Introduction

The University Libraries Assessment Committee is providing these LibQUAL+ data to you as the Faculty Director of the Business Library. We hope that this information will be valuable to you in understanding users’ expectations and perceptions of the service provided by the Library. To put the data in context, we are providing it relative to the entire Libraries data, to average Association of Research Libraries (ARL) scores, and to both data sets by user group (undergraduate, graduate, and faculty). This information is for informational purposes only. We do not intend to analyze the data, and will provide only cautionary notes to your own analysis of it. LibQUAL+ data alone is not actionable intelligence; if it is to inform you decisions, it should merely be considered one piece in a larger assessment picture.

Included LibQUAL+ Data

The data represented in this report is drawn from Affect of Service (AS) questions. AS questions most closely correspond to a users’ expectations and perceptions of a library’s service in a “customer service” sense, and all the respondents included in the following data indicted their discipline was either “Business (n=20)” or “Economics (n=8).” Therefore, as close as possible, this data is represents users’ expectations and perceptions of the Business Library’s service.

The data is an aggregate of responses to the following statements:

- AS-1 Employees who instill confidence in users
- AS-2 Giving users individual attention
- AS-3 Employees who are consistently courteous
- AS-4 Readiness to respond to users' questions
- AS-5 Employees who have the knowledge to answer user questions
- AS-6 Employees who deal with users in a caring fashion
- AS-7 Employees who understand the needs of their users
- AS-8 Willingness to help users
- AS-9 Dependability in handling users' service problems

Obviously, not all of these statements measure your unit's service. There are any factors that contribute to a respondent’s perception of these statements. Some of them may be of more interest to you than others. If you would like response data for a single or several of these questions, please do not hesitate to contact any member of the Assessment Committee.
Results

LibQUAL+ data is unique in that allows you to analyze users’ perceptions of service relative to their expectations of it. In three broad areas of library service—information control, library as place, and affect of service—respondents are asked to rate the minimum, desired, and perceived levels of service on a scale of 1-9.

Minimum is defined on the survey as “the number that represents the minimum level of service you would find acceptable.” Perceived is defined as “the number that represents the level of service that you believe the library currently provides.” Desired is defined as “the number of the service that you personally want.”

Comparison to UCB and ARL Averages

<table>
<thead>
<tr>
<th>Service Point</th>
<th>Average AS Score</th>
<th>Minimum</th>
<th>Desired</th>
<th>Perceived</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business (n=28)</td>
<td>7.66</td>
<td>5.43</td>
<td>6.32</td>
<td>6.02</td>
</tr>
<tr>
<td>UCB (n=534)</td>
<td>7.57</td>
<td>6.02</td>
<td>6.69</td>
<td>6.37</td>
</tr>
<tr>
<td>ARL (n=29,688)</td>
<td>7.8</td>
<td>6.37</td>
<td>7.06</td>
<td>6.69</td>
</tr>
</tbody>
</table>

The resulting “gaps” between the ratings allow you to see how far from adequate users perceive the service, and also how far from desirable. In other words, the difference between minimum and perceived (the “adequacy gap”) is how adequate or inadequate the service is rated; and the difference between perceived and desired (the “superiority gap”) is how far the service is from the optimal levels of service users desire. The larger (on the positive side) the gap number, the better. Generally, positive adequacy gaps are indicative of adequate service, negative adequacy gaps are indications of perceived inadequacy, and negative superiority gaps are common and can only be sought to be minimized.
Here is a non-library example to help you understand these numbers: Imagine you go to a restaurant and order a taco. You expect at the least to receive a taco (this is your minimum score). Now you would really like to have a good taco, one with all your favorite toppings (this is your desired score). The taco that comes to the table has sour cream. Your opinion of the taco before you is the perceived score. Now I like my tacos without sour cream, so I will perceive that my taco is less adequate, whereas you may be fond of sour cream and so view such a taco as superior. This example highlights one of the important features to keep in mind when examining this data: this is an examination of user’s expectations and those can differ greatly from person to person.

The following graphs are the same scored disaggregated by “user group” (undergraduate, graduate, and faculty respondents).
Comparison to UCB and ARL Averages by User Group

Comparison to UCB and ARL Gaps by User Group

Note: U is the number of undergraduates, G is graduate students, and F is faculty.
Cautionary Notes to Analysis

Please note that there is no definitive way of ascertaining what library, or what service within a library, a respondent is evaluating in this data. Students and faculty routinely use several libraries on campus. The Committee feels this is a very important note to LibQUAL+ analysis, especially in regards to AS.

It is also important to note that there are three issues that could influence how respondents’ perceive services: awareness, discovery, and the resources themselves. Whether or not a user is aware of a resource, and whether or not they can discover the resource through access systems, impacts their perception of the resource. A service manager, then, must keep in mind promotion, access tools, in addition to collection-building itself when considering the analysis of LibQUAL+ data.

What can be done with this data?

LibQUAL+ data is best considered as an assessment of what further assessment might be done. If you feel any aspects of the report are problematic, you might consider conducting more specific surveys, conversing with constituents, or reviewing internal procedures. If you feel aspects are indicative of positive service, you might consider using the data as promotional material. Either way, communicating these results back to the users could facilitate a valuable dialogue. The data may confirm your anecdotal beliefs, or it may lead you to new realizations of your unit’s service.

On the other hand, you might do nothing with it. LibQUAL+ data will increase in value over time, and future reports may bring more actionable data to light.

If you have any questions regarding LibQUAL+ whatsoever, please do not hesitate to contact the Assessment Committee.

User Comments

This is a selection of user comments related to your library branch. The comments were made by patrons who were referring specifically to the Business library or by patrons that identified their discipline as either “Business” or “Economics.” However, not all comments may be referring specifically to your library.

Faculty:
- I feel that given our finances, CU libraries are excellent. Even in a world in which money were no problem I rate our services as very good.
Graduate Students:
- The Leeds business school library lacks the team facilities and resources that most graduate students need.
- More comfortable furniture and many, many more plugs needed. Additionally, more meeting rooms would be nice. Also Law Library not listed and I use it as much as business as I am a JD/MBA student.
- The students that work in the library seem to be bothered when I need help. Not really friendly or courteous. Need more professional librarians maybe, with a lot of patience and willingness to make a difference when it comes to customer service

Undergraduates:
- Some of the online journals, such as LexisNexis, are not available for off-campus access. Since the library is not open at all times, it would be useful to enable off-campus access for students to these online resources.
- The library is a great and quiet place to actually get some productive work done. Overall, a little more library personal assistance could be nice, but overall it is a good atmosphere
- I enjoy the Libraries, I just wish that more people were available to help me find books when I need them, and when I have questions, I hope they can answer them.

Resources

Assessment Committee:

Website: http://ucblibraries.colorado.edu/internal/assessment/index.htm

Members: Brice Austin, John Culshaw (Ex-officio), Deborah Fink (Co-Chair, Ex-officio), Jennifer Gerke, Matthew Hamilton, Lindsay Steussy, Jack Maness (Co-Chair), Scott Seaman, Heather Wicht.

Selected Bibliography:


Edgar, W. B. Questioning LibQUAL+: Expanding its Assessment of Academic Library Effectiveness. Portal v. 6 no. 4 (October 2006) p. 445-65
Feather, J. [Libraries act on their LibQUAL+ findings]. *Education for Information* v. 23 no. 4 (December 2005) p. 264-6


**Overview of LibQUAL+ Survey**

**Demographic Questions:**
- User Group (also subgroups by year or status)
  - Undergraduate, Graduate, Faculty
- Age (by range)
- Sex
- Discipline
- Locally customized discipline

**Core Questions:**

*Affect of Service*
- [AS-1] Employees who instill confidence in users
- [AS-2] Giving users individual attention
- [AS-3] Employees who are consistently courteous
- [AS-4] Readiness to respond to users’ questions
- [AS-5] Employees who have the knowledge to answer user questions
- [AS-6] Employees who deal with users in a caring fashion
• [AS-7] Employees who understand the needs of their users
• [AS-8] Willingness to help users
• [AS-9] Dependability in handling users’ service problems

**Information Control**
• [IC-1] Making electronic resources accessible from my home or office
• [IC-2] A library Web site enabling me to locate information on my own
• [IC-3] The printed library materials I need for my work
• [IC-4] The electronic information resources I need
• [IC-5] Modern equipment that lets me easily access needed information
• [IC-6] Easy-to-use access tools that allow me to find things on my own
• [IC-7] Making information easily accessible for independent use
• [IC-8] Print and/or electronic journal collections I require for my work

**Library as Place**
• [LP-1] Library space that inspires study and learning
• [LP-2] Quiet space for individual activities
• [LP-3] A comfortable and inviting location
• [LP-4] A getaway for study, learning or research
• [LP-5] Community space for group learning and group study

**Local Questions:**
• Teaching me how to access, evaluate, and use information
• Librarians teaching me how to effectively use the electronically available databases, journals, and books
• A library environment that is hospitable and conducive to finding and using information
• Enabling me to find information myself 24 hours a day
• Facilitating self-directed research

**General Satisfaction Questions:**
• In general, I am satisfied with the way in which I am treated at the library.
• In general, I am satisfied with library support for my learning, research, and/or teaching needs.
• How would you rate the overall quality of the service provided by the library?

**Information Literacy Questions:**
• The library helps me stay abreast of developments in my field(s) of interest.
• The library aids my advancement in my academic discipline.
• The library enables me to be more efficient in my academic pursuits.
• The library helps me distinguish between trustworthy and untrustworthy information.
• The library provides me with the information skills I need in my work or study.
Library Use Questions:
- How often do you use resources on library premises?
- How often do you access library resources through a library Web page?
- How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?