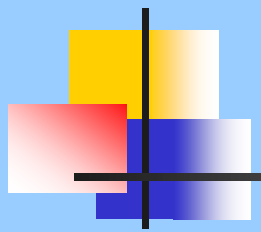




LibQUAL+™

---

A Consortium's Perspective

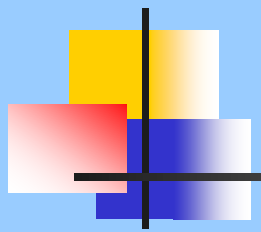


# LibQUAL+™

## A Consortium's Perspective

---

- Consortium of Church Libraries and Archives (CCLA)
  - Established spring 1996 as the CES (Church Educational System) Library Consortium
  - Funded by The Church of Jesus Christ of Latter-day Saints
  - Renamed in 2004 to reflect growth and diversity within the consortium membership

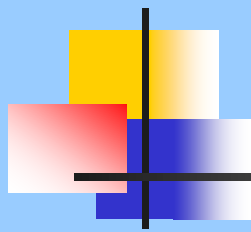


# LibQUAL+™

## A Consortium's Perspective

---

- CCLA Membership
  - Institutions of higher education
    - Harold B. Lee Library at BYU in Provo, Utah
      - Includes the L. Tom Perry Special Collections
    - Howard W. Hunter Law Library at BYU
    - David O. McKay Library at BYU-Idaho in Rexburg
    - Joseph F. Smith Library at BYU-Hawaii in Laie
    - LDS Business College Library in Salt Lake City

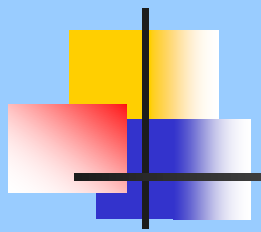


# LibQUAL+™

## A Consortium's Perspective

---

- CCLA Membership (cont.)
  - Church Libraries & Archives in Salt Lake
    - Family History Library
    - Church History Library & Archives
    - LDS Church Audio/Visual Department
  - Church Education System
    - Seminaries & Institutes
      - Religious education centers in high schools (seminaries) and colleges/universities (institutes) around the world
    - Secondary Schools in Mexico & South Pacific

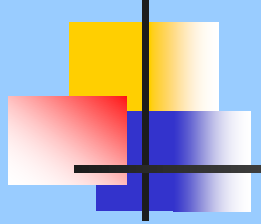


# LibQUAL+™

## A Consortium's Perspective

---

- CCLA & LibQUAL+™
  - BYU has been active since 2001
    - Directly answers the challenge issued by the University's Board of Trustees to be the best library we can be
    - Integral part of our overall assessment initiatives
  - Hawaii & Idaho expressed interest following the 2003 survey to find ways to pool assessment efforts
    - Presented an opportunity to build a culture of assessment throughout the consortium
    - Window opened to examine best practices
  - Proposal made to the Consortium during their semiannual meeting (October 2003)

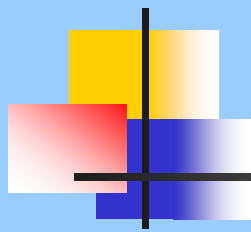


# LibQUAL+™

## A Consortium's Perspective

---

- CCLA & LibQUAL+™ (cont.)
  - Consortium chose to pay for member institution participation
    - Also provided monies for local incentives
  - Six of the libraries took part
    - Lee Library at BYU
    - Hunter Law Library at BYU
    - BYU-Idaho
    - BYU-Hawaii
    - LDS Business College
    - Family History Library

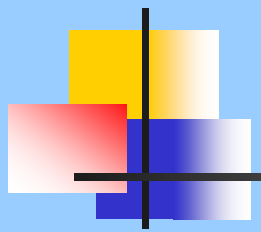


# LibQUAL+™

## A Consortium's Perspective

---

- Implementing LibQUAL+™
  - Consortium Representative
    - Act as liaison between LibQUAL+™ & institutions
    - Provide direction & assistance
      - IRB assistance
      - Sampling
      - Reminders
      - Conducting the survey where needed (LDS Business College & Hunter Law)
  - Institutional Representatives
    - Register, IRB, administer survey
    - Forward comments & raw data to consortium representative for analyses



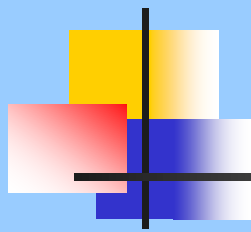
# LibQUAL+™

## A Consortium's Perspective

---

- Implementing LibQUAL+™ (cont.)
  - Survey issues
    - Where possible, the survey was opened and closed on the same days at all institutions
    - Agreed on 5 local questions
      - All institutions used 3 of the 5 questions
      - Each institution could use the other 2 questions agreed upon by the consortium or select 2 other questions
    - All used emails to administer the survey except Family History
      - No email database
      - Encouraged patrons to dedicated workstations
      - Link on home page



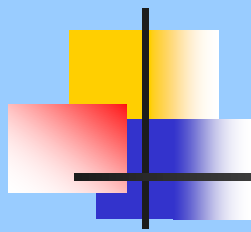


# LibQUAL+™

## A Consortium's Perspective

---

- Results from 2004
  - Effort went off w/o a hitch
    - Sampling at Lee & McKay
      - Students only at McKay, Faculty 100%
    - 100% at Hunter, Smith & LDS Business College
    - Tremendous response at Family History with a few interesting quirks
      - Family History Center patrons
      - Responses from other genealogy libraries
      - Tainted surveys
  - Over 3,000 completed surveys
    - 1,450 of these w/comments

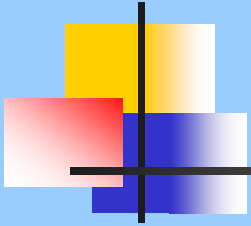


# LibQUAL+™

## A Consortium's Perspective

---

- 2004 vs. 2006
  - Similar process, some differences
    - Addition of Church History & Archives
    - Hunter Law Library did not require assistance
    - More autonomy to the respective coordinators in running their survey
      - Allowed for more variance in starting/stopping dates
      - No uniform set of local questions – pick and choose according to local needs
      - Incentives left to the institutions
  - Except at Lee, far fewer responses
    - Just over 2,500 completed surveys
    - 1,114 with comments



# LibQUAL+™

## A Consortium's Perspective

---

- 2004 vs. 2006 (cont.)
  - Several issues emerged
    - Allowing for more autonomy may have effected overall responses
    - Frustrations
      - More control on demographic questions
      - Questions too academic centered
      - Survey too complex
    - Positives to come from the survey
      - Much gained from CCLA participation
      - Uniqueness of LibQUAL+™ has helped institutions gain a better perspective of patron perceptions
    - The Consortium plans to again participate in spring 2008 or spring 2009