

Guiding Subject Liaison Librarians in Understanding and Acting on User Survey Results

A Model LibQUAL+® Consultation from ARL



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Guiding Subject Liaison Librarians in Understanding and Acting on User Survey Results

A Model LibQUAL+® Consultation from ARL



- Assessment librarians cannot single-handedly implement improvements for users
- Staff throughout the library must be able to understand, interpret and act upon user survey results
- **Consultation tailored to develop subject librarians' ability:**
 - Hear notable findings from the “experts” and **understand survey results** – gap analyses, longitudinal trends & specific peers
 - Mine **data by** separate **user populations & discipline groups**
 - Develop **actionable goals** and objectives for the UConn Libraries' Strategic Plan related to Graduate Education and Research, Scholarship and Creative Activity
 - Identify **metrics** from LibQUAL+® survey items to serve as **targets** for continuous improvement & measures of impact

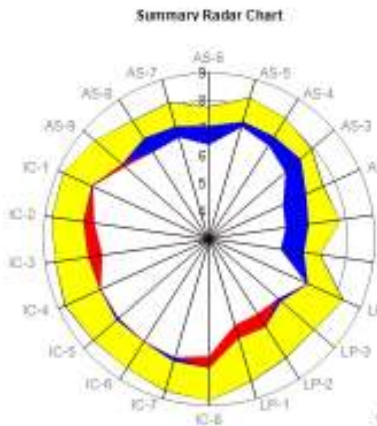


Consultation Objective #1: Understand Gap Analysis and “Zones of Tolerance”

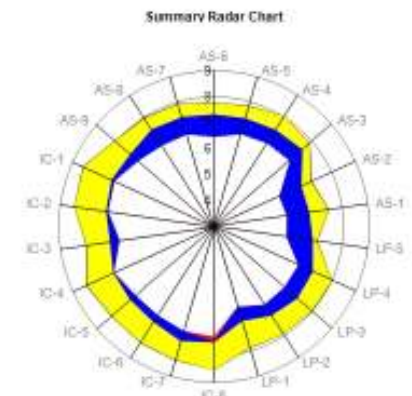
Are the Libraries Putting their Efforts into User Priorities?



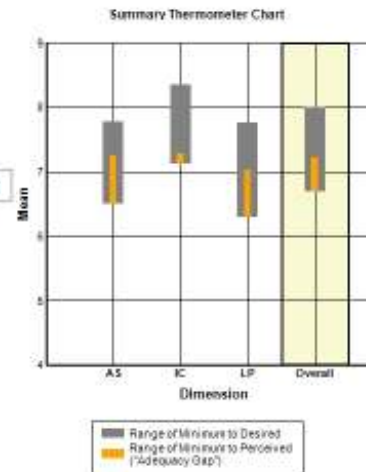
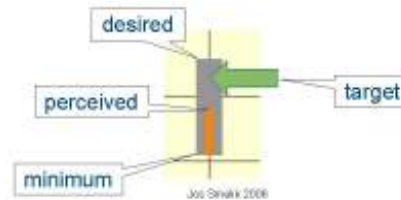
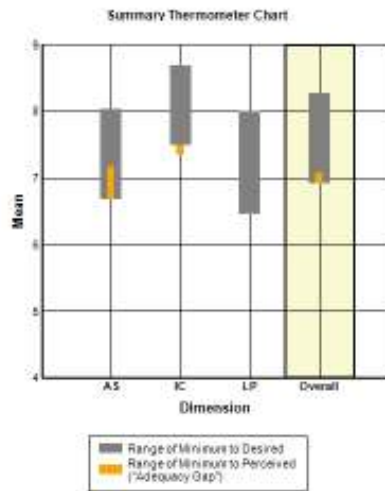
UConn
Core Summary - 2008



Interpreting Perceived Scores Against Minimally-Acceptable & Desired Service Levels (i.e., “Zones of Tolerance”)



Grad - Humanities



Grad - Sci, Pharm, Nursing

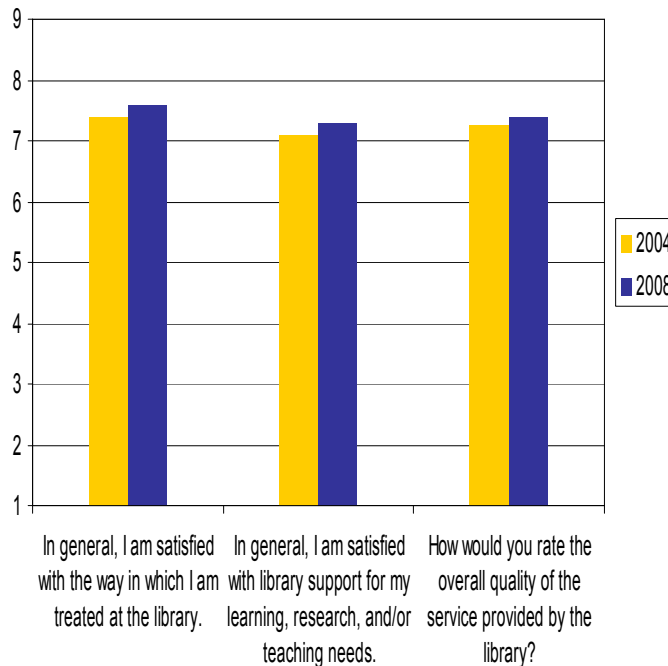


Consultation Objective #1: Understand Benchmarking Against Self, Longitudinally

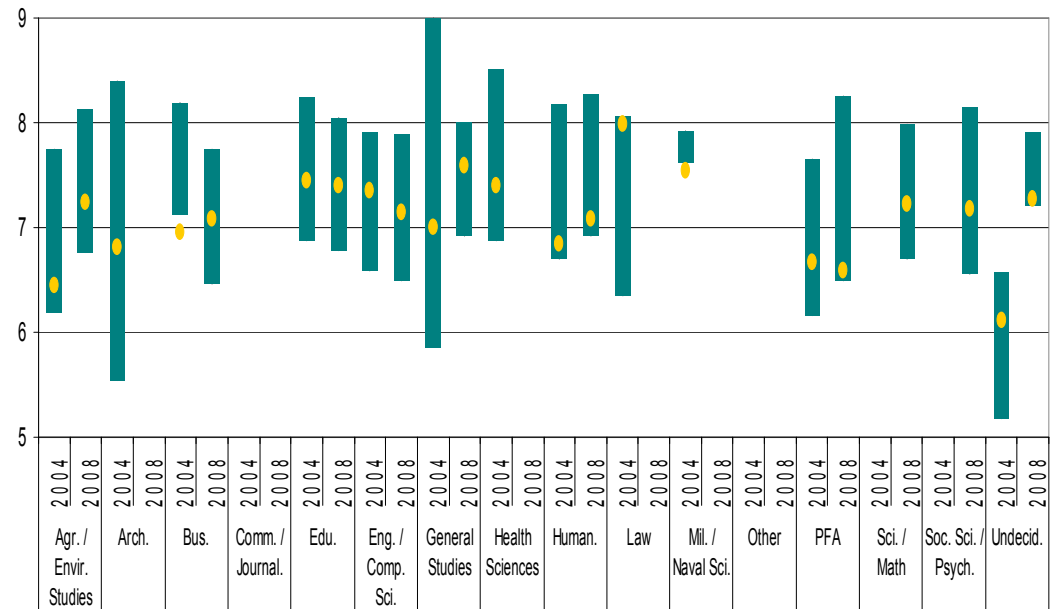
Are the Libraries Continuously Improving?



General Satisfaction
Grad Students 2004 to 2008



Overall Perceived by Discipline
2004 to 2008 for Graduates



“Nobody is more like me than me!”

Anonymous

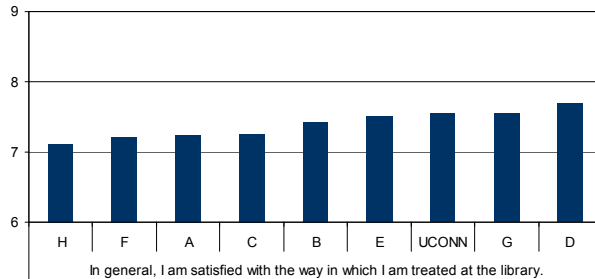


Consultation Objective #1: Understand Benchmarking Against Peers

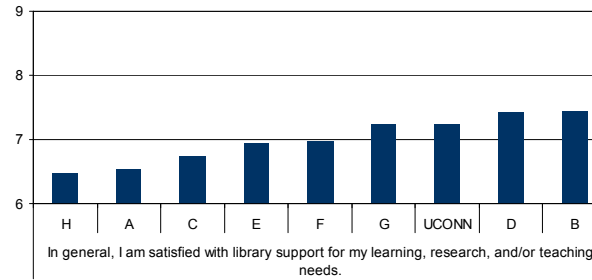


Do Target User Groups Receive Library Services as Good as or Better than Peers?

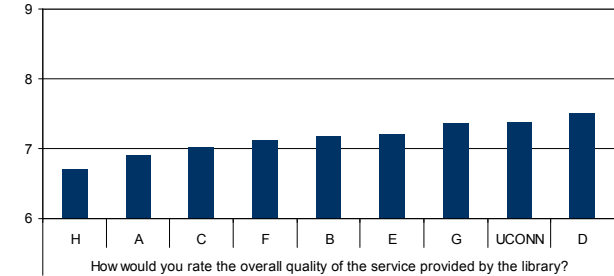
Peer Comparison
General Satisfaction



Peer Comparison
General Satisfaction

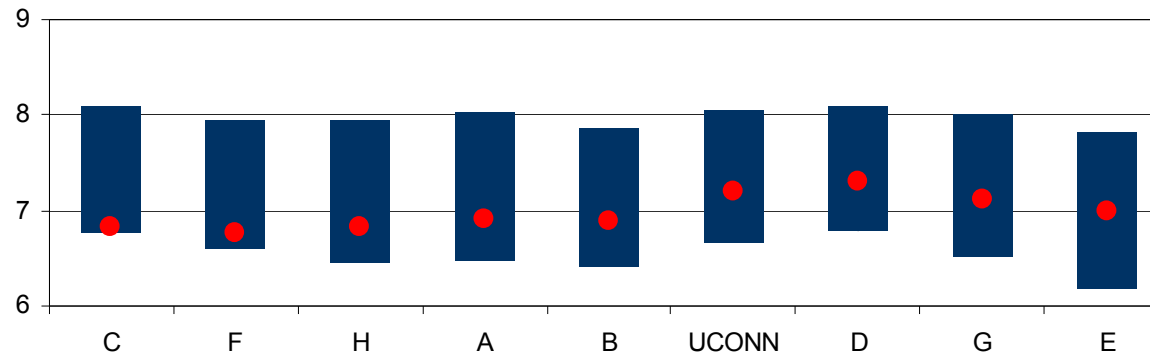


Peer Comparison
General Satisfaction



Benchmarking Against Peer Institutions *1,000,000 Users; 1,000 Institutions!*

Peer Comparison
Overall Perceived Summary - Graduates



Consultation Objective #2: Learn how to “drill down” by User Population

In 2008, Graduate Students Highest Desired Services are...



Highest Desired Services	Rating
IC-1 Making electronic resources accessible from home or office	8.57
IC-8 Print and/or electronic journal collections that I require for my work	8.48
IC-2 A library Web site enabling me to locate information on my own	8.43
IC-4 The electronic information resources that I need	8.43
IC-5 Modern equipment that lets me easily access needed information	8.34
IC-6 Easy-to-use access tools that allow me to find things on my own	8.34
IC-7 Making information easily accessible for independent use	8.34



Consultation Objective #2: Learn how to “drill down” by User Population

In 2008, Graduate Students Least Adequate Services are...



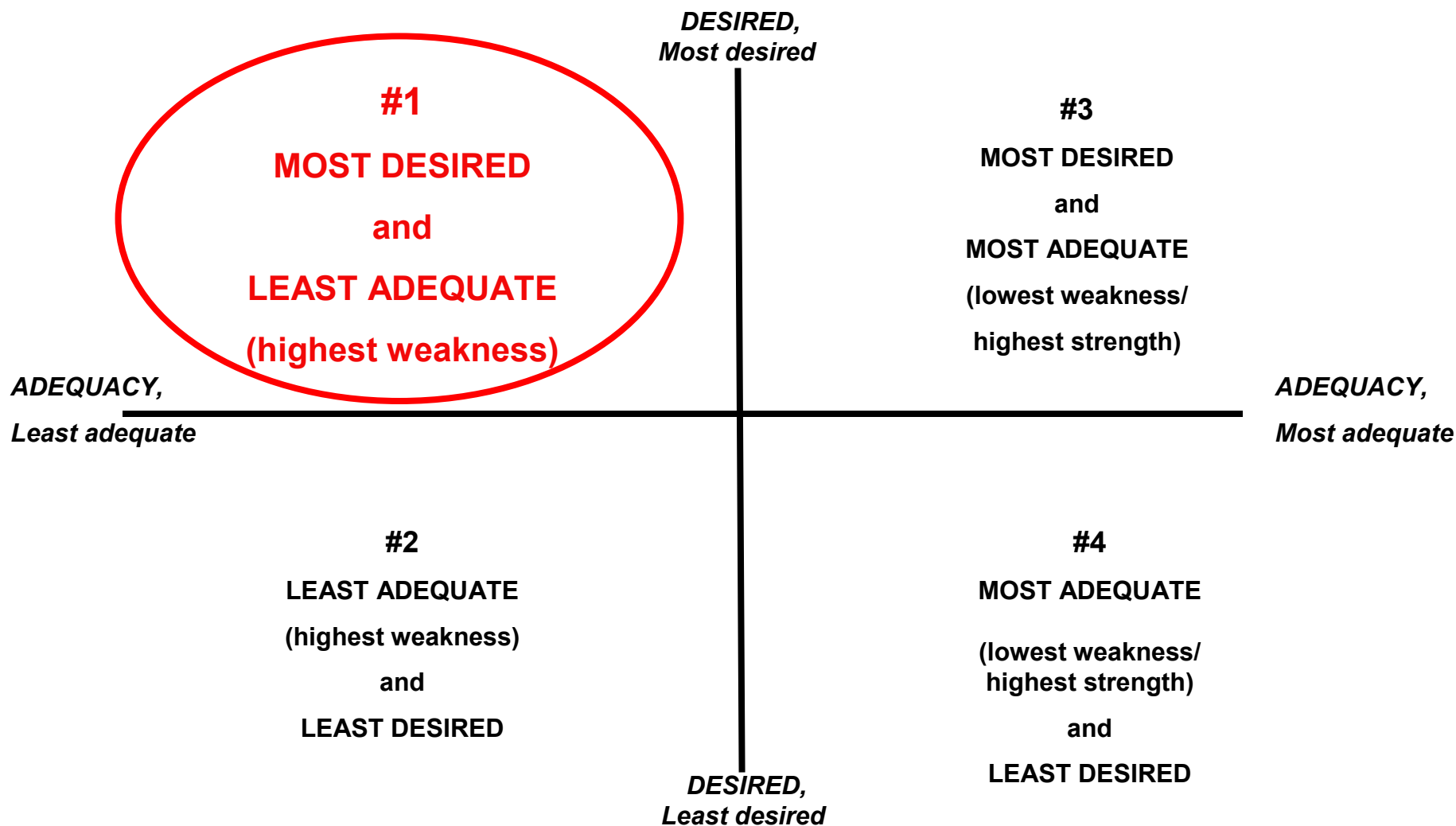
Lowest Adequate Means	Mean
IC-8 Print and/or electronic journal collections that I require for my work	-.05
IC-2 A library Web site enabling me to locate information on my own	.08
IC-4 The electronic information resources that I need	.17
IC-5 Modern equipment that lets me easily access needed information	.20
IC-1 Making electronic resources accessible from home or office	.21



Consultation Objective #2:

Learn how to “drill down” by Individual Discipline

How do we identify what's actionable for target groups, grounded in survey data?



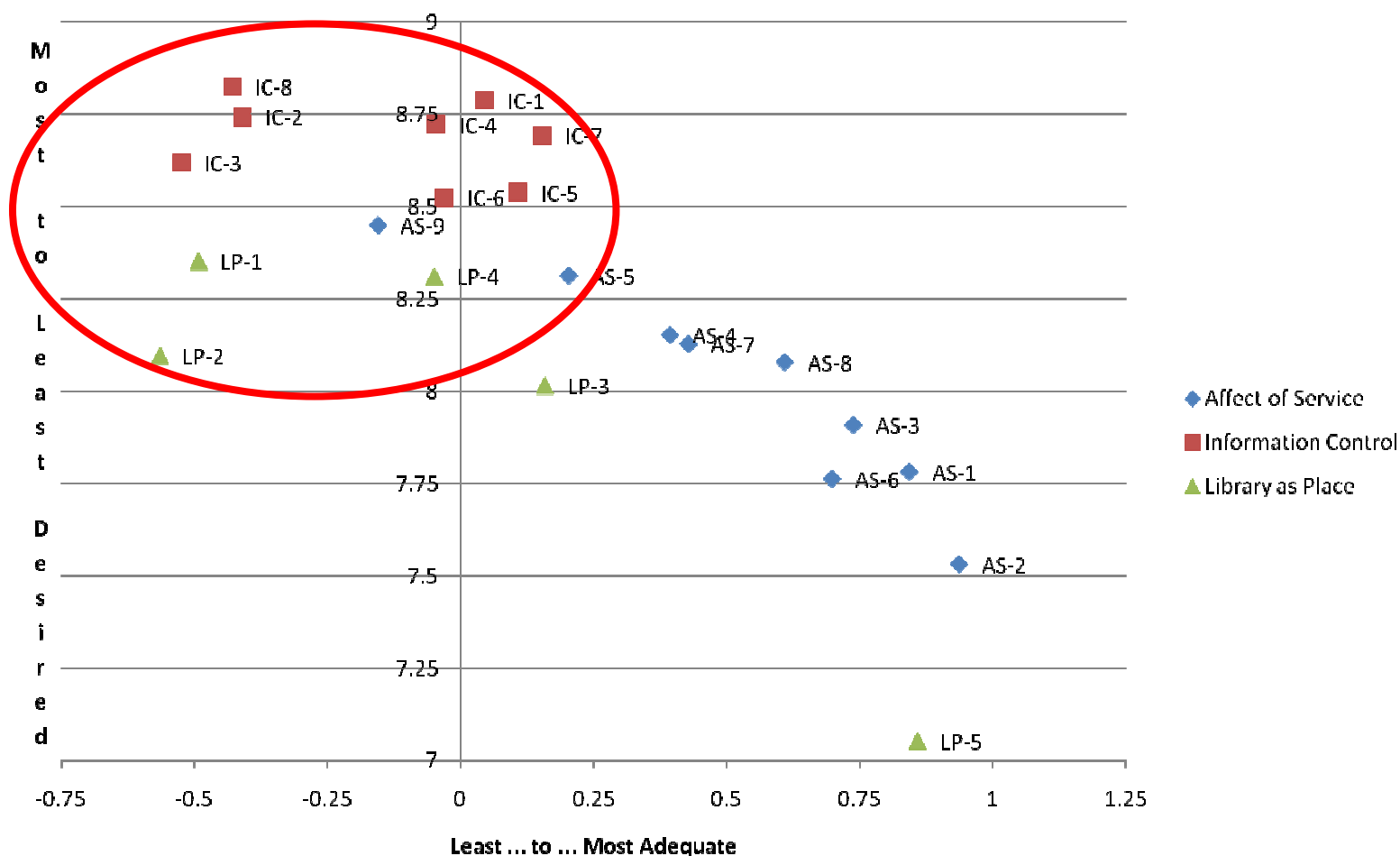
Consultation Objective #2:

Learn how to “drill down” by Individual Discipline

How do we identify what's actionable for Humanities Disciplines Grad Students?



UConn Grad Students -- Humanities
2008



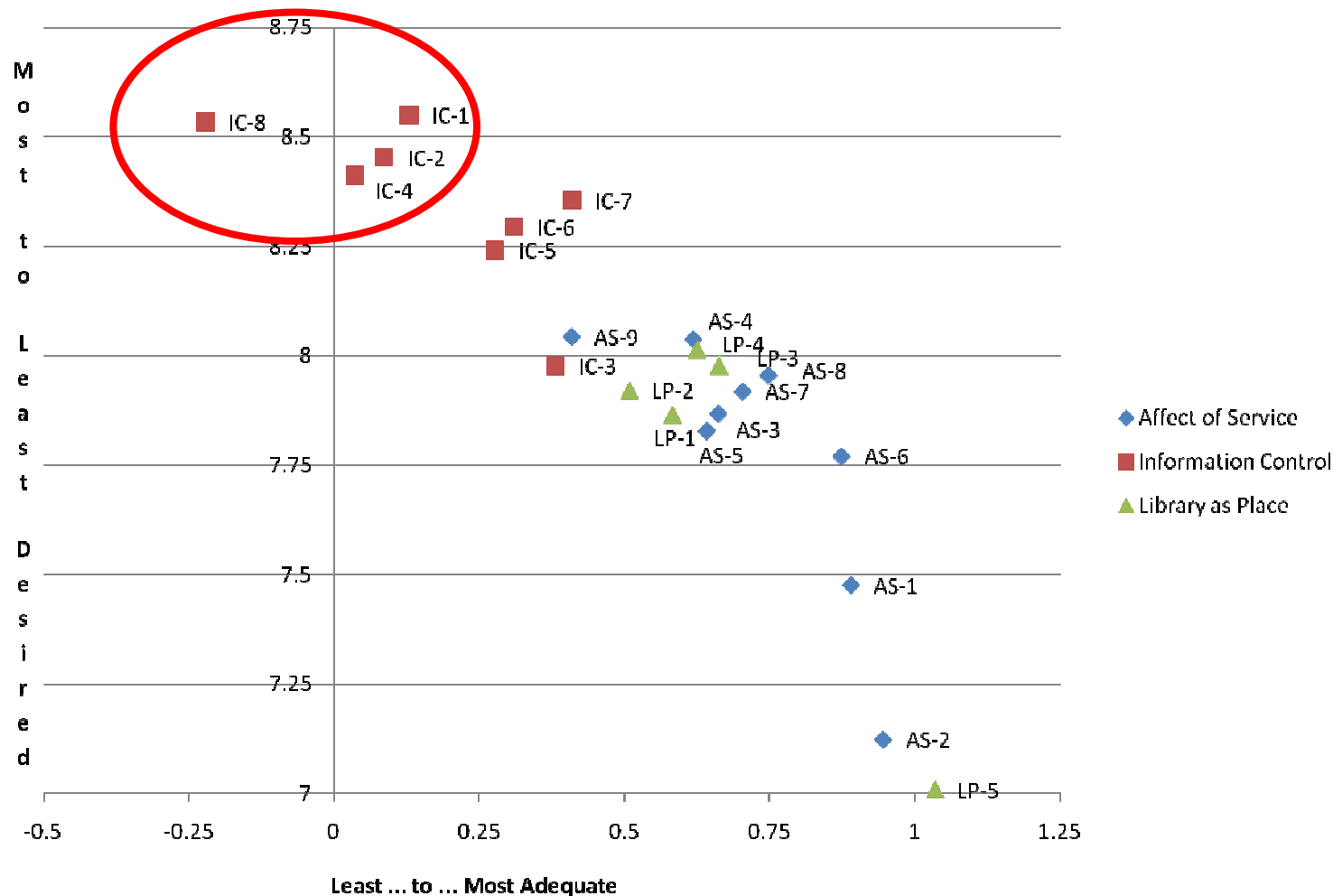
Consultation Objective #2:

Learn how to “drill down” by Individual Discipline

How do we identify what's actionable for Science Disciplines Grad Students?



UConn Grad Students -- Sci, Pharm, Nursing
2008



Consultation Objective #3:

Facilitate the Writing of “Goals” based on Data

How do we identify what’s actionable for Science Disciplines Grad Students?



Writing S.M.A.R.T. Goals

- **S** **Specific**
 - the desired outcome or result is clearly defined
- **M** **Measurable**
 - accomplishment can be charted and/or observed
- **A** **Attainable**
 - achievable, goal is challenging but realistic
- **R** **Relevant**
 - results-oriented, in line with institutional goals and library vision
- **T** **Timely**
 - deadlines are set for accomplishment

Example:

- 60% courses utilizing WebCT include links to library research materials by 9/10

Versus general goal:

- Make materials accessible to users where they are



UConn's Academic Strategic Plan

Advancing UConn's Standing in 5 Areas



Undergraduate Education

Graduate & Professional Education

Research, Scholarship, and Creative Activity

Diversity

Public Engagement

UConn Libraries' Strategic Plan

Goal 2: Enhance strategic **graduate and professional programs through active library liaison engagement and resource support.**

Goal 3: Actively support faculty, student and staff **research, scholarship and creative endeavors through quality instruction, liaison collaboration, collections, and information access.**



UConn Libraries' Strategic Plan

Examples of Metrics and Targets Using LibQUAL+®



Library Metric	Baseline <u>09</u>	<u>2014 Goal</u>
Increase the perceived level of service quality in ranking of “print or electronic journal collections needed” for All users	7.21	7.5
Increase the perceived level of service quality in ranking of “electronic information resources needed” for All users	7.21	7.5
Increase perceived level of service quality in ranking of “easy to use access tools” for All users	7.28	7.7
Increase Undergraduates perceived level of service quality ranking of “modern equipment that lets me easily access needed information.”	7.41	8.0
Increase Undergraduates perceived level of service quality ranking of library Web site “enabling me to locate information on my own.”	7.07	7.77
Increase Undergraduates perceived level of service quality ranking of “quiet space for individual activities.”	7.07	7.77



What Have We Done So Far for Graduate Students?



- Increased the number of **electronic journals** across disciplines
- Improved **electronic access** to a wide variety of collections, resources, and services
- Purchased **electronic books**, reference materials and historical information as identified by specific disciplines
- Improved **interlibrary loan** request and tracking
- Identified potential library **space** dedicated for graduate student use



What Have We Done So Far for Graduate Students?



- Expanded **streamed video and audio** collections
- Revised and expanded **instruction and consultation services customized** for graduate students by discipline
- Established **opportunities for graduate students to present** current/ongoing research
- Established a mechanism to **investigate the impact of new technologies** on graduate student research and learning





What's Next?

- Conduct LibQual+ during November 2010
- Communicate survey results with staff and discuss findings and plans for additional analysis
- Compare LibQual+ 2008 and 2010 survey results and identify improvements and issues reflected in survey findings
- Review Strategic Plan metrics and update to reflect 2010 survey results. Revise as needed
- Identify strategies to incorporate survey results into departmental, team and individual 2012 goals
- Celebrate successes and plan improvements!!

