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## Tell Us How the Library Can Serve You? LibQUAL+ @ Queen's and Western

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# Tell Us How the Library Can Serve You?

*LibQUAL+ @ Queen's and Western*

*Presented by  
Sam Kalb, Queen's, and  
Margaret Martin Gardiner, Western*



# What Is LibQUAL+ ?

- Web-based tool for assessing library service quality
- A tool for identifying areas for service improvement
- Developed and refined over 5 years, 200,000 respondents, 400+ institutions
- Based on SERVQUAL. 15 years of research and application at Texas A&M



# How Does LibQUAL+ Measure Quality?

## Rating of services *in context*

- Based on users' and non-users' perceptions and expectations
- **Gap analysis** between perceived level of service, and minimum and desired service level
- Comparison with other libraries, past years & developing norms

# Why LibQUAL+?

- **Quick, easy and inexpensive**
  - ❖ Web based survey administered by Association of Research Libraries (ARL); data collected and analyzed by expert LibQUAL+ staff
- Allows a library to see relationship to academic libraries across North America over time
- Complements other local assessments
- Starting point to identify best practices in providing library service



# LibQUAL+ 2004 Survey Specifics

- 202 institutions from North America, Europe & Australia - including 57 ARL Libraries & consortia
- 9 Canadian institutions: Alberta, Calgary, McGill, Montreal, Queen's, UNB, Western, Windsor, York
- 113,000 respondents

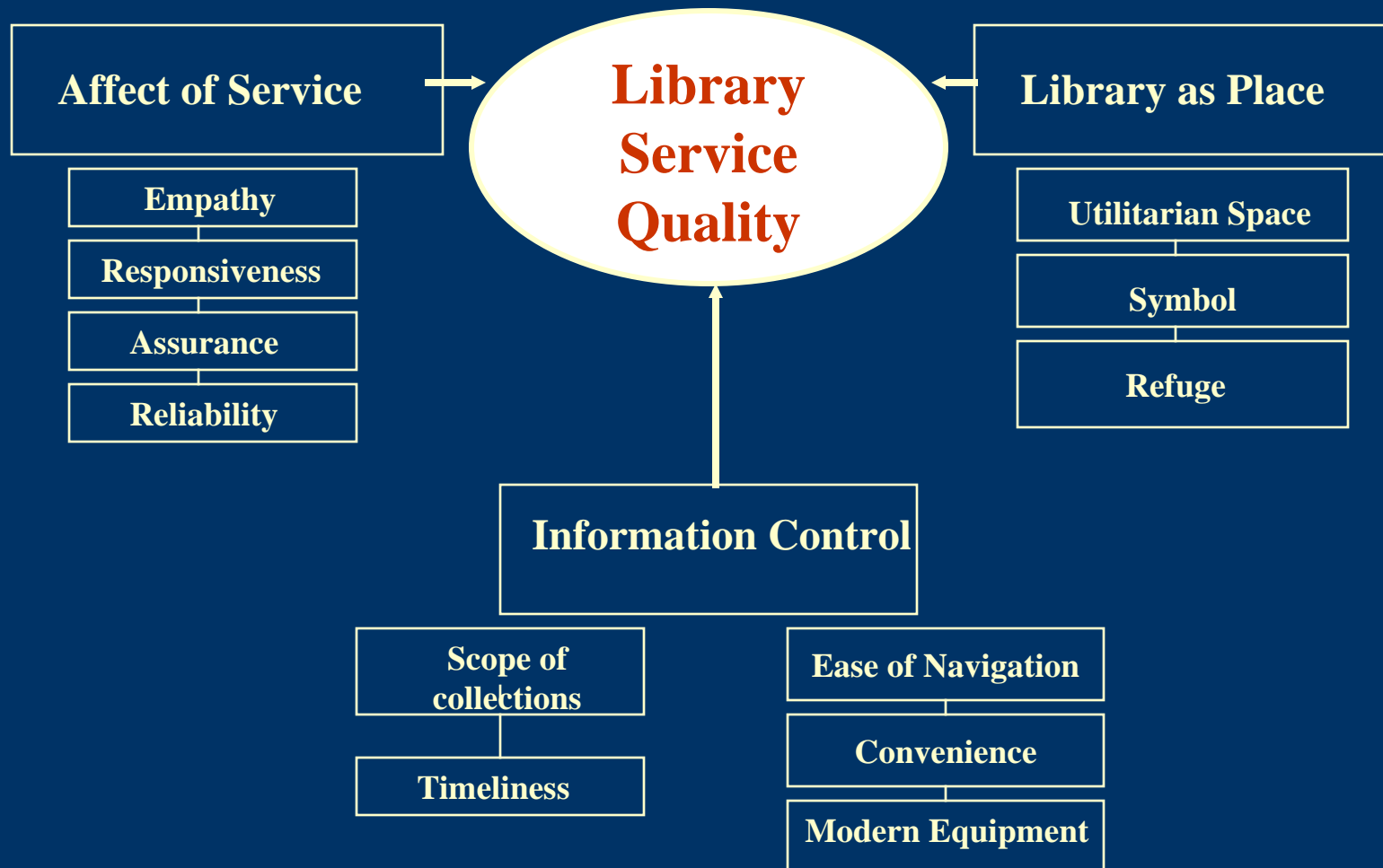
# LibQUAL+

## Spring 2004 Survey

- 22 service quality survey questions in three service dimensions: Affect of Service, Information Control, and Library as Place
- 5 optional “local” questions
- Demographic & usage questions
- One open comments box



# Service Quality Dimensions





# Survey - Sample Section

When it comes to...		My Minimum Service Level Is <i>low ..... high</i>	My Desired Service Level Is <i>low ..... high</i>	Perceived Service Performance Is <i>low ..... high</i>	N/A
1	Employees who instill confidence in users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
2	Easy-to-use access tools that allow me to find things on my own	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
3	Print and/or electronic journal collections I require for my work	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A

# Implementation

## some planning considerations

- **Project plan** – implementation team (if possible) to review process, establish a timeline, implement survey
- **Environment** – e.g., are other surveys being conducted at the same time?
- **Marketing & communication** – campus & library staff, e.g., Web site, posters, campus media, presentations, newsletter, etc.
- **Prizes** – What value? PDAs, MP3s, gift certificates ...

# Marketing & Communication



LibQUAL+

Home

Results & Actions

FAQ

Invitation to Participate

LibQUAL+ Working Group

LibQUAL+ Presentation (ppt)

Prize Winner

Project Timeline/Action Plan

Survey Progress Monitor

ARL LibQUAL+ Site

Questions? Comments?

libqual@post.queensu.ca

Sam Kalb, 533-2830

Library Service Quality Survey 2004



## Tell Us How the Library Can Serve You Better

### WHAT?

**LibQUAL+** is a survey developed by the Association of Research Libraries (ARL). Its purpose is to provide libraries with a standardized, effective method to measure the quality of library services based on the perceptions of faculty, students and staff.

### WHY?

Your opinion matters. Queen's Library is committed to providing the best possible service to the Queen's community. What better way to adapt our services than to ask you for feedback?

### WHO?

The survey will be sent to a random selection of students, faculty, and staff at Queen's University. You may be one.

### WHEN?

An invitation to complete the **LibQUAL+** survey will be emailed to selected recipients beginning Feb . 9, 2004.

### WHERE?

From your desktop using the Web

### HOW LONG WILL IT TAKE?

The survey consists of 27 core

# Implementation more considerations

- **Random Sampling** – Yes or No? Expertise?
- **LITS and ITS contacts** – valued colleagues
- **Research Ethics Review Board** – do you need to submit a proposal?
- **Report Results** – to library staff and campus

# 2004 Results

The results are a measure of perceived service quality *in relation to* user expectations for that service or library facility.

# Comparative results can tell us

Where we need to focus our attention to improve services.

A low score compared to other peer libraries points to a potential area for improvement.

# Comparative results told us

Users priorities and service expectations are strikingly consistent among the institutions participating in the 2004 survey.

# Comparative results also told us

**Queen's** top 5 & bottom 5 rated questions were identical to the average ARL top & bottom 5.

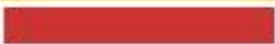




**Western's** top 5 & bottom 5 rated questions were slightly different compared to the average ARL top & bottom 5.



# Population for Queen's Survey

- Total initial sample: 5,450
  - ❖ All full time-faculty: 850
  - ❖ Random stratified sample of:
    - 3,000 full-time undergraduates
    - 1000 full-time graduates
    - 600 staff

# Survey Respondents





Surveys Completed by User Group:		
User Group	Completed	Percentage
Undergraduate:	365	
Graduate:	173	
Faculty:	184	
Library Staff:	24	
Staff:	61	
<b>Total:</b>	<b>807</b>	

Analyses based on 773 completed valid user surveys – excludes library staff. The respondent population was largely representative of the overall population distribution.

# Population for Western's Survey

- Total sample: 3000
  - ❖ Random stratified sample of:
    - 1200 undergraduates
    - 600 graduates
    - 600 faculty
    - 600 staff, excluding library staff

# Survey Respondents

User Group	Completed	Percentage
Undergraduate	115	
Graduate	85	
Faculty	75	
Staff	16	
Total:	291	

Analyses based on 291 completed valid user surveys. The respondent population was largely representative of the overall population.

# Respondent Comments

Provides context & detail for survey score

- 361 Queen's respondents (45%) filled in the comments box
- 148 Western respondents (51%) filled in the comments box

# Queen's Comments database

Available to all staff - facilitated analysis

## LIBRARY SERVICE QUALITY AT QUEEN'S 2004 - SURVEY PARTICIPANTS' COMMENTS

**Search the comments** which survey respondents have submitted to date, using one -- or a combination -- of free-text keywords (use the **Help** button to learn the keyword boolean commands for this database). **Alternatively:** You can simply search by one of the "Descriptors" assigned by Library staff. In either case, to start your search, click on the **Submit Query** button (located at the bottom of the screen).

Free-text keyword search:

Descriptor search:

### In addition:

You can narrow your search by adding one, or a combination, of the following demographic categories, **OR**, you can search by these categories alone (either singly or a combination of categories):

Campus Library most often used:

User Group:

Academic Program:

Female or Male:

Age:

Submit Query

Clear Screen



# Differences among User Groups

## Faculty at Queen's and Western

- ❖ **Affect of Service** – perceived that libraries are more than meeting minimum level expected, close to desired
- ❖ **Information Control** – perceived that libraries are not meeting minimum level of service expected
- ❖ **Library as Place** – perceived that libraries are more than meeting desired level of service

# Differences among User Groups

## Graduate Students at Queen's and Western

- ❖ **Affect of Service** – more than meeting minimum level expected
- ❖ **Information Control** - not meeting minimum level of service expected
- ❖ **Library as Place** – at Queen's more than meeting minimum level expected; at Western identified need for improvement



# Differences among User Groups

## Undergraduates at Queen's and Western

- **Affect of Service** – more than meeting minimum level expected
- **Information Control** – more than meeting minimum level expected
- **Library as Place** – at Queen's more than meeting minimum level expected; at Western identified need for improvement

# Affect of Service

Highly rated for:

- ❖ *Employees who deal with users in a caring fashion*
- ❖ *Willingness to help others*

# Information Control

- ❖ Service dimension most important to faculty and students as evidenced in the highest mean for minimum expected service out of the three dimensions
- ❖ Faculty most dissatisfied; low negative rating
- ❖ Graduate students also dissatisfied; difficult transitions from one university to another
- ❖ Undergraduates are most satisfied; positive rating almost matches overall ARL rating.

# Library as Place

- ❖ Service dimension with lowest priority for all three user groups
- ❖ Important to undergraduate students who are most frequent users of physical libraries

# Creating Change

- Broad consultation within the library and the university community to:
  - Identify key areas of concern and initiatives already underway;
  - Develop and implement plans for improvements, especially in weaker areas
- Provide your community with a summary of survey results with actions taken, underway and planned – to be updated after subsequent surveys.

# Where do we go from here?

- Address some of the longer term challenges in the survey
- Further investigation where necessary, e.g. focus groups, etc. *LibQUAL+ is only one assessment tool*
- Continue doing LibQUAL+ in future to assess improvements undertaken and to identify services that continue to need improvement as well as new concerns

# CARL LibQUAL+ Survey

- In 2007, Canadian Association of Research Libraries (CARL) will coordinate a consortial survey of Canadian academic libraries.
- Major Benefits:
  - ARL compiled comparative data for Canadian libraries, presently unavailable
  - Shared marketing information, data analysis expertise, information exchange (listserv), etc.



# Web Sites

- Presentation:  
<https://qspace.library.queensu.ca/handle/1974/252>
- Queen's LibQUAL+ Web Site:  
<http://library.queensu.ca/webir/libqual.htm>
- Western's LibQUAL+ Web Site:  
<http://www.lib.uwo.ca/aboutwl/libqual.htm>
- ARL LibQUAL+ Site: <http://www.libqual.org/>

