# Reference Service Survey 2019

*Total submissions: 197 Survey*
*Period: March to May 2019*

| 1. Please indicate your UIUC affiliation | Percent | Count |
|---|---|---|
| **Undergraduate Student** | **34%** | **67** |
| **Graduate Student or Professional Student** | **38%** | **75** |
| **Faculty** | **7%** | **14** |
| **Staff** | **5%** | **10** |
| **Alumni** | **5%** | **9** |
| **Outside UIUC, Non-Affiliate** | **2%** | **4** |
| **Distance ed Student** | **1%** | **2** |
| **Local Community Member** | **1%** | **1** |
| **Visiting Scholar** | **2%** | **3** |
| Other, please specify | 6% | 12 |

*2. My Department/Major is: (By College)*

| | *Percent* | *Count* |
|---|---|---|
| **Carle College of Medicine** | 1.0% | 2 |
| **College of Agricultural, Consumer and Environmental Sciences** | 7.1% | 14 |
| **College of Applied Heath Sciences** | 5.1% | 10 |
| **College of Education** | 8.1% | 16 |
| **College of Fine and Applied Arts** | 3.6% | 7 |
| **College of Media** | 3.0% | 6 |
| **Division of General Studies** | 2.0% | 4 |
| **Gies College of Business** | 4.6% | 9 |
| **Grainger College of Engineering** | 14.2% | 28 |
| **LAS - Unspecified** | 1.5% | 3 |
| **LAS - Humanities and Interdisciplinary Studies** | 9.1% | 18 |
| **LAS - Physical and Mathematical Sciences** | 7.1% | 14 |
| **LAS - Social and Behavioral Sciences** | 6.6% | 13 |
| **No Answer** | 11.2% | 22 |
| **Other** | 2.5% | 5 |
| **School of Information Sciences** | 7.6% | 15 |
| **School of Labor and Employment Relations** | 0.5% | 1 |
| **School of Social Work** | 2.0% | 4 |
| **Two Colleges** | 0.5% | 1 |
| **U of I** | 2.0% | 4 |
| **University Library** | 0.5% | 1 |

| 3. Undergraduate Student Status | Percent | Count | Within % |
|---|---|---|---|
| Freshman | 13% | 26 | 38% |
| Sophomore | 6% | 11 | 16% |
| Junior | 7% | 14 | 20% |
| Senior | 9% | 18 | 26% |

| 4. Graduate Student/Professional Student Status | Percent | Count | Within % |
|---|---|---|---|
| Master Program | 22% | 44 | 61% |
| PhD Program | 12% | 24 | 33% |
| Not Applicable | 2% | 4 | 6% |

| 5. I was satisfied with the customer service (friendliness, attitude, etc.) I received today. | Percent | Count |
|---|---|---|
| Strongly Agree | 91% | 180 |
| Agree | 7% | 13 |
| Neither Agree Nor Disagree | 0% | 0 |
| Disagree | 1% | 1 |
| Strongly Disagree | 2% | 3 |

**Customer Service Satisfaction: 98%**

| 6. I learned something new that will help with my research goals. | Percent | Count |
|---|---|---|
| Strongly Agree | 68% | 133 |
| Agree | 17% | 33 |
| Neither Agree Nor Disagree | 11% | 21 |
| Disagree | 1% | 2 |
| Strongly Disagree | 1% | 2 |

**Knowledge (Project Outcome): 4.5 (Carnegie: 4.0 National 4.6)**

| 7. I intend to apply what I learned to meet my research needs. | Percent | Count |
|---|---|---|
| Strongly Agree | 68% | 134 |
| Agree | 17% | 33 |
| Neither Agree Nor Disagree | 10% | 20 |
| Disagree | 1% | 1 |
| Strongly Disagree | 1% | 2 |

**Application/New Skills (Project Outcome): 4.6 (Carnegie: 4.0 National 4.7)**

| 8. I feel more confident about my ability to complete my research. | Percent | Count |
|---|---|---|
| Strongly Agree | 64% | 126 |
| Agree | 17% | 34 |
| Neither Agree Nor Disagree | 12% | 24 |
| Disagree | 2% | 3 |
| Strongly Disagree | 2% | 3 |

**Confidence (Project Outcome): 4.5 (Carnegie: 4.0 National 4.5)**

| 9. I am more aware of the resources and research support the library provides. | Percent | Count |
|---|---|---|
| Strongly Agree | 74% | 146 |
| Agree | 16% | 32 |
| Neither Agree Nor Disagree | 4% | 8 |
| Disagree | 1% | 2 |
| Strongly Disagree | 1% | 2 |

**Awareness of Resource (Project Outcome): 4.7 (Carnegie: 4.0 National 4.7)**

| 12. Have you used the Ask A Librarian (LibChat), an online system for consulting librarians at UIUC? | Percent | Count |
|---|---|---|
| Yes | 86% | 170 |
| No (Please skip Q13) | 10% | 19 |

| 13. Was the Ask A Librarian (LibChat) system easy to use? | Percent | Count |
|---|---|---|
| Very Easy to Use | 84% | 165 |
| Somewhat Easy to Use | 2% | 3 |
| Neither Easy Nor Difficult to Use | 1% | 1 |
| Somewhat Difficult to Use | 1% | 1 |
| Very Difficult to Use | 0% | 0 |
| Not Applicable | 2% | 3 |

**Ease of Use: 99%**
Based on the percentage of all participants who used LibChat (n=170) who agreed that LibChat is Very Easy to Use or Somewhat Easy to Use (n=168)

| 14. Have you used the Research Consultation Scheduler, an online system for making an appointment with librarians at UIUC? | Percent | Count |
|---|---|---|
| Yes | 6% | 11 |
| No (Please skip Q15) | 89% | 176 |

| *15. Was the Research Consultation Scheduler system easy to use?* | *Percent* | *Count* |
|---|---|---|
| **Very Easy to Use** | **6%** | **11** |
| **Somewhat Easy to Use** | **0%** | **0** |
| **Neither Easy Nor Difficult to Use** | **0%** | **0** |
| **Somewhat Difficult to Use** | **0%** | **0** |
| **Very Difficult to Use** | **0%** | **0** |
| **Not Applicable** | **18%** | **35** |

**Ease of Use: 100%**
Based on the percentage of all participants who used LibChat (n=11) who agreed that Research Consultation Scheduler is Very Easy to Use or Somewhat Easy to Use (n=11)

**Open-ended questions**

*What did you like most about this program/service?*
Of the 197 submissions, 134 respondents answered this question. The most appreciated aspects of the reference services are the speed of responses, the usefulness or quality of responses provided, the level of customer service provided (kindness, patience, politeness), and the overall convenience (anonymity, late hours, online). There was only one negative response.

*What else could the library do to help you with your research?*
65% of respondents to this question did not provide suggestions and/or expressed satisfaction with current services in their comments. Some provided suggestions we can't really take action on (improving how WorldCat and ILLiad work together and with databases and VuFind; make everything digital; have one place to search; extend hours; support foreign language searching in tools), and some were more about the software used for chat (add screenshots; provide visual notification when there's a response since some listen to music), but others suggested the following:
  ● Providing more opportunities for undergrads to become familiar with non-UGL libraries since they can be daunting
  ● Refer to guides that include screenshots for common instructions
  ● When working on chat, provide every step, even the small ones, and do not assume the patron knows what to do next
  ● Clarify level of access for extension educators
  ● Increased outreach and marketing of services
  ● Clarify VPN instructions and which services may require it (response specifically mentioned Gartner Research page -- not a library resource)

Additional suggestions from our final open answer question included:
  ● Clarifying or promoting what kind of access online or distance students have to library collections

**Next Steps**

1. Encourage staff to take advantage of existing guides/FAQs that include screenshots when walking patrons through a process that would benefit from visually seeing the process, and create/update guides to include screenshots, although this should probably wait until after the Alma/Primo transition.
2. Include more marketing/outreach of the service, perhaps through a marketing grant, to reach those who don't already use library services. Locations could include the residence halls and/or the digital signs in the Illini Union, ARC, CRCE, etc.

3. Share key findings from the Reference Service Survey via LibNews, Library Office Notes (LON), GA training sessions or other venues that are accessible to all staff that provide reference services.
4. Continuous, system-wide reference assessment is needed. Some questions to consider:
    a. Should we administered this survey regularly? (Annually?)
    b. Is it worth doing it on paper again since we only had 8 reponses? Should we have a different strategy for recruiting in-person responses (in-person reference transactions should be done differently than how we approach chat)?
    c. Should we rotate survey populations (chat/email users vs. in-person OR undergrad vs. grad) each year?