

LibQual+ at UNLV – 2009

Background

LibQual+ was administered at UNLV for the fourth time in spring 2009. Previous administrations occurred in 2002, 2004, and 2006.

LibQUAL+(TM) is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey that helps libraries assess and improve library services, change organizational culture, and market the library. The goals of LibQUAL+(TM) are to:

- Foster a culture of excellence in providing library service
- Help libraries better understand user perceptions of library service quality
 - Collect and interpret library user feedback systematically over time
- Provide libraries with comparable assessment information from peer institutions

LibQual+ survey currently has three categories of questions: affect of service relating to staff qualities, library as place, and information control relating to both collections and ease of access to information. In 2002 there were four categories, making it more difficult to compare over time.

In the three categories there are a total of 22 core questions. The Libraries chose an additional five questions from a pool provided by LibQual. For each of the 22 + 5, respondents are asked to indicate on a 1-9 scale their minimum expectations, their perception of current performance, and their desired level of service. There are also three questions concerning satisfaction, and five questions relating to information literacy goals. Respondents are also provided the opportunity to make comments, which is an extremely valuable aspect of the survey.

Responses

The 2009 survey resulted in 1333 completed surveys, 1272 of those valid.

	Undergraduate	Graduate	Faculty	Library Staff	Staff	Total
2002	115	92	120	50	8	385
2004	234	273	113	44	2	666
2006	92	63	57	30	2	244
2009	702	341	148	56	25	1272

Results – all respondent groups

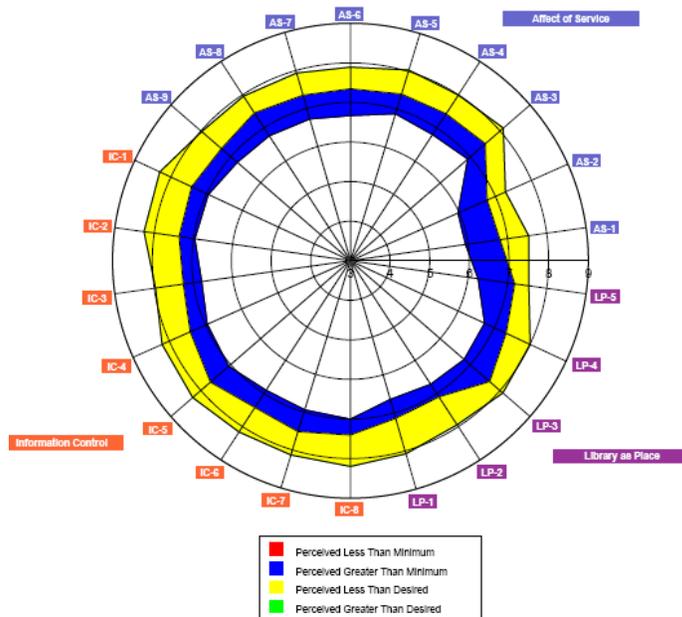
Overall, responses were quite positive. The radar chart below shows this graphically. Points toward the center indicate lower values on the 1-9 rating scale. Points nearer the outer edge indicate higher values. The line on the inside of the blue represents “minimum” values. The line on the outside of the blue represents “perceived” values, and the line on the outside of the yellow represents “desired” values.

The blue areas are between minimum expectations and perceived performance.

Red would indicate areas of performance below minimum. There are no red areas overall, so all are above minimum expectations.

The yellow represents ratings between perceived and desired ratings.

The chart reflects ratings for all 22 core questions in the three areas of Affect of Service (staff knowledge, courtesy, helpfulness), Information Control (easy to use access tools, modern equipment, adequate print and electronic resources, web site), and Library as Place (quiet, group study rooms available).



Core questions along with minimum mean, desired mean, and perceived mean for 2009 are below.

ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean
Affect of Service				
AS-1	Employees who instill confidence in users	5.93	7.54	6.81
AS-2	Giving users individual attention	5.97	7.28	6.78
AS-3	Employees who are consistently courteous	6.92	8.11	7.51
AS-4	Readiness to respond to users' questions	6.80	7.99	7.43
AS-5	Employees who have the knowledge to answer user questions	6.88	8.04	7.41
AS-6	Employees who deal with users in a caring fashion	6.67	7.89	7.35
AS-7	Employees who understand the needs of their users	6.73	7.93	7.35
AS-8	Willingness to help users	6.76	7.96	7.45
AS-9	Dependability in handling users' service problems	6.79	7.97	7.32
Information Control				
IC-1	Making electronic resources accessible from my home or office	6.96	8.31	7.42
IC-2	A library Web site enabling me to locate information on my own	6.97	8.26	7.37
IC-3	The printed library materials I need for my work	6.79	7.97	7.26
IC-4	The electronic information resources I need	6.95	8.20	7.43
IC-5	Modern equipment that lets me easily access needed information	7.07	8.27	7.68
IC-6	Easy-to-use access tools that allow me to find things on my own	6.91	8.16	7.43
IC-7	Making information easily accessible for independent use	6.94	8.13	7.52
IC-8	Print and/or electronic journal collections I require for my work	7.00	8.20	7.41
Library as Place				
LP-1	Library space that inspires study and learning	6.65	8.07	7.14
LP-2	Quiet space for individual activities	6.72	7.95	7.10
LP-3	A comfortable and inviting location	6.81	8.09	7.66
LP-4	A getaway for study, learning, or research	6.74	8.00	7.33
LP-5	Community space for group learning and group study	6.25	7.55	7.19
Overall:		6.74	8.00	7.33

In addition to the 22 core questions, the library selected an additional five questions.

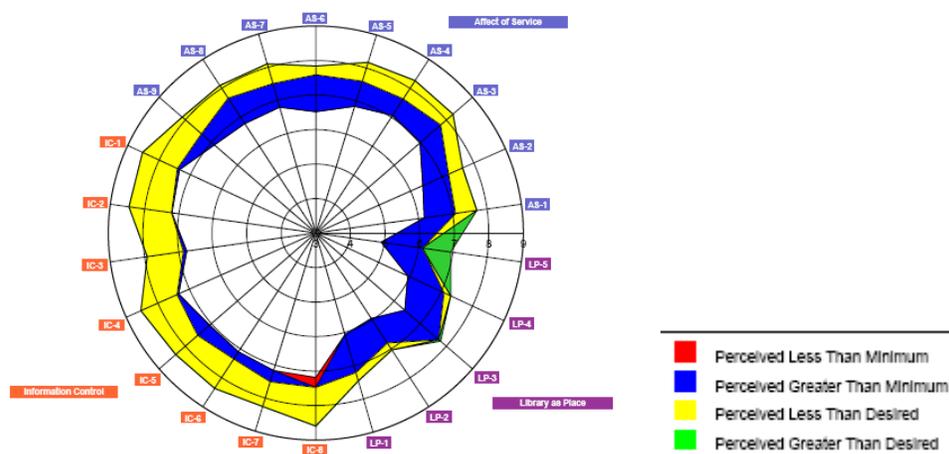
Question Text	Minimum Mean	Desired Mean	Perceived Mean
Teaching me how to access, evaluate, and use information	6.11	7.51	6.91
Making me aware of library services	6.10	7.41	6.70
A library environment that is hospitable and conducive to finding and using information	6.96	8.15	7.58
Ease and timeliness in getting materials from other libraries	6.75	7.89	7.37
An online catalog that is user-friendly for finding materials	6.94	8.24	7.35

There were also three general satisfaction questions. Ratings of the three populations are remarkably similar, ranging from 7.62 – 7.76 for the first question, 7.25 – 7.42 for the second, and 7.51- 7.56 for the third. (Satisfaction questions are also on a 1-9 scale). The three satisfaction questions are:

- In general, I am satisfied with the way in which I am treated at the library.
- In general, I am satisfied with library support for my learning, research, and/or teaching.
- How would you rate the overall quality of service provided by the library?

Results – Faculty respondents

For only one of the three 2009 UNLV populations do any responses fall below minimum expectations in any category, and that is for faculty. Faculty dip below minimum on two questions: “A library web site enabling me to locate information on my own” (IC2) and “Print and/or electronic journal collections I require for my work” (IC8). IC2 is so close to minimum that the red does not show up well in the radar chart below! Note also the green area on the graph below. Faculty rated a couple of library-as-place questions as above desired, especially the “community space for group learning and group study” which they would not be expected to need!



UNLV Faculty LibQual Means

Affect of Service	Information Control	Library as Place	Overall
Desired 8.02	Desired 8.38	Desired 7.13	Desired 7.99
Perceived 7.49	Perceived 7.31	Perceived 7.16	Perceived 7.38
Minimum 6.72	Minimum 7.19	Minimum 5.86	Minimum 6.73

UNLV Faculty items with highest desired ratings

The five core questions receiving the **highest “desired”** rating for 2009 faculty respondents not surprisingly all fall into the Information Control area:

- 8.60 Print and/or electronic journal collections I require for my work (IC8),
- 8.54 The electronic information resources I need (IC4),
- 8.53 Making electronic resources accessible from my home or office (IC1),
- 8.46 A library web site enabling me to locate information on my own (IC2),
and – in a tie for fifth place –
- 8.37 Modern equipment that lets me easily access needed information (IC5) and
- 8.37 Easy to use access tools that allow me to find things on my own (IC6).

In addition, one of the local questions had a higher desired rating than some in the top five core questions, and it too is an “Information Control” issue:

- 8.51 An online catalog that is user-friendly for finding information. (Local question #5)

UNLV Faculty items with lowest perceived ratings

The five questions receiving the **lowest perceived** performance ratings are:

- 6.80 Quiet space (LP2)
- 6.87 Print materials (IC3)
- 6.94 Community space (LP5)
- 7.08 Employees who instill confidence (AS1), and
- 7.09 A getaway for study, learning or research (LP4).

In addition, two of the local questions fit into the range of lowest perceived ratings:

- 6.70 Teaching me how to access, evaluate, and use information (local question #1)
- 6.79 Making me aware of library resources and services (local question #2)

None of these are items with top desired ratings.

UNLV Faculty items with highest perceived ratings

The five questions receiving the **highest perceived** performance ratings are:

- 7.78 Employees who are consistently courteous (AS3),
- 7.78 A comfortable and inviting location (LP3),

- 7.66 Willingness to help others (AS8),
- 7.64 Readiness to respond to users' questions (AS4), and
- 7.59 Employees who deal with users in a caring fashion (AS6).

In addition, one of the local questions rated equivalent to the highest perceived:
 7.72 A library environment that is hospitable and conducive to finding and using information.
 (local question #3)

None of these are in the top desired.

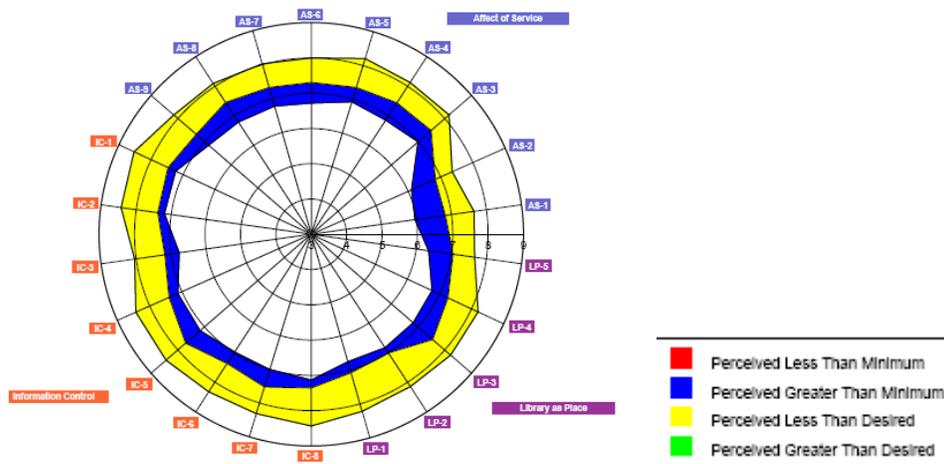
Conclusion for faculty results

Four areas in particular have a much higher desired expectation than perceived performance. These four areas signal a need for further improvement.

- IC1 Making electronic resources accessible from my home or office
- IC2 Library web site enabling me to locate information on my own
- IC4 Electronic information resources I need
- IC8 Print and/or electronic journals

Results – Graduate student respondents

Graduate students rated all questions as above minimum expectations. Note: 28% of the graduate student respondents come from Education grad students.



UNLV Graduate Students LibQual Means

Affect of Service	Information Control	Library as Place	Overall
Desired 7.98	Desired 8.37	Desired 8.09	Desired 8.16
Perceived 7.26	Perceived 7.43	Perceived 7.19	Perceived 7.31
Minimum 6.67	Minimum 7.08	Minimum 6.70	Minimum 6.84

UNLV graduate student items with highest desired ratings

The five questions receiving the **highest desired** ratings for 2009 graduate student respondents, like faculty, fall in the Information Control section:

- 8.53 Making electronic resources accessible from my home or office (IC1),
- 8.44 Modern equipment that lets me easily access needed information (IC5),
- 8.43 A library web site enabling me to locate information on my own (IC2),
- 8.43 The electronic information resources I need (IC4),
- 8.43 Print and/or electronic journal collections I require for my work (IC8).

UNLV graduate student items with lowest perceived ratings

The five core questions receiving the **lowest perceived** performance ratings are:

- 6.83 Employees who instill confidence in users (AS1),
- 6.84 Giving users individual attention (AS2),
- 7.01 Quiet space for individual activities (LP2),
- 7.05 Community space for group learning and group study (LP5), and
- 7.08 Library space that inspires study and learning (LP1).

In addition, two of the five local questions fit into the lowest perceived range:

- 6.68 Making me aware of library resources and services (local question 2)
- 6.81 Teaching me how to access, evaluate, and use information (local question #1)

None of these were in the top five desired.

UNLV graduate student items with highest perceived ratings

The five questions receiving the **highest perceived** performance ratings are:

- 7.55 Comfortable and inviting location (LP3),
- 7.53 Making information easily available for independent use (IC7),
- 7.49 Employees who are consistently courteous (AS3),
- 7.47 Making electronic resources accessible from my home or office (IC1), and
- 7.46 Willingness to help others (AS8).

IC1 is the only one in the top five desired. It represents a perceived value.

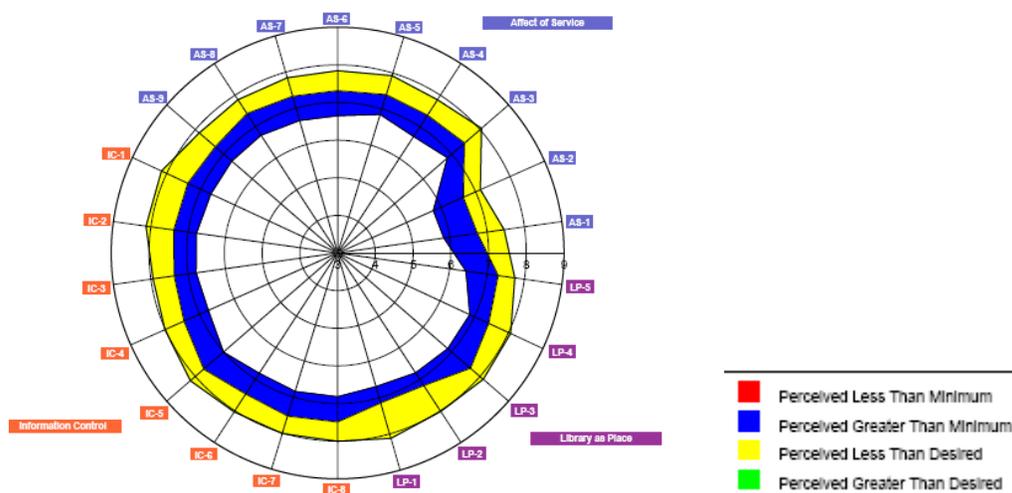
Conclusion for graduate student results

Four areas in particular have a much higher desired expectation than perceived performance. These four areas signal a need for further improvement. These are the same four items faculty results indicated needed further improvement.

- IC1 Making electronic resources accessible from my home or office
- IC2 Library web site enabling me to locate information on my own
- IC4 Electronic information resources I need
- IC8 Print and/or electronic journals

Results – Undergraduate respondents

Undergraduates rated perceived performance in all areas as above minimum expectations.



UNLV Undergraduate LibQual Means

Affect of Service	Information Control	Library as Place	Overall
Desired 7.76	Desired 8.06	Desired 8.01	Desired 7.93
Perceived 7.22	Perceived 7.48	Perceived 7.35	Perceived 7.33
Minimum 6.53	Minimum 6.82	Minimum 6.74	Minimum 6.68

UNLV undergraduate student items with highest desired ratings

The five questions receiving the **highest desired** ratings for 2009 undergraduate respondents are in the Information Control and Library as Place categories:

- 8.17 Modern equipment (IC5),
- 8.15 Making electronic resources accessible from my home or office (IC1),
- 8.13 Web site (IC2).
- 8.12 Library space that inspires study and learning (LP1) and
- 8.12 A comfortable and inviting location (LP3).

Graduate students and faculty put strong emphasis through their “desired” ratings on the Information Control category, but undergraduates, although also valuing that aspect, consider library spaces among their most desired services.

UNLV undergraduate student items with lowest perceived ratings

The five questions receiving the **lowest perceived** performance ratings fall into the Affect of Service and Library as Place categories:

- 6.65 Giving users individual attention (AS2),
- 6.74 Employees who instill confidence in users (AS1),
- 7.14 Library space that inspires study and learning (LP1),
- 7.20 Quiet space for individual activities (LP2),
- 7.30 Community space (LP5), and
- 7.30 Dependability in handling users’ service problems (AS9).

In addition three of the local questions fall into the lowest perceived range:

- 6.69 Making me aware of library resources and services (local question #2),
- 7.02 Teaching me how to access, evaluate, and use information (local question #1), and
- 7.28 Ease and timeliness in getting materials from other libraries (local question #4).

UNLV undergraduate student items with highest perceived ratings

The five questions receiving the **highest perceived** performance ratings fall into all three categories:

- 7.67 Comfortable and inviting location (LP3),
- 7.53 Making information easily accessible for independent use (IC7),
- 7.49 Print and/or electronic journal collections (IC8),
- 7.47 Easy to use access tools that allow me to find things on my own (IC6),
- 7.46 Electronic information resources I need (IC4), and
- 7.46 Employees who are consistently courteous (AS3).

In addition one of the local questions falls into this range for highest perceived:

- 7.59 A library environment that is hospitable and conducive to finding and using information (local question #3)

LP3 is also in the top five desired and therefore a perceived value.

Conclusion for undergraduate student results

One area in particular has a much higher desired expectation than perceived performance. This area signals a need for further improvement:

- LP1 Space that inspires study and learning.

On the other hand, LP3, A comfortable and inviting location has high perceived performance and a high desired rating, indicating a perceived value.

Survey Comments

41% of survey respondents provided a total of 485 comments. (This percentage is calculated by deleting staff and law respondents and comments, as well as deleting comments such as “no comment.”) Comments are particularly valued for giving specific feedback that is often more actionable than the quantitative data supplied through the survey responses.

Issues which emerge in the comments include:

Inadequate control of noise
Lack of sufficient computers
Inadequate group study rooms
Inappropriate use of group study rooms

Positive comments include reference to specific subject librarians and appreciation for their work, as well as praise for the library’s efficient use of resources.

Many also commented on the survey itself, and not in positive terms!

Conclusions

Several areas emerge from the quantitative data and the qualitative comments as needed improvement. These include:

- Noise control
- Need for access to equipment and group study rooms
- Electronic access
- Journals
- An easily navigated web site