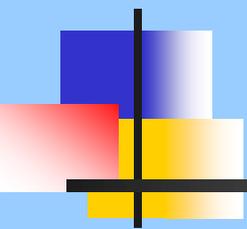




LibQUAL+™ 2004 Data Summary

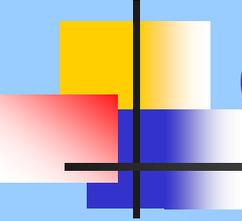


An overview of the results of the
LibQUAL+™ 2004 survey with
comparisons to past surveys



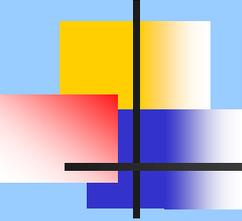
LibQUAL +TM Goals

- Overall objectives are the same as before
- Biggest difference is the inclusion of the CES libraries participating as a consortium
- BYU expectations
 - How has BYU patrons' rating of the Lee Library changed over the last three surveys
 - How do the CES institutions measure up with each other – what best practices can be learned/shared
 - Benchmark results against other institutions
 - Where to focus further improvements



General Facts

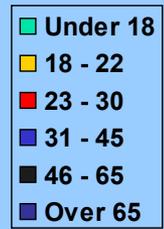
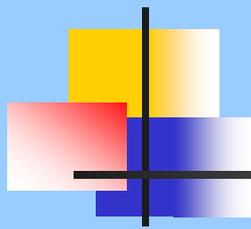
- 198 institutions participated in 2004
 - Included Hunter Law Library, BYU-Idaho, BYU-Hawaii, LDSBC, and Family History Library in SLC
 - Minimum sampling criteria the same as in 2001
 - 600 faculty/staff, 600 graduates, 900 undergraduates
 - BYU sampled 900 faculty/staff, 900 graduates, 1800 undergraduates
 - Effective sample size reduced
 - Final sample size 3265
 - CES samples varied and were less



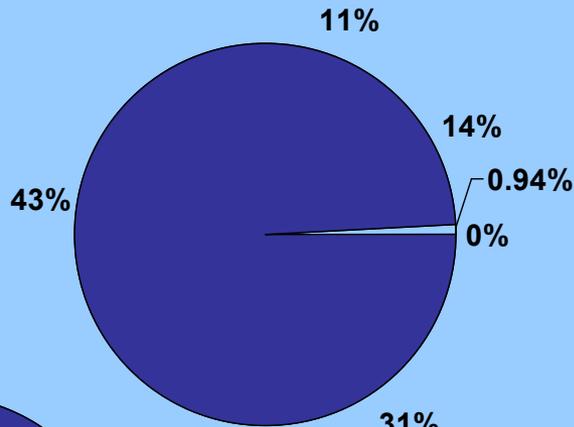
Response Summary

- Nearly 113,000 completed surveys
 - Average validity rate nearly 95%
 - Surveys with more than 11 “n/a” deleted
 - Records containing more than 9 logical inconsistencies deleted (Desired < Minimum)
- BYU Response
 - Over 2000 responded to the survey
 - 1003 completed the entire survey
 - 953 valid surveys (95.01% validity rate)
 - BYU ranked 26th in NUMBER of valid surveys
 - Effective response rate of 29.2%
- CES Response

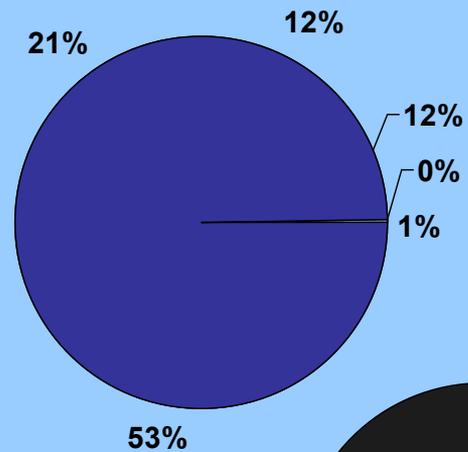
LibQUAL+™ Responses by Age



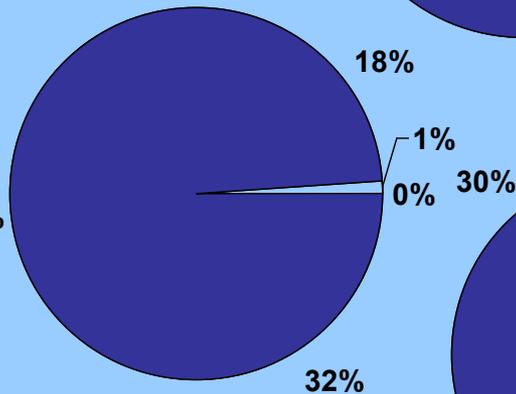
Provo



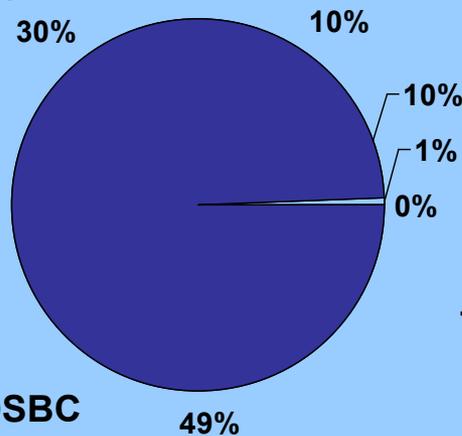
Idaho



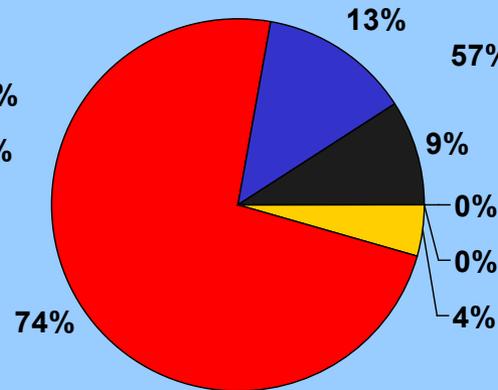
Hawaii



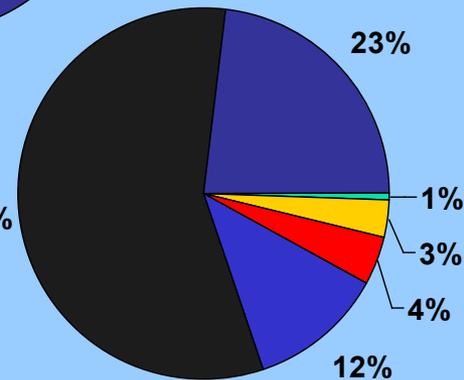
LDSBC



Hunter



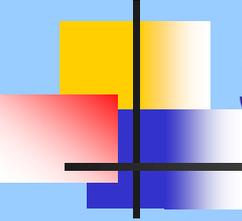
FHL





Survey Summary

- 22 core statements covering many areas of library service
 - All identical to 2003, 15 identical to 2001 (7 comparable)
 - “When it comes to . . .”
 - Minimum, Desired, Perceived Level of Service
 - Responses on a 9 point Likert scale
 - Service Adequacy Gap
- 5 Bonus statements of local choosing
 - Determined after consultation w/CES partners
 - Making aware of resources/services, teaching how to locate/evaluate/use info, efficient ILL/DD (2001/2003), access to archive materials (esp. LDS), subject librarian availability



Survey Summary

- Core statements summarized into three areas
 - A reduction from four for 2001 & 2003
 - Affect of Service – How the patron is treated
 - Library as Place – The library facility & environment
 - Information Control – Personal control of and access to information

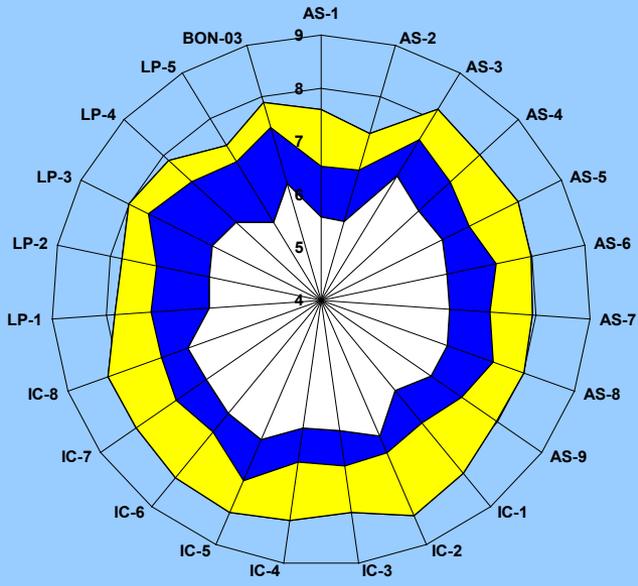
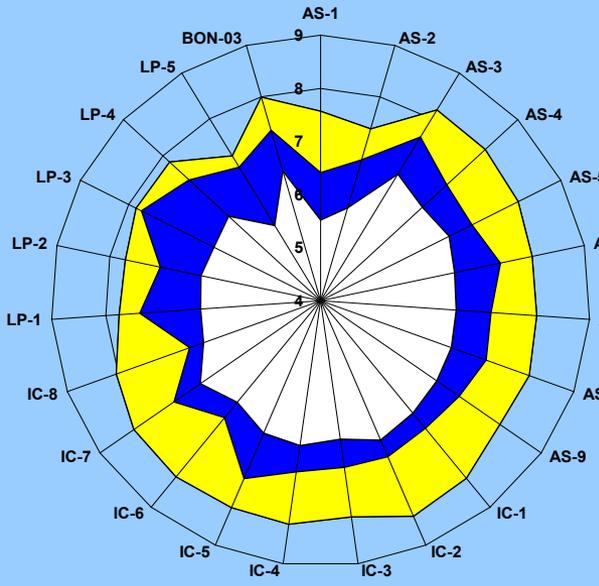
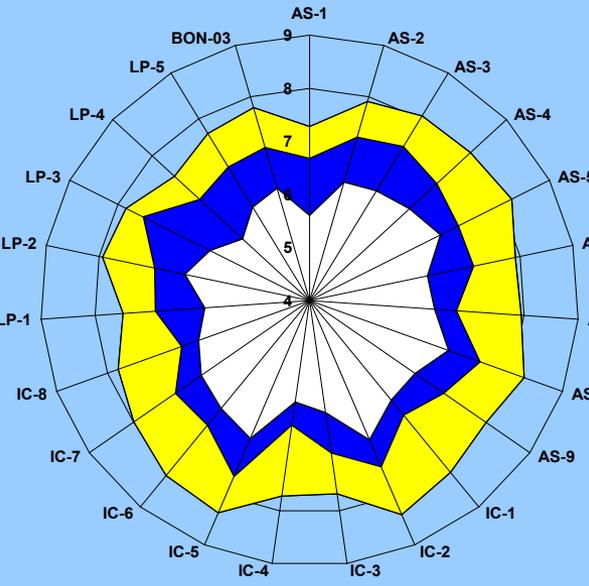
LibQUAL+™ Radar Charts

(2001 showing ONLY statements corresponding to 2003 & 2004)

BYU - 2001

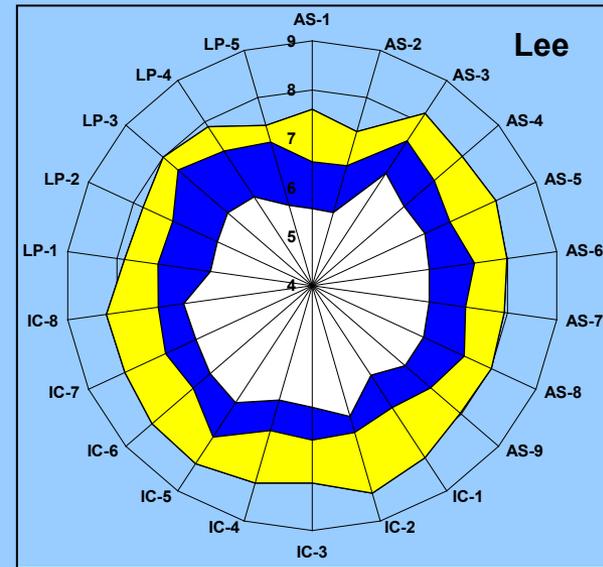
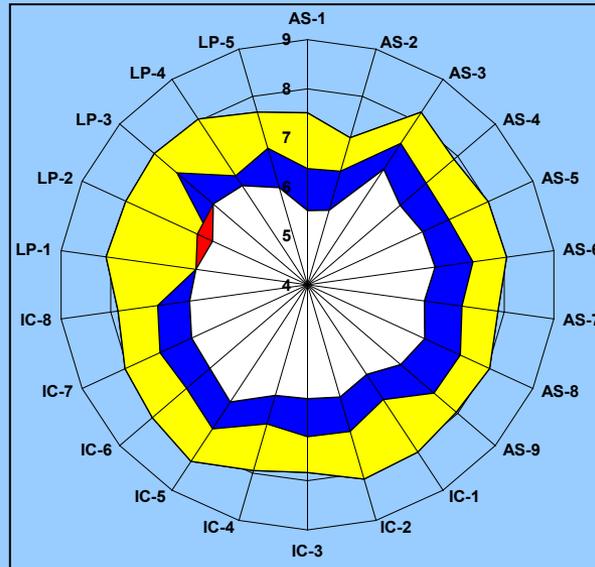
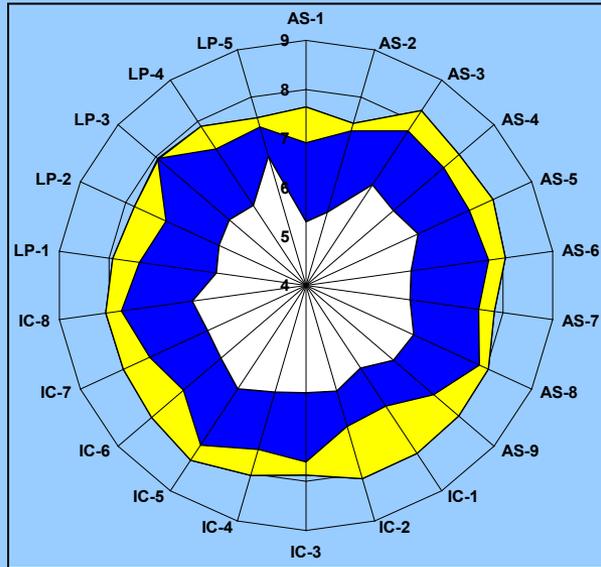
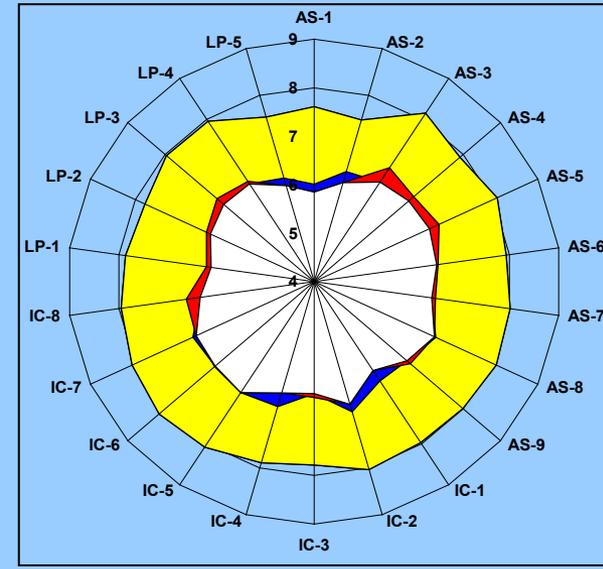
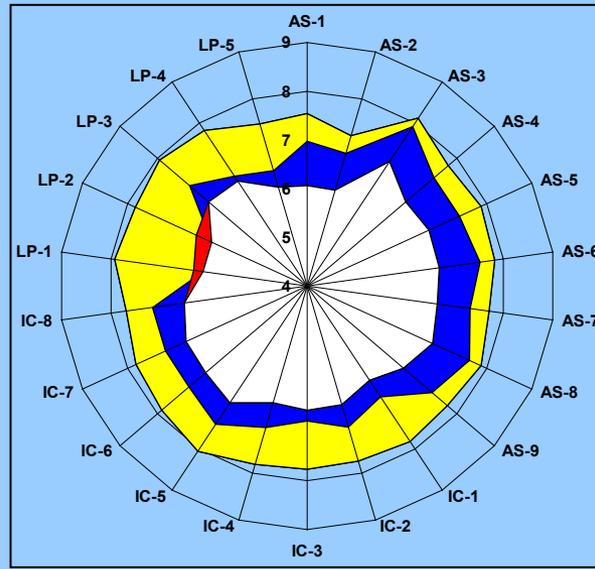
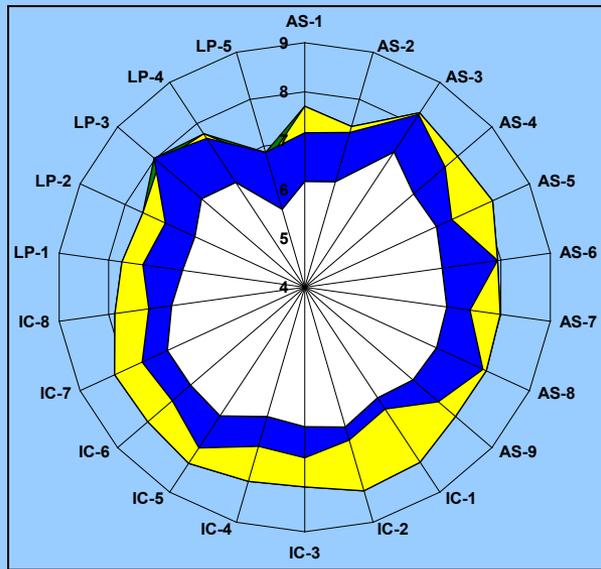
BYU - 2003

BYU - 2004



Legend:

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



Legend:

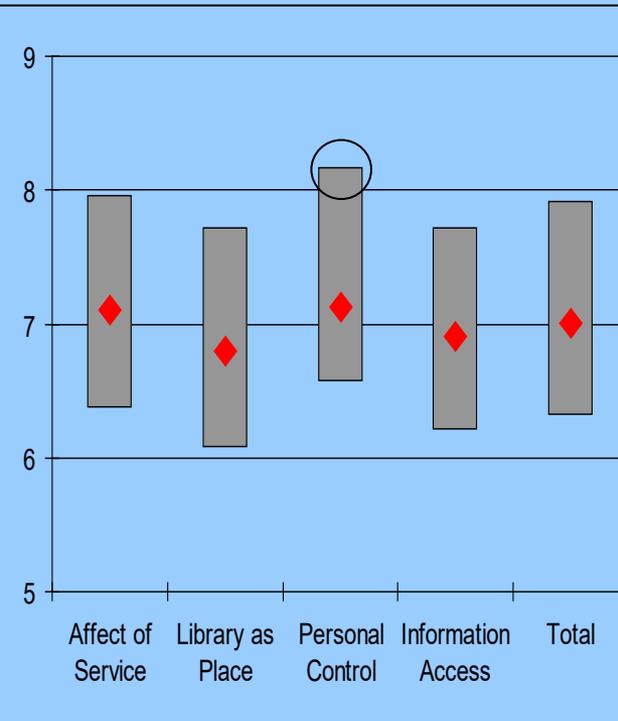
Perceived > Desired = Green
Perceived < Minimum = Red



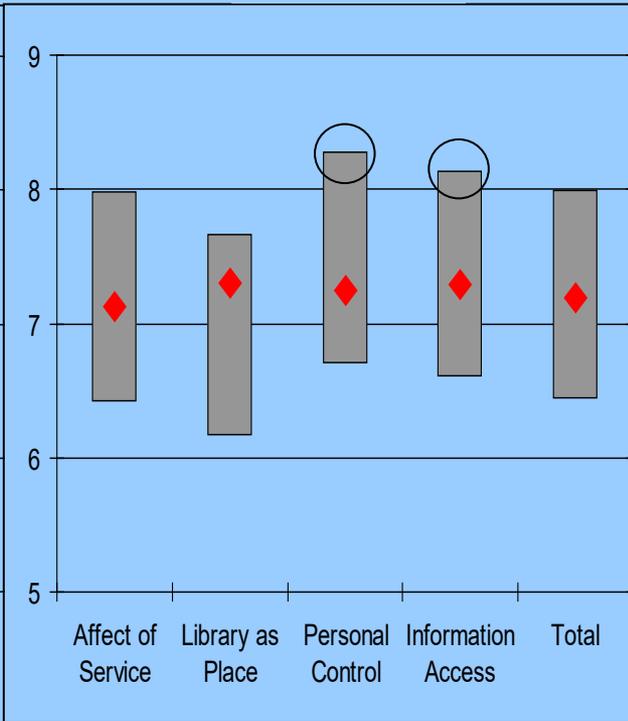
LibQUAL+™

Zone of Tolerance

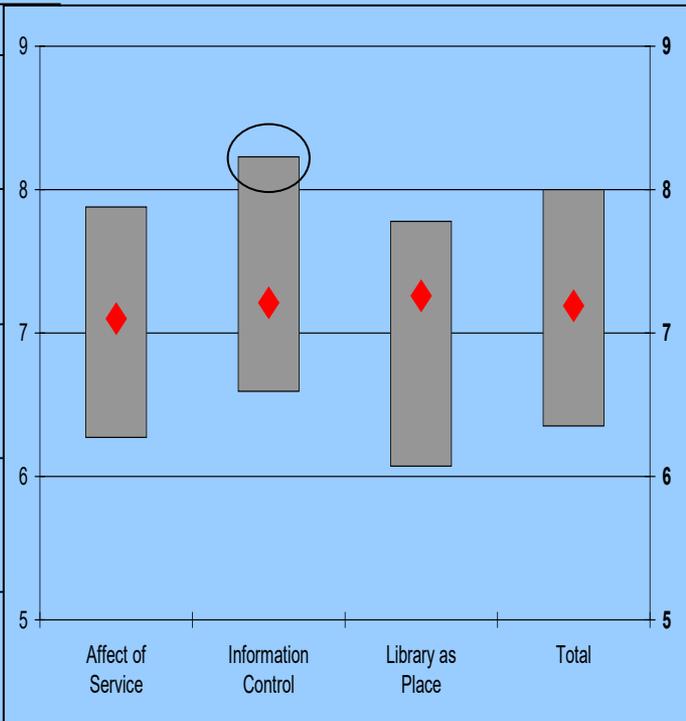
BYU - 2001

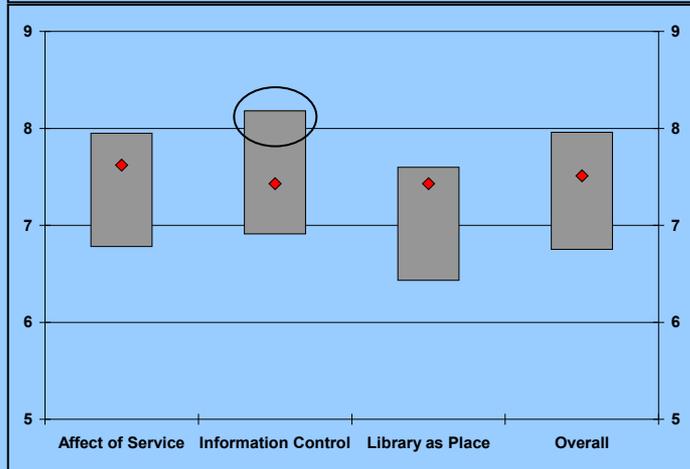
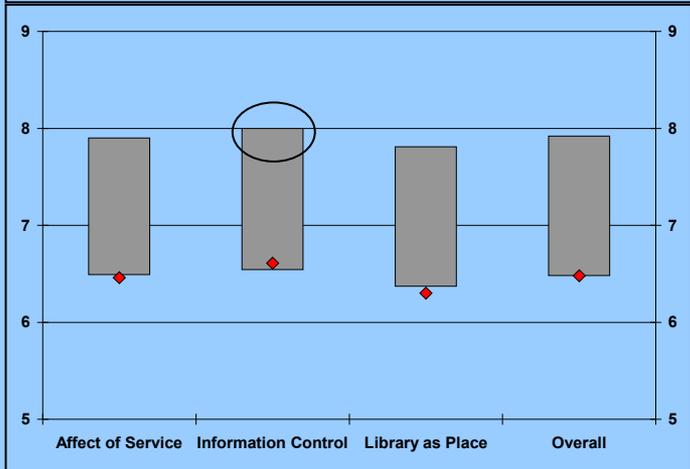
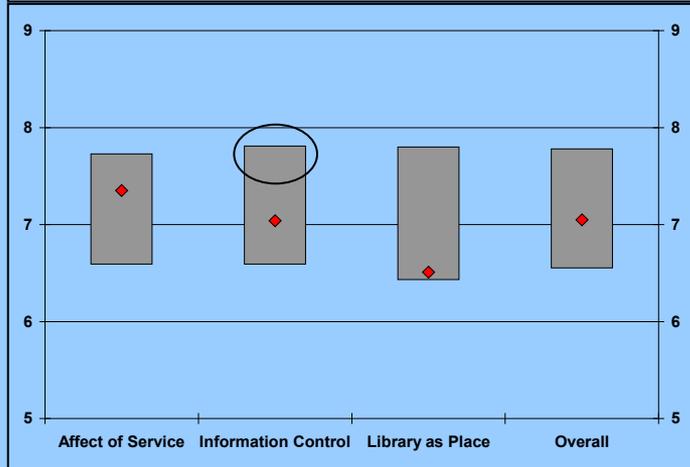
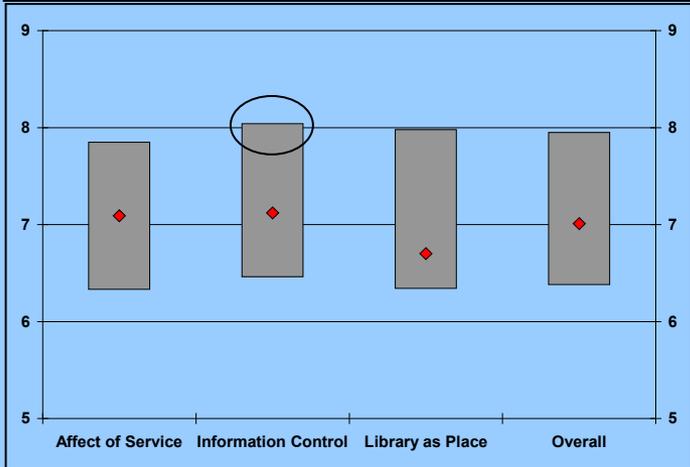
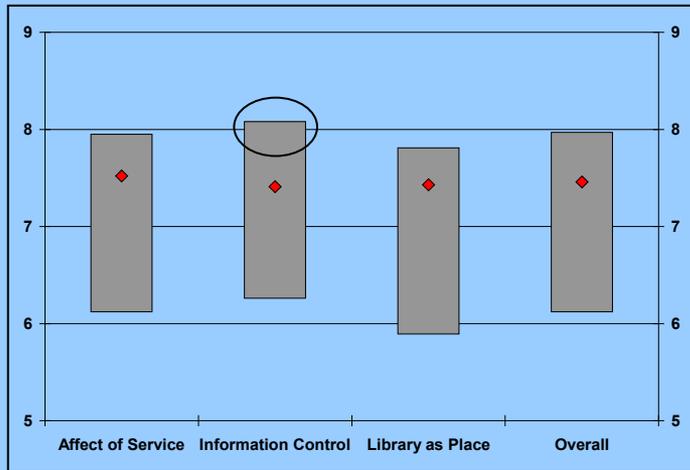
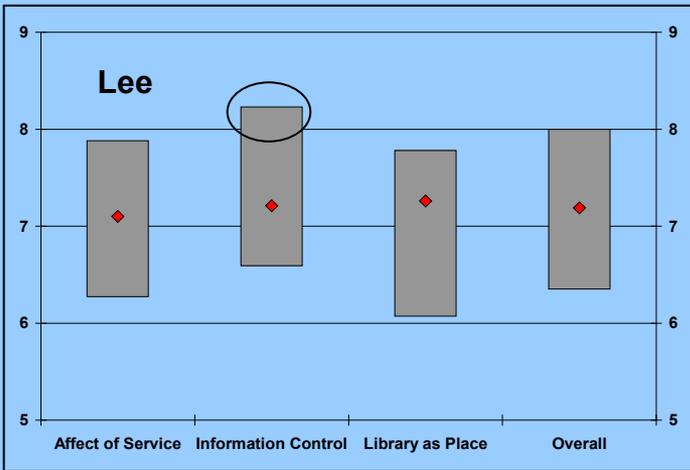


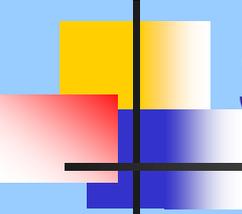
BYU - 2003



BYU - 2004



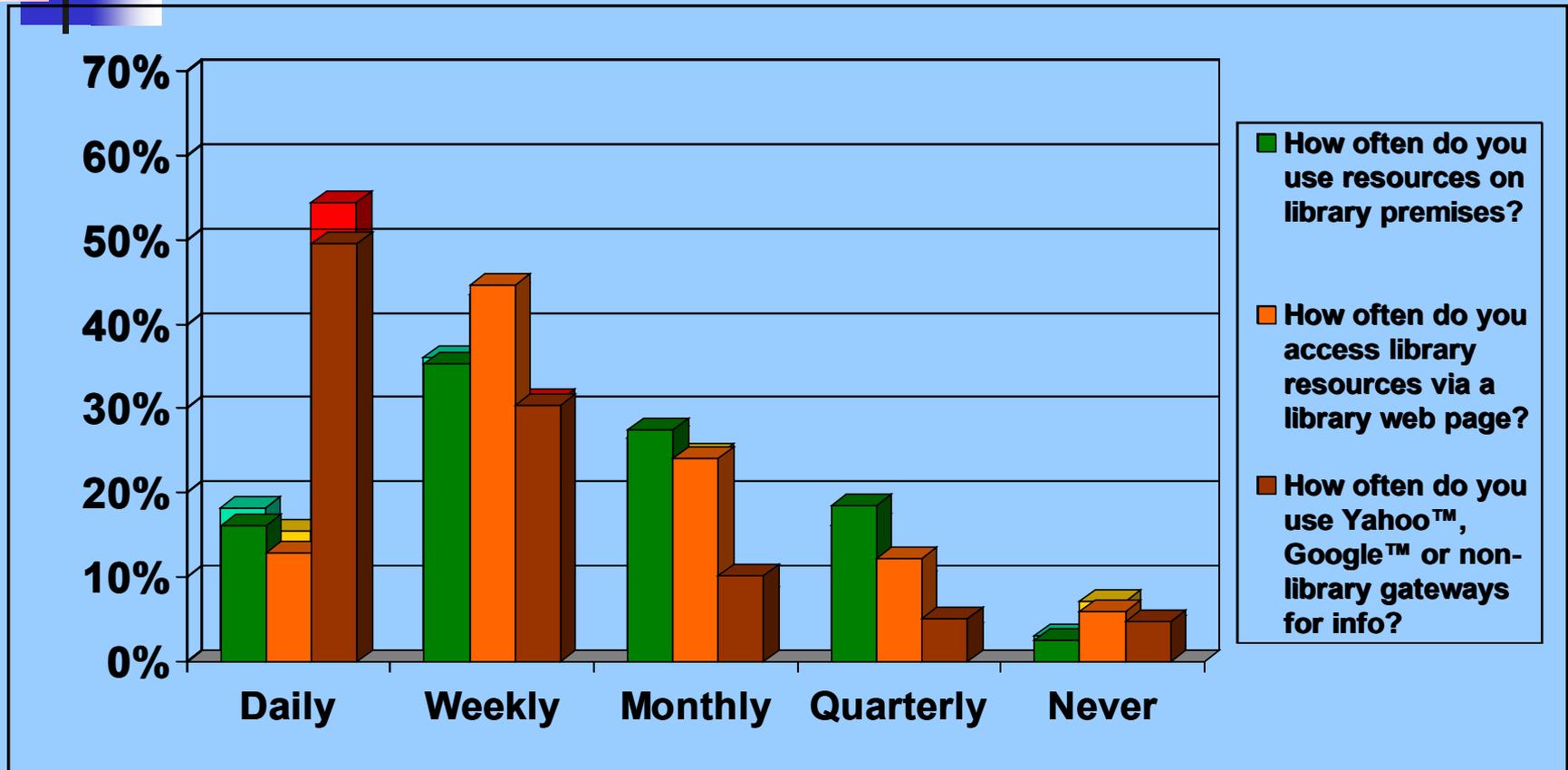




Survey Summary

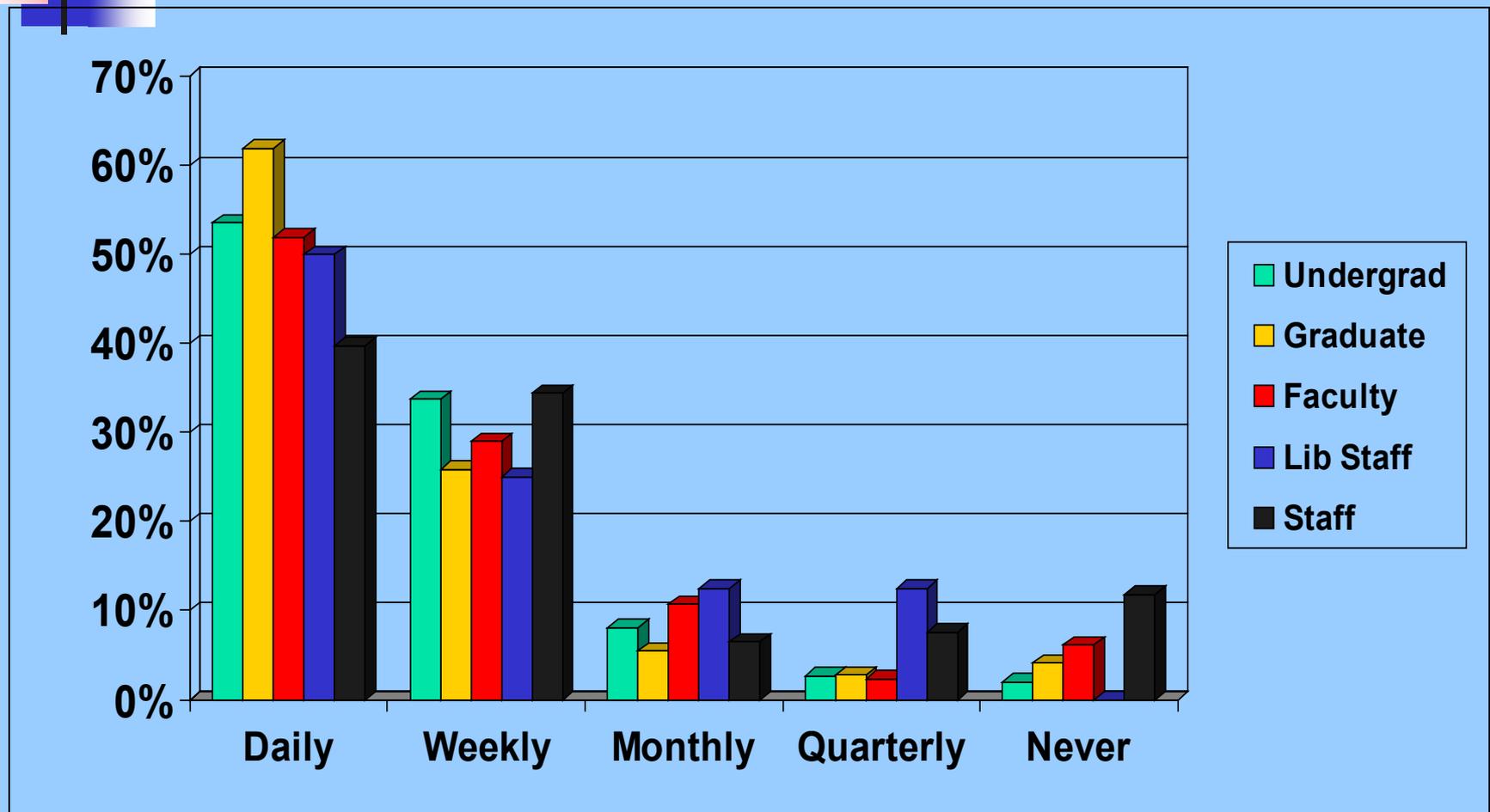
- Other LibQUAL+™ questions
 - Three library use questions
 - Library resources on premises
 - Library resources via Web page
 - Yahoo™, Google™ and other non-library gateways
 - Three satisfaction questions
 - Overall satisfaction of service quality
 - Satisfaction with treatment in library
 - Satisfaction with library support
 - Five information literacy outcomes questions
 - Help stay abreast of developments in field of interest
 - Aids advancement in academic pursuits
 - Enables more efficiency in academic pursuits
 - Helps distinguish between trustworthy/non-trustworthy info
 - Provide info skills needed for work or study

Library Use Summary

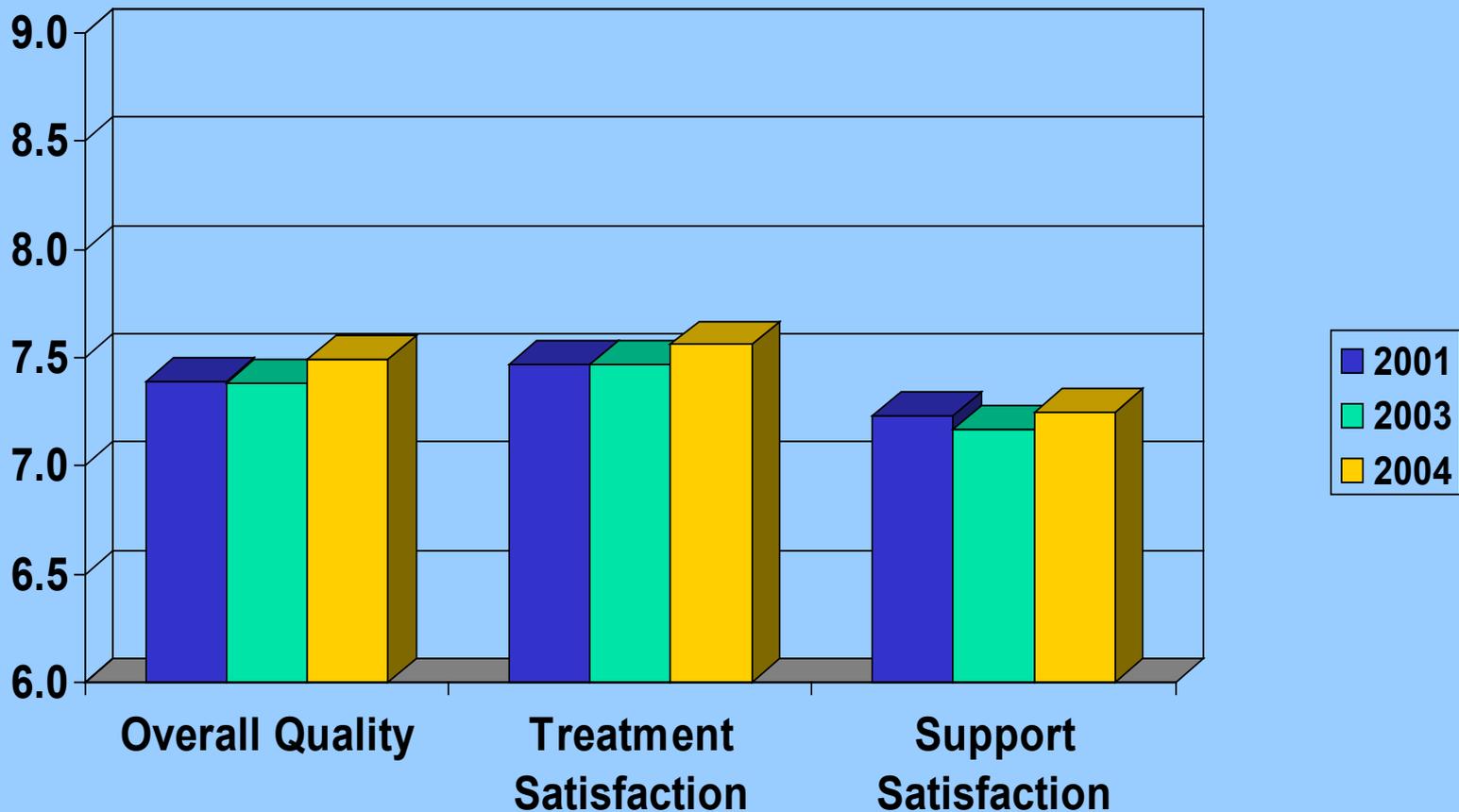


2003 data in foreground in darker shade

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

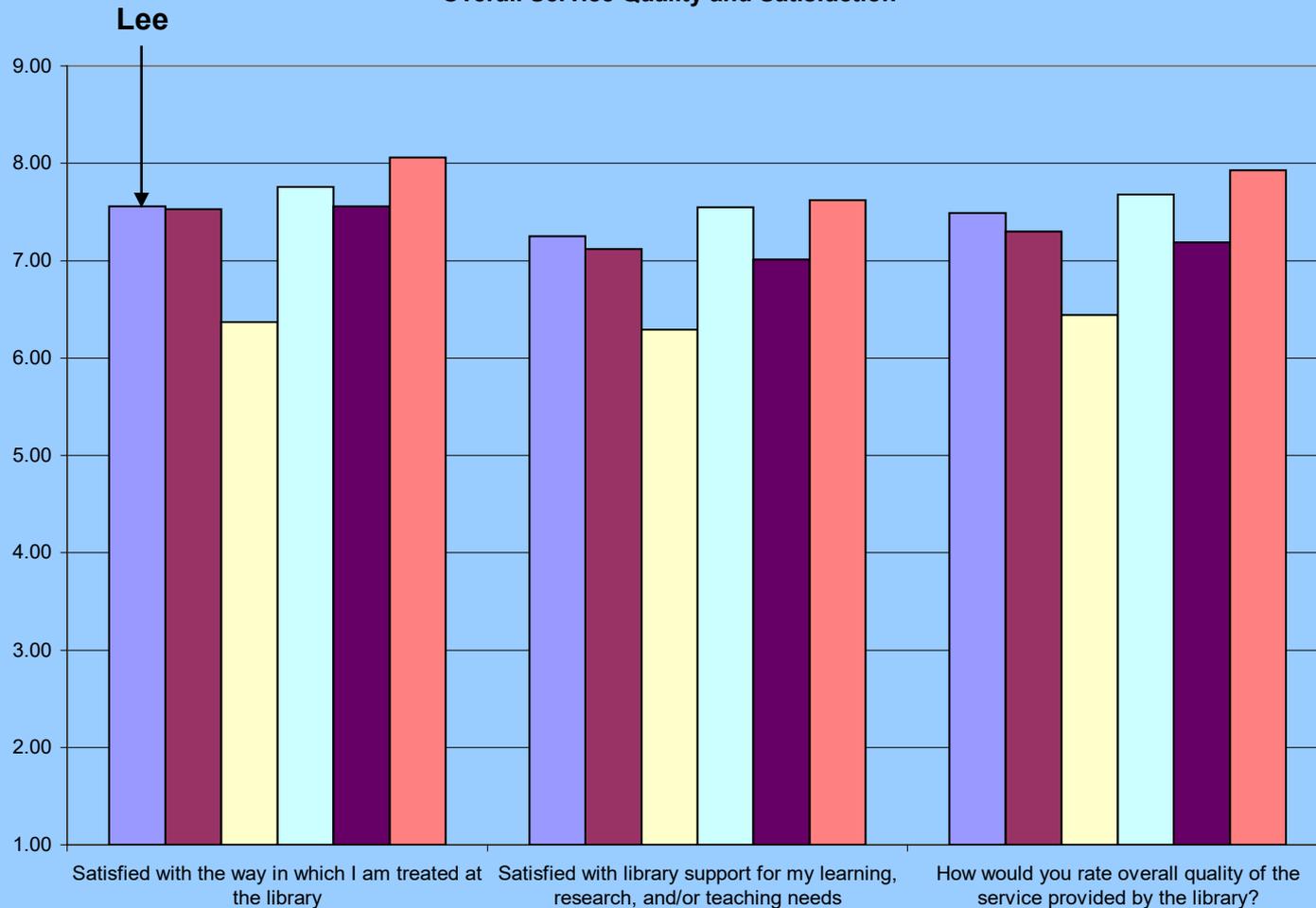


Overall Service Quality and Service Satisfaction

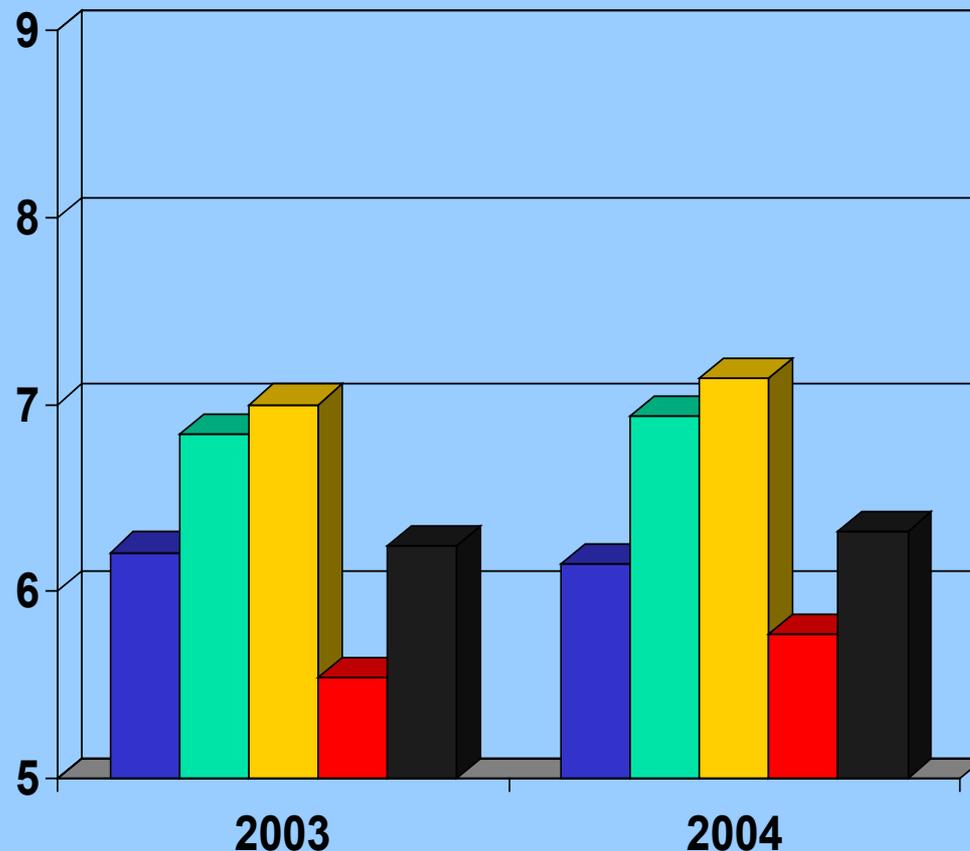


Overall Service Quality and Service Satisfaction

Overall Service Quality and Satisfaction



Information Literacy Outcomes Questions



- Library helps me stay abreast of developments in field of interest
- Library aids my advancement in academic discipline
- Library enables me to be more efficient in academic pursuits
- Library helps me distinguish between trustworthy and untrustworthy info
- Library provides me with info skills needed in work or study

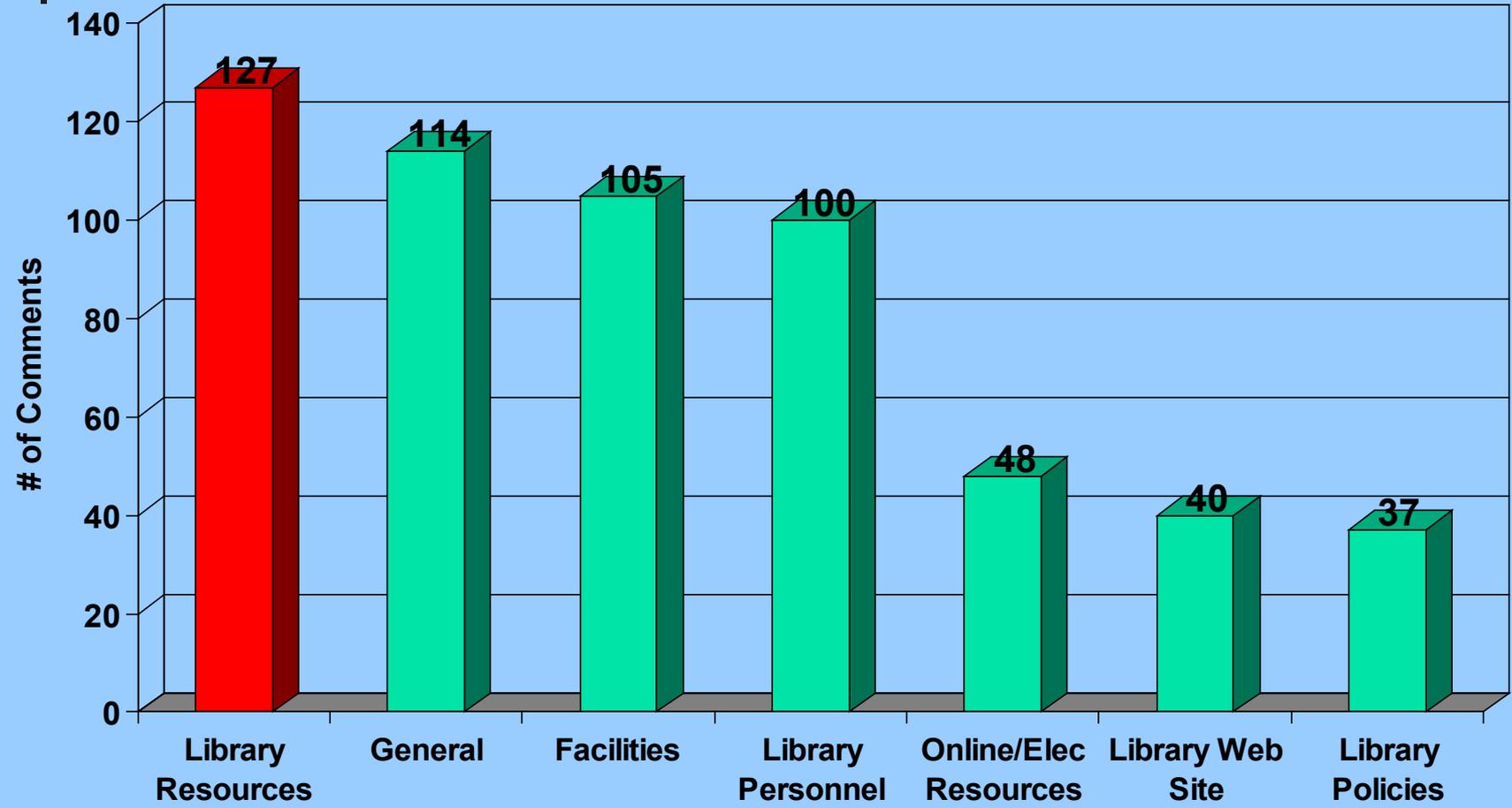


LibQUAL+™ Comments

- 411 of 1003 respondents provided comments at the end of the survey
 - 571 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 is a great place to study, the library has a great staff, there is a need for more discipline specific resources, and survey issues
 - General overtone of top comments more positive than in 2003

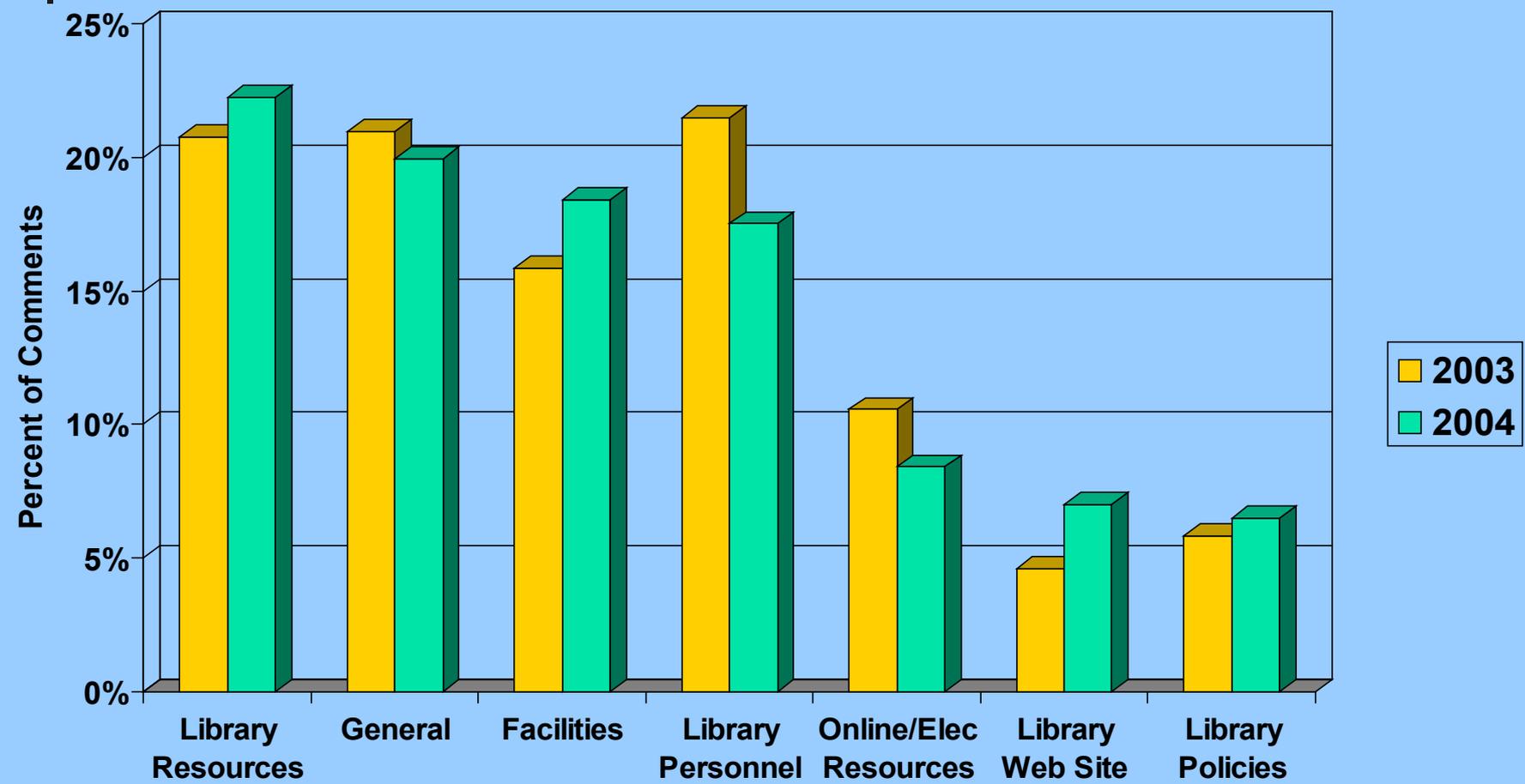


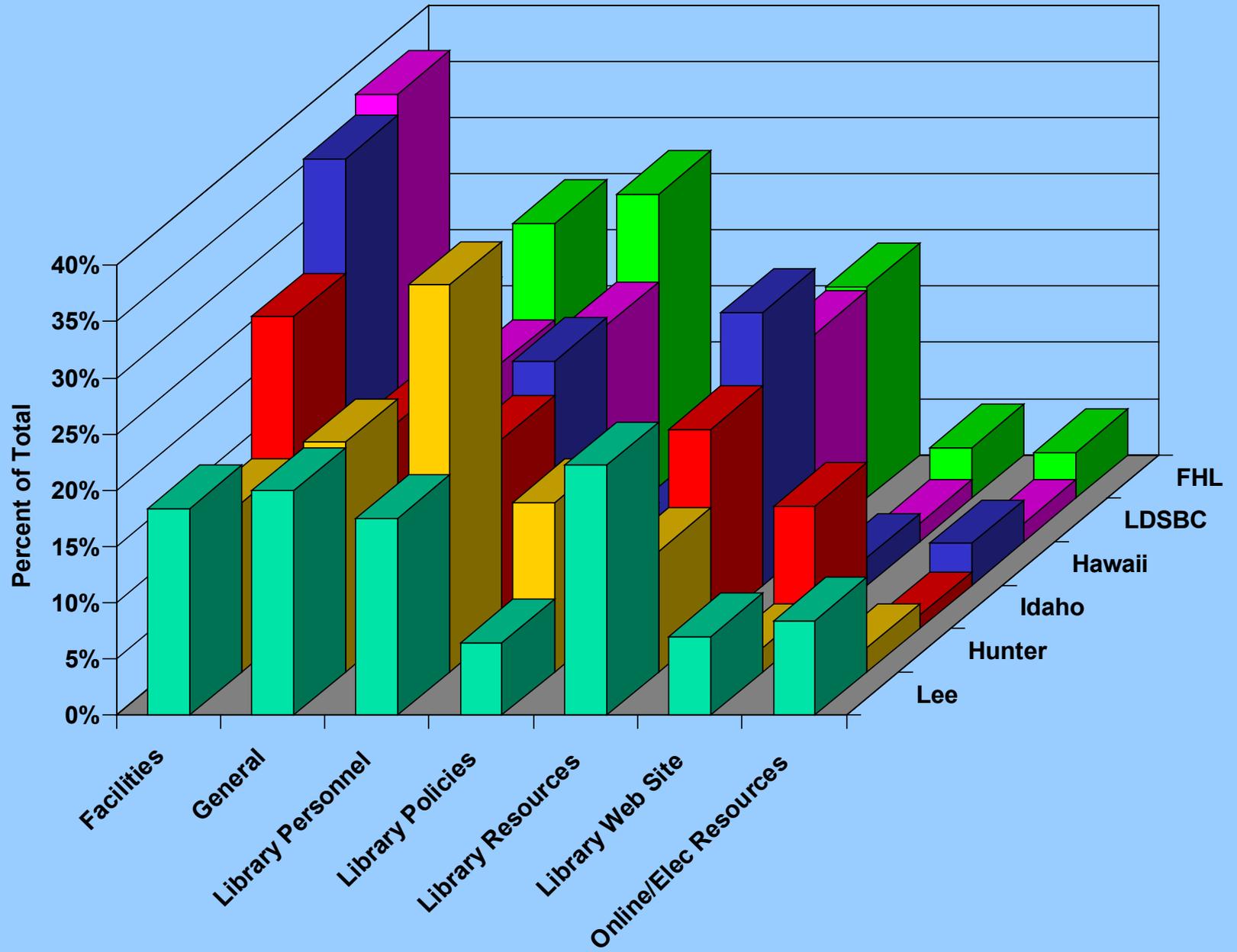
LibQUAL+™ Comments





LibQUAL+™ Comments

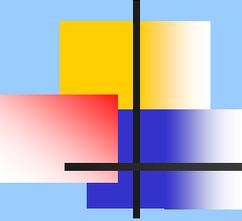






LibQUAL+™ Comments

- Top comments for each comment group
 - Facilities – Great place to study; More computers, study carrels, etc.; Quieter areas
 - General – Excellent; Survey issue
 - Library Personnel – Great staff; Staff impersonal/not helpful; Staff courteous/helpful; Student employees impersonal/not helpful
 - Library Policies – Cell phones; Food area; Improve circulation policies
 - Library Resources – Great resources; More discipline specific resources; ILL helpful; Need more/better help in using resources
 - Library Web Site – Confusing/unfriendly; Search confusing
 - Online/electronic resources – More full-text; More resources



LibQUAL+™ Comments

- Specific tendencies in comments
 - Comments came predominantly from the students (80% in 2004 vs. 62% in 2003)
 - Interestingly, only one comment was made from Library Staff (General – limited library experience)
 - Graduates were more vocal about the Library Web Site and Online/electronic resources than any of the others
 - Over 65% came from 5 of the 13 disciplines that provided comments – Soc Sci/Psych, Sci/Math, Humanities, Eng/Comp Sci, Business



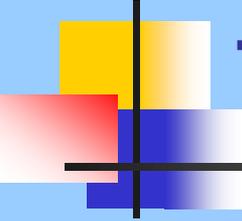
LibQUAL+™ Comments

- Specific tendencies in comments
 - Humanities tended to give the most positive comments about the staff, they also tended to give the most negative comments about the staff
 - The proportion of comments dealing with the need for more resources was similar to that seen in 2003 with the bulk of the requests coming from Sci/Math
 - Negative comments about the Library Web Site far overshadowed any positive comments



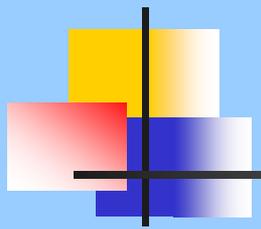
LibQUAL+ BYU Summary

- Areas of positive note
 - BYU patrons very positive about the Lee Library
 - Continued improvement in overall satisfaction
 - Library as place still exceeding patron expectations
 - Inspires study and learning
- Potential areas for improvement
 - Library Web site
 - Easy-to-use access tools that allow more self-reliance in finding information
 - Increase print/electronic journal collections
 - Improve relations with patrons

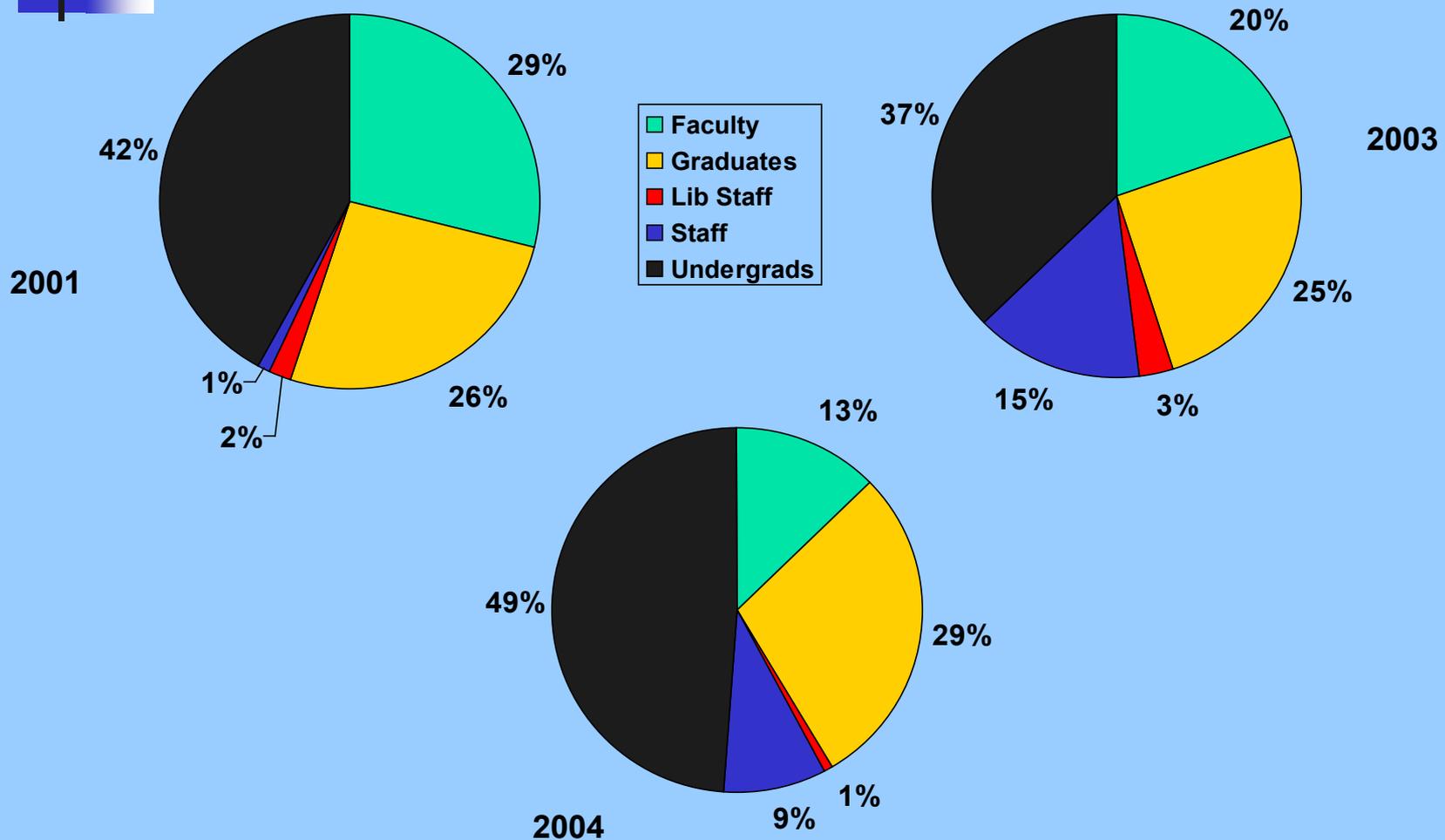


The Future of LibQUAL+

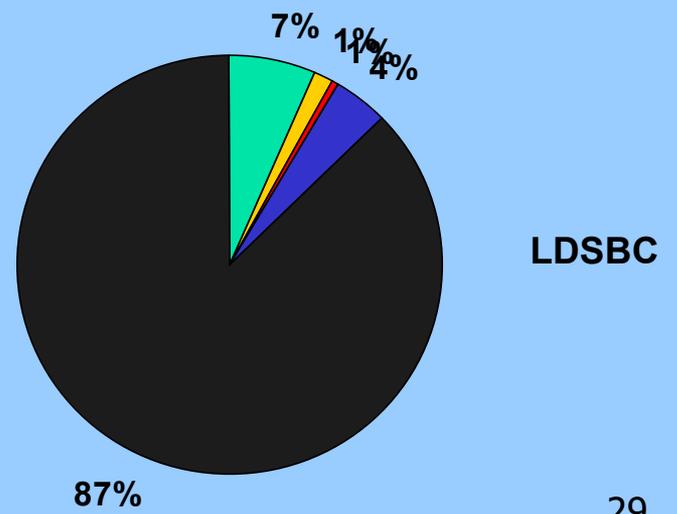
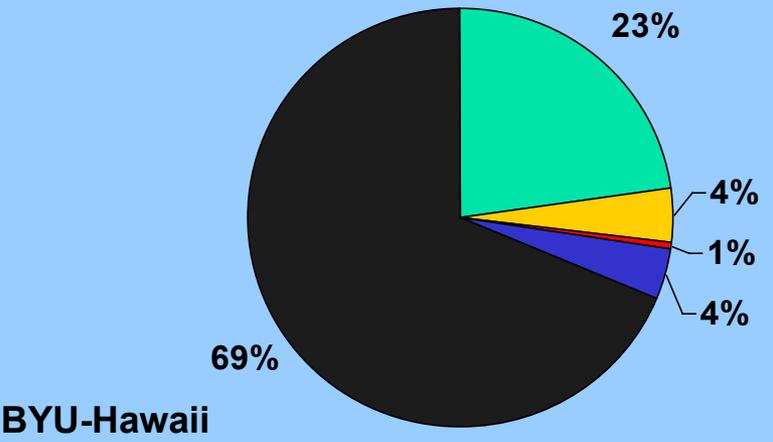
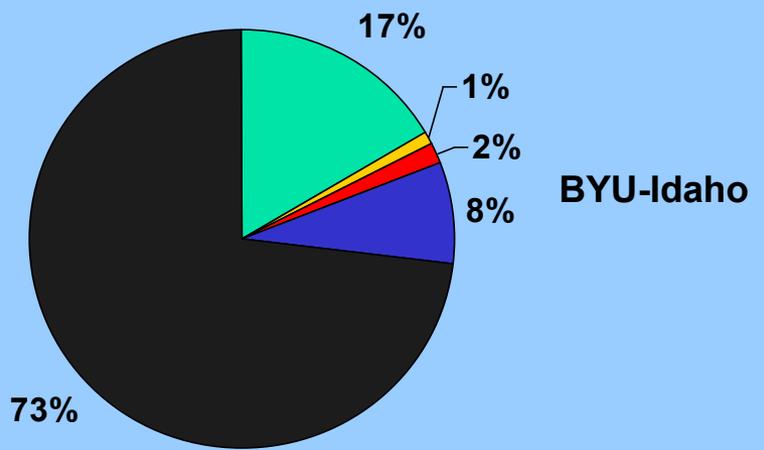
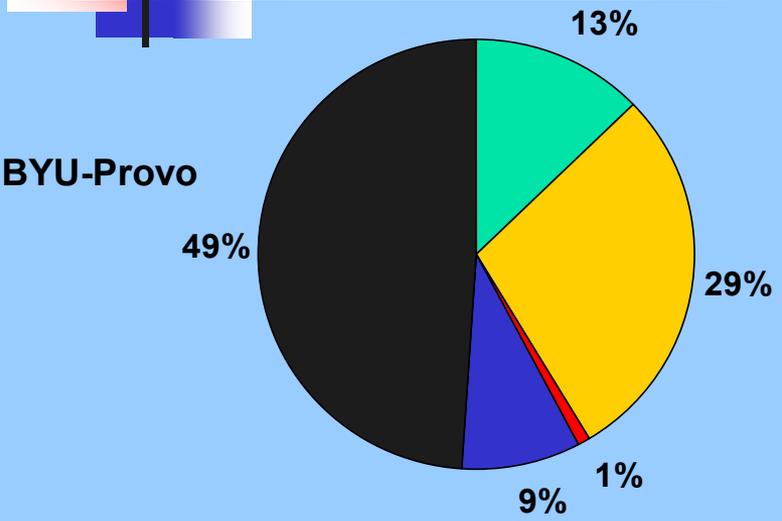
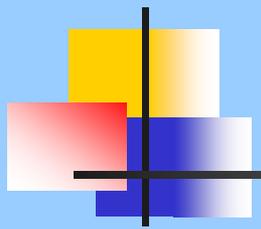
- The next round of surveys will be conducted Spring 2005
 - Ongoing, continuing effort sponsored by ARL
 - At this point BYU does not plan to participate in 2005
 - Will look to spring 2006 as the next opportunity w/CES partners



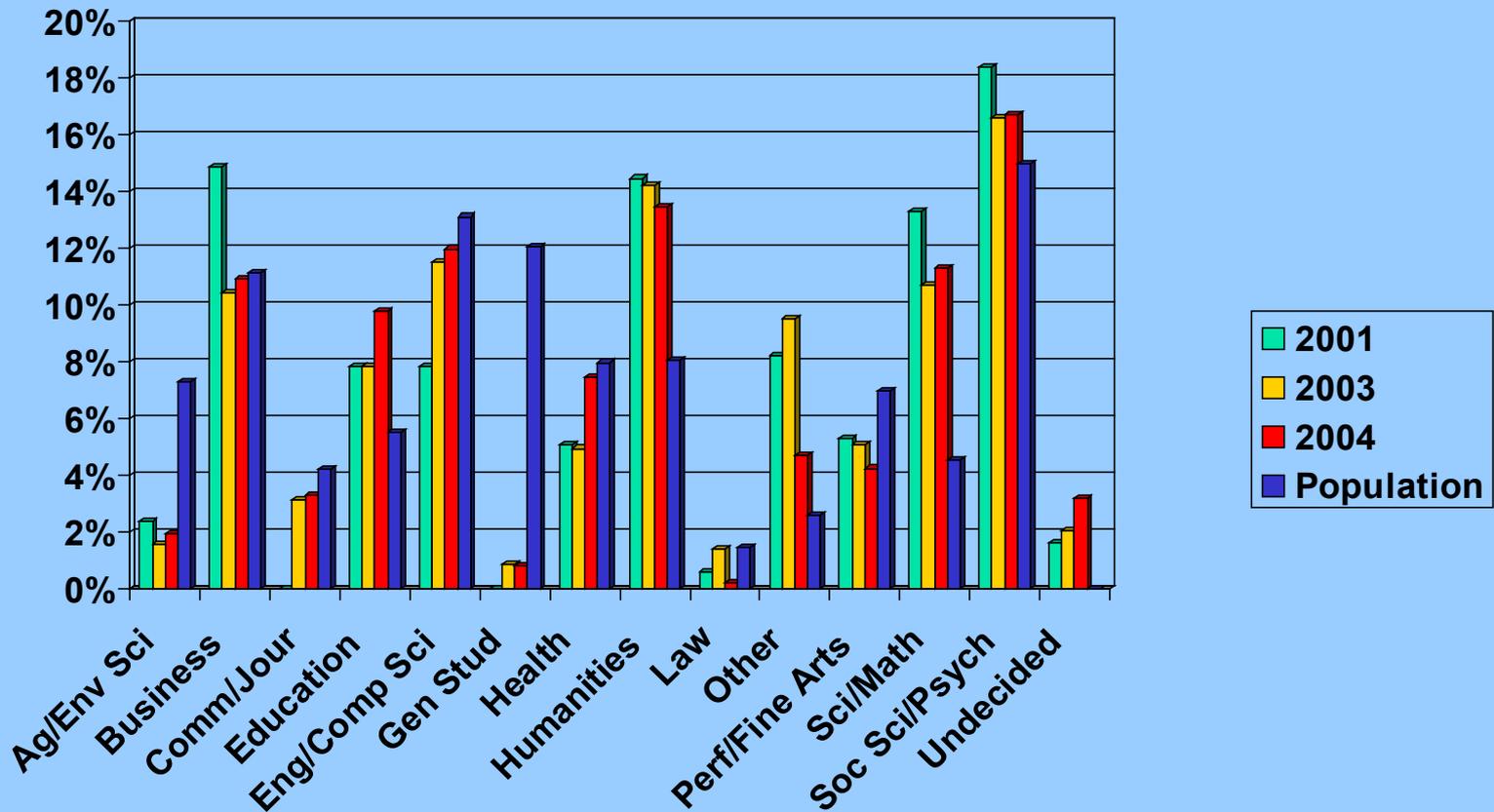
LibQUAL+™ Responses by Sample Group



LibQUAL+™ Responses by Sample Group



LibQUAL+™ Responses by Discipline



LibQUAL+™ Comments

(Top Ten Comments – Year Comparisons)

