

NCA Report and the Library LibQUAL+ Survey

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What is the LibQUAL+ Survey?

One tool the Murphy Library has used to assess student, faculty and staff satisfaction levels with various services is the LibQUAL+ survey which measures user perceptions about three dimensions: library content (paper, digital, media, etc.), personnel, and facilities. The LibQUAL+ survey, administered in the spring of 2008 is based upon SERVQUAL, a business instrument adapted by Association of Research Libraries, partnering with Texas A&M University Libraries, to the academic library setting. Approximately 2,100 faculty, students, and staff from UW – La Crosse responded to the online survey in spring 2008, with a total 1,963 valid responses. Murphy Library was one of 210 worldwide institutions participating in the 2008 survey, including all but 2 comprehensive and doctoral UW System institutions. Murphy Library also administered the LibQUAL+ survey in 2004.

What were some of the key findings that pointed to problem areas?

The red flag areas were those individual questions where users indicated adequacy means close to or below zero. A negative rating translates into users saying that service, collections or facility fell short of their minimum expectations. For “IC-8 Print and/or electronic journal collections I require for my work,” graduate students had an adequacy mean of 0.04 and faculty, -0.18. This finding was supported by a similar local/consortium question, “Collections of online full-text articles sufficient to meet my needs,” where faculty indicated an adequacy means of -0.24 and graduate students, -0.10. Another question where there was a negative adequacy mean was IC-2 “A library Web site enabling me to locate information on my own.” The faculty adequacy mean score was -0.01. Overall for the library content dimension (formally the “Information Control” dimension which is content and how that content is accessed), respondents said this is the most important category, but ranked the library lowest in performance. Most faculty comments describing library inadequacies also pertained to collections/electronic resources, for example: *“I know that the library is terribly underfunded and that electronic data bases are very expensive. I do not have access to some data bases that I need and that is problematic for me.”*

While undergraduate students did not have any negative adequacy mean scores, there were clear indications of dissatisfaction in some of the clustering of comments. Over 70 comments related to the lack of group study rooms. More than 40 undergraduate students commented on the difficulty of locating open computers, e.g. *“i would invest in more computers. the lab in murphy and the pcs in the library are scarce compared to other libraries i've seen.”* Another frequently mentioned deficit was library hours.

How has the Library responded?

1. Add print and e-resources

The Library has been engaged with other UW campus libraries and UW System in proposing a UW System request for more legislative funding for the Shared Electronic Collection (system-wide databases). This \$6 million request was supported by the university administration, UW System and the Regents voted in favor of the proposal in August. The initiative will be reviewed by the Governor/DOA and, at the next stage, by the legislature for inclusion in the next biennial budget.

The Library with the Faculty Senate Library Committee has worked with university administration and student leadership to request an increase in the student differential tuition fee. The Academic Initiatives Oversight Committee crafted a resolution which included a piece to increase the Library budget by \$170,000. The majority of the request was for e-resources. The Student Senate voted 30 to 1 in favor of the resolution. However, the UW Regents and System administration will not put forward any new UW campus differential tuition initiatives due to the current economic and political climate.

The Library has used Library Endowment Funding to fund e-resources. All the funding available in FY09, over \$11,000, was spent on e-resources.

2. Increase Library Hours

Part of the differential tuition funding mentioned above was targeted to increase library hours by 10-14 hours/week. A measure of demand of building use beyond the LibQUAL+ survey is the gate count which has increase from just over 300,000 just a few years ago to a half million in FY08. Again, increasing library hours will be on hold because the differential is not moving forward. The current plan is to submit the request again next year.

3. Add more Library Computers

For fall 2008, the Library added 8 laptop computers to be checked out at the circulation desk. This was funded through lab/classroom modernization funding.

4. Improve the Library Website

The Library Web Team did a complete revision of the library website using the university standard templates which was launched at the beginning of Fall Semester 2008. As of late fall, the team is meeting with College of Business Administration faculty to set up usability testing/focus groups.

5. Add more group study space.

The Library Director met with Matt Lewis and Scott Schumacher in December to review possible scenarios to add group study rooms to the Library space. Lewis and Schumacher will develop proposals that will be discussed in spring 2009.

With the loss of one office building (Wilder Hall) and the need for more faculty offices, there are special space pressures on the Library which will be especially acute until Centennial Hall is completed in 2011. A room in the basement now housing three group study spaces will be converted to a geography map room when that collection is moved from Cowley Hall spring term.

The Library is still reviewing the survey results and scheduled for spring term is a closer look at a comparison of the 2004 with the 2008 data.

LibQUAL+ Documentation

Fine Print Article:

<http://www.uwlax.edu/murphylibrary/fp/08fall.html>

LibQUAL+ Survey Results webpage:

<http://www.uwlax.edu/murphylibrary/libqual/index.html>

Among items on this page are

- a PowerPoint presentation and handout:
(<http://www.uwlax.edu/murphylibrary/libqual/2008/FacSenateHandout.pdf>) by John Jax and Stefan Smith for the November Faculty Senate Library Committee meeting
- Official LibQUAL+ results:
<http://www.uwlax.edu/murphylibrary/libqual/2008/ResultsPortfolio2008.pdf>
- Report for Provost's Retreat, August 5, 2008:
<http://www.uwlax.edu/murphylibrary/libqual/2008/LibQUALSurvey-Provost-Retreat8-5-08.pdf>

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