MISO – Is it for you?

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MISO Basics

MISO – **M**easuring **I**nformation **S**ervice **O**utcomes

- Developed at Bryn Mawr College in U.S.

- Quantitative online survey designed to measure perceptions of both library and technology services.

- Surveys full-time undergraduate students, full-time teaching and research faculty and university staff. Graduate students were added as a special population.

- Lakehead was first Canadian institution to participate, one of 29 In 2017

Measures

Participants were asked about:

- Frequency of service use

- Service importance/satisfaction

- Perceptions of service point staff

- Use of computing and information tools

- Skills & learning methods

- Demographic factors

Survey Process

- Runs 12 days in Jan/Feb depending on the start of winter term

- Administered by MISO survey team (U.S) and Campus Survey Administrator

- Highly configurable surveys (same or different for each population) prepared by library in collaboration with campus partners

- Sampling done by MISO

- Invitation and reminders sent by MISO

Results

The MISO Team delivers:
- PDF summary reports for each population
- Excel and SPSS files
- Raw data files w/ email addresses included
- Results website - can compare across institutions and survey periods

Response Rates

Survey	Sample Size	Response Rate	Median response rate All schools
Student	1000	53.9%	48.1%
Faculty	531	58.2%	58.2%
Grad	974	61.7%	52.2%
Staff	697	47.9%	51.7%

Faculty are dissatisfied with:
- Physical library collections
- Library e-book collections
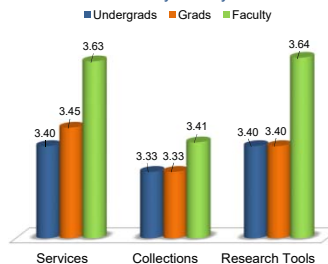- Input into library decisions that affect them

Grads are dissatisfied with:
- Availability of electrical outlets
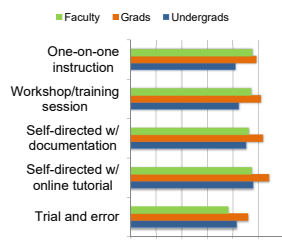- Physical library collections
- Library e-book collections

Undergrads are dissatisfied with:
- Availability of electrical outlets
- Group study spaces
- Study carrels

Satisfaction by Library Service

Undergrads / Grads / Faculty

- Services: 3.40, 3.45, 3.63
- Collections: 3.33, 3.33, 3.41
- Research Tools: 3.40, 3.40, 3.64

Preferred method for learning technical/research skills

Faculty / Grads / Undergrads

- One-on-one instruction
- Workshop/training session
- Self-directed w/ documentation
- Self-directed w/ online tutorial
- Trial and error

We also learned:

- Faculty - librarians should play a greater role in their teaching/academic goals than they currently do.
- Undergrads - 33% never back up their data
- Grads - over the course of a semester, 43% say the never use physical library collections
- Faculty - 62% do not use citation management software
- Grads (48%) / Undergrads (40%) - feel they have only a basic skill level for finding and evaluating information for their academic study

Most Important – Top Seven

Undergraduates		Graduates		Faculty	
myInfo	3.84	myInfo	3.84	myInfo	3.88
myCourselink (D2L)	3.82	E-mail services	3.74	E-mail services	3.86
Availability of wireless access on campus	3.77	Access to online resources from off-campus	3.72	Access to online resources from off-campus	3.74
Performance of wireless access on campus	3.77	Availability of wireless access on campus	3.59	Availability of wireless access on campus	3.62
E-mail services	3.68	Performance of wireless access on campus	3.58	Performance of wireless access on campus	3.61
Access to online resources from off-campus	3.45	Overall library service	3.54	Online library catalogue	3.60
Availability of electrical outlets in the library	3.42	Support when you have a myInfo problem	3.50	Overall library service	3.56

REB Issues

- Survey is confidential but not anonymous

- Emails sent directly to individuals in sample and of a personal nature – Dear "First Name"

- Too many reminder emails

- Letter of Information/Consent needed to be prepended to survey

- Participant names, email and IP addresses had to be removed from data files immediately upon receipt

Survey Considerations

- When configuring your survey questionnaires, consider:

- How often you plan to run the survey

- Additional populations you want to include

- Adding local questions/items

- Offering the same survey for all populations vs modified surveys for each

- Configuring the survey to reflect what you most want to assess (as opposed to asking about a broad range of topics)

Other Notables

- U.S. age of consent is 18 – could not survey our 17 yr. old students

- Lakehead requested that "race" questions be removed from the Demographics section.

- Survey is not mobile friendly

- Can be read by a screen reader