WE'RE LISTENING!

ASSESSMENT FOR DATA-DRIVEN DECISION MAKING

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REYNOLDS COMMUNITY COLLEGE

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
- Components of "Long" version
  - 22 standardized questions,
  - 5 customized questions (optional)
  - Comment box

WHY LIBQUAL+?

Like all assessments:

- Prove or demonstrate the valuate and impact of library
- Understand library's performance

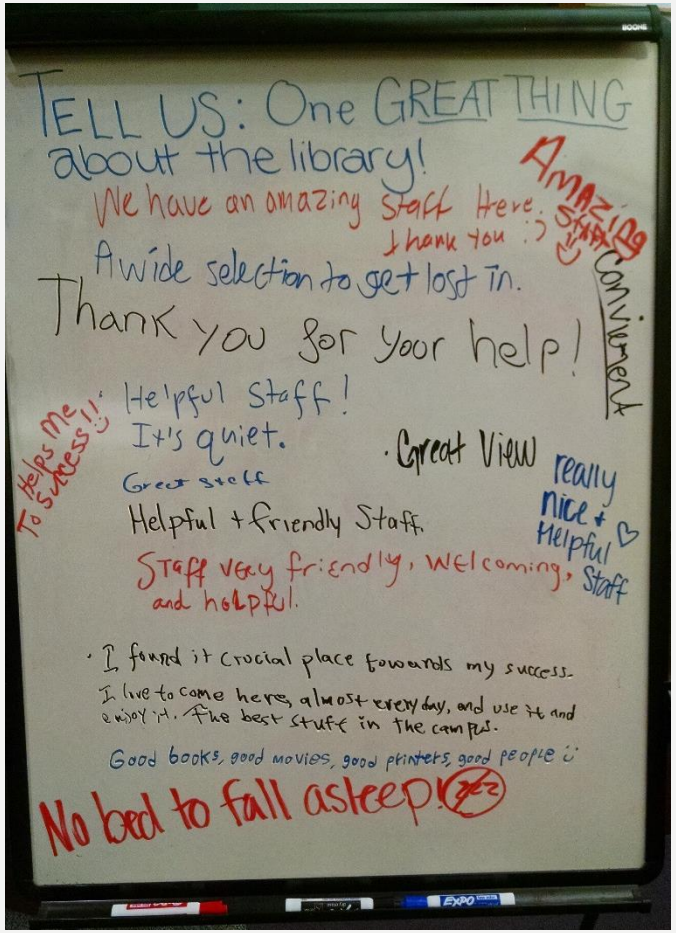
Unlike conventional assessments:

- Measure perceptions, or perceived library quality b/w minimum or desired
  - (a) *Affect of Service (AS) vs. Services*
  - (b) *Information Control (IC) vs. Resources*
  - (c) *Library as Place (LP) vs. Environment/Equipment*
- Standardization allows benchmarking

SAMPLE QUESTIONS

When it comes to...	My Minimum Service Level Is	My Desired Service Level Is	Perceived Service Performance Is	
	Low High	Low High	Low High	N/A
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	☐ N/A
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	☐ N/A
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	☐ N/A
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	☐ N/A
5) A 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	☐ N/A
6) Ability to navigate library Web pages easily	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	☐ N/A
7) Employees who are consistently courteous	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	☐ N/A
8) The printed library materials I need for my work	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	☐ N/A
9) Quiet space for individual activities	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	☐ N/A
10) Readiness to respond to users' questions	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	☐ N/A

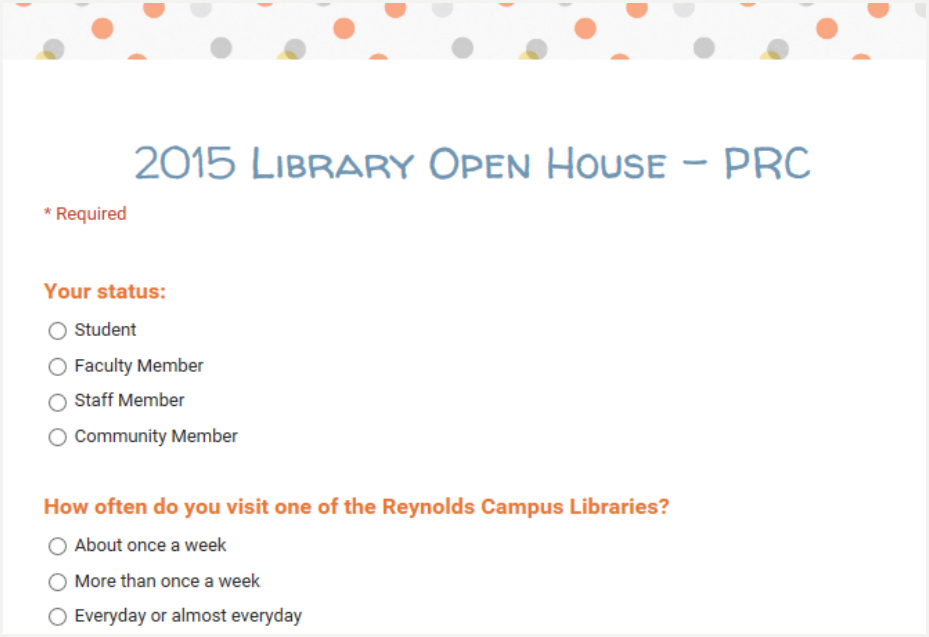
HOMEGROWN ASSESSMENTS: WHITEBOARDS



Whiteboard Assessment

- New question every week
- Take a photo of board, add to a LibGuide
- Inexpensive, simple to scale across campuses
- Alternative to suggestion box
- Pull out comments to share with faculty, staff and administrators

HOMEGROWN ASSESSMENTS: OPEN HOUSE SURVEYS



2015 Library Open House – PRC

* Required

Your status:

- ◯ Student
- ◯ Faculty Member
- ◯ Staff Member
- ◯ Community Member

How often do you visit one of the Reynolds Campus Libraries?

- ◯ About once a week
- ◯ More than once a week
- ◯ Everyday or almost everyday

- Library survey during Open House events
- Students given small prize (earbuds, donut) for completing survey
- 10 Questions, including
  - Library Resources
  - Library Services
  - Library Environment/Equipment
  - Comments

LIBQUAL+ DEPLOYMENT

- Communication with OIE/IRB permission (resources from LibQual to help)
- Deployed for a month (10/16-11/16) with weekly reminders
- Used the full version (LITE version also available)
- All students, faculty and staff with 3 reminders
- Promotion: chargers for surveys

LIBQUAL+ DEPLOYMENT

Quick quiz: when did we send out a reminder?

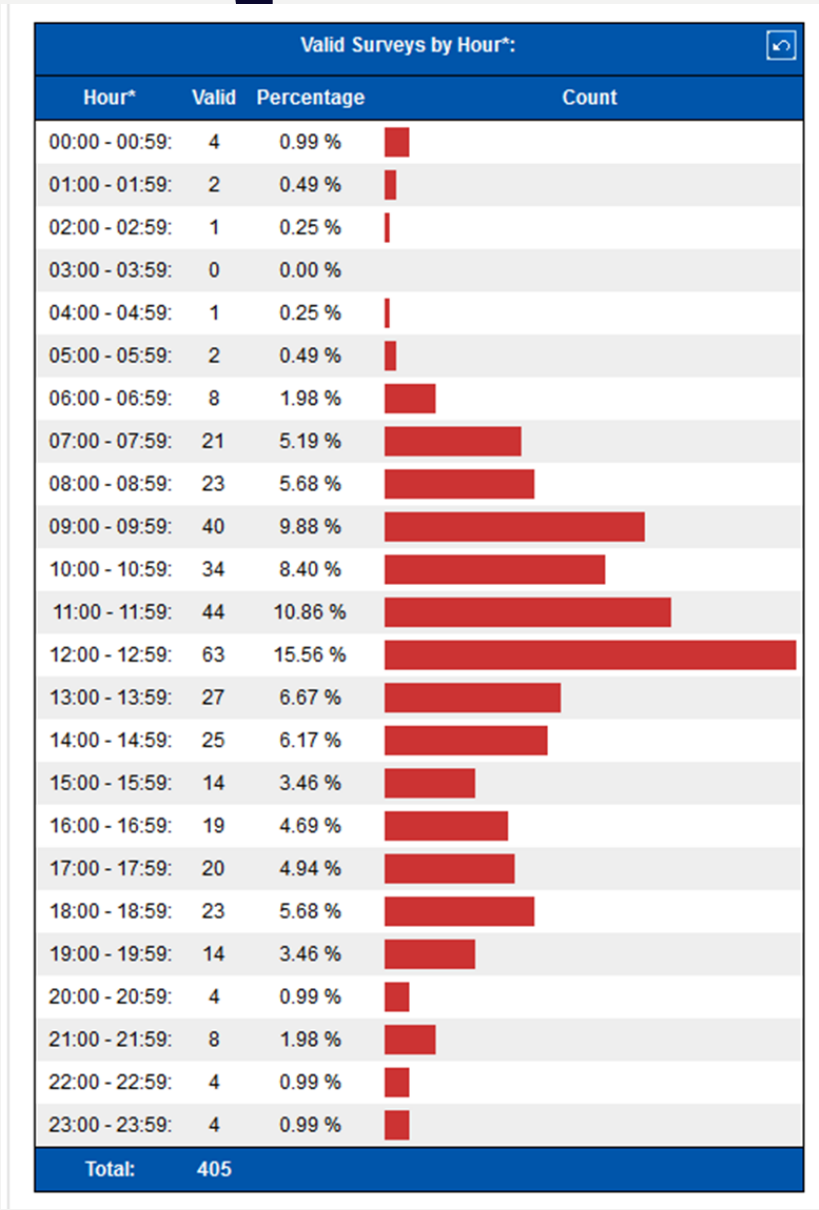
Reminders matter.

Valid Surveys by Date:

Valid Surveys by Date:

Date	Valid	Percentage	Count
10/16/2015:	1	0.25 %	
10/17/2015:	1	0.25 %	
10/18/2015:	0	0.00 %	
10/19/2015:	91	22.47 %	
10/20/2015:	37	9.14 %	
10/21/2015:	27	6.67 %	
10/22/2015:	11	2.72 %	
10/23/2015:	5	1.23 %	
10/24/2015:	0	0.00 %	
10/25/2015:	1	0.25 %	
10/26/2015:	54	13.33 %	
10/27/2015:	30	7.41 %	
10/28/2015:	29	7.16 %	
10/29/2015:	9	2.22 %	
10/30/2015:	3	0.74 %	
10/31/2015:	0	0.00 %	
11/1/2015:	4	0.99 %	
11/2/2015:	49	12.10 %	
11/3/2015:	23	5.68 %	
11/4/2015:	12	2.96 %	
11/5/2015:	5	1.23 %	
11/6/2015:	7	1.73 %	
11/7/2015:	1	0.25 %	
11/8/2015:	1	0.25 %	
11/9/2015:	0	0.00 %	
11/10/2015:	0	0.00 %	
11/11/2015:	0	0.00 %	
11/12/2015:	3	0.74 %	
11/13/2015:	0	0.00 %	
11/14/2015:	0	0.00 %	
11/15/2015:	0	0.00 %	
11/16/2015:	1	0.25 %	
Total:	405		

LIBQUAL DEPLOYMENT



Valid Surveys by Hour*:

Hour*	Valid	Percentage	Count
00:00 - 00:59:	4	0.99 %	
01:00 - 01:59:	2	0.49 %	
02:00 - 02:59:	1	0.25 %	
03:00 - 03:59:	0	0.00 %	
04:00 - 04:59:	1	0.25 %	
05:00 - 05:59:	2	0.49 %	
06:00 - 06:59:	8	1.98 %	
07:00 - 07:59:	21	5.19 %	
08:00 - 08:59:	23	5.68 %	
09:00 - 09:59:	40	9.88 %	
10:00 - 10:59:	34	8.40 %	
11:00 - 11:59:	44	10.86 %	
12:00 - 12:59:	63	15.56 %	
13:00 - 13:59:	27	6.67 %	
14:00 - 14:59:	25	6.17 %	
15:00 - 15:59:	14	3.46 %	
16:00 - 16:59:	19	4.69 %	
17:00 - 17:59:	20	4.94 %	
18:00 - 18:59:	23	5.68 %	
19:00 - 19:59:	14	3.46 %	
20:00 - 20:59:	4	0.99 %	
21:00 - 21:59:	8	1.98 %	
22:00 - 22:59:	4	0.99 %	
23:00 - 23:59:	4	0.99 %	
Total:	405		

Lunchtime is survey time!

LIBQUAL+: THE SAMPLE

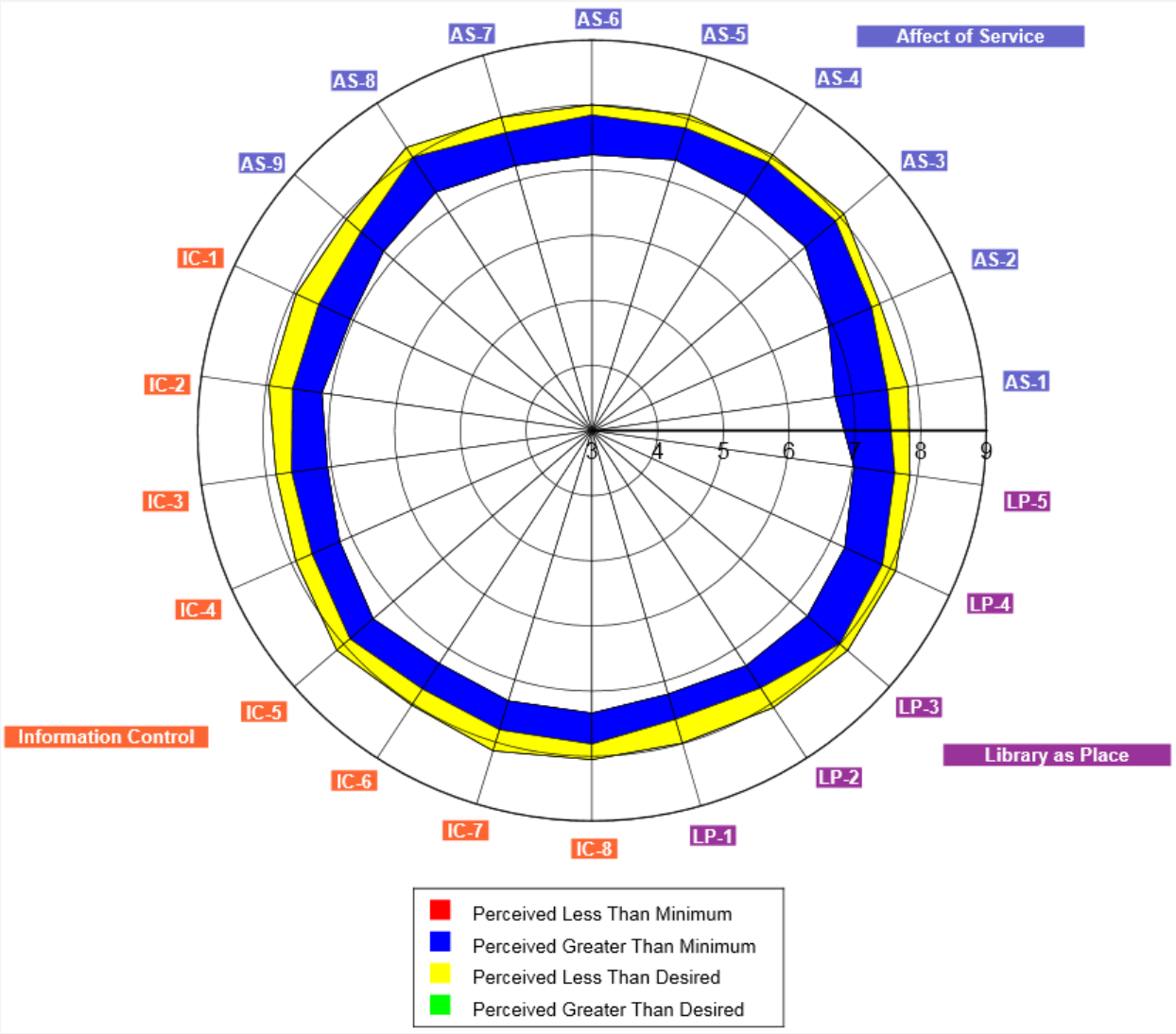
Summary			
	Long Views	Lite Views	All Views
Total Surveys:	1061	0	1061
View Percentage:	100	0	100
Completed Surveys:	454	0	454
Valid Surveys:	405	0	405

- Sent to 10400 students + 1350 faculty & staff = 11750 emails
- Viewing rate: 9%
- Completion rate: 5%

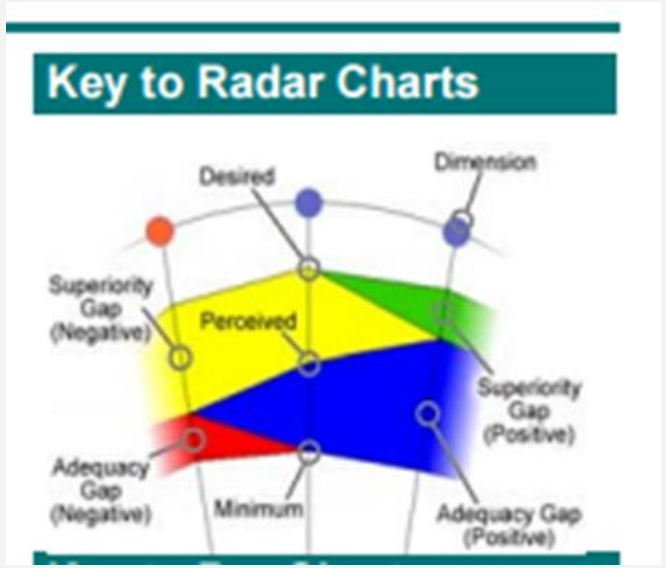
WHAT WE LEARNED

Overall, our total service quality falls within the "zone of tolerance" - greater than minimum, though less than desired.

LIBQUAL+: THE FINDINGS



Combined findings for all users



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

Blue + Yello = "zone of tolerance" - greater than minimum, though less than desired.

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

LIBQUAL+: THE FINDINGS

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

LIBQUAL+: THE FINDINGS

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

LIBQUAL+: THE FINDINGS

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

LIBQUAL+: THE FINDINGS

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

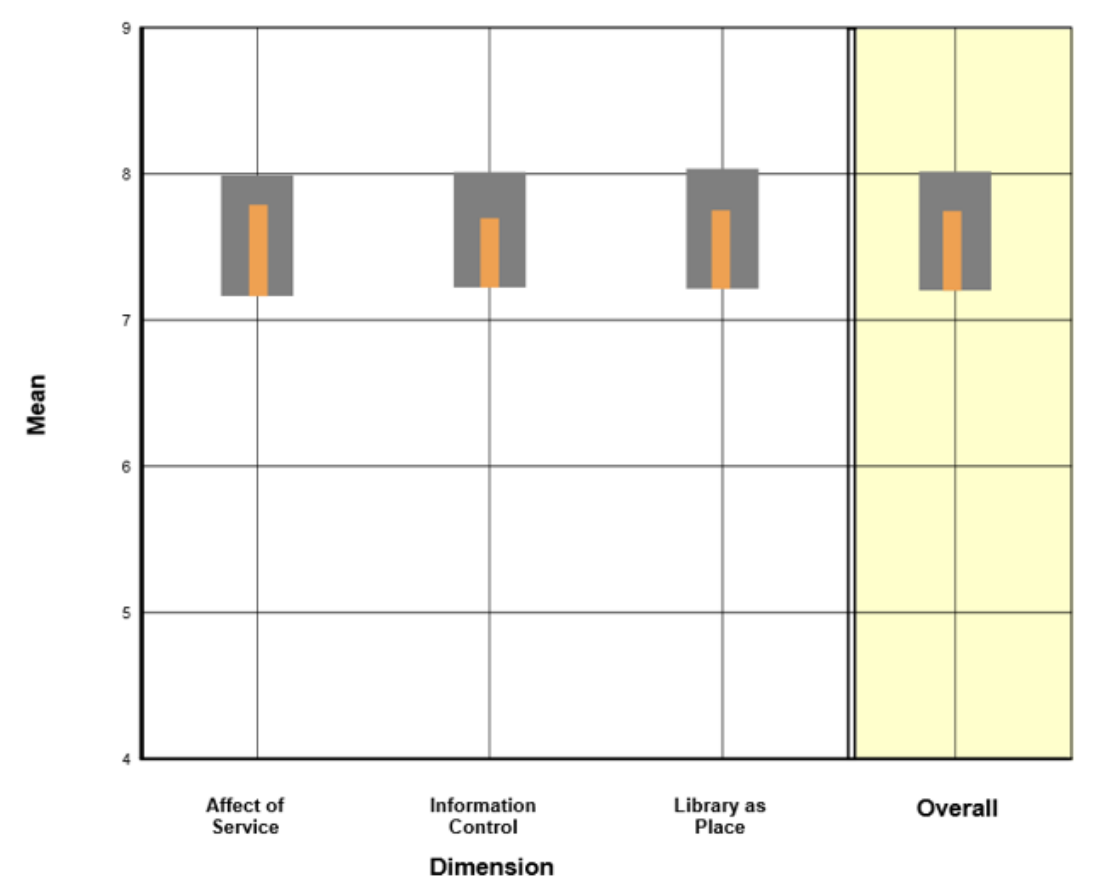
LIBQUAL+: BENCHMARKING

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

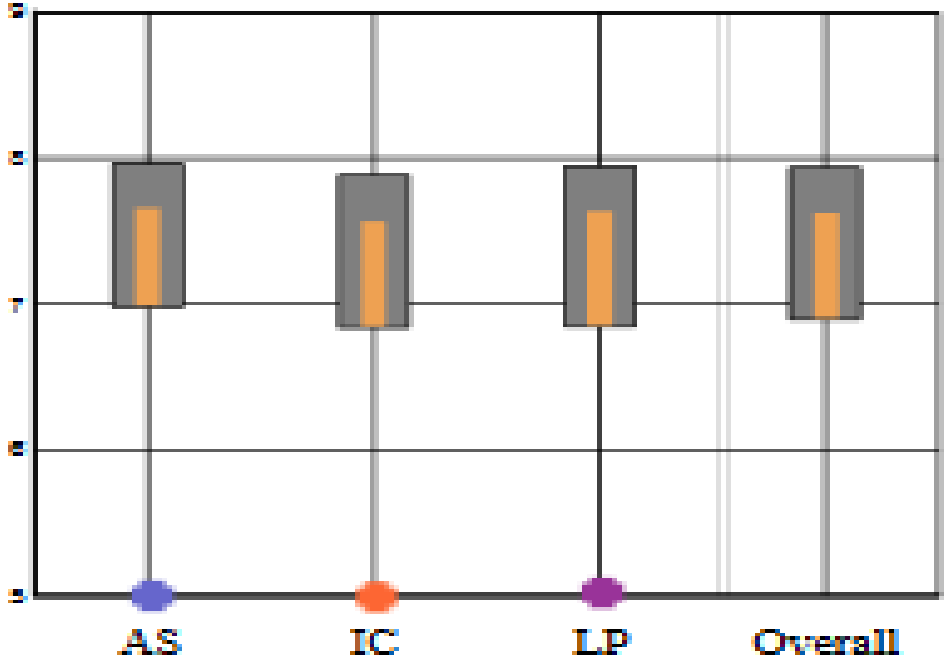
Reynolds library users demand more…and we deliver!

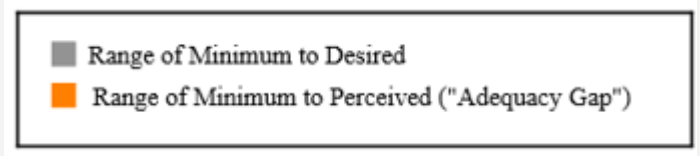
LIBQUAL+: THE FINDINGS

Reynolds Community College



All Community Colleges





LIBQUAL+: THE COMMENTS

	Affect of Service	Library as Place	Information Control	Other
Positive	95	43	16	7
Negative	17	21	3	3
Ratio:	5.6:1	2:1	5:3/1	

Received 196 comments, about 50% of all responses.
Coded by category and positive/negative.
Some in 2 or more categories, both positive and negative.

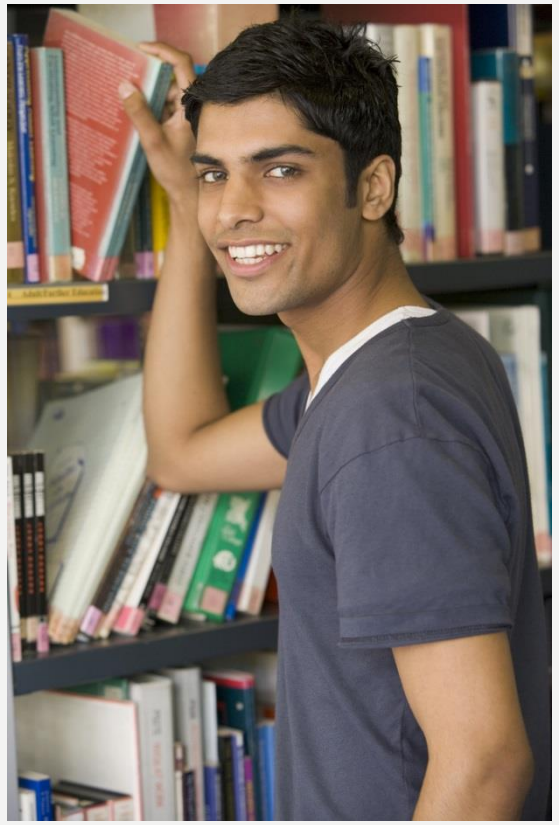
LIBQUAL+: STRATEGIC PLANNING

- **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

Nancy Pearl Librarian Action Figure via Archie McPhee

LIBQUAL+: STRATEGIC PLANNING

- **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

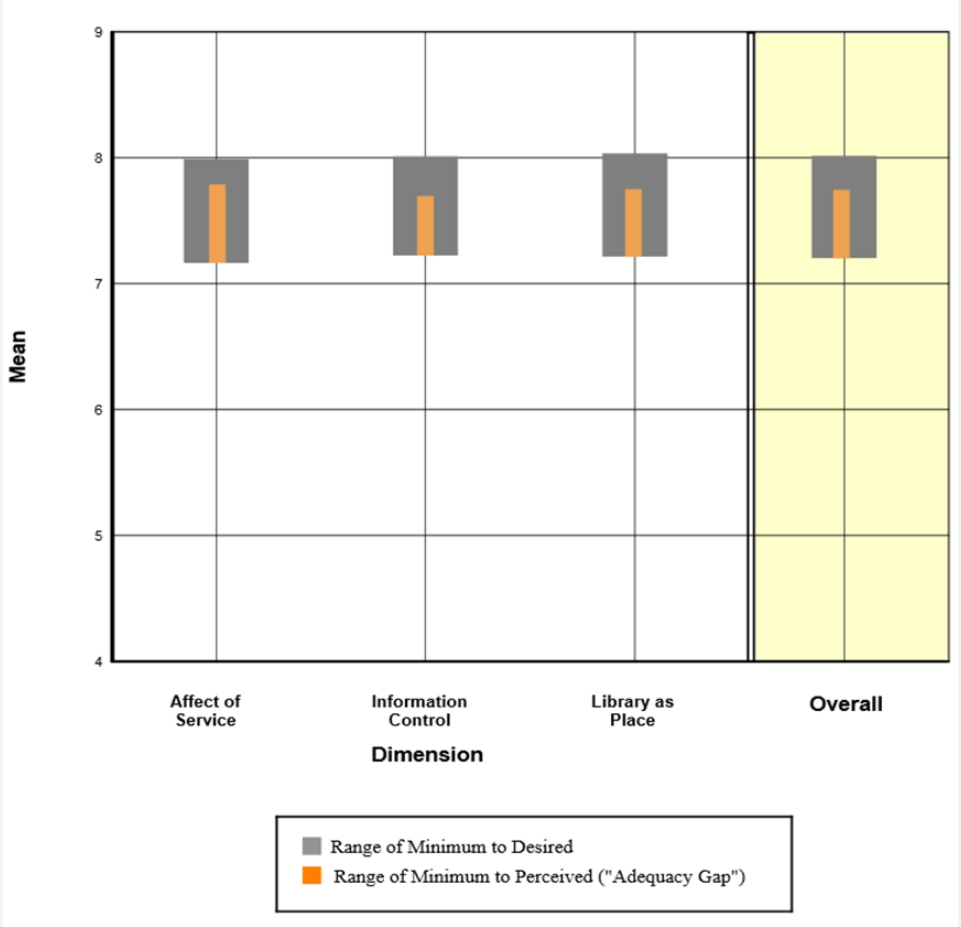


Male student reaching for library book image by cybrarian77 used under a CC license via Flickr

LIBQUAL+: ISSUES

The Good

- Charts and reports
- Download data, make own reports
- Responsive customer service
- Resources and examples on website



LIBQUAL+: ISSUES

The Bad

- Long, dense survey for users
- Limited tutorials
- Learning curve: reports, charts, statistics and comparisons
- Few community college participants, so far
- Cost

When it comes to...	My Minimum Service Level Is	My Desired Service Level Is	Perceived Service Performance Is	
	Low High	Low High	Low High	N/A
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	☐ N/A
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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	☐ N/A
5) A 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	☐ N/A

NO LIBQUAL+? NO PROBLEM

Grow your own assessment!

- Keep it simple (LibQual+ question list is pretty intimidating)
- IRB permission: our OIE is very responsive and enthusiastic
- Prizes for surveys
- Google forms or Survey Monkey
- Comments are very helpful

LIBQUAL+: QUESTIONS AND CONTACTS

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