


# User Satisfaction



University Libraries

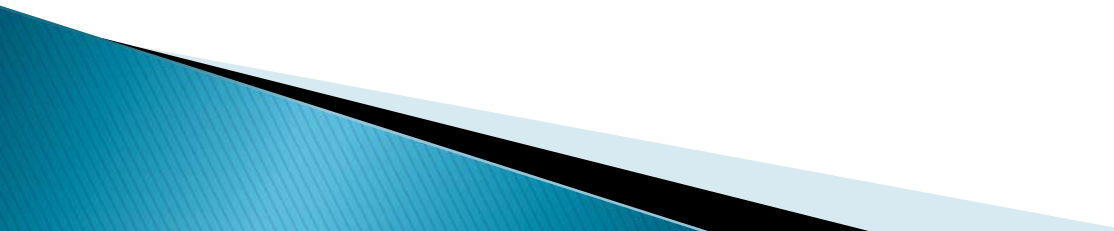


# What is LibQUAL+®?

- ▶ A library user satisfaction survey developed by the Association of Research Libraries and Texas A & M University.
  - ▶ Examines users' minimum, perceived, and desired level of service in the following dimensions:
    - services provided by Libraries' employees (Affect of Service)
    - quality and accessibility of information (Information Control)
    - quality of libraries' space (Library as Place)
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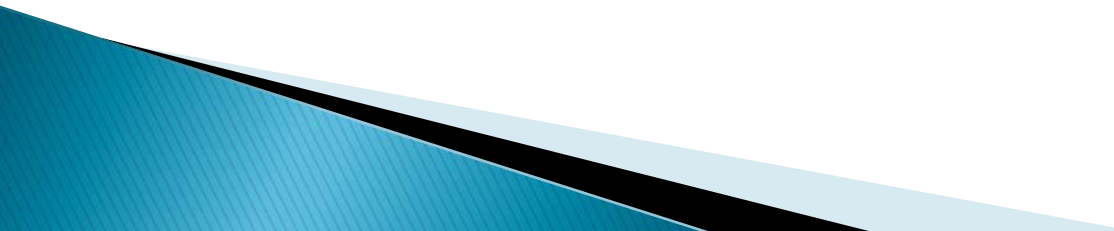


# What is LibQUAL+®?

- ▶ LibQUAL+® measures the minimum, desired, and perceived levels of service on a nine-point scale.
  - ▶ The difference (gap) between the minimum level of service and the perceived level of service or between the desired level of service and the perceived level of service measures service quality.
  - ▶ A negative gap indicates that that element is outside the respondent's zone of tolerance.
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# LibQUAL+®

- ▶ Administered in the Spring semester of 2010
  - ▶ Requests for participation emailed to 1,200 undergraduate students, 600 graduate students, 600 faculty, and 600 staff members
  - ▶ 416 surveys completed.
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# Responses—All Respondents

- ▶ Library as Place received the highest marks.
  - Almost 94% of the respondents find that the Ned R. McWherter Library provides a comfortable environment for study, learning and research.
- ▶ Affect of Service was a close second.
  - Users are generally satisfied with employees' attitudes, knowledge, and service.
- ▶ Information Control received by far the lowest ratings.
  - The Libraries' collections continue to be weak.



# What They Want

## All UoM (n=416)

Question	Desired	Minimum	Perceived	Gap
Print and/or electronic journal collections I require for my work	8.44	7.45	6.66	-0.79
Making electronic resources accessible from my home or office	8.37	7.18	7.06	-0.12
Easy-to-use access tools that allow me to find things on my own	8.35	7.31	7.01	-0.30
The electronic information resources I need	8.31	7.10	6.84	-0.26
Making information easily accessible for independent use	8.26	7.30	7.18	-0.12



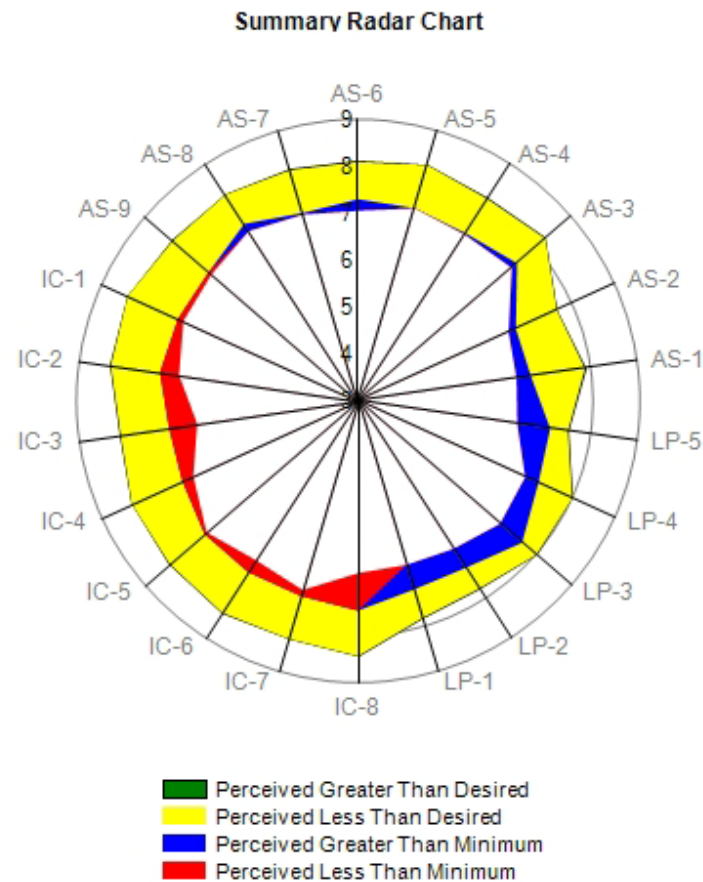
# Where We Fail

## All UoM (n=416)

Question	Desired	Minimum	Perceived	Gap
Print and/or electronic journal collections I require for my work	8.44	7.45	6.66	-0.79
The printed library materials I need for my work	8.10	7.06	6.45	-0.62
A library web site enabling me to locate information on my own	8.29	7.24	6.83	-0.41
Easy-to-use access tools that allow me to find things on my own	8.35	7.31	7.01	-0.30
The electronic information resources I need	8.31	7.10	6.84	-0.26

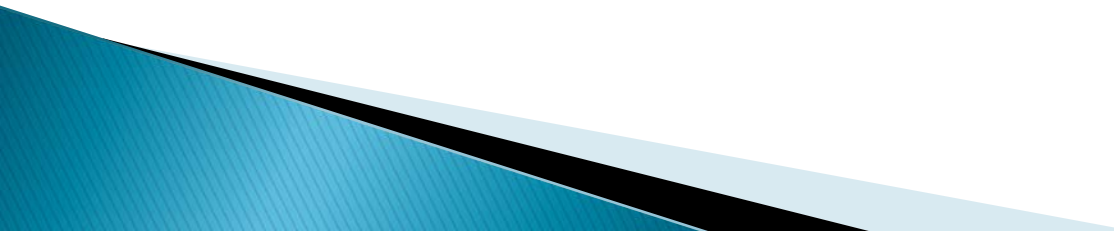


# All Respondents Summary Chart





# Undergraduate Responses (n=111)

- ▶ Affect of Service received high marks.
    - Staff instilled confidence in users and handled users' service problems well.
  - ▶ Library as Place was positive.
    - Students felt the library was comfortable and inviting and appreciated space for group learning and group study.
  - ▶ Information Control received the lowest ratings, but still within the zone of tolerance.
    - Students noted the difficulty of finding information on their own through the Libraries' web site; lack of easy-to-use access tools; and that information was not easily accessible for independent use.
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# What They Want

## Undergraduates (n=111)

Question	Desired	Minimum	Perceived	Gap
Making electronic resources accessible from my home or office	8.43	7.00	7.27	0.27
Easy-to-use access tools that allow me to find things on my own	8.39	7.23	7.27	0.03
A library web site enabling me to locate information on my own	8.31	7.24	7.22	-0.02
Willingness to help users	8.28	7.43	7.73	0.30
Employees who have the knowledge to answer user questions	8.28	7.34	7.68	0.31



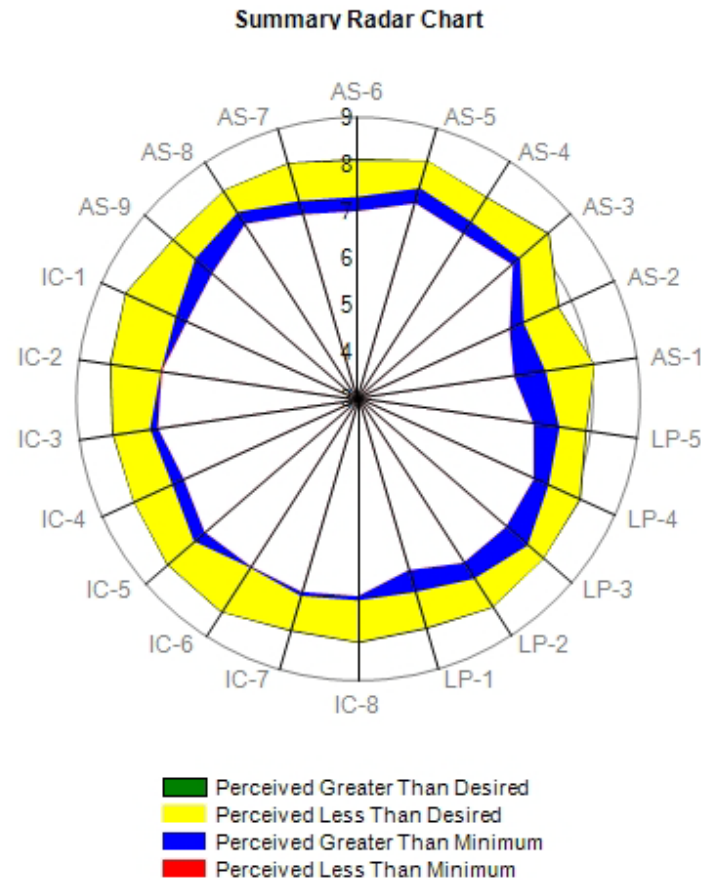
# Where We Fail

## Undergraduates (n=111)

Question	Desired	Minimum	Perceived	Gap
A library web site enabling me to locate information on my own	8.31	7.24	7.22	-0.02
Easy-to-use access tools that allow me to find things on my own	8.39	7.23	7.27	0.03
Making information easily accessible for independent use	8.13	7.28	7.37	0.09
Print and/or electronic journal collections I require for my work	8.17	7.20	7.29	0.09
The printed library materials I need for my work	8.27	7.30	7.48	0.17

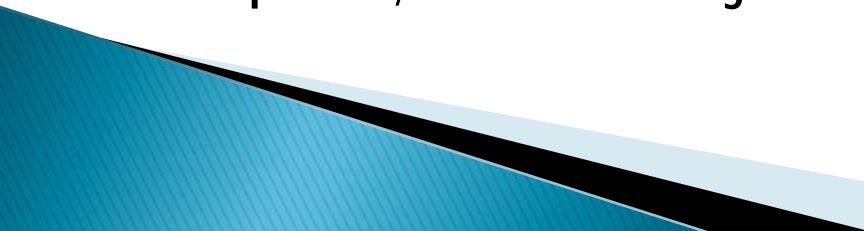


# Undergraduate Students Summary Chart





# Graduate Students (n=104)

- ▶ Library as Place received generally positive responses
    - several students commented on the lack of quiet study space.
  - ▶ Affect of Service was somewhat positive
    - graduate students hesitated on Libraries' employees' dependability in handling service problems.
  - ▶ Information Control was less positive
    - large deficits in both monograph and print/electronic journal collections.
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# What They Want

## Graduate Students (n=104)

Question	Desired	Minimum	Perceived	Gap
The electronic information resources I need	8.44	6.03	6.76	-0.17
Print and/or electronic journal collections I require for my work	8.43	7.31	6.34	-0.47
Making electronic resources accessible from my home or office	8.37	7.04	6.87	-0.17
Making information easily accessible for independent use	8.34	7.23	7.30	0.08
Easy-to-use access tools that allow me to find things on my own	8.33	7.16	7.09	-0.07



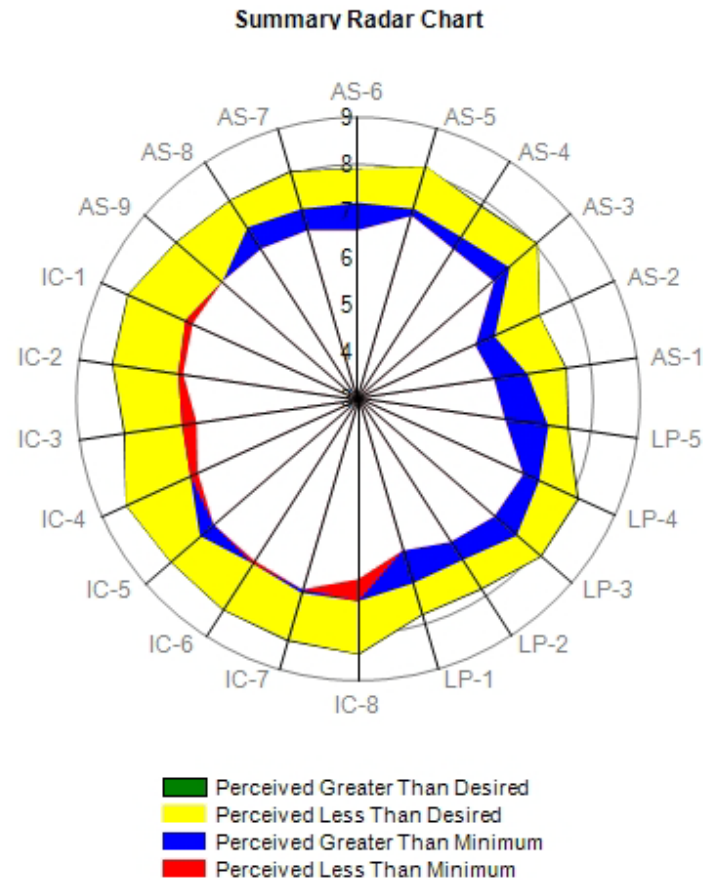
# Where We Fail

## Graduate Students (n=104)

Question	Desired	Minimum	Perceived	Gap
Print and/or electronic journal collections I require for my work	8.43	7.31	6.84	-0.47
The printed library materials I need for my work	8.01	6.79	6.48	-0.32
Making electronic resources accessible from my home or office	8.37	7.04	6.87	-0.17
The electronic information resources I need	8.44	6.93	6.76	-0.17
A library web site enabling me to locate information on my own	8.27	6.87	6.76	-0.11

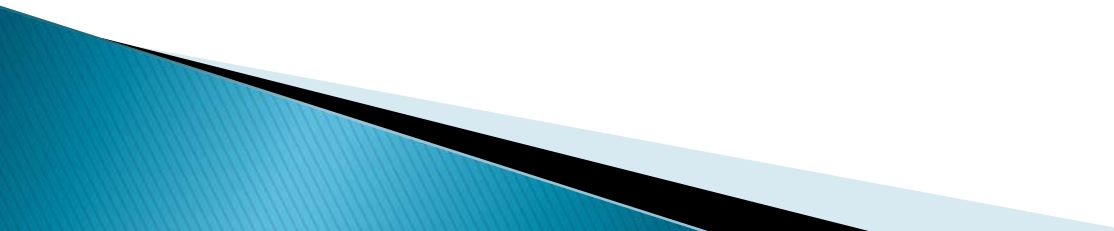


# Graduate Students Summary Chart





# Faculty (n=123)

- ▶ Library as Place received positive responses
    - generally faculty find McWherter Library as a nice physical facility
  - ▶ Affect of Service was marginal.
    - faculty thought Libraries' employees did not dependably handle service problems; understand their needs; have the knowledge to answer questions; and were not responsive to questions.
  - ▶ Information Control received negative ratings.
    - lowest ratings included monographs and print/electronic journals needed for research and teaching.
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# What They Want

## Faculty (n=123)

Question	Desired	Minimum	Perceived	Gap
Print and/or electronic journal collections I require for my work	8.68	7.76	5.91	-1.87
Making electronic resources accessible from my home or office	8.48	7.53	7.22	-0.32
Making information easily accessible for independent use	8.45	7.48	7.03	-0.45
The electronic information resources I need	8.45	7.35	6.41	-0.93
Easy-to-use access tools that allow me to find things on my own	8.44	7.62	6.77	-0.85



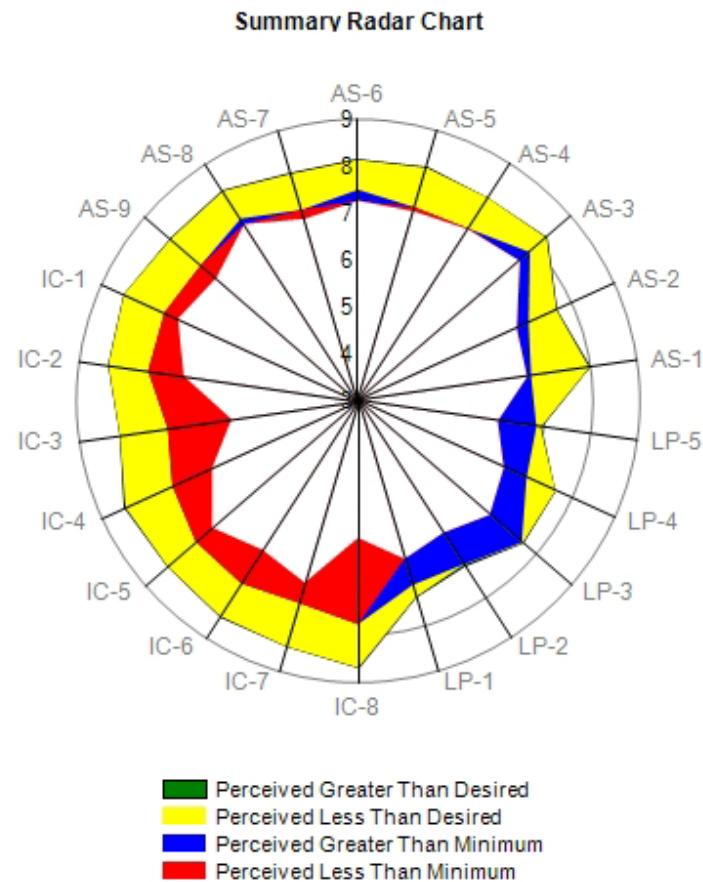
# Where We Fail

## Faculty (n=123)

Question	Desired	Minimum	Perceived	Gap
Print and/or electronic journal collections I require for my work	8.68	7.76	5.91	-1.84
The printed library materials I need for my work	8.12	7.10	5.72	-1.37
Electronic information resources I need	8.45	7.35	6.41	-0.93
Easy-to-use access tools that allow me to find things on my own	8.44	7.62	6.77	-0.85
A library web site enabling me to locate information on my own	8.37	7.52	6.75	-0.76



# Faculty Summary Chart





# Questions?

