North-West University Libraries

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January 2017

What is LibQUAL?

- LibQUAL is offered to the library community by Association of Research Libraries (ARL).

- Assists libraries to **assess and improve library services**

- Measures library users' minimum, perceived and desired service levels of
  - **Quality of Service**
  - **Information Resources**
  - **Library as Place**
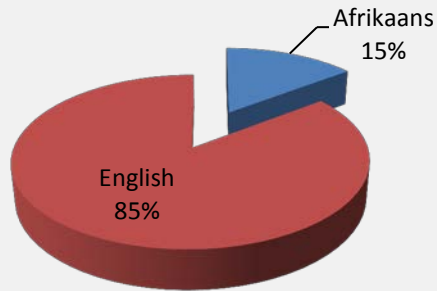
Benefits for the Library

- Gives library administrators the opportunity to
  - identify best practices
  - analyse deficits
  - effectively allocate resources
- Assess whether library services are meeting user expectations
- Compare library's performance with that of peer institutions
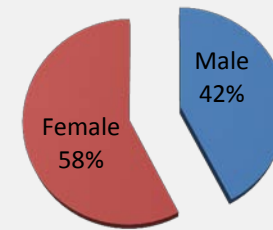
Respondents by user group

User group	2016
Undergraduates	1 062
Postgraduates	281
Academic staff	120
Support staff	23
Library staff	8
Total	1 494

Respondent profile

Language
- Afrikaans 15%
- English 85%

Gender
- Male 42%
- Female 58%

Library you visit most often
- 29%
- 71%
- ■ Potchefstroom Campus Libraries
- ■ Vaal Triangle Campus Library

Full time vs Part time
- Part time students 17%
- Full time students 74%%
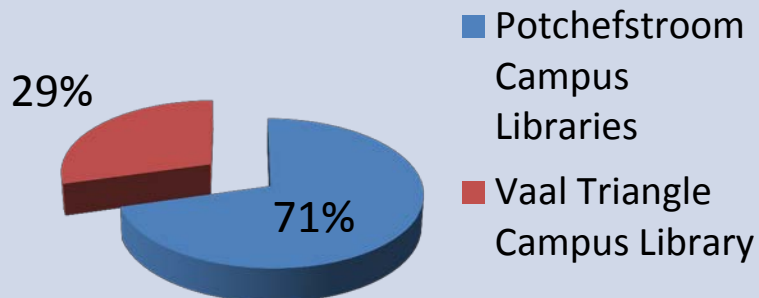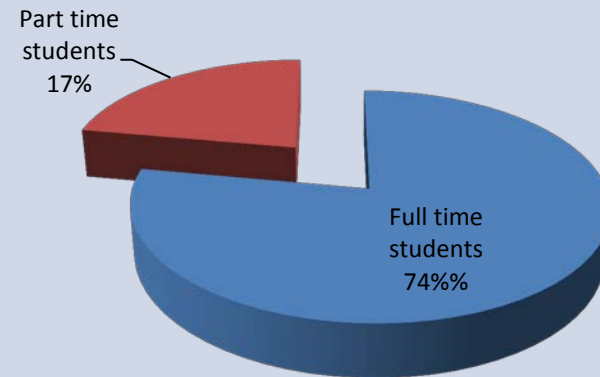
Respondents according to Faculty
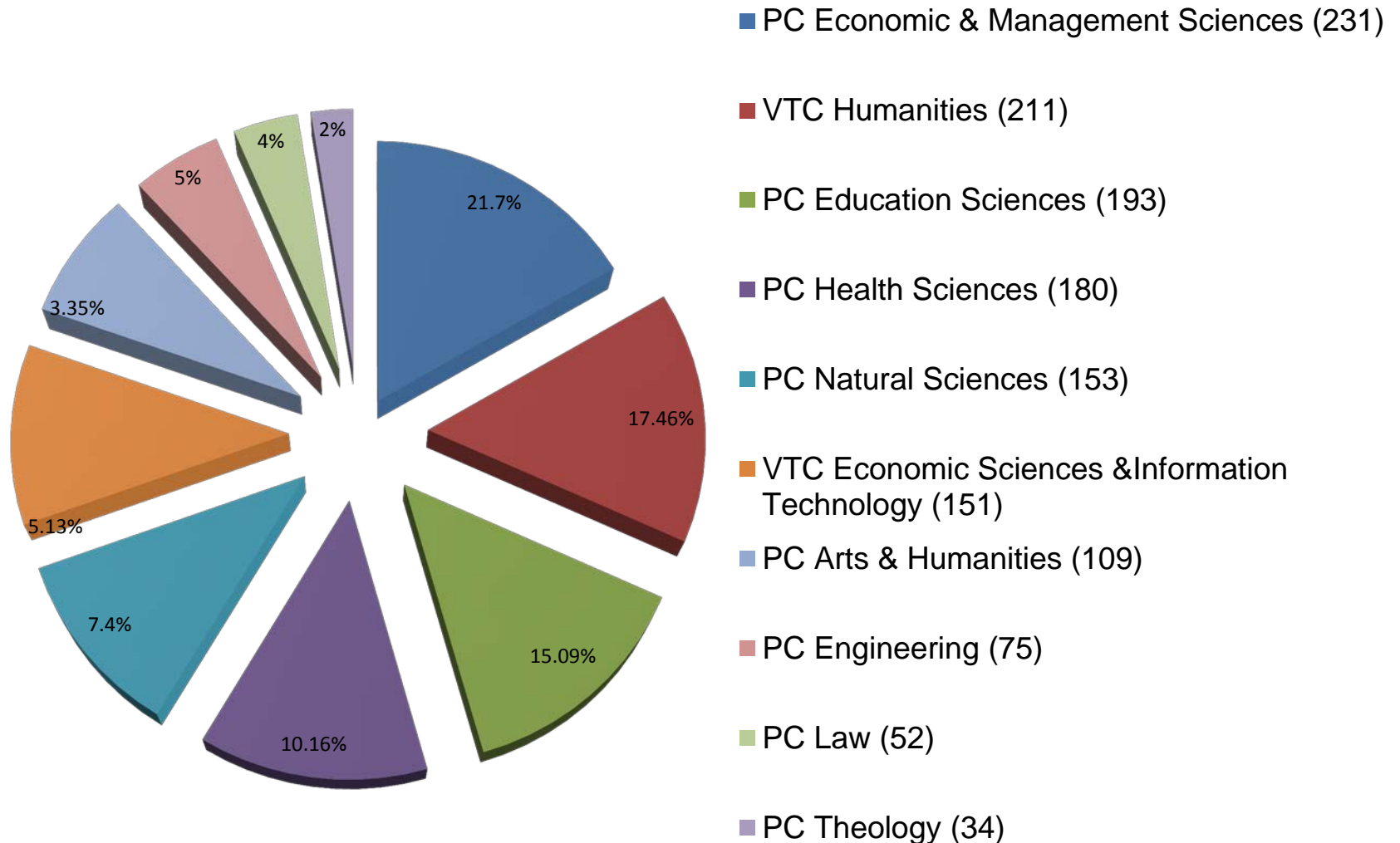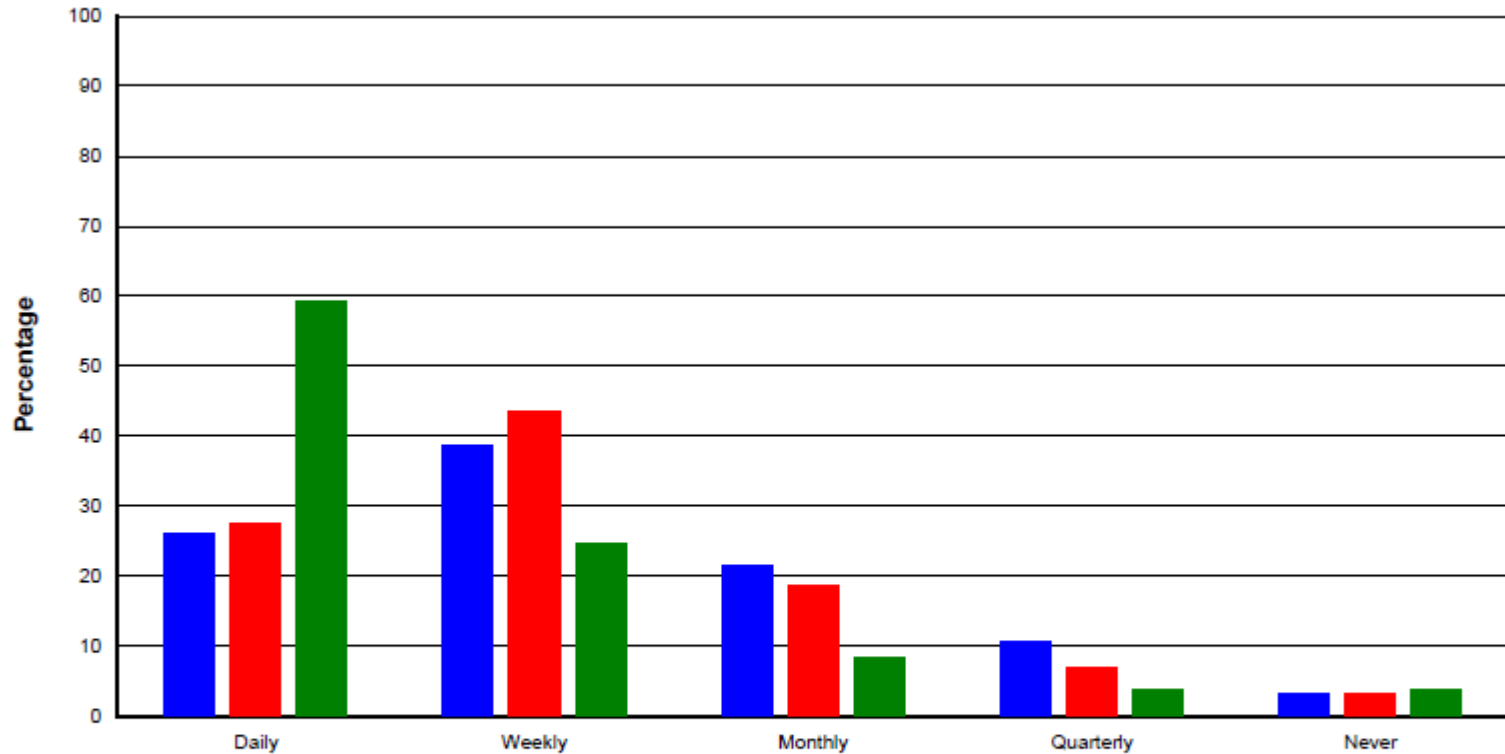
- PC Economic & Management Sciences (231)
- VTC Humanities (211)
- PC Education Sciences (193)
- PC Health Sciences (180)
- PC Natural Sciences (153)
- VTC Economic Sciences &Information Technology (151)
- PC Arts & Humanities (109)
- PC Engineering (75)
- PC Law (52)
- PC Theology (34)

21.7%
17.46%
15.09%
10.16%
7.4%
5.13%
3.35%
5%
4%
2%

Library use

Interpretation of radar charts
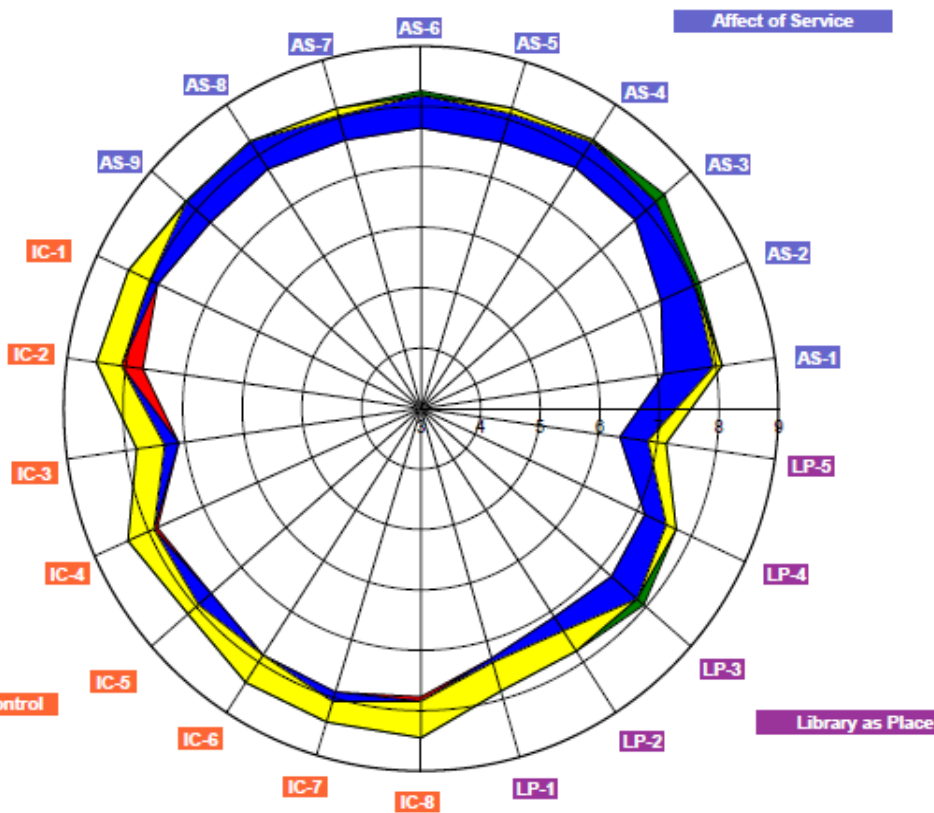
- Shows strengths & weaknesses

- Each axis = survey question

- Point near to **centre** = minimum expectation
- **Middle** = how they experience/perceive
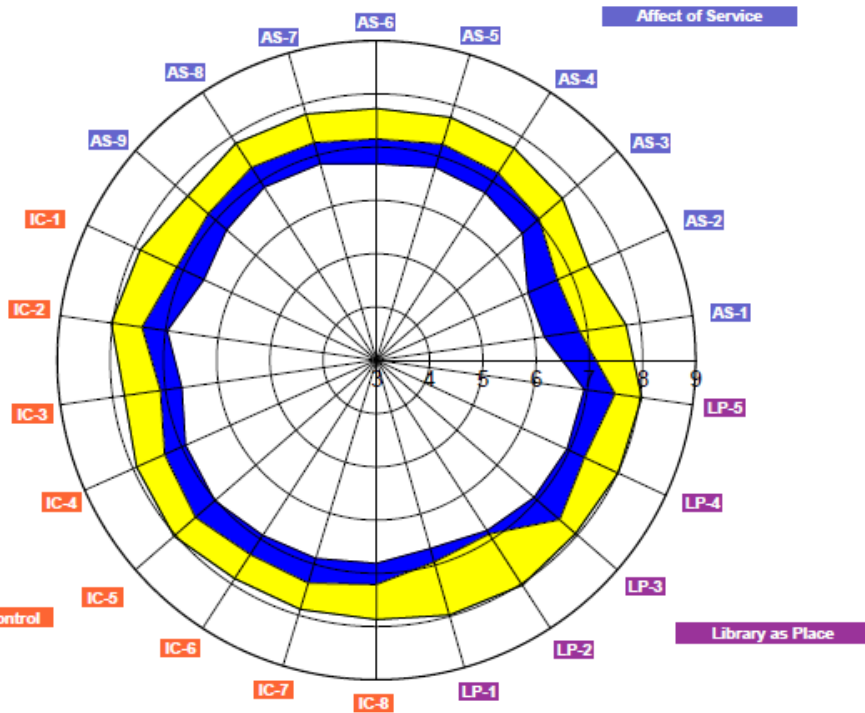- Points near to **edge** = desired level of service (high value)

- **Blue** + **yellow** within zone of tolerance

- **Green = positive experience** (exceeds expectations)

- **Red = negative experience** (negative service adequacy gap score)

Undergraduates (1 062)

Affect of service

AS-1 employees who instill confidence in users

AS-2 giving users individual attention

Library as place

LP-1 Library space that inspires study

LP-2 quiet space

LP-3 comfortable and inviting

LP-5 community space for group study
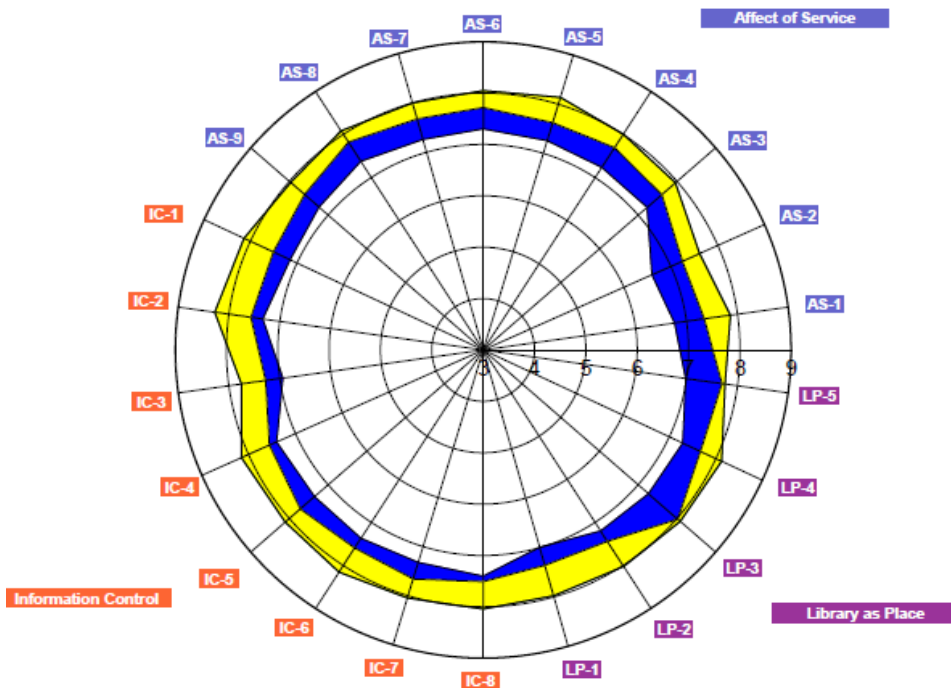
Information control

IC – 1 sources available from home

IC – 2 A library web site enabling me to locate information on my own

IC-8 Print / e-journals I need for my work

Overall satisfaction
Extreme satisfaction
Needs attention
Needs urgent attention

Postgraduates (281)

Affect of service

AS-1 employees who instill confidence in users
AS-2 Giving users individual attention

Library as place

**LP-3 Comfortable and inviting location
LP-5 Community space for group learning and group study**

Information control

IC – 1 sources available from home
IC-2 Library web site enabling me to locate information
IC-4 Electronic information sources I need
IC-8 Print / e-journals I need for my work

Overall satisfaction
Extreme satisfaction
Needs attention
Needs urgent attention

Academic staff (120)

Affect of service

AS-2 Giving users individual attention

AS-3 Employees who are consistently courteous

AS-4 Readiness to respond to users' enquiries

AS-6 Employees who deal with users in a caring fashion

AS-8 Willingness to help users

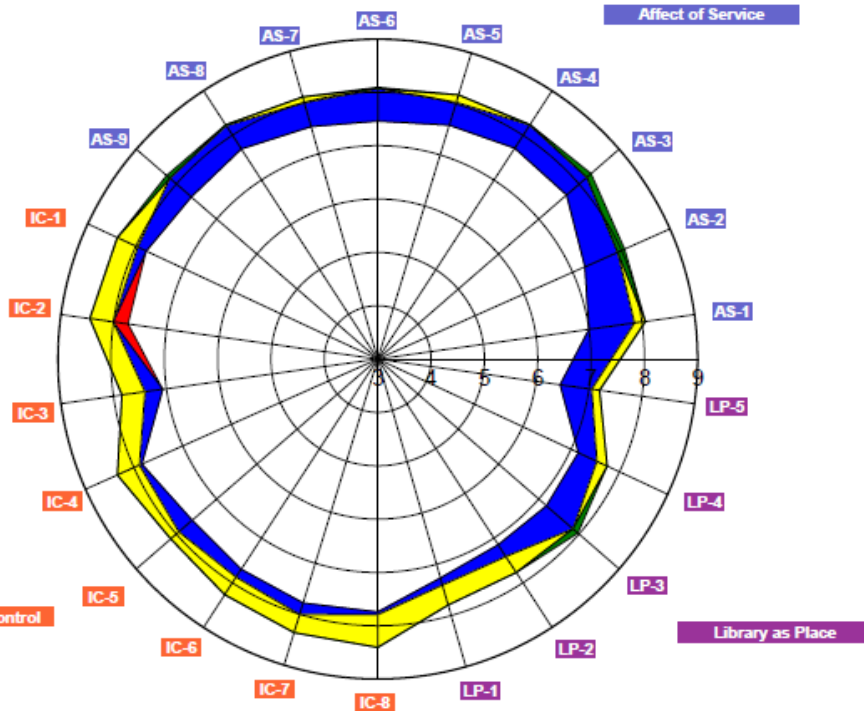AS-9 Dependability in handling users' service problems

Library as place

LP-3 comfortable and inviting

Information control

IC-2 Library web site enabling me to locate information

IC-8 Print / e-journals I need for my work

Overall satisfaction
Extreme satisfaction
Needs attention
Needs urgent attention

Satisfaction level of users

Satisfaction Question	Mean
In general, I am satisfied with the way in which I am treated at the library.	7.24
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.24
How would you rate the overall quality of the service provided by the library?	7.29

Postgraduates

Satisfaction Question	Mean
In general, I am satisfied with the way in which I am treated at the library.	7.90
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.69
How would you rate the overall quality of the service provided by the library?	7.74

Academic Staff

Satisfaction Question	Mean
In general, I am satisfied with the way in which I am treated at the library.	8.28
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.98
How would you rate the overall quality of the service provided by the library?	8.01

Rating of key dimensions

Undergraduates

Dimension	Minimum Mean	Desired Mean	Perceived Mean
Affect of Service	6.59	7.68	7.08
Information Control	6.84	7.91	7.30
Library as Place	6.86	8.00	7.24
Overall	6.75	7.84	7.20

Postgraduates

Dimension	Minimum Mean	Desired Mean	Perceived Mean
Affect of Service	7.14	7.96	7.59
Information Control	7.29	8.09	7.55
Library as Place	7.17	8.01	7.64
Overall	7.21	8.02	7.59

Academic Staff

Dimension	Minimum Mean	Desired Mean	Perceived Mean
Affect of Service	7.49	8.11	8.09
Information Control	7.70	8.27	7.83
Library as Place	7.04	7.64	7.62
Overall	7.51	8.11	7.90

Short interpretation of results

- ## Undergraduates

They are satisfied with the **level of service** they receive, and also with the **sources available to them**.

Gap: Level of noise in the libraries (Library Code of Conduct)

Postgraduates

They are **very satisfied** with the **level of service** they receive and the **library facilities (Research Commons)**

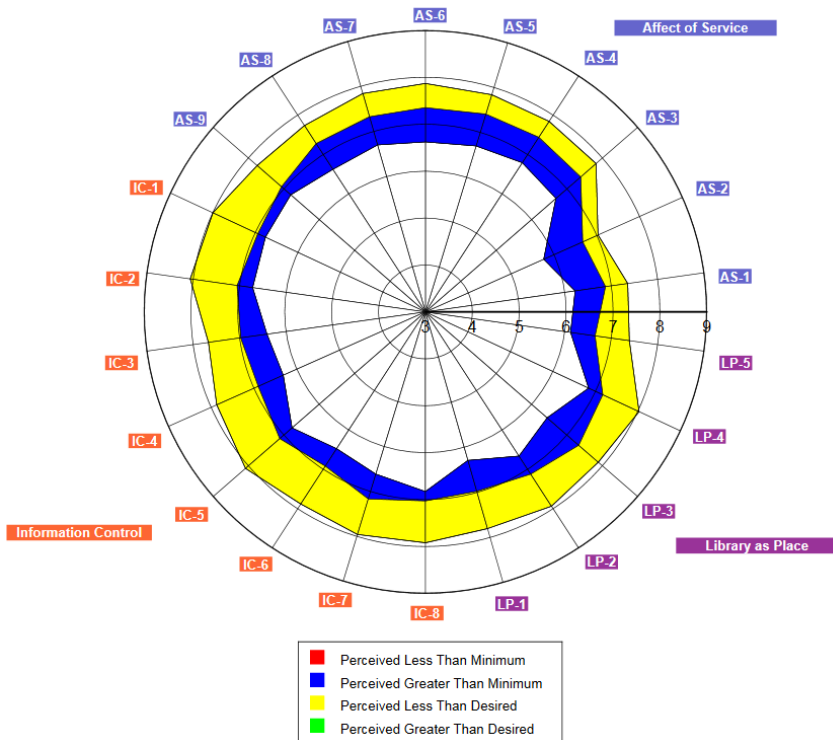Gap: Use and availability of information resources (revisit our training approach)

- ## Academic staff

The library **exceeds their desired level of service** and also their **expectations** regarding **the Library as Place**

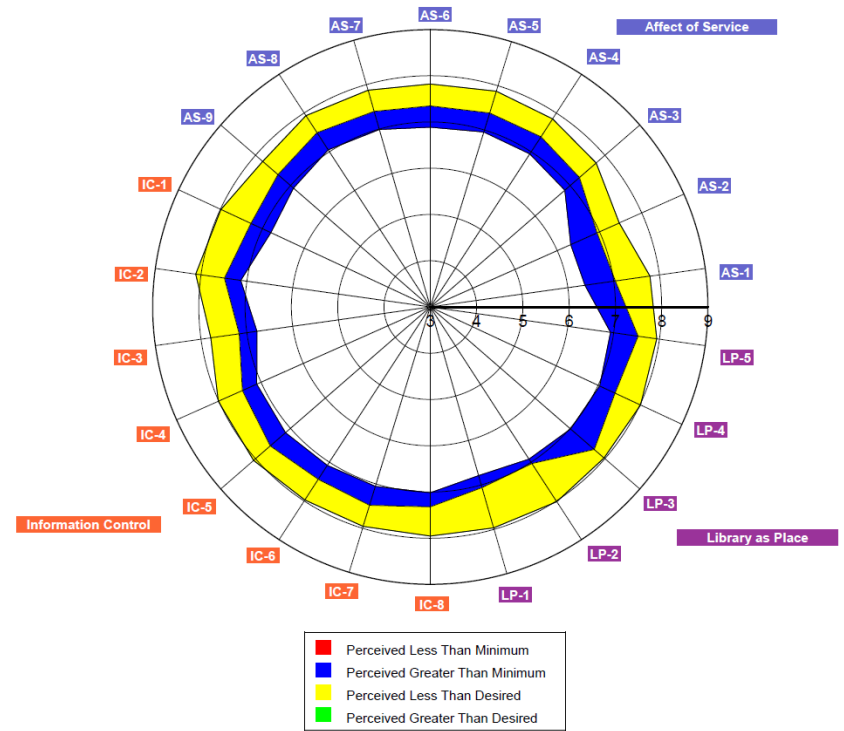Gap: The Library web site (do web usibility study)

Comparison

Prominent SA Univ Library

Overall score of 3 dimensions = 7.09

NWU Libraries

Overall score of 3 dimensions = 7.34

The users have spoken

991 comments

Categories:

- Library hours
- Level of noise
- Not enough computers
- Printing facilities
- Library web page
- E-Resources

Library action plan:

North-West University Libraries

Library Home Find Information Services Guides & Training About Us

LibQUAL 2016 action plan

The Library conducted its 4th LibQUAL survey during the second semester of 2016. The full 2016 LibQUAL Survey report is available. A total of 1042 users participated in the survey. Users had the opportunity to make comments on how they experience the Library Services.

These comments provided valuable information about areas where users feel improvements could be made. Of the 991 comments that respondents left, more than 500 were compliments. We are grateful to each and every participant.

The users have spoken!

LibQUAL+®

Areas of Excellence
- Staff
- Library as Place

Areas of Improvement
- Noise level
- Printing facilities
- Computer availability
- Library hours / 24hr study facility
- Web page
- Seminar rooms
- Information Commons
- Honours Commons
- Collection

Compliments

More than 500 compliments for staff and library facilities:

– **Thank you for outstanding staff – they are caring and professional! (Associate Professor PC)**

– The level of experience the staff of NWU Vaal Campus staff possess is professional, attentive and all-round outstanding. Thank you! (Undergraduate VTC)

– **I am happy with the service and love the space for postgraduates. The library is a safe haven where I can pursue my studies without any disturbances (M Student PC)**

– **My most favourite place on campus! Clean quiet area, great for studying, group work meetings. The computer lab is great, and my favourite – short breaks at the coffee shop 1st year Student PC)**

– **I have received the most professional care and assistance I could possibly ask for and I am most grateful for this type of assistance (PhD Student VTC)**

Compliments

- "The library is very important to my academic life, I can't live a day without the library. It's an inspiring space for personal growth" – Undergraduate, Humanities VTC

- Mad about the library staff – always VERY knowledgeable, friendly and willing to help!" Lecturer, Arts & Humanities PC

- "I find working with XXX the best experience of all. Not only for myself, but the feedback I receive from my students is extraordinary. Keep up the good work, and thank you very much!" Professor, Engineering PC

- "I use the Vaal Triangle library as a staff member. The help and support the staff there have given me has been phenomenal" - Lecturer, VTC

- **The library services are excellent. The staff know what they are doing and are caring and willing to help me find sources for my studies" – Support staff, Education Sciences PC**

- "The staff at the XXX library are excellent and can not be praised enough for their extra efforts and support" – Masters student, Theology PC

Conclusion

- NWU Libraries compare excellent with other prominent SA University Libraries.
- Not only do we **succeed** in providing the **desired level of service**, in some cases we **exceed the desired level.**
- We value the feedback of every participant!