To be In Sync or Out of Sync

Considerations for Switching from LibQUAL+® to the Insync Survey

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Context: A look back at LibQUAL+® Canada

- LibQUAL Canada consortium formed in 2007
- Survey years: 2007 (54 institutions), 2010 (47 institutions), 2013 (47 institutions)
- Student respondents nearly doubled from roughly 20,000 to 39,000 by 2013
- 73% of participating institutions said they would consider running LibQual again in 2016
- CARL polled member libraries in 2015 and discontinued LibQUAL Canada.
Context: LibQUAL+®

• **The Good:** Benchmarking survey, supported by ARL, thoroughly tested, 22 core questions (Affect of Service, Information Control, Library as Place), many participants, training available through ARL

• **The Bad:** Question structure (Desired, Minimum, Perceived)

• **The Ugly:**
2016, 2017, 2018, 2019
Library Client Survey

The Library Client Survey helps you:

- understand your clients’ priorities
- increase service levels and user satisfaction
- support applications for new buildings and renovations
- win funding for expanding and renewing collections

Library Client Survey

Survey your library clients to identify major improvement opportunities for your library with the Library Client Survey. Conducted across university libraries in Australia and with an increasing overseas presence, the survey puts current library performance in context and can help you improve the effectiveness of your library.

Christine Ruzic, National Librarian, Endeavour College of Natural Health

“This is the first time I've analysed survey results in this manner and have found them illuminating. We've identified problem areas and what's working. An extraordinary tool for evidence-based management.”

Endeavour College of Natural Health
What is Insync?

• Australian-based company (library-based surveys all over the world)

• Main objectives:
  • What is important to you?
  • How well are we performing?
  • Find the gaps in performance and importance
  • Bigger gaps= things to focus on

• ~24 statements under 4 themes-communication, service delivery, facilities & equipment, & information resources
Where can the Library improve?

• Importance – Performance = Gap
• Gaps b/w 1.0 and 1.99- meaningful & should be investigated further
• Gaps = or > 2.0= serious and should be prioritized/acted upon

• In other words: Statements that are high in importance list but at the bottom of performance list
Top 10 in Importance, Top 10 in Performance—What’s in both?

AKA - Users find important & library is doing well at it

• I can get wireless access in the Library when I need to
• When I am away from campus I can access the Library resources and services I need
• Library staff provide accurate answers to my questions
• I can get help from library staff when I need it
• Course Reserves (Ares) meet my needs
• Access to Library information resources has helped me to be successful at university
Benchmarking - Best Practice Categories
(taken with grain of salt this year)

<table>
<thead>
<tr>
<th>Weighting</th>
<th>Communication</th>
<th>Service delivery</th>
<th>Facilities &amp; equipment</th>
<th>Information resources</th>
<th>Weighted total</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2018</td>
<td>72.8%</td>
<td>81.5%</td>
<td>73.6%</td>
<td>81.9%</td>
<td>78.2%</td>
</tr>
<tr>
<td>Highest</td>
<td>80.4%</td>
<td>84.3%</td>
<td>84.8%</td>
<td>85.8%</td>
<td>82.9%</td>
</tr>
<tr>
<td>Median</td>
<td>78.2%</td>
<td>81.4%</td>
<td>78.3%</td>
<td>81.6%</td>
<td>80.6%</td>
</tr>
<tr>
<td>Lowest</td>
<td>73.2%</td>
<td>78.5%</td>
<td>69.0%</td>
<td>78.5%</td>
<td>76.2%</td>
</tr>
</tbody>
</table>

Note: Benchmark data relates to latest survey
What documents you get

- Key Findings Report (pdf) - 27 pages
- Scope - All Respondents Report - (pdf) - 147 pages - very detailed (ie by type)
- Comments - (excel) - organized by themes/best practices/ type of user/etc
- Analysis of Verbatim Comments - 15 pages - # comments by themes, faculty, etc
- Raw data (excel)
insync – Pros & Cons

**Pros**
- Qualitative analysis of comments available for a fee
- Questions are more helpful & simplified
- Questions are not mandatory
- Allow edits of question wording
- Allow additional questions (e.g., demographics)
- Can measure correlation between academic performance and library use
- 10+ mins to complete (comparable with LibQUAL Lite)

**Cons**
- No prior experience
- Limited benchmarking – Cdn peers, Aussie unis
- Loss of longitudinal data (LibQUAL)
Update: Canadian Survey Consortium

- CARL director’s survey about surveys
- ARL’s consultant re LibQual (renewal?)
Conclusion

The beauty of a total market library survey is in the benchmarking and longitudinal comparisons, and in truly sharing our results and experiences, whichever survey tool we choose!
Question Period

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Bonus Slides
Carleton - only permission for 5000 plus \( \frac{1}{2} \) faculty and staff

Dal - surveyed everyone, nearly doubled the 2013 LibQual respondent numbers
Top 3 gaps: Carleton

I can find a place in the Library to work in a group when I need to (1.68)
I can find a quiet place in the Library to study when I need to (1.60)
Laptop facilities (e.g. desks, power) in the Library meet my needs (1.26)
Top 3 gaps: Dalhousie

I can find a place in the Library to work in a group when I need to (1.54)
I can find a quiet place in the Library to study when I need to (1.36)
Laptop facilities (e.g. desks, power) in the Library meet my needs (0.85)