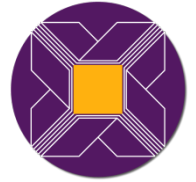# ARL strategies, tools and projects that demonstrate the value of the library in the academy

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Association of Research Libraries

20th Pan Hellenic Conference of Academic Libraries
Thessaloniki, Greece
15 November, 2011

Remember your first day to school?

Keep going to school …

Pictures courtesy of Texas A&M

Still going …

Challenge

"Few libraries exist in a vacuum, accountable only to themselves. There is always a larger context for assessing library quality, that is, what and how well does the library contribute to achieving the overall goals of the parent constituencies?"

Sarah Pritchard, Dean of Libraries, Northwestern University (1996)

Strategies: ARL Statistics and Assessment

…To describe and measure the performance of research libraries and their

contribution to

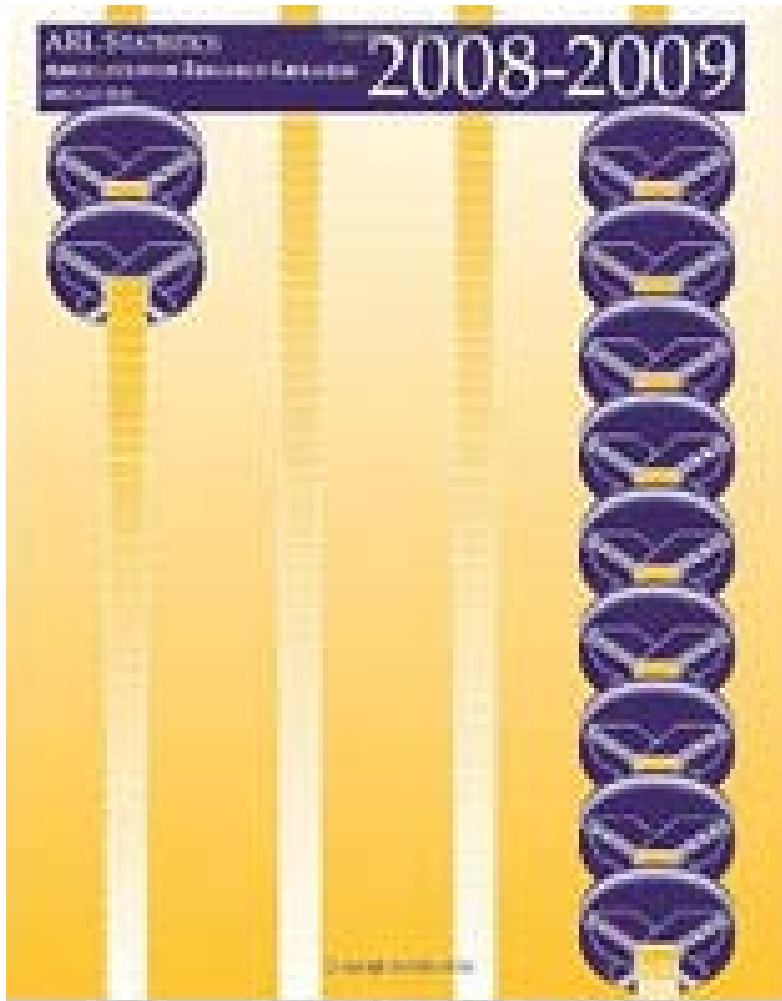teaching, research, scholarship and community service …

Most reputable data series in HE in North America (1908 – present)

- Serials, monographs to be dropped
- Titles the main unit for content
- Format agnostic
- Expenditures tracked in terms of one-time and continuing commitments
- All service variables are retained plus adding usage for electronic resources

Value $\Rightarrow$ Assessment
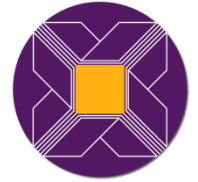
" Assessment is a structured process to **learn** about communities and **evaluate** how well the library supports them."

- *Steve Hiller, Director of Assessment & Planning*
University of Washington Libraries

Many methods and approaches

- Usage
- Citations
- Perceptions
- Focus Groups
- Interviews
- Return on Investment
- Conjoint measurement
- Data visualization
- Analytics

- Experiments
- Critical incident
- Contingent valuation
- Observations
- Sampling
- Mandatory
- Laboratory methods
- Usability
- Aesthetics

Three Tools

1. LibQUAL+®

2. ClimateQUAL®

3. MINES for Libraries®

What is LibQUAL+®?

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services ....more

THE BIRTH OF LibQUAL+®?

In 1999, Fred Heath and Colleen Cook, both then at Texas A & M University, realized that use of "input" variables, such as collection or serials counts, were limited as measures of library service quality...more

THE LibQUAL+® SURVEY?

Since 2000, more than 1,000 libraries have participated in LibQUAL+® domestically and internationally, with participating institutions in Africa, Australia, Asia, and Europe.... more

VIEW A SAMPLE SURVEY?

The LibQUAL+® survey is a two-page, web-based instrument. For more information about the survey instrument, click here...

How will LibQUAL+® benefit your library users?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. Institutional data and reports enable you to assess whether your library services are meeting user expectations—and develop services that better meet these expectations.

LibQUAL Lite

LibQUAL+® Top 10 Resources

A Google™ search on "LibQUAL+" yields approximately 100,000 hits, and more than 50 refereed journal articles have been published on the protocol. To use to learn about LibQUAL+®...

Register for LibQUAL+®

Sign up and register here to start a LibQUAL+® survey.

+ REGISTER NO

NEWS

+ **12/15/2009:** Launching New Website

+ **9/22/2009:** Register for the 2010 LibQUAL+® survey!

+ **2/20/2009:** LibQUAL+® Share Fair, Chicago, July 13, 2009: Call for Entries

+ MORE NEW

EVENTS

+ **5/24/2010:** 2010 LibQUAL+® and Beyond - Glasgow, Scotland

+ **2/5/2010:** 2010 Introduction to LibQUAL+® - London, England

+ **1/18/2010:** LibQUAL+® Training Sessions - Boston, MA

+ MORE EVENT

PUBLICATIONS

+ **Describing the Research Library of the 21st Century: The ARL Profiles**

+ **Library Assessment Conference 2008, Seattle, Washington Augus 4-7: Recap & Evaluation**

+ **Library Quality Assessment through LibQUAL+®**

+ MORE RESOURC

Dimensions of Library Service Quality

Library Service Quality

Affect of Service
- Empathy
- Responsiveness
- Assurance
- Reliability

Library as Place
- Utilitarian Space
- Symbol
- Refuge

Information Control
- Scope of Content
- Convenience
- Ease of Navigation
- Timeliness
- Equipment
- Self-Reliance

Survey Structure (Detail View)

Library Service Quality Survey

Please rate the following statements (1 is lowest, 9 is highest) by indicating:

Minimum -- the number that represents the *minimum* level of service that you would find acceptable

Desired -- the number that represents the level of service that *you personally want*

Perceived -- the number that represents the level of service that *you believe* our library currently provides

For each item, you must EITHER rate the item in all three columns OR identify the item as "N/A" (not applicable). Selecting "N/A" will override all other answers for that item.

When it comes to...	My Minimum Service Level Is	My Desired Service Level Is	Perceived Service Performance Is	N/A
	Low — High	Low — High	Low — High	
1) Employees who instill confidence in users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
2) Easy-to-use access tools that allow me to find things on my own	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
3) Print and/or electronic journal collections I require for my work	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
4) Readiness to respond to users' questions	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
5) Quiet space for individual activities	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
When it comes to...	My Minimum Service Level Is	My Desired Service Level Is	Perceived Service Performance Is	N/A
	Low — High	Low — High	Low — High	
6) Convenient access to library collections	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A
7) Willingness to help users	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	1 2 3 4 5 6 7 8 9	N/A

Survey Structure in Greek

Σε ό,τι αφορά ….	Ελάχιστο Επίπεδο Εξυπηρέτησης		Επιθυμητό Επίπεδο Εξυπηρέτησης		Εκτιμώμενο Επίπεδο Εξυπηρέτησης		Δεν Ισχύει
	Χαμηλό … Ψηλό		Χαμηλό … Ψηλό		Χαμηλό … Ψηλό		
1) Προσωπικό που εμπνέει εμπιστοσύνη στους χρήστες	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
2) Ηλεκτρονικές πηγές που είναι προσβάσιμες από το σπίτι ή το γραφείο μου	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
3) Χώρο που ενθαρρύνει τη μελέτη και τη μάθηση	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
4) Εξατομικευμένη προσοχή στους χρήστες	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
5) Ιστότοπο Βιβλιοθήκης που με διευκολύνει να εντοπίζω πληροφορίες μόνος/η μου	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
6) Επαρκές ωράριο παροχής υπηρεσιών	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
7) Προσωπικό που είναι πάντα ευγενικό	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
8) Έντυπο υλικό που απαιτείται για την εργασία μου	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει
9) Ήσυχο μέρος για ατομική μελέτη	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		Δεν ισχύει

A few 'Greek' related LibQUAL+® citations

- Martha Kyrillidou , "**Η διεθνοποίηση της αξιολόγησης των βιβλιοθηκών και η ανάπτυξη του LibQUAL+™**" *Απο τη βιβλιοθηκονομία στην επιστήμη της πληροφορισης: Μελέτες προς τιμή του Γ. Μ. Κακούρη, επιμέλεια Ανέστη Σίτα και Χρήστο Παπατσικουράκη (Θεσσαλονίκη, 2005)*

- Bruce Thompson, Colleen Cook, Martha Kyrillidou, **Using National and International Score Norms as a Library Service Quality Benchmarking Tool** Paper presented at the 17th meeting of the Greek Academic Libraries, Ioannina, Greece, September 24-26, 2008.

- Bruce Thompson, Martha Kyrillidou, Colleen Cook, **Does using item sampling methods in library service quality assessment compromise data integrity?: A LibQUAL+® Lite study** Paper presented at the 2nd Qualitative and Quantitative Methods in Libraries (QQML 2010) International Conference, Chania (Crete), Greece, May 27, 2010.

Texas A&M LibQUAL+ Longitudinal Reviews
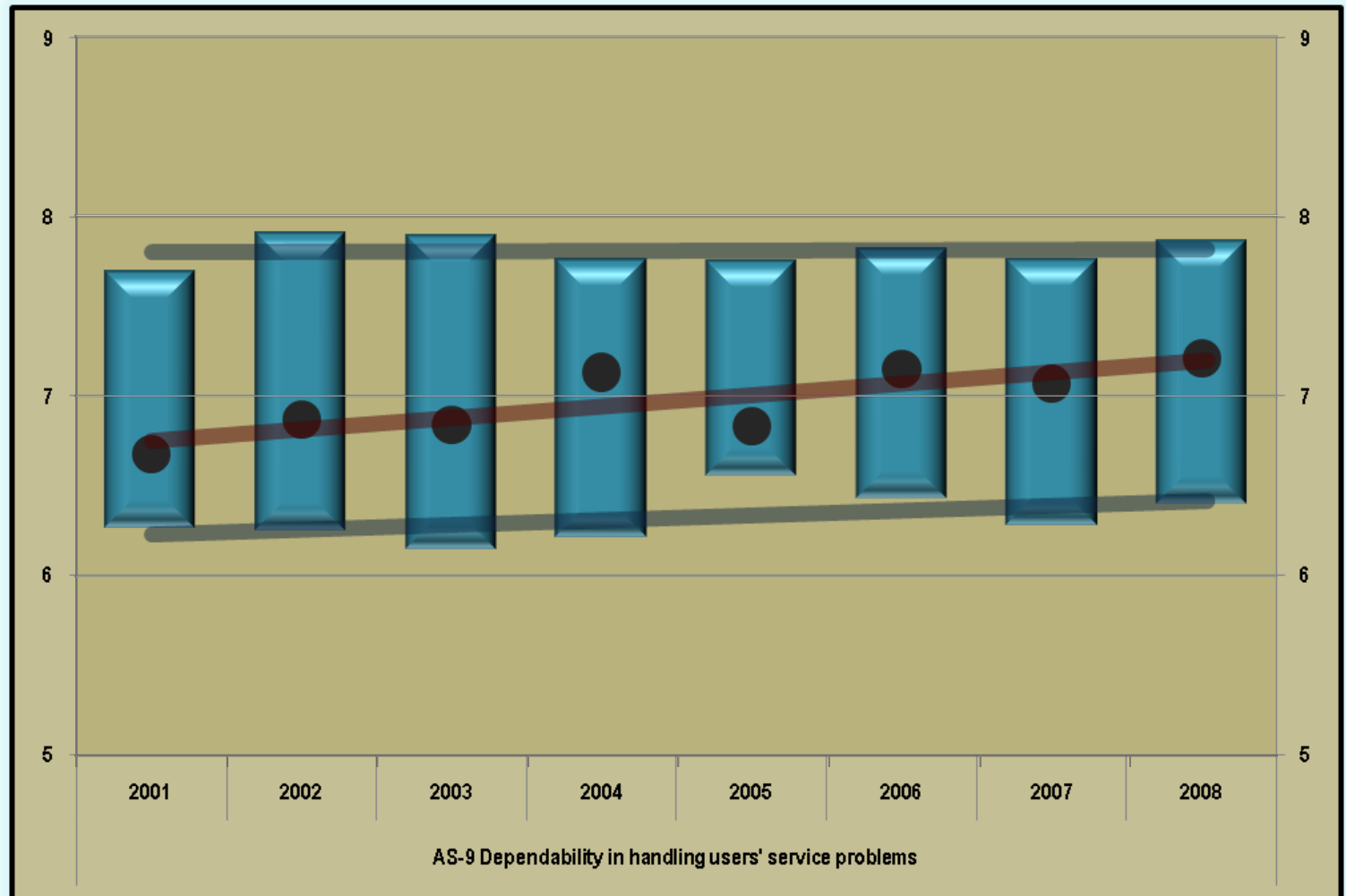
AS-9 Dependability in handling users' service problems

Texas A&M LibQUAL+® Comments Analysis

"I would like more group study rooms as there never seem to be enough of them"

"We need more book resources"

"I am a distant Student and am only able to be in College Station on the weekends. Unfortunately, ILL is closed on Saturday"

"Extend the open hours on weekends"

"What's the point of housing a great collection of movies if Students can't borrow them?"

"The Library's website can be confusing to navigate"

"The progress in electronic resources has been amazing"

ClimateQUAL® Assessment

Measures staff perceptions concerning:

- the library's commitment to the principles of diversity

- organizational policies and procedures, and

- staff attitudes

Organizational Climate

- Organizational climate refers to the interpretative frameworks shared by employees regarding the priorities of their organization and it helps them understand what behavior is rewarded, supported, and expected in the organization (Schneider, 1990).

- Employees develop these organizational perceptions as a result of their attempts to make "sense" of the policies, practices, and procedures endorsed and enacted in an organization.

Organizational Climate

Scales:

- Climate for Deep Diversity
- Climate for Psychological Safety
- Climate for Justice
- Climate for Innovation: Co-Workers
- Climate for Continual Learning
- Climate for Leadership
- Climate for Teamwork
- Climate for Demographic Diversity
- Climate for Customer Service

Climate for Innovation: Co-Workers

… refers to the extent to which co-workers encourage each other to share and come up with innovative solutions.

Sample question

- – "Co-workers tell each other about other new information that can be used to increase job performance"

Climate for Continual Learning

… refers to the extent to which an organization has policies, practices, and procedures that emphasize continued employee education.

Sample question

– "There is excellent on-the-job training"

MINES for Libraries ® (critical incident)

- MINES is a transaction-based research methodology consisting of a web-based survey form and *a random moments sampling plan*

- MINES typically measures who is using electronic resources, where users are located at the time of use, and their purpose of use *in the least obtrusive way*

- MINES was adopted by the Association of Research Libraries (ARL) as part of the "New Measures" toolkit in May, 2003.

A few 'Greek' related MINES for Libraries® citations

- Noula Alvanoudi, Fillipos Kolovos, Martha Kyrillidou, **MINES FOR LIBRARIES: Measuring the Impact of Networked Electonic Services** Presented at the 17th Annual Conference of Greek Academic Libraries, Ioannina, Greece, September 16, 2008 (In Greek).

- Brinley Franklin, Martha Kyrillidou, and Terry Plum, From usage to user: library metrics and expectations for the evaluation of digital libraries In Evaluation of Digital Libraries: an insight into useful applications and methods. eds. Giannis Tsakonas and Christos Papatheodorou (Oxford: Chandos Publishing, 2009): 17-39.

Library User Survey

University of Connecticut
LIBRARIES

UConn Library Electronic Services Web Survey

This survey is being conducted during a **two-hour** time period by the University of Connecticut to assess the usage of the Library's electronic services. **All responses are anonymous.** The data is critical for obtaining continued funding.

After completing the survey, you will be connected to the service you selected.

Thank you for your help.

|	
Patron Status	Select Patron Status ⬍
Affiliation	Select Affiliation ⬍
Location	Select Location ⬍
Purpose for Using this Electronic Resource:	○ Sponsored (Funded) Research Definition ○ Instruction/Education/Departmental (Non-Funded) Research Definition ○ Other Activities Definition

Submit Survey

2010-2011 OCUL Report

- 34,776 complete responses across all OCUL institutions

- http://www.libqual.org/documents/LibQual/publications/MINES_OCUL2011.pdf

Distribution of OCUL Partner Institutions' Enrollments as of July 2010, Responses to MINES for Libraries(R), and SFX Statistics (Clicks) from 2/16/2010 to 2/17/2011
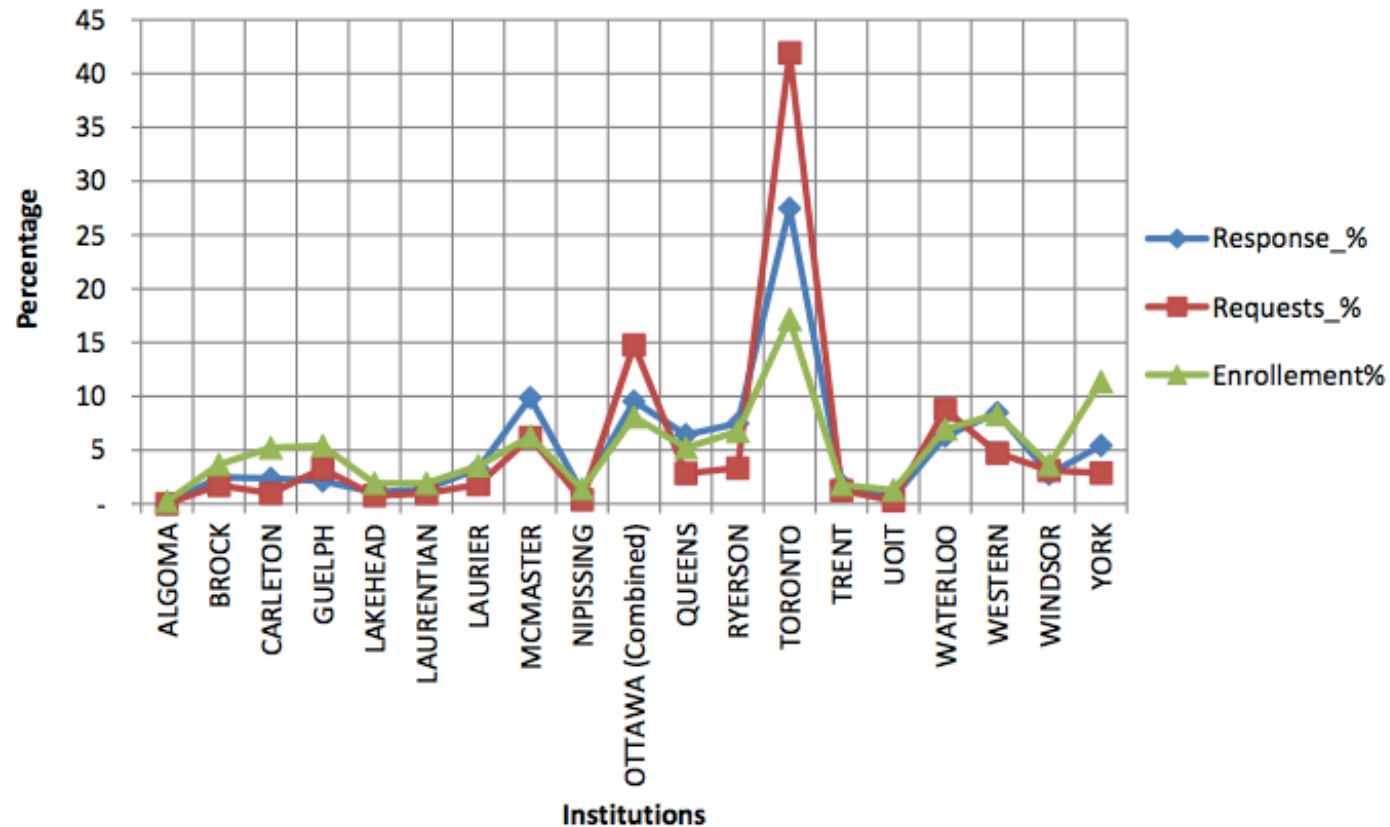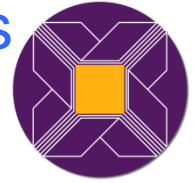
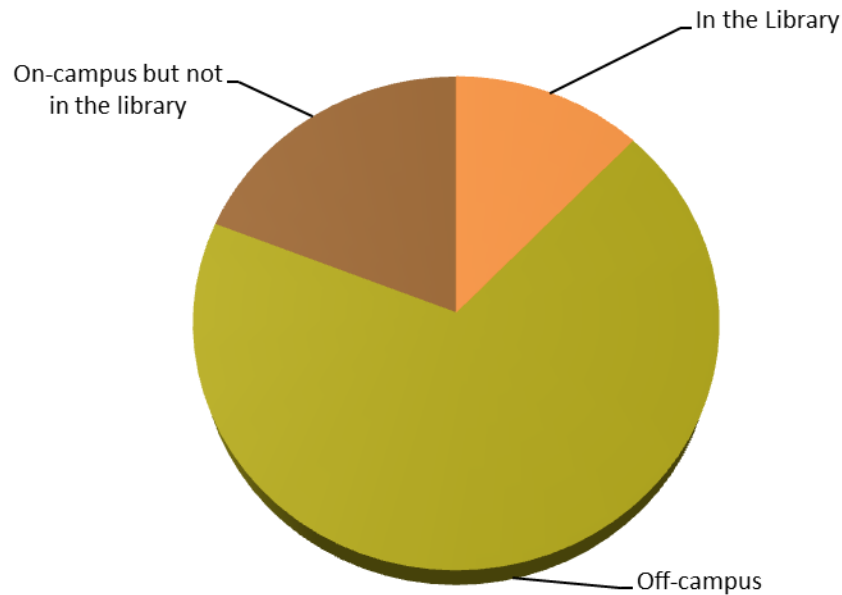# Frequency of Use of Electronic Resources increased in Humanities
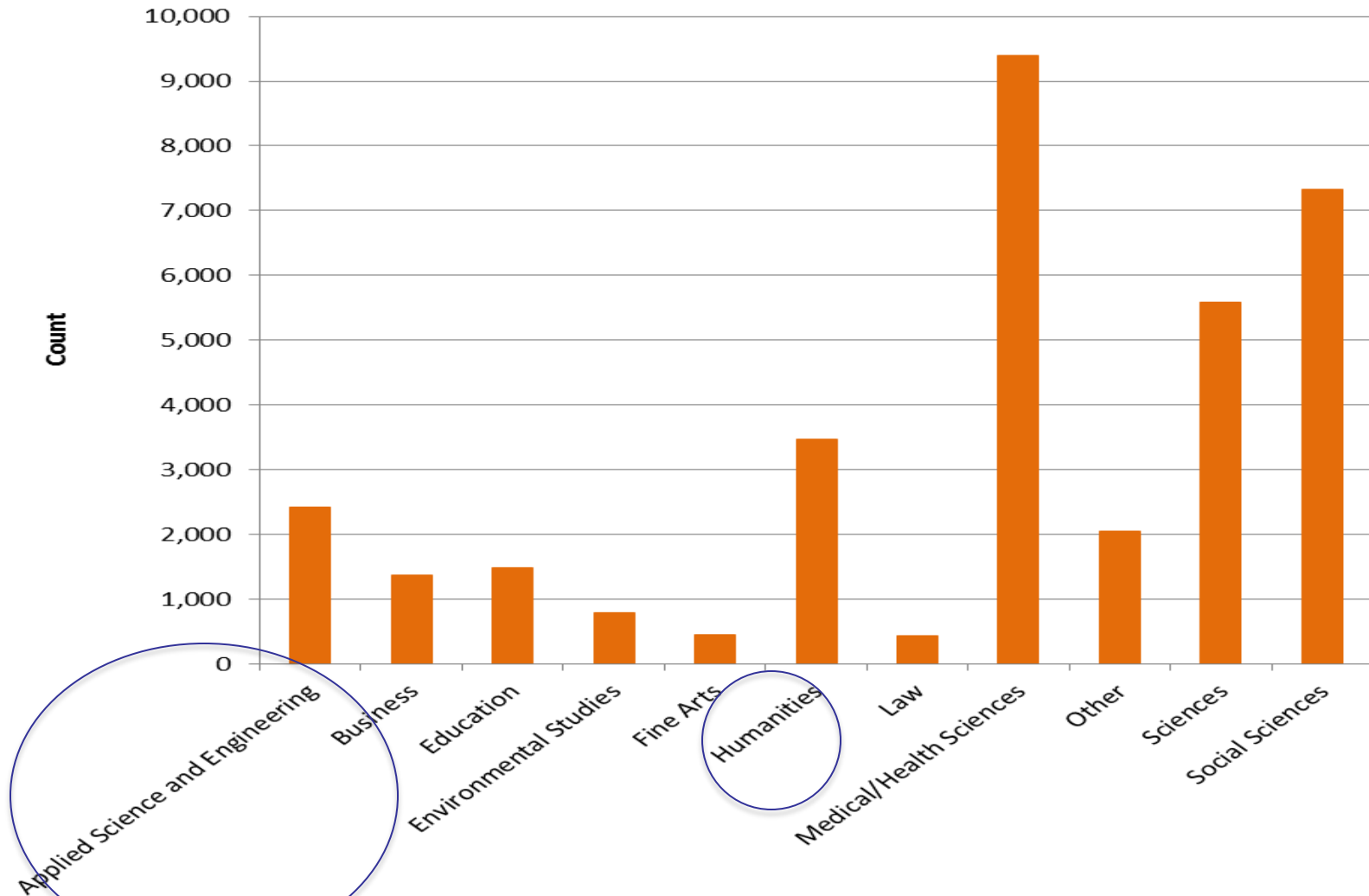
Use of Electronic Resources by Location
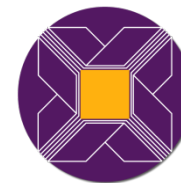

Frequency by Location

- In the Library
- On-campus but not in the library
- Off-campus

Legend: In the Library | Off-campus | On-campus but not in the library

Off Campus use up 23.5%

On Campus not in library down 15.9%

Library use down 7.7%

StatsQUAL®

DigiQUAL®

MINES
For Libraries®

LibQUAL+®

ARL Statistics®

ClimateQUAL®

Organizational Performance Assessment

Scenarios

Effective, Sustainable, and Practical Assessment

ARL Profiles

Balanced Scorecard

Return on Investment Lib-Value

Ευχαριστώ

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