USG LibQUAL+ Participation: Possibilities & Benefits

Kathy Tomajko

Georgia Tech Library

RACL Meeting

March 11, 2005

LibQUAL+: Participants in General

The institutional participant list is available at: http://www.libqual.org/Information/Participants/index.cfm

- Colleges and universities of all sizes have participated since the inception of the LibQUAL+ Survey in 2000. The majority have been academic libraries; also public, medical, government, and other special libraries have participated. The majority are the U.S libraries.

LibQUAL+: Participants in General (cont'd)

- **2000**: 13 libraries participating; 5,000 respondents
- **2001**: 42 libraries; 34,000 participants
- **2002**: 164 libraries; 78,000 respondents
- **2003**: 308 libraries;125,000 respondents
- **2004**: 202 libraries; 107,000 respondents
- **2005**: 235 libraries (survey in progress)

LibQUAL+: Consortial Participants

- **OhioLINK**

- **Network of Alabama Academic Libraries (NAAL)**

- **State University Libraries of Florida**

- **NY3Rs (academic and public libraries in New York state)**

- **Oberlin Library Group**

- **University of Wisconsin Library System**

LibQUAL+: Consortial Participants (cont'd)

- Association of Academic Health Sciences Libraries (AASHSL)
- Society of College, National & University Libraries (SCONUL), the first participating international consortium (U.K. academic libraries)
- European Business Schools Librarians Group (EBSLG)
- New England Law Library Consortium (NELLCO)
- Church Education System Libraries (CES)
- Association of Jesuit Colleges and Universities Law Libraries (AJCU)
- Virtual Academic Library Environment of New Jersey Libraries (VALE)
- Hospital/Medical Library Association (MLA) Libraries
- Military Education Research Library Network (MERLN)

NOTE: *A Georgia consortial initiative in spring 2005* is AMPALS; some participants are Oglethorpe, Berry College, Reinhardt College and others.

OhioLINK: LibQUAL+ Experiences

- OhioLINK is a consortium of 78 Ohio universities, colleges, community colleges, and the State Library of Ohio.

- 57 of the 78 OhioLINK libraries participated in the 2002 LibQUAL+ Survey.

OhioLINK: LibQUAL+ Participation Rationale

OhioLINK participated consortially in LibQUAL+ for the following reasons:

- They had identified assessment as a priority.

- The LibQUAL+ Survey had already been tested and revised based on the experiences of many libraries.

- Using LibQUAL+ provided a common tool for individual libraries to compare themselves to other OhioLINK-affiliated libraries (as well as comparisons with libraries across the country).

OhioLINK: Some LibQUAL+ Findings

- OhioLINK libraries service quality exceeded peer comparisons (when compared to national data and aggregate ARL data).

- Examination of the data (both national peer groups and OhioLINK-internal peer comparisons) reveals a positive OhioLINK impact on academic libraries in Ohio.

- OhioLINK's experience suggests that other consortia libraries may find consortial peer comparisons more beneficial than national comparisons.

LibQUAL+: Consortial Participation Benefits

- An analysis of group results and a group/aggregate notebook is provided to consortial participants.

- The ability to add five additional questions to the survey as a unified group; data from those questions will be included in the group notebook.

- The opportunity for a locally hosted, customized results meeting (depending on the number of consortium participants and the availability of the LibQUAL+[TM] team).

- The ability to benchmark your results with a group of peer institutions.

Georgia Tech Library: LibQUAL+ History

- Georgia Tech Library participated in the LibQUAL+ Survey in spring 2003 and spring 2004.

- The participation effort was relatively minimal, coordinated by one person with some assistance from the Library's systems staff.

- LibQUAL+ web pages have been developed and are available on the Library web site:

http://www.library.gatech.edu/about_us/libqual/

- The web pages include an executive summary, the LibQUAL+ notebook, categorized comments, and library responses to the comments.

Some Additional Benefits

- LibQUAL+ facilitates a library's understanding of users' needs and expectations.

- In some cases, libraries can respond to these needs and expectations in low cost ways, i.e. if funding isn't readily available.

- Provides libraries with ammunition for increased campus support; in other words, poor survey results can be a good thing!

LibQUAL+ Survey: Major Steps

- Timing – previously LibQUAL+ could be administered in the January-June timeframe; now can be administered anytime during the year.
- Human subjects research approval; at GT, we contacted the campus Institutional Review Board (IRB); GT ultimately didn't require that we go through the formal process.
- Determination of sample size; smaller colleges/universities may choose to survey their entire population.
- Publicity (faculty & student publications; posters; Library web site, etc.).

LibQUAL+ Survey: Major Steps (cont'd)

- Decide whether to offer incentives; we offered 5 bookstore gift certificates.

- Survey announcements & follow-ups; many libraries email a survey invitation directly to their sample groups and others put the survey on their website (GT Registrar's Office were able to send me random sample group email addresses).

- Completion of your institution's demographic information using a web form on the LibQUAL+ web site.

- Monitor survey comments and response rates; GT had a 21% response rate in 2003 and 17% response rate in 2004 (decrease may have been due to survey fatigue, particularly on the part of faculty).
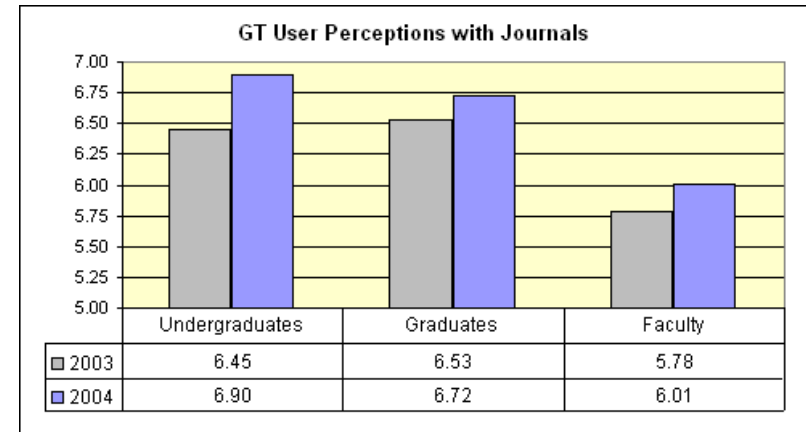
LibQUAL+ Survey: Major Steps (cont'd)

- Deliverables: free-text comments are delivered immediately; all participating institutions also receive online access to summary results of their own data and for each participating institution that year.

- Participants can also obtain a copy of their raw data file for local analysis.

- Institutions may share their own data in any way they see appropriate for promoting and improving library services.

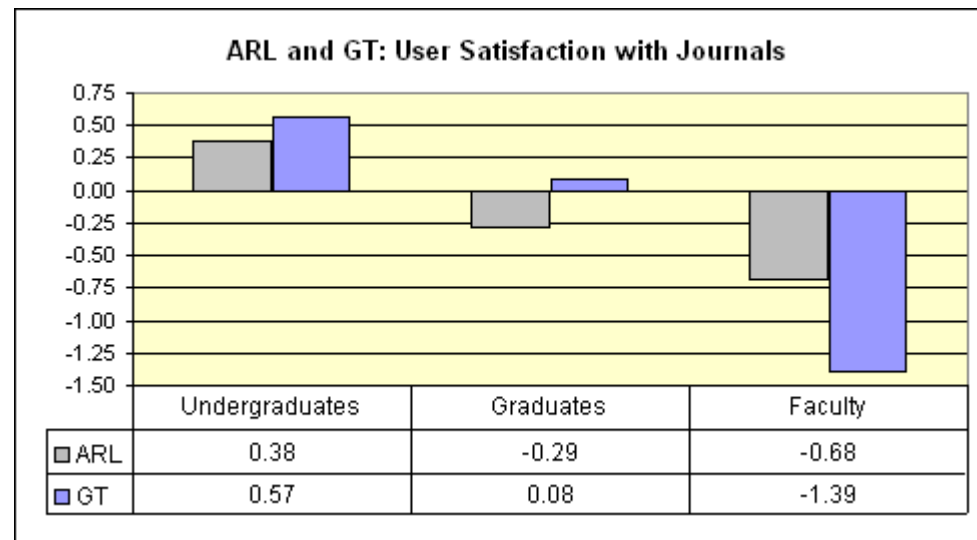# GT Library: Further Analysis – User Perceptions of Journals

- LibQUAL allows you to gauge your user's perceptions. Here is an example of our data on journals. The gray box is 2003, the blue 2004. As you can see all three user group's ratings increased over the year. This might be linked to the website redesign, SFX, and new promotional / instructional efforts.

GT User Perceptions with Journals

	Undergraduates	Graduates	Faculty
2003	6.45	6.53	5.78
2004	6.90	6.72	6.01

Further Analysis –
ARL and GT – User Satisfaction with Journals

LibQUAL also allows you to compare your results with other peer libraries. This example looks at the level of satisfaction of users with journals, comparing GT with the average of ARL libraries. Here we see that our undergraduates and graduate students are both slightly above ARL. However our faculty rating is considerably lower than the ARL average.

ARL and GT: User Satisfaction with Journals

	Undergraduates	Graduates	Faculty
ARL	0.38	-0.29	-0.68
GT	0.57	0.08	-1.39

Georgia Tech Library: LibQUAL+ Further Analysis

SEP3: *Science & Engineering Patron Perspectives Project*

- Objective: to compare the demand, perceptions, and satisfaction of our engineering and science students and faculty with other like institutions.

- Can provide a national benchmark for the sci-tech disciplines.

- We will be asking sci-tech libraries that have participated to share their data with us for further analysis.

LibQUAL + Survey:
Costs & More Information

- $2,250 per institution (price will likely go up slightly in spring 2006).

- Rich and I spoke with Martha Kryllidou and Amy Hoseth at ARL and there may be some slight cost breaks or additional benefits they can provide to USG consortially.

- For more information, see www.libqual.org

USG LibQUAL+ Participation: Possibilities & Benefits

Questions / Discussion

Thank you for your kind attention.

Contact information:

Kathy Tomajko

kathy.tomajko@library.gatech.edu

404-894-4527