



LibQUAL⁺
Charting Library Service Quality...

Procedures Manual

**MaShana Davis
Martha Kyrillidou**

**ASSOCIATION OF RESEARCH LIBRARIES
Washington, D.C.
January 2009**



LibQUAL⁺
Charting Library Service Quality...

Procedures Manual

**MaShana Davis
Martha Kyrillidou**

**ASSOCIATION OF RESEARCH LIBRARIES
Washington, D.C.
January 2009**

Association of Research Libraries

21 Dupont Circle NW

Suite 800

Washington, D.C. 20036

Phone 202.296.2296

Fax 202.872.0884

<http://www.libqual.org>

Copyright © 2009 Association of Research Libraries

ISBN 1-59407-820-3

Table of Contents

Acknowledgements	10
I. Introduction	12
A. What is LibQUAL+ ®?	12
B. How Will LibQUAL+ ® Benefit Your Institution?.....	12
C. How Will LibQUAL+ ® Benefit Your Users?	12
D. The Origin of LibQUAL+ ®	13
E. The LibQUAL+ ® Steering Committee.....	13
F. The LibQUAL+ ® Team.....	14
G. LibQUAL+ ® Communications.....	14
1. libqual@arl.org	14
2. LIBQUAL-L Discussion List	14
3. ARL-QUALITY Discussion List.....	15
II. The LibQUAL+® Survey Checklist	16
A. Pre-Registration Tasks	16
1. Develop a Purpose for Participating in LibQUAL+ ®	16
2. Determine Your Survey Population.....	16
3. Obtain IRB Approval.....	16
a. Informed Consent.....	17
b. Confidentiality of Data	17
c. Data Security.....	17
4. Obtain Financial Support	17
a. The LibQUAL+ ® In-Kind Grant Program	18
b. LSTA Grants and Other External Funding	19
c. Local Support.....	19
5. Attend the LibQUAL+ ® Introductory Workshop	19
B. Registration Tasks.....	20
1. Select Your Participation Category	20
a. Individual Participation.....	20
b. Consortium Participation	20
c. International Participation.....	21

2.	Registration Process.....	21
C.	Pre-Survey Tasks	25
1.	Familiarize Yourself with the LibQUAL+ ® Management Center	25
a.	Personal Profile.....	25
b.	Institution Profile	25
c.	Manage Users.....	26
(1)	Appoint Contacts for Your Institution	26
(2)	Primary Contact	26
d.	Manage Your Survey	27
e.	Survey Results	27
f.	Resources	27
g.	Directory	27
2.	Understand the Structure of the Survey	28
a.	Core Items: “22 items...”.....	28
b.	Additional Items.....	29
c.	Comments: “...and a box.”	29
d.	E-mail Address for Incentive Prize.....	29
e.	Local Questions	30
f.	Demographic Items.....	30
(1)	Position	30
3.	Understand the Technical Issues.....	31
a.	Technical Assistance.....	31
b.	Survey Response Time	31
c.	Web-based Survey Response Rates	31
d.	American Disabilities Act Compatibility.....	32
e.	Data Archiving.....	32
4.	Identify a Data Source for E-mail Sample(s).....	32
a.	Where to Locate a Data Source	32
b.	Random Sampling.....	32
c.	Sample Size.....	33
D.	Conduct Your Survey	34
1.	Set Your Survey Preferences	34

2.	Customize Your Survey	35
3.	Preview and Approve Your Survey	38
4.	Communicate With Your Users.....	38
a.	Draw a Final E-mail Sample(s).....	38
b.	Announce Your Survey to Your E-mail Sample(s)	38
c.	Adjust Your E-mail Sample(s).....	39
d.	Send an Invitation to Your E-mail Sample(s).....	39
e.	Make Print Surveys Available to Users	39
(1)	How to Obtain Print Surveys	39
(2)	Handling Print Surveys.....	41
5.	Send Survey Reminders	42
6.	Complete Your Representativeness Questionnaire.....	42
7.	Monitor Your Survey Progress	44
8.	Close Your Survey	44
9.	Retrieve Your Incentive Winners	46
10.	Fill out Your Post Hoc Questionnaire.....	46
11.	Fill out Your Evaluation Questionnaire.....	46
E.	Post Survey Tasks	47
1.	View Online Tutorial: “Learning to Read LibQUAL+ [®] Radar Chart and Graphs” ..	47
2.	Download Your Survey Results.....	47
a.	Survey Results	47
(1)	Notebooks	47
(2)	Raw Data Files.....	48
(3)	SPSS Data Files	48
b.	Comments	49
3.	Understand Norms	49
4.	Produce Your Radar Charts	50
5.	Produce High Quality Image Files from the Results Notebook	50
6.	Attend Other LibQUAL+ [®] Workshops.....	50
a.	LibQUAL+ [®] Results Meeting.....	51
b.	New Ways of Listening to Library Users	51
c.	Analyzing and Interpreting Your LibQUAL+ [®] Data with SPSS and ATLAS.ti.....	51

d.	LibQUAL+® Share Fair	51
e.	Service Quality Evaluation Academy	51
7.	Disseminate Your LibQUAL+® Results	52
a.	Publish Your LibQUAL+® Results	52
b.	Publish Your LibQUAL+® Results on Your Local Web Site.....	53
c.	Evaluating the Integrity of Your Data	53
d.	Plan a Library Summit	53
APPENDICES		56
	Appendix A: Sample IRB Forms.....	56
	Appendix B: Sample Survey Notification	62
	Appendix C: Sample Survey Invitation	64
	Appendix D: Sample Survey Reminders	66
	Appendix E: Sample Survey	68
	Appendix F: Protocol for Translating the LibQUAL+® Survey Instrument.....	72

Acknowledgements

We would like to acknowledge the contribution of all the past participants and their sponsor institutions that provided valuable feedback for the compilation of this manual. LibQUAL+® is in its fifth year of operation and the second year of a fully self-funded service operation. To date these accomplishments would not have been possible without the support of over 1100 libraries, more than 2,000 library staff, and over 1,000,000 library users who have taken the survey.

We would also like to acknowledge the leadership of four individuals who played a pivotal role and provided vision, direction, and support in making LibQUAL+® a successful, forward-looking assessment protocol and service for libraries in the 21st century:

- Colleen Cook, Sterling C. Evans Endowed Chair & Dean of University Libraries, Texas A&M University Libraries;
- Fred Heath, Vice Provost and Director of General Libraries at the University of Texas at Austin;
- Bruce Thompson, Distinguished Professor of Educational Psychology and CEHD Distinguished Research Fellow, and Distinguished Professor of Library Science, Texas A&M University, and Adjunct Professor of Family and Community Medicine, Baylor College of Medicine (Houston), and Executive Director, [*Southwest Educational Research Association*](#); and
- Duane Webster, Executive Director Emeritus, Association of Research Libraries (ARL).

Their efforts to help libraries become vital and thriving organizations through the development and application of innovative management tools and techniques have created an important legacy. Our understanding of libraries and the importance of the human element in library operations owes credit to these individuals.

This project has also enjoyed the support and expertise of a world-renown researcher in qualitative and quantitative methodologies: Yvonna Lincoln, Professor and Program Director of Higher Education, Educational Administration Department.

Additionally, all the examples in Bruce Thompson's book *Exploratory and Confirmatory Factor Analysis* (Washington, DC: American Psychological Association, 2004) use sample data from LibQUAL+®.

For any omissions or other mistakes you may find in this manual, we accept full responsibility and invite your comments and critiques in order to improve the next edition.

I. Introduction

A. What is **LibQUAL+**®?

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library. The goals of LibQUAL+® are to:

- Foster a culture of excellence in providing library service;
- Help libraries better understand user perceptions of library service quality;
- Collect and interpret library user feedback systematically over time;
- Provide libraries with comparable assessment information from peer institutions;
- Identify best practices in library service; and
- Enhance library staff members' analytical skills for interpreting and acting on data.

B. How Will **LibQUAL+**® Benefit Your Institution?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. Benefits for your institution include:

- Institutional data and reports that enable you to assess whether your library services are meeting user expectations;
- Aggregate data and reports that allow you to compare your library's performance with that of peer institutions;
- Workshops designed specifically for LibQUAL+® participants;
- Access to an online library of LibQUAL+® research articles and other publications; and
- The opportunity to become part of a community interested in developing excellence in library services.

C. How Will **LibQUAL+**® Benefit Your Users?

LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. You can develop services that better meet your users' expectations by comparing your library's

data with that of peer institutions and examining the practices of those libraries that are evaluated highly by their users.

D. The Origin of LibQUAL+®

The LibQUAL+® survey evolved from a conceptual model based on the SERVQUAL instrument, a popular tool for assessing service quality in the private sector. Texas A&M University Libraries and other libraries used modified SERVQUAL instruments for several years; those applications revealed the need for an adapted tool that would serve the particular requirements of libraries. The Association of Research Libraries (ARL) collaborated with Texas A&M University Libraries to develop, test, and refine the LibQUAL+® survey.

LibQUAL+® is a not-for-profit operation. From September 2000 through August 2003, the LibQUAL+® project was supported in part by a grant from the U.S. Department of Education's Fund for the Improvement of Postsecondary Education (FIPSE). Presently, your participation fee covers operational costs. The benefit of participating through LibQUAL+® is the opportunity to be part of a larger community interested in library service quality issues that offers benchmarking opportunities and economies of scale.

LibQUAL+® is part of a larger suite of services under development known as StatsQUAL™. StatsQUAL™ is a gateway to library assessment tools designed to support the ARL Statistics and Service Quality Programs. In addition to LibQUAL+®, it includes tools such as DigiQUAL™, which is designed to evaluate library Web sites; and MINES for Libraries™, which is designed to measure the impact of networked electronic services. These tools assist libraries to systematically collect evidence that helps them thrive in an increasingly competitive information environment. Library assessment activities are increasing in importance and significance as information is becoming available more easily to larger numbers of people, bypassing the historical services offered by libraries. As a result, libraries are finding themselves needing to redesign and reinvent their operations constantly. Libraries need sound evidence-based decision making to inform the development and planning of new services that influence teaching, learning, and research functions.

E. The LibQUAL+® Steering Committee

LibQUAL+® is managed by a steering committee of librarians and researchers involved in the original development of LibQUAL+®; which include:

- **Colleen Cook—Sterling C. Evans Endowed Chair & Dean of University Libraries, Texas A&M University Libraries**
- **Fred Heath—Vice Provost and Director, University of Texas at Austin General Libraries**

- **Martha Kyriillidou—Director of Statistics and Service Quality Programs, Association of Research Libraries**
- **Bruce Thompson—Distinguished Professor of Educational Psychology and CEHD Distinguished Research Fellow, and Distinguished Professor of Library Science, Texas A&M University, and Adjunct Professor of Family and Community Medicine, Baylor College of Medicine (Houston), and Executive Director, [Southwest Educational Research Association](#);**
- **Stephen Town—Director of Library & Archives, University of York, U.K.; and**
- **Charles Lowry—Executive Director, Association of Research Libraries**


F. The **LibQUAL+**[®] Team

The LibQUAL+[®] team provides support and information to current, former, and potential participants, via either e-mail or telephone. Information on current team members is available at: <http://www.libqual.org/About/Contact/index.cfm>.

G. **LibQUAL+**[®] Communications

1. libqual@arl.org

The libqual@arl.org account is the preferred method for reaching the LibQUAL+[®] team. This account is monitored on a daily basis by the Technical Communications Liaison and other team members.

 **NOTE** If we do not respond to your inquiry within 48 hours, please feel free to contact us via telephone at 202-296-2296.

2. **LIBQUAL-L Discussion List**

- A private, moderated forum for current and former participants.
- Participants share information, post questions, solicit feedback, etc.
- The LibQUAL+[®] team posts important announcements and reminders for participants.

 **NOTE** Participants should read ALL postings.

 **NOTE** Contacts that complete registration for their institution are automatically subscribed to the LibQUAL-L discussion list. Additional contacts must be added

to the list by the primary contact. To add or remove a contact, please contact the LibQUAL+® team at libqual@arl.org.

List Archive:

List subscribers also have access to the list archive, which is available at <http://listserv.tamu.edu/archives/libqual-l.html>.

3. ARL-QUALITY Discussion List

For those who are interested in discussing and learning about issues of service quality in libraries (beyond the LibQUAL+® survey), the ARL-QUALITY@arl.org discussion list is a public list.

- After your message is posted, it is distributed to all users subscribed in the FEED mode. Your message appears simultaneously on the Web site at <http://www.arl.org/arl/pr/>. To subscribe in feed mode: send a blank e-mail to ARL-QUALITY-feed@arl.org.
- A *digest message* contains a set of the messages posted on the mailing list since the time when the previous digest was composed. Digest messages are created every 24 hours at 5:00 a.m. (EST). To subscribe in digest mode: send a blank e-mail to ARL-QUALITY-digest@arl.org.
- A *list message* contains the same digest header, TOC, and TOC trailer, but it does not contain the posted messages themselves and it does not contain the digest trailer. List index messages are created at the same time the list digest messages are created, every 24 hours at 5:00 a.m. (EST). To subscribe in index mode: send a blank email to ARL-QUALITY-index@arl.org.

II. The **LibQUAL+**[®] Survey Checklist

A. Pre-Registration Tasks

1. Develop a Purpose for Participating in **LibQUAL+**[®]

Institutions have participated in LibQUAL+[®] to gain a better understanding of users' expectations, desires and perceptions of library services. Institutions use data to identify library services strengths and those areas that require improvement, as well as use the information in strategic planning processes to make certain that library services are aligned with user expectations.

2. Determine Your Survey Population

Some institutions have chosen to survey all user groups at their institution, while others have surveyed only a particular user group. For more information on sample size, see [Identify a Source for E-mail Sample\(s\)](#).

3. Obtain IRB Approval

Prior to registering for your LibQUAL+[®] survey, it is important to contact your Institutional Review Board (or the "Committee for the Protection of Human Subjects," or the "Committee for Human Subjects Research," or the "Office of Sponsored Programs") to determine if prior approval is needed to conduct the survey at your institution. Be sure to inform your IRB that results of the LibQUAL+[®] survey will be shared among participating institutions and provide them with information about any incentives that you may offer to survey respondents. **IRB approval is handled entirely at the local level.** LibQUAL+[®] does not need to be informed about your local policy requirements and does not require proof of your institution's IRB status.



Your IRB committee may meet infrequently throughout the year, so this step should be initiated well in advance of your projected survey launch date.

For an example of an IRB approval request, see [Appendix A: Sample IRB Forms](#). Additionally, ARL's official policy for Protecting Human Subjects is available online at <http://www.arl.org/stats/privacy.html>.

a. Informed Consent

Because this is a web-based survey, respondents consent to participate by electing to fill out the survey questionnaire. It is your responsibility to provide an explanation of the survey and information pertaining to its confidentiality, if needed see [Appendix B: Sample Survey Notification](#) for an example survey notification letter.

b. Confidentiality of Data

The LibQUAL+[®] approach to confidentiality is guided by the ethical standards of the American Psychological Association (see <http://www.apa.org/ethics/code.html>). The LibQUAL+[®] team members are committed to the highest ethical behavior and will take every measure possible to protect the privacy of individual participants. The team cannot and will not release information about participants without their permission.

Although some information is captured from respondents, such as network addresses and e-mail addresses, the respondent's privacy is protected in several ways. First, only very indirect information is captured, which would be difficult to trace back to an individual. Second, extreme measures are taken to separate identifiable information from surveys with responses; for example, e-mail addresses are collected for the incentive prizes only and not saved with responses. Once they are collected, there is no way to link them to an individual's responses, ensuring confidentiality for participants in the incentive drawings.

c. Data Security

Survey data is stored on secure servers located at a private hosting facility. When the survey data are sent to the database, the respondents' answers are separated from their e-mail addresses before they are stored, to ensure confidentiality. A scan of the servers conducted by a professional security firm in August 2005 found no security breaches or vulnerabilities on the LibQUAL+[®] servers.

4. Obtain Financial Support

You need to ensure that your institution has secured funding for participating in LibQUAL+[®]. The registration fee and additional fees for LibQUAL+[®] services for the coming year is established during the summer of the previous year. For

more information on LibQUAL+[®] Services and Fees, see <http://www.libqual.org/About/FeeSchedule/index.cfm>.

a. The LibQUAL+[®] In-Kind Grant Program

The LibQUAL+[®] In-Kind Grant Program awards up to five institutions with funding to participate in the LibQUAL+[®] survey during a given year. The selection of LibQUAL+[®] grantees is based on the following criteria:

1. **Financial need.** The ability of the institution to pay the fee for participation in LibQUAL+[®] will be considered. Applicants with greatest financial need, who also meets the other criteria, will be given priority.
2. **Contribution to the growth of LibQUAL+[®].** The LibQUAL+[®] team continues to be interested in expanding the reach and scope of the survey in terms of how the survey is applied in different environments. Institutions whose participation would represent a new institution type, a new language translation, a new country, or would otherwise increase the diversity of the implementation of LibQUAL+[®] are particularly encouraged to apply.
3. **Improvements in local services and quality.** The need of the participant to improve overall library services and contribute to quality of service provided to library users at the institution will also be considered.

Interested applicants must submit the following materials for consideration:

- A three-to-five page narrative, explaining their unique situation and how they meet the selection criteria (approximately 1,500 to 2,500 words).
- A brief paragraph describing the institution and institutional background (less than 500 words).
- The name, mailing address, phone number, and e-mail address of the contact person for the application.
- A short biography of the person applying on behalf of the institution.

Timeline:

- Announcement for applications – January 15
- Deadline for applications – March 31
- Acceptance and rejection letters sent out to applicants – June 1

- Grantees saluted at ALA Annual Conference – late June (conference dates apply here)
- Grantees work with LibQUAL+® on new language translation or institution type – July to December

All applications should be mailed to the LibQUAL+® In-Kind Grant Program, Association of Research Libraries, 21 Dupont Circle, N.W. #800, Washington, DC 20036 USA; or e-mailed to libqual@arl.org. Applications will be reviewed and evaluated by an advisory committee.

For more information on the LibQUAL+® In-Kind Grant Program, please contact the LibQUAL+® team at libqual@arl.org.

b. LSTA Grants and Other External Funding

Some institutions have received U.S. Library Services and Technology Act (LSTA) grants to participate in LibQUAL+®. LSTA is a state-based grant program provided through the Institute of Museum and Library Services (IMLS) annually with funds appropriated by Congress.

For more information on LSTA grants, see the [IMLS](http://www.ims.gov/index.shtm) Web site at <http://www.ims.gov/index.shtm>.

c. Local Support

You may consider building the LibQUAL+® participation fee into your annual operating budget or pursuing special projects funding from your institution.

5. Attend the LibQUAL+® Introductory Workshop

The LibQUAL+® Introductory Workshop provides both prospective and current participants with information about the project’s origin and development and practical information on the process of implementing the survey. This workshop is held during the ALA Annual conferences.



There is no fee for attending this workshop.

For more information on other LibQUAL+® workshops, see [Attend Other LibQUAL+® Workshops](#).

B. Registration Tasks

1. Select Your Participation Category

a. Individual Participation

An individual participant is one from a single institution with single or multiple library branches. Each library registration constitutes a separate unit of analysis. If a library wishes to distinguish its findings by requesting separate handling and deliverables for their branch libraries, then a separate fee and registration will be required for each distinct library that participates.


b. Consortium Participation

LibQUAL+[®] has been greatly enhanced through consortium participation. Consortium participants have included the Association of Academic Health Sciences Libraries (AAHSL); NY3Rs (academic and public libraries in New York state); the European Business School Librarians Group (EBSLG); the Oberlin Group; OhioLINK; the Society of College, National & University Libraries (SCONUL) in the United Kingdom; and several more. For a complete list of consortium participants, see Consortium Participation on our Web site at <http://www.libqual.org/Information/Consortia/index.cfm>.

Consortium participation is viewed as a mutually beneficial arrangement. The consortium members obtain valuable service quality information and comparisons across the membership and LibQUAL+[®] benefits from the large number of participants. Consortium participation encourages the continuing commitment to library service quality by consortium members.

Consortium participants receive a number of added benefits at no additional fee, including:

- Analysis of group data and production of a group results notebook, **if your consortium has five or more institutions.**
- The ability to add five new additional questions to the survey as a unified group; data from those questions will be included in the group notebook. Additionally, these questions will be pre-set in the customization section of the LibQUAL+[®] system for each consortium participant.
- The opportunity for a locally hosted, customized results meeting. This service depends on the availability of the LibQUAL+[®] team.

 Due to the amount of specialized preparation required, interested consortia should contact the LibQUAL+® team well in advance of registration in order to discuss participation in an upcoming session.

For more information on consortium participation, please contact the LibQUAL+® team at libqual@arl.org.


c. International Participation

The LibQUAL+® survey has been implemented at libraries in Australia, Canada, Denmark, Egypt, England, Finland, France, Ireland, Scotland, the Netherlands, South Africa, Sweden, Switzerland, and the United Arab Emirates. The survey has been offered in multiple languages including Afrikaans, British English, Chinese (Traditional), Danish, Dutch, Finnish, Canadian French, European French, Flemish, German, Japanese, Norwegian, Spanish, Swedish, and Welsh.

If you are interested in translating the LibQUAL+® survey into a new language, see [Appendix F: Protocol for Translating the LibQUAL+® Survey Instrument](#) for more information.

2. Registration Process

Registration for LibQUAL+® is available on our Web site at <http://www.libqual.org/Register/index.cfm>. Registration for the upcoming calendar year runs from September to August.

 You must register for your survey on the LibQUAL+® Web site.

The following steps are involved in the LibQUAL+® registration process. Please complete each step to successfully register for your survey.



Select one of the following categories to begin registration:

- **OPTION 1:** Both you and your institution have previously participated in LibQUAL+®. Enter your e-mail address and password; and Press “Continue” to proceed to Step 2.

- **OPTION 2:** Your institution has participated, but you are new to LibQUAL+[®]. Select your institution from the drop-down menu; and Press “Continue” to proceed to Step 2.

- **OPTION 3:** Both you and your institution are new to LibQUAL+[®]. Verify that your institution has not participated in a previous survey run by searching for your institution from the drop-down menu in Option 2. If your institution **has** participated before, follow the steps for Option 2. If your institution **has not** participated before, press “Continue” to proceed to Step 2.



➤ **Step 2:**

Select one of the two survey periods offered:

- Session I: January to May
- Session II: July to December

Personal Information:

The following information is required on the Personal Information form:

- Name

- LibQUAL+® Position:

LibQUAL+® Position	Responsibilities
LibQUAL+® Director or Liaison	<ul style="list-style-type: none"> • Prepare his/her institution and colleagues for the survey administration • Correspond with the LibQUAL+® team • Respond to user feedback regarding the survey • Work with local IT or academic computing personnel to create a pool of e-mail addresses.


- Title
- Address, including street number and name, city, state, postal code, and country
- Phone number (include fax number, if available)
- E-mail address
- Password



The above e-mail address and password should be used to access the LibQUAL+® Web site.

Institution Information:

The following information is required on the Institution Information form:

- Institution Name and Abbreviated Institution Name
- Institution Type
 - The following institution types are available:
 - Academic Health Sciences
 - Academic Law
 - Academic Military
 - College or University
 - Community College
 - Electronic ( Created for digital libraries)
 - European Business
 - Family History
 - Natural Resource Libraries
 - Public

- Smithsonian ( Created for the Smithsonian)
- State
- University/TAFE

- Consortia Participation

For a complete list of consortia, see Consortia Participation Information online at

<http://www.libqual.org/Information/Consortia/index.cfm>.


- IPEDS Number

To locate your IPEDS number, see


<http://www.nces.ed.gov/ipeds/cool/>.

- Country
- Time Zone
- Daylight Savings Time

Payment Information:

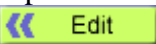

 Payment is due within 30 days of registration. Registering your institution for LibQUAL+® indicates a financial commitment on your part. Once you have registered you have authorized LibQUAL+® to charge your institution the participation fee. Refunds will not be issued and participation fees **CANNOT** be rolled over to future survey years.

Choose your payment method from the options below:

- Request an electronic invoice
- Pay by credit card (we accept Visa, Master Card, and American Express)
- Bulk payment arrangement made for the consortium
 Please contact the LibQUAL+® team at libqual@arl.org in advance of registration to arrange a bulk payment for your group members.



➤ Step 3:

Please review your personal, institution, and payment information submitted in Step 2 to ensure its accuracy. If you wish to modify this information, click the  button at the bottom left of the screen. To complete your registration, click the  button at the bottom right of this page.

Complete



➤ **Step 4:**

You have successfully completed registration for your survey! Print the confirmation page and keep it for your records. You will automatically be subscribed to the LibQUAL-L discussion list (for more information, see [LibQUAL-L Discussion List](#)). After registration, you will receive an electronic confirmation of registration and an invoice (if you do not pay by credit card at the time of registration).

C. Pre-Survey Tasks

1. Familiarize Yourself with the **LibQUAL+®** Management Center

The Management Center is a secure section of the LibQUAL+® Web site available at <http://www.libqual.org/Manage/index.cfm> and is restricted to LibQUAL+® participants. The Management Center enables participants to manage their survey effectively, track their progress during the survey run, and obtain survey results for their institution and other institutions participating in the given year. A brief description of the seven major sections of the Management Center follows.



You must log into the site using your username (e-mail address) and password via the LibQUAL+® home page to access the Management Center. Once you are logged in, click the “Management Center” link from the navigation menu on the left hand side of the page.

a. Personal Profile

<http://www.libqual.org/Manage/Profile/index.cfm>

This form is used to collect contact information about each contact at your institution. You can edit any personal information presented on this form including your title, contact information, and password.



When editing the Personal Profile form, be sure to click the **Save My Changes** button to save any changes you have made.

b. Institution Profile

<http://www.libqual.org/Manage/Institution/index.cfm>

This form collects information about your institution and can be used to edit any information about your institution.



When editing your Institution Profile form, be sure to click the **Save My Changes** button to save any changes you have made.


c. Manage Users

<http://www.libqual.org/Manage/Users/index.cfm>

This area enables you to add and edit your institution's official LibQUAL+® contacts.

(1) Appoint Contacts for Your Institution

You can designate up to six contacts for your institution. A brief description of the LibQUAL+® positions and their associated responsibilities are available below. Please note the maximum amount of contacts for each position.

LibQUAL+® Position	Responsibilities
LibQUAL+® Director and Liaison (up to <u>3</u> contacts)	<ul style="list-style-type: none"> • Prepare his/her institution and colleagues for the survey administration • Correspond with the LibQUAL+® team • Respond to user feedback regarding the survey • Work with local IT or academic computing personnel to create a pool of e-mail addresses.
Assistants (up to <u>3</u> contacts)	<ul style="list-style-type: none"> • Require limited access to the LibQUAL+® Management Center (i.e., printing results or reviewing resources). <p> They cannot make edits to any online forms.</p>

(2) Primary Contact

You must assign a primary contact for your institution. The Library Director or one of your survey liaisons can be designated as the primary contact. This person should have intimate knowledge of the survey process and be available throughout the process. If the LibQUAL+® team has any questions about your

survey implementation, they will contact the primary contact during the session.



Assistants **CANNOT** be designated as a primary contact.

d. Manage Your Survey

<http://www.libqual.org/Manage/Survey/index.cfm>

This section allows you to manage the survey process. You can set up, preview, monitor, and close your survey. Additionally, you can download print versions of your survey in Word format, collect the e-mail addresses for your incentive winners, and complete the Representativeness, Post Hoc, and Evaluation questionnaires.

For additional information on the [“Manage Your Survey”](#) section, see [Conduct Your Survey](#).

e. Survey Results

<http://www.libqual.org/Manage/Results/index.cfm>

This area enables you to view your Excel data file, survey results notebook for your institution, as well as other participating institutions in the given year, your survey comments, norms tables, evaluation and post hoc data, and institutional data.

For additional information on the [“Survey Results”](#) section, see [Download Your Survey Results](#).

f. Resources

<http://www.libqual.org/Manage/Resources/index.cfm>

This section is comprised of tools and other resources for your use, such as:

- LibQUAL+® Logos and Graphics
- Web Services
- Incentive Prize Ideas
- Radar Chart Template (Excel format)

g. Directory

<http://www.libqual.org/Manage/Directory/index.cfm>

This section permits you to search for fellow participants by individual or institution.

2. Understand the Structure of the Survey

After years of revision based on data collected from thousands of library users, the LibQUAL+® survey has evolved into a protocol consisting of “22 items and a box.” A description of each section of the survey follows.

a. Core Items: “22 items...”

The 22 core survey items measure user perceptions of service quality in three dimensions: Affect of Service, Information Control, and Library as Place. To ensure the validity of the responses, each dimension is assessed through at least five questions. Therefore, users may notice some redundancy. This is necessary to ensure a sound and valid survey instrument.

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	
1) Employees who instill confidence in users	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
2) Making electronic resources accessible from my home or office	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
3) Library space that inspires study and learning	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
4) Giving users individual attention	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
5) A library/Web site enabling me to locate information on my own	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
6) Employees who are consistently courteous	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
7) The printed library materials I need for my work	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
8) Quiet space for individual activities	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
9) Readiness to respond to users' questions	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
10) The electronic information resources I need	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
11) Employees who have the knowledge to answer user questions	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
12) A comfortable and inviting location	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
13) Employees who deal with users in a caring fashion	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
14) Modern equipment that lets me easily access needed information	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
15) Employees who understand the needs of their users	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
16) Easy-to-use access tools that allow me to find things on my own	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
17) A getaway for study, learning, or research	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
18) Willingness to help users	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
19) Making information easily accessible for independent use	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
20) Print and/or electronic journal collections I require for my work	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
21) Community space for group learning and group study	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>
22) Dependability in handling users' service problems	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○ ○ ○ ○ ○	<input type="checkbox"/>

b. Additional Items

The survey contains additional items that address information literacy/outcomes (5 questions), library use (3 questions), and general satisfaction (3 questions).

Please indicate the degree to which you agree with the following statements:

23) The library helps me stay abreast of developments in my field(s) of interest.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
24) The library aids my advancement in my academic discipline.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
25) The library enables me to be more efficient in my academic pursuits.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
26) The library helps me distinguish between trustworthy and untrustworthy information.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
27) The library provides me with the information skills I need in my work or study.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
28) In general, I am satisfied with the way in which I am treated at the library.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
29) In general, I am satisfied with library support for my learning, research, and/or teaching needs.	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Strongly Disagree Strongly Agree
30) How would you rate the overall quality of the service provided by the library?	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 Extremely Poor Extremely Good

Please indicate your library usage patterns:

31) How often do you use resources on library premises?	<input type="text"/>
32) How often do you access library resources through a library Web page?	<input type="text"/>
33) How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?	<input type="text"/>

c. Comments: "...and a box."

At the end of the survey form there is a box for open-ended comments for survey-takers. These comments provide a wealth of information for qualitative analysis. You can access your comments while your survey is running. These comments are an integral part of LibQUAL+[®]; historically, nearly 40 percent of respondents provide comments using the box.

39) Please enter any comments about library services in the box below:

d. E-mail Address for Incentive Prize

If you are offering a local incentive prize, the survey will include a field in which respondents can enter their e-mail addresses in order to enter the prize drawing.

45) Enter your e-mail address in the box below if you would like to enter an optional drawing for a prize.
Your e-mail address will be kept confidential and will not be linked to your survey responses. (Not required)

e. Local Questions

You may choose to add five local questions to your survey from a list of more than 100 optional questions provided by the LibQUAL+[®] team. If you choose this option, those five items will be integrated into the 22 core items on your survey form for a total of 27 items in the core.

To view a current list of local questions, contact the LibQUAL+[®] team at libqual@arl.org. For more information on local questions, see [Customize Your Survey](#).

f. Demographic Items

Your survey form will also include demographic items such as the library used most often, age, sex, discipline, and position. Demographic items will appear in drop-down menu form on your survey.



Demographic items differs according to your institution type.

(1) *Position*

The “Position” item asks your users to identify their status at your institution (i.e., undergraduate for college or university types or part-time student for community colleges). This item plays a critical role in shaping the layout of your LibQUAL+[®] results notebook. Since this is the basis for the notebook, the “Position” items can not be customized. If you are a new institution type, you should keep this fact in mind when developing your demographic questions, since the “Position” item or a similar item is used to break out your results.

For a complete sample survey, see [Appendix E: Sample Survey](#).

3. Understand the Technical Issues

a. Technical Assistance

You are responsible for providing your own local technical assistance for the survey. The behind-the-scenes programming has been written for maximum efficiency, stability, and compatibility, and the survey does not rely on erratically supported features such as Javascript or cookies.

On rare occasions, respondents have encountered problems with the Web survey. The causes of these problems varied (i.e., proxy server connections, firewalls, browser caching) and most can be resolved locally through contact with your local network administrator. Others can be attributed to the idiosyncratic nature of the Web itself, and do not reoccur.

A few of these problems may require intervention from the LibQUAL+[®] team. In those cases where these problems cannot be resolved locally, we welcome your direct contact at libqual@arl.org.

b. Survey Response Time

A typical response time for the completion of the 22 question, 3-scale version of the survey is about 13 minutes.

c. Web-based Survey Response Rates

Research indicates that web-based surveys typically have low response rates (around 15-20 percent). Despite this, the improved technical interface of the LibQUAL+[®] survey and refined survey instrument are yielding strong results. Evidence also indicates that institution e-mail lists are becoming more accurate and respondents are more likely to have seen or taken Web surveys.

The LibQUAL+[®] team works with libraries that have reported particularly high response rates in order to gather information on best practices that can be shared with all participants. Libraries that achieve response rates above 30 percent are considered libraries with high response rates for a web-based survey.

d. American Disabilities Act Compatibility

In order for the LibQUAL+[®] survey to comply with the Americans with Disabilities Act, participants should be prepared to make special arrangements for any respondents with disabilities. The Web survey form has been tested with JAWS software for the visually impaired. Participants should also address the need for the provision of special assistance at the local level, if necessary.

e. Data Archiving

LibQUAL+[®] is the official data archive. LibQUAL+[®] participants have access to their results (including notebooks, Excel files, and user comments) via the LibQUAL+[®] Web site.

4. Identify a Data Source for E-mail Sample(s)

a. Where to Locate a Data Source

You need to identify a source of valid e-mail addresses for your population. You may survey the entire population or draw a random sample. A good source of valid e-mail addresses may be your campus or institutional computing office, administrative records, or library patron database.

b. Random Sampling

A survey of your entire population will not necessarily provide more useful information than a random sample although a population survey is theoretically preferable to drawing a sample. The primary contact should work on determining the sample sizes based on the population segments you want to generalize. This person needs to make sure the e-mail addresses are drawn from the appropriate database and double-check the random sample to make sure that it is drawn from the population of interest. It is helpful to over sample in case some e-mail addresses are invalid. For example, instead of sampling 900 undergraduate e-mail addresses, start with 1,200 and use the extra 300 e-mail addresses to fill in as needed, as “undeliverable mail” is detected.

Each library is responsible for selecting their sample and sending e-mail messages to their sample population. In general, because “total market surveys” such as SERVQUAL and LibQUAL+[®] sample both users and

nonusers, sampling from a database other than the library patron database is recommended. In this case, the primary contact should work with someone in the academic computing, human resources, or information systems departments for help in obtaining institution-wide random samples of your population types.



The integrity of the e-mail database will determine the quality of the sample.

You should contact your IT team early in the survey process to determine if the separation of sample groups is possible and to find out how much time is needed for them to create those groups. For colleges and universities, for example, drawing random samples separate for faculty, graduate students, and undergraduates is recommended.

When creating the list of e-mail addresses, carefully consider your local circumstances and develop a **process that works for you** in your local environment. For example, if you plan to survey faculty every year, you might want to draw two different, non-overlapping samples the first year and use those two samples in each respective year of the survey administration.


c. Sample Size

We recommend that you draw at least 1,200 random email addresses for each population segment of interest. Historically, we recommended 900 undergraduates, 600 graduate students, and 600 faculty members for college and university libraries as a minimum. You do not have to restrict your sample to these minimum requirements. Larger samples give you better estimates for subgroup analysis. If you want to generalize to other population segments, i.e. specific disciplines, to get a better understanding of the dynamics of the different users groups within your institution, you should draw larger random samples and even target the population segments within the different disciplines. For other types of libraries, in general 1,200 randomly selected respondents should be adequate to provide useful estimates for the population segment that is of interest.

We do offer an analysis of your population distribution against the respondents distribution. The LibQUAL+® notebooks for college and university libraries report summary data and show representativeness graphs for faculty, graduate students, and undergraduates.




If your population size is less than 1,200 you do not need to draw a random sample. You can survey your whole population. The computer infrastructure is robust and can accept large numbers of users. A

drawback of surveying large numbers from your population year after year is survey fatigue. So, consider marketing the survey carefully and aggressively to the random sample or the population you are surveying.

 When selecting a sample population from more specific groups at your institution, please keep notes about your sampling method. You will be asked to describe your sampling method in the Post Hoc Questionnaire. For more information, see [Fill Out Your Post Hoc Questionnaire](#).

D. Conduct Your Survey

1. Set Your Survey Preferences

	<p>This form allows you to designate the language for your survey, determine your survey start and end dates, indicate whether your institution will offer local incentives and receive data in SPSS format, identify a support e-mail address that will appear on your survey form, and upload your institution's logo.</p>
	<p> The items marked (REQUIRED) must be completed before customizing your survey.</p>
	<p>SELECTING a LANGUAGE (REQUIRED) You <u>must</u> select the language for your survey.</p>
	<p>SURVEY START and END DATES You are asked to indicate the start and end dates you intend to open and close your survey. The LibQUAL+[®] team recommends that you keep your survey open for at least three weeks. These dates are simply guidelines for the LibQUAL+[®] team and DO NOT govern when your survey will open and close.</p>
	<p>LOCAL INCENTIVE (REQUIRED) You <u>must</u> indicate whether your institution will offer incentives to respondents. Some institutions are prohibited from participating in this type of drawing, please be sure to check with your Institutional Review Board (for more information, see Obtain IRB Approval) before responding to this question.</p>
	<p>SPSS DATA FILE DELIVERY You may choose to receive an SPSS file containing your raw data. SPSS data files are delivered via e-mail by Bruce Thompson at Texas A&M University to your primary contact approximately two-to-three months after the session has closed.</p>
	<p> If you need a replacement SPSS data file or request an SPSS</p>

data file after a survey period has closed, you will be charged an additional fee for its production. For more information on the LibQUAL+® fee schedule, see LibQUAL+® Services and Fees online at <http://www.libqual.org/About/FeeSchedule/index.cfm>.

SURVEY SUPPORT E-MAIL ADDRESS (REQUIRED)

This e-mail address will appear on your survey form as the first point of contact for respondents who have questions or concerns about your survey. We recommend that you set up a special e-mail account to address these questions and concerns.

UPLOAD YOUR INSTITUTION'S LOGO (REQUIRED)

Your institution's logo will appear at the top of your survey form to help brand your survey. To ensure image quality, the following criteria are recommended:

- The image should be similar in color and design to the images available on your institution's library Web page and should be in GIF or JPG format.
- The image size should be 50 pixels high by 500 pixels wide, but no larger than 100 by 600 pixels.
- The image resolution should be 72 pixels per inch or higher.



Have you completed your Survey Preferences? You must complete this section before customizing your survey.

2. Customize Your Survey



This area allows you to select five additional questions to add to your survey, customize the terms you use for academic disciplines or other affiliations at your institution, and list branch library options for respondents to select.

LOCAL QUESTIONS

You may choose to add five additional questions to your survey. These five questions are selected from a pool of more than 100 questions that come from two sources: (1) questions used on previous versions of the LibQUAL+® survey; and (2) local questions created by participating consortia. These questions will be integrated into the 22 core items on your survey for a total of 27 questions. In general, you can select optional questions depending on whether you would like to select items that are measuring additional aspects of the existing dimensions (affect of service,

library as place, and information control) or items that are less related to these categories. Thompson, Cook and Kyrillidou have provided an analysis of the optional items that can guide your decision along these terms.¹

- **Section 1: “Question Packages”¹**

You have three choices for selecting local questions: (1) a question package created by consortia participants, (2) mix & match questions from Section 2 below, or (3) No Optional Questions if you do not wish to add local questions. NOTE: Consortia participants’ questions will be pre-set in the system, if any are being used, but participants may make adjustments. Dual-language consortium participants will need to manually select the questions on their second survey.

- **Section 2: “Mix & Match Questions”**

Here you will select 5 questions to add to your survey by checking the box to the left of the designated question.



When you have completed this section, press **Save My Changes** and proceed to the Customizing Disciplines and Other Affiliations section.

CUSTOMIZING DISCIPLINES AND OTHER AFFILIATIONS

LibQUAL+[®] provides standard discipline options that you can customize to your institution’s disciplines or other affiliations. The standard disciplines used on the American English version of the survey are adapted from those used by the National Center for Education Statistics (NCES) for U.S. institutions of higher education, based on the Classification of Instructional Programs (CIP).

You can choose which standard options to display on your survey and rename any of these options to match those at your institution. However, the renamed options must be mapped back to the standard discipline categories. LibQUAL+[®] will report survey results back to you using both the standard options and your customized disciplines or affiliations.

¹ For more information on using local items on your survey, see the following article:
Bruce Thompson, Colleen Cook, and Martha Kyrillidou, “Using Localized Survey Items to Augment Standardized Benchmarking Measures Across User Groups: A LibQUAL+TM Study,” *portal: Libraries and the Academy* 6, no. 2 (2006): 219–230. An earlier version of this paper was presented at the 6th Northumbria International Conference on Performing Measures in Libraries and Information Services, Durham, England, August 22, 2005:
<http://www.libqual.org/documents/admin/northu05.doc>.

Please remember the following:

- Choices will appear in alphabetical order in a drop-down menu for respondents to select the best option that describes them.
- Providing too many options may make the drop-down menu unwieldy, and may make it harder for users to select the option that best fits them.
- You will be asked to indicate the number of users from each discipline category for the Representativeness questionnaire (for more information, see [Complete Your Representativeness Questionnaire](#)); if you list a large number of disciplines you will have to provide more data on this questionnaire which may not be obtainable from your institution.
- We recommend less than 16 categories, if possible.
- Include an “Other” or “N/A” option for those users who may not be able to make a viable selection from the other options (i.e., Administrative Staff).



If you do not wish to include display disciplines on your survey, do not select discipline categories, press **Save My Changes** and proceed to the next area, The Library You Use Most Often.

THE LIBRARY YOU USE MOST OFTEN

You may choose to include the question, “The library you use most often,” on your survey. In the final section of the Survey Customization area, list the options respondents will use to reply to this question (i.e., Main Library, Fine Arts Library, Architecture Library, distance education program, etc). These options will appear in a drop-down menu.






If you do not wish to include this question on your survey, leave the answer option fields blank, press **Save My Changes** and exit the form.



Have you completed the Survey Customization section? You must complete this section before previewing and approving your survey.

3. Preview and Approve Your Survey

	<p>PREVIEW YOUR SURVEY</p> <p>You <u>must complete at least one full preview of your survey</u> (by filling in every required field) before approving it and launching your live LibQUAL+® survey. You are strongly encouraged to test your survey in a variety of settings, including accessing it from locations both on and off your local site, and using different platforms and Web browsers. Encourage library staff to test the survey so that they are aware of the survey if users approach them with questions. Please make sure that library staff knows who is responsible for coordinating the survey process at your institution.</p> <p> NOTE: The preview survey is for testing purposes only. Data collected via the preview survey is not saved and is not reported to you.</p> <p>APPROVE YOUR SURVEY</p> <p>Once you have approved your preview survey, <i>you can no longer make any changes to your survey.</i> Therefore, <u>DO NOT</u> approve your preview survey until you are certain that it is final. Once your preview survey is approved, you will automatically be directed to your actual survey URL. Please <u>DO NOT</u> confuse your live survey URL with your preview survey URL; one simple way to tell them apart is that the preview survey URL includes the word “preview.” Your live survey URL will also appear on the top of the “Manage Your Survey” page marked as Survey URL.</p> <p> NOTE: If you encounter problems with your preview survey that your local technical support cannot resolve, report them to the LibQUAL+® team at libqual@arl.org.</p>
---	--

4. Communicate With Your Users

a. Draw a Final E-mail Sample(s)

You will need to work with the appropriate people at your institution to draw a final list of e-mail addresses for your sample(s).

b. Announce Your Survey to Your E-mail Sample(s)

Your survey announcement should introduce your users to the upcoming survey. For a sample survey notification, see [Appendix B: Sample Survey Notification](#). Examples of effective publicity include:

- Writing ads for your school or local newspaper or office newsletter
- Distributing printed fliers around organization
- Setting table tents on dining hall tables
- Creating ads for campus television stations
- Writing jingles to air on campus radio stations

c. Adjust Your E-mail Sample(s)

Based on your feedback from the survey announcement, adjust your e-mail sample groups as needed (i.e., replace invalid e-mail addresses with valid ones).

d. Send an Invitation to Your E-mail Sample(s)

Your survey invitation should address the purpose of the study, the issue of confidentiality, how the results will be used, and any incentives offered for participants. Most importantly it must include the URL to the survey. For a sample survey invitation, see [Appendix C: Sample Survey Invitation](#).

Timing of survey invitation: Past experience has proven that Monday morning is the best time to send out survey communications and Friday afternoon is the least effective.

Some libraries have created Web pages to address common questions and problems that users may encounter while taking the survey, which may help reduce the number of complaints received from users. For examples of survey Web sites created by past participants, see http://www.libqual.org/Information/Related_Sites/index.cfm.

The LibQUAL+® FAQ is available on our Web site at <http://www.libqual.org/Information/FAQ/index.cfm>. You are free to cut-and-paste information from that page to create your own FAQ Web page.

e. Make Print Surveys Available to Users

(1) *How to Obtain Print Surveys*

Print versions of your survey are available in the “Manage Your Survey” area. Please use the following steps to obtain a print version of your survey:

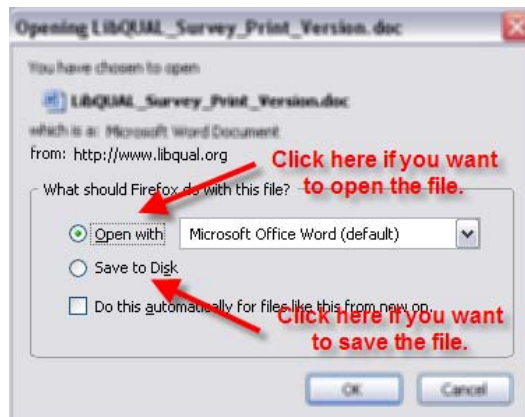
- **Step 1:** Go to Manage Your Survey at <http://www.libqual.org/Manage/Survey/index.cfm>.



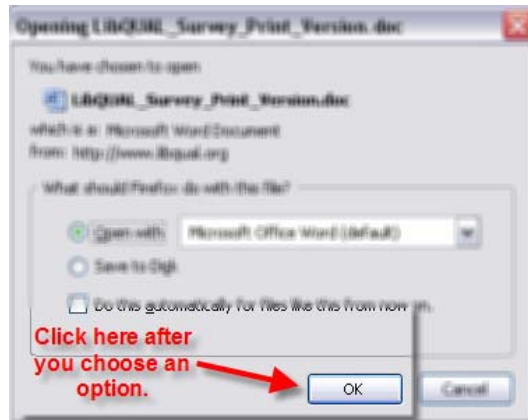
- **Step 2:** Click the link “Click Here to Open in Word.”



- **Step 3:** You will be prompted to “Open with Microsoft Office Word (default)” or another default application or “Save to Disk.”



- **Step 4:** Select one of the two options and click “OK.”



You can also access print versions of your survey from the “Monitor Survey Progress” page.

- Go to the “Monitor Survey Progress” page at <http://www.libqual.org/Manage/Survey/Progress/index.cfm>.
- Click on the link marked “Click Here to Open in Word” in the green box under “Survey Progress” to access print versions of your survey in Word format.



You must approve your Preview Survey before accessing a Print Version of your survey.

(2) Handling Print Surveys

Print surveys should be used only when a patron is unable or unwilling to complete the survey online. **All paper surveys collected by you must be manually entered into the online survey form by the survey liaison or another local person. LIBQUAL+® does not collect paper surveys. Print survey data can only be entered during the time that your survey is open. Once your survey has closed, print survey data can no longer be entered.**

We recommend that all print surveys be coded (numbered consecutively), in order for you to track the number of print surveys that are distributed and returned. A good source of information about print survey protocol is *The Survey Kit*, edited

by Arlene Fink.² The procedure for print surveys also preserves the confidentiality of the respondent. The paper copy bears no name or information that would identify the respondent once the results are processed. You have an obligation not to release any information about the participants without the respondent's permission. Even if an e-mail address is provided on the printed form, it would be nearly impossible to match that electronic address with the individual's survey responses once they have been entered into the Web form.

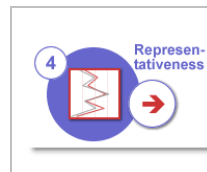
To assure the respondents of confidentiality, set up a drop box in the library to collect completed print survey forms for those who prefer not to return the survey by mail. Having these two options for returning surveys will help the response/return rate. If your library offers the option to mail in the survey, the completed survey should be returned to the library and respondents should include in the address, "Attention: LibQUAL+[®] Survey." Doing so will ensure that when the form is mailed back to the library it will be routed to the correct person.

5. Send Survey Reminders

Research indicates that the number of contacts is the single highest predictor of the response rate for a web-based survey.³ Therefore, plan to send at least three to five notices to your sample population, and remember to thank them in your follow-up reminders in case they have already completed the survey.

No. of Messages	Message
1	Announcement of upcoming survey
1	Invitation with survey URL embedded
3-5	Follow-up reminders

6. Complete Your Representativeness Questionnaire



The Representativeness Questionnaire allows you and the LibQUAL+[®] team to determine how your institutional demographic profile compares with your survey data. Basic demographic information is collected from respondents to enable analysis of the results by category and check the representativeness of the

² Arlene Fink, *The Survey Kit, 2nd Edition* (California: Sage Publications, Inc., 2003).

³ Colleen Cook, Fred Heath, and R.L. Thompson, "A meta-analysis of response rate in Web- or Internet-based surveys," *Educational and Psychological Measurement* 60, (2000): 821-836.

responding population. Past experience has shown that some respondents are averse to completing surveys that request this type of information. However, because representativeness of response is critical in order to look for response bias, this information is an important part of your survey.



You must preview and approve your survey to access the Representativeness Questionnaire, which will be available for completion throughout your survey run.

The information collected in this section varies depending on (a) the user groups at your type of institution, and (b) the demographics collected on those users. In general, the Representativeness Questionnaire asks you to provide the following pieces of information:

1. The number of individuals by user group or position.
2. The number of individuals within each discipline or affiliation (i.e., Humanities graduate students). The terms listed in this section are the ones that you specified for your institution in the customize disciplines or affiliations section of [Customize Your Survey](#).


3. Sex

The American Psychological Association and most Human Subjects Research Boards advises that basic sex and age demographics be assimilated in order to ensure that studies are truly comprehensive. This also addresses empirical concerns, such as representativeness of response.


One obvious bias that is carefully considered is gender. There is a concern that web-based surveys may be inherently biased, inadvertently affected by gender-based differences in approaches to technology. However, gender has not been found to be an issue when the LibQUAL+[®] survey has been given at institutions of higher education.

4. Library Statistics:

- Volumes added during year – Gross/Total (including e-books)
- Total number of current serials received (including electronic serials)
- Total library expenditures (U.S. dollars)
- Personnel – professional staff, full-time equivalent (FTE)
- Personnel – support staff, full-time equivalent (FTE)

 Your Representativeness Questionnaire must be completed before you close your survey. If you fail to enter data for the questionnaire before closing your survey and wish to add or edit data after your survey has closed, you will be charged an additional fee. For information about LibQUAL+® Services and Fees, see our Web site at <http://www.libqual.org/About/FeeSchedule/index.cfm>.

7. Monitor Your Survey Progress

 This page allows you to track the real-time progress of your survey. Using this feature, you can see the number of individuals (by user group and library branch) responding to your survey in real time. The mean and median response times are also provided, and you can track the number of users who have responded to your survey over the past 30 days. Additionally, you can download a print version of your survey in Word format, link to respondents' comments, and manually close your survey.

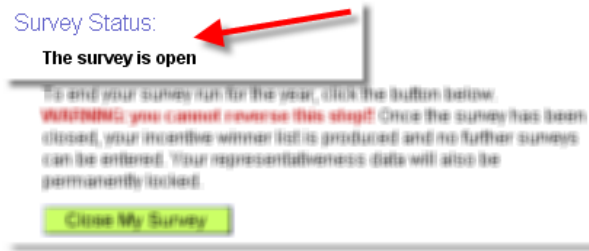
8. Close Your Survey

Please use the following steps to close your survey:

- **Step 1:** Go to “Manage Your Survey” at <http://www.libqual.org/Manage/Survey/index.cfm>.



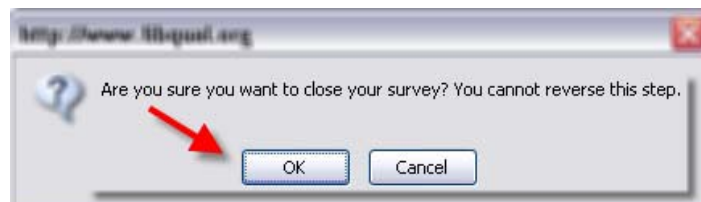
- **Step 2:** At the bottom of this page, you will find the “Survey Status” section that tells you the status of your survey.



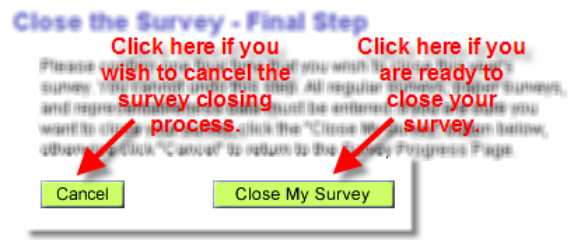
- **Step 3:** Click the “Close My Survey” button to close your survey.



- **Step 4:** Once you click “Close My Survey,” you will receive a prompt verifying if you are ready to proceed with the closing of your survey. Click “OK” if you are ready to proceed.



- **Step 5:** In this final step of the survey closing process, choose to close your survey by clicking “Close My Survey” or cancel the entire process by clicking “Cancel.”







We include numerous opportunities for you to cancel the closing survey process because once you close your survey this step **CANNOT** be reversed.

Once your survey has been closed, your incentive winner list is produced (for more information on incentive winners, see [Retrieve Your Incentive Winners](#)) and no further surveys can be entered. Your representativeness data will also be locked (for more information on the Representativeness Questionnaire, see [Complete Your Representativeness Questionnaire](#)).

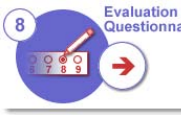
9. Retrieve Your Incentive Winners

	<p>If your institution is offering local incentives, a randomly selected list of 50 respondent e-mail addresses will be available in this section <u>once you have closed your survey</u>.</p> <p>For information on how to close your survey, see Close Your Survey.</p>
---	---

10. Fill out Your Post Hoc Questionnaire

	<p>This questionnaire provides the LibQUAL+® team with information about the survey at your institution (i.e., sample size, number of e-mails sent, number of invalid e-mail addresses, incentives offered, marketing techniques, etc.). Post Hoc data are useful to us for understanding your survey process.</p>
---	--

11. Fill out Your Evaluation Questionnaire

	<p>This questionnaire provides you the opportunity to provide feedback to the LibQUAL+® team and evaluate your institution's experience with the survey process. <u>All survey liaisons and assistants are encouraged to complete the Evaluation Questionnaire.</u> Your feedback is invaluable to us.</p>
---	---

E. Post Survey Tasks

1. View Online Tutorial: “Learning to Read **LibQUAL+**[®] Radar Chart and Graphs”

The LibQUAL+[®] team has produced an online tutorial in Flash format to provide you with an overview of the LibQUAL+[®] survey instrument and the three dimensions it measures. The tutorial helps you understand and interpret your survey results by explaining gap scores, radar charts, and bar graphs. It is available online at

<http://www.libqual.org/Information/Tools/libqualpresentation.cfm>.



This presentation requires the Flash plug-in which can be downloaded from [Macromedia](http://www.macromedia.com).

2. Download Your Survey Results

You can access your survey results through the Management Center at <http://www.libqual.org/Manage/Results/index.cfm>. The results page provides you with access to user comments, survey results notebooks, Excel data files, norms tables, and other tools.

a. Survey Results

In addition to your own data, you will receive online access to summary results for all current year participants. You are encouraged to share what you have learned and how you are using your survey data via the libqual-l@arl.org and arl-quality@arl.org discussion lists, as well as local Web sites.

The survey results should not be seen as a measure of comparison of one library's performance versus another's, but rather as a means to compare perceptions of service delivery against expectations. LibQUAL+[®] is establishing a dialogue among libraries, out of which a set of best practices for library service is emerging.

(1) *Notebooks*

Results notebooks are produced in Adobe PDF format. **The user groups specific to your type of institution divide the various notebook sections.**

Consortium members will receive individual results notebooks for their institution and an aggregate results notebook for the group.



Professionally printed copies of the results notebooks are available for purchase from LibQUAL+® for an additional fee. For more information on LibQUAL+® Services and Fees, see <http://www.libqual.org/About/FeeSchedule/index.cfm>.

(2) Raw Data Files

You will also receive access to your complete raw survey data in Excel format. All records—partial, invalid, and completed—are included in this file, which may be downloaded from the Management Center at <http://www.libqual.org/Manage/Results/index.cfm>.

Results notebooks and Excel data files are batch processed by LIBQUAL+® and are made available to participants on a rolling basis as institutions close their surveys. Typically, notebooks and Excel files are available within one week after you close your survey. Group results notebooks take longer to produce since all members of the group must close their surveys before the analysis and production of results can take place.

(3) SPSS Data Files

In each session, the LibQUAL+® team creates SPSS files for those institutions that request to receive an SPSS data file in the Survey Preferences section (see [Set Your Survey Preferences](#) for more information). The SPSS data file contains only valid cases based on the screening criteria. SPSS data files will be sent via e-mail to your primary contact two to three months after the session has closed. All participants need to have closed their surveys before data processing and creation of the SPSS data files can commence.

Additional fees will apply if you request an SPSS data file after the closing of your survey or if you wish to replace a lost or damaged data file.

If you wish to undertake SPSS analysis of your results, you can import your Excel data file into SPSS and complete the analysis. The Excel version of the file, though, DOES NOT include any value or variable labels like the processed SPSS files.

b. Comments

You have real-time access to the comments provided by respondents in the comments box on your LibQUAL+[®] survey. Basic demographic information such as user group, age, sex, and library branch (if available) is provided with each comment. Comments are also tagged with a unique identification number that enables you to link each comment to the individual's survey response.



Comments are not visible to other institutions participating in LibQUAL+[®]; your institution only has access to your comments.

3. Understand Norms

In widely applicable standardized instruments, norms are typically calculated only once every five to ten years. Norms can be useful in library service quality benchmarking.⁴ Normative data for LibQUAL+[®] are no longer calculated for each session or year because the LibQUAL+[®] norms are remarkably stable over languages and years. In other words, you can use existing norms from the list below to compare and benchmark your results with that of other institutions.⁵

Norms for several past years are available online:

2005:

<http://www.libqual.org/documents/admin/LibQUALHighlights2005.pdf>

2004:

<http://www.coe.tamu.edu/~bthompson/libq2004.htm>

2003:

<http://www.coe.tamu.edu/~bthompson/libq03b.htm>

<http://www.coe.tamu.edu/~bthompson/libq2003.htm>

2002:

<http://www.coe.tamu.edu/~bthompson/libq2002.htm>

⁴ Colleen Cook, Fred Heath, and Bruce Thompson, "Score Norms for Improving Library Service Quality: A LibQUAL+[™] Study," *portal: Libraries and the Academy* 2, no. 2 (2002): 13-26. This article is also available at <http://www.libqual.org/documents/admin/ScoreNorms.pdf>.

⁵ Bruce Thompson, Colleen Cook, and Martha Kyriallidou, "Stability of Library Service Quality Benchmarking Norms across Time and Cohorts: a LibQUAL+[™] Study" (Paper presented at the Asia-Pacific Conference of Library and Information Education and Practice (A-LIEP), Singapore, April 4-7, 2006). This paper is available at <http://www.coe.tamu.edu/~bthompson/libq2005>.

2001:

<http://www.coe.tamu.edu/~bthompson/servnorm.htm>

Consortia notebooks with normative data, such as mean (averages), are also available through the Management Center.

4. Produce Your Radar Charts

The LibQUAL+® team has developed an Excel file template where you can insert your own data values to produce customized radar charts. The template is available online at <http://www.libqual.org/Manage/Resources/index.cfm>.

A guide is also available that describes how to use Excel to create your own graphs, [“Charting LibQUAL+® Data”](#) by Jeff Stark, Training and Development Services, Texas A&M University Libraries, Texas A&M University (March 2004); see <http://www.libqual.org/documents/admin/ChartingLibQUAL.pdf>.

5. Produce High Quality Image Files from the Results Notebook

The following steps can be used to produce high quality images (i.e., radar charts) from results notebook for presentation purposes:

- **Step 1:** Using the image select tool in Adobe Acrobat, select the area you would like to export.
- **Step 2:** Increase the magnification to 300 or 400 percent for the entire document.
- **Step 3:** Press the CTRL + ‘C’ keys (keyboard shortcut for the “copy” command).
- **Step 4:** Paste the image into the desired application (i.e., Word) by pressing CTRL + ‘V’ keys (keyboard shortcut for the “paste” command).
- **Step 5:** Resize the image to the desired magnification.

6. Attend Other LibQUAL+® Workshops

Below is a listing of the commonly offered LibQUAL+® workshops. Additional workshops may be created and offered throughout the year. For more information on these and other workshops, go to the events page on the LibQUAL+® Web site at <http://www.libqual.org/Events/index.cfm>.

a. LibQUAL+® Results Meeting

In this half-day workshop, LibQUAL+® team members walk participants through survey results from the most recent survey cycle. Attendees have the opportunity to ask questions about the results, provide feedback on their survey experience, learn from other participants, and discuss how to put LibQUAL+® results into action. Results meetings are generally held in association with ALA conferences. In recent years, separate results meetings have been held for international participants and consortia that are large enough to warrant a separate session.

b. New Ways of Listening to Library Users

This workshop provides participants with the opportunity to interact in person with A. Parasuraman, one of the developers of SERVQUAL, and other individuals involved in the development of LibQUAL+®. Participants discuss user-focused approaches to measuring library service quality, including SERVQUAL, TRI, e-QUAL, and LibQUAL+®. Generally held at the ARL offices in Washington, D.C.

c. Analyzing and Interpreting Your LibQUAL+® Data with SPSS and ATLAS.ti

This half-day, full-day, or two-day workshop is designed for LibQUAL+® participants who want to learn how to analyze their data with SPSS and ATLAS.ti. It includes a basic introduction to data analysis with a focus on LibQUAL+® SPSS data files. Half-day variations of this workshop are also offered in conjunction with the ALA Annual Conferences and Midwinter Meetings.

d. LibQUAL+® Share Fair

Typically held in conjunction with the LibQUAL+® meetings at the ALA Annual Conferences, Share Fairs offer participants an opportunity to share best practices with each other via informal, poster-session-style presentations. All participants are invited to attend the Share Fairs, which are promoted via the Web site and announcements on the LibQUAL-L list.

e. Service Quality Evaluation Academy

The Academy is an intensive five-day program focusing on qualitative and quantitative methods for collecting and analyzing library service quality data. The program emphasizes basic concepts and skills in measurement

and data analysis that will be applicable to service quality evaluations. The Academy is designed for librarians across library types and organizational structures, with a strong commitment to service quality assessment efforts. Academy participants are selected from a pool of applicants each spring; the Academy is typically held in May or June.

7. Disseminate Your **LibQUAL+®** Results

You may share your data within your institution in any way you see fit to promote and improve library services. Some institutions have created pages on their Web sites (see http://www.libqual.org/Information/Related_Sites/index.cfm for a list of Participant Related Web sites) as a means of sharing their survey results with their community, while others have published articles in their institutional newspaper or magazine.

You should **NOT** use other libraries' data **IN ANY WAY** that would compromise or harm the reputation of other institutions. You may use peer institutions' data in a confidential manner without disclosing their identity in order to compare your results to identify best practices and emulate methods of meeting user expectations and managing user perceptions. Be mindful that user perceptions and attitudes can change rapidly, as a result, local circumstances and rank ordering is not useful in this context. LibQUAL+® attempts to serve as a tool for local diagnostic purposes and cross-institutional comparisons to help institutions learn from one another.

LibQUAL+® is just one of many methods that an institution may adopt in evaluating their services regularly and systematically to ensure that they are meeting the needs of their users. LibQUAL+® will continue to offer opportunities for libraries to share their experiences and data usage so that libraries can learn how to meet user expectations and identify best practices in the area of managing user perceptions.

a. Publish Your **LibQUAL+®** Results

We encourage you to analyze and publish your findings. If you choose to publish articles using data collected via LibQUAL+®, we advise you to sign non-exclusive agreements that include the following statement:

*“The authors grant the Association of Research Libraries (ARL) **the non-exclusive right** to reproduce, distribute, post on the Web, and disseminate for educational use any articles published in scholarly and other commercial journals as long as the source, author, issue, and page numbers are acknowledged.”*

This allows LibQUAL+[®] to disseminate results and research literature related to LibQUAL+[®] more effectively.

b. Publish Your LibQUAL+[®] Results on Your Local Web Site

If you wish to make your LibQUAL+[®] results publicly available by posting them on an institutional Web site, you should acknowledge the role of LibQUAL+[®] in their production by including the following statement:

“This report was produced by LibQUAL+[®] for [library name]. LibQUAL+[®] is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). For more information, visit www.libqual.org.”

c. Evaluating the Integrity of Your Data

When you receive your data file you can evaluate the integrity or trustworthiness of library service quality assessment data in your context. In other words, you may conduct what is known as (a) score reliability and (b) score validity analysis. This analysis is presented in an accessible manner in the Thompson, Kyrillidou, Cook article accepted for presentation at the Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, Charlottesville, VA, September 25, 2006.⁶ The article demonstrates how to use SPSS software to compute the related statistics. LibQUAL+[®] data are used in heuristic examples, to make the discussion concrete, but the illustrations apply to both new and other measures of library service quality.

d. Plan a Library Summit

A Library Summit gathers people together who have a stake in the library's future. These individuals spend a full or half day together in facilitated small-group discussions about the LibQUAL+[®] results, adding depth and context to the survey numbers, and generate fresh solutions and suggestions for service improvements.

⁶ Bruce Thompson, Martha Kyrillidou and Colleen Cook. “How You Can Evaluate the Integrity of Your Library Service Quality Assessment Data: Intercontinental LibQUAL+TM Analyses Used as Concrete Heuristic Examples.” (Paper presented at the Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, Charlottesville, VA, September 25, 2006).

Benefits of a Library Summit:

- **Goodwill.** An organization that makes its weakness public and asks for advice and help gains positive regard. Participants and library staff also appreciate having their opinions taken seriously.
- **“Closing the Loop”.** Library plans based on LibQUAL+® survey results and Summit discussions provide good structure for showcasing positive outcome in assessment.
- **Personal investment.** Participants tend to take ownership of their ideas and may stay more involved and connected with the library to see if their suggestions are implemented.
- **Outreach.** Everyone involved in a Library Summit learns something about library resources and services.
- **Original ideas.** Library “outsiders” provide fresh interpretations and insights that might not be generated internally.
- **More data.** Input from Library Summit participants provides richer more detailed data for LibQUAL+® survey items.
- **Buy-in.** The Summit process is inclusive, so it reduces internal and external disagreements about priorities and decisions.
- **Climate change.** Administrative, faculty, staff, and student endorsement of a Summit sets the tone for campus-wide collaboration in library success.

Clemson University and the University of Texas at Austin are working with ARL to help other academic libraries put together their own Library Summits.

For more information on planning a library summit, see http://www.libqual.org/documents/admin/LibQUAL_Summit.pdf.

APPENDICES

Appendix A: Sample IRB Forms

Used By: Texas A&M University in 2001

TAMU #

Texas A&M University
Form I
Summary Cover Sheet
Protocol for Human Subjects in Research

Please check off or provide details on the following (enter N/A if not applicable):

Exemption Requested
See Page 2

Principal Investigator Name Fred M. Heath Faculty Graduate Student*

College/Dept Texas A&M General Libraries Mail Stop 5000 Phone 845-8111

Project Title Association of Research Libraries LibQUAL+ Project: Service Quality Measures

Subjective Estimate of Risk to Subject: Low Moderate High None

Gender of subjects: Male Female Both Age(s): 18-75 Total Participants (est.): 10,000

Source of Subjects:

- Psychology Subject Pool
- Other TAMU Students
- Community
- Posted Notices**
- Prisons

Subject Recruitment:

- Direct Person-to person contact
- Telephone Solicitation
- Newspaper Ad
- Letter**
- Other (Please describe) e-mail communication

Other (Please specify) Secondary data from participating universities

Compensation*** Yes No

Deception† Yes No

Location of Experiment: participating universities

Invasive or Sensitive Procedures: Yes No

- Blood Samples
- Physical Measurements (electrodes, etc.)
- Psychological Inventory
- rDNA
- Urine Samples
- Stress Exercise
- Review of Medical Records
- Other (Specify)

Sensitive Subject Matter: Yes No

- Alcohol, Drugs, Sex
- Depression/Suicide
- Learning Disability
- Other (Specify)

Use of Video or Audio tapes (please indicate)

- Retained Yes No
- Retained/Length of Time
- Destroy/Erase Yes No
- Other (explain)
- Use specified in consent form? Yes No
- Use/Access to tapes:

Provisions for Confidentiality/Anonymity

- Replies Coded
- Secure Storage
- Anonymous Response
- Confidential Response

Exact Location Where Signed Consent Forms Will be Filed:
(Must be kept on file for 3 years after the completion of the project).

* Must include signature of committee chair on protocol

- ** Please attach
- *** Please attach conditions, schedule of payment.
- † If yes, attach a debriefing form

Page 1 of 2

REQUEST FOR EXEMPTION from full IRB review

Some research projects involving human subjects are exempt from full review by the IRB. See the attached sheet on research categories exempt from full IRB review.

Basis for Exemption [Please refer to attached "Categories Exempt From Full IRB Review."]

- Established Educational Settings/Normal Educational Practices(a letter of approval from a school official must be obtained before the study can be conducted; send copy to the IRB)
- Use of educational anonymous tests (cognitive, diagnostic, aptitude, advancement; **attach copy**).
- Survey or interview procedures, [**unless** subjects might be identified, put at legal or personal risk, and unless survey or procedures deal with sensitive matters of personal behavior]
- Observations of public behavior [**unless** subjects might be identified, put at legal or personal risk, and unless observations deal with sensitive matters of personal behavior]
- Anonymous collection or study of existing documents, records, pathological or diagnostic specimens.
- Taste and food quality evaluation and consumer acceptance studies.

The U.S. population is becoming increasingly culturally, linguistically, economically, and ethnically diverse. The research needs to make a concerted effort to ensure that research subjects reflect the population demographically, including these groups who have been traditionally underrepresented. However, it is recognized that the available pool of subjects may preclude having a balanced population. If you cannot use a diverse population in your research, you must justify why not.

Principal Investigator Signature and Date

Graduate Committee Chair Signature and Date

Department Head Signature and Date

Institutional Review Board Signature and Date

Sample Detailed Form

Used By: Texas A&M University in 2001

Form II
Protocol Format for Use of Human Subject in Research

Part A

Project Title: Association of Research Libraries LibQUAL+ Project: Service Quality Measures

Principal Investigator: Fred Heath, Dean of Texas A&M General Libraries
845-8111
Fax: 845-6238
e-mail: fheath@tamu.edu

Sponsor/Source of Funds: Association of Research Libraries is the sponsor

Participating university libraries: University of Arizona, Arizona State University, University of Arkansas, Baylor University, Brigham Young University, Clemson University, University of Colorado, Colorado State University, Emory University, University of Guelph, University of Houston, University of Illinois at Urbana-Champaign, Iowa State University, Linda Hall Library, Miami University of Ohio, Michigan State University, University of Mississippi, University of Missouri, University of Nebraska, University of New Mexico, Northwestern University Medical School, Ohio University, Oklahoma State University, University of Oregon, Oregon State University, University of Pittsburgh, Southern Illinois University, University of Texas, Texas A&M University, Texas Tech University, University of Utah, Utah State University, Virginia Tech University, Washburn University, University of Washington, Washington State University, University of Waterloo.

The project costs are funded by the Texas A&M General Libraries, the Association of Research Libraries, a grant from the U.S. Department of Education Fund of the Improvement of Postsecondary Education, and by the project participants.

Part B

I have read the Belmont Report, 'Ethical Procedures and Guidelines for the Protection of Human Subjects of Research; and subscribe to the principles it contains. In light of this Declaration, I present for the Board's consideration the following information which will be explained to the subjects about the research activity.

SELECTION AND SOURCES OF SUBJECTS

Texas A&M University is working with data from the institutions named above. As background, each university will (a) ask approximately 2,000 members of its community (900 undergraduates, 600 graduates, and 600 faculty) (b) who have in the interest of diversity been

randomly selected to respond to a Web survey about issues of library service quality. As the sample is randomly drawn, it is anticipated that (c) the ages will reflect the university range and will be generally from 10 to 75. There will be (d) no compensation. Each survey will take place (e) in March 2001 from workstation on the campuses of the participating institutions. The data will be collected (f) on secure servers located in the Texas A&M Main Library, and reported back to the participants as aggregated mean score data. Individual responses of participants will be wholly confidential.

EXPERIMENTAL PROCEDURE

In March, each respondent will be invited to log onto the Web form created by the participating institution and respond to a customer satisfaction survey. The survey, LibQUAL+, is a large-scale, user-based assessment of library service effectiveness that is being developed by the Association of Research Libraries in collaboration with Texas A&M. LibQUAL+ was patterned after the SERVQUAL instrument developed by Leonard L. Berry (Distinguished Professor, Texas A&M University), A. Parasuraman, and Valarie A. Zeithaml. The LibQUAL+ survey takes about fifteen minutes to complete. The questionnaire is straightforward and involves no deception or coercion. Potential respondents may elect not to proceed with the survey after reading the guarantees of confidentiality and privacy.

RISKS AND BENEFITS TO SUBJECTS

(a) There are no risks to the respondents other than the ordinary risks of daily life and chosen occupation. Respondents are free to decline to participate in the survey and can elect to leave the survey incomplete.

(b) The benefits to the respondents are those to the universities generally. For the first time, North American academic libraries will be able to assess the returns on their annual investment in terms of user evaluation of service quality. Strength and weaknesses across the several dimensions defining service quality will be identified, best practices among participating universities will also surface, allowing libraries to work collegially with other institution to improve local practices.

SIGNATURE

Fred Heath
Dean, Texas A&M General Libraries and Holder of the Sterling C. Evans Endowed Chair

February 15, 2001

Appendix B: Sample Survey Notification

Sent By: Fred Heath, Texas A&M University in 2001

[Today's date]

TO: [faculty, staff, or student's name]

FROM: [dean, director, or university librarian]

SUBJECT: LIBRARY WEB SURVEY

Your opinion counts!

It certainly means a lot to [this university library].

As we plan for the future of [this university library], it is important that we understand our users' perceptions and expectations so that we can provide the services you need. In a few days, you will receive an email providing you with a link to a library service quality survey. By responding to the survey, you will provide essential information for us to use in planning for the future. The survey is part of a North American effort led by the Association of Research Libraries to measure library service quality and identify best practices. We would greatly appreciate your help. When you receive this email, please take the time to go to the Web survey and complete it. Thank you for your participation.

Appendix C: Sample Survey Invitation

Sent By: Eileen Hitchingham, Virginia Tech in 2000

April 2000

Please help us.

You can really contribute to having a better understanding of what our community thinks about Virginia Tech library services by participating in a very important electronic survey. Sample responses indicate it takes an average of 13 minutes to complete the form. Your investment of a bit of time now to respond will be greatly appreciated.

Virginia Tech is one of [number of projected participants] academic libraries especially selected to pilot a library survey on services. This survey is important because it will:

Help us better understand how the VT community rates library services

Allow us to benchmark BT results against other libraries to determine best practices

Let us know where we can concentrate service improvements for VT users

I am contacting you because you are part of the random sample chosen to represent all Virginia Tech students and faculty. When a sample survey is done it is very important to get good participation so I hope you will choose to respond. Let me assure you that if you participate, your responses will be held in confidence. No identifying links between responses and the individual responding will be retained. Combined data only will be reported.

I would certainly appreciate it if you would complete the online survey at [URL varies by institution] right now, or within the next few days.

We are able to provide a small incentive for your participation. If you choose, you can enter a drawing for [incentive] by keying in your e-mail address at the end of the survey. If you have any difficulty in accessing or taking the survey, please contact Don Kenney, Associate Dean University of Libraries at [e-mail address] or [phone number].

Many thanks for helping us out with this important survey.

Eileen

Eileen E. Hitchingham
Dean of Libraries
Virginia Tech

Appendix D: Sample Survey Reminders

Reminder A

Sent By: Fred Heath, Texas A&M Libraries

[Today's date]

TO: [faculty, staff, or student's name]

FROM: [dean, director, or university librarian]

SUBJECT: LIBRARY WEB SURVEY

[This reminder message should go out three times at three-to-five day intervals after the original message was sent.]

A few days ago you received an e-mail message asking you to assist us in assessing the quality of our library services by filling out a web-based survey.

If you have filled out the survey, thank you! If not, we ask you to take a few minutes to go to URL below and help us in this important endeavor by taking the survey. Only you can tell us how well we are serving your library needs.

[URL varies by institution]

Please complete the survey no later than [the original date requested]. If you have any difficulty is accessing or taking the survey, please contact [the name of a local liaison at the university] [...phone # and e-mail].

Don't forget to key in your e-mail address at the end of the survey if you want to enter the drawing for [local and/or project prizes].

Thank you for your assistance.

Reminder B

Sent By: Eileen Hutchingham, Dean of Libraries at Virginia Tech

THANKS!!!! If you've responded to the library survey we sent out to a selected sample of faculty and students in the Virginia Tech community last week.

If you haven't had a chance to take the survey yet I would appreciate your reading the letter below and going to the search site at [URL varies by institution] to complete the survey.

As I have looked at the overall return rate from all participants it is clear that the response rate from the Virginia Tech community has been first-rate. With your help we can maintain that very good margin.

Alternate wording:

As I have looked at the overall return rate from all participants I am a little disappointed at the returns I see from the Virginia Tech community so far. With your special help we can get our numbers up and assure that Virginia Tech, like other schools, is a strong participant in this project.

Thanks again,

Eileen

Original letter forwarded

Appendix E: Sample Survey

Introductory Page




ARL Sample 4-Year Institution Welcome!

We are committed to improving your library services. Better understanding your expectations will help us tailor those services to your needs.

We are conducting this survey to measure library service quality and identify best practices through the Association of Research Libraries' LibQUAL+[®] program.

Please answer all items. The survey will take about **10 minutes** to complete. Thank you for your participation!

Survey ( The survey is on one page online.)

Please rate the following statements (1 is lowest, 9 is highest) by indicating:

Minimum -- the number that represents the *minimum* level of service that you would find acceptable

Desired -- the number that represents the level of service that *you personally want*

Perceived -- the number that represents the level of service that *you believe* our library currently provides

For each item, you must EITHER rate the item in all three columns OR identify the item as "N/A" (not applicable). Selecting "N/A" will override all other answers for that item.

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	
1) Employees who instill confidence in users	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		N/A
2) Making electronic resources accessible from my home or office	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		N/A
3) Library space that inspires study and learning	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		N/A
4) Giving users individual attention	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		N/A
5) A library Web site enabling me to locate information on my own	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		N/A
6) Employees who are consistently courteous	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		N/A
7) The printed library materials I need for my work	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		N/A
8) Quiet space for individual activities	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		N/A
9) Readiness to respond to users' questions	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		N/A
10) The electronic information resources I need	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		N/A
11) Employees who have the knowledge to answer user questions	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		N/A
12) A comfortable and inviting location	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		N/A
13) Employees who deal with users in a caring fashion	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		N/A
14) Modern equipment that lets me easily access needed information	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		N/A
15) Employees who understand the needs of their users	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		N/A
16) Easy-to-use access tools that allow me to find things on my own	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		N/A

17)	A getaway for study, learning, or research	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	N/A
18)	Willingness to help users	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	N/A
19)	Making information easily accessible for independent use	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	N/A
20)	Print and/or electronic journal collections I require for my work	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	N/A
21)	Community space for group learning and group study	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	N/A
22)	Dependability in handling users' service problems	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	N/A

Please indicate the degree to which you agree with the following statements:

23)	The library helps me stay abreast of developments in my field(s) of interest.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
24)	The library aids my advancement in my academic discipline.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
25)	The library enables me to be more efficient in my academic pursuits.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
26)	The library helps me distinguish between trustworthy and untrustworthy information.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
27)	The library provides me with the information skills I need in my work or study.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
28)	In general, I am satisfied with the way in which I am treated at the library.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
29)	In general, I am satisfied with library support for my learning, research, and/or teaching needs.	1 2 3 4 5 6 7 8 9 <i>Strongly Disagree</i>	9 <i>Strongly Agree</i>
30)	How would you rate the overall quality of the service provided by the library?	1 2 3 4 5 6 <i>Extremely Poor</i>	9 <i>Extremely Good</i>

Please indicate your library usage patterns:	
31) How often do you use resources on library premises?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Never
32) How often do you access library resources through a library Web page?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Never
33) How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Never

Appendix F: Protocol for Translating the LibQUAL+® Survey Instrument

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library.

To date, the LibQUAL+® survey has been implemented in eleven languages: Afrikaans, American English, British English, Danish, Dutch, Finnish, French (Canada), French (Europe), German, Norwegian, and Swedish.

The LibQUAL+® team is interested in developing and piloting new language versions of the survey for use in other countries and library settings. This protocol document outlines the steps required to translate and implement the survey in a new language.

Because of the many steps that are required to complete a translation, institutions that are interested in translating and using a new language version of the survey are encouraged to contact the LibQUAL+® team at libqual@arl.org as far in advance of the survey start date as possible.

Initial Translation

ARL relies on interested and participating libraries to assist with the translation of the LibQUAL+® survey instrument into new languages. All language translations are based on the American English version of the survey. ARL provides libraries with a spreadsheet that includes all the text used in the survey (both from the Web interface and the survey instrument itself). Generally, one library staff member performs the initial translation of the instrument from American English into the new language. Once that translation is complete, other library staff are asked to review the translation and suggest changes or edits. ARL works closely with the staff to provide context for the survey terminology and answer any questions.

The spreadsheet provided by ARL breaks down the survey text into small segments (for example, Core Survey Questions, Demographic Questions, Survey Web Text) and provides blank space for translators to fill in the translated text next to the original wording. Translators are required to complete the spreadsheet in its entirety, typing in the translated information.

Backward Translation into American English

Once the survey has been translated into the new language, ARL will hire a different translator to translate the instrument back into American English. Backward translation is an important technique for eliminating translation-related problems. The goal of the backward translation is to ensure that the translated instrument is as close to the original version as possible, in order to eliminate or minimize any linguistic nuances that could affect user responses to the survey items.

Demographics

One element of the LibQUAL+[®] survey that may require customization on a language-by-language basis is the demographic section. The demographic questions on the LibQUAL+[®] survey are specific to each institution type (i.e., university/college library, law library, public library). Depending on the type of institution that will be using the new translation and the types of users that will be responding, ARL may work with the institution to identify any changes that should be made to the demographic questions to account for cultural or institutional differences.

Adding the Language to the Online Interface

Once the survey text has been completely translated, LibQUAL+[®] staff must manually enter it into the online survey interface in order for it to be available for institutions to use. This process is time-consuming and requires careful cross-checking on the part of the LibQUAL+[®] team. Additional consultation with the translators may be required if the LibQUAL+[®] team has questions or needs additional information.

Previewing the translated survey

All LibQUAL+[®] participants have the opportunity to review their library's survey online before launching it to users. In the case of institutions that are using a newly translated version of the survey, this preview is mandatory. The preview is the last opportunity for participants to make changes to their survey instrument. For that reason, institutions that are using a new translation should take special care when previewing their survey, and report to ARL any errors in translation, phrasing, or meaning so that these errors can be corrected before launch.

Implementing two language versions at one library

Several past LibQUAL+[®] participants have implemented the survey in two languages at once (i.e., American English and Canadian French) in order to provide their users with the opportunity to take the survey in the language with which they are most comfortable. If your library is interested in this type of survey implementation, please contact the LibQUAL+[®] team at libqual@arl.org in order to discuss those arrangements.

Results notebooks

After an institution has completed the LibQUAL+[®] survey, they receive a results notebook (available online in PDF format) containing information about their survey run. For those institutions that implement the survey in a language other than American English, their results notebook will include the translated survey text where appropriate (for example, survey items, demographic questions, etc.) However, the main text of the notebook (introductory text, captions, etc.) will be in American English.

Presentation on Canadian French implementation

A team of researchers presented a research paper at the 5th Northumbria International Conference in Durham, U.K., in July of 2003. Their presentation titled “Cross-cultural implementation of LibQUAL+TM: the French language experience,” may be of interest to other libraries considering translations. In addition to describing the steps involved in translating the survey instrument into Canadian French, their presentation also affirmatively answered the research question of whether the Canadian French translation process produced scores that are equivalent to English versions of the survey.⁷

For more information

For additional information on translating the LibQUAL+[®] survey into a new language, or to discuss new translation opportunities, contact Martha Kyrillidou at martha@arl.org.

⁷ Martha Kyrillidou, Toni Olshen, Fred Heath, Claude Bonnelly, and Jean-Pierre Cote, “Cross-cultural implementation of LibQUAL+TM: the French language experience.” (Paper presented at the 5th Northumbria International Conference, Durham, UK, July 2003). This paper is available at <http://www.libqual.org/documents/admin/Northumbria%20final6.pdf>.

This paper is also available in French: “*La mise en œuvre interculturelle de LibQUAL+^{MC}: Le cas du français*,” *Bulletin Des Bibliothèques de France*, no. 5 (2005): 48-55.

Association of Research Libraries

21 Dupont Circle NW

Suite 800

Washington, D.C.

Phone 202.296.2296

Fax 202.872.0884

<http://www.libqual.org>

Copyright © 2009 Association of Research Libraries

ISBN 1-59407-820-3