LibQUAL+ Summary

Shippensburg University   Fall 2006

Who Responded

LibQUAL+ is based on the assumption that the people using a library are able to evaluate it. When our patrons got a chance to tell us what they thought about the Library, they did so. In fact 1,742 patrons actually evaluated us. 13,090 patrons responded across the Keystone Library Network. Here is who responded:

Respondent Breakdown for Ship and KLN

	Ship	KLN
Undergraduate Students	1,457	10,489
Graduate Students	160	1,171
Faculty	86	1,010
Other (Staff, Administrators, etc.)	39	420
Total	1,742	13,090

What types of information does LibQUAL+ gather?

The LibQUAL+ Survey gathers information about the following three areas of patron satisfaction with our Library:

LibQUAL+ Questions
1. Employee Service [Called by LibQUAL+ "Service Affect"]
AS-1 Employees who instill confidence in users AS-2 Giving users individual attention AS-3 Employees who are consistently courteous AS-4 Readiness to respond to users' questions AS-5 Employees who have the knowledge to answer user questions AS-6 Employees who deal with users in a caring fashion AS-7 Employees who understand the needs of their users AS-8 Willingness to help users AS-9 Dependability in handling users' service problems
2. Resources [Called by LibQUAL+ "Information Control"]
IC-1 Making electronic resources accessible from my home or office IC-2 A library Web site enabling me to locate information on my own IC-3 The printed library materials I need for my work IC-4 The electronic information resources I need IC-5 Modern equipment that lets me easily access needed information IC-6 Easy-to-use access tools that allow me to find things on my own IC-7 Making information easily accessible for independent use IC-8 Print and/or electronic journal collections I require for my work
3. Library Building and Facilities [Called by LibQUAL+ "Library as Place"]
LP-1 Library space that inspires study and learning LP-2 Quiet space for individual activities LP-3 A comfortable and inviting location LP-4 A getaway for study, learning, or research LP-5 Community space for group learning and group study

The Numbers

The Association of Research Libraries, which manages the LibQUAL+ survey, feels that they have enough information from libraries in general to say that the questions are good ones which can give us important information. How did we do? What were our scores? How do we rank with the other KLN libraries? And how did we rank against all the other libraries in the US being evaluated with LibQUAL+?

The only way that this information can be determined is by looking at numbers. [Number haters start skimming]. We received files full of numbers. We also received average scores for each question called the 'perceived' score rating. Patrons were asked to rate us on a scale of 1 to 9, with 9 being the highest possible rating.

Here are Ships average scores compared to the KLN.

All patrons	Ship	KLN
Service [Service Affect]	7.19	7.17
Resources [Information Control]	7.19	7.19
Building [Library as place]	7.06	7.16
Total	7.16	7.18

So what can we conclude from this?
- Look first at the Ship column. You will see that all patrons rated the "Building" the lowest. "Resources" and "Services" are tied.
- If you look at the KLN scores for all patrons, you will see that they also rated their "Buildings" the lowest. The entire KLN rated "Resources" a bit higher than "Service."

Let's look at the separate scores for Undergrads, Grad Students and Faculty.

Undergrads	Ship	KLN
Service [Service Affect]	7.14	7.12
Resources [Information Control]	7.19	7.21
Building [Library as place]	7.14	7.21
Total	7.16	7.17

Grad Students	Ship	KLN
Service [Service Affect]	7.24	7.31
Resources [Information Control]	7.20	7.26
Building [Library as place]	6.82	7.02
Total	7.13	7.23

Faculty	Ship	KLN
Service [Service Affect]	7.80	7.52
Resources [Information Control]	7.05	6.99
Building [Library as place]	6.22	6.77
Total	7.20	7.16

What can we say, in general, about the tables on the previous page?

- Ship Undergrads rated the "Building" much lower than KLN undergrads.
- Ship Grad Students rated everything lower than did KLN grads.
- Ship Faculty rated the "Building" lower than KLN faculty. And "Service" and "Resources" higher than KLN.
- If you look at the "Total" scores, you can say that Ship and KLN Undergrads rate the library similarly. Ship Grad Students rate the Library much lower than do KLN Grad Students. And Ship Faculty rate the Library a bit higher than the rest of the KLN Faculty.

Comparing Ship and KLN with National Scores

How do we stack up against all the other US universities using LibQUAL+. The following chart includes Ship scores and KLN scores. The amazing "percentile" number on the right of the scores tells how many of the other participants in the US rated their library LOWER than Ship or KLN patrons did.
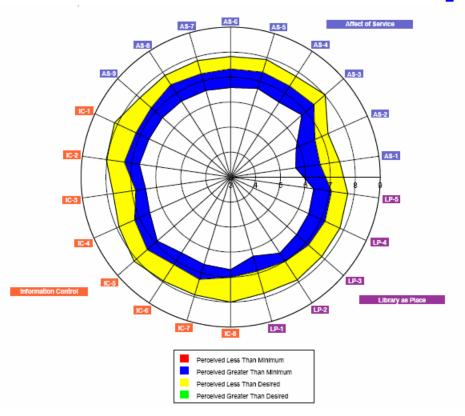
All patrons	Ship	2005 Norms	KLN	2005 Norms
Service [Service Affect]	7.19	48.5 percentile	7.17	48.5 percentile
Resources [Information Control]	7.19	49.5 percentile	7.19	49.5 percentile
Building [Library as place]	7.06	54.5 percentile	7.16	54.5 percentile
Total	7.16	51.5 percentile	7.18	51.5 percentile

The "percentile" scores tell us two things:

- Ship scores are statistically the same as the KLN scores. [The slight differences between the two are minimal]
- Both Ship and KLN hover around the middle. Approximately half of the US patron's ranking their libraries rank them better and half rank them worse.

So if you are a 'cup-half-fill person' we are doing an adequate job. If you are a 'cup-half-empty' person we are doing an average job.

Radar Chart for All Patrons at Ship

Let's look at our results in more detail. Were there any specific things which any patron group felt more strongly about? LibQUAL+ graphs our results on a "Radar" chart. This one combines all the responses from all of Ship's patrons. I will give you a shortcut to quickly interpreting Radar charts – based on my vast experience in kindergarten where I learned my 'colors.' The charts we received use the following four colors to allow you to quickly see points of interest. The color green is the best. If you get any green you can take it to the bank. Red is the worst. If you get any reds you need to work harder. Yellow is better than blue, but they are both 'average.'

	Translations
Green - perceived greater than desired	Really Good. More than I could ever expect. Icing on the cake. Cream of the crop.
Yellow – perceived less than desired	OK, but not what I really wanted. You give me less than I would like. Bud Light in the land of Guinness Stout drinkers.
Blue - perceived greater than minimum	I don't expect much but you're doing a little better. You give me what I need. You get a meal on the flight, but its peanut butter sandwiches instead of steak.
Red - perceived less than minimum	Really bad. I don't expect much and you don't deliver. You see the flashing lights in your rear view mirror and the police pull you over.

Those Letters and Numbers around the edge of the circle each stand for one of the questions which make up the three components surveyed. [See page 1.]

So what can we say about this Radar Chart.

- ■ Faculty and students feel that we are doing an "adequate" job, in that we are meeting their expectations. We had no Red and we had no Green. In general, patrons did not rate us bad or good – just adequate.
- ■ The yellow band is thicker than the blue band – we are giving them less than they want but more than they feel they need – so we are a little above average.
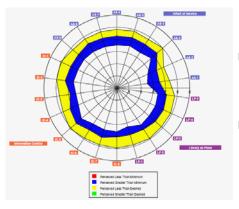
By looking at the Radar Chart on the previous page, what can we improve?

- Skinny blue bands are bad. [Skinny blue bands are almost red.]   For example, the skinniest blue band is IC-8 "Print or electronic journal collections I require for my work." So Patrons didn't give us the buzzer, but we were very close to getting a red.

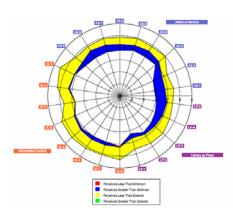By looking at the Radar Chart on the previous page, what are we good at?

- Skinny yellow bands are good. [Skinny yellow bands are almost green.] On the Radar chart we got the highest score on AS-8 "Willingness to help users." We almost iced the cake, but not quite.

These results are also expressed in comparative numbers in the LibQUAL+ Report we reveived.
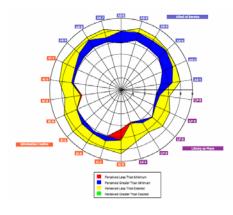

Ship Undergrads Radar Chart

- Looking at the skinniest yellow band which represents the high side of average, our highest score was AS-8 – "Willingness to help users"

- Looking at the skinniest blue band which represents the lowest side of average, our lowest scores were – IC-8 "Print and electronic journal collections I require for my work" and LP– 2" Quiet space for individual activities"

Ship Grad Students Radar Chart

- Looking at the skinniest yellow band which represents the high side of average, our highest score was AS-8 – "Willingness to help users"
- Looking at IC-8, if you squint you can see that it is actually red.   Grad Students gave us a hit on IC-8 "Print and electronic journal collections I require for my work"

Ship Faculty Radar Chart

- Looking at the skinniest yellow band which represents the high side of average, our highest score was AS-6 "Employees who deal with users in a caring fashion" [so skinny its almost green]
- If you look at IC-8 you don't need to squint to see it is red, "The printed library materials I need for my work." IC-3 is red if you squint, "Print and/or electronic journal collections I require for my work."

The following chart summarizes the highest scores and the lowest scores for the three groups of patrons on the Radar Carts of the previous page - Ship Undergrads, Ship Grad Students, and Ship Faculty

	Highest rated question	Lowest rated question
Undergrads	AS-8 Willingness to help users	IC-8Print and electronic journal collections I require for my work tied with LP-2 Quiet space for individual activities
Grad Students	AS-8 Willingness to help users	IC-8 Print or electronic journal collections I require for my work and IC- 3 The printed materials I need for my work
Faculty	AS-6 Employees who deal with users in a caring fashion	IC 8 Print and/or electronic journal collections I require for my work and IC3 The printed library materials I need for my work

Comments from Patrons

LibQUAL+ researchers have found that the majority of people who complete the questionnaire are doing so because they honestly want to give us feedback. 641 patrons gave us a comment. These comments act as a sort of "Suggestion Box." In some cases we got one comment about a topic; however in many cases we got numerous similar comments. Also most people commented on more than one thing. I tried to organize them by giving the comments a "Subject Heading" [who says I can't catalog]. As you can see "Employees" gained the most comments

Subject Heading	# of comments
Employees	123
Satisfied in general	97
Quiet study	67
Online resources	49
Library environment	40
Group study	30
Printing	29
Resources	27
Books	25
Computers	23
Website	17
ILL	15
Survey	15
Instruction	11
Too small	9
Hours	7
Learning Center	7
Starbucks/ Coffee shop	7
IM chat	5
Journals	5
Signage	5

Subject Heading	# of comments
Luhrs	3
Microfilm	3
Photocopying	3
Specific product	3
Unsatisfied in general	3
Dixon Center	2
Movies	2
Advertising	1
Archives	1
AV materials	1
Equipment booking	1
Fax machine	1
Gov Docs	1
Graduate library	1
Parking	1
Technical problems	1
Uborrow	1

Following are some sample comments regarding the most mentioned items from the survey.

Subject Heading	From the good...[sample comments]	To the bad...[sample comments]
Employees	The library staff is truly outstanding.	Some of the people are very willing to assist you but others seem to care less in guiding you in the right direction.
Satisfied in general	Great place to get work done	Good, but not great.
Quiet study	Great place when you need a quite [sic] place to study or read	I find it impossible to study in the library because people are constantly talking.
Online resources	I love the online journals.. whenever a prof tells me that I have to have reliable sources, I know that anything I find there is good.	One complaint I have is when I am researching online using the Database, I usually never get what I am looking for.
Library environment	A nice place because the people are nice.	The library needs torn down
Group study	The only one where I feel comfortable to talk with my group is in the coffee shop area, but the tables are often taken there	It would be nice, however, if there were more places for groups to meet and talk without worrying if they are interrupting other student's studying
Printing	I am so glad that there is finally a free printer in the library! It's about time.	Maybe get more printers, instead of having to wait on people all the time.
Resources	I love reading the magazines, newspapers and studying there.	It is my observation that the mass majority of the Libraries materials are from the 1940s through the 1990s with some yearly aditions [sic] which can be viewed in the lobby
Books	I also suggest that when the library gets money to spend it would not go crazy and buy for example, 200 books on literary criticism all at once (in the 70s) and then not buy any more for 30 years.	There is a crappy selection of books.

■ Based on this information, what can we say generally? The two highest specific topics we got the most comments on are "Employees" and "Quiet Study." These are the things most specifically on our patrons' minds. [Comments I classified with "Satisfied in General" were too general to discuss here.]

The following table shows the number of positive and negative Student comments [Undergrads and Grad Students combined] we received related to our two top topics.

STUDENT COMMENTS	# of positive comments	# of negative comments
About Employees	71	26
About Quiet Study, Group Study, and Environment for Study	14	99

■ Students wrote more positive comments about employees. Students wrote more negative comments about the building.

Ship's Report Card

Report Card for Ship Library	
[compared to other academic libraries in the US]	
Service [Service Affect]	C
Resources [Information Control]	C
Building [Library as place]	C
Overall	C
Comments: Generally nice people. Need better study areas. Need more in online and print resources.	

So Now What?

The PASSHE system has hired a statistician to help us evaluate the results as they relate to all 14 Universities. We hope to be able to evaluate trends in library service across the system. We also hope that this information will help us to better understand what faculty and students need in order to have the best educational experience as it relates to the library.

What we can do with all this information at Ship?

1. We need to look more closely at all the Comments, because they let us know what our patrons are thinking.
2. We need to look more closely at all the Radar Charts and their corresponding scores, because these charts can help us understand how we can improve.
3. We need to look at other data I haven't even mentioned. For example, information can be categorized by Department. [So what do History students and faculty think?] There are also questions related to the use of various resources.

More Information

- LIbQUAL+ has a Web site which goes into far more detail regarding all the statistics of the survey - http://www.libqual.org/
- We received a very thick Report [in PDF format] presenting and explaining the responses of Ship patrons.
- We also received a very thick Report [in PDF format] presenting and explaining the responses of KLN patrons.
- We received an Excel spreadsheet including the Comments Ship's patrons made. I created another spreadsheet which organizes the Comments by Topic.