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LibQUAL+ & LibQUAL+ Assessment Results Usage at the University of Kentucky Libraries

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May 2023

This presentation is available at
https://works.bepress.com/julene/51/

Salaam 'aleikum bialjamie and good afternoon!

Thank you so much for allowing me some time to talk with you today!

As Mustafa said, my name is Julene Jones, and I am the Director of Library Assessment at the University of Kentucky in the United States.

If you would like to download this presentation along with the text that I'm saying, it is available at the link at the bottom of this slide and the next one: "works.bepress.com/Julene/51"

Again, that link is "works.bepress.com/Julene/51"

For some context, here is where I am speaking to you from:

The state in blue on the map of the US is Kentucky, and the city I am in, called Lexington, is the yellow dot.

Kentucky is well-known for its thoroughbred racehorses, mountains, and beautiful scenery.

The building that you see is the library I work in, named the William T. Young Library, in honor of a local businessman who donated the funds to build it.

The University of Kentucky is the largest university in the state and has approximately 33,000 undergraduate students and 8,000 graduate students. We have seven library locations across our campus.

History of LibQUAL+ & LibQUAL+ at UK

- Originally called SERVQUAL

- Designed for academic libraries

- UK has used it 8 times since 2001 (pilot)

- Current plan: run every 4 years

- Last run in 2020, will run in 2024

Since I'm here to talk to you about LibQUAL, let me tell you a little bit about it, and about how we have used it at UK.

Survey was originally called SERVQUAL which was edited and redeveloped into LibQUAL+ in 2001.

Survey is really designed for academic libraries.

UK Libraries first ran LibQUAL+ in 2001, the first year it was available in its new form, and has run it 7 times since then.

We currently run the survey every 4 years with its last implementation in 2020. We will run it again in 2024.

Why implement LibQUAL+?

- Help libraries better understand user perceptions of quality of library service
- Are you meeting users' expectations?
- Compare your library against peers or benchmark institutions

Why would you want to use LibQUAL+?

LibQUAL asks your users about their experiences in your libraries. They can tell you where you are succeeding and where your services need improvement

You can use it to assess whether your library services are meeting user expectations— and develop services that better meet these expectations.

You can compare your library's performance with that of peer institutions who have also run LibQUAL+
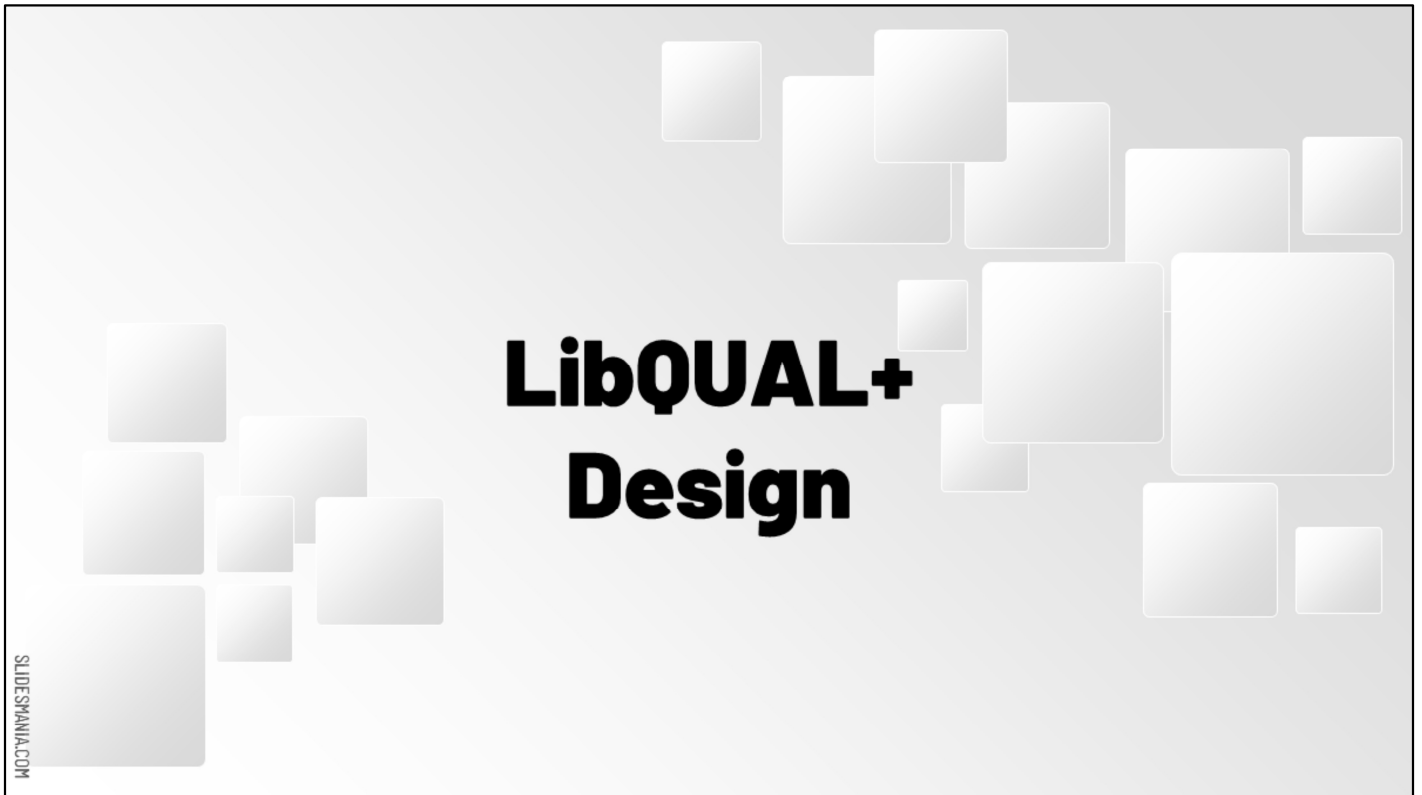
LibQUAL+ Design

Let me begin by describing the design of the LibQUAL+ survey.

3 "core" aspects of library service quality:

Affect of Service (Customer Service)

Information Control (Access to Information)

Library as Place (Space assessment)
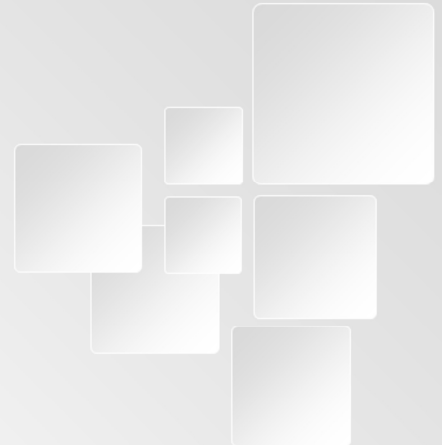
LibQUAL+ seeks user input in three areas of library service quality that it calls "Core Areas":

1) Affect of Service, or Customer Service, meaning are your employees courteous? Empathetic? Responsive to your users?

2) Information Control, or the ability of the user to access information, so How easy is it to access? How convenient?

3) And Library as Place, or user feelings about the library's buildings and how they can use them

Example Questions

Affect of Service	Information Control	Library as Place
• Employees who are consistently courteous	• Making electronic resources accessible from my home or office	• Library space that inspires study and learning
• Employees who have the knowledge to answer user questions	• A library Web site enabling me to locate information on my own	• A comfortable and inviting location
• Dependability in handling users' service problems	• Print and/or electronic journal collections I require for my work	• Community space for group learning and group study

There are a total of 22 items that are assessed by the instrument.

Here are some examples of items that LibQUAL+ asks in each of the three "core" areas:

[Read off the slide]

For most academic libraries the area of "Information Control" is frequently the lowest scoring of the "core" areas with "Library as Place" scoring the highest.

Other Areas Assessed

General Satisfaction	Information Literacy Outcomes	Library-selected Questions
• In general, I am satisfied with the way in which I am treated at the library. • How would you rate the overall quality of the service provided by the library?	• The library aids my advancement in my academic discipline or work. • The library helps me distinguish between trustworthy and untrustworthy information.	Examples that UK has used: • The library assists me in achieving academic success • Ease of use of electronic resources

Three other areas that LibQUAL+ asks users about are user general satisfaction, Information Literacy Outcomes (based on the ACRL Information Literacy Framework) and then there is a chance for libraries to add 5 additional questions, if you wish.

Here are some examples of these kinds of items:
[Read off the slide]

Other Areas Included

Library Usage	Demographic Questions	Comments
• How often users use the library	• Age • Gender • Affiliation • Location(s) used	Single comment box

Finally, LibQUAL+ asks users how often they use the library, several demographic questions about themselves including which specific library locations they use and also offers a space for comments about the Libraries.

Question design

When it comes to...	My Minimum Service Level is		My Desired Service Level is		Perceived Service Performance is		N/A
	Low	High	Low	High	Low	High	
[Question]	○○○○○○○○○ 1 2 3 4 5 6 7 8 9		○○○○○○○○○ 1 2 3 4 5 6 7 8 9		○○○○○○○○○ 1 2 3 4 5 6 7 8 9		☐
[Question]	○○○○○○○○○ 1 2 3 4 5 6 7 8 9		○○○○○○○○○ 1 2 3 4 5 6 7 8 9		○○○○○○○○○ 1 2 3 4 5 6 7 8 9		☐

May be difficult for users to answer...

Each question asks users to gauge their minimum baseline service level, desired service level, and the actual level they perceive in your library, and each question has a "N/A" or "not applicable" option.

The design of the survey questions may make it difficult for users to answer them, and it may not be optimized for responding on mobile devices / phones.

There are two versions of the survey: a "regular" one and a "lite" version which asks fewer questions per user and randomizes the questions each user receives.

LibQUAL+ Implementation

So, if you decide you want to use this survey, what are the steps to implementing it?

Steps to implement LibQUAL+

Contact ARL

Communicate your intention to run LibQUAL+ & make payment

Determine version

LibQUAL+ or LibQUAL+ Lite

Determine your 5 selected questions

If you want to include them, may want to use the same questions each time for comparison

Customize

Input user groups (areas of research, affiliations, etc.) and library locations (branches)

Determine dates

What time of the year works best?

How long do you want survey to be available?

In order to implement LibQUAL+, these are the basic steps:

First, contact ARL, let them know you are interested in running LibQUAL+ and pay for the use of the survey.

2) Determine which version of the survey you want to use: "Regular" which takes about 10 minutes per user to complete or "Lite" version which takes about 5

3) If you would like to, decide what 5 library-selected questions you want to use. If you do use them, you may want to use the same or similar questions over several years so that you can compare the responses.

4) You can customize the survey with the research disciplines and affiliations of user groups (such as undergraduate, graduate, etc.) as well as the names of library branches.

5) determine dates to run the survey: is there a time in the year that would work best for your users? How long should the survey be available?

Steps to implement LibQUAL+

| Officially open the survey | Publicize or market survey | Close the survey | Receive results from ARL | Review the data & communicate findings |

Communicate to your users that you are doing a survey, why you're doing it and how they can respond

Will receive data files and analyzed data

Who responded?

What are their perceptions?

What needs to be done?

Compare data to others'

SPEAK UP
(...AND YOU COULD WIN!)

bit.ly/HelpLib-2020

Use your voice to help us improve UK Libraries and you could win one of nine prizes!

UK Libraries
An Equal Opportunity University
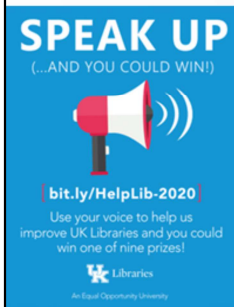
Next you will officially open the survey in the LibQUAL+ Dashboard so that you can receive responses

You will want to publicize or market the survey (at UK we use posters like the one at the bottom of the slide, signage around campus, digital display boards, we send out an email to everyone on campus and put brief articles in the weekly campus newsletter). These should explain why you are doing this survey and how they can access it.

Close the survey on the date you decided in the Dashboard.

About 2 weeks later, you should receive results from ARL via email. You'll receive the data files as well as a PDF of their statistical analysis of your results

Finally, review this data to see who responded, what they think about the Libraries, what items should be celebrated and what steps taken to improve, and possibly, compare your data to other places where LibQUAL+ has been used

LibQUAL+ Data & Results

Now for the most exciting part: what does LibQUAL+ actually tell you about your users and your services?

Data visualizations from ARL

2.5   Respondent Profile by Age:

This table shows a breakdown of survey respondents by age; both the number of respondents (n) and the percentage of the total number of respondents represented by each age group are displayed.

Age:	Respondents n	Respondents %
18 - 22	598	54.26
23 - 30	217	19.69
31 - 45	151	13.70
46 - 65	101	9.17
Over 65	29	2.63
Under 18	6	0.54
Total:	**1,102**	**100.00**

As I said, you will receive the raw data from ARL that you can analyze using SPSS. The report that ARL sends contains lots of data and charts, so you may not want or even need to do that.

First, I'll show you just a few of the charts and tables that ARL provides, then some that I've made. Here is a table of the age of our respondents

Since we have so many undergraduate students, it is not surprising that most of our respondents were between 18 and 22 years old.

Data visualizations from ARL

2.6   Respondent Profile by Answer to the Question: The library that you use most often:

The library that you use most often:	Respondents n	Respondents %
Agricultural Information Center	15	1.36
Design Library	15	1.36
Education Library	15	1.36
Fine Arts Library	50	4.54
Law Library	16	1.45
Medical Center Library	73	6.62
Online only	117	10.62
Science & Engineering Library	48	4.36
Special Collections Research Center	1	0.09
William T. Young Library	752	68.24
Total:	**1,102**	**100.00**

This table shows which libraries the users selected that they use the most frequently.
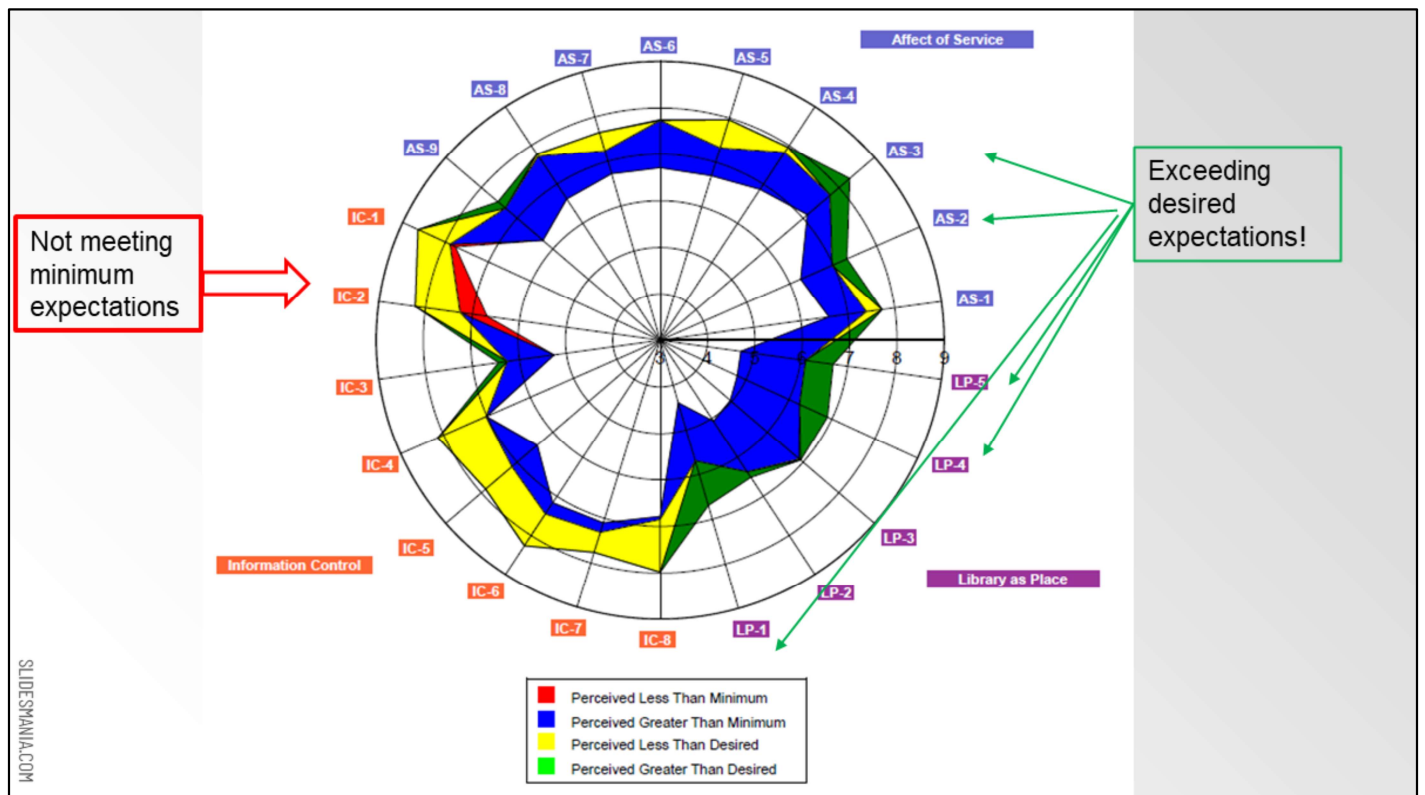
These radar charts are frequently used by Libraries who use LibQUAL+ to quickly describe their results based on responses to each of the "core" questions: Affect of Service, Information Control, and Library as Place.

The two colors that are the most meaningful in the chart are the red and green areas: *[click]* The red areas are where users reported that the Libraries were not meeting their minimum expectations. As I said, most academic libraries have the lowest scores in the area of Information Control

[click] On the other hand, the green areas are where the users reported that the Libraries are exceeding their desired expectations.

ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	6.60	7.73	7.40	0.80	-0.33	30
AS-2	Giving users individual attention	6.25	6.98	7.32	1.07	0.34	44
AS-3	Employees who are consistently courteous	7.12	7.76	8.30	1.18	0.55	33
AS-4	Readiness to respond to users' questions	6.87	7.96	7.83	0.96	-0.13	23
AS-5	Employees who have the knowledge to answer user questions	6.70	7.97	7.33	0.63	-0.63	30
AS-6	Employees who deal with users in a caring fashion	6.71	7.74	7.75	1.04	0.01	141
AS-7	Employees who understand the needs of their users	6.72	7.66	7.24	0.52	-0.41	29
AS-8	Willingness to help users	6.63	7.78	7.73	1.10	-0.05	40
AS-9	Dependability in handling users' service problems	6.28	7.33	7.54	1.26	0.21	39
Information Control							
IC-1	Making electronic resources accessible from my home or office	7.90	8.64	7.77	-0.13	-0.87	39
IC-2	A library Web site enabling me to locate information on my own	7.27	8.22	6.69	-0.58	-1.53	45
IC-3	The printed library materials I need for my work	5.26	6.26	6.45	1.18	0.18	38
IC-4	The electronic information resources I need	7.03	8.14	7.01	-0.01	-1.12	148
IC-5	Modern equipment that lets me easily access needed information	6.44	7.88	7.15	0.71	-0.74	34
IC-6	Easy-to-use access tools that allow me to find things on my own	7.17	8.26	7.45	0.29	-0.81	42
IC-7	Making information easily accessible for independent use	7.11	7.76	7.32	0.21	-0.45	38
IC-8	Print and/or electronic journal collections I require for my work	6.79	7.98	6.85	0.06	-1.13	47
Library as Place							
LP-1	Library space that inspires study and learning	4.40	5.70	6.69	2.30	0.99	111
LP-2	Quiet space for individual activities	5.07	6.38	6.52	1.45	0.14	29
LP-3	A comfortable and inviting location	4.97	6.93	6.90	1.93	-0.03	29
LP-4	A getaway for study, learning, or research	4.80	6.25	6.90	2.10	0.65	20
LP-5	Community space for group learning and group study	4.72	6.10	6.69	1.97	0.59	29
Overall:		6.42	7.50	7.24	0.82	-0.25	150

You will also receive a lot of tables that look like this, where each "core" items is listed at the left, with the mean scores and count of respondents listed at the right

For UK Libraries, the number I most frequently use from these tables is the adequacy mean score (circled in blue), which is the degree to which UKL is exceeding the minimum mean score (in other words, it's the difference between the minimum mean & the perceived mean score)

Scores that are shown in red are where UKL is not meeting the minimum mean value, or where we are not meeting users' minimum expectations.

Scores in green are those where UKL is exceeding the desired mean value. These red and green values correspond to the radar chart I showed you on the last slide.

Data visualizations I create

Figure 9. Library Used Most Often (%), Graduate Student Respondents
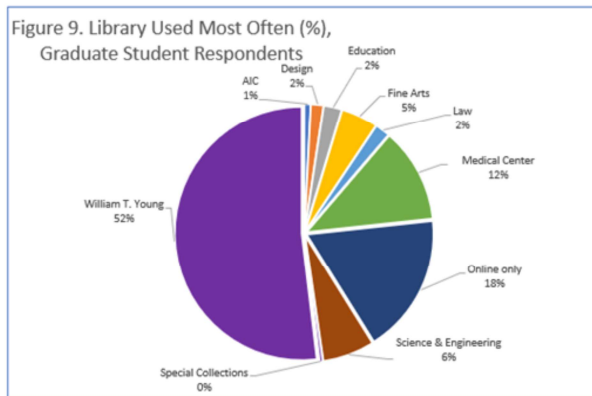
Chart 17. Core Questions Summary, Faculty Member Responses (service superiority, adequacy, inadequacy)

I use the LibQUAL+ data to write several reports which include lots of charts and graphs.

Here are some examples:
- Most frequently used library by user group (here, graduate students)
- Faculty member responses where UKL exceeds (in green), meets (blue) or does not meet (red) faculty expectations

Data visualizations I create

Figure 28. ILO-4, The library helps me distinguish between trustworthy and untrustworthy information

Chart 11.3-1. User Perceptions of Access to Library Services: Overall Mean Service Adequacy by Year, LibQUAL+ 2007-2020
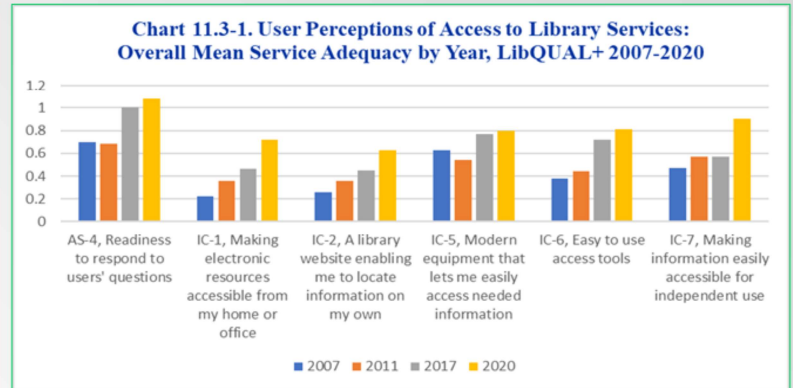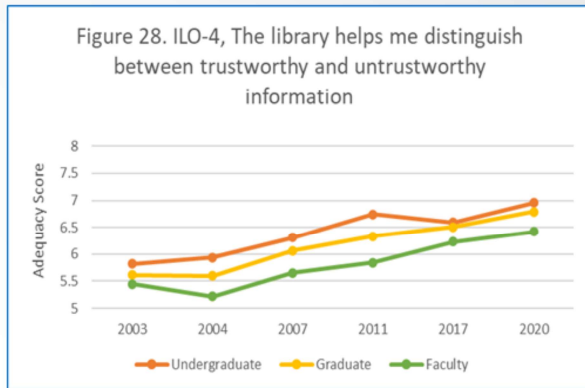
Other visualizations that I create using this data compare specific item numbers over time as you can see on this slide.

I've used these charts both in our annual Administrative Unit Assessment reports and for our university accreditation.

The first chart is for a single item from the survey, Information Literacy Outcome question 4 about libraries assisting users in determining the trustworthiness of information by user group by survey year.

I created the second chart on this slide for our 2023 university accreditation. It shows how I use LibQUAL+ data to demonstrate that our users believe that the Libraries provide valuable services. This chart clearly shows that their satisfaction with these services has increased over time!

I use LibQUAL+ data frequently to demonstrate the success our library has in providing spectacular customer service, adequate access to information and safe, welcoming and useful library spaces.

Data visualizations I create

Identifying What is Actionable: LibQUAL + Local questions
Faculty - 2020
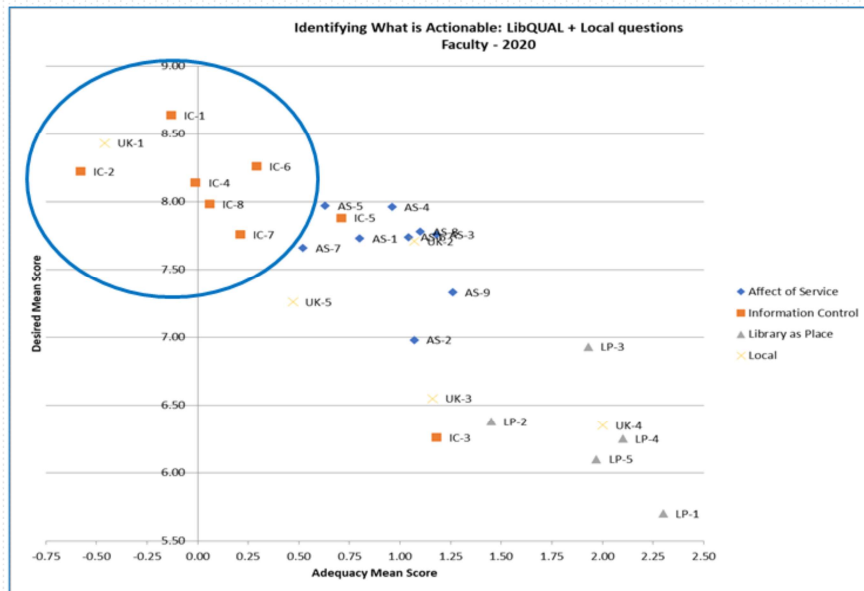
I also have tried to create a visualization of the impact that interventions could make.

By graphing the adequacy mean score by the desired mean score, I demonstrate that the items circled in blue are those that are highly desired but that UK is not meeting expectations of the users. In other words, these are the items that we should prioritize to make the most user impact.
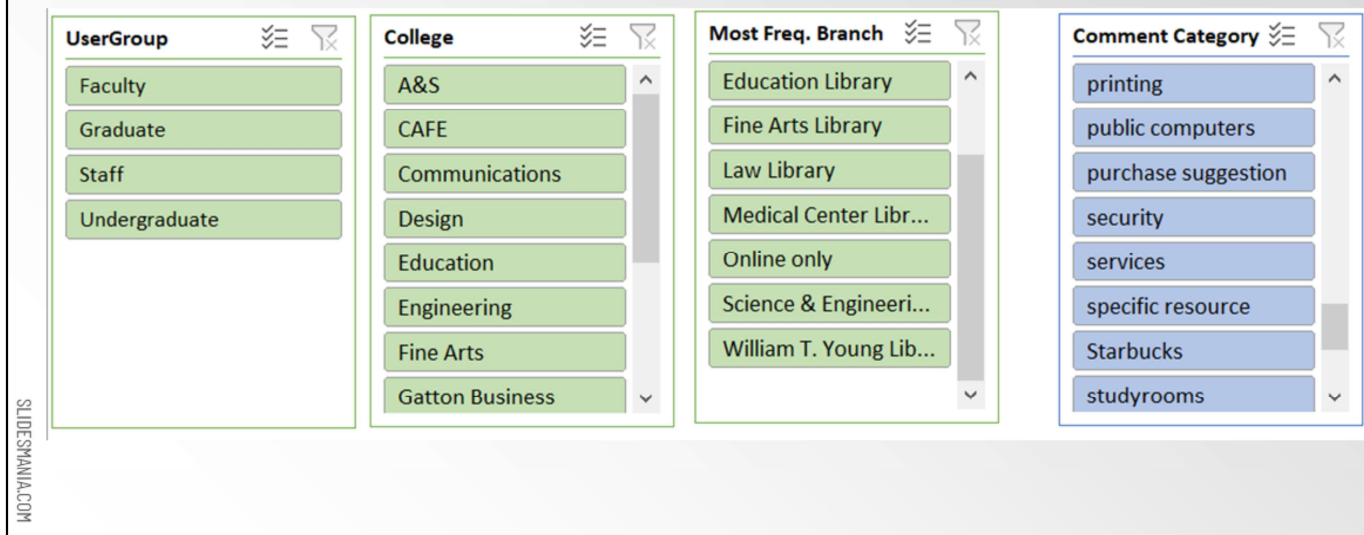
Because my library administration is always looking for comments from our users, I create a "Comments Slicer" tool in Microsoft Excel.

The way this works is you can select comments that you want to see by user group or College, the location the user most frequently uses or the topic of the comment, then only those comments are displayed. This is an easy way for our administration to review the many comments we receive.
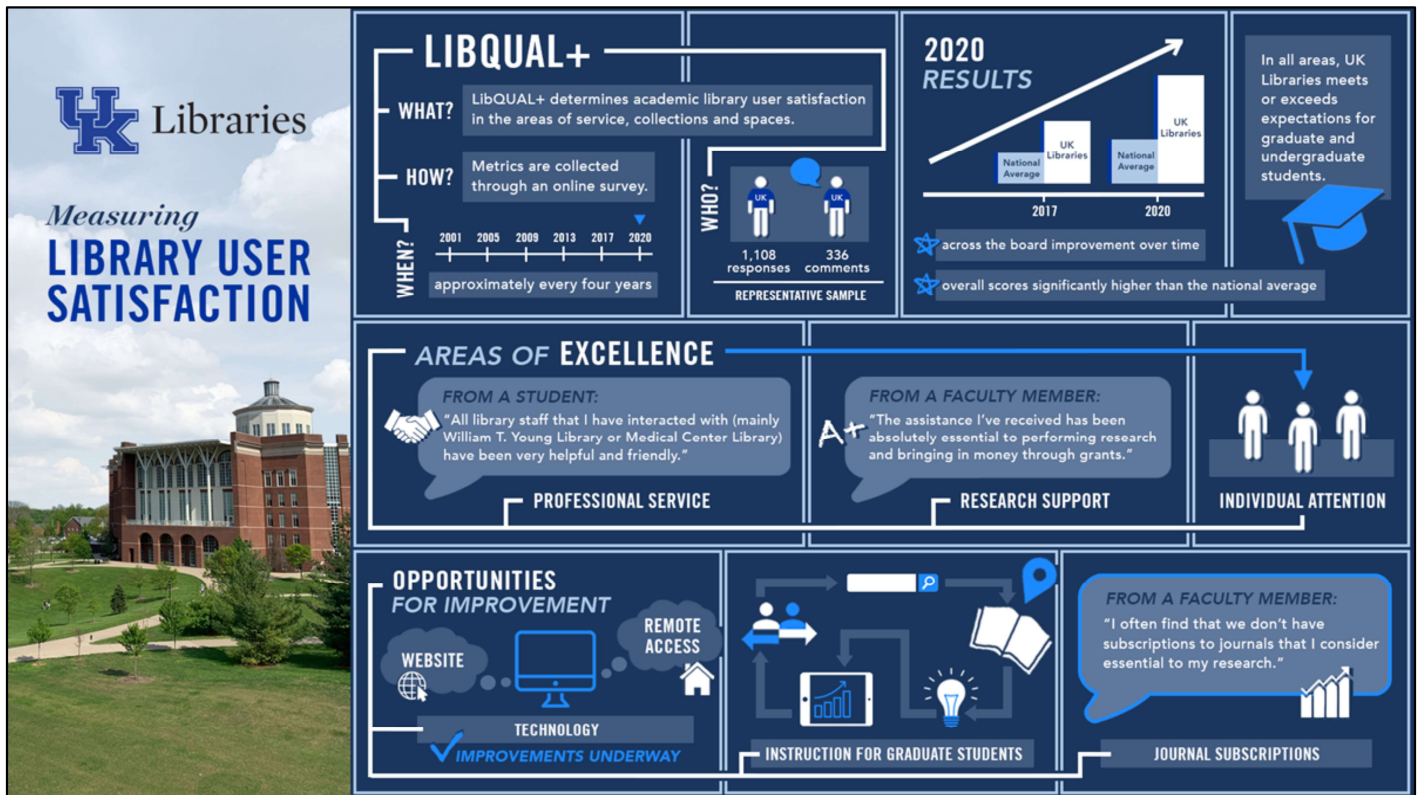
This graphic was created by UK Libraries' Marketing Department to demonstrate our 2020 LibQUAL+ results.

I won't read you all the things that it says, but this explains what the survey was, our response rate, and then some very basic findings: from undergraduate and graduate students, UKL meets or exceeds all of their expectations!

This also shows some quotes from the comments and some of the findings where we excel and where we can improve

Celebration #1: Improvement

When compared to our 2017 LibQUAL+ scores, all the areas that were targeted for improvement showed higher scores in 2020 LibQUAL+ data:

○ Increased purchases of electronic resources

○ Providing tools for self-learning

○ Improvements in library facilities as well as in study spaces

○ Improvements to the Libraries' website

This slide is taken from the presentation I gave to the employees at UK Libraries, comparing our latest implementation of LibQUAL+ in 2020 to the results from the survey before it in 2017.

One way UKL uses our LibQUAL+ data is to make changes. The results from 2017 indicated that we needed to subscribe to more electronic journals, help users be more self-sufficient, and to make some improvements to our physical spaces and our website.

Because scores in all four of these areas rose when comparing the 2017 results to the 2020 results, we can claim that we were successful in the interventions we did in these areas.

Take action on results!

- For improvements: make a plan:

  "LibQUAL+ Action Plan" 2020

- For successes: celebrate!

Every time I run a survey, I use the data to celebrate our successes and to plan areas that need improvement: we use the results in actionable ways!

What we call our "LibQUAL+ Action Plan" for 2020 addressed some of the areas that our users expressed dissatisfaction: where scores that were below minimum levels (those in this presentation in red), or where there were user comments requesting a service or a change in service.

Then in our 2024 LibQUAL+ survey, we'll see if the scores on these items change in any way.

At the presentation I gave about our 2020 results, I made sure to include celebration of our many successes!

Examples from LibQUAL+ Action Plan 2020

- Users: UKL website is difficult to use
- Library: hired consulting firm: provided a redesigned site

- Users: E-journals are hard to access
- Library: reduce the number of times to sign on or authenticate

Let me tell you about some of the interventions we've done. The LibQUAL+ Action Plan that I mentioned contains 8 items that were identified from the results that we could do something about.

One item was that many users said the Library website was difficult to use. So the Libraries hired a consulting firm to re-develop the website which was launched in August 2022.

Another item that received lower scores was in accessing electronic journals. Our previous process was to ask users to sign in multiple times before they could access a journal or article, so the requirements were changed by our central UK Information Technology Department to allow users to sign-in once to authenticate.

LibQUAL+ Data Repository

Once your results have been analyzed by ARL, you will have access to the LibQUAL+ Data Repository

My Surveys

Institution	Survey	Report	Custom Report	Print Surveys	Summary	Representativeness	Raw Data	Data Keys	SPSS Syntax	Comments
University of Kentucky Libraries	LQ 2001	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2002	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2003	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2004	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2007	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2011	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2017	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬
University of Kentucky Libraries	LQ 2020	⊞	⊞	🖶	📊	👥	⊞	⊞ ⊞	📄	💬

This Data Repository stores the reports that have been created for each year you have run LibQUAL, along with summaries, data files, and comments files

It also contains the data files of any other institutions that have implemented LibQUAL+ within the same calendar year that you ran it. This slide shows the other institutions who used LibQUAL+ in 2020, but the repository also contains all libraries' data in all of the other years UKL has used LibQUAL+.
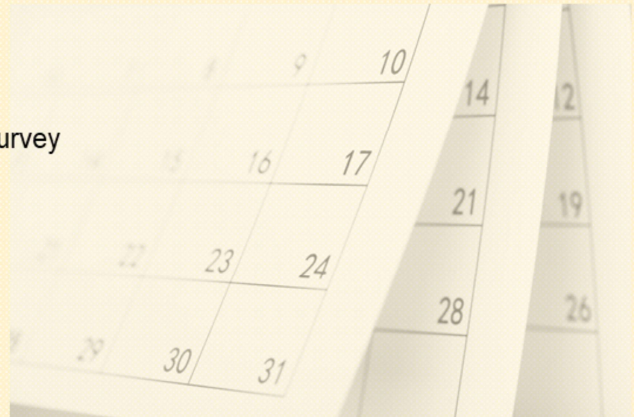
You can select the year of implementation in the green box on this slide to see the other institutions.

And, you can compare against your consortial members' data who implemented in the same year in the blue box on the slide.

UK Libraries' Assessment Plan

Every 4 years: LibQUAL+

Every 4 years, alternating: Library Satisfaction Survey

The UK Libraries Assessment Plan depends upon us continuously assessing how the Libraries is doing.

Since LibQUAL+ allows for so little customization, I run a different survey at UK that I created: "Library Satisfaction Survey". I run each of these surveys every 4 years, with 2 years between either of the surveys.

So, I ran the Library Satisfaction Survey in 2022, we will run LibQUAL+ in 2024, then the Library Satisfaction Survey again in 2026

You can find out more about this Library Satisfaction survey from my research profile at the BePress website

Shukran!
Thank you!

Julene.Jones@uky.edu

https://works.bepress.com/julene/

I hope this has been helpful to you all!

Shukran!

The slide shows my email address and the link to all of my research on my BePress page. Please feel free to email me at any time: julene.jones@uky.edu.

Mustafa has the files of this presentation with the speaker notes as well as a copy of the 2020 LibQUAL+ report I wrote. Both of these are saved to the BePress site as well.

You're always welcome to come and visit me if you visit the United States!

Thank you for your time and I hope you have a great rest of your conference!