



LibQUAL+

Share Fair

ALA Annual Conference
Summer 2007

Monday, June 25, 2007

12:00-1:00 p.m.

Madison Hotel

Dolley Madison Room

Washington, DC

Thank you from the LibQUAL+® Team

We are pleased to host this fifth annual Share Fair, which includes presentations from 14 current and former LibQUAL+® survey participants, and the Association of Research Libraries (ARL). These presentations provide examples of many aspects of LibQUAL+® including:

- survey administration and marketing
- quantitative and qualitative analyses available using your survey results
- methods of engaging your library staff, stakeholders, and customers in understanding and using the findings.

LibQUAL+® is one tool in the library assessment toolkit and is intended to assist libraries in making effective improvements.

We hope you will find these presentations helpful, and that you will consider the presenters as resource contacts once you leave Washington, DC and begin to work with your own survey results. To help facilitate that connection, this booklet includes abstracts and contact information for each presenting institution. We also hope that you will consider participating in a future Share Fair.

We would like to thank all of the Share Fair participants for volunteering their time and energy to this event (some multiple times). Their willingness to present, share, and discuss their survey experience is what makes this event such a success. Thank you, and enjoy the Share Fair!

Sincerely,

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Presenters

Assumption College

Dawn Thistle

Type: Marketing

Brown University

Daniel O'Mahony

Type: Qualitative & Quantitative

Clemson University

Peggy Tyler and Jan Comfort

Type: Qualitative

Colorado State University

Amy Hoseth

Type: Qualitative

Dalhousie University

Jane Duffy and Tina Usmiani

Type: Qualitative

East Carolina University

Jan Lewis

Type: Quantitative

Georgia Southern University

Bob Fernekes

Type: Qualitative

Merrimack College

Lyena Chavez

Type: Marketing

Morehead State University

Jennifer Little

Type: Quantitative

Ohio State University

Celeste Feather

Type: Qualitative & Quantitative

University of Nevada, Las Vegas

Patrick Griffis

Type: Qualitative

University of Virginia

Jim Self

Type: Quantitative

Utah State University

Pamela Martins

Type: Marketing

Western Michigan University

Bradford Dennis and

Barbara Cockrell

Type: Qualitative & Quantitative

Association of Research Libraries

MaShana Davis, Yolanda Glass, and

Kristina Justh

Type: Marketing

Assumption College

Participation: 2006

Dawn Thistle

Director of Library Services

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Can They Hear Us Now? Marketing Your LibQUAL+® Survey

The d'Alzon Library at Assumption College conducted a very successful LibQUAL+® survey in 2006. Using the television commercial Verizon guy as our inspiration, our theme became “Can we hear you now?” We organized our marketing activities around that theme (using one of our librarians dressed up as the “LibQUAL+® guy”) and developed a marketing plan. This plan enabled us to keep track of and distribute promotional activities among several LibQUAL+® committee members, and to ensure that each step was completed. It allowed us to look at the entire survey process, from start to finish to post-survey reporting, before we even began. Our scrapbook includes a copy of the plan and examples of the various ways that we marketed the survey to our Assumption constituents. The great response to our survey proved that they heard us, and, as a result, we heard them!

Brown University

Participation: 2002, 2005

Daniel O'Mahony

Leader, Administrative Services Department

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Qualitative and Peer Analysis of LibQUAL+® Results

Brown University Library administered the LibQUAL+® survey in 2002 and 2005. This presentation outlines (1) the methodology used in analyzing the qualitative data available from the survey comments and (2) the approach used in determining “peer” comparisons of data for benchmarking and contextual comparisons.

Clemson University

Participation: 2001, 2002, 2003, 2004, 2006

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LibQUAL+® and the Library Summit: Clemson Goes for the Summit Three-Peat and Keeps it Fresh

Clemson University Libraries convened their first Library Summit in May of 2000. It was a full-day discussion about library issues with participants from the University community, including administrators and trustees, students, faculty, and librarians (who facilitated group roundtables). In September 2003, another Library Summit was organized around topics picked from the three LibQUAL+® areas evaluated as having the largest gaps between desired and perceived levels of satisfaction. These discussions about the LibQUAL+® results with faculty, staff, and students were followed by town meetings within the library to turn the Summit comments and ideas into new assessment and planning tools.

Now, in 2006, a new Summit needed to help our new Dean of Libraries re-energize the campus community to re-imagine and renew support for the library. Our LibQUAL+® survey results were almost identical to the last survey iteration and not disturbing, so were not the core theme of the Summit, (although the results were provided to the participants as part of their information packets). We used table discussions of hypothetical case studies/scenarios to focus of the role of the library in Clemson's statewide and worldwide economic development activities that allow students to work alongside faculty and industry/government partners in undergraduate and graduate research. The discussion itself reminded campus opinion leaders and outside participants of the Libraries' relevance to their work and gave them new ideas about how to include the library in their projects. The notes from the Summit are being used by library task forces in creating new plans and projects.

Colorado State University

Participation: 2004, 2006

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We Did LibQUAL+® - Now What? Practical Suggestions for Maximizing Your Survey Results

The LibQUAL+® survey has been completed by numerous users at academic libraries in the U.S. and abroad. While there is often great momentum both internally and externally to participate in the survey, working with survey results can present a challenge for college and undergraduate library staff who may not have the time or the technical know-how to extract meaningful insights from the data.

This presentation will address some of the efforts undertaken by previous survey participants, propose simple steps that participants can take to get the most out of their LibQUAL+® survey results, and include suggestions for additional readings and resources.

Dalhousie University

Participation: 2005, 2007

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Tina Usmiani

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Through the LibQUAL+® Looking Glass: Dalhousie University Post-LibQUAL+® 2005-2007 Initiatives

Dalhousie University Libraries ran the LibQUAL+® survey in 2005 and 2007, the latter year as part of the Canadian Association of Research Libraries consortium. Jane Duffy and Tina Usmiani's presentation will highlight what the Library did with the data received after both surveys, specifically 1) the outreach, marketing, campaigns to enhance perception of the "Library as Place," particularly the Dalhousie Libraries' "We Hear You" promotional blitz throughout 2006; 2) the public service space planning and renovation activities in the Main Library; 3) post-2005 follow-up public service "research and development" activities to support increased perceptions of "Information Control," e.g., the building and implementation of a federated search engine, integrated document delivery system and online Information Literacy tutorials; 4) maximizing benefits of high "Affect of Service" results in LibQUAL+® 2005 to achieve even better results in LibQUAL+® 2007; 5) descriptions of current Dalhousie University Libraries' public services' team-based initiatives to post-LibQUAL+® challenges presented in longitudinal indications, including intelligence gathering through focus groups, greater emphasis on point of engagement surveys and evaluation tools, consultation of research libraries across North America to gather "best practices" in areas where we need to do better. Handouts will be provided.

East Carolina University

Participation: 2003, 2007

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LibQUAL+® in a Distance Education Environment

This year, we wanted to assess our distance education students' perceptions of library services. We sent the LibQUAL+® survey link to 6000 students enrolled in DE or online courses at East Carolina University during spring semester, 2007. This poster session will discuss differences in perceptions among DE students and the general student population we surveyed in 2003 and will compare our results to results at comparable institutions that administered LibQUAL+® in spring 2007. We will discuss some of the pitfalls we identified in administering LibQUAL+® to a population of DE students and highlight some of the things we learned.

Georgia Southern University

Participation: 2003, 2006

Bob Fernekes

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The Henderson Library LibQUAL+® Experience

The focus of the display is to demonstrate how LibQUAL+® data can be used to achieve the following:

- improve library services
- support library requests for enhanced and end-of-year funding
- provide multiple measures for assessing Institutional Effectiveness Outcomes in response to accreditation requirements
- contribute to strategic planning and environmental scanning

Merrimack College

Participation: 2006

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Meet Me @ McQuade: Using LibQUAL+® to Develop a Student-Centered Marketing Campaign

This Share Fair presentation outlines how the McQuade Library at Merrimack College used its LibQUAL+® experience to develop a student-centered, responsive, award-winning library marketing campaign.

McQuade Library administered the LibQUAL+® survey in the beginning of 2006 through a Massachusetts Board of Library Commissioners mini-grant that was funded by the Institute of Museum and Library Services. Not surprisingly, this library did not meet user expectations in the “Library as Place” dimension given its outdated, inflexible 1960s facility. LibQUAL+® survey results clarified and confirmed users’ negative perceptions of the library’s environment, physical space, and facilities and were utilized in the planning process for a building renovation. However, staff members were concerned with improving the building and its environment in the short term. Armed with LibQUAL+® results, as well as student feedback, staff members launched a library marketing campaign entitled *Meet Me @ McQuade* which promotes the library as a place to conduct research, study, and learn. The campaign emphasized programming, modest improvements to the building, and community-building, all in direct response to LibQUAL+® results. For McQuade Library, the LibQUAL+® experience was a catalyst to create a dynamic marketing campaign that trusts and listens to users, and responds through the improvement of library services.

Morehead State University

Participation: 2006

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LibQUAL+® Year One @ Morehead State University, Kentucky

The Camden-Carroll Library received a grant to offer the LibQUAL+® survey for the first time. We administered the survey in the fall semester of 2006. Morehead State University is one of six regional universities in the state of Kentucky. Its student count is approximately 9,000 and size of the library collection is close to 500,000 items. The survey response rate was successful--we received a total of 614 responses from 380 undergraduate students, 54 graduate students, 104 faculty, 63 staff, and 13 library staff. A total of 207 comments were submitted. The main issues that were identified and we intend to improve are:

- The library does not meet the minimum expectations of many graduate students and faculty when it comes to the “print and/or electronic journal collections” they require for their work.
- People are least satisfied with “community space for group learning and group study.”

Ohio State University

Participation: 2002, 2003, 2005, 2006, 2007

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Library as Place and OSU LibQUAL+® 2007

Ohio State University emptied its main library building in the summer of 2006 for a three year renovation project. The contents of the main library moved to a warehouse facility located two miles from central campus. Branch libraries on the main campus have experienced significant impact, and minor renovations in the two largest branch facilities were completed in order to lessen the loss of the main library building for three years. The OSU Libraries have participated in LibQUAL+® five times since 2002, and the 2007 data is being compared to data from former years to gather information about the impact all of the renovations have had on our users.

A comprehensive report of the OSU LibQUAL+® 2006 data will also be on display, including the report of a brief analysis that was undertaken in comparison to other ARL libraries (no specific institutions mentioned) whose users reported greater satisfaction in key areas of the Information Control dimension.

University of Nevada, Las Vegas

Participation: 2002, 2004, 2006

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Using LibQUAL+® Affect of Service Items as a Framework for Designing Service Staff Core Competencies and Values

The University of Nevada, Las Vegas Libraries has recently used the results of the Affect of Service dimension to embark on a major initiative to improve the service quality provided at service desks. The service themes in the Affect of Service dimension were used as the basis of a customer service retreat for all employees who staff any of the service desks. As a direct result of this retreat, a Reference Service Desk Training Task Force was charged to develop core competencies and a training program for new employees who will provide service at the reference desks. The development of the core competencies for the training program was designed around major service themes garnered from items in the Affect of Service dimension. Additionally, a Statement of Core Values for the Reference Department resulted from the customer service retreat and these statements were also shaped by major service themes garnered from the Affect of Service dimension items. Examples of core competency statements and core value statements based on Affect of Service dimension items are provided.

University of Virginia

Participation: 2006

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Drilling to the Core

This informal presentation discusses the 2006 implementation of LibQUAL+® at the University of Virginia. It focuses on the 22 core questions, pointing out the notable differences among the primary user groups.

Utah State University

Participation: 2006

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Developing a Student-Centered Marketing Strategy

To attract LibQUAL+® participants, Utah State University's Merrill-Cazier Library created a good-humored, attention-grabbing marketing strategy. To reach students and faculty, we utilized email, old-fashioned posters and fliers, online social networking sites, incentives, and booths at the student center and in the library.

Surprisingly, our marketing theme was inspired by bad publicity. During finals week of the fall semester, students organized a "howl" in the library (unbeknownst to library staff). Students gathered one night and quite literally howled in the library. The noise aggravated many patrons and made national news for the Merrill-Cazier Library. In spring semester we were looking for a theme to market our first LibQUAL+® survey. We wanted something that would grab students' attention, and so we turned to our nationally publicized controversy. Our "Don't Howl at the Moon...Tell Us What You Think!" campaign allowed us to catch students' attention, while poking fun at ourselves at the same time. Thanks to our playful campaign, nearly 20% of USU participated in our first LibQUAL+® survey.

Western Michigan University

Participation: 2004, 2007

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Qualitative and Quantitative Analyses of LibQUAL+®

Brad Dennis, Assistant Professor and Education Librarian and Barbara Cockrell, Associate Professor and Science Reference Librarian from Western Michigan University (WMU) will demonstrate qualitative and quantitative analysis possibilities using the data set that you will receive from LibQUAL+®. WMU worked to obtain a large number of responses (1,742 in 2004 and 2,941 in 2007) in order to analyze their data set using SPSS (Statistical Package for the Social Sciences) and Atlas.ti (content-analysis software to analyze user comments).

The LibQUAL+® Team at WMU developed a method to convert “desired, minimum, and perceived” into a single score. This score was then used to compare performance among user groups, between departments, and over time. We reported data to employees and strategic stakeholders on several occasions and used LibQUAL+® data to inform our strategic planning process. LibQUAL+® data were used to create goals and objectives and then to measure performance in 2007.

Association of Research Libraries

MaShana Davis, Yolanda Glass, and Kristina Justh

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Suggestions for Marketing Your LibQUAL+® Survey

The ARL booth will feature examples of LibQUAL+® marketing pieces, both those designed by ARL or participating institutions. Stop by and learn about the creative ways libraries are encouraging user participation.

For information on future **LibQUAL+**[®] events visit:
<http://www.libqual.org/Events/index.cfm>

To register for future **LibQUAL+**[®] surveys visit:
<http://www.libqual.org/Register/index.cfm>



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