

## **Adelphi University**

### **LibQUAL+® + 2012**

#### Background:

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 paired with training that helps libraries assess and improve library services, change organizational culture, and market the library. (LibQUAL+®)

AU Libraries launched its first LibQUAL+® survey in March 2005. There were 327 respondents, and 144 individual comments. We used the feedback from the 2005 survey to make recommendations for improvements in the Libraries 2006-2008 Strategic Plan. In October of 2012, Adelphi University Libraries fielded our second LibQUAL+® survey to evaluate the user perception of Library services and to measure any differences that may have occurred since our last survey.

The 2012 survey ran from October 15<sup>th</sup> through November 9<sup>th</sup> (it was extended one week due to hurricane Sandy). With the 2012 survey, AU Libraries took advantage of LibQUAL+® new Lite option and offered a combination of both Lite and long versions of the survey for maximum response. LibQUAL+® Lite is a shorter version of the survey. In the Lite version, respondents are randomly presented with 8 of the 22 questions that required a shorter response time. Adelphi received combined data from both versions. Of the respondents, 80% answered the full (long) version and 20% answered the shorter Lite version.

#### Respondents:

Of the 909 valid surveys completed, 79% of the respondents were students (70% undergraduate/30% graduate), 13% were faculty, and 8% were staff.

#### Analysis of User Perceptions:

The survey instrument measures library users' minimum, perceived, and desired service levels of service quality across three dimensions:

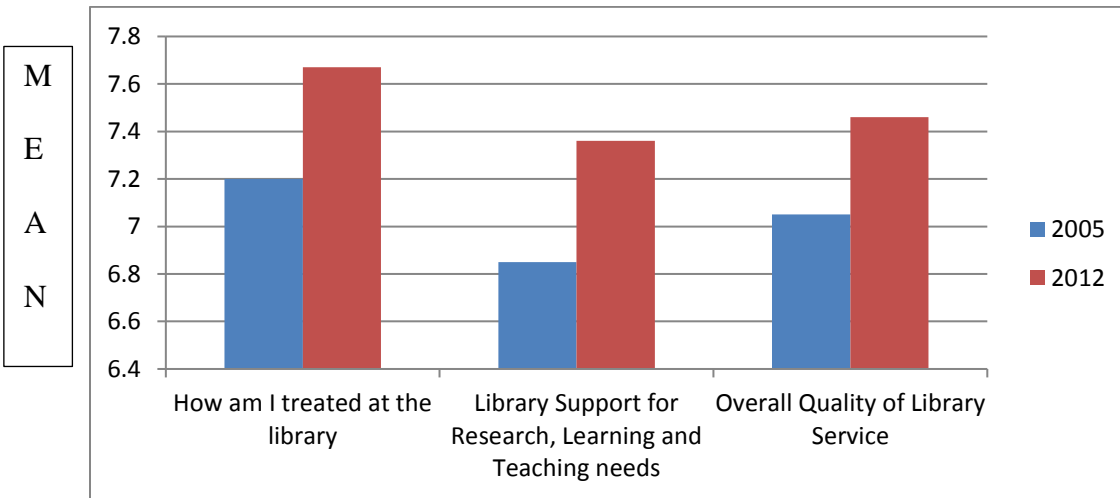
Affect of Service -AS

Information Control - IC

Library as Place - LP

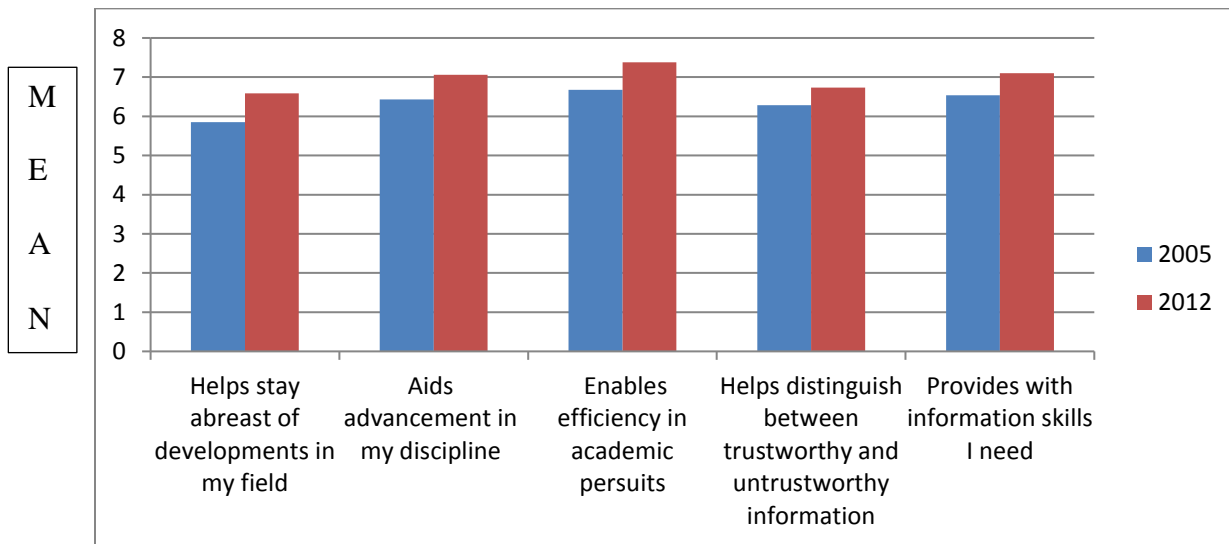
Note: All data shown include only faculty and students.

## General Satisfaction with Library Services



Overall satisfaction with Library Services has significantly improved since 2005

## Information Literacy Outcome



Information Literacy has consistently improved in all aspects since 2005

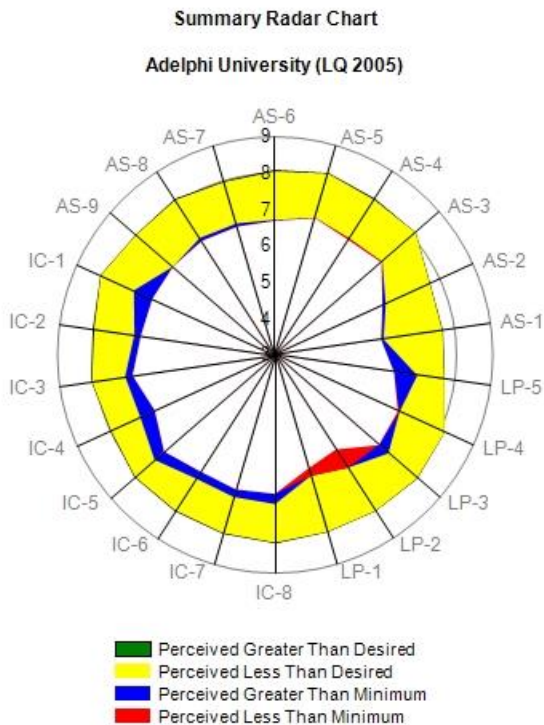
## Undergraduate Students

**AM = Perceived Level - Minimum Level**  
**SM = Perceived Level - Desired Level**

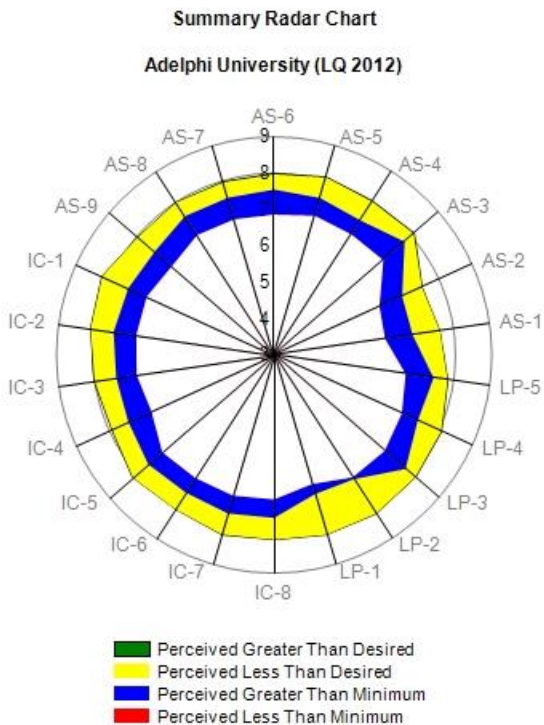
The Highest Adequacy and Superiority Mean Scores Indicate the Best Performance

Dimension	Adequacy Mean 2005	Adequacy Mean 2012	Superiority Mean 2005	Superiority Mean 2012
Affect of Service	0.07	0.67	-1.29	-0.54
Information Control	0.30	0.55	-0.98	-0.63
Library as Place	0.02	0.46	-1.42	-0.79
<b>Overall</b>	<b>0.14</b>	<b>.58</b>	<b>-1.21</b>	<b>-0.63</b>

Undergraduate Radar chart - 2005



Undergraduate Radar chart - 2012



The current data indicate that our undergraduate students perceive the Libraries as well above the minimum expectations and closer to the desired level in all 3 dimensions. Significant strides have been made in Affect of Service, which is a goal of the AU 2015 Strategic Plan. The most significant improvement is in Library as Place where we did not meet the minimum expectations in 2005.

## Graduate Students

**AM = Perceived Level - Minimum Level**

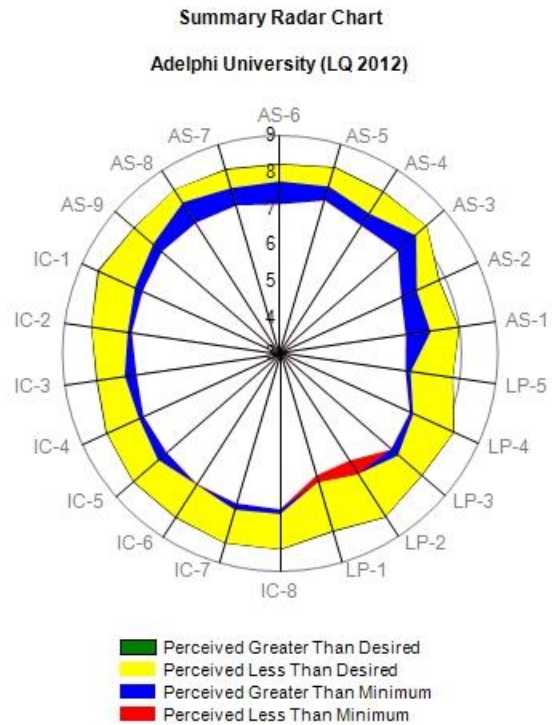
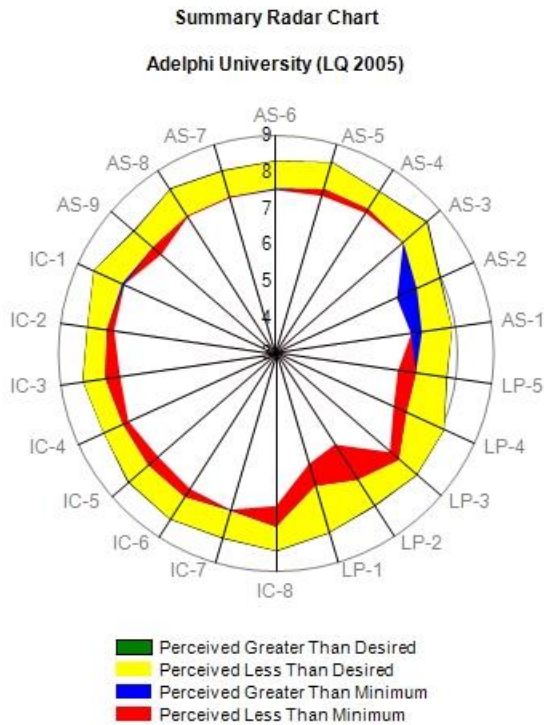
**SM = Perceived Level – Desired Level**

The Highest Adequacy and Superiority Mean Scores Indicate the Best Performance

Dimension	Adequacy Mean 2005	Adequacy Mean 2012	Superiority Mean 2005	Superiority Mean 2012
Affect of Service	0.03	.53	-0.81	-0.57
Information Control	-0.24	.18	-0.93	-0.98
Library as Place	-0.54	0	-1.49	-1.33
<b>Overall</b>	<b>-0.21</b>	<b>0.29</b>	<b>-1.02</b>	<b>-0.88</b>

Graduate Radar Chart- 2005

Graduate Radar Chart-2012



The 2012 Graduate data indicate a significant improvement in the perception of Library Service Quality in all dimensions. In 2005 AU Libraries only met the minimum service level in 1 of the 3 dimensions. In 2012 the only dimension where we failed to meet the minimum expectation is in Library as Place.

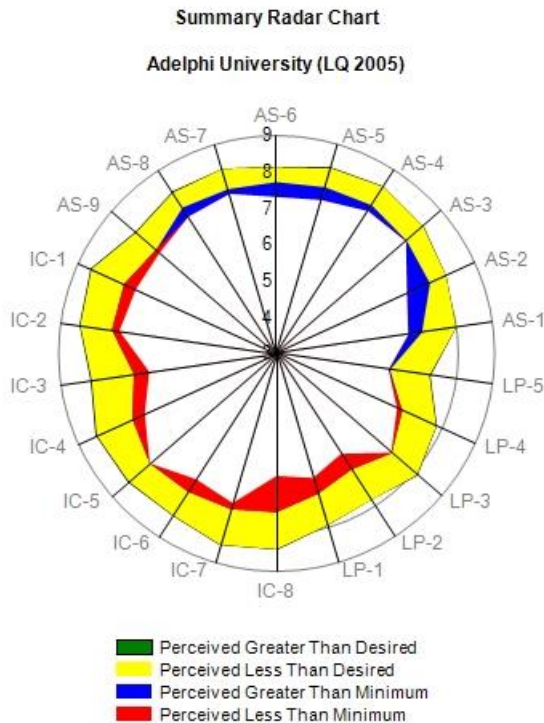
## Faculty

**AM = Perceived Level - Minimum Level**  
**SM = Perceived Level – Desired Level**

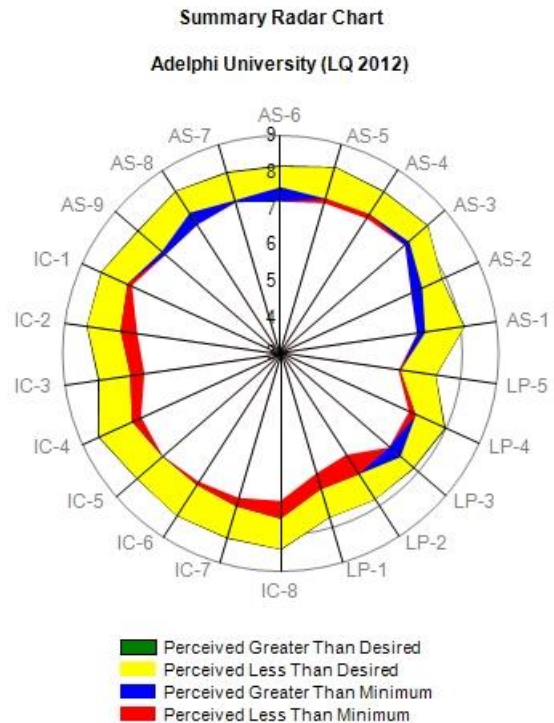
The Highest Adequacy and Superiority Mean Scores Indicate the Best Performance

Dimension	Adequacy Mean 2005	Adequacy Mean 2012	Superiority Mean 2005	Superiority Mean 2012
Affect of Service	0.26	0.16	-0.62	-0.74
Information Control	-0.36	-0.27	-1.31	-1.15
Library as Place	-0.27	-0.17	-1.21	-1.02
<b>Overall</b>	<b>-0.08</b>	<b>-0.06</b>	<b>-1.00</b>	<b>-0.95</b>

Faculty Radar Chart - 2005



Faculty Radar Chart - 2012



While the Faculty data do not indicate a significant improvement overall, there is a very slight improvement in Information Control and Library as Place. Faculty perceptions of service quality in Affect of Service have slightly decreased since 2005.

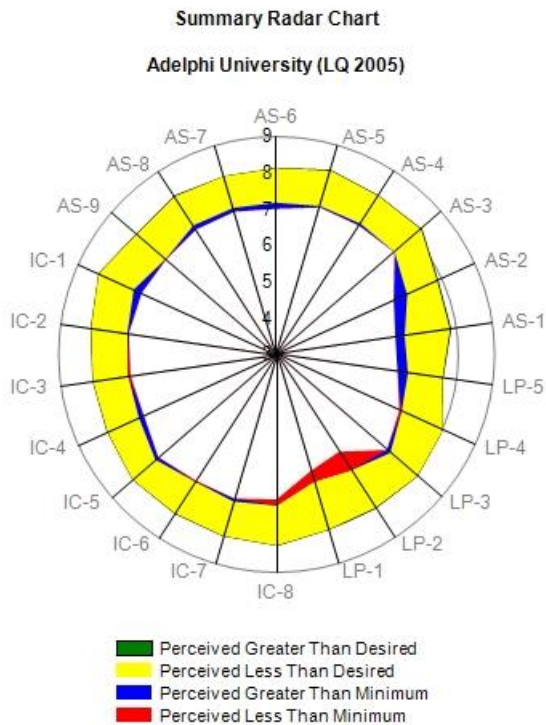
## Students & Faculty Summary

**AM = Perceived Level - Minimum Level**  
**SM = Perceived Level - Desired Level**

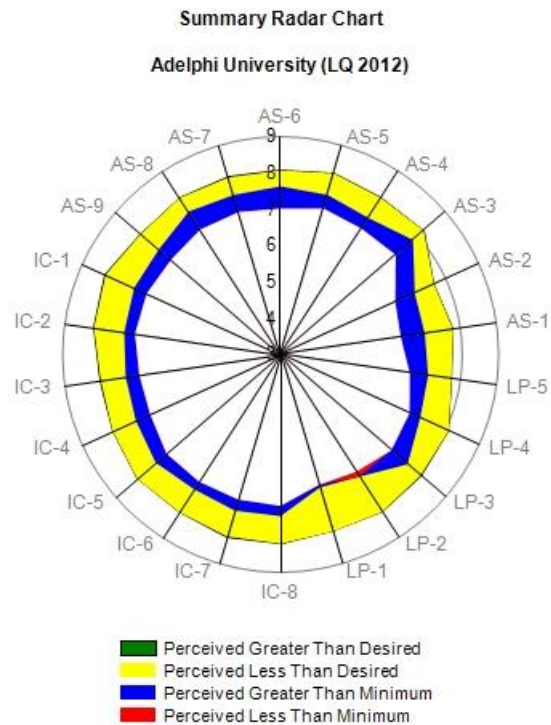
The Highest Adequacy and Superiority Mean Scores Indicate the Best Performance

Dimension	Adequacy Mean 2005	Adequacy Mean 2012	Superiority Mean 2005	Superiority Mean 2012
Affect of Service	0.15	0.54	-1.29	-0.57
Information Control	0.04	0.33	-0.98	-0.78
Library as Place	-0.12	0.26	-1.42	-0.93
<b>Overall</b>	<b>0.05</b>	<b>0.40</b>	<b>-1.21</b>	<b>-0.72</b>

**Summary Radar - 2005**



**Summary Radar - 2012**



The overall perception of Faculty and students indicates significant improvement in all 3 dimensions. While we are still slightly below minimum expectations in Library as Place, specifically, LP-2 Quiet space for individual activities, the data support that AU Libraries are moving in the right direction.

## LibQUAL+ SUMMARY 2012

The results of the survey show a marked improvement in library scores since 2005. In measuring perceptions and expectations of library service quality, Adelphi shows strength in our service to patrons. Users are very satisfied with the way they are treated, the support they get, and the quality of service provided at the libraries.

Comparing the overall 2012 results with the results of the 2005 LibQUAL+® survey, we find a noticeable improvement in all 3 dimensions where we had a negative adequacy mean (the perceived is lower than the minimum expectation). The 2012 survey shows only one negative adequacy mean: LP2 *Quiet space for individual activities*. Whereas, in 2005 we had eight measurements with a negative adequacy mean (four in IC, one in AS, three in LP).

Analysis of Adequacy Mean (AM = Perceived Level– Minimum Level)

Analysis of Superiority Mean (SM = Perceived Level – Desired Level)

The highest Adequacy and Superiority Mean scores indicate the best performance

Adelphi Libraries' user perceptions were most favorable in the following areas.

1. AS-1 Employees who instill confidence in users
2. AS-3 Employees who are consistently courteous
3. AS-6 Employees who deal with users in a caring fashion
4. LP-3 A comfortable and inviting location
5. AS-8 Willingness to help users

Based on the results of the 2012 survey and the many comments received (365), the following improvements have already been implemented:

- New acoustical ceiling tile installed to create a quieter space
- Swirbul Library now open earlier in the morning
- Extended exam/study hours to remain open longer

Areas we are looking at to improve:

- Easy to use access tools that allow me to find things on my own  
The libraries web committee is in the process of redesigning the libraries website. The plan is to launch the new website by early summer.
- Library needs to be more visible throughout the campus.  
Better marketing for the libraries and the services we offer.

Comparing Adelphi's survey results with those of two local peer institutions reflects higher Adequacy and Superiority Means for AU in all 3 Dimensions, AS, IC, and LP.

### Conclusions:

AU Libraries have made significant improvements in overall perception of Library Services since 2005.

Undergraduate and Graduate students' perceptions regarding library services are closer to the desired in all areas measured. The only area where we do not meet the minimum expectation is in Library as Place (Quiet Study). Almost all higher learning institutions report this as an issue.

Faculty continue to perceive the library as not meeting their minimum expectation in both Library as Place and Information Control. The top issue is quiet space for individual activities. This is the same concern that plagues the undergraduate and graduate Library users.

Another problematic area for Faculty is Information Control (access of resources needed for work and research). While there has been a slight improvement since 2005, we hope to continue to address this issue by making library services more visible across the campus and better marketing of the libraries and the services we offer. Our resolution to bring our resources and services to light should begin with the increased presence of professional Library staff at all new student and Faculty orientations.

We are addressing the most common key issues amongst all user groups:

- Quiet space for independent study: new acoustical ceiling tiles are being installed.
- Group Study Space: additional collaborative study space (to enhance quiet study space) is being considered.
- Library hours: Swirbul Library is now open earlier in the morning and we have extended the Exam/Study hours to cover the entire Study and Exam period. Two Library Labs will remain open seven days a week until 3:00 a.m. affording study space and computer availability.
- Easy to use access tools that allow me to find things on my own: The Library website is in the process of being redesigned and should launch in early summer.

Ann Minutella, Associate Dean of Libraries  
Kathy Bucalo, Assistant to the Dean for Administration  
Sreedevi Satyavolu, Manager of Periodicals/ILL/Doc.Del.



## **LibQUAL Questions**

### **Affect of Service**

- 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 deals 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-1 Making electronic resources 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-1 Library space that inspires studying and learning
- LP-2 Quiet space for individual activities
- LP-3 A comfortable and inviting location
- LP-4 A getaway for studying, learning, or research
- LP-5 Community space for group learning and group study