



LibQUAL+[®]
2009 Survey

Meriam Library LibQUAL+
Executive Summary

ABOUT THE SURVEY

LibQUAL+ is a survey designed to measure users' perceptions and expectations of library service quality. Working with the Association of Research Libraries, the Meriam Library was one of 140 institutions that administered the survey in 2009. There are 22 core survey questions covering three broad areas of service (referred to as dimensions): Library as Place; Affect of Service; and Information Control. Respondents were asked to rate on a scale of 1-9 (with 9 being the most favorable) not only their current perceptions of library service quality, but also the minimum levels of service they are willing to accept and the desired levels of service they want to receive. In addition to the 22 core questions there are 5 customized questions, 4 demographic questions, 3 questions relating to general satisfaction, 5 questions relating to information literacy, 3 questions related to frequency and an open-ended comment box. LibQUAL+ survey results give the Meriam Library a better understanding of users' perceptions of library service quality as well as comparable assessment information from peer institutions. Analyzing this data can help to identify deficits and make positive changes in library service.

HOW THE SURVEY WAS CONDUCTED

Between April 1 and April 24 the LibQUAL+ survey was sent via e-mail to a random sampling of undergraduate, graduate and all faculty. Library faculty and all staff were excluded from the survey. Over the period of three and a half weeks, each person targeted received a survey announcement, a survey invitation, and a follow up survey announcement. As an incentive, survey respondents could choose to include their e-mail address to participate in a drawing to win prizes. Two students received gift cards from the Associated Students, one for \$100 and one for \$250. Two faculty received gift certificates to local restaurants, one for \$50 and one for \$100.

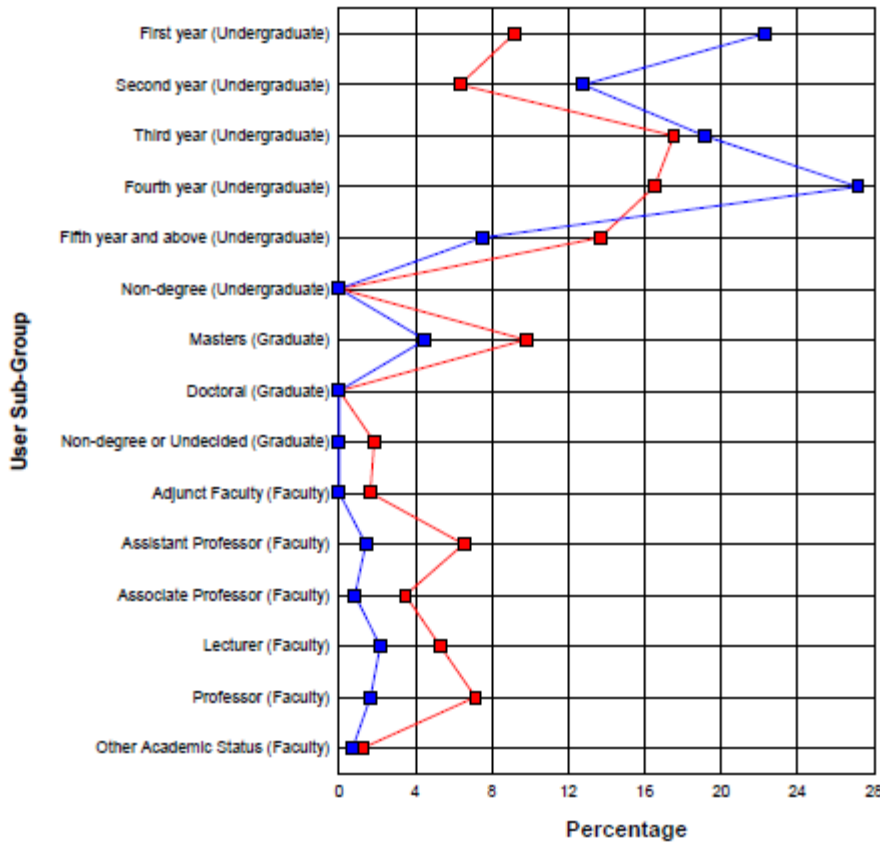
Survey data was stored on secure servers at a private hosting facility and respondents' answers were separated from their e-mail address before they were stored. E-mails were randomly selected by LibQUAL+ for the prizes. After the survey was closed, the library received the results and raw data.

VARIATION FROM 2006 SURVEY

The Chancellor's office requested that the six CSU campus libraries conducting LibQUAL+ (Chico, Northridge, Sacramento, San Luis Obispo, San Bernadino, and San Jose) work together in order to have more reliable comparison data. As a result the campus libraries developed customized disciplines and selected five customized questions for CSU's 2009 LibQUAL+. The selection of five customized questions is also a new feature of LibQUAL+ since 2006. After all the surveys were complete, the combined results were provided to each library and the Chancellor's office.

10% return rate	
4,792 surveys sent	
495 respondents	
Undergraduate	310
Graduate	57
Faculty	124
Staff	4
Male	188
Female	307



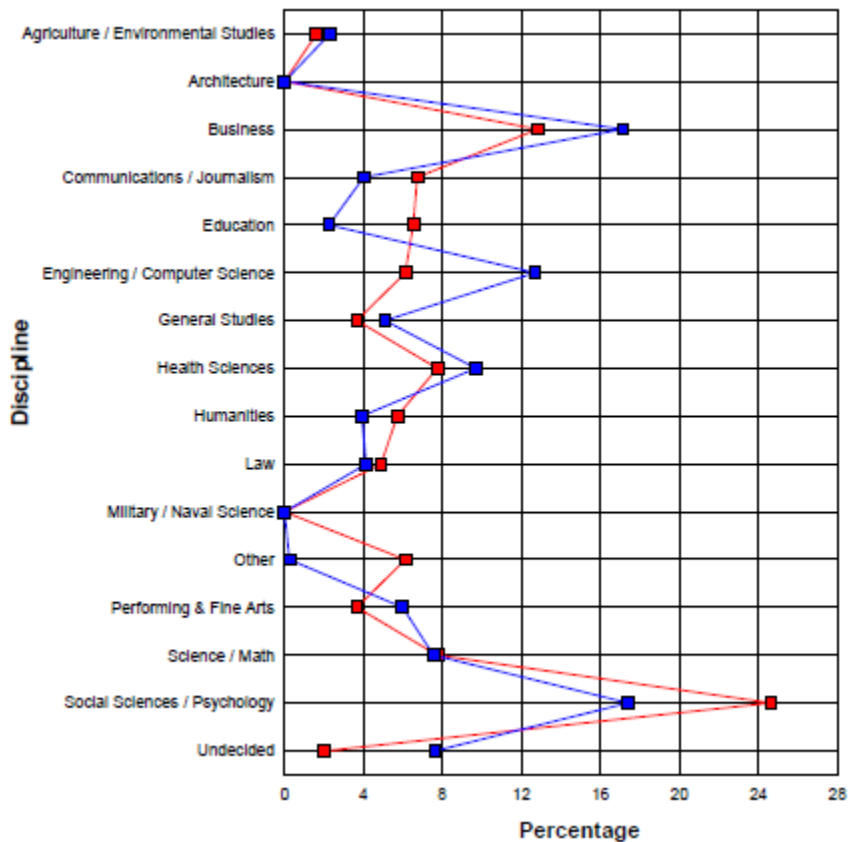


POPULATION AND RESPONDENTS BY USER GROUP

■ Respondent Profile by User Sub-Group
■ Population Profile by User Sub-Group

POPULATION AND RESPONDENTS BY DISCIPLINE

■ Respondent Profile by Discipline
■ Population Profile by Discipline



LibQUAL+ Core Survey Questions

Affect of Service Dimension (9 Questions)- human dimension of service quality relating to user interactions with, and the general helpfulness and competency of library staff.

- [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 Dimension (8 questions)- whether users are able to find the required information in the library in the format of their choosing in an independent and autonomous way

- [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 Dimension (5 questions)- physical environment of the library as a place for individual study, group work, and inspiration

- [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 (Customized by CSU) Dimension (5 questions)

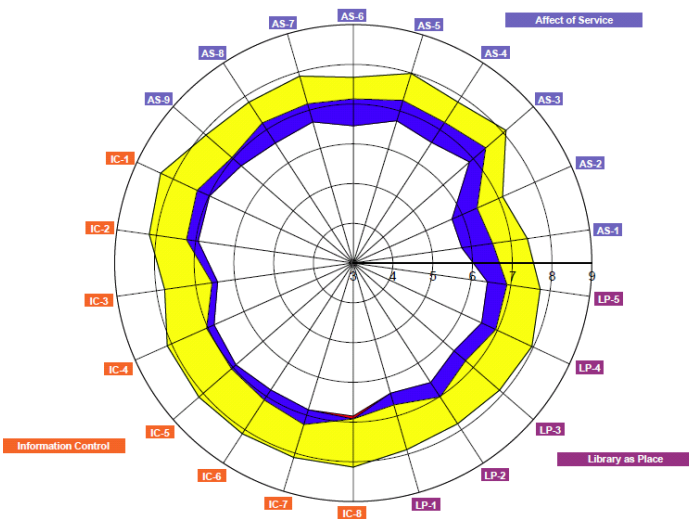
- [1] Availability of online help when using my library's electronic resources
- [2] Library orientations / instruction sessions
- [3] The multimedia (CD / DVD / video / audio) collections I need
- [4] Timely document delivery / interlibrary loan
- [5] An online catalog that is user-friendly for finding materials

RADAR CHARTS BY USER GROUP (Core questions)

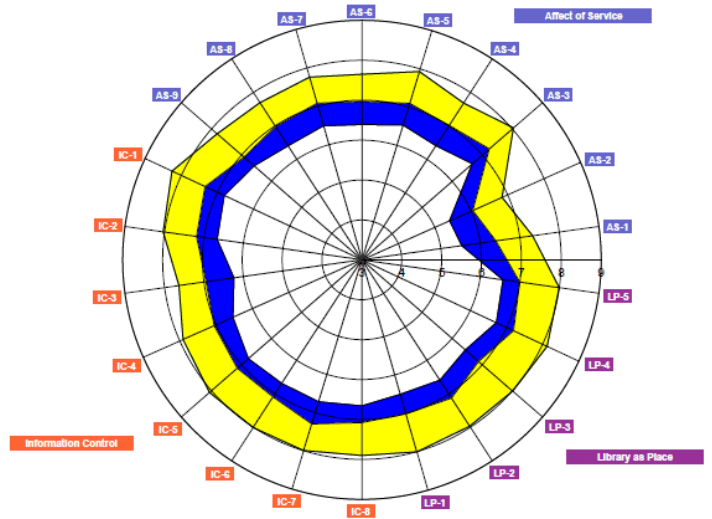
Radar charts are provided for each user group. Every axis on the chart represents a different survey question identified by a code at the end of the axis. Respondents' minimum, desired, and perceived levels of service quality are plotted on each axis. The gaps between the three levels are shaded in blue, yellow, green, and red. Generally a radar graph shaded blue and yellow indicates that users' perceptions of service quality fall within the "zone of tolerance". When users' perceptions fall outside the "zone of tolerance" the graph will include areas of red and green.



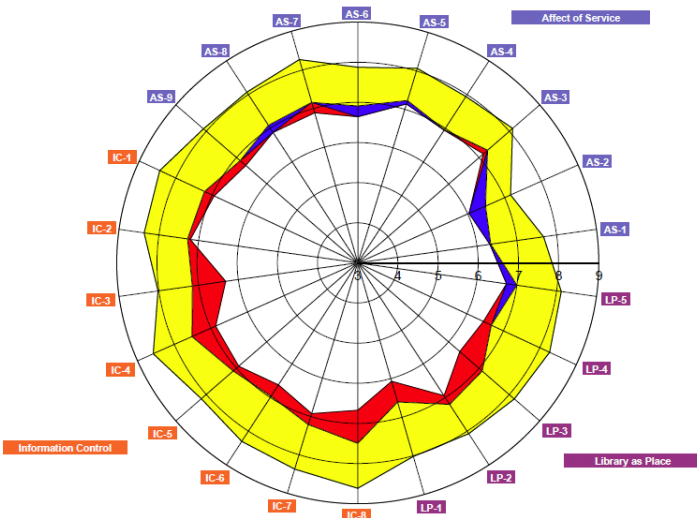
All User Groups



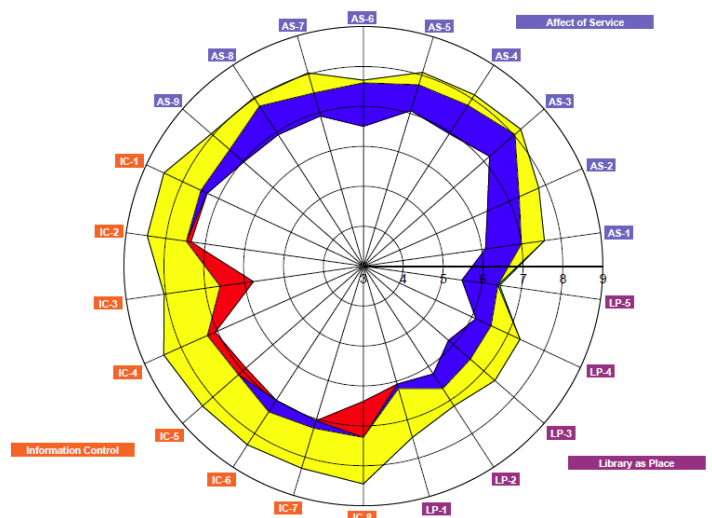
Undergraduate



Graduate



Faculty



UNDERGRADUATE USERS SATISFACTION WITH THE LIBRARY — MEANS

Questions - Scale 1-9	Perceived Service	Desired Service	Gap (p-d)	n
Affect of Service				
[AS-1] Employees who instill confidence in users	6.39	7.32	-0.93	288
[AS-2] Giving users individual attention	6.04	6.85	-0.80	289
[AS-3] Employees who are consistently courteous	7.24	8.04	-0.80	292
[AS-4] Readiness to respond to users' questions	7.02	7.68	-0.67	275
[AS-5] Employees who have the knowledge to answer user questions	7.10	7.93	-0.84	276
[AS-6] Employees who deal with users in a caring fashion	6.97	7.65	-0.67	279
[AS-7] Employees who understand the needs of their users	7.08	7.76	-0.68	271
[AS-8] Willingness to help users	6.98	7.70	-0.71	276
[AS-9] Dependability in handling users' service problems	6.92	7.81	-0.89	229
Information Control				
[IC-1] Making electronic resources accessible from my home or office	7.34	8.26	-0.92	299
[IC-2] A library Web site enabling me to locate information on my own	7.19	8.04	-0.84	308
[IC-3] The printed library materials I need for my work	6.95	7.64	-0.69	277
[IC-4] The electronic information resources I need	7.06	7.91	-0.85	301
[IC-5] Modern equipment that lets me easily access needed information	7.14	8.06	-0.92	303
[IC-6] Easy-to-use access tools that allow me to find things on my own	7.10	8.01	-0.91	304
[IC-7] Making information easily accessible for independent use	7.30	8.00	-0.70	299
[IC-8] Print and/or electronic journal collections I require for my work	7.08	7.90	-0.83	264
Library as Place				
[LP-1] Library space that inspires study and learning	7.01	8.01	-0.99	306
[LP-2] Quiet space for individual activities	7.13	7.97	-0.84	306
[LP-3] A comfortable and inviting location	6.88	8.01	-1.13	306
[LP-4] A getaway for study, learning, or research	7.20	8.13	-0.93	301
[LP-5] Community space for group learning and group study	7.00	8.00	-1.00	297
TOTAL FOR ALL THREE DIMENSIONS	7.00	7.85	-0.85	310

Local (Customized)				
[1] Availability of online help when using my library's electronic resources	6.55	7.27	-0.72	261
[2] Library orientations / instruction sessions	6.38	6.39	-0.01	231
[3] The multimedia (CD / DVD / video / audio) collections I need	6.39	7.03	-0.64	178
[4] Timely document delivery / interlibrary loan	6.90	7.57	-0.67	168
[5] An online catalog that is user-friendly for finding materials	7.09	8.05	-0.96	292

GRADUATE USERS SATISFACTION WITH THE LIBRARY — MEANS

Questions - Scale 1-9	Perceived Service	Desired Service	Gap (p-d)	n
Affect of Service				
[AS-1] Employees who instill confidence in users	6.35	7.67	-1.33	52
[AS-2] Giving users individual attention	6.48	7.17	-0.69	54
[AS-3] Employees who are consistently courteous	7.14	8.11	-0.96	56
[AS-4] Readiness to respond to users' questions	6.96	7.95	-0.98	55
[AS-5] Employees who have the knowledge to answer user questions	7.23	8.07	-0.84	56
[AS-6] Employees who deal with users in a caring fashion	6.91	7.88	-0.96	56
[AS-7] Employees who understand the needs of their users	6.89	8.27	-1.38	55
[AS-8] Willingness to help users	7.09	8.07	-0.98	56
[AS-9] Dependability in handling users' service problems	6.70	8.09	-1.40	43
Information Control				
[IC-1] Making electronic resources accessible from my home or office	6.95	8.44	-1.49	57
[IC-2] A library Web site enabling me to locate information on my own	7.21	8.37	-1.16	57
[IC-3] The printed library materials I need for my work	6.32	8.02	-1.70	50
[IC-4] The electronic information resources I need	6.88	8.57	-1.70	56
[IC-5] Modern equipment that lets me easily access needed information	6.93	8.16	-1.23	56
[IC-6] Easy-to-use access tools that allow me to find things on my own	6.63	8.30	-1.68	56
[IC-7] Making information easily accessible for independent use	6.93	8.38	-1.45	56
[IC-8] Print and/or electronic journal collections I require for my work	6.67	8.62	-1.94	52
Library as Place				
[LP-1] Library space that inspires study and learning	6.07	8.02	-1.95	56
[LP-2] Quiet space for individual activities	6.94	8.07	-1.13	54
[LP-3] A comfortable and inviting location	6.37	8.17	-1.80	54
[LP-4] A getaway for study, learning, or research	6.45	8.27	-1.82	55
[LP-5] Community space for group learning and group study	7.00	8.12	-1.12	43
TOTAL FOR ALL THREE DIMENSIONS	6.78	8.13	-1.34	57

Local (Customized)				
[1] Availability of online help when using my library's electronic resources	6.15	7.35	-1.21	48
[2] Library orientations / instruction sessions	6.63	6.63	0.00	40
[3] The multimedia (CD / DVD / video / audio) collections I need	6.54	7.54	-1.00	28
[4] Timely document delivery / interlibrary loan	6.98	8.30	-1.33	40
[5] An online catalog that is user-friendly for finding materials	7.11	8.37	-1.26	54

FACULTY USERS SATISFACTION WITH THE LIBRARY — MEANS

Questions - Scale 1-9	Perceived Service	Desired Service	Gap (p-d)	n
Affect of Service				
[AS-1] Employees who instill confidence in users	7.00	7.58	-0.58	117
[AS-2] Giving users individual attention	7.28	7.81	-0.54	112
[AS-3] Employees who are consistently courteous	8.03	8.23	-0.19	119
[AS-4] Readiness to respond to users' questions	7.81	8.12	-0.31	119
[AS-5] Employees who have the knowledge to answer user questions	7.75	8.08	-0.33	119
[AS-6] Employees who deal with users in a caring fashion	7.59	7.66	-0.07	120
[AS-7] Employees who understand the needs of their users	7.51	8.03	-0.52	117
[AS-8] Willingness to help users	7.78	8.03	-0.25	119
[AS-9] Dependability in handling users' service problems	7.44	8.05	-0.61	97
Information Control				
[IC-1] Making electronic resources accessible from my home or office	7.49	8.52	-1.02	122
[IC-2] A library Web site enabling me to locate information on my own	7.36	8.47	-1.10	124
[IC-3] The printed library materials I need for my work	5.78	8.04	-2.26	115
[IC-4] The electronic information resources I need	7.07	8.48	-1.41	122
[IC-5] Modern equipment that lets me easily access needed information	6.90	8.34	-1.44	117
[IC-6] Easy-to-use access tools that allow me to find things on my own	7.35	8.34	-0.98	119
[IC-7] Making information easily accessible for independent use	7.24	8.29	-1.05	119
[IC-8] Print and/or electronic journal collections I require for my work	6.38	8.45	-2.07	117
Library as Place				
[LP-1] Library space that inspires study and learning	6.19	7.46	-1.27	106
[LP-2] Quiet space for individual activities	6.66	7.18	-0.52	96
[LP-3] A comfortable and inviting location	6.55	7.37	-0.82	114
[LP-4] A getaway for study, learning, or research	6.53	7.33	-0.80	105
[LP-5] Community space for group learning and group study	6.45	6.41	0.05	66
TOTAL FOR ALL THREE DIMENSIONS	7.14	8.00	-0.85	124

Local (Customized)				
[1] Availability of online help when using my library's electronic resources	6.26	7.42	-1.16	102
[2] Library orientations / instruction sessions	7.14	6.99	0.16	90
[3] The multimedia (CD / DVD / video / audio) collections I need	5.52	7.84	-2.33	95
[4] Timely document delivery / interlibrary loan	7.95	8.36	-0.41	107
[5] An online catalog that is user-friendly for finding materials	7.15	8.47	-1.32	120

OTHER SURVEY QUESTIONS

Users' were asked to rate their satisfaction with the library in general and with the library's information literacy efforts on a scale of 1-9 with 1 being Extremely Dissatisfied and 9 being Extremely Satisfied.

They were also asked to respond to questions about their library use.

General Satisfaction Questions-Means	All	UnderG	Graduate	Faculty
In general, I am satisfied with the way in which I am treated in the library.	7.48	7.34	7.26	7.94
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.04	7.15	6.96	6.79
How would you rate the overall quality of the service provided by the library?	7.21	7.23	7.04	7.23

Information Literacy Outcomes Questions Summary- Means	All	UnderG	Graduate	Faculty
The library aids my advancement in my academic discipline or work.	6.93	6.95	6.89	6.86
The library enables me to be more efficient in my academic pursuits or work.	6.90	7.01	6.77	6.67
The library helps me distinguish between trustworthy and un-trustworthy information.	6.33	6.57	6.39	5.67
The library helps me stay abreast of developments in my field(s) of interest.	6.16	6.09	6.18	6.27
The library provides me with the information skills I need in my work or study.	6.45	6.55	6.33	6.23

Library Use Summary (All User Groups) n = 495	Daily	Weekly	Monthly	Quarterly	Never
How often do you use the resources on library premises?	66 (13.33%)	192 (38.79%)	151 (30.51%)	79 (15.96%)	7 (1.41%)
How often do you access library resources through a library Web page?	77 (15.56%)	214 (43.23%)	140 (28.28%)	48 (9.70%)	16 (3.23%)
How often do you use Yahoo™, Google™ or non-library gateways for information?	368 (74.34%)	81 (16.36%)	24 (4.85%)	13 (2.63%)	9 (1.82%)

USERS' COMMENTS

The Library Received comments from 227 users. The comments were categorized into nine different areas.

Collections

There were 42 negative comments about the Library Collection and 9 positive comments. Many comments referred to the age of the collection, more full-text journals (both online and in print), and specific gaps in the collection in their area of interest. Budget issues were often acknowledged as a factor in collections.

Search Tools/Web Site/Remote Access

Specific databases, such as LexisNexis, and online searching capabilities were mentioned as being wonderful tools by 8 users. Ten others found finding information difficult and have had problems with databases, the web site, and access.

Equipment Needs

Twenty two users commented on the library's equipment. They mentioned the need for more individual computers and additional labs, more electrical plug ins for laptops, more printers, updated software, increased RAM, and need for more MAC computers. Three users thought the equipment in the library was sufficient.

Library Facility

Temperature, outdated furniture, bad lighting, uncomfortable sitting areas, unpleasant place to study, and overall "dingy" were the main comments by 22 users regarding the library facility. Exactly half that number thought the library was an inviting place to use.

Library Hours

One person was happy with the library's hours. Eight were not.

Cell Phones/Noise

Eighteen people mentioned the library as being noisy due to people working in groups, walking through the library, or talking on cell phones. All areas were mentioned including the computer labs, quiet study areas, laptop lounge, and 4th floor. One thought the library was a quiet place to study.

Staff & Library Services

Forty two people were happy with the library's staff and services, they also noted that the library was providing many services despite budget issues. On the other hand, 24 people had an issue with a service or library staff. One issue was not knowing who was working at the library.

Group Study Rooms

Twenty one people wanted more study rooms and/or group study space. Study rooms with computers, whiteboards, and sound proof were also requested. Two people were happy with the study rooms.

Miscellaneous Good and Bad

There were 24 comments with general praise. They were happy with the overall functioning and services of the library. Ten comments of general dissatisfaction that did not fit in the above categories.

Comments

- The library is great! Really good service and always extremely helpful...especially online information.
- As a first year student I really enjoy learning and using the very useful materials.
- The library needs sound proof rooms, lots of them.
- I wish the study areas were more inviting (better seating, newer equipment, and areas that were just more friendly).
- Clearly the library is understaffed and underfunded and that's a real problem.
- The library needs more access to online full-text periodicals.
- The library is awesome
- The library is an excellent learning environment.

Full report is available at:

<http://www.csuchico.edu/library/libadmin/LibQual2009.pdf>