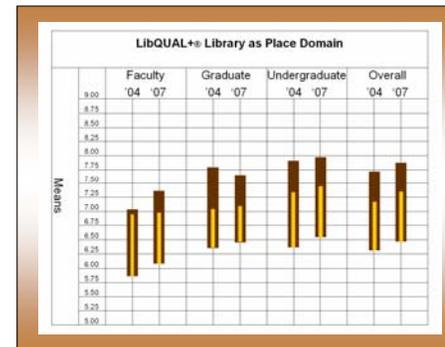
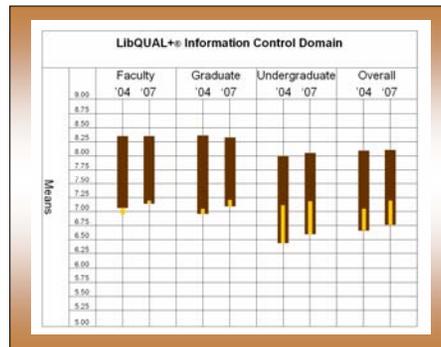
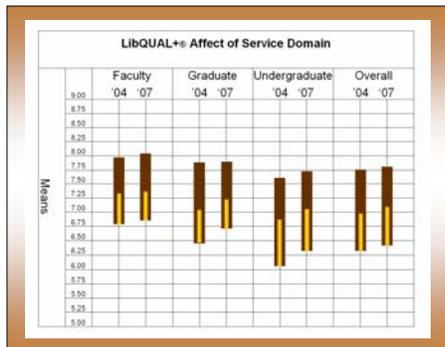
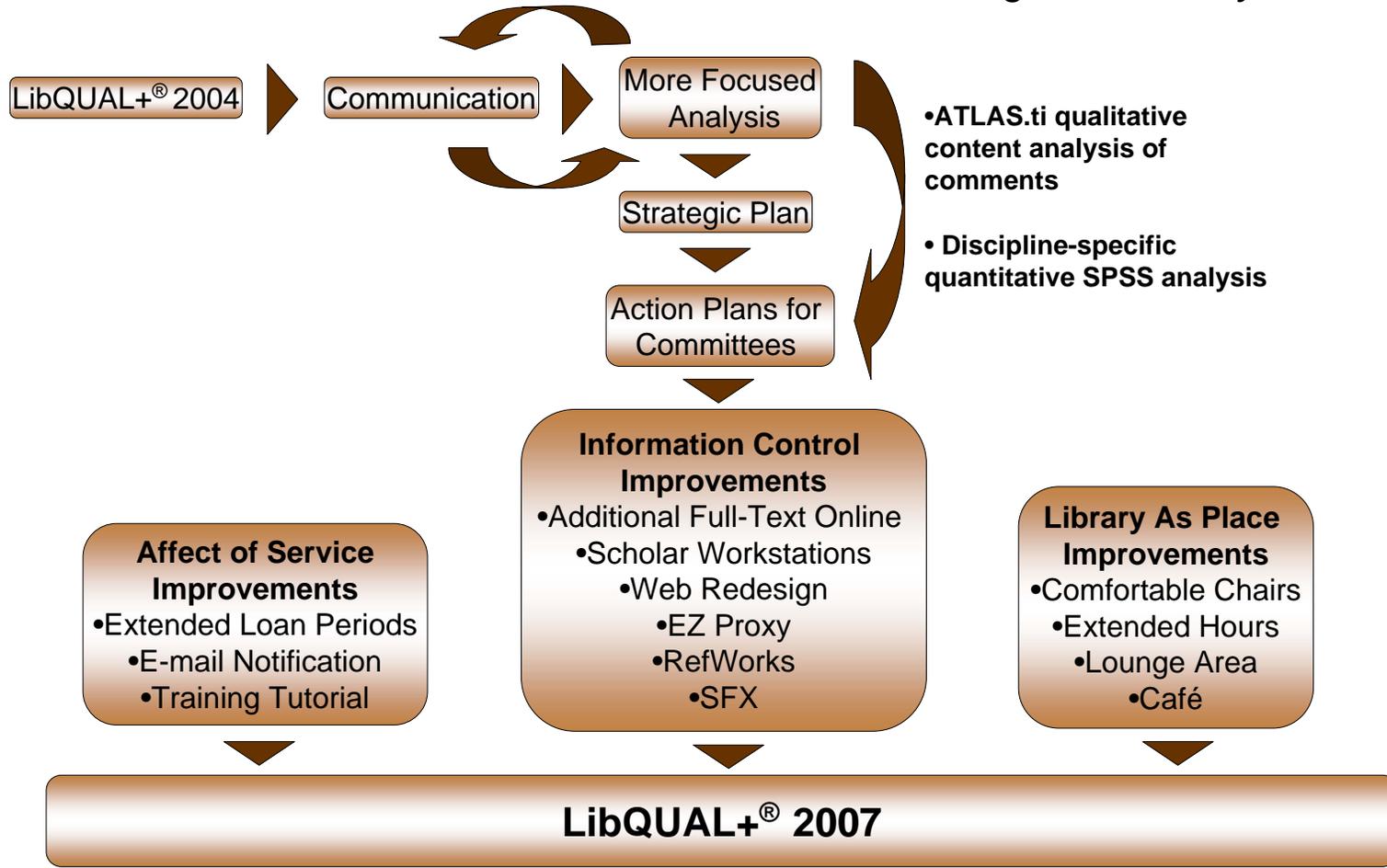




# Using LibQUAL+® to Inform & Assess Strategic Planning

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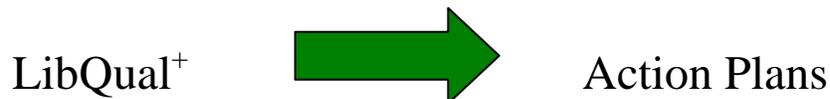
## Role of LibQual in Strategic Plan

Like Stewart Saunders at Purdue University we found that our analyzed LibQual<sup>+</sup> results had limited value for generating **Strategic Goals** since LibQual<sup>+</sup> assesses levels of satisfaction with *current operations* rather than providing visionary strategic insight.

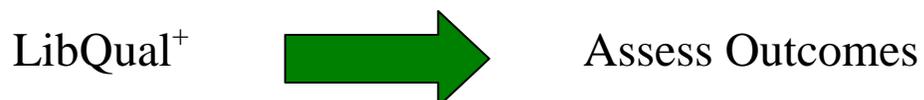


However, like Saunders, we found that our LibQual<sup>+</sup> data informed several **Action Plans** that were significant subcomponent parts of our strategic goals.

*“Existing ‘operational needs’ [that are identified by LibQual+] “must [often] be addressed... to envision [and realize] a more daring future”. Stewart Saunders Proceedings of the Library Assessment Conference, Sept. 2006, Charlottesville, VA.*



We were also able to use future LibQual<sup>+</sup> scores as a metric for establishing **Targets** against which to **Assess** our success in addressing subcomponent objectives of our larger strategic goals.



Each Strategic Goal had several objectives and some objectives had multiple action plans.

**Strategic Goal:**

Libraries are actively engaged in the development of a responsive and ethical academic community at WMU

**Objective:**

Develop library-wide commitment to improved 'customer relations'

**Action Plan:**

Implement a library-wide customer-relations training program

**Metric for Success:**

Increased satisfaction as measured by LibQual<sup>+</sup> Affect of Service measures

**Target for success:**

Increased D-M scores for all Affect of Service (AS) items between LibQual<sup>+</sup> 2004 and 2007

All 2007 undergraduate AS items will have a D-M score of at least 50%

**Outcomes:**

Undergraduates – All measures of AS increased; all AS measures were above 50%

Graduates – 8/9 measures of AS increased

Faculty – 3/9 measures of AS increased.

**Strategic Goal:**

**Library services and resources contribute to the University's student-centered research mission to build intellectual inquiry, investigation and discovery into all programs**

**Objective:**

Improve physical and virtual access to existing collections

**Action Plan:**

Simplify/consolidate electronic access to information and information types

**Metric for success:**

Increased Information Control (IC) scores , IC1, IC2, IC6, IC7, between 2004 and 2007

**Target for success:**

Increase in identified IC D-M scores for faculty, graduates and undergraduates

**Outcomes:**

Undergraduates – 0/4 measures of IC increased

Graduates 2/4 measures of IC increased

Faculty 4/4 measures of IC increased.

**The D-M score** is usually located in the zone of tolerance and typically has a score between 0 and 100. A D-M score of 50, which is in the middle of the zone of tolerance, indicates that the perceived score is half way between the minimum level of acceptable service and the desired level of service; adequacy gap and superiority gap scores are equal.

The D-M score is negative when the perceived score falls below minimum. Negative scores indicate that the library is not doing what is required to meet the minimum service standards of our patrons.

Scores that exceed 100 indicate that the Library is exceeding the users' desired levels. Such scores may indicate that limited resources are being allocated inefficiently especially if the service item has a low rank.

## Conclusions

- LibQual<sup>+</sup> data played a useful role in crafting action plans and providing a metric against which we could set targets and evaluate outcomes in our strategic planning process.
- As critical stakeholders in the library's mission, all library employees had access to all available data (raw, analyzed and interpreted). This undoubtedly contributed to buy-in and overall project success.
- Individuals and teams made creative use of both the quantitative and qualitative LibQual<sup>+</sup> data to demonstrate the need for specific actions, devise appropriate targets and evaluate progress.
- Our 2007 LibQual<sup>+</sup> results indicated some overall improvements in Information Control, Library as Place and Affect of Service dimensions. However more detailed breakdown by particular service items, departments and user groups revealed uneven success.
- For strategic planning evaluation we identified those LibQual<sup>+</sup> service items that were pertinent to our Library's unique strategic goals and objectives and included them with other appropriate measures.