Library Service Quality Survey: Reporting the Results

Grinnell College Libraries

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Acknowledgements

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What Is LibQUAL?

LibQUAL is a national survey that measures the *gaps* between a community's

- minimum expectation for a service,
- desired level for that service,
- perceived level of the service.

See: http://libqual.org/

What Is LibQUAL?

Three dimensions of service are examined:

1. Affect of Service
2. Collections and Access
3. Library as Place

Survey Questions for “Affect of Service”

1. Employees who instill confidence in users
2. Giving users individual attention
3. Employees who are consistently courteous
4. Readiness to respond to users' questions
5. Employees who have the knowledge to answer user questions
6. Employees who deal with users in a caring fashion
7. Employees who understand the needs of their users
8. Willingness to help users
9. Dependability in handling users' service problems

Survey Questions for “Collections and Access”

1. Making electronic resources accessible from my home or office
2. A library Web site enabling me to locate information on my own
3. The printed library materials I need for my work
4. The electronic information resources I need
5. Modern equipment that lets me easily access needed information
6. Easy-to-use access tools that allow me to find things on my own
7. Making information easily accessible for independent use
8. Print and/or electronic journal collections I require for my work

Survey Questions for “Library as Place”

1. Library space that inspires study and learning
2. Quiet space for individual activities
3. A comfortable and inviting location
4. A getaway for study, learning, or research
5. Community space for group learning and group study

Surveys Completed, February-March 2007

	Students	Faculty	Administration and Staff	Librarians and Library Staff	Total
Survey	172 = 12% of the students	54 = 28% of the faculty	29	23	278
Comments	72	23	14	5	114

How Are the Results Reported?

For each question, within each user group, the survey report analyzes:

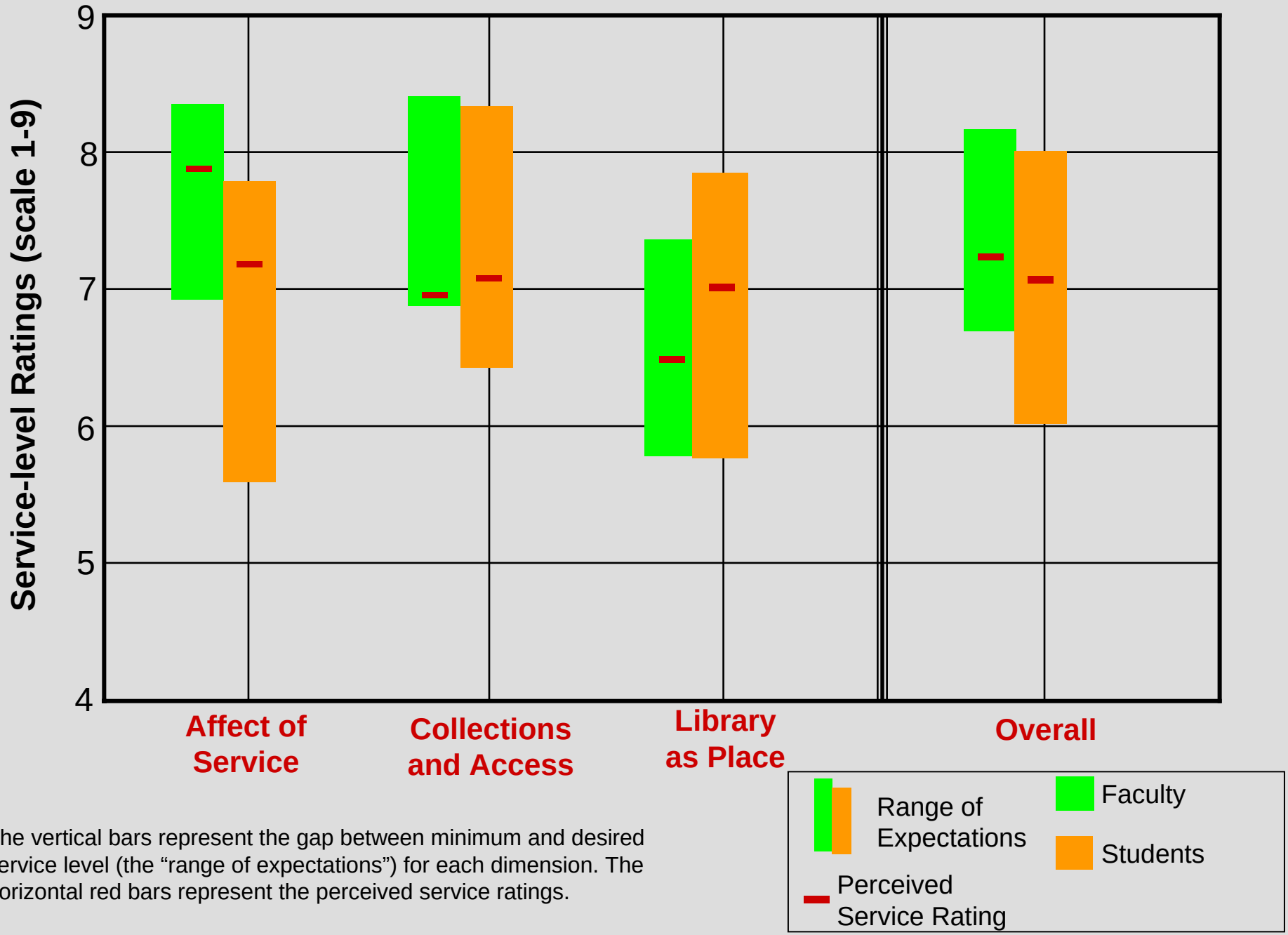
- Minimum mean
- Desired mean
- Perceived mean
- Adequacy mean (minimum minus perceived)
- Superiority mean (perceived minus desired)
- Standard deviations

What Did We Hear?

For both faculty and students, the highest desired level of service is in the area of "Collections and Access."

The perceived level of service in Collections and Access is just above the minimum level acceptable.

Core Question Dimensions Summary



The vertical bars represent the gap between minimum and desired service level (the “range of expectations”) for each dimension. The horizontal red bars represent the perceived service ratings.

Faculty Responses

Highest Expectations (Highest Desired) Among Faculty

1. Employees who are consistently courteous (8.60 out of 9)
2. A library Web site enabling me to locate information on my own (8.57 of 9)
3. Print and/or electronic journal collections I require for my work (8.53 of 9)
4. Readiness to respond to users' questions (8.53 of 9)
5. The electronic information resources I need (8.47 of 9)

Areas of Weakness: Widest Gaps Between Desired and Perceived (Faculty)

1. Print and/or electronic journal collections I require for my work (below minimum expectation) ✓
2. Making electronic resources accessible from my home or office (below minimum expectation)
3. The electronic resources that I need (at minimum expectation)✓
4. The printed library materials I need for my work
5. A library web site enabling me to locate information on my own ✓

✓**among 5 highest expectations**

Areas of Strength: Narrowest Gap Between Desired and Perceived (Faculty)

1. Willingness to help others
2. Giving users individual attention (tied with:)
3. Employees who deal with users in a caring fashion
4. Quiet space for individual activities
5. Employees who are consistently courteous ✓

✓**among 5 highest expectations**

Comments from Faculty

- *Affect of Service:* 9 faculty commented
  - Mixed experience with service quality
- *Collections and Access:* 18 faculty commented
  - Journals and other resources are weak
  - Interlibrary services are mixed
  - Web site is hard to use
  - Circulation policies are limiting
- *Library as Place:* 5 faculty commented
  - Too much talking
  - Not conducive to asking questions
  - Need a new building

Student Responses

Highest Expectations (Highest Desired) Among Students

1. Print and/or electronic journal collections I require for my work (8.54 out of 9)
2. A library Web site enabling me to locate information on my own (8.48 of 9)
3. The electronic information resources I need (8.42 of 9)
4. Making information easily accessible for independent use (8.32 of 9)
5. Easy-to-use access tools that allow me to find things on my own (8.29 of 9)

Areas of Weakness: Widest Gaps Between Desired and Perceived (Students)

1. Print and/or electronic journal collections I require for my work ✓
2. The electronic information resources I need ✓
3. Making electronic resources accessible from my office
4. Easy-to-use access tools that allow me to find things on my own ✓
5. A library Web site enabling me to locate information on my own ✓

✓**among 5 highest expectations**

Areas of Strength: Narrowest Gaps Between Desired and Perceived (Students)

1. Readiness to respond to users' questions
2. Willingness to help users
3. Employees who deal with users in a caring fashion
4. Employees who are consistently courteous
5. Employees who understand the needs of their users

✓ **among 5 highest expectations**

Comments from Students

- Affect of Service: 19 students commented
  - Mixed experience

- Collections and Access: 35 students commented
  - Journals and other resources are weak
  - Promotion and instruction aren't visible
  - Interlibrary services are mixed
  - Course reserves are sometimes hard to read
  - News and current affairs could be more prominent
  - Web site is hard to use
  - Off-campus access is confusing
  - Processing backlog is too big

Comments from Students (continued)

- Library as Place: 30 students commented
  - Areas for group study are inconvenient
  - Overall layout is sometimes confusing
  - Beverage services are desired
  - Lighting is too dim
  - Furniture: mixed comments
  - Copy machines sometimes don’t work
  - Noise can be a problem
  - Temperature is sometimes too low

Recent Changes in the Libraries

- Kistle Science Library opened in June 2007
- Renovations in Burling Library
  - Lighting
  - Computer Commons and new Reference Desk
  - Accessibility improvements
  - Reading area for current news
  - Coffee delivery service from Bob's Underground
- Enhancements to the Library Catalog
  - Online renewals
  - Online recalls of books charged to other borrowers
  - Online requests for items awaiting processing

Looking Ahead

- We have requested increased funding for journals, databases, and primary-source collections
- We will improve our Web site
- We will enhance Interlibrary Services
  - Workflow improvements to increase speed
  - Greater use of commercial electronic document services (for color and speed)
  - Investigate improvements to software
- We will work closely with faculty (through departmental liaisons) and students (through our SEPC) to be sure we understand your needs

Questions or Comments?

http://www.lib.grinnell.edu/feedback.html