

LibQUAL+® Lite Survey 2014: A Summary

In April 2014, all faculty, students, and staff at the University of Illinois at Urbana-Champaign were invited to participate in the LibQUAL+® Lite Survey. The LibQUAL+® Lite Survey was developed to assess library service quality in three major areas: **Customer Service** (Affect of Service), **Collections & Access** (Information Control) and **Facilities** (Library as Place).

1,014 individuals completed the LibQUAL+® Lite Survey online. The distribution of respondents by user group is 54.64% Undergraduate, 23.57% Graduate Student, 7.79% Faculty, 2.86% Library Staff, and 11.14% Staff. This summary presents key findings from 22 LibQUAL+® core items, comments, general satisfaction questions, information literacy outcomes questions, and 5 local questions developed by the University Library. More information is available on the LibQUAL+® Lite Survey FAQ page [<http://www.library.illinois.edu/assessment/libqual>].

Key Findings

Did library services improve from 2008? (Table 1)

Illinois respondents' scores for all three major areas in 2014 indicate a small improvement overall. The Adequacy Score (the extent to which a library is meeting the minimum expectation) for **Collections & Access** (Information Control) is the most improved.

How do we benchmark against other institutions? (Table 2)

A comparison of Illinois to peer libraries with similar institutional profiles shows that all libraries face the same challenges within all three major areas. Illinois respondents' perception of the quality of **Facilities** is slightly lower than at other institutions.

What do our users want most? (Figure 1 & Figure 2)

Illinois respondents place highest expectations for the Library on providing **Collections & Access**. Particularly, they demand a library website that supports easy, streamlined, and user-friendly tools for finding and discovering information. Illinois respondents identify Looking for Full-text, Finding Help Online, and Accessing Online Course Support as the least adequate functions currently available through the Library Gateway.

What is the key to customer satisfaction? (Table 3)

There is a significant correlation between **Customer Service** and overall user satisfaction – the better a respondent perceives our **Customer Service**, the more the respondent is satisfied with library services as a whole. **Collections & Access** is the second strongest indicator for user satisfaction and there is a strong correlation between how respondents perceive **Customer Service** and **Collections & Access**.

Library Support Functions (Figure 3 & Figure 4)

In terms of overall service quality, Illinois respondents indicate a lower level of satisfaction with library support for learning, research and teaching. Respondents who perceived better **Customer Service** quality are more likely to support the idea of having librarians work with classes or requiring students to complete library skills training.

E-book Use and Mobile Services (Figure 5)

Illinois faculty and graduate students indicate that “accessing e-books” is a task they struggle with on the library website. When asked about recommendations for mobile-based services, respondents were interested in the availability of a mobile-friendly system for renewing/requesting materials, authenticating for access to electronic materials, and personalized services such as text message alerts for overdue materials.

User Group Analysis (Table 4)

The three major user groups (undergraduate, graduate and faculty) demonstrate significant differences in evaluating service levels for three major areas. Illinois graduate students indicate the highest level of satisfaction towards **Customer Service** across all user groups. Illinois faculty indicate the highest expectation towards **Collections & Access** and the current service level is below acceptable. Illinois undergraduate students generally have lower expectation except for **Facilities**.

Table 1 Compare UIUC LibQUAL+® scores and percentile ranks (2008 & 2014)

		2008 <u>percentile</u> **	2014 <u>percentile</u>
Overall*	Perceived	7.07 <u>59</u>	7.14 <u>61</u>
	Adequacy	0.34 <u>54</u>	0.88 <u>60</u>
	Superiority	-0.85 <u>54</u>	-0.59 <u>56</u>
Customer Service	Perceived	7.22 <u>52</u>	7.30 <u>42</u>
	Adequacy	0.52 <u>53</u>	0.97 <u>60</u>
	Superiority	-0.67 <u>49</u>	-0.41 <u>46</u>
Collections & Access	Perceived	7.15 <u>48</u>	7.15 <u>50</u>
	Adequacy	0.06 <u>38</u>	0.83 <u>63</u>
	Superiority	-1.07 <u>46</u>	-0.64 <u>60</u>
Facilities	Perceived	6.59 <u>38</u>	6.88 <u>47</u>
	Adequacy	0.56 <u>56</u>	0.87 <u>58</u>
	Superiority	-0.75 <u>54</u>	-0.72 <u>50</u>

* Perceived scores were derived from how participants rate their current perception of library services on a scale of 1-9. Adequacy (Service Adequacy) is the gap score indicating the extent to which the Library is meeting the minimum expectations of our users [Adequacy = Perceived – Minimum]. Superiority (Service Superiority) is the gap score indicating the extent to which the Library is exceeding the desired expectation of our users [Superiority = Perceived – Desired]. A negative Superiority score indicates that our users’ desired level of service quality is not met.

** Percentile ranks (1 thru 99) indicate how an institution stacks up among all institutions that have conducted LibQUAL+®. For example, the percentile rank for the UIUC Perceived score is 61 (based on the raw score of 7.14) in 2014. That means the average UIUC Perceived score is higher than 61% of LibQUAL+® participants from all institutions.

Table 2 Compare UIUC LibQUAL+® Lite scores with two peer institutions

		UIUC <u>percentile</u>	X Library* <u>percentile</u>	Y Library* <u>percentile</u>
Overall	Perceived	7.14 <u>61</u>	7.20 <u>61</u>	7.46 <u>68</u>
	Adequacy	0.88 <u>60</u>	0.81 <u>59</u>	0.84 <u>59</u>
	Superiority	-0.59 <u>56</u>	-0.57 <u>57</u>	-0.38 <u>61</u>
Customer Service	Perceived	7.30 <u>42</u>	7.26 <u>42</u>	7.71 <u>60</u>
	Adequacy	0.97 <u>60</u>	0.85 <u>60</u>	0.99 <u>60</u>
	Superiority	-0.41 <u>46</u>	-0.47 <u>46</u>	-0.15 <u>56</u>
Collections & Access	Perceived	7.15 <u>50</u>	7.28 <u>50</u>	7.43 <u>60</u>
	Adequacy	0.83 <u>63</u>	0.60 <u>55</u>	0.70 <u>63</u>
	Superiority	-0.64 <u>60</u>	-0.78 <u>51</u>	-0.54 <u>60</u>
Facilities	Perceived	6.88 <u>47</u>	6.97 <u>47</u>	7.12 <u>60</u>
	Adequacy	0.87 <u>58</u>	1.16 <u>69</u>	0.88 <u>58</u>
	Superiority	-0.72 <u>50</u>	-0.37 <u>60</u>	-0.44 <u>60</u>

* X Library and Y Library serve two public, research universities (very high research activity) with a land-grant mission. Both libraries have a study population of more than 40,000. Both libraries conducted the LibQUAL+® Lite survey in 2013. X Library had 1,661 participants and the Y Library had 3,186 participants.

Figure 1: The University Library web site is BEST/WORST when used for

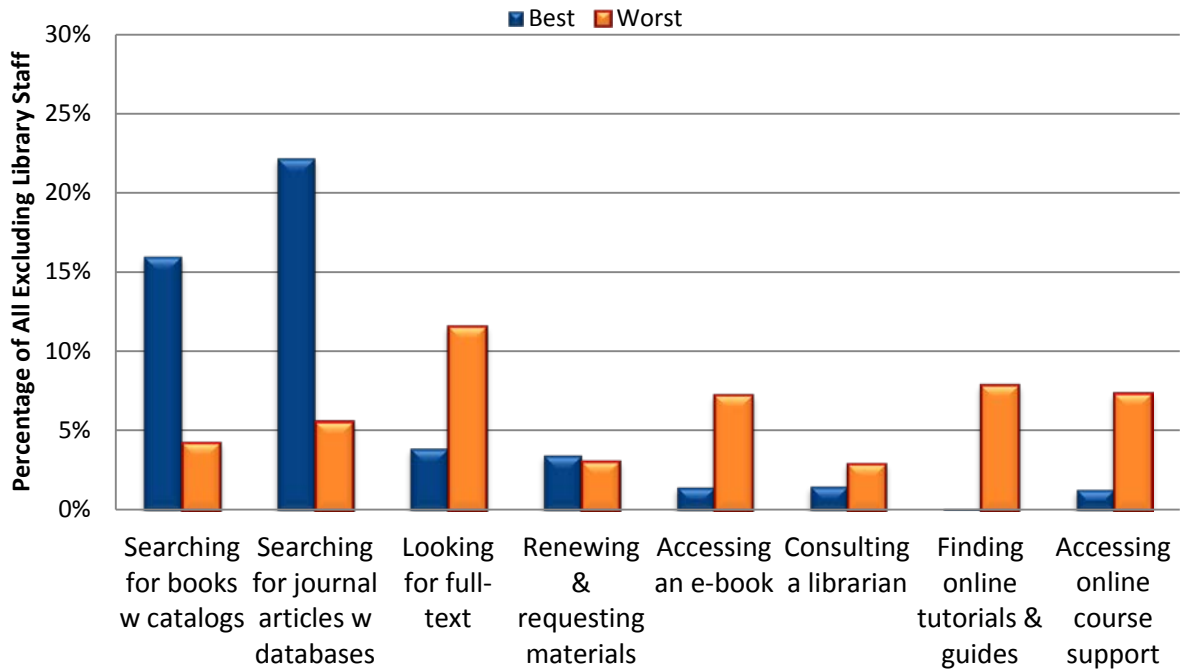


Figure 2: The University Library web site is BEST/WORST when used for (Library Staff Only)

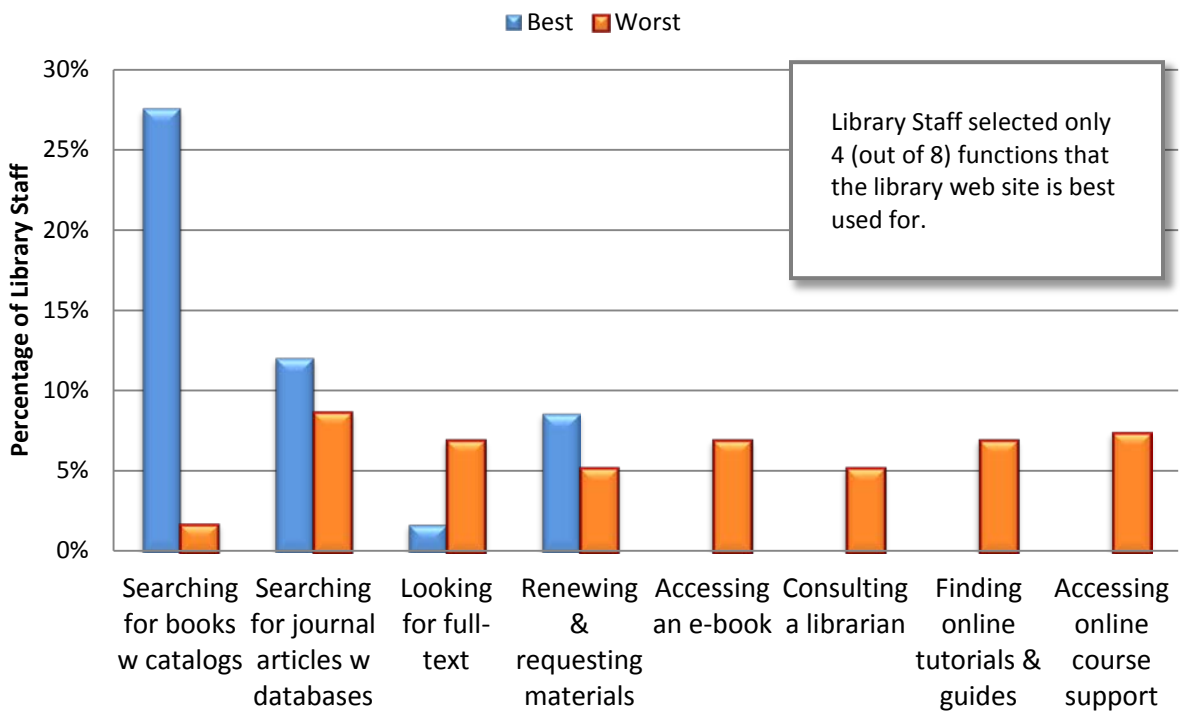


Figure 3: Satisfaction by user groups

- 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?

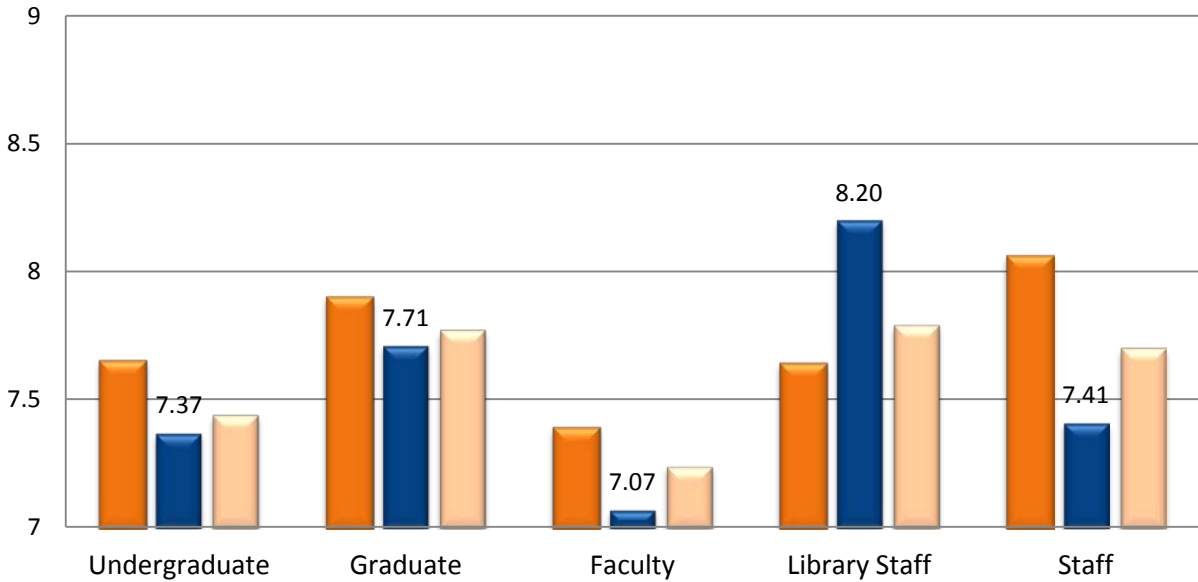


Figure 4: Support for library instruction

- I would find it useful to have a librarian work with my classes to help students develop their research skills.
- Every student should be required to successfully complete a library skills training at the beginning of their academic program.

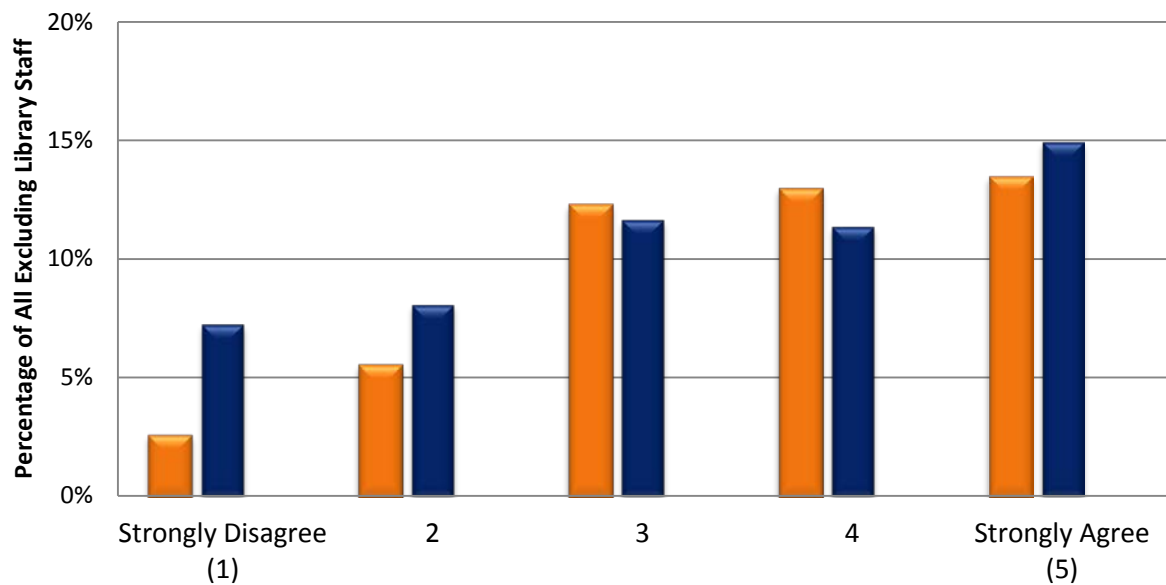


Table 3: Selected user comments by major areas

420 Illinois respondents (41% of 1,014 completed surveys) contributed comments. This table presents only a selection of comments and personal identifiers have been removed to protect participant privacy.

	Comments (Status, Discipline)
Overall	<p><i>“The staff are usually very nice and knowledgeable, and if they don't know where something is they can point you to someone who does. I love having such a huge library, and especially being able to borrow books through i-Share and Interlibrary loan.”</i> (Undergrad, Humanities)</p> <p><i>“UIUC has the best University library I have ever used, particularly in terms of expert assistance.”</i> (Faculty, Chemical / Physical / Mathematical Sciences)</p>
Customer Service	<p><i>“I would like to improve my interactions with research assistants.”</i> (Undergrad, Undecided/General Studies)</p> <p><i>“I find it difficult to find an actual librarian with which to speak. Graduate students are helpful with easier stuff, but often the stuff I can't find needs more expertise. Requests get passed back and are sometimes answered.”</i> (Faculty, Unknown Discipline)</p> <p><i>“I LOVE the chat function on the Main Library's web page. Colleagues who are taking care of this service are extremely helpful: patient, courteous, and very knowledgeable.”</i> (Faculty, Humanities)</p>
Collections & Access	<p><i>“There are plenty of resources at the students' disposal, but researching online using the website can be tough for those with little experience.”</i> (Undergraduate, Engineering/Computer Science)</p> <p><i>“While I appreciate that the UIUC stays up to date with technological innovations such as e-books, online journal access, and pdf downloads, I hope that the pdf downloads increase. I also appreciate that the UIUC continues to have hard-copy books, as I use these just as much as online sources.”</i> (Graduate, Education)</p> <p><i>“I hate it that when you click for electronic access to a journal a new window opens and you have to click AGAIN on the exact same page to get to the journal.”</i> (Faculty, Chemical / Physical / Mathematical Sciences)</p>
Facilities	<p><i>“There needs to be more space for students to gather and study.”</i> (Undergraduate, Life/Health Sciences)</p> <p><i>“Better bookshelves, it is a little scary when walking into main stacks.”</i> (Graduate, Business)</p> <p><i>“The library needs to have more space for the students, need to be cleaner ”</i> (Faculty, Humanities)</p>

Figure 5: Top services or resources users expect the library to provide via mobile devices

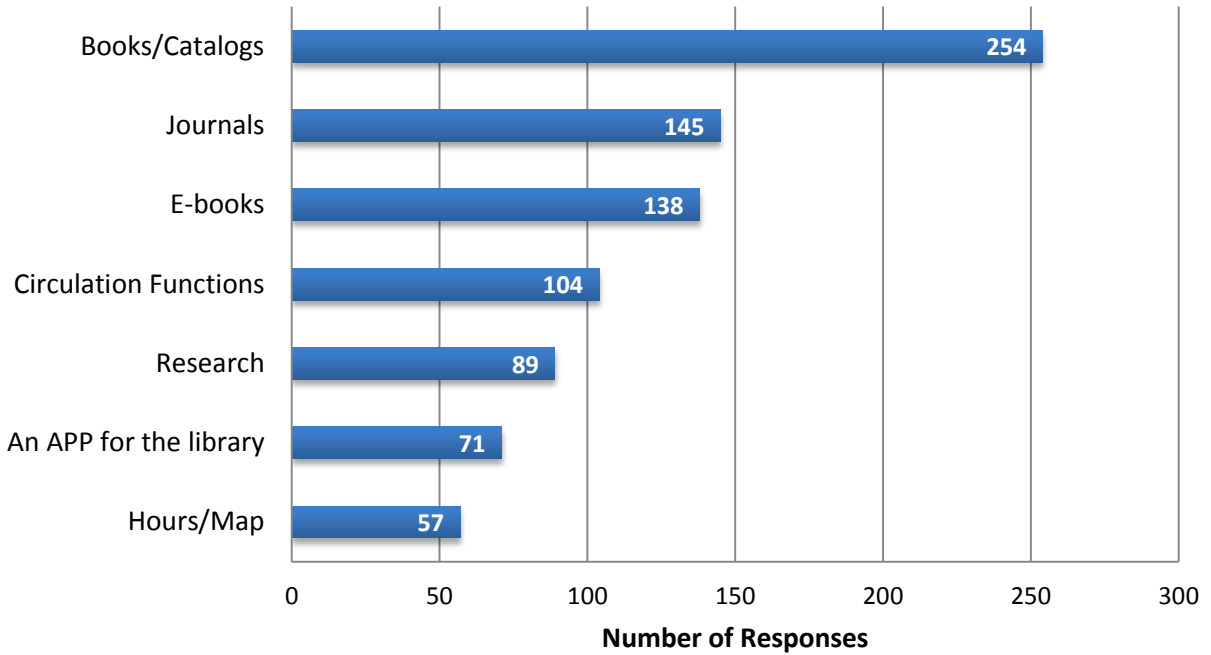


Table 4: Minimum, Perceived and Desired scores by user groups

		Undergrad n = 554	Graduate n = 239	Faculty n = 79
Overall	Desired	7.63	7.88	7.93
	Perceived	7.03	7.29	6.97
	Minimum	6.08	6.42	6.67
Customer Service	Desired	7.60	7.80	8.04
	Perceived	7.15	7.53	7.25
	Minimum	6.17	6.44	6.68
Collections & Access	Desired	7.56	8.13	8.25
	Perceived	7.02	7.32	7.11
	Minimum	6.00	6.60	7.16
Facilities	Desired	7.77	7.54	7.09
	Perceived	6.94	6.92	6.21
	Minimum	6.08	6.05	5.69

* On the scale of 1-9 (9 is highest), Desired represents the service level a participant ultimately wants. Minimum represents the minimum service level a participant finds acceptable. Perceived represents the current service level that a participant believes the library provides.