

LibQUAL+® @ Pao Yue-kong Library: Gaining Stakeholders' Support through Benchmarking

Winnie Chim, Associate Librarian (Academic Liaison)
Pao Yue-kong Library, The Hong Kong Polytechnic University
<http://www.lib.polyu.edu.hk>

Overview

To report on The Hong Kong Polytechnic University (PolyU) Library's experience in implementing LibQUAL+® and setting the results within the context of the Preferred Library Scenario and strategic planning. LibQUAL+® has been valuable to us as it provided us with open, transparent and reliable data for benchmarking the Library's performance across peer institutions locally and internationally, a process that emerges to be a powerful and persuasive tool in gaining stakeholders' support in library strategic planning. The process of presenting LibQUAL+® results to and discussing improvement plans with stakeholders also serves as an effective library marketing tool. It is anticipated that the university libraries in Hong Kong would run LibQUAL+® every three or four years in order to create a linear measure of user satisfaction with library services.

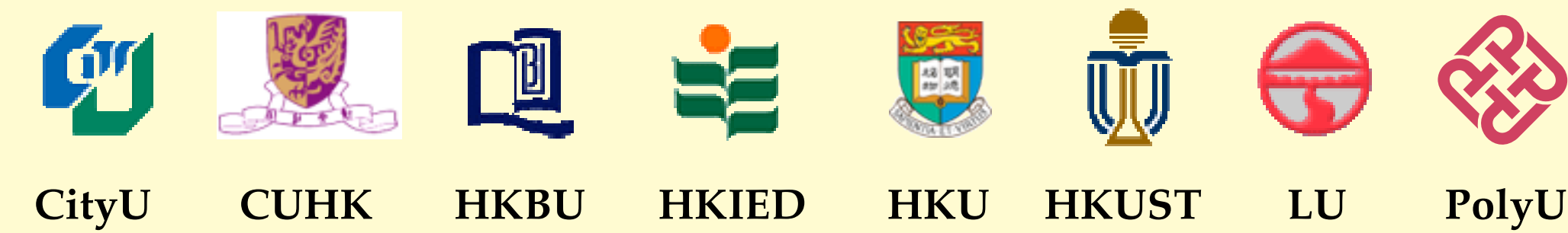
About Us

The Hong Kong Polytechnic University (PolyU) Library



The University Library (Pao Yue-kong Library) was established in 1972 and is one of the oldest academic libraries in Hong Kong. Our collection currently stands at over 2.2 million items. In addition to print resources, Library members also have 24x7 access to over 32,000 e-journal titles, 220,000 e-books and a multitude of media resources including a digital image gallery, and 300 e-learning programs. 2/3 of the Library's budget is spent on e-materials.

Joint University Librarians Advisory Committee (JULAC)



The Joint University Librarians Advisory Committee (JULAC) is a committee to act, discuss, coordinate, and collaborate on library, information resources and services among the libraries of the eight tertiary educational institutions funded by the University Grants Committee of the Hong Kong SAR Government. There are various sub-committees under JULAC dealing with specific aspects of Library services.

The PolyU Library is a member library of JULAC. Seven of the eight JULAC consortium members including the PolyU Library participated in the 2007 LibQUAL+® Session II survey.

Why LibQUAL+® in Hong Kong JULAC libraries?

Each of the eight JULAC libraries has conducted its own user surveys for many years. There are two major reasons for administering LibQUAL+® in Hong Kong JULAC libraries. The first is to introduce an internationally recognized survey instrument for measuring library performance and user satisfaction. And secondly, given that most JULAC libraries would participate, the survey would allow the JULAC libraries to gain a better understanding of the share environment we operate in and encourages strategic collaboration among JULAC.

2007 LibQual+® Survey Highlights @ Pao Yue-kong Library

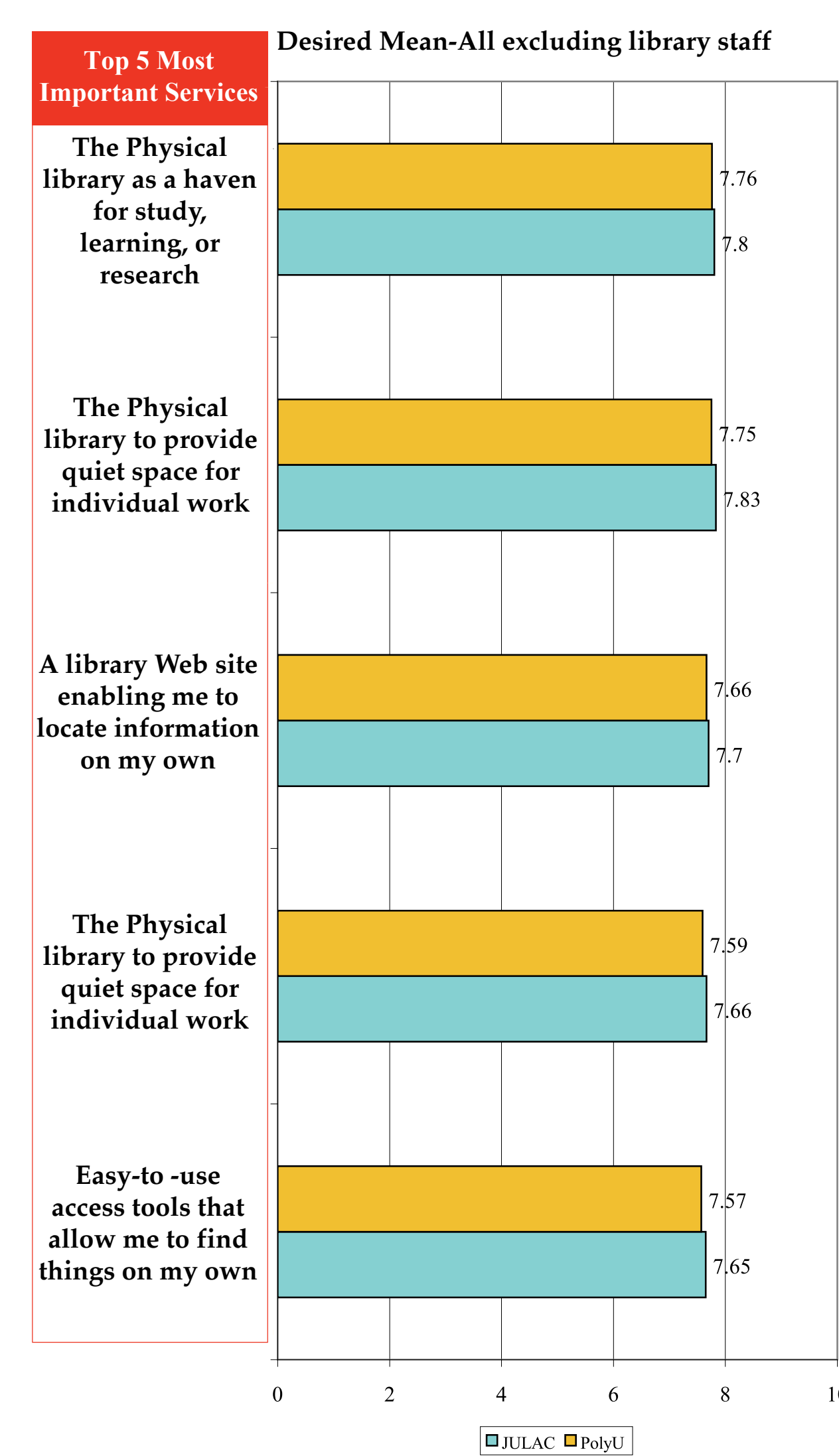
Highest Number of Participants

Resulting from a series of vigorous campaigns organized during the survey period (20 Oct -10 Dec 2007) including the use of incentive prizes, reminder emails, and online survey kiosks, PolyU tops all other JULAC libraries in Hong Kong in the number of responses received.

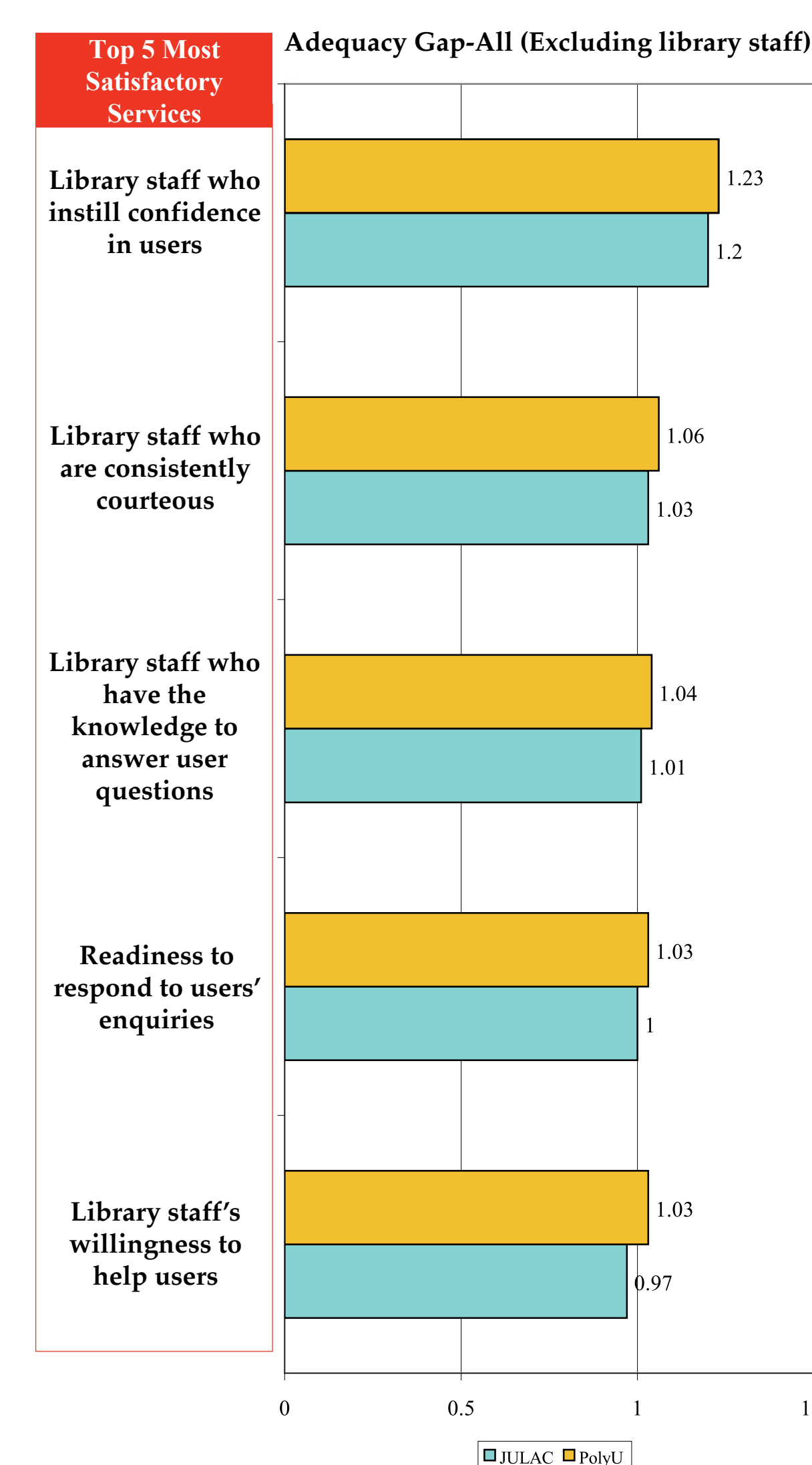
Institution	CityU	CUHK	HKIED	HKU	HKUST	LU	PolyU	Total
Participants	449	2,928	943	1,282	1,897	333	6,782	14,614
%	3.07%	20.04%	6.45%	8.77%	12.98%	2.28%	46.4%	100%

Library Values

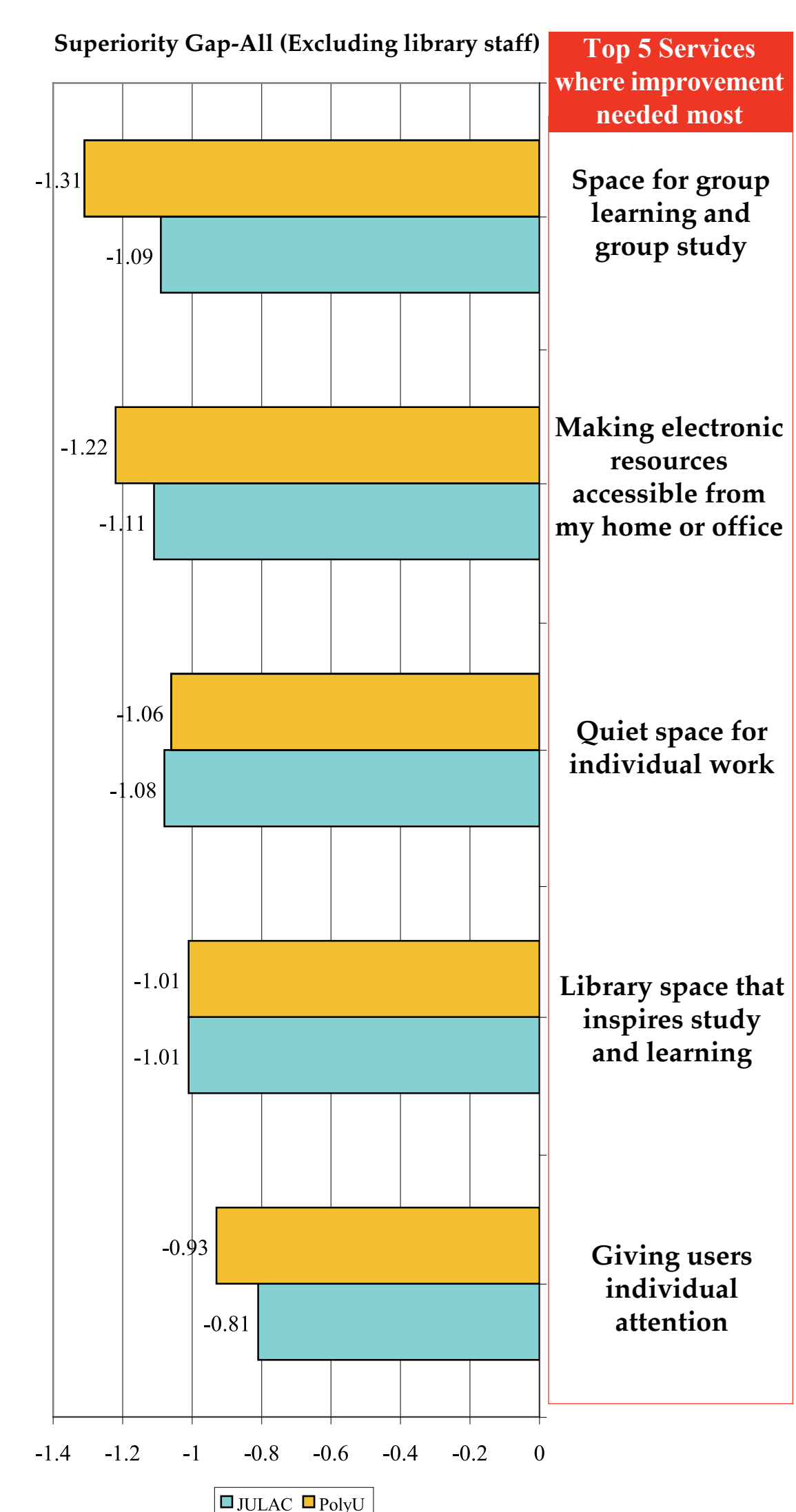
What matters most



What do we do best

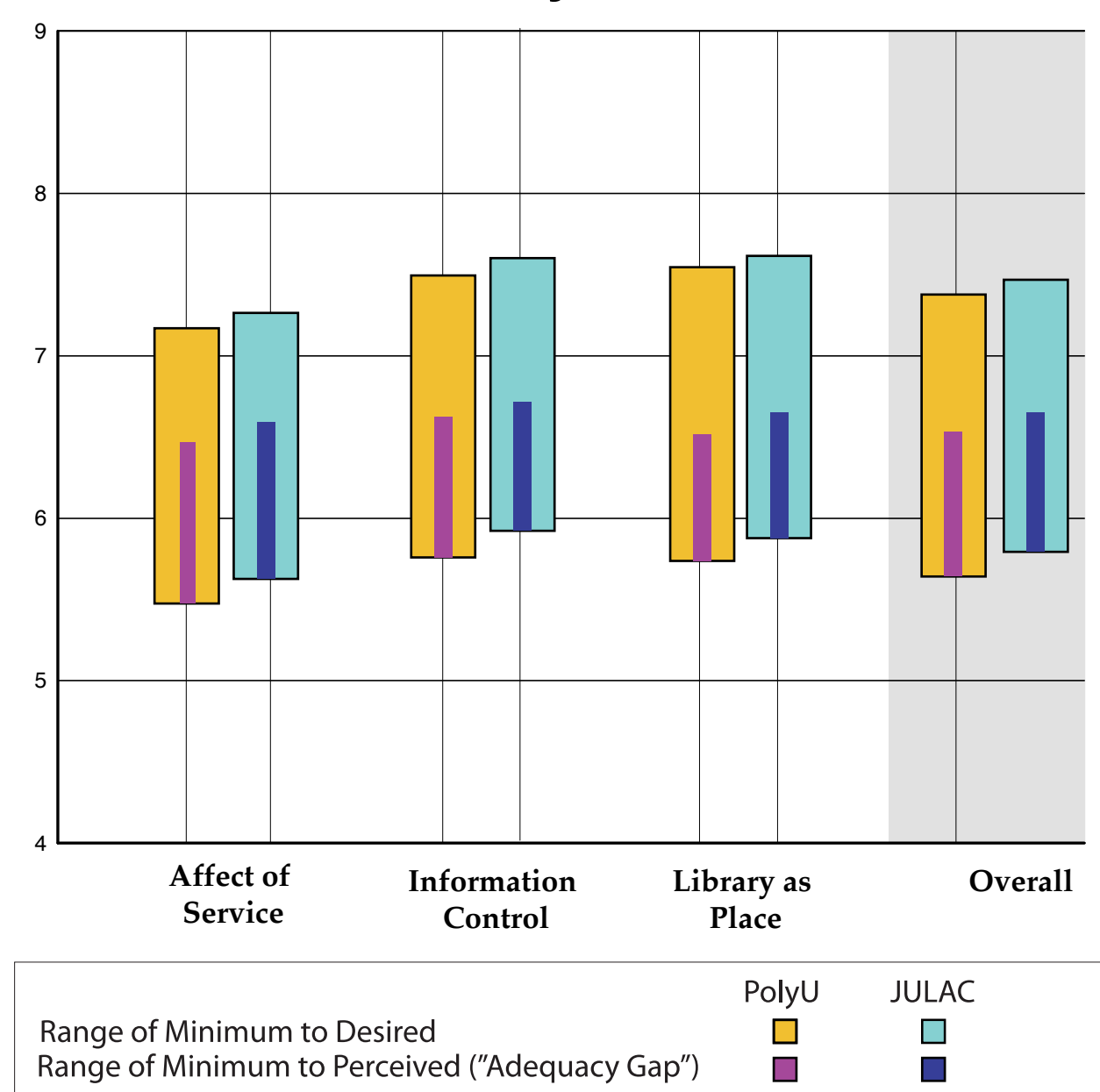


Improvement needed most



Benchmarking Across JULAC Libraries

Dimensions Summary



Dimension Mean Values

	PolyU	JULAC	PolyU	JULAC	PolyU	JULAC	PolyU	JULAC
	(n = 6,724)		(n = 14, 516)					
Desired	7.17	7.26	7.50	7.60	7.55	7.62	7.38	7.47
Perceived	6.45	6.59	6.62	6.72	6.52	6.65	6.53	6.65
Minimum	5.47	5.63	5.76	5.92	5.74	5.88	5.64	5.79
	Affect of Service		Information Control		Library as Place		Overall	

Gaining Stakeholders' Support



Presenting Results to Library staff

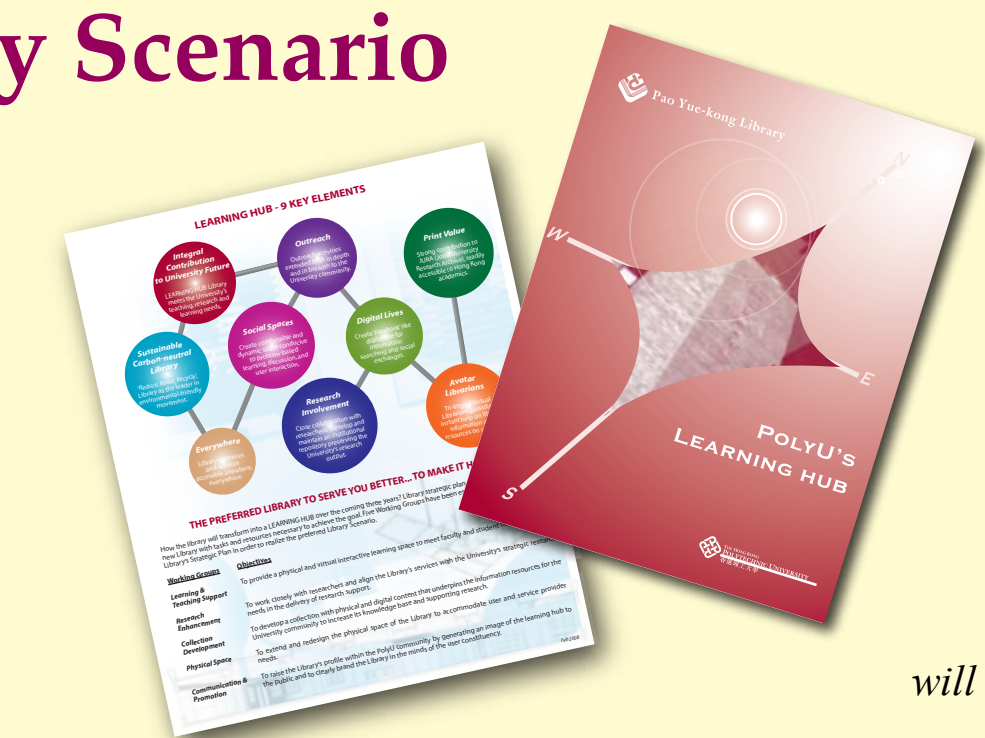


Consultation with students, faculty and senior management

Library Retreat

Making it REAL

Desirable outcomes incorporated in Preferred Library Scenario



Preferred Library Scenario describing the Library which will be in existence in the year 2011

Formulating Strategic Plan

The Library aspires to be a leading academic library delivering world-class client-centred information resources and services. Incorporating improvement plans resulting from the LibQUAL+® and other user surveys, the Strategic Plan articulates in more concrete terms the Library's goals and strategies for the coming five years emphasizing on 6 strategic areas, namely:

- Physical space
- Collection development
- Communication and promotion
- Learning and teaching engagement
- Research enhancement
- The Skilling of our people

Building Refurbishment

(Rated the "Most Desired" and "Improvement Needed Most")

Addressing the "Most Desired" and the "Improvement Needed Most" service identified via the survey, we are working towards improving the physical fabric of the Library to create a comfortable and dynamic space conducive to problem-based learning, discussion, and user interaction, and a sustainable carbon-neutral Library. We have recently completed a design brief and will be presenting it, along with a dossier of survey comments, to University administrator for funding support.

