



LibQual 2015

Olin Library Survey of User
Perception of Library Services
Quality

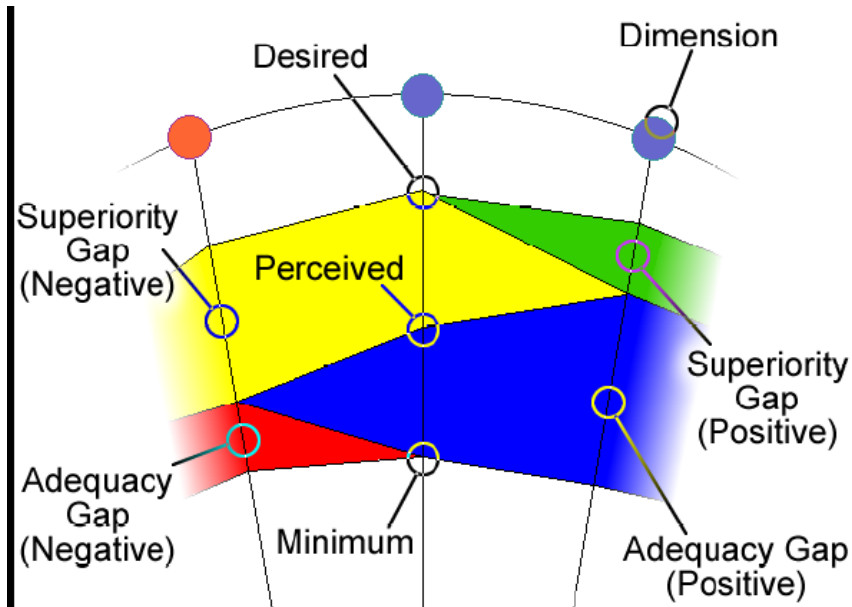
LAC and Librarians Meeting
4/14/15

The basics



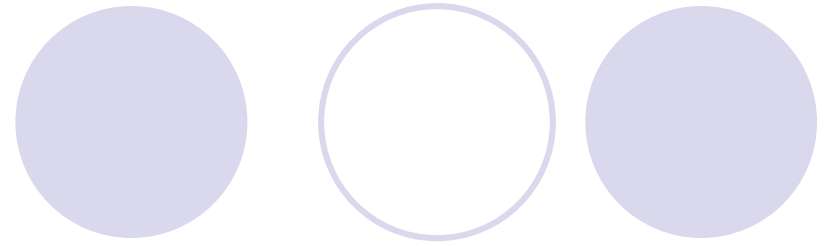
- March 9th through March 20th
- Random sample of 1200 individuals
- 262 usable Responses (122 long, 140 lite)
- 156 undergraduates
- 22 graduates
- 38 faculty
- 46 staff
- 120 Comments
- Coffee for each completed survey and 4 x \$50 Amazon gift cards as incentives

LibQual Radar graphs



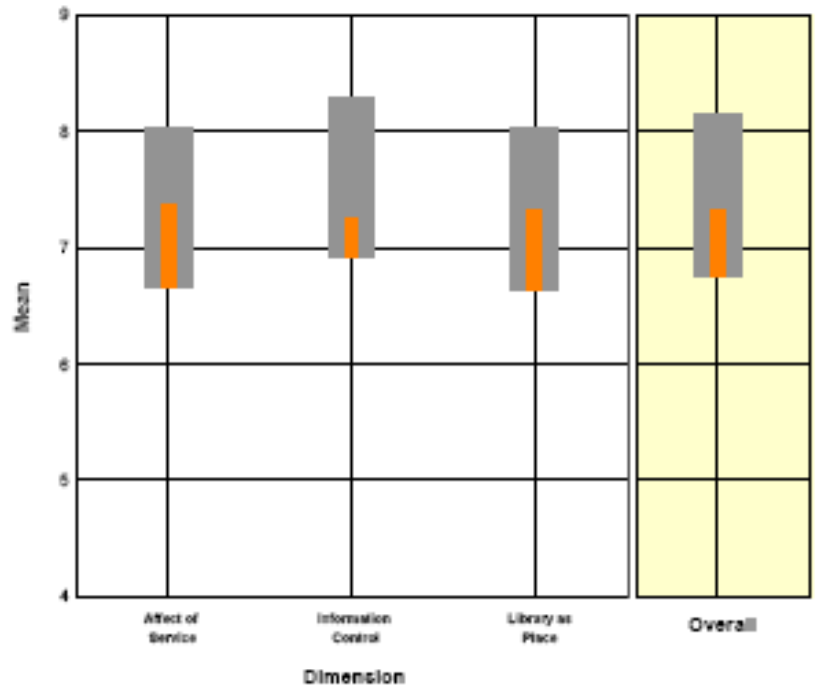
- Respondents gave us:
 - Minimum
 - Desired
 - Perceived
- 9 point scale
- 22 core + 5 local questions.
- Adequacy gaps (+/-)
- Superiority gaps (+/-)

Dimensions



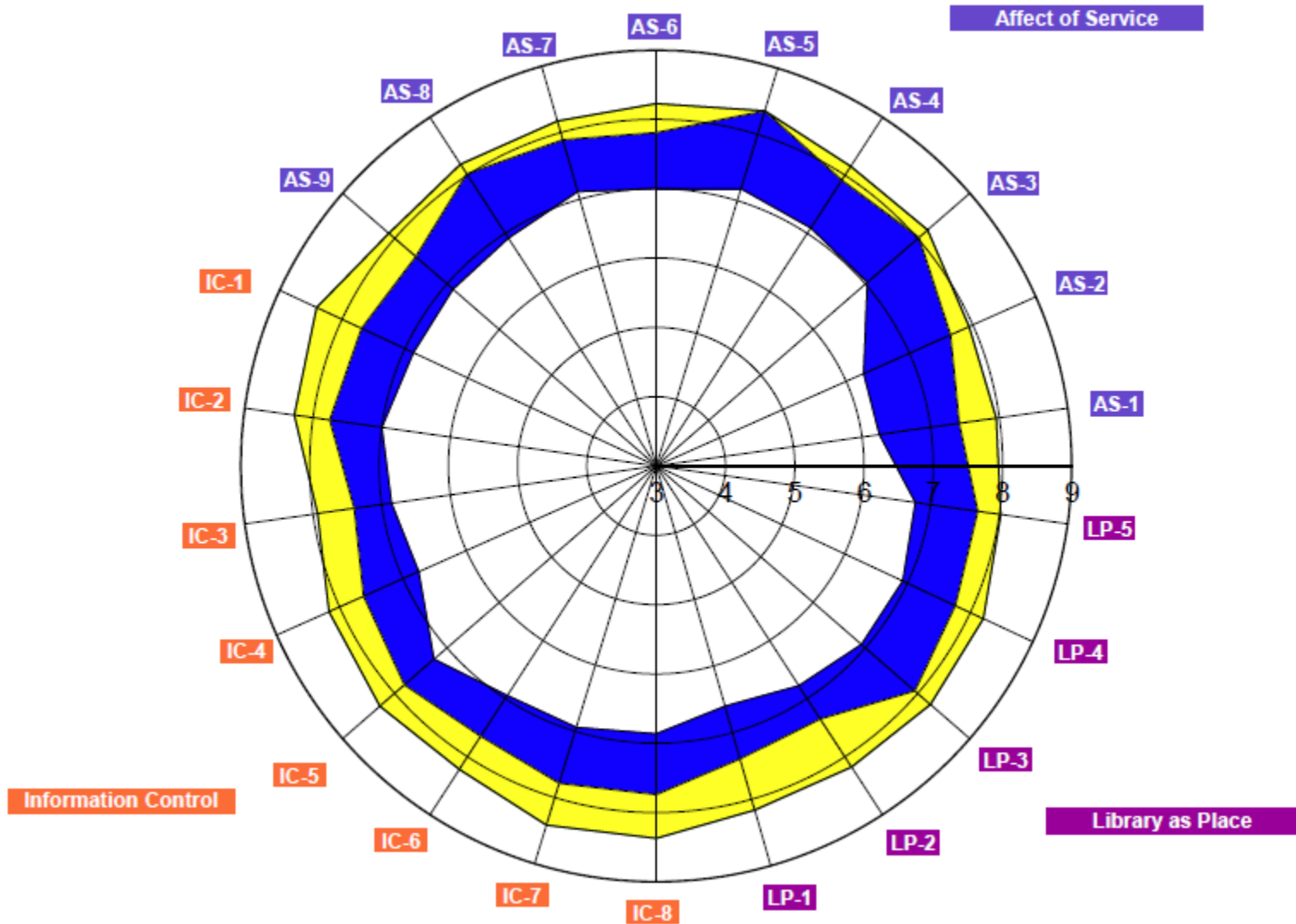
- Questions grouped into three “dimensions of service.”

- Affect of service
- Information Control
- Library as Place

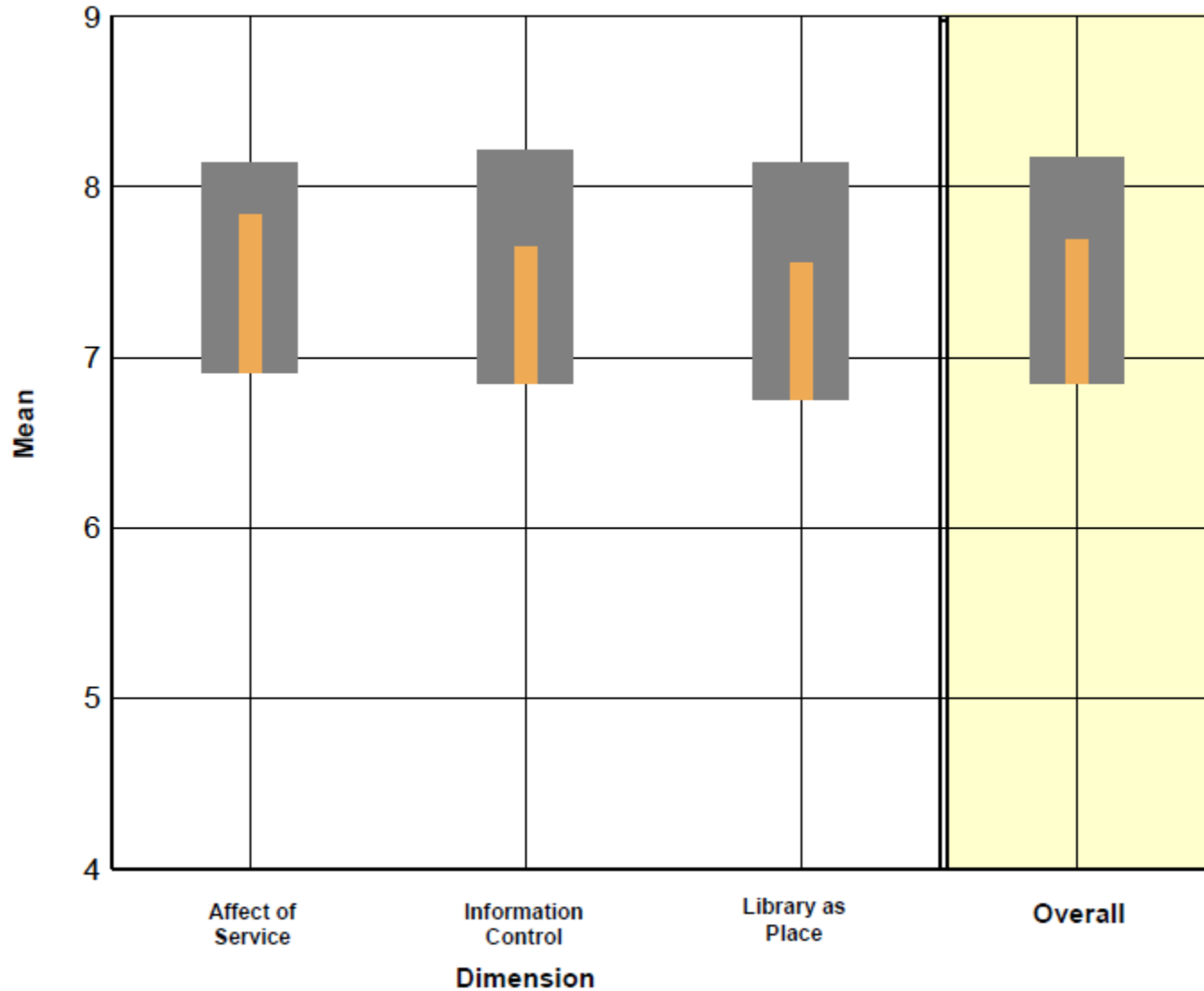


■ Range of Minimum to Desired
■ Range of Minimum to Perceived ("Adaptivity Gap")

Undergraduates (page 44)



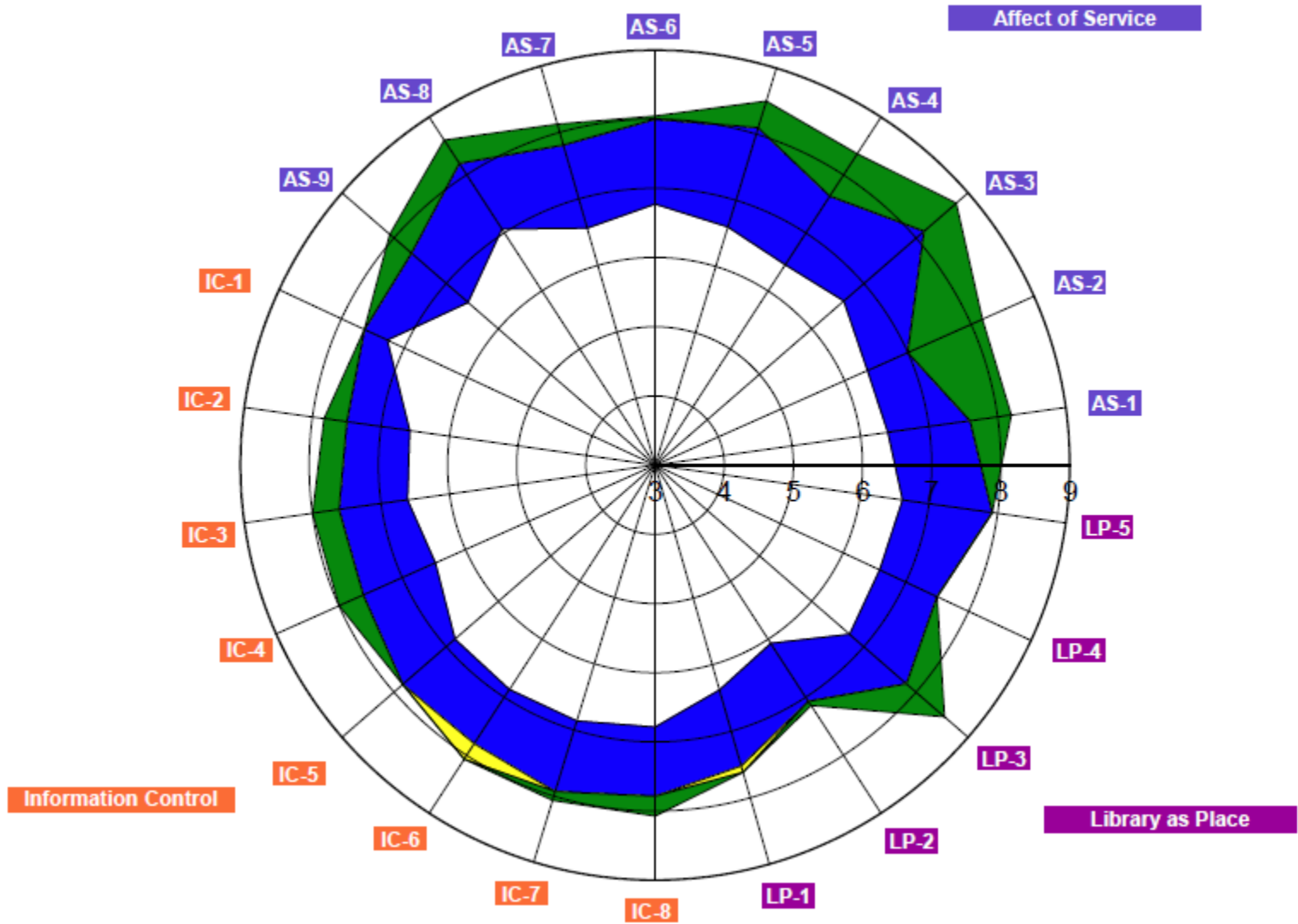
Undergrads -- Dimensions (p.47)



Undergrads -- Local Questions (p.49)

- Hours -- desired mean 8.2, perceived mean 8.16. They like the 24/7 space.
- Searching for articles -- desired 8.48, perceived 7.84. Benchmark for Primo.
- Quiet study – desired 8.16, perceived 7.62.
- Textbooks etc. – desired 8.22, perceived 7.78. Benchmark for bookstore.
- Info. Lit. – desired 8.13, perceived 7.77.

Results - Graduates

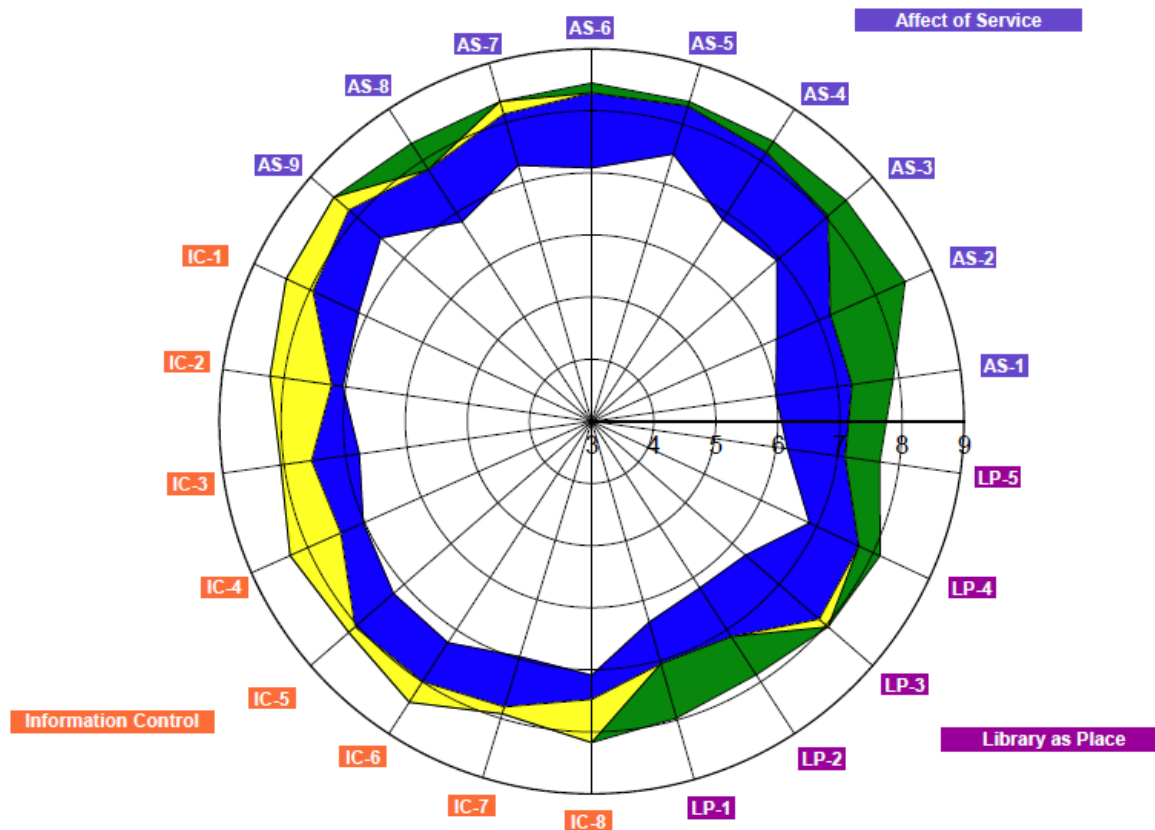


Graduate – Local Questions (p.62)

- Only one measure was below their desired mean.
- “Space that facilitates quiet study.”

Results - Faculty

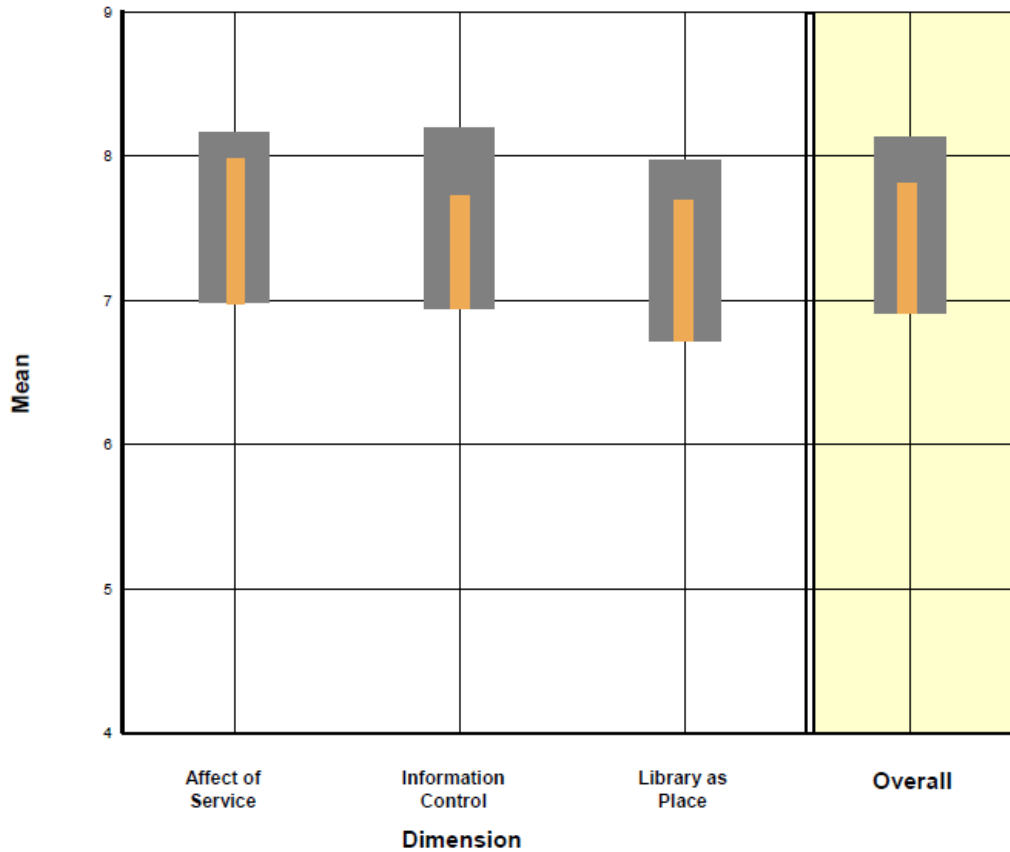
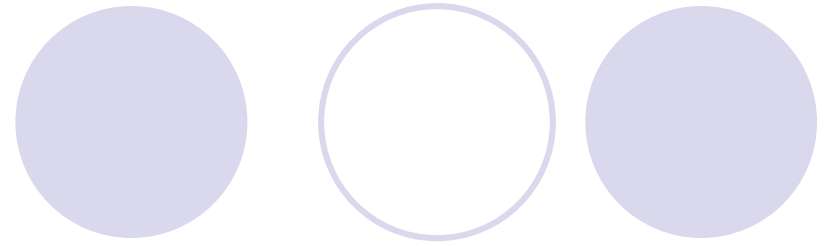
- It is all about “information control”



Faculty – Local Questions (p.72)

- Adequate hours of service – Desired mean 7.64, perceived mean 7.27.
- The extended winter break closing does not seem to have impacted these respondents.

All Users -- Overall

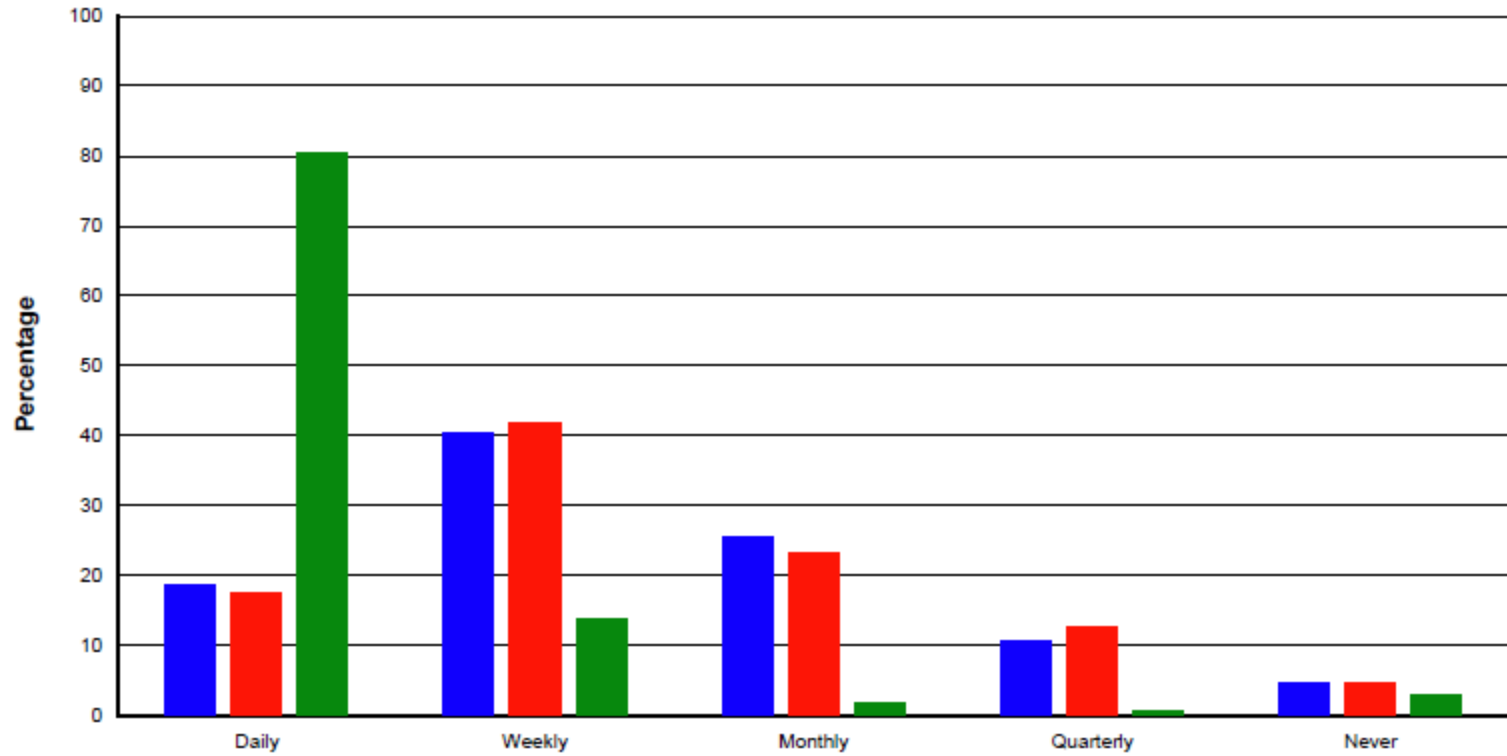
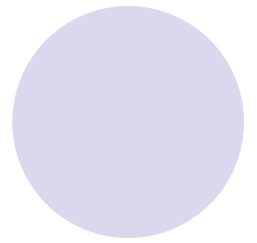
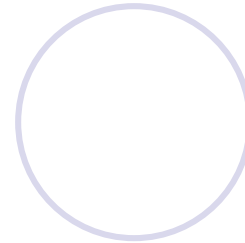
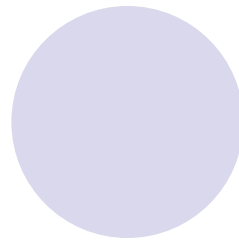
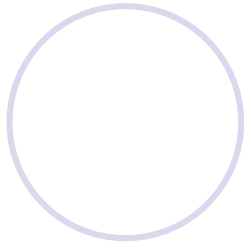
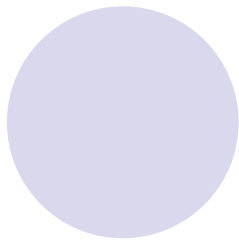


Satisfaction –
8.1

Next steps



- Share with Library Advisory Committee, Librarians, and all staff.
- Review the comments.
- Publish results (with context) on website.
- Publish edited comments with responses on website.
- Incorporate results into strategic planning.



Frequency

How often do you use resources on library premises?

How often do you access library resources through a library Web page?

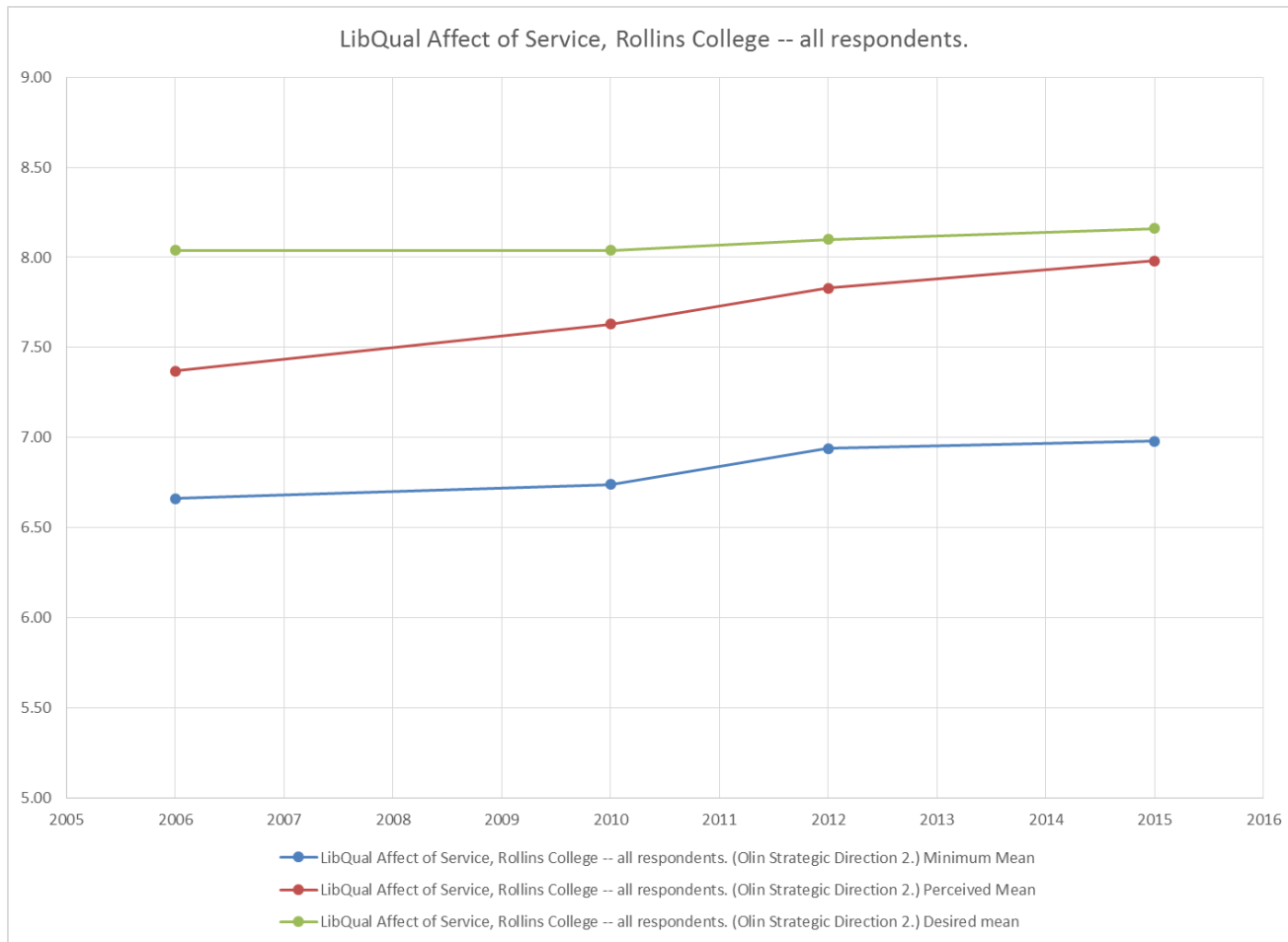
How often do you use YahooTM, GoogleTM, or non-library gateways for information?

Strategic Planning and SACs

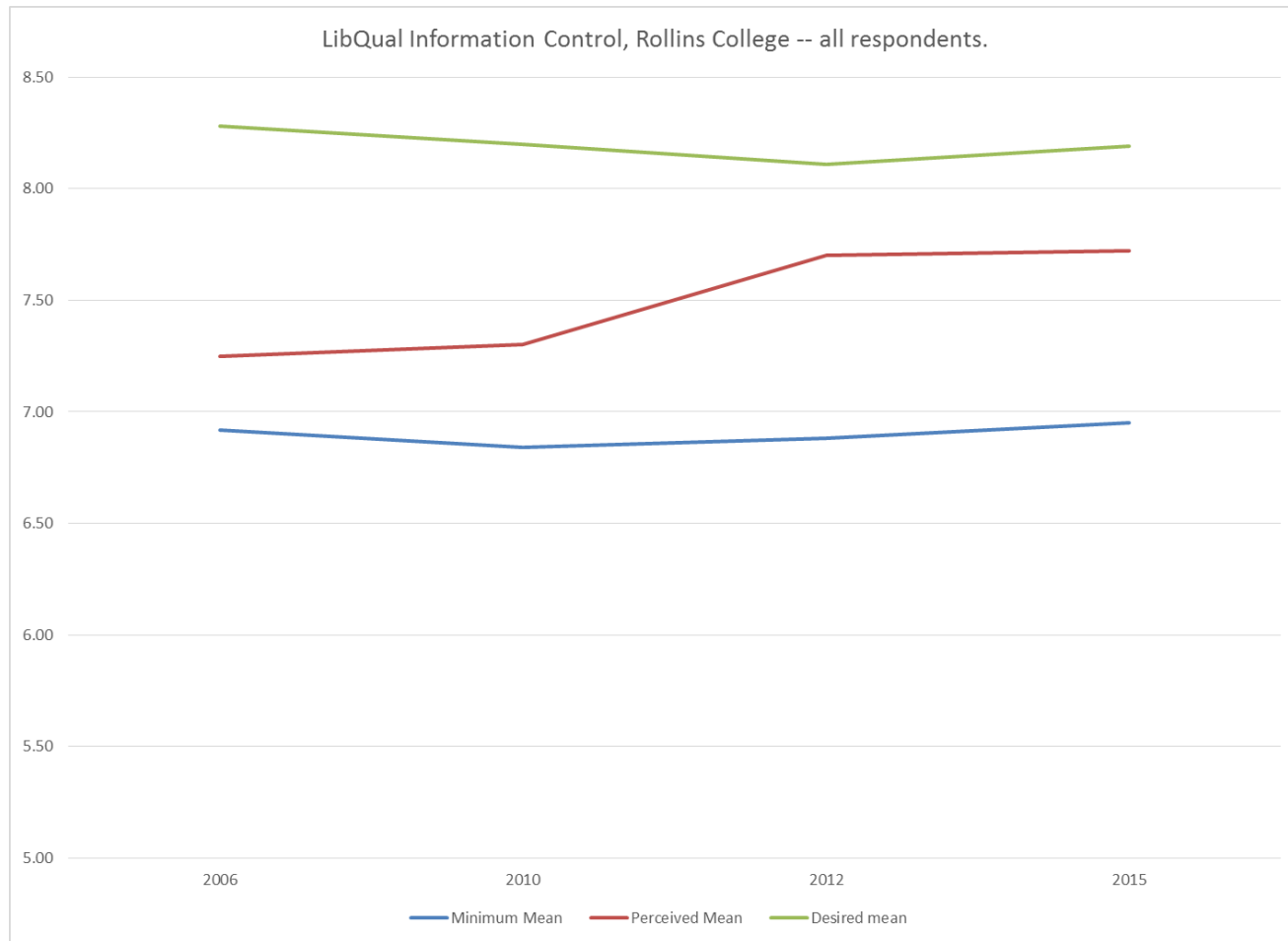
- In partnership with the faculty and through the curriculum, educate all Rollins students – in groups and individually -- in the skills of critical thinking, research, and evaluation of information.

Info Lit Questions Aggregate Means	2006	Undergraduates	6.55	1.78	291
	2010	Undergraduates	6.85	1.51	76
	2012	Undergraduates	7.37	1.50	327
	2015	Undergraduates	7.35	1.70	100
	2006	Graduate	6.58	1.78	64
	2010	Graduate	6.95	1.74	34
	2012	Graduate	7.16	1.66	62
	2015	Graduate	7.65	1.58	15

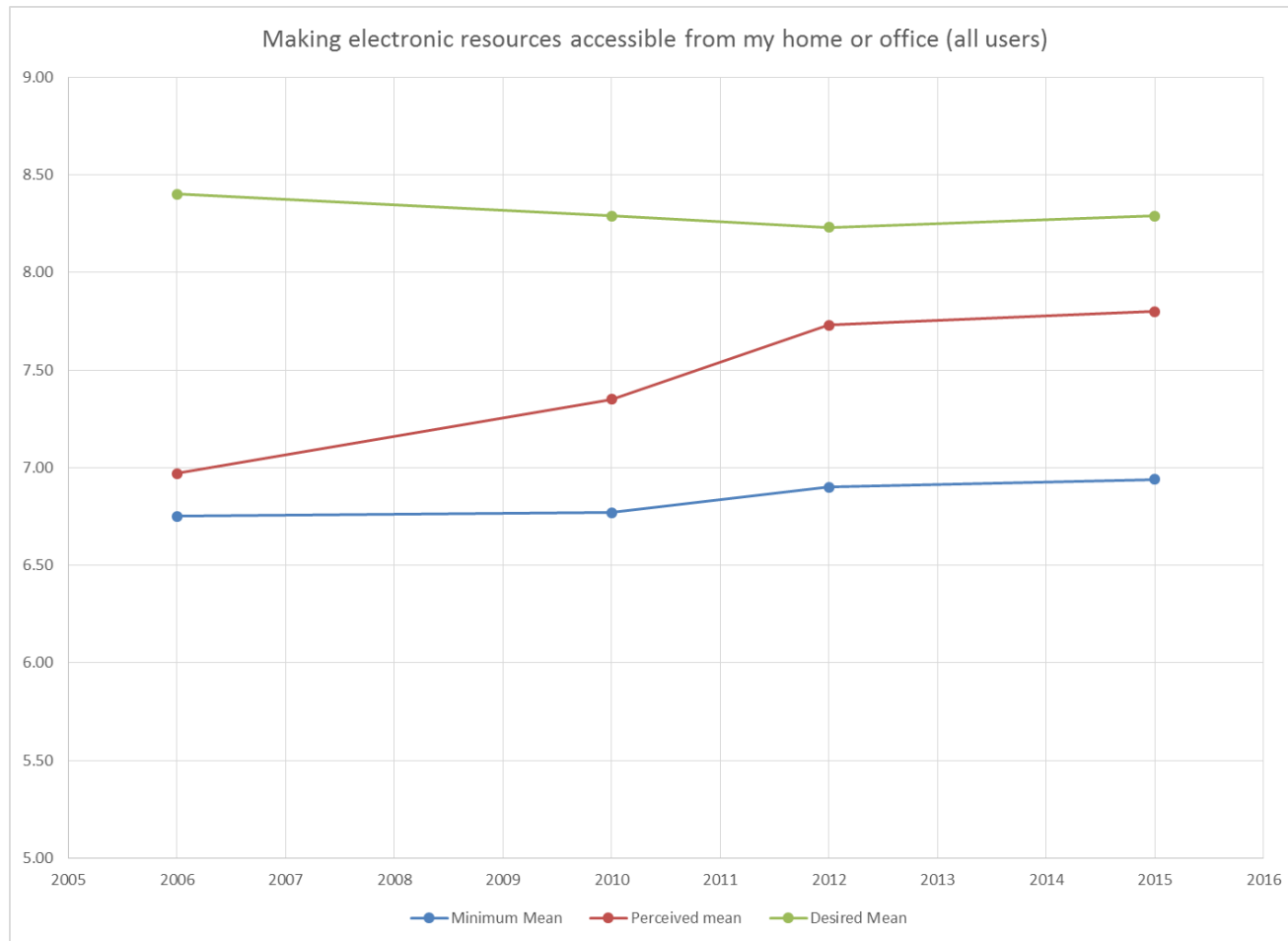
Improve our users' experience of the library; with exceptionally good, consistent, friendly, and professionally competent customer service to users



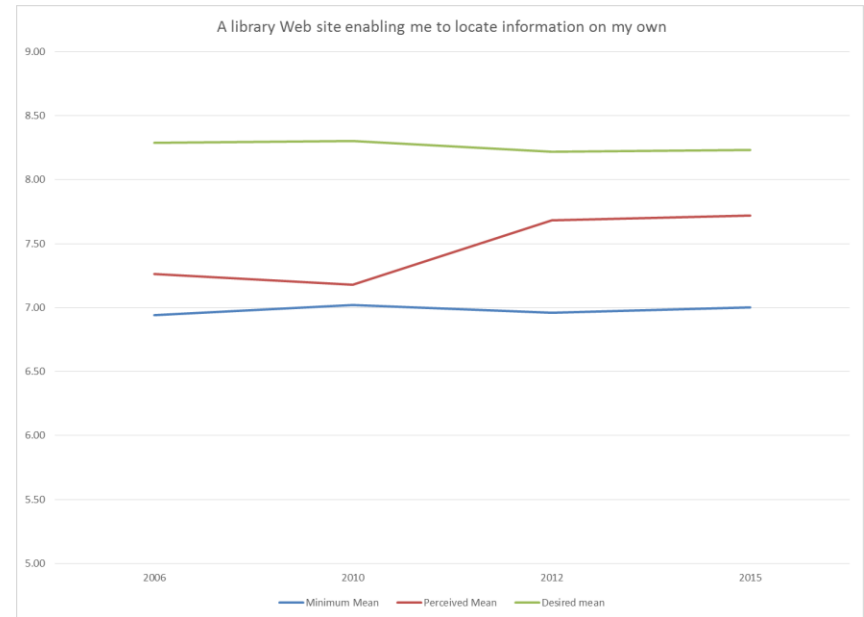
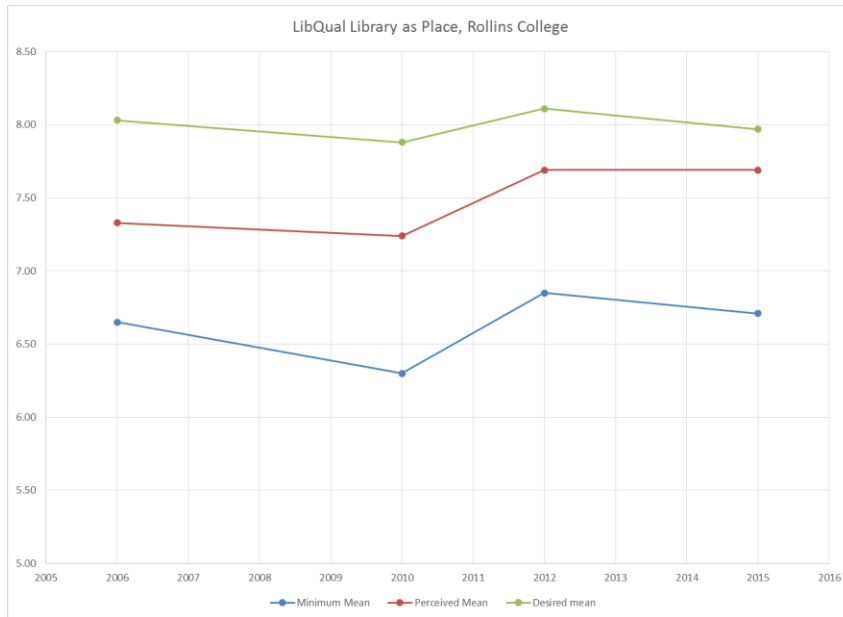
Develop, organize, and provide easy access to the best possible information resources in the most appropriate formats for the Rollins community.



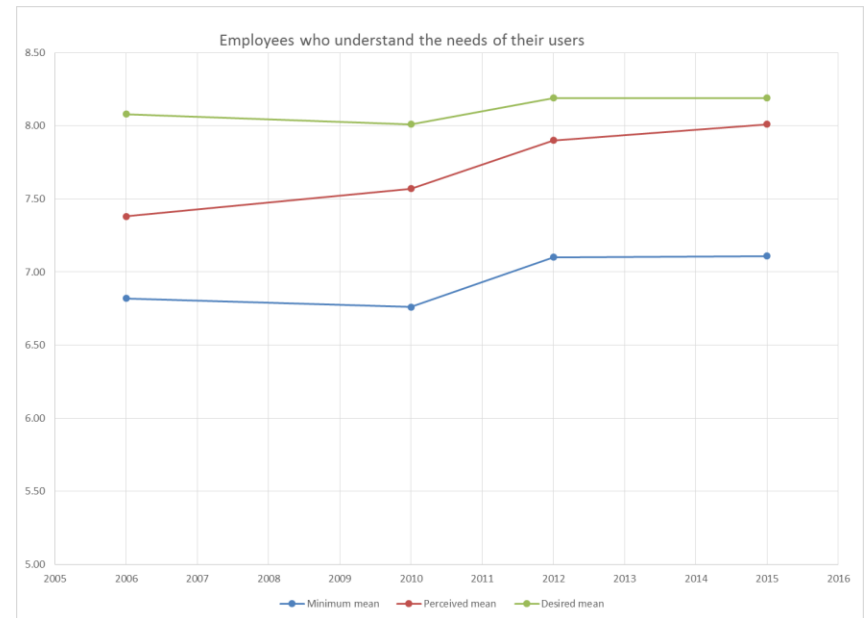
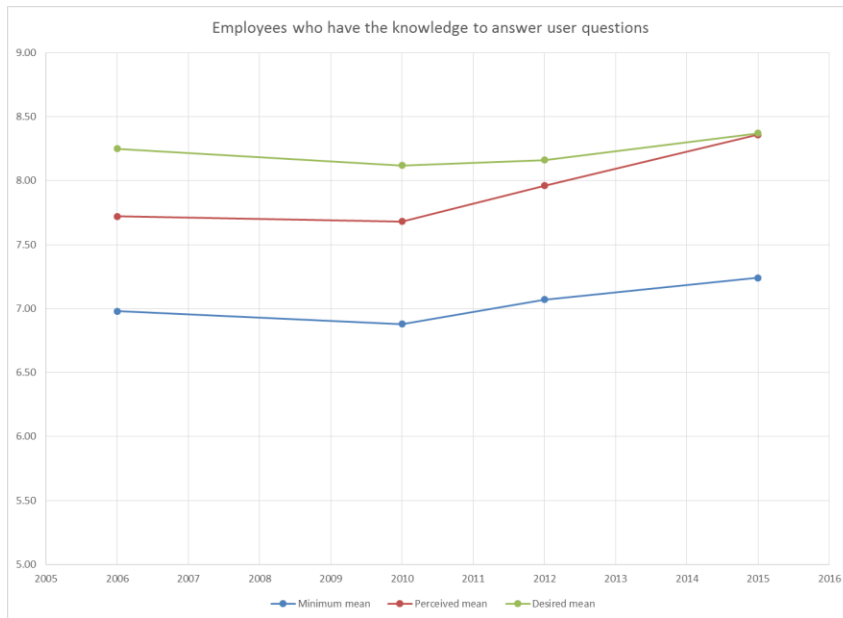
Find new and more effective ways to provide services and information resources beyond the library building so that the user need not come to the library, but the library services and resources are where the user needs us to be.

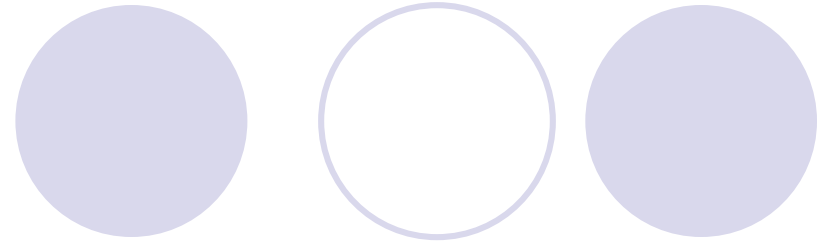
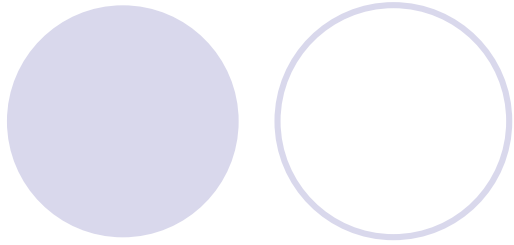


Develop the Olin Library as a welcoming and well organized space, in the building and online, that fosters the love of learning through its design, services, and programming.



Support professional development and engagement aimed at continually improving all library personnel ability to implement this plan and improve library operations.





Questions & Comments?