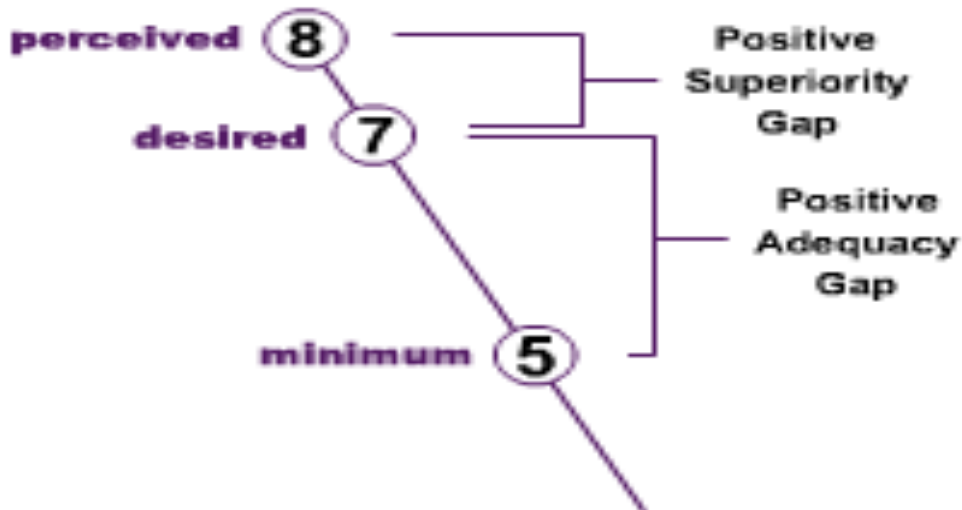


UWL LibQUAL+ Superiority Gap Comparisons – 2004, 2008, and 2014

To help understand gap scores, it helps to think about the three number scores for each question as single point on a line. The space between the minimum and desired scores is called the “Zone of Tolerance.”



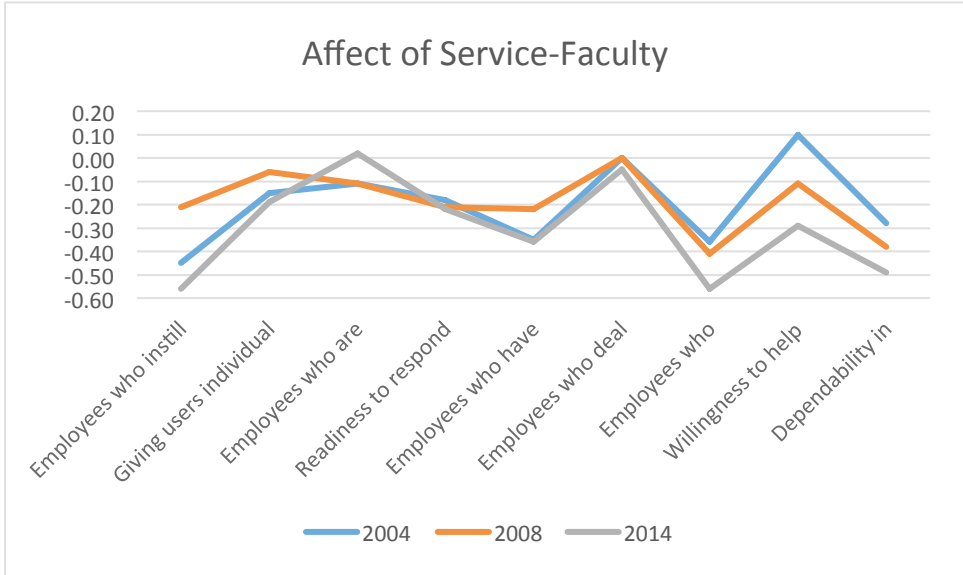
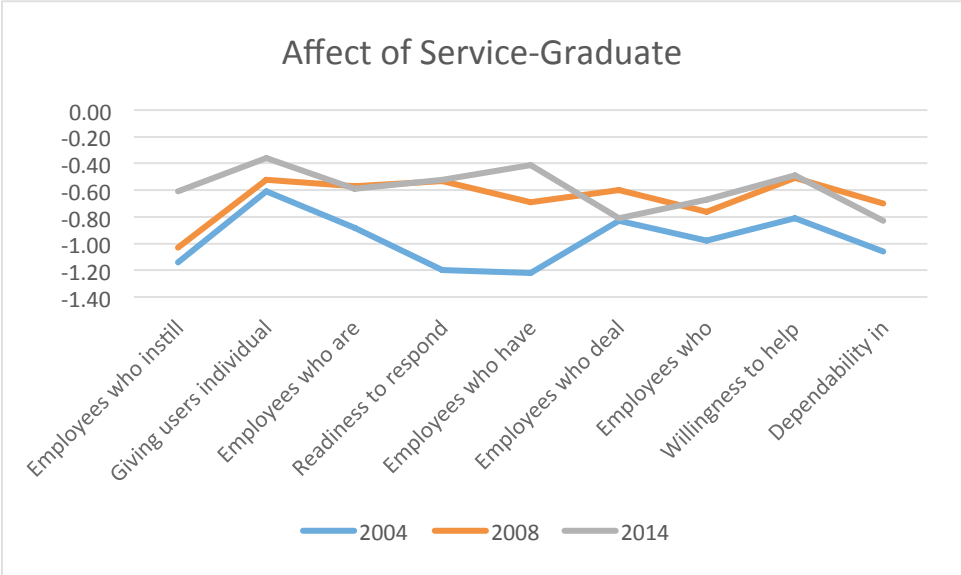
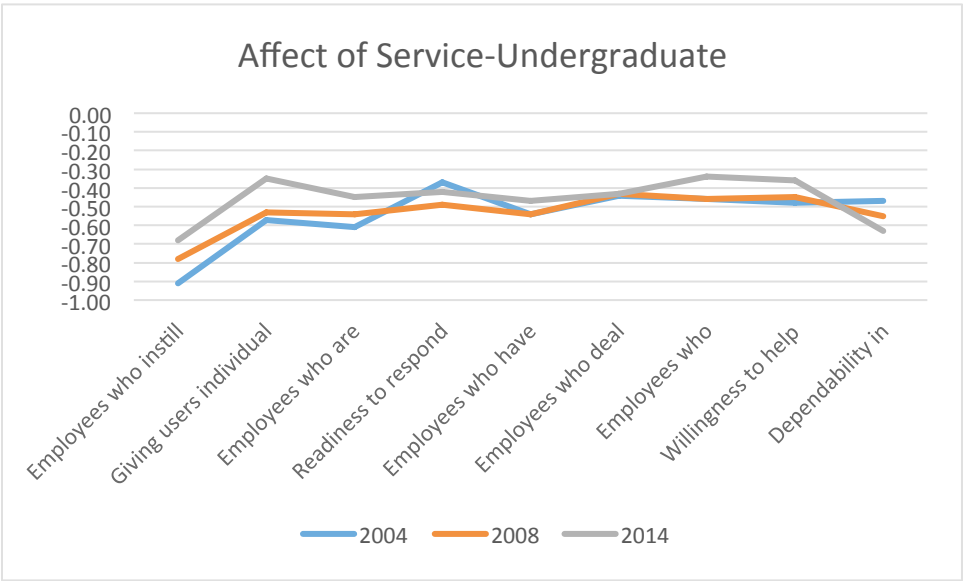
Service Superiority = Perceived – Desired

Service superiority is calculated by subtracting the desired score from the perceived score for any given question – for each user. Generally, service superiority is an indicator of the extent to which you are exceeding the desired expectations of your users. A positive service superiority score indicates that your users’ perceived level of service quality is above their desired level of service quality. A negative service superiority score indicates that your users’ perceived level of service quality is below their desired level of service quality.

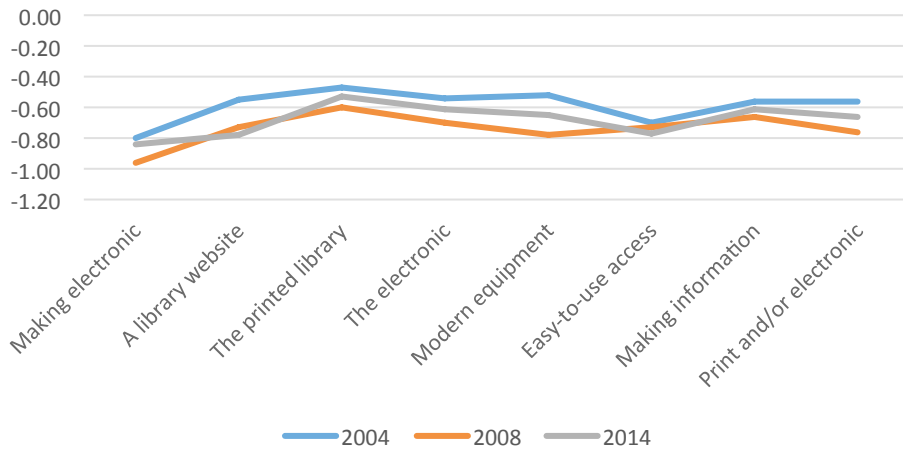
The higher the service superiority score, the better the library’s performance. In general, the perceived scores tend to fall in the “zone of tolerance” – i.e., they tend to be less than desired scores and greater than minimum scores.

The following charts indicate service superiority gaps for each of the 9 main dimensions measured by the LibQual+ survey, for each of the 3 years the survey has been administered at UW-L. Presented this way, the charts indicate trends over time: For each vertical axis, if the blue point (2004) is the lowest and the gray point (2014) is the highest, this shows improvement in that measure over time.

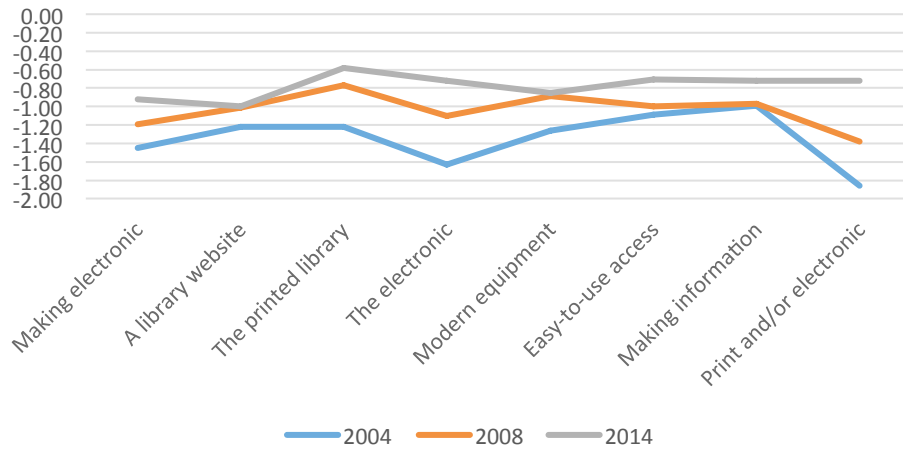
Conversely, where the blue point is highest and the gray point is lowest, this shows declining perceived performance in that area over time.



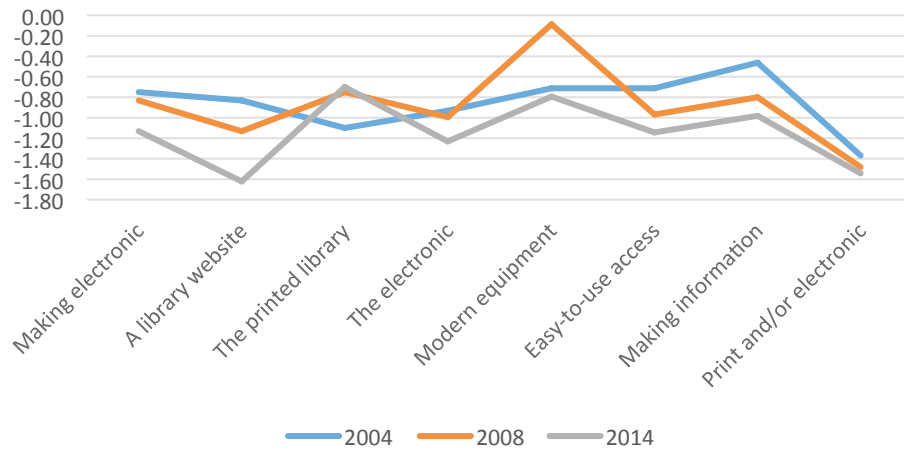
Information Control-Undergraduate



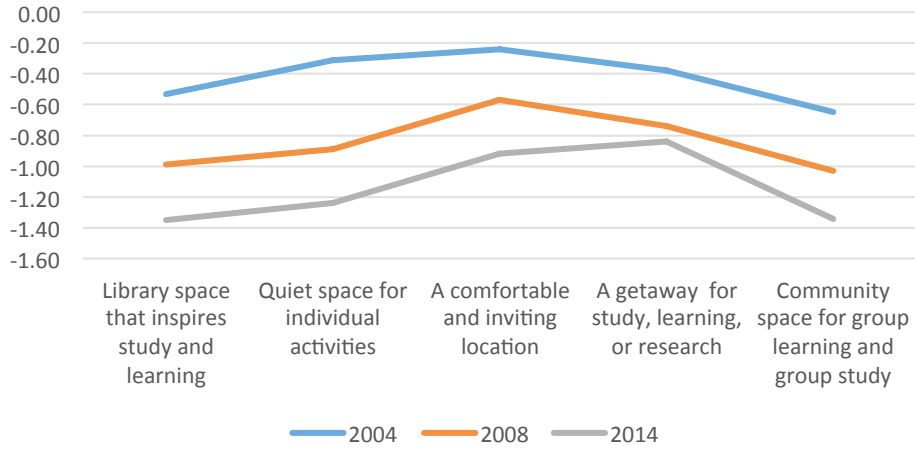
Information Control-Graduate



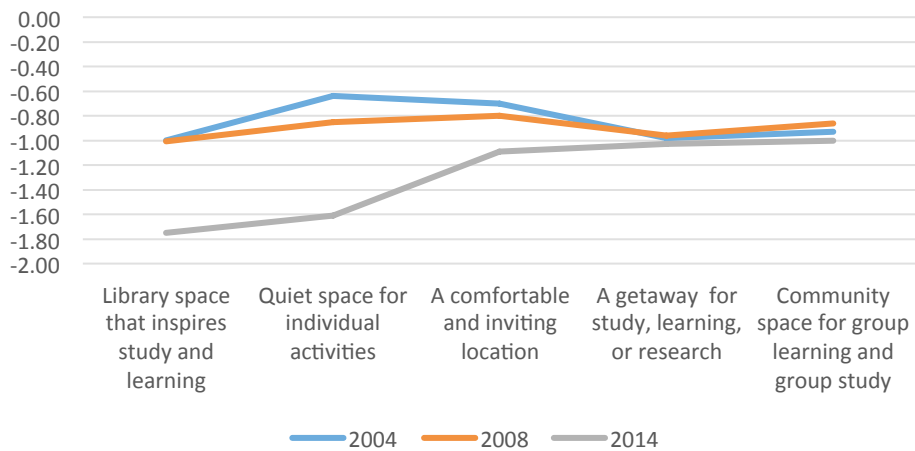
Information Control-Faculty



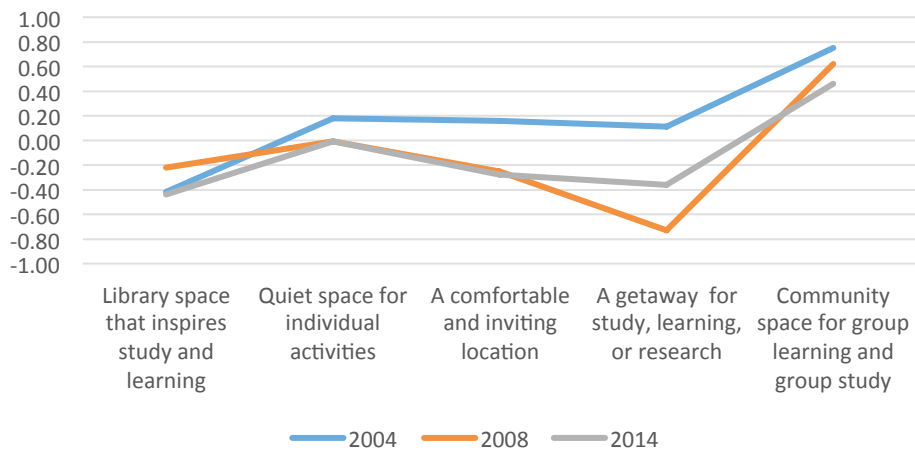
Library as Place-Undergraduate



Library as Place-Graduate



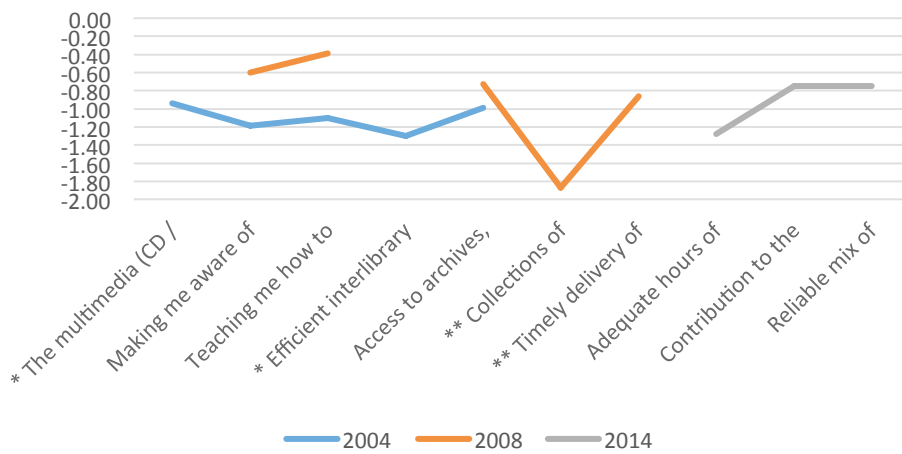
Library as Place-Faculty



Local Questions-Undergraduate



Local Questions-Graduate



Local Questions-Faculty

