

What is LibQual+?

- An assessment tool for measuring & benchmarking PERCEPTIONS of library services.
- Initiated in 2000 by 13 ARL libraries
- Administered by 1,300+ libraries

Why LibQual+?

- Measures the perceived GAP between minimum service level and desired service level regarding Affect of Service (AS), Information Control (IC), and Library as Place (LP)
- Standardization allows benchmarking

Sample Questions:

When it comes to...	My Minimum Service Level is		My Desired Service Level is		Perceived Service Performance is		NA																					
	Low	High	Low	High	Low	High																						
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	NA
2) Making electronic resources accessible from my home or office	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	NA
3) Library space that inspires study and learning	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	NA
4) Giving users individual attention	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	NA
5) All library Web site enabling me to locate information 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	NA

Deployment:

- Communication with OIE/IRB permission
- Deployed for a month with weekly reminders
- Sent emails to 11,750 students, faculty, & staff
- Received 405 (5%) valid surveys

Benchmarking:

AS	Desired	Perceived	Minimum	Adequacy Mean	Superiority Mean
All Community Colleges	7.97	7.65	6.98	0.67	-0.32
Reynolds Community College	7.99	7.79	7.16	0.63	-0.2
IC	Desired	Perceived	Minimum	Adequacy Mean	Superiority Mean
All Community Colleges	7.88	7.56	6.84	0.72	-0.32
Reynolds Community College	8.01	7.7	7.22	0.48	-0.31
LP	Desired	Perceived	Minimum	Adequacy Mean	Superiority Mean
All Community Colleges	7.94	7.63	6.9	0.73	-0.31
Reynolds Community College	8.04	7.75	7.21	0.54	-0.29

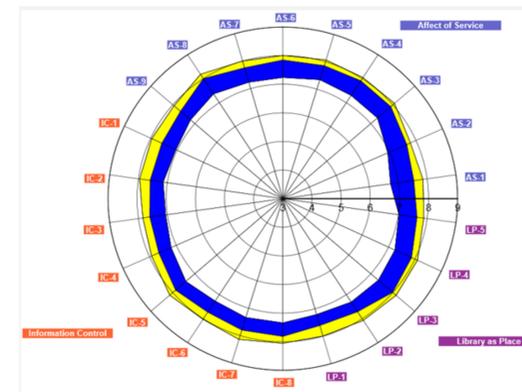
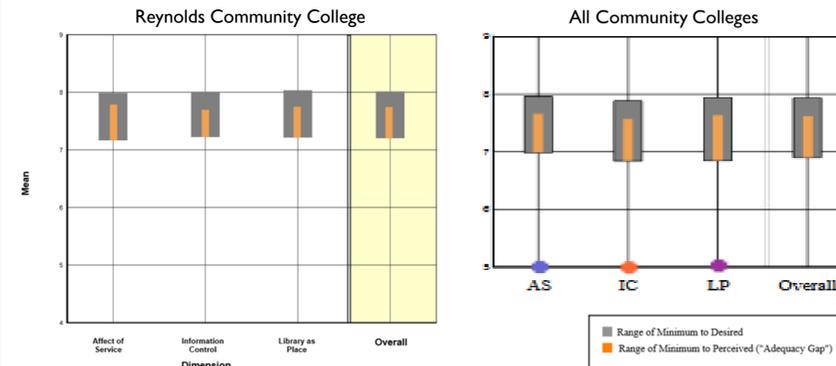


We're Listening! Assessment for Data-Driven Decision Making

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LIBQUAL+: THE FINDINGS



Green: fantastic
Small yellow: very good
Big blue: good
Red: needs improvement

Blue + Yellow = Zone of Tolerance. Greater than minimum, though less than desired.

LibQual+: Strategic Planning

- Quiet space
 - Coached staff to maintain quiet areas in library
- Better print management system
 - In the process of replacing it with a better system
- More computers needed.
 - Instituted a mobile device checkout program for students
- Longer hours
 - Extended hours during exam weeks
 - Open libraries during weekends in summer
- Easier access to information/resources
 - Improve web user-experience
 - Planned more student and faculty workshops
 - Planned more information literacy instruction
- Commitment to customer service
 - Continue to reward good service and train staff regularly
- Outreach and collaboration
 - Involvement with new initiatives (OER, Honors, Advance College Academy, etc.)
 - Lunch and Learn Faculty Series
 - Information Literacy Collaboration: Library Live



LIBQUAL+: THE FINDINGS

Dimension	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean
Affect of Service	7.16	7.99	7.79	0.62	-0.20
Information Control	7.22	8.01	7.70	0.47	-0.31
Library as Place	7.21	8.04	7.75	0.54	-0.28
Overall	7.20	8.01	7.75	0.54	-0.27

Adequacy Mean:

- Gap between Minimum Service Level and Perceived Service Level – the larger the better

Superiority Mean:

- Gap between Desired Service Level and Perceived Service Level – the smaller the better

Top five Adequacy Mean

		Adequacy Mean
AS-1	Employees who instill confidence in users	0.81
AS-2	Giving users individual attention	0.72
LP-3	A comfortable and inviting location	0.66
AS-8	Willingness to help users	0.64
LP-4	A getaway for study, learning, or research	0.63

Top Five Superiority Mean:

AS-2	Giving users individual attention	-0.13
AS-4	Readiness to respond to users' questions	-0.14
AS-6	Employees who deal with users in a caring fashion	-0.16
LP-3	A comfortable and inviting location	-0.16
AS-3	Employees who are consistently courteous	-0.17

Bottom five Adequacy mean

IC-2	A library Web site enabling me to locate information on my own	0.46
IC-5	Modern equipment that lets me easily access needed information	0.46
IC-7	Making information easily accessible for independent use	0.46
LP-1	Library space that inspires study and learning	0.41
LP-2	Quiet space for individual activities	0.41

Bottom Five Superiority Mean

IC-7	Making information easily accessible for independent use	-0.34
IC-2	A library Web site enabling me to locate information on my own	-0.36
LP-2	Quiet space for individual activities	-0.36
IC-1	Making electronic resources accessible from my home or office	-0.38
LP-1	Library space that inspires study and learning	-0.38