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Presenting LibQUAL+ Results for Action

Margaret Martin Gardiner
University of Western Ontario, mgardine@uwo.ca

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PRESENTING LIBQUAL+® RESULTS FOR ACTION

Margaret Martin Gardiner
Assessment Librarian
The University of Western Ontario

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Gap 2004: Presentation to Action

What was missing in order to achieve action expected by users?
Presentation Western LibQUAL Results 2004: Missing Pieces

- Setting the results within the context of the Libraries strategic and annual planning and the university’s strategic directions
- Persuading library leaders and staff to engage in discussions leading to actions that are in direct response to what our users are telling us
- Including a continuing role for the Assessment Committee in support of action
Tell a compelling story
Concentrate on what the audience needs to know: the most significant and relevant issues
Provide some interpretation of the results
Do not become side-tracked by side issues
Engage those present to consider next steps
All recommendations of the Assessment Committee’s paper *Impressionistic Overview of Major Themes* are in process of being acted on, and this happened in advance of the Leader’s meeting to gain approval/acceptance of the paper.
Measuring Success of Presentation

Assessment Committee members invited by heads of libraries/departments to share in presentation of results to staff

Assessment Librarian asked to prepare more detailed data analysis and lists of comments and summaries by major themes for use in presentation to University partners, administrators, and student groups
Library as Place

- Meetings arranged with university administrators and partners to discuss joint actions and support needed
- Meetings arranged with student groups for more input on major issues
- Individual library heads are reviewing space issues for a joint report of space needs within the context of the current strategic directions to be presented to the University administration for budget consideration
Measuring Success of Presentation: Actions

Hours of Opening

- Some tweaking of hours to extend when and where needed has been implemented
- Western Libraries investigating eventual possibility of providing late night hours during academic term in one library
Measuring Success of Presentation: Actions

Web Site Design

- Next Generation Web Site Implementation Team working on an 18 month project to implement new Web site with Web 2.0 capabilities in Spring 2008 - all related LibQUAL comments and data passed to the Team

- Team has conducted staff and user focus groups for input and will be conducting a usability study
Information Resources

- In 2004-2005 a LibQUAL subcommittee investigated information control issues with respect to promotion & marketing of resources to graduate students and faculty.

- In 2007 the Assessment Committee identified the continued and increased need for promotion & marketing and will present a proposal for a Western Libraries-wide marketing team to library leaders.
Information Resources

- At the local level, heads of libraries and subject librarians are working on strategies to improve access to needed materials and to build stronger collections where there are identified University priorities

- Western Libraries-wide issues are being addressed at collections forum meetings
Progressing to a culture of assessment

- All leaders and staff involved in working towards user-centred actions in response to user input

- Assessment Committee role changing from one of hand-over of results to working closely with all in the Libraries to keep the major issues on the table and to provide support
Next Steps

Sharing results with our users:

- Special Issue of *Direct Communication*, Western Libraries newsletter, has been distributed

- Assessment Committee preparing a “*What You Told Us*” and “*What We Are Doing About It*” document for the Web site. This will be updated over time.
Next Steps

- Assessment Committee will encourage a Libraries-wide commitment to action on marketing and promotions
- Assessment Committee will become more pro-active in tracking actions in the key areas of concern and following up
Thank You

Questions?