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Findings about our Library Surveys: Universities of Louisville and Kentucky's User Surveys

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LIBPMC 2021

JULENE L. JONES

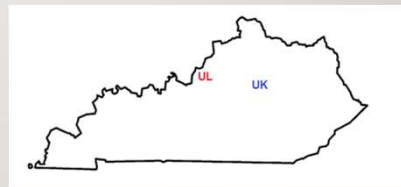
ANITA R. HALL

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ABOUT OUR INSTITUTIONS



- About University of Louisville
- About University of Kentucky



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UNIVERSITY OF KENTUCKY: STANDARDIZED SURVEYS

- LibQUAL+® (ARL)
run approximately every 4-5 years:
2001-2004 inclusive, 2007, 2011,
2017 & 2020
- ClimateQUAL® (ARL)
Plan to run every 4-5 years
First year (baseline) 2020
- Work-Life Survey (Willis Towers Watson)
Run campus wide, comparison between Library
faculty and Library staff, with colleges under
Provost

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UNIVERSITY OF LOUISVILLE: LOCALLY-DEVELOPED SURVEYS

- Library Survey
 - Library Benchmark survey
 - Climate survey planned
- Campus-wide surveys
 - Student Support Services Survey (S4)
 - Climate Survey

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UNIVERSITY OF KENTUCKY: LOCALLY-DEVELOPED SURVEYS

- Library Satisfaction Survey
(individual library branch focus)

1991, 1998, 2004, 2009, 2013
revision planned for fall 2022

focuses on services,
collections, resources and
facilities at [then 9] individual
libraries

- Library Website Observational
Study & Survey

2012, 2014, 2016, 2021

Comments indicate improvements
made / still needed in navigation

Difficult to anticipate all audiences
(undergraduate, graduate,
professional, faculty)

New Library
website in
development;
rollout planned
for Fall 2022

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PROS AND CONS: STANDARDIZED SURVEYS

BENEFITS

- Rigor in development, testing
- Consistency
- May be used for benchmarking or longitudinal review
- Results may include raw data, data analysis and/or data visualizations

CHALLENGES

- Local questions may be limited / may not be included
- Lack of versatility, flexibility, granularity
- Length and detail of survey may be overkill
- May include dated terminology
- High cost

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PROS AND CONS: LOCALLY-DEVELOPED SURVEYS

BENEFITS

- Highly granular and customizable
- Flexibility in frequency, topic, audience, reminders
- Low barriers: cost, testing
- Potential to connect to campus data systems

CHALLENGES

- Time-intensive
- Rigorous development requires resources
- Inconsistency (benefit, too)
- Benchmarking opportunities are few
- Data analysis requirements

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WHEN IMPLEMENTING SURVEYS:

- How much funding do you have?
- How much bandwidth or expertise do you have?
- How long do you have to develop your instrument?
- What sample size and demographics are you hoping for?
- Do you want to customize questions?
- Do you want to use the results to benchmark?
- Alignment with institutional priorities
- Can you test on local sample?
- Can you optimize your survey for mobile / web responses?

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FUTURE LIBRARY ASSESSMENTS AT UK, UL

Use larger surveys to inform future assessments → granular or specific data

- UK: Office space survey and space survey for undergraduate users; focus groups for non-users, underrepresented users; data dashboard for assessment data
- UL: Student Advisory Board; usability study on digital collections; campus-wide climate survey: results viewed by unit, using that data to build specific assessments

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ANY QUESTIONS?

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