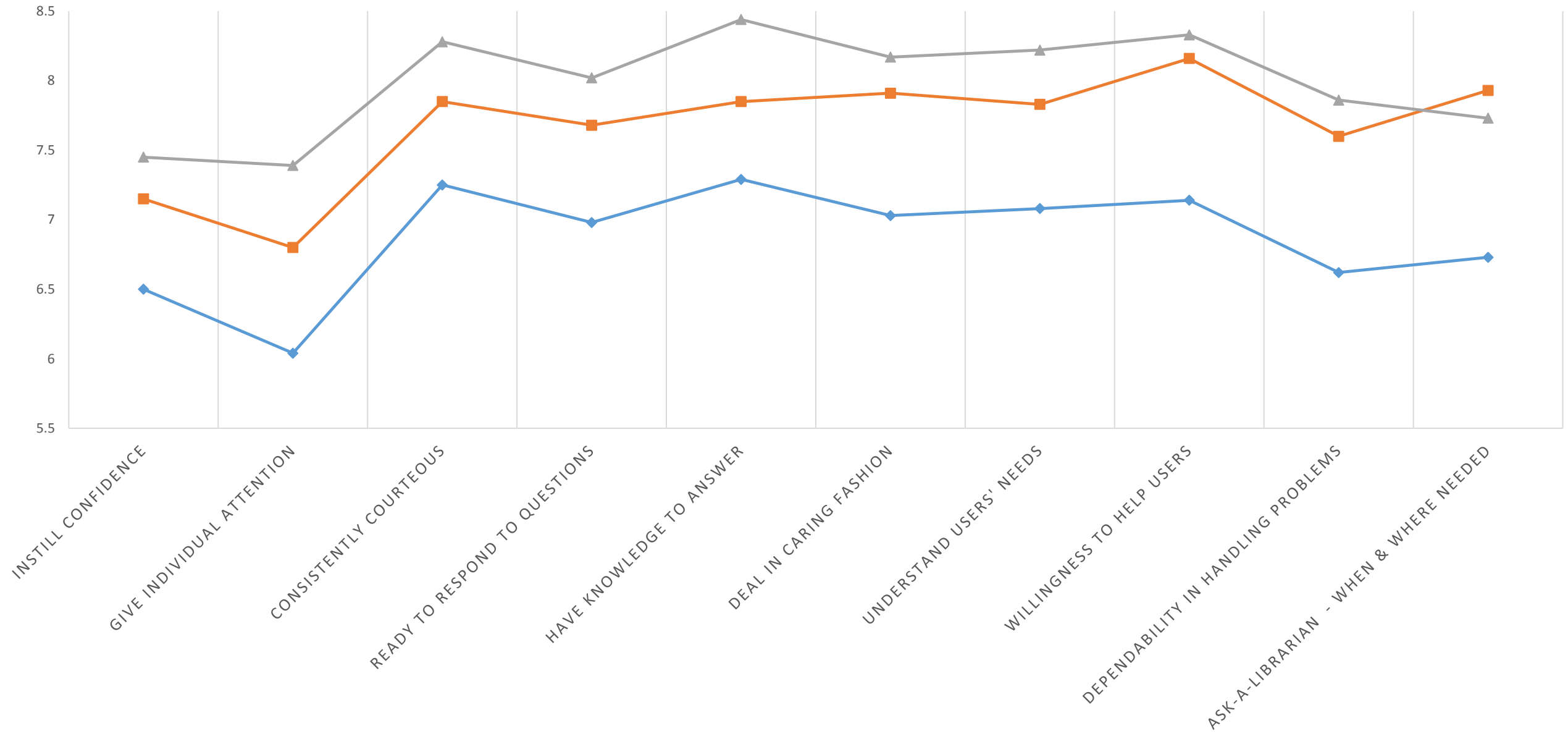
1. Library Web site enabling me to locate info on my own   8.56
2. Making electronic resources accessible from home   8.51
3. Collections of online full-text articles   8.48
4. Employees with knowledge to answer user questions   8.44
5. Enabling me to find info myself 24 hours a day   8.41
6. Willingness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

Red = overlap with importance to undergraduate students.

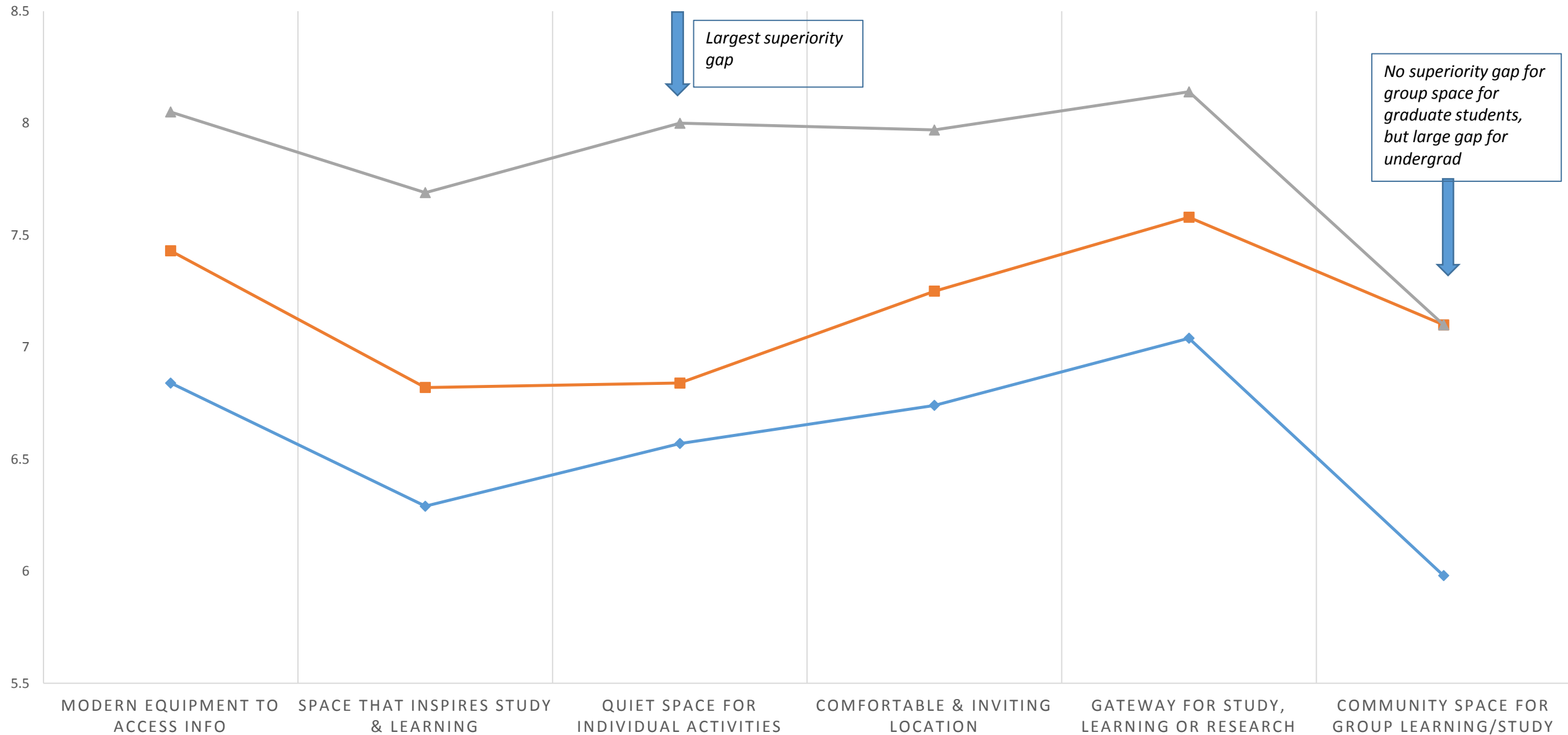Consider the marketing implications of lack of overlap between these two audiences.

SERVICE SCORES: GRADUATE STUDENTS

Legend: Minimum (blue), Perceived (orange), Desired (gray)

Categories (x-axis): 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

MODERN EQUIPMENT TO ACCESS INFO | SPACE THAT INSPIRES STUDY & LEARNING | QUIET SPACE FOR INDIVIDUAL ACTIVITIES | COMFORTABLE & INVITING LOCATION | GATEWAY FOR STUDY, LEARNING OR RESEARCH | COMMUNITY SPACE FOR GROUP LEARNING/STUDY

INFORMATION CONTROL SCORES: GRADUATE

Legend: Minimum (blue diamond) — Perceived (orange square) — Desired (gray triangle)

Largest Superiority gap; also the only Adequacy gap overall for either undergrad or graduate students.

Categories (x-axis):
- 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 &/OR 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

Largest Superiority Gaps: 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
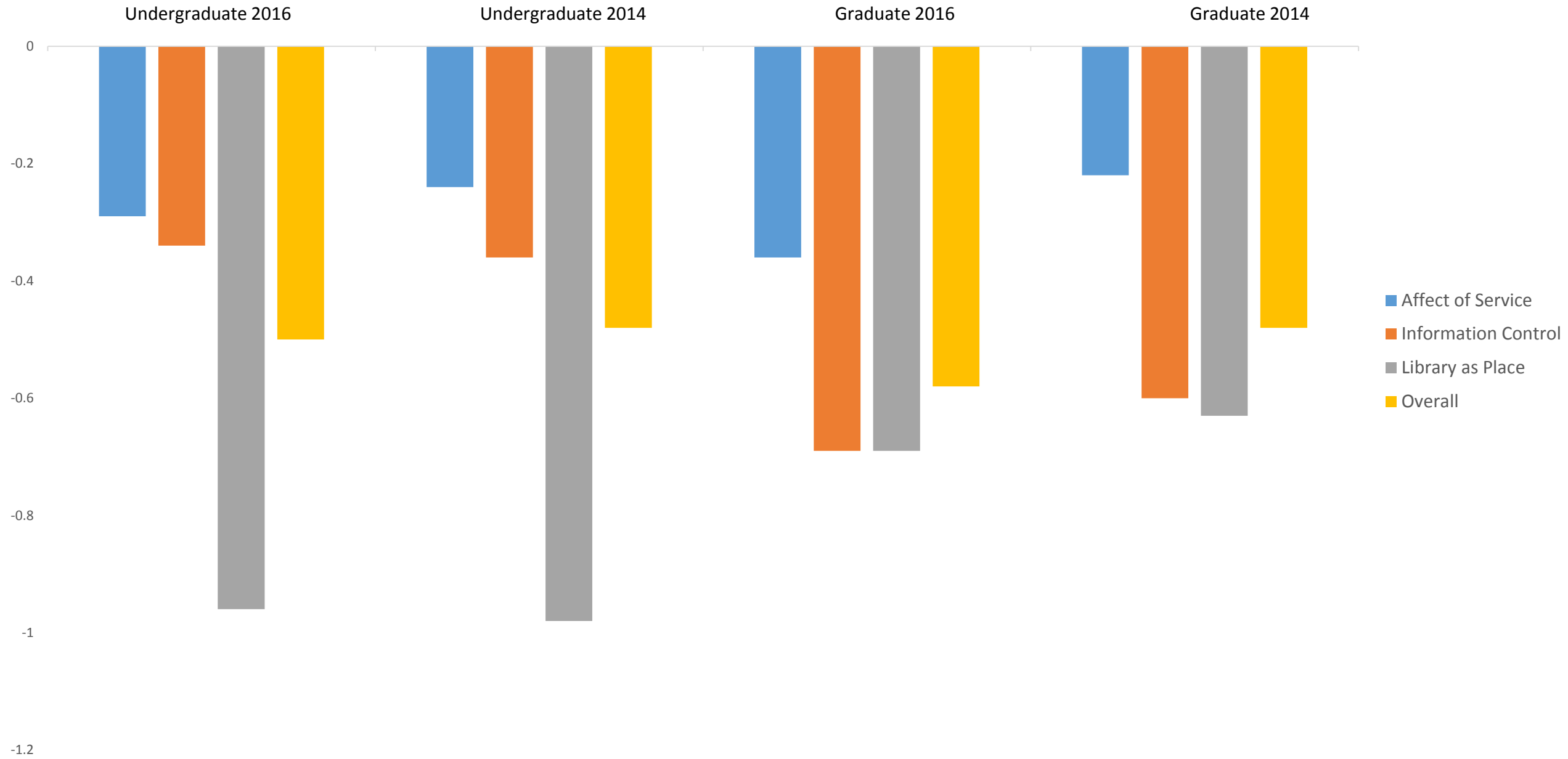
Adequacy Gaps for Students Who Chose "Online Use of ECU Library Resources" as Library Most Often Used

- 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)

2016 Information Literacy Outcomes
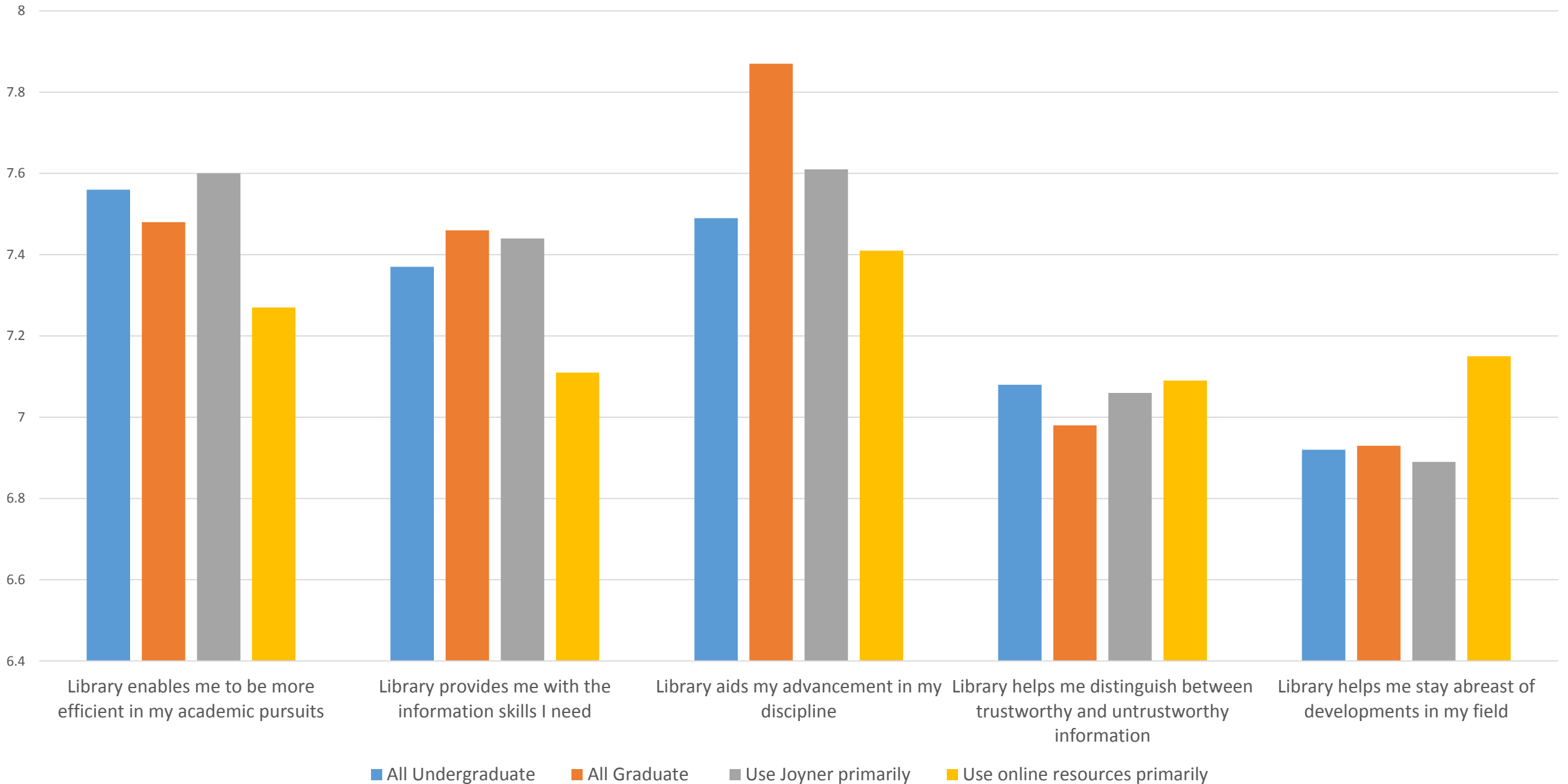
Superiority Gap Comparison
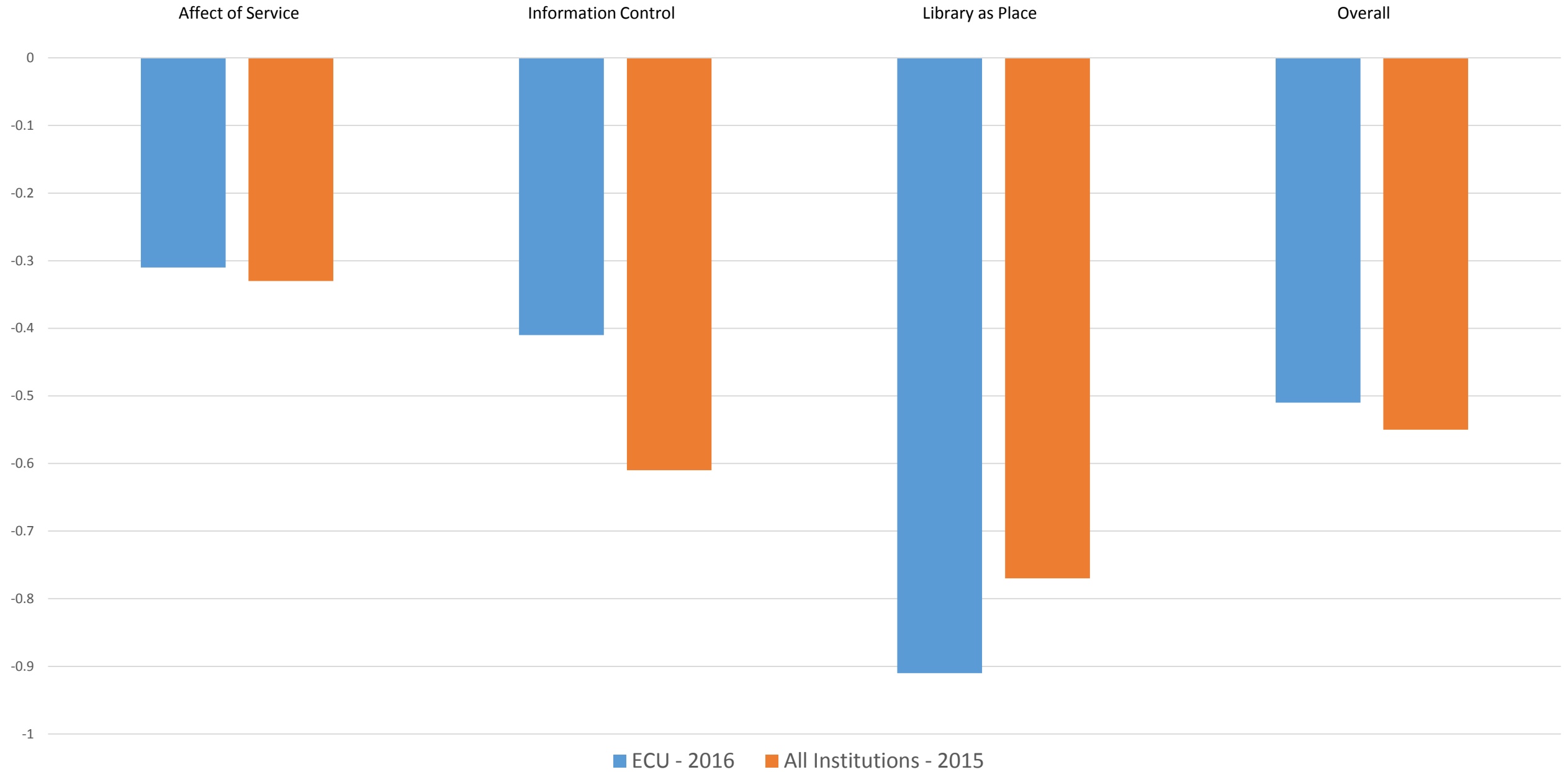
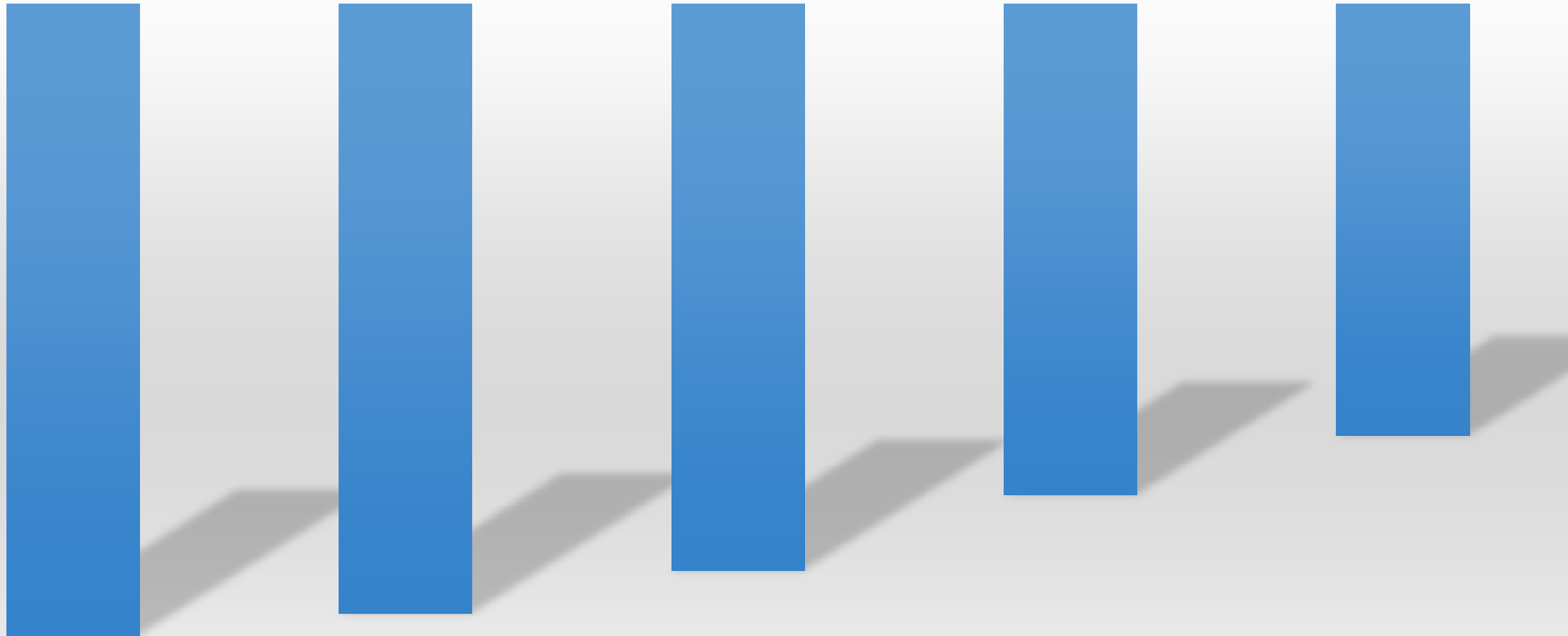# Most Important by "Library Most Used"

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

	Quiet space for individual activities	Collections of online full-text articles sufficient to meet my needs	Helpful online guides and tutorials	Easy-to-use access tools that allow me to find things on my own	Library space that inspires study & learning
Series1	-1.17	-1.13	-1.05	-0.91	-0.80

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
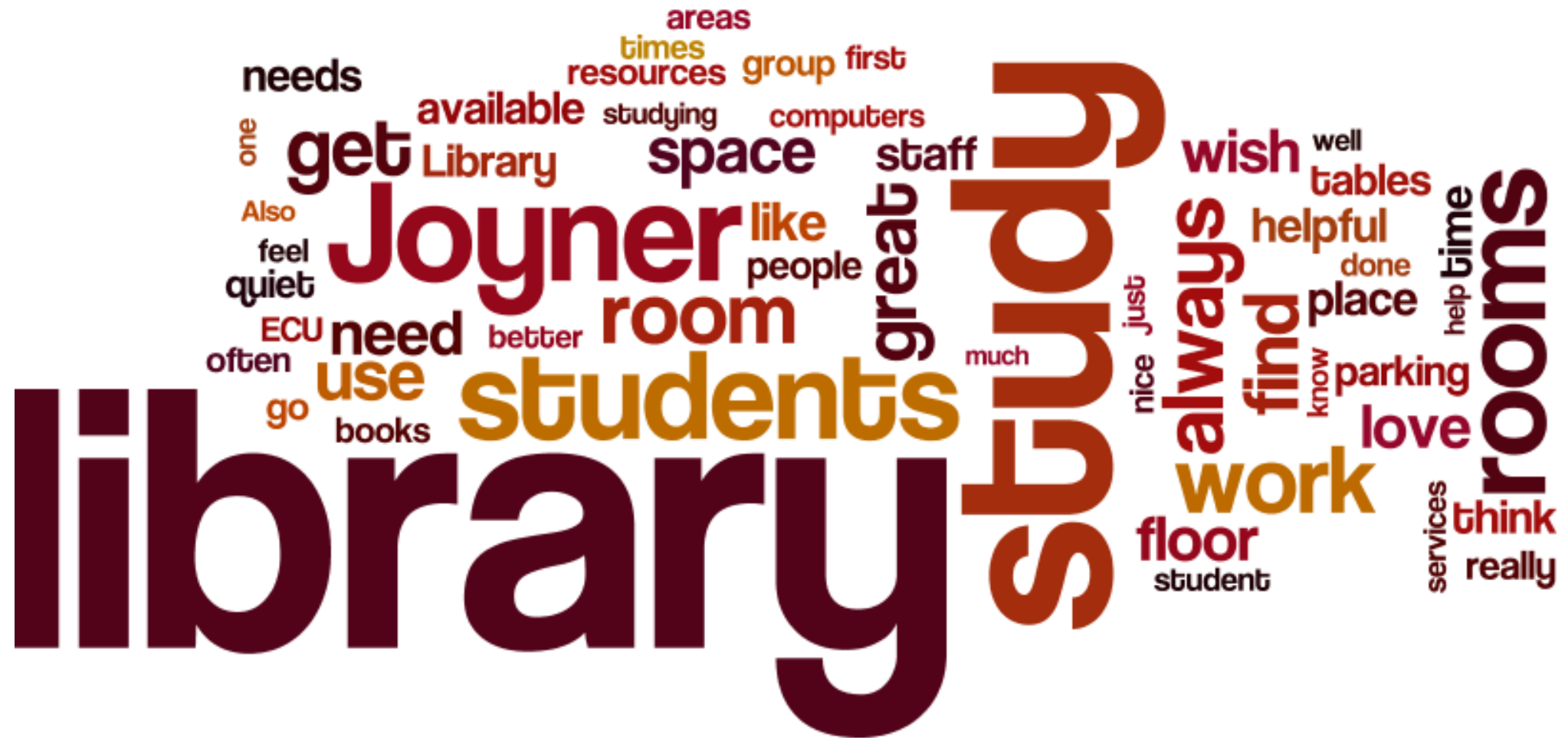
Survey Comments

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

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

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 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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