



# LibQUAL+™ Data Summary

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An overview of the results of the  
LibQUAL+™ 2003 survey with  
comparisons to the 2001 survey



# LibQUAL +<sup>TM</sup> Goals

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- Overall objectives are the same as in 2001
  - Tools & protocols for evaluating library service quality
  - Effective web-based survey delivery mechanisms
  - Identify best practices
  - Establish ARL service quality assessment program
- BYU expectations
  - How BYU patrons rate the Lee Library
  - How that rating differs from 2001
  - Benchmark results against other institutions
  - Where to focus further improvements



# General Facts

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- 308 institutions participated in 2003
  - Up from 43 in 2001 and 164 in 2002
    - 28 from 2001 participated in 2003
  - Institutions classified into groups
  - Minimum sampling criteria the same as in 2001
    - 600 faculty/staff, 600 graduates, 900 undergraduates
  - BYU sampled 900 faculty/staff, 900 graduates, 1800 undergraduates
    - Effective sample size reduced
    - Final sample size 3349

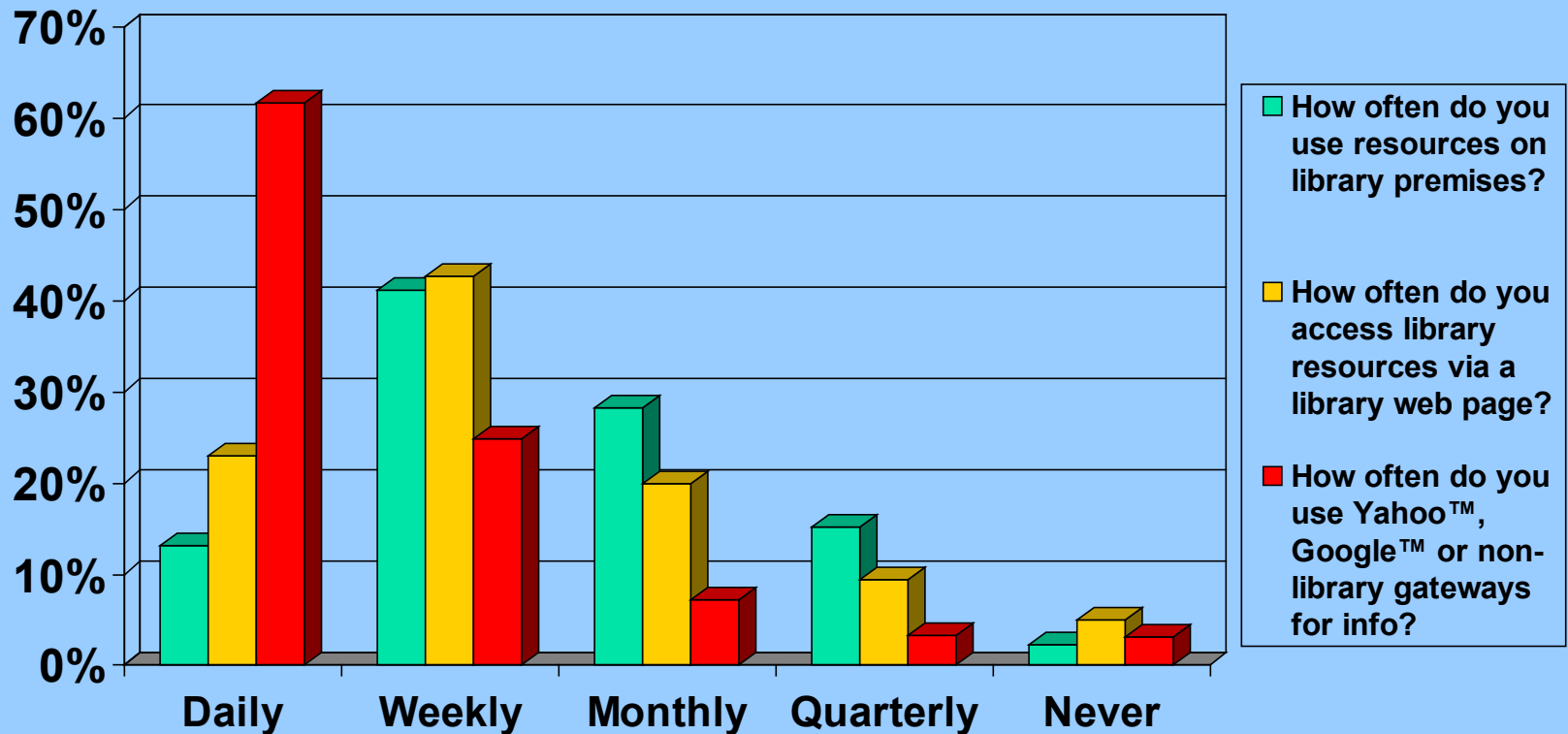


# Response Summary

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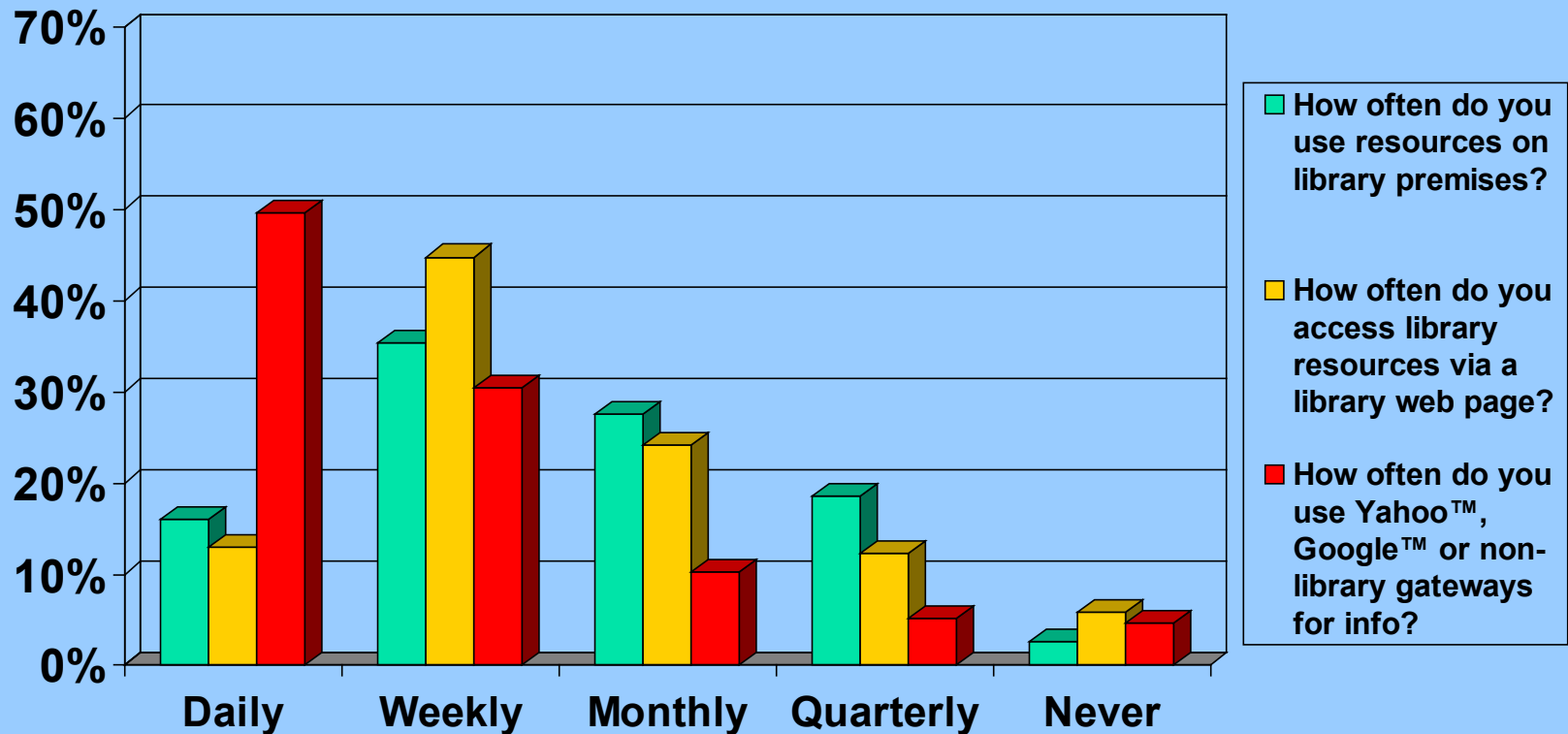
- Nearly 130,000 completed surveys
  - 96.5% average validity rate
    - Surveys with more than 11 “n/a” deleted
    - Records containing more than 9 logical inconsistencies deleted
- BYU Response
  - Over 2000 responded to the survey
  - 972 completed the entire survey
  - 933 valid surveys (95.99% validity rate)
    - BYU ranked 15<sup>th</sup> in NUMBER of valid surveys
    - Effective response rate of 27.9%

# Library Use Summary



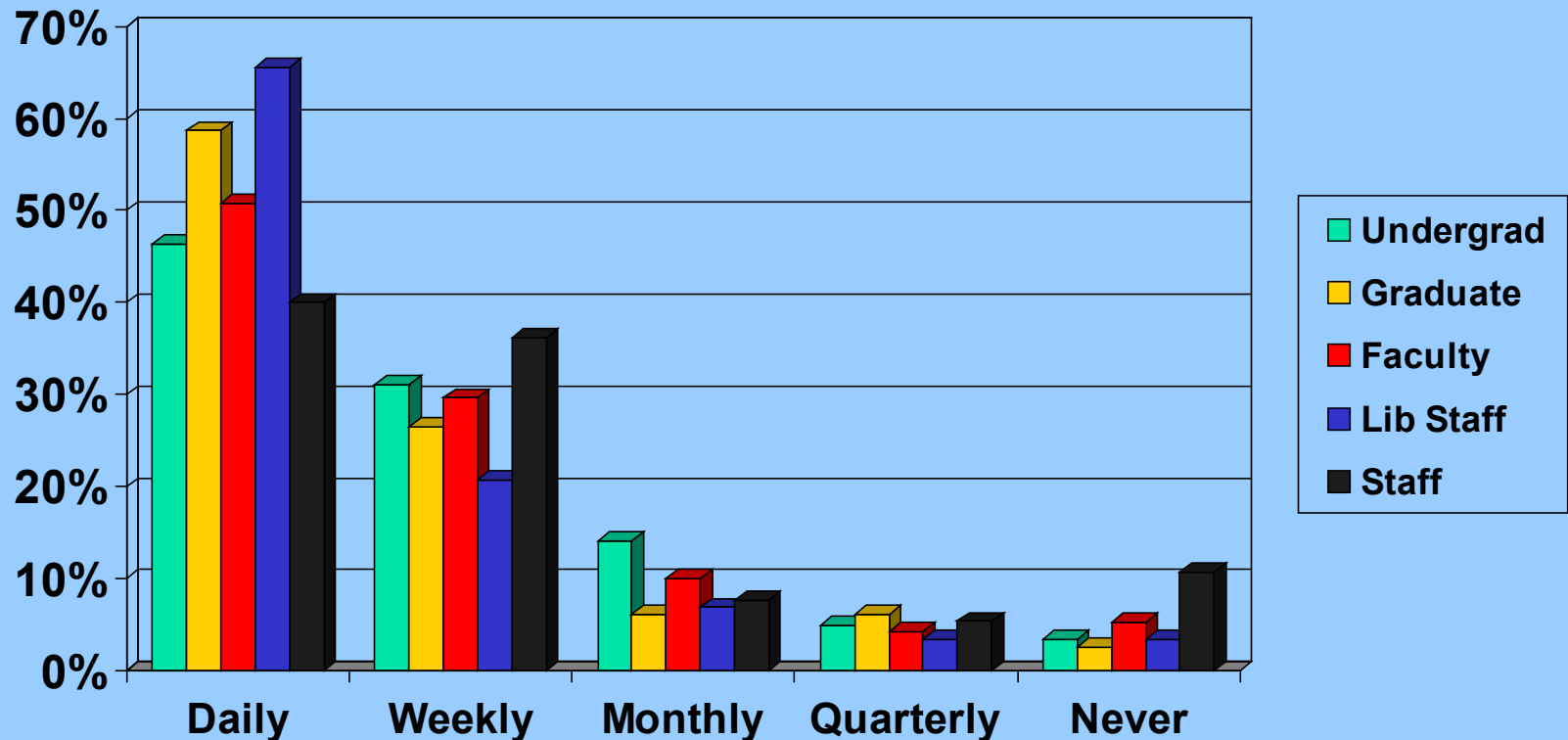
All Institutions

# Library Use Summary



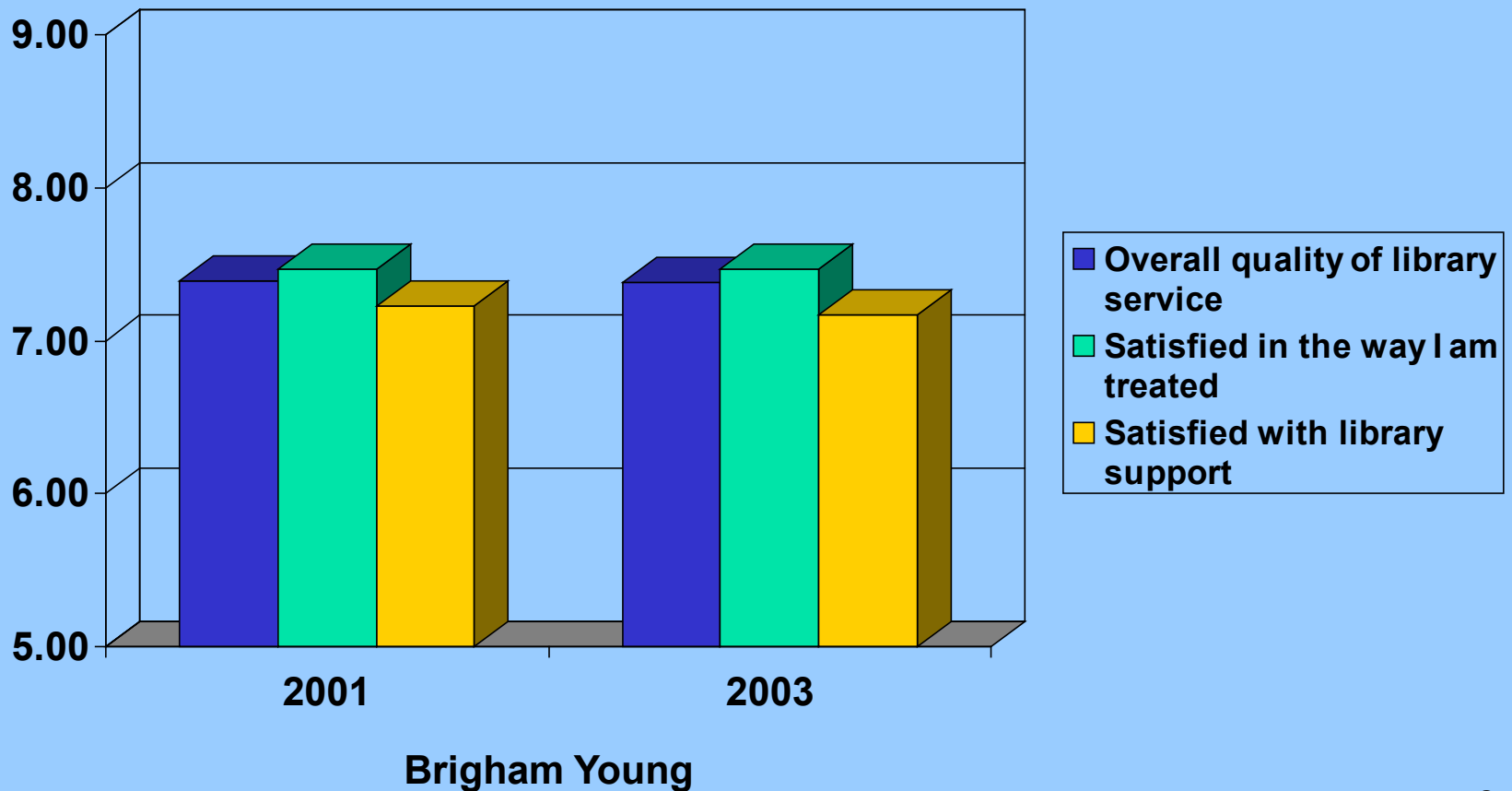
Brigham Young

# How often do you use Yahoo™, Google™, or non-library gateways for information?



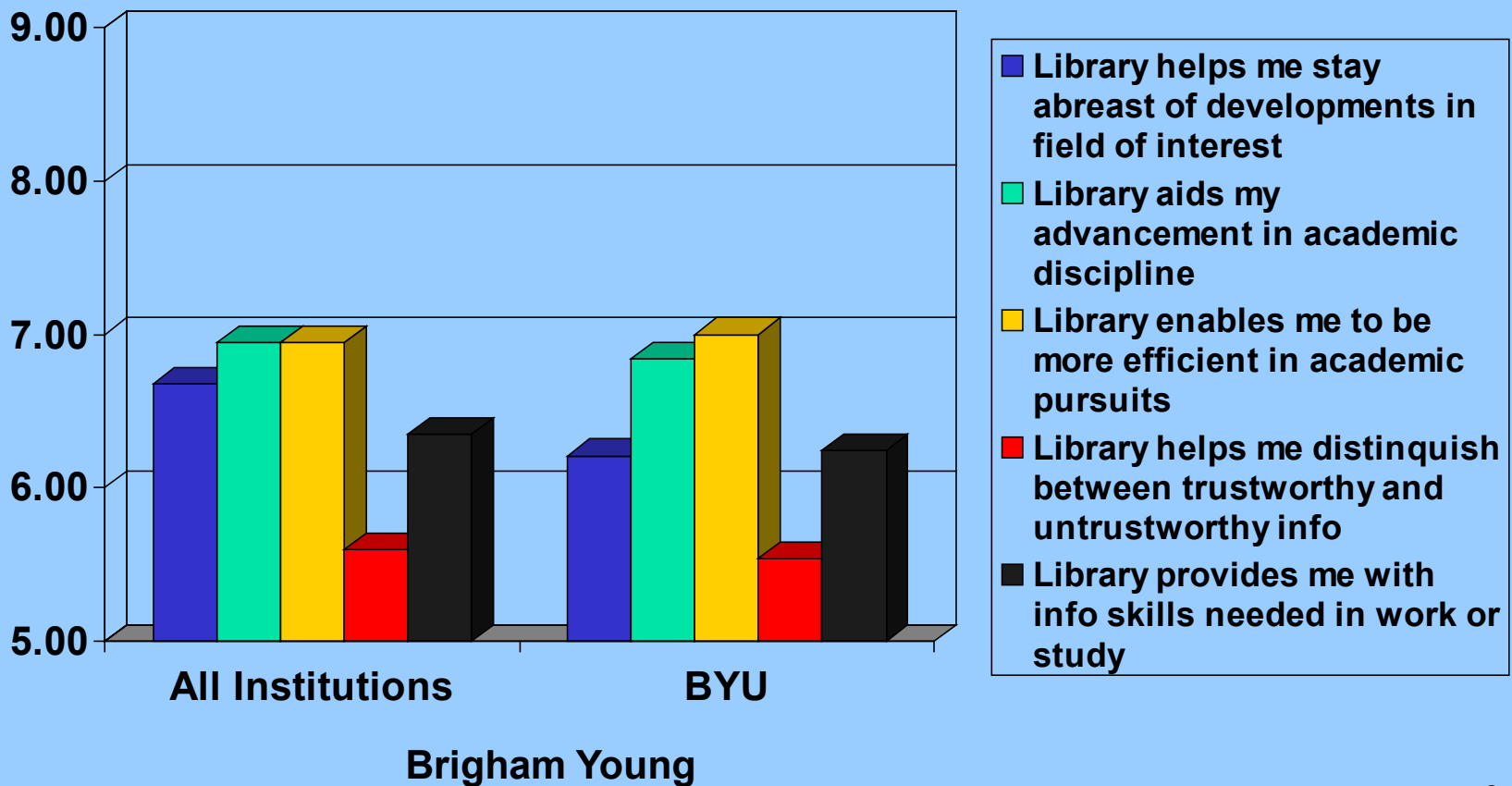
Brigham Young

# Overall Service Quality and Service Satisfaction





# Information Literacy Outcomes Questions





# Survey Summary

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- 25 questions covering many areas of library service
  - 17 identical to 2001, 8 comparable
  - Minimum, Desired, Perceived Level of Service
  - Responses on a 9 point Likert scale
  - Service Adequacy Gap
- Summarized into four areas
  - Affect of Service – How the patron is treated
  - Library as Place – The library facility & environment
  - Personal Control – Patron self-reliance
  - Information Access – Extent of & ease of access of library collections



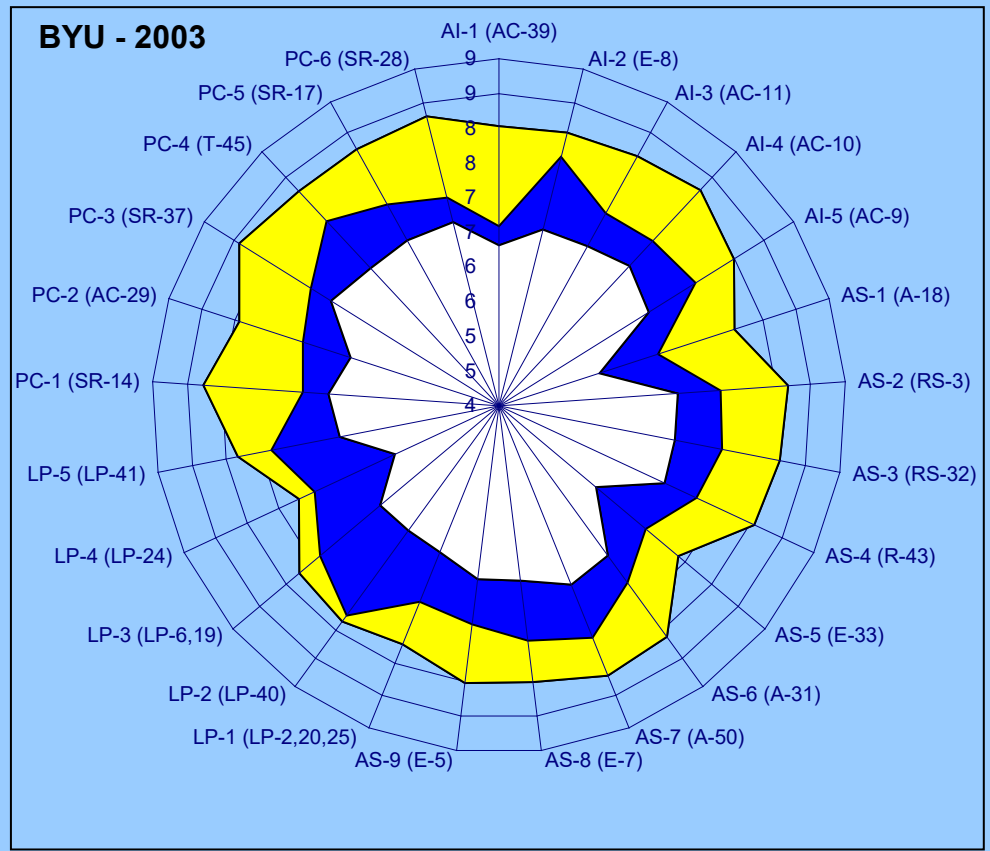
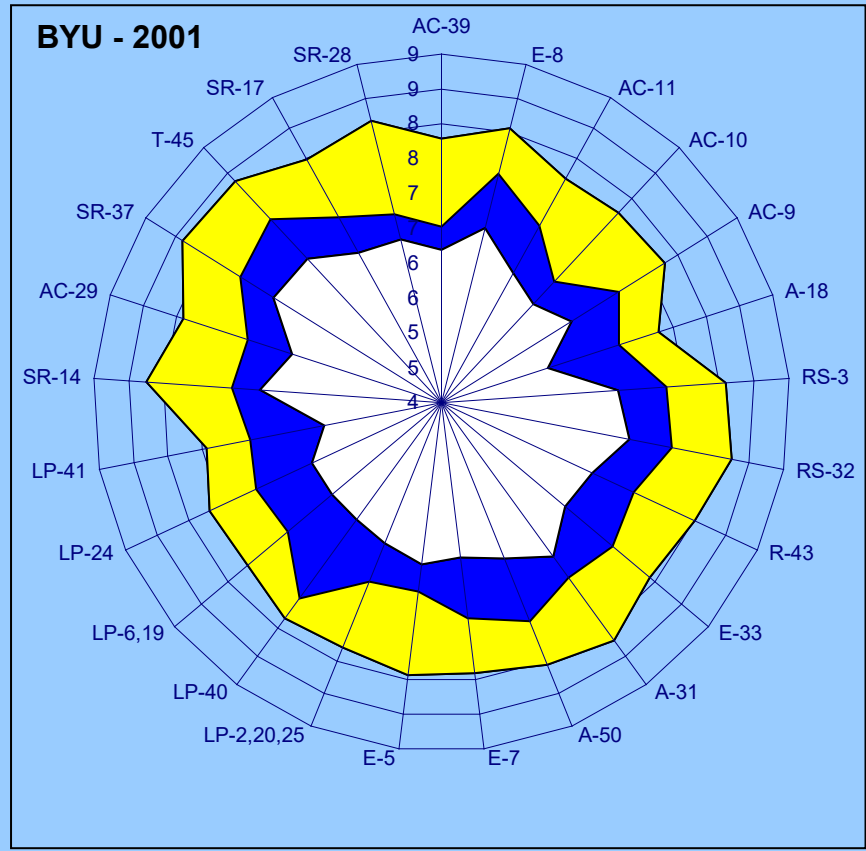
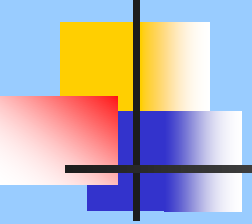
# Gap Rankings for BYU

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	<b>2001 Aggregate (N=43)</b>	<b>2003 Aggregate (N=308)</b>	<b>Colleges &amp; Universities (N=221)</b>	<b>ARL (N=66)</b>	<b>OSU (N=27)</b>
<b>Affect of Service</b>	6	136	93	30	12
<b>Library as Place</b>	4	41	28	11	4
<b>Personal Control</b>	4	105	74	15	5
<b>Information Access</b>	1	43	26	8	2
<b>Overall</b>	2	73	52	14	6

# LibQUAL+™ Radar Charts

(2001 showing ONLY statements corresponding to 2003)

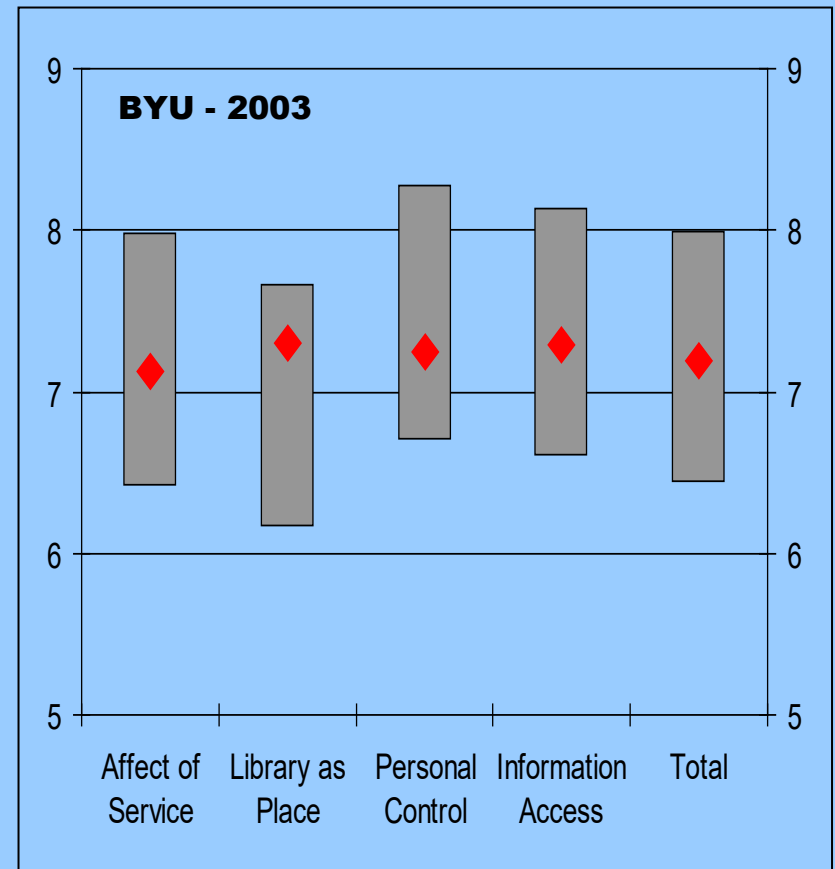
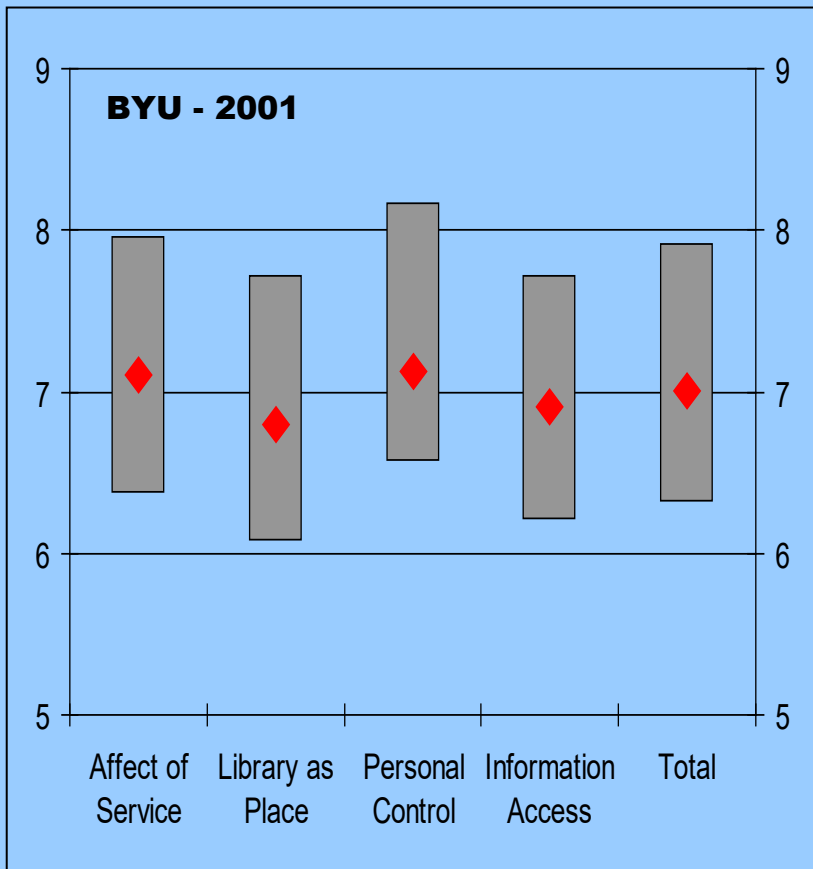
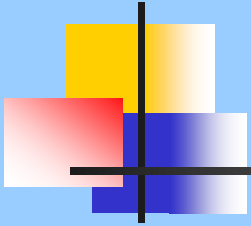


**Legend:**

Perceived > Desired = **Green**  
 Perceived < Minimum = **Red**

# LibQUAL+™

## Zone of Tolerance





# LibQUAL+™ Comments

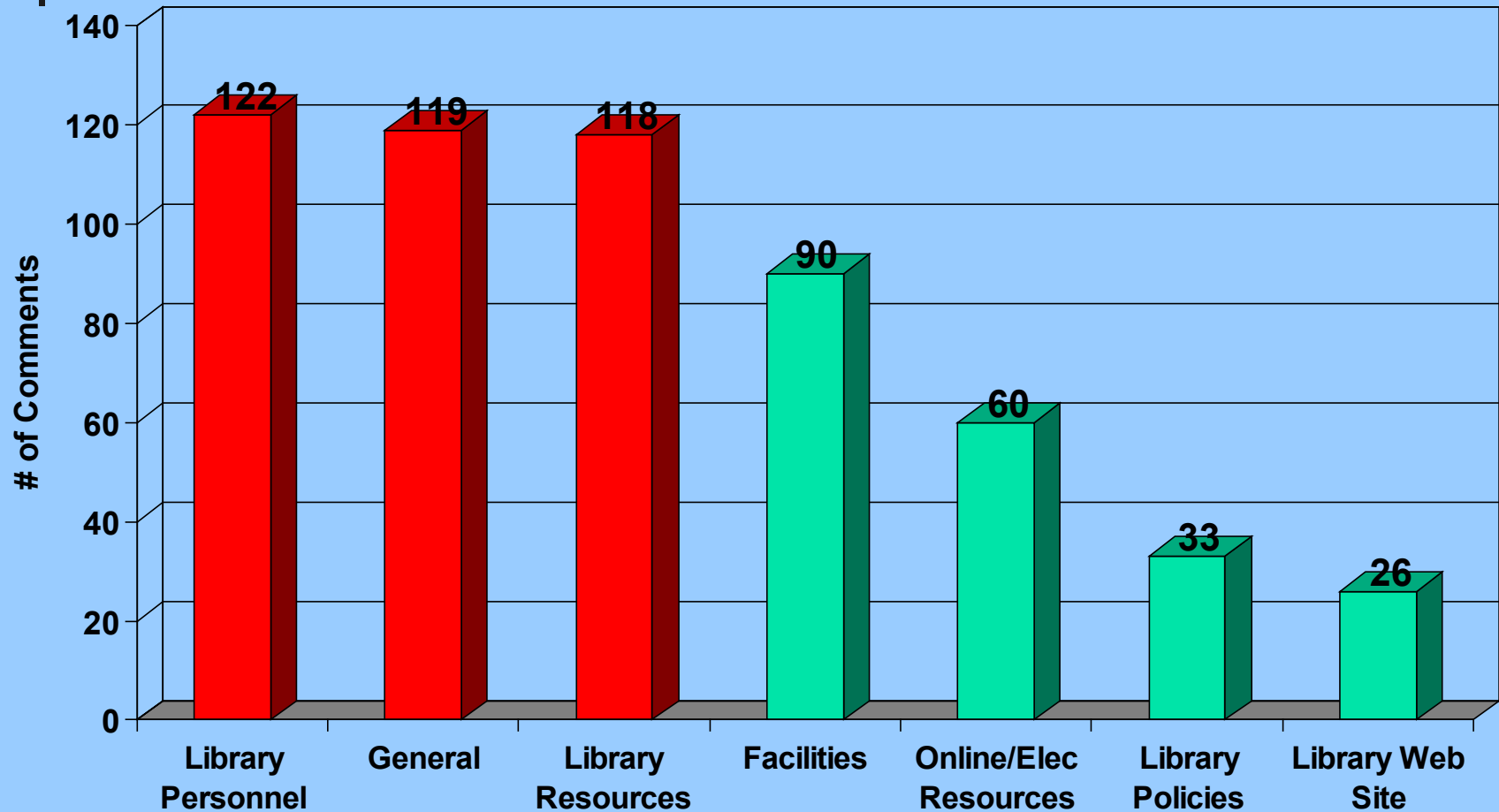
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- 410 of 972 respondents provided comments at the end of the survey
  - 568 distinct comments summarized into 7 groups – Facilities, General, Library Personnel, Library Policies, Library Resources, Online/electronic resources, and Library Web Site
  - The five most common responses were the library is excellent, the library needs more resources, staff impersonal/not helpful, survey issue, and great resources



# LibQUAL+™ Comments

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# LibQUAL+™ Comments

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- Top comments for each group
  - Facilities – South Entrance, Quieter areas
  - General – Excellent, Survey issue
  - Library Personnel – Staff impersonal/not helpful, Staff helpful, Great staff, Great Subject Librarians
  - Library Policies – Extend hours, Cell phones, Food area
  - Library Resources – More resources, Great resources
  - Library Web Site – Confusing/unfriendly, Search confusing, Hard to find materials
  - Online/electronic resources – Improve access to information, More resources, Great resources





# LibQUAL+™ Comments

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- Specific tendencies in comments
  - Those requesting the South Entrance reinstalled were primarily Faculty and Graduates from disciplines associated south of campus
  - Undergraduates tended to be more vocal about quieter areas, more physical facilities and extended hours
  - Those requesting more resources were primarily from the Humanities and Faculty/Graduates



# LibQUAL+ Overall Summary

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- The need for a physical facility for patrons to come to is as important as ever
- Overall Quality of Service and Satisfaction with the library is positive
- Respondents tend to view library services positively
- Though overall, improvement was seen across the board, perceived service continues to be just above minimum expected service
- Summaries to be made available online through the library web site



# LibQUAL+ BYU Summary

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- Areas of positive note
  - A comfortable and inviting location
  - Ample space for group learning and study
  - Inspires study and learning
  - Convenient service hours
- Potential areas for improvement
  - Increase print/electronic journal collections
  - Library web site
  - Easy-to-use access tools that allow more self-reliance in finding information
  - Electronic resources available from home or office
  - Improve relations with patrons



# The Future of LibQUAL+

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- The next round of surveys will be conducted Spring 2004
  - Ongoing, continuing effort sponsored by ARL
  - BYU will take part pending funding so that BYU-Idaho, BYU-Hawaii and possibly LDSBC can be involved
  - Compare those results with the benchmarks set in Spring 2001 and Spring 2003
  - Establish best practices for CES institutions