User Services Advisory Committee

September 12, 2014 – 230B Main Library

Present: Susie Duncan, Joe Lenkart, Megan Mahoney, Lynne Rudasill, Susan Schnuer, Sue Searing (chair), Jenny Taylor, Mara Thacker

Absent: Jim Dohle

Guests: Lisa Hinchliffe, Jen Yu

1. Old and new members introduced themselves.

2. Jen Yu, Library Assessment Coordinator, reviewed the LibQUAL+ Lite campus-wide user survey that was conducted in spring 2014. Key findings include:

   a. Satisfaction with customer service (“affect of service”) is strongly correlated with overall satisfaction. The correlation is not as strong for collections/access (“information control”) or for facilities (“library as place”).
   b. Respondents hold positive attitudes toward library user education.
   c. For undergraduates and graduate students, in nearly all areas of customer service, the Library is exceeding their minimum expectations but not meeting their desired level of service.
   d. For undergraduates, the gap between perceived service and desired service is largest for “dependability in handling users’ service problems.”
   e. For graduate students, the gap between perceived service and desired service is largest for “willingness to help users.”
   f. For faculty, the library falls short (by a little) in meeting minimum expectations in four areas of customer service:
      i. “Employees who instill confidence in users”
      ii. “Employees who understand the needs of their users”
      iii. “Willingness to help users”
      iv. “Dependability in handling users’ service problems”

The majority of respondents to the survey were undergraduates. Peer institutions that administered the survey in 2013 have results similar to ours.
The full report of findings is at http://www.library.illinois.edu/assessment/libqual.

ACTION ITEM: Sue will send committee members the sub-set of survey comments that relate to customer service.

3. Lisa Hinchliffe described the Ithaka S+R Graduate Student survey. With the Library Assessment Committee’s blessing, the User Education Committee will take the lead in conducting this survey in the spring. Like the Ithaka Faculty survey, the Graduate Student survey examines information practices in research, teaching and scholarly communication. Several peer institutions have recently administered it or will be administering it soon, so we will have an opportunity to benchmark our findings. Lisa is forming a working group; both Lynne Rudasill and Susan Schnuer expressed interest in serving on the group and being a liaison to USAC.

4. The committee discussed possible focuses for the coming year, including:

   a. Supporting a survey of reference service users that the Reference Services Committee plans to conduct between mid-October and Thanksgiving. Administered at the point of interaction, the survey will gather qualitative data about users’ needs and experiences. The findings will be a component in the assessment of the reference new service model, which established the hubs.

   b. Incorporating the GREAT customer service guidelines (http://www.library.illinois.edu/administration/services/great.html) into training and evaluation of Library staff.

   c. Improving access for users with disabilities at the north and south entrances of Main Library.

   ACTION ITEM: Sue will discuss the absence of ramps at the north and south entrances with Jeff Schrader, Assistant Dean for Library Facilities.

The next meeting of the committee will be on Friday, October 10, 1:30-2:30pm, in 230B Main Library.