

LibQUAL+[®] Executive Summary: UW-L Murphy Library

“I’ve always found the library to be a wonderful resource, staffed by very knowledgeable, very friendly people.”

~ UW-L Faculty Member

“I AM GRATEFUL for the AMAZINGLY FRIENDLY STAFF and the HELP that they are willing to give you either in person or via email! The Librarians which are connected to the Residents Halls are especially amazing with working with students! THANK YOU.”

~ UWL Undergraduate Student

Introduction

In spring 2008, Murphy Library participated in a national survey assessing library service quality sponsored by the Association of Research Libraries. Approximately 2100 faculty, students, and staff from the university responded to the online LibQUAL+[®] survey, with a total 1,963 valid responses. The survey results offered a wide-ranging snapshot of how users make use of library resources and services and how they regard the library overall.

LibQUAL+[®] is a web-based assessment instrument that is based on SERVQUAL, a popular tool used to assess service quality in the business sector. Managed by the Association of Research Libraries, LibQUAL+[®] has been administered by more than 1,000 libraries since 2000. LibQUAL+[®] measures three dimensions (in terms of perceptions, ideals, and minimal expectations): library collections & resources, physical space/environment, and service. Additional results gauge perceptions of information literacy instruction, full-text articles journal collections, archives/special collections, document delivery/interlibrary loan services, and promotional aspects related to library resources and services.

UW-La Crosse’s survey population did not include random sampling. Instead, all freshman, sophomores, juniors, and seniors, all graduate students (excluding learning communities), all faculty and academic staff (excluding library personnel), and all classified staff (excluding library personnel) with valid email accounts were invited to participate. A total of 9,576 invitations to participate were sent to the survey population via campus email. Overall, 1,963 (20.5%) valid campus constituents responded, and according to LibQUAL+[®], “Research indicates that web-based surveys typically have low response rates (around 15-20 percent) (p.32). The survey was administered for a three-week period from March 31, 2008 until April 21, 2008. Prizes were offered as incentives to respondents who completed the survey and left valid UWL email addresses. The average time to complete the survey for all participants was just over 11 minutes.

For more information, please link to <http://www.uwlax.edu/murphylibrary/libqual/index.html>.

Chart Keys:

Affect of Service (AS)

- 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

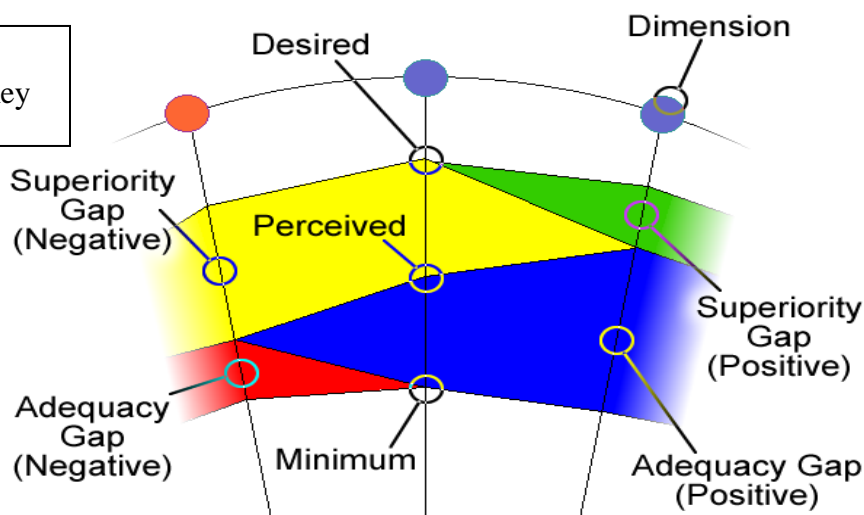
Information Control (IC)

- IC-1 Making electronic resource 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)

- 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

Radar
Chart Key



Blue is the distance between minimum expectations and perceptions

Yellow is the distance between perceptions and desired levels of service.

Green areas are scores above the ideal (a positive "superiority gap" score)

Red areas are the scores below the minimum expectation (a negative "adequacy gap" score)