



# Our 2005 Survey Results

RUTGERS  
University Libraries

**“....only customers judge quality; all other judgments are essentially irrelevant”**

Delivering Quality Service : Balancing Customer Perceptions and Expectations. Valarie A. Zeithaml, A. Parasuraman, Leonard L. Berry. NY: The Free Press, 1999.

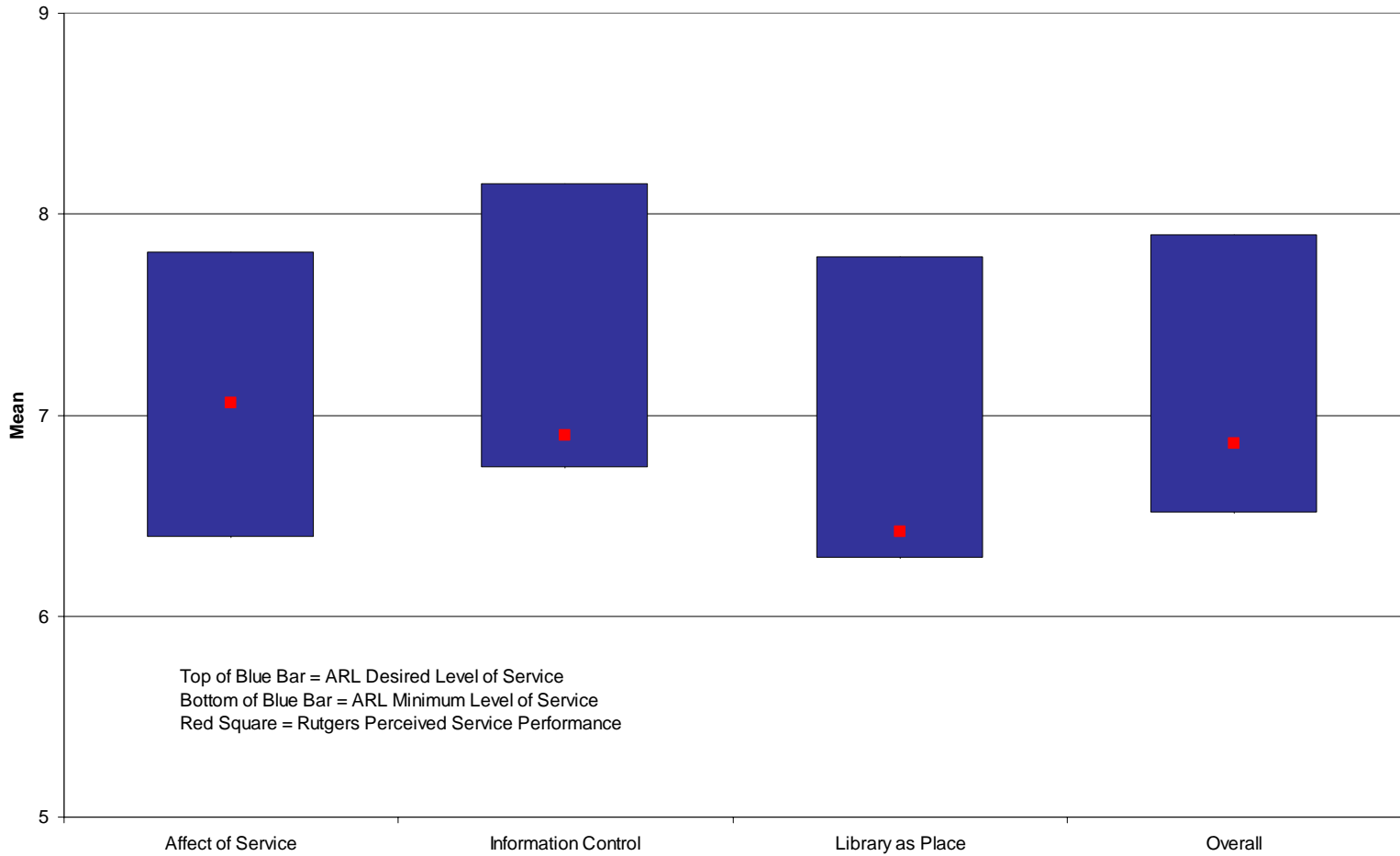
**“If one wishes to ascertain how satisfied users are with the services provided by the library, then, given the evidence presented here, it may be best to consider the perceived ratings rather than the superiority gap score as the basis for this decision.”**

**“So which score on the LibQUAL+™ tells me if library users are satisfied?” Michael J. Roszkowski, John S. Baky, David B. Jones. Library & Information Science Research 27 (2005): 424-439.**

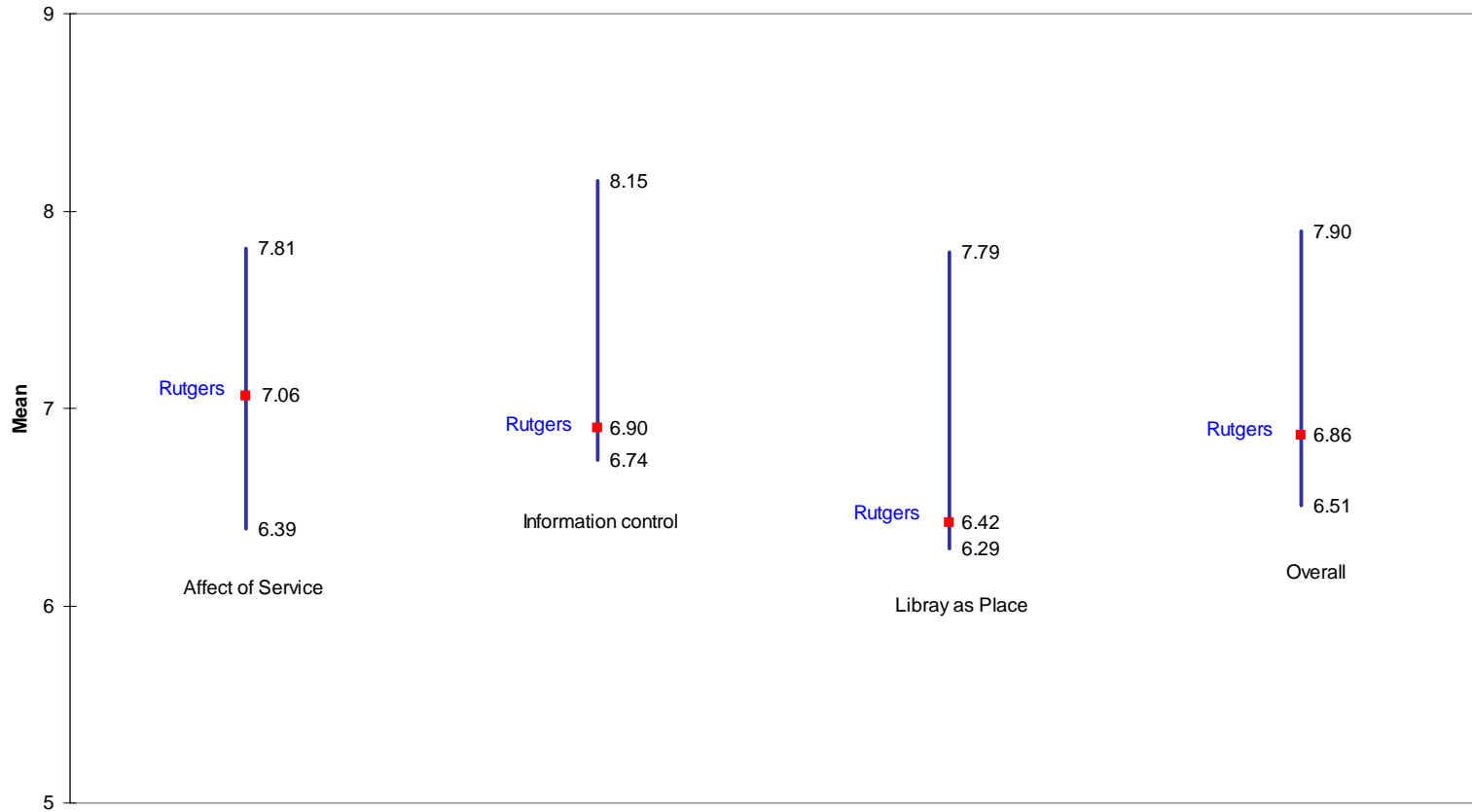
## **LibQUAL+ 2005 Benchmarking with ARL Libraries**

- 32 ARL libraries participated in the 2005 LibQUAL+™ survey
- One library had too few responses (<100) for a valid survey
- Some libraries had insufficient responses from some user categories to be included in comparisons
- One aspirant and two peer libraries participated
- Results notebooks are available on the ARL website for Rutgers, ARL, VALE

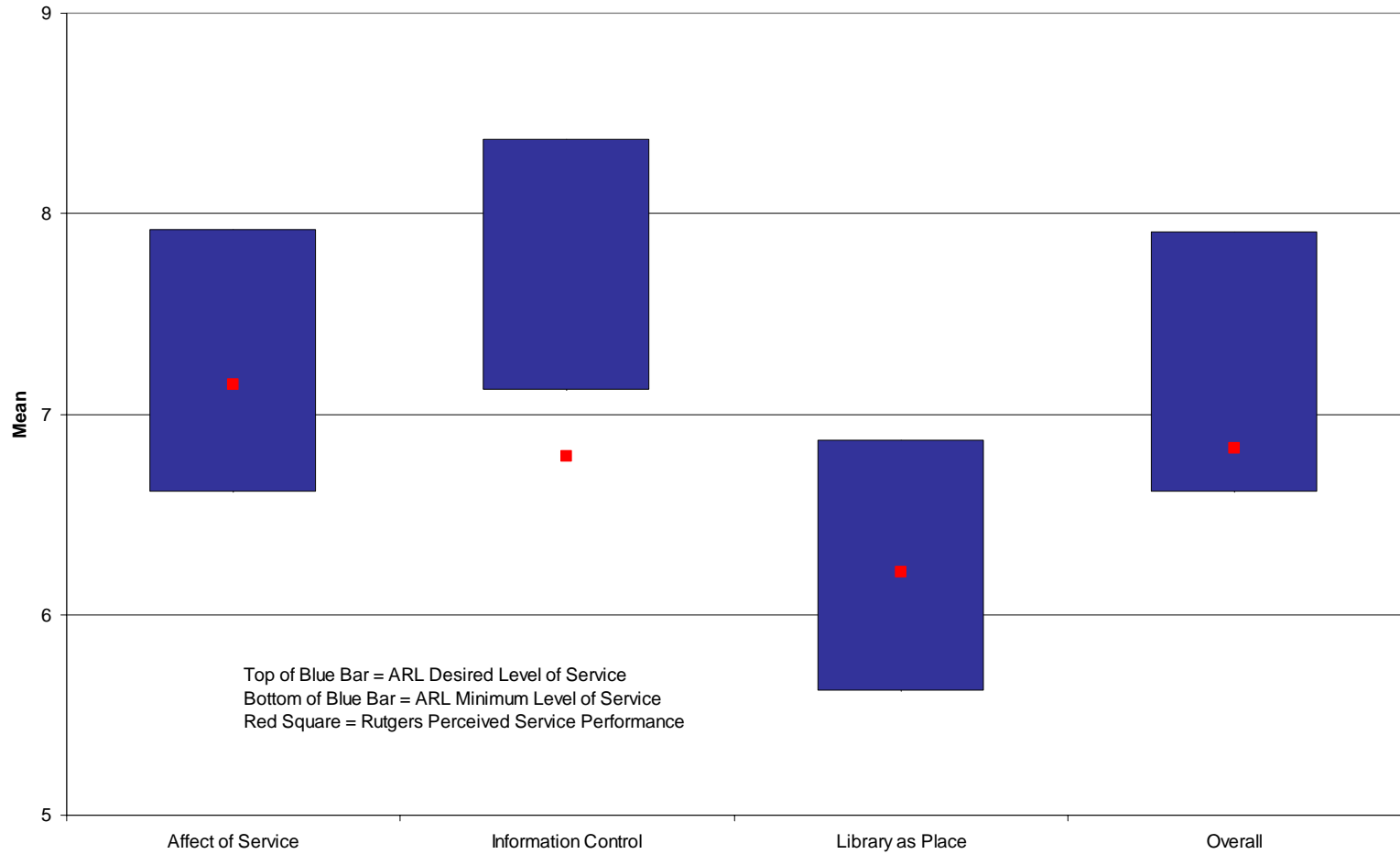
# LibQUAL+ 2005 Rutgers University and 32 ARL Libraries, Summary



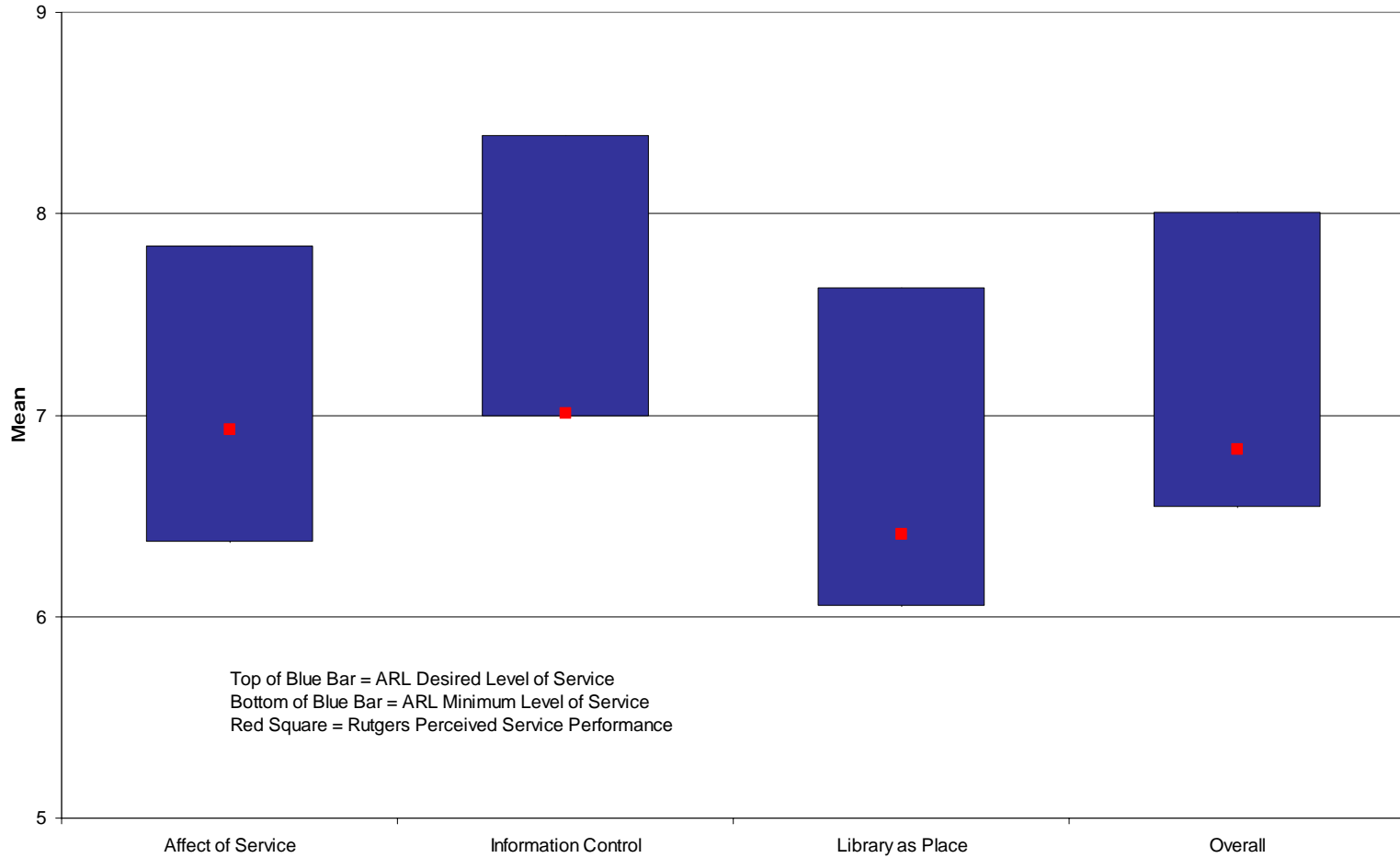
# LibQual+ 2005 Rutgers University and 32 ARL Libraries, Summary



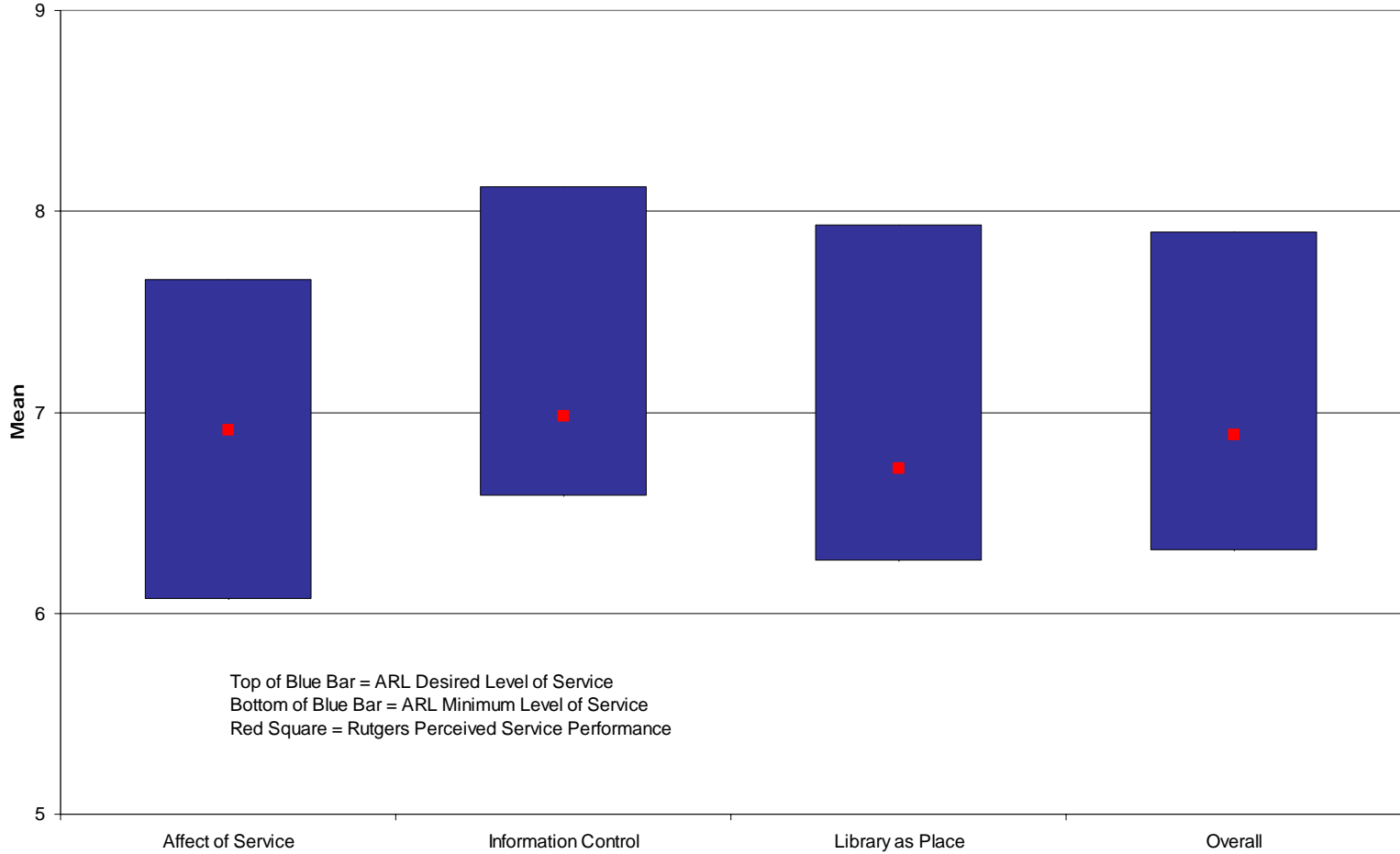
**LibQUAL+ 2005**  
**Rutgers University and 32 ARL Libraries, Faculty**



**LibQUAL+ 2005**  
**Rutgers University and 32 ARL Libraries, Graduate Students**



**LibQUAL+ 2005**  
**Rutgers University and 32 ARL Libraries, Undergraduate Students**

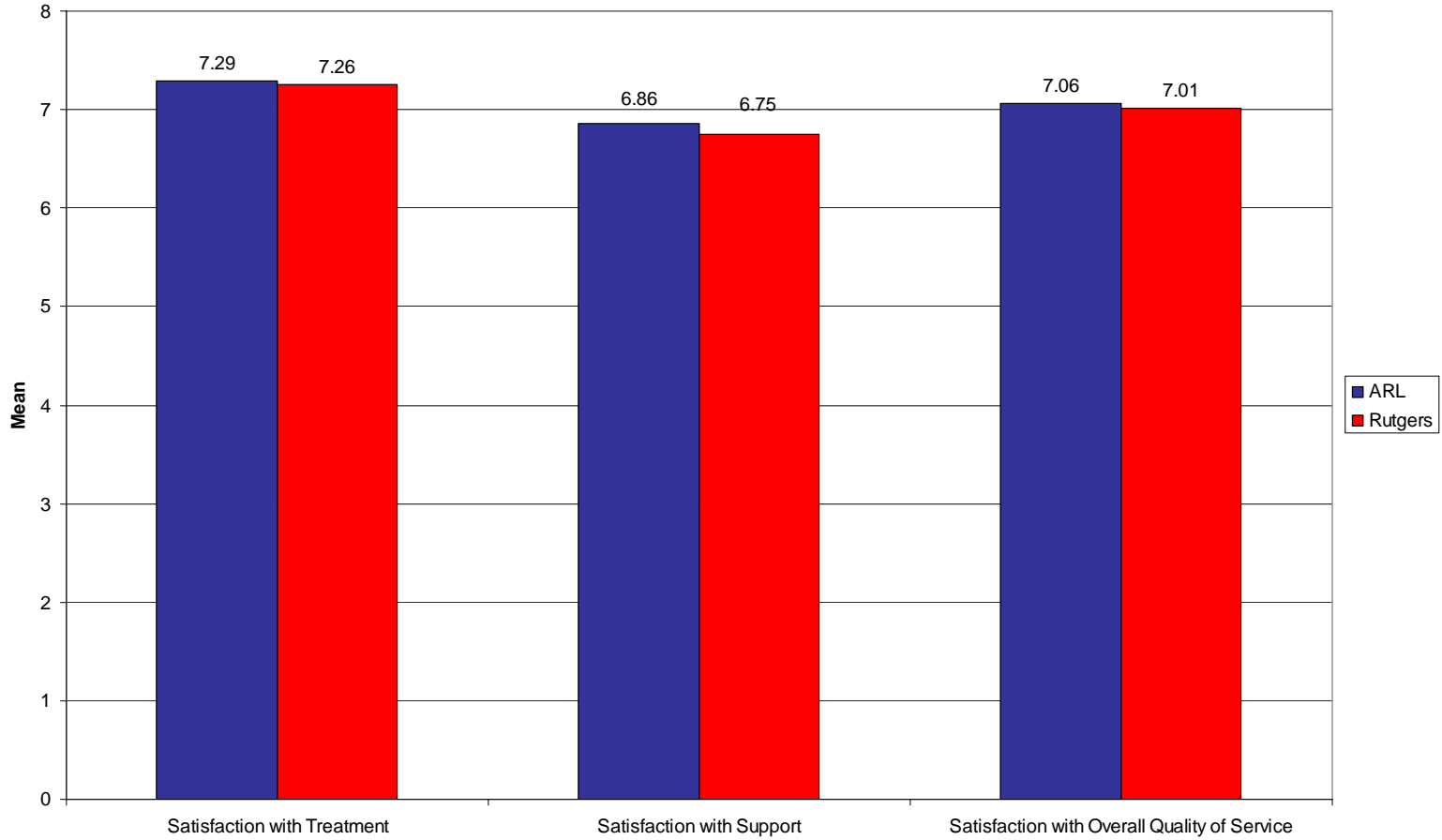


## **LibQUAL+ 2005**

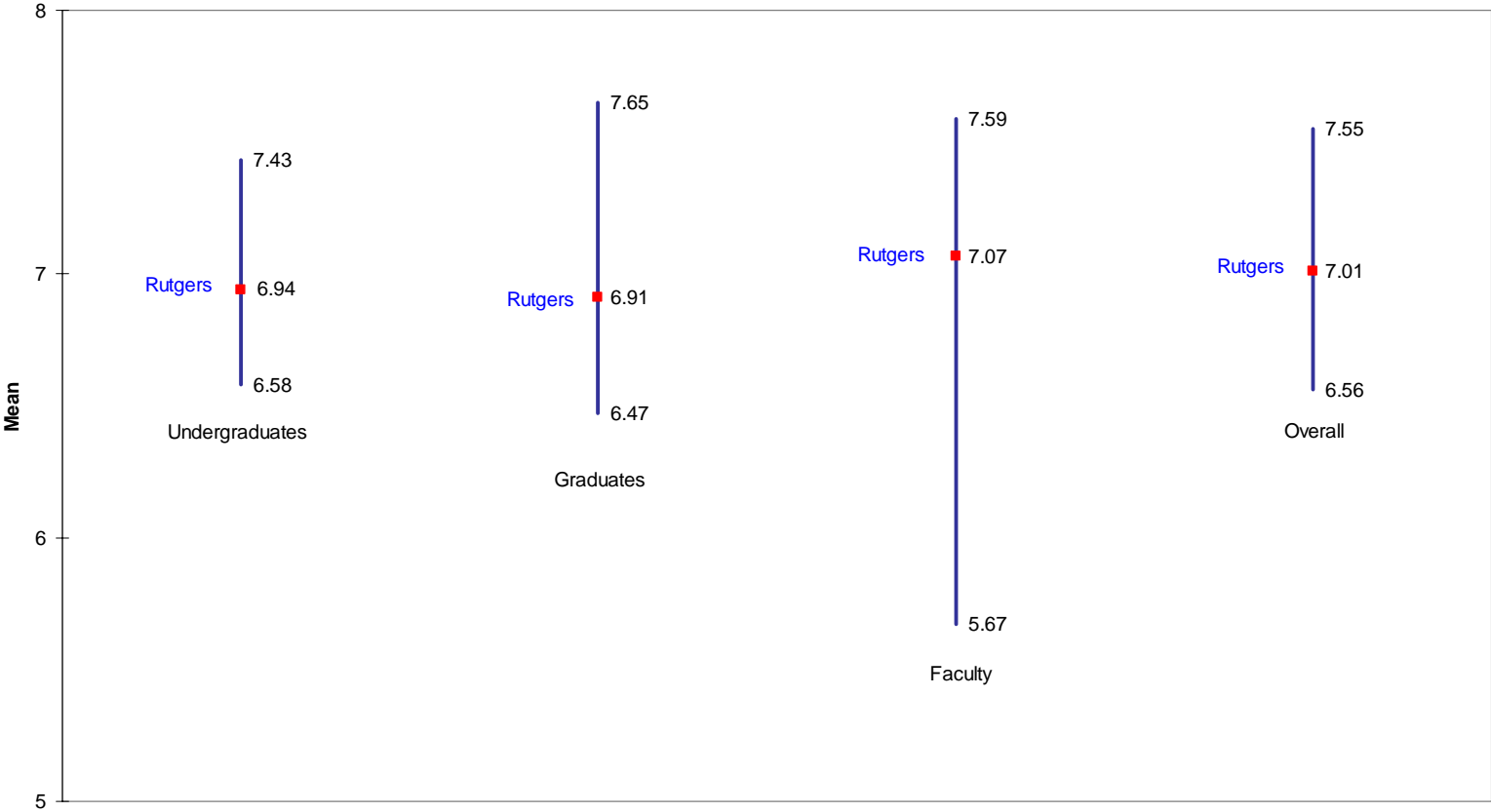
### **General Satisfaction Questions**

- In general, I am satisfied with the way I am treated at the library.
- In general, I am satisfied with library support for my learning, research, and/or teaching.
- How would you rate the overall quality of the service provided by the library?

**LibQUAL+ 2005**  
**Rutgers University and 32 ARL Libraries, Summary**  
**General Satisfaction Questions**



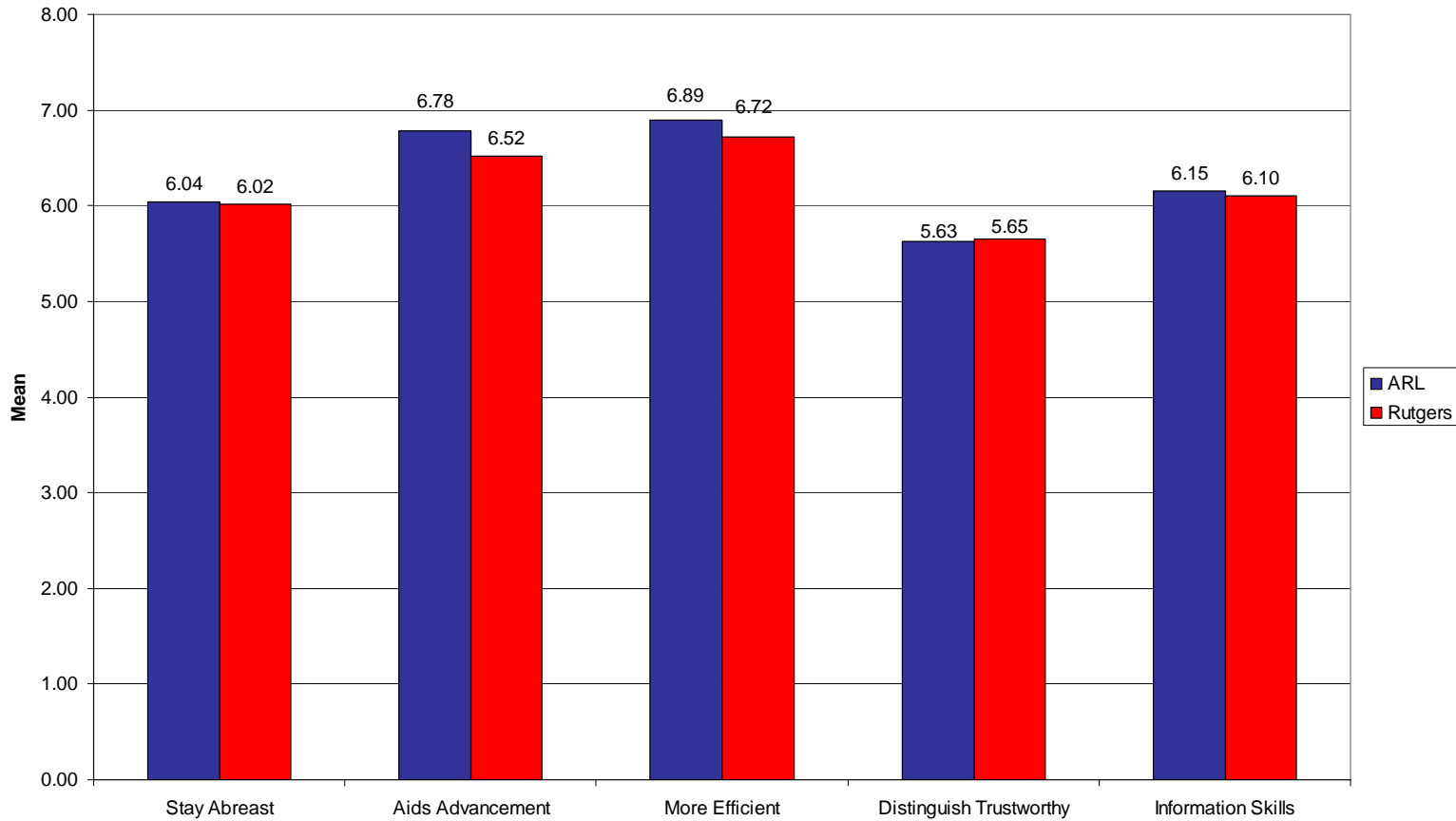
**LibQual+ 2005**  
**Rutgers University Libraries and High / Low Means for 32 ARL Libraries**  
**How would you rate the overall quality of the service provided by the library?**



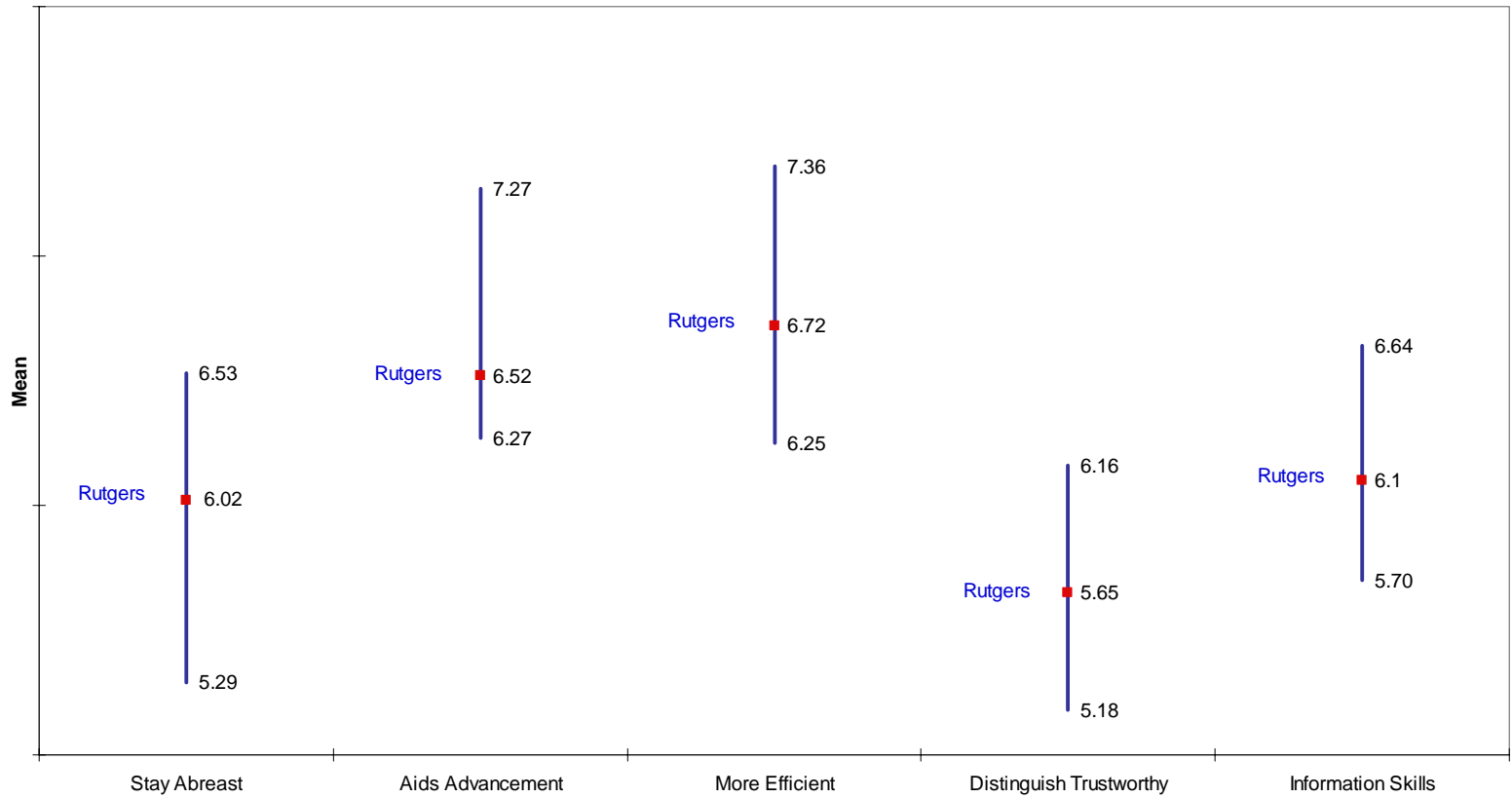
## **LibQUAL+ 2005 Information Literacy**

- The library helps me stay abreast of developments in my field(s) of interest
- The library aids my advancement in my academic discipline
- The library enables me to be more efficient in my academic pursuits
- The library helps me distinguish between trustworthy and untrustworthy information
- The library provides me with the information skills I need in my work or study

**LibQUAL+ 2005**  
**Rutgers University and Summary for 32 ARL Libraries**  
**Information Literacy Outcomes Questions**

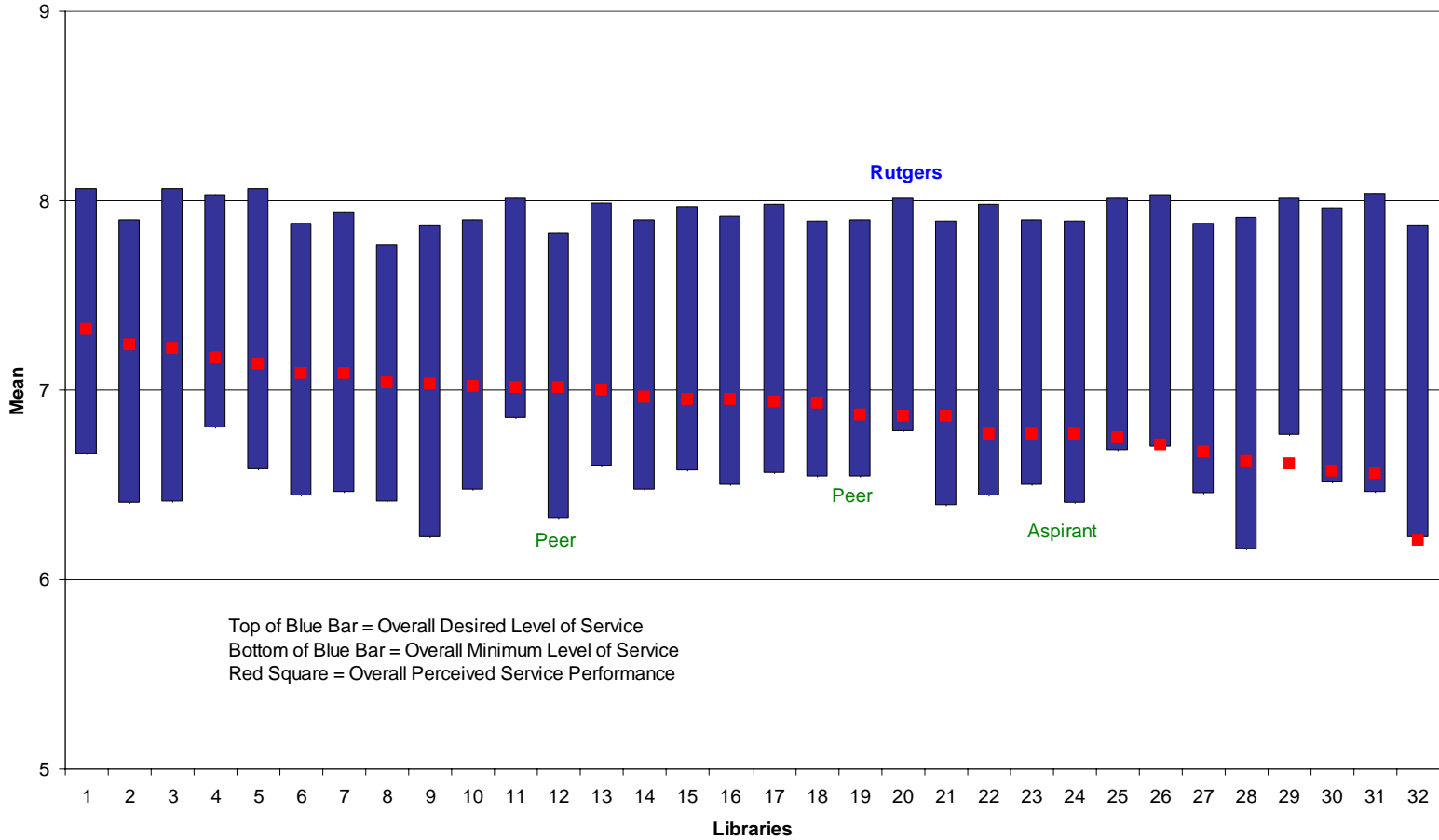


LibQual+ 2005  
Rutgers University and High / Low Means for 32 ARL Libraries  
Information Literacy Outcomes Questions

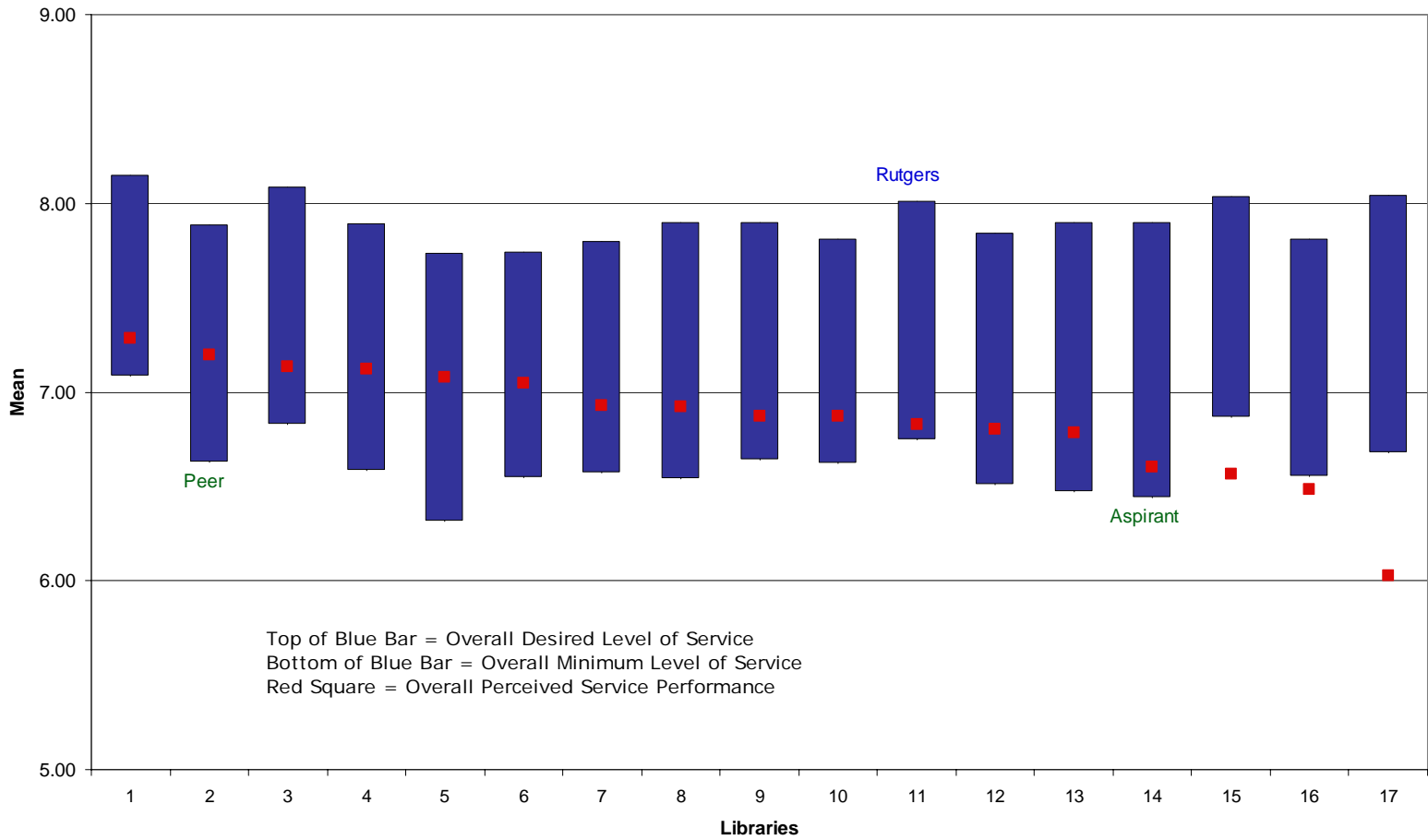


# LibQUAL+ 2005

## Rutgers University Libraries and 32 ARL Libraries

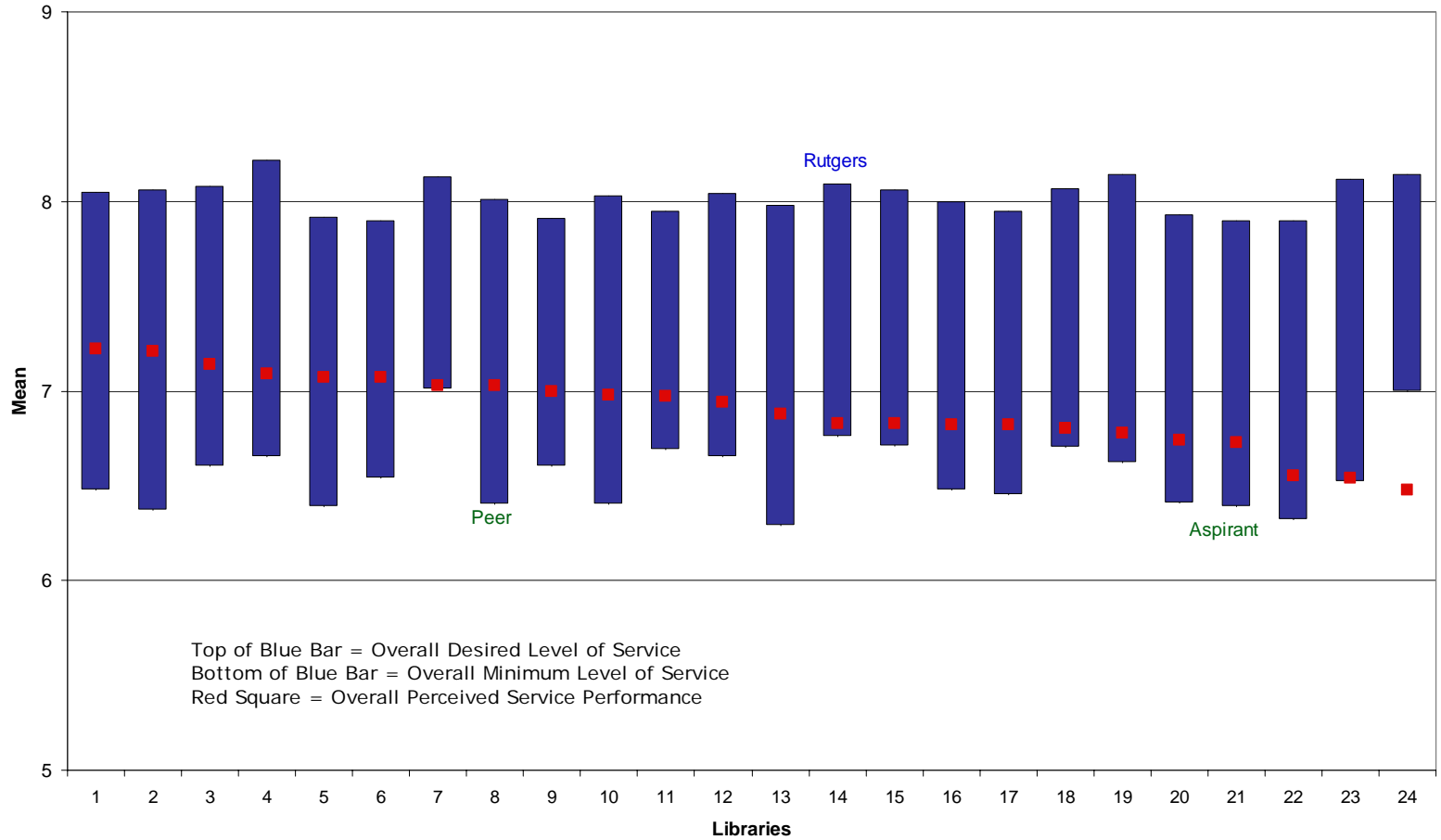


# LibQUAL+ 2005 Rutgers University Libraries and 17 ARL Libraries, Faculty Summary



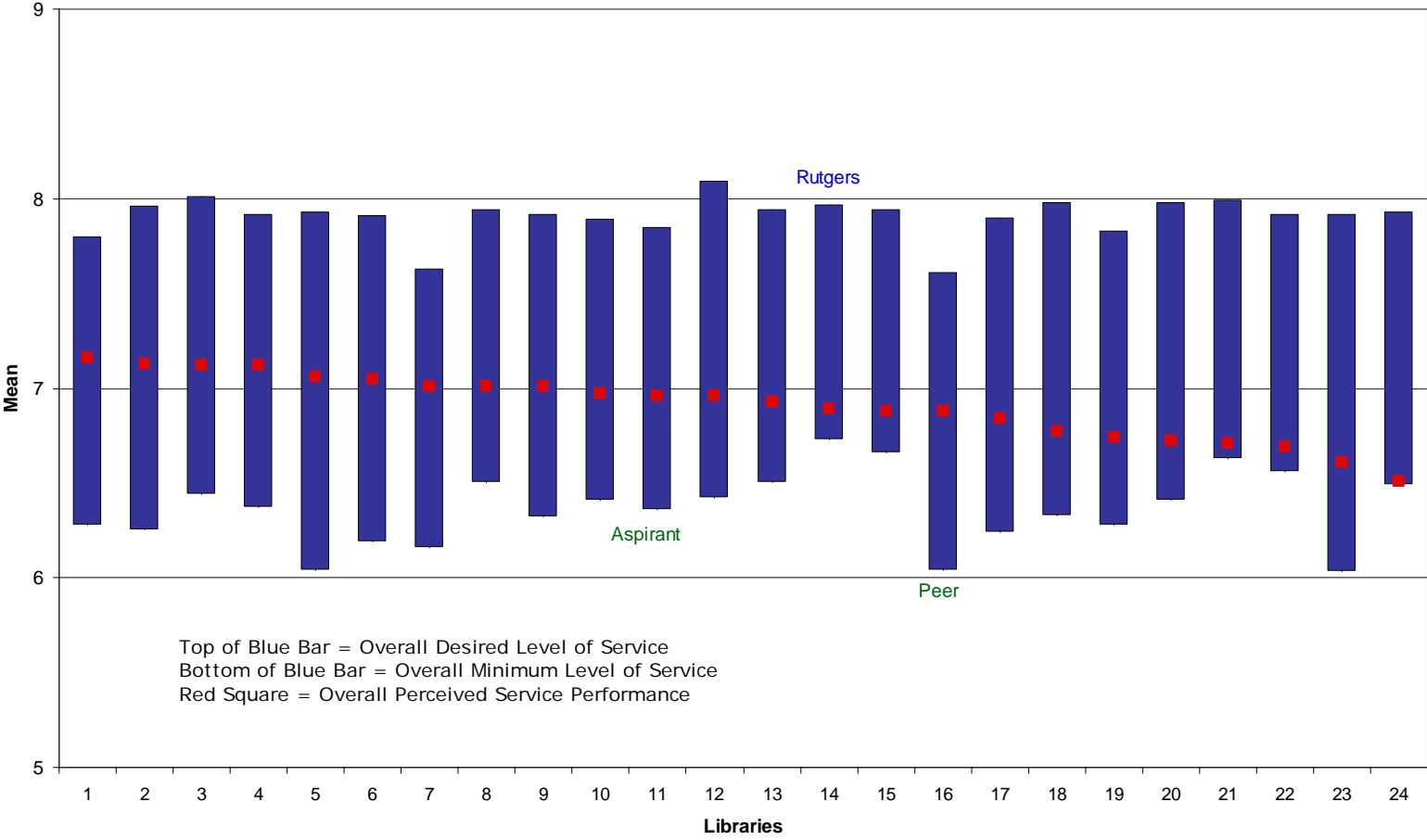
# LibQUAL+ 2005

## Rutgers University Libraries and 24 ARL Libraries, Graduate Students Summary



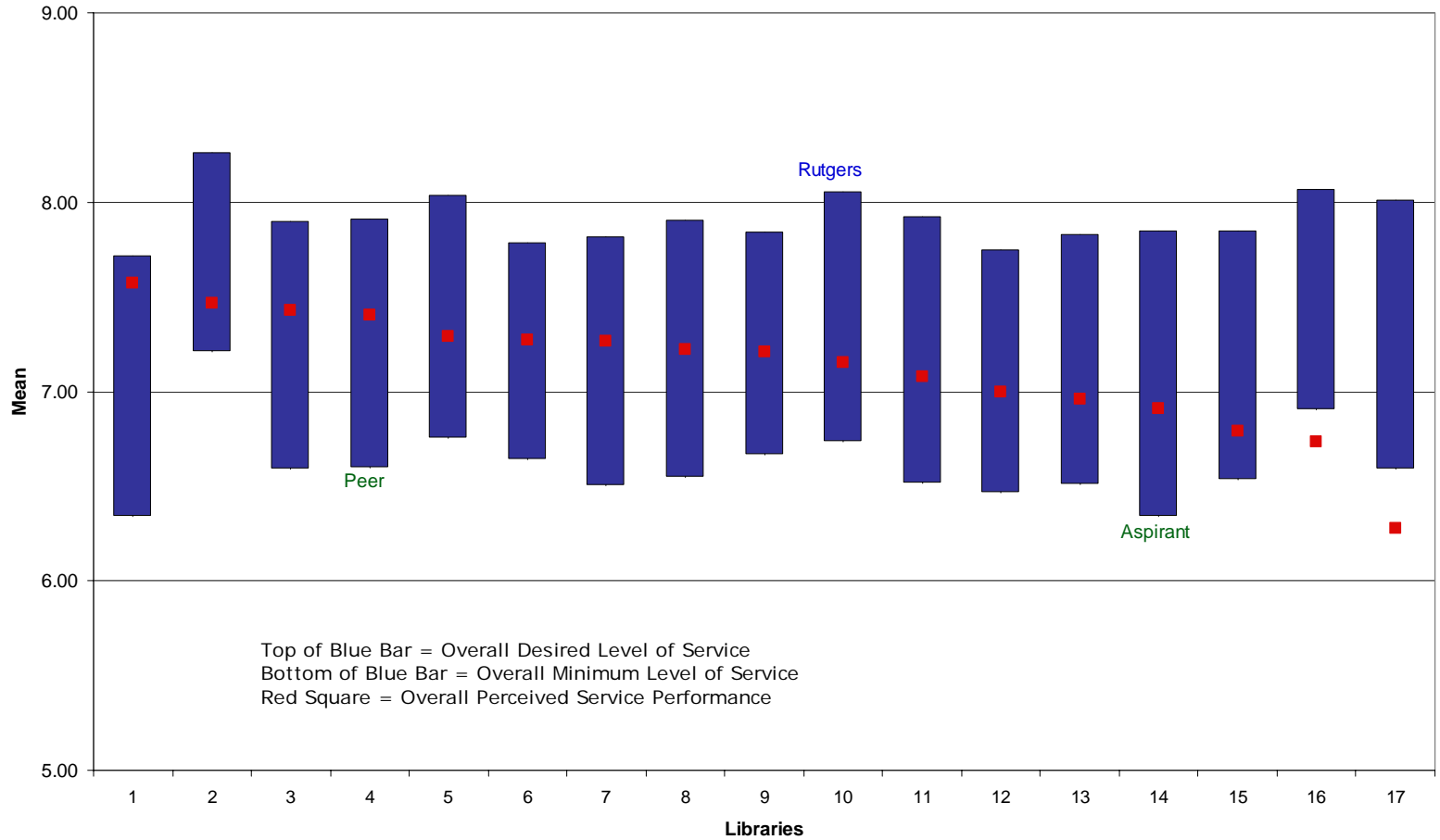
# LibQUAL+ 2005

## Rutgers University Libraries and 24 ARL Libraries, Undergraduate Students Summary

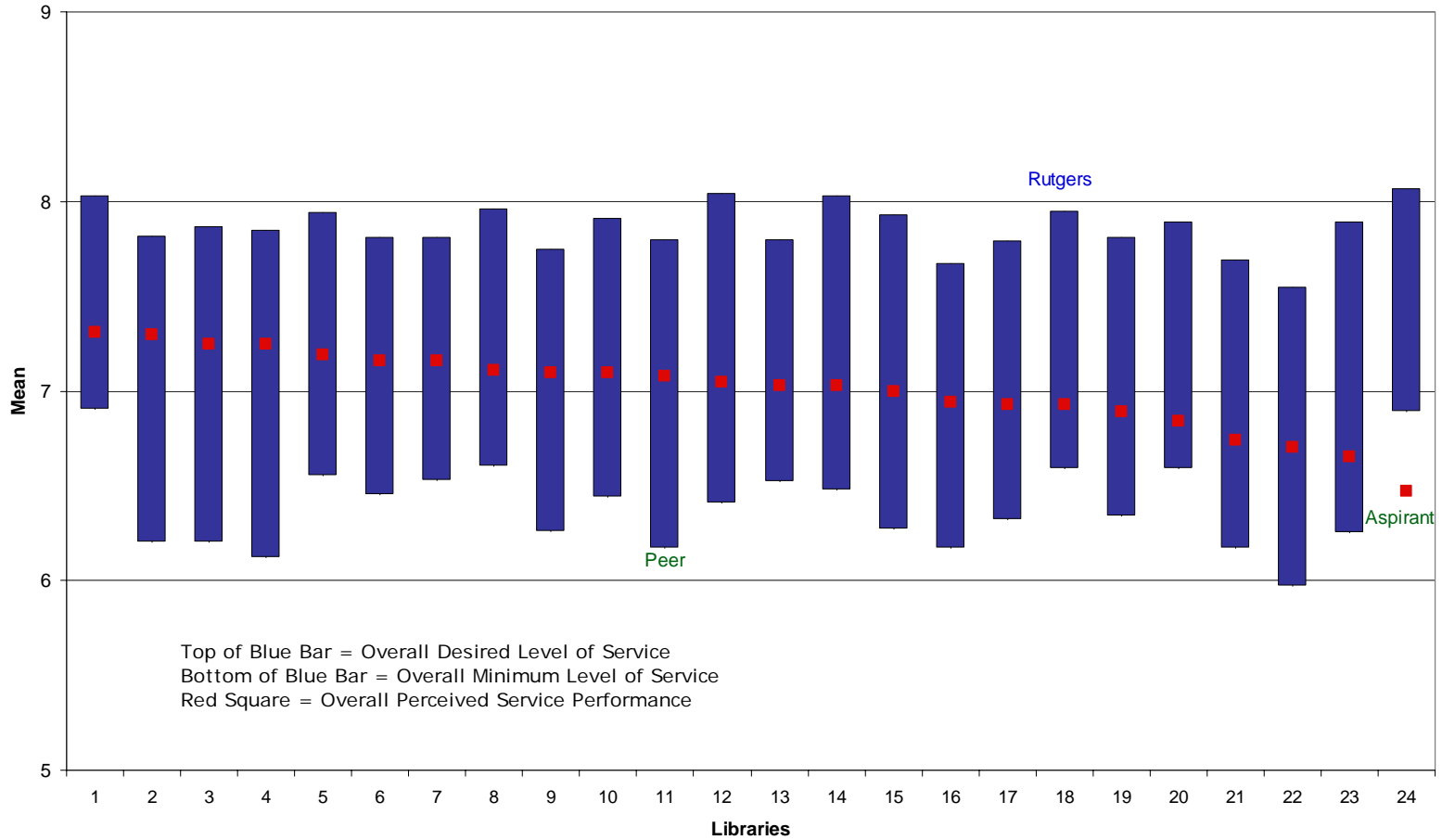


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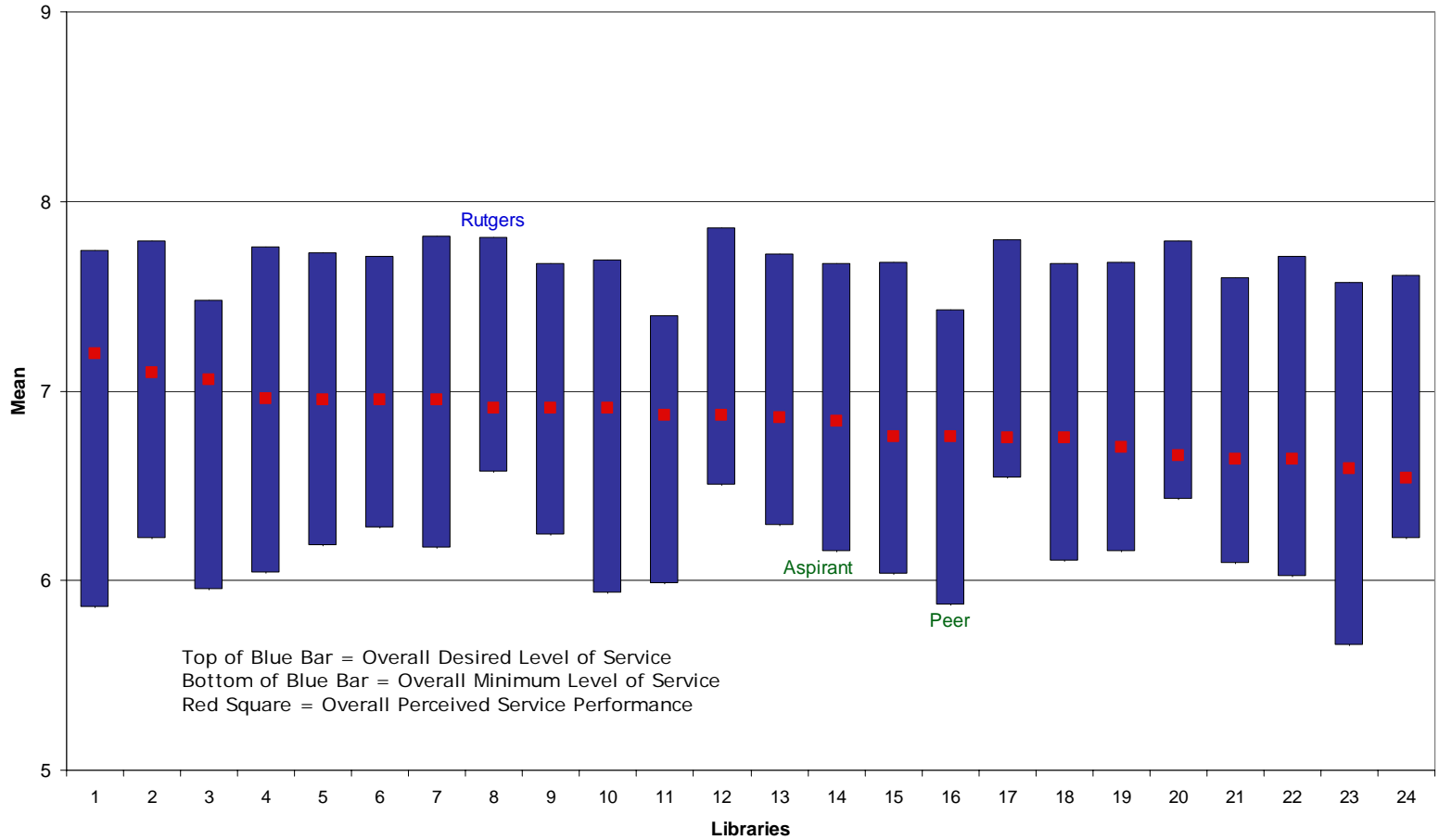
## Rutgers University Libraries and 17 ARL Libraries, Faculty Affect of Service



**LibQUAL+ 2005**  
**Rutgers University Libraries and 24 ARL Libraries, Graduate Students Affect of Service**

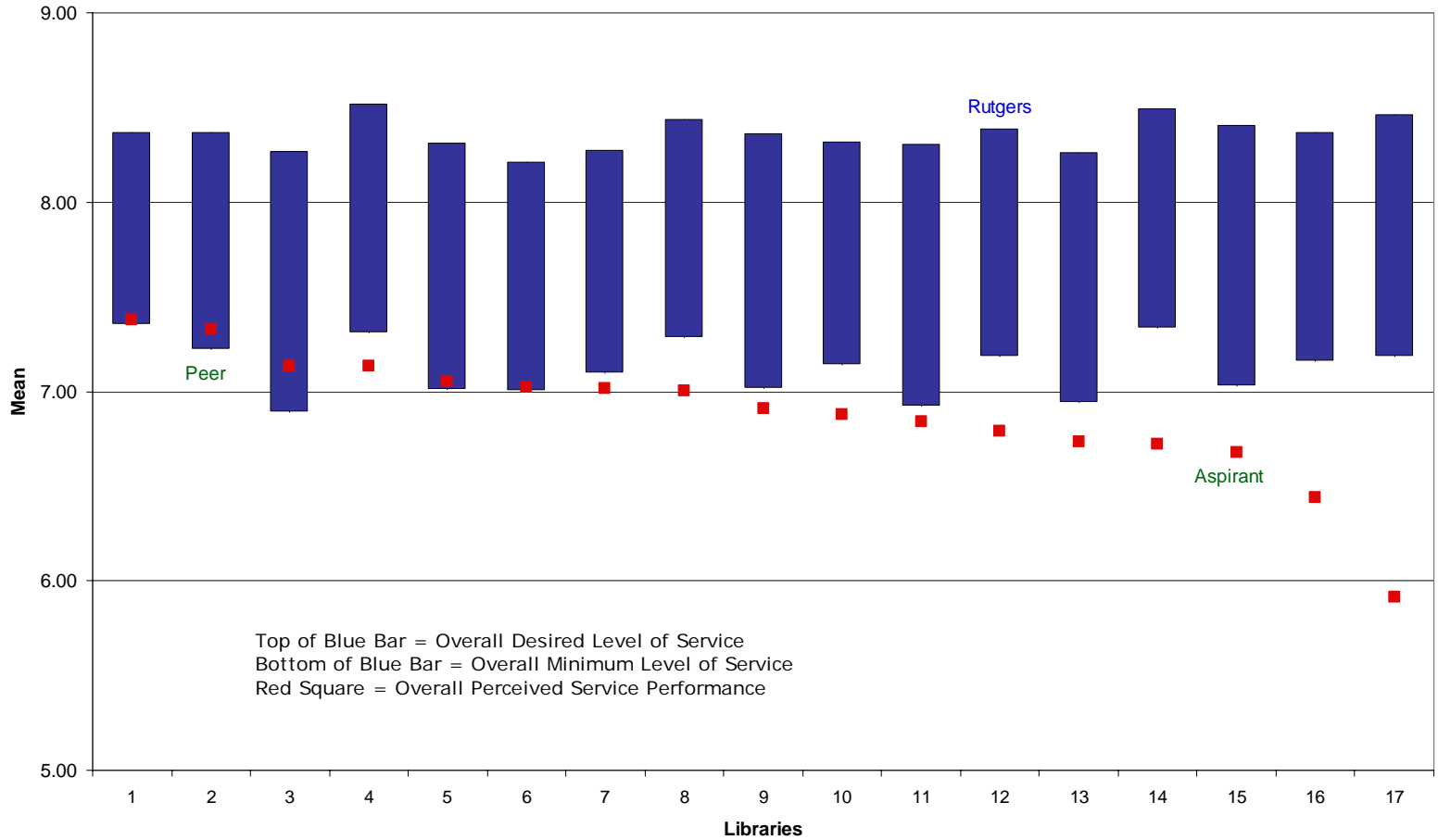


**LibQUAL+ 2005**  
**Rutgers University Libraries and 24 ARL Libraries, Undergraduate Students Affect of Service**



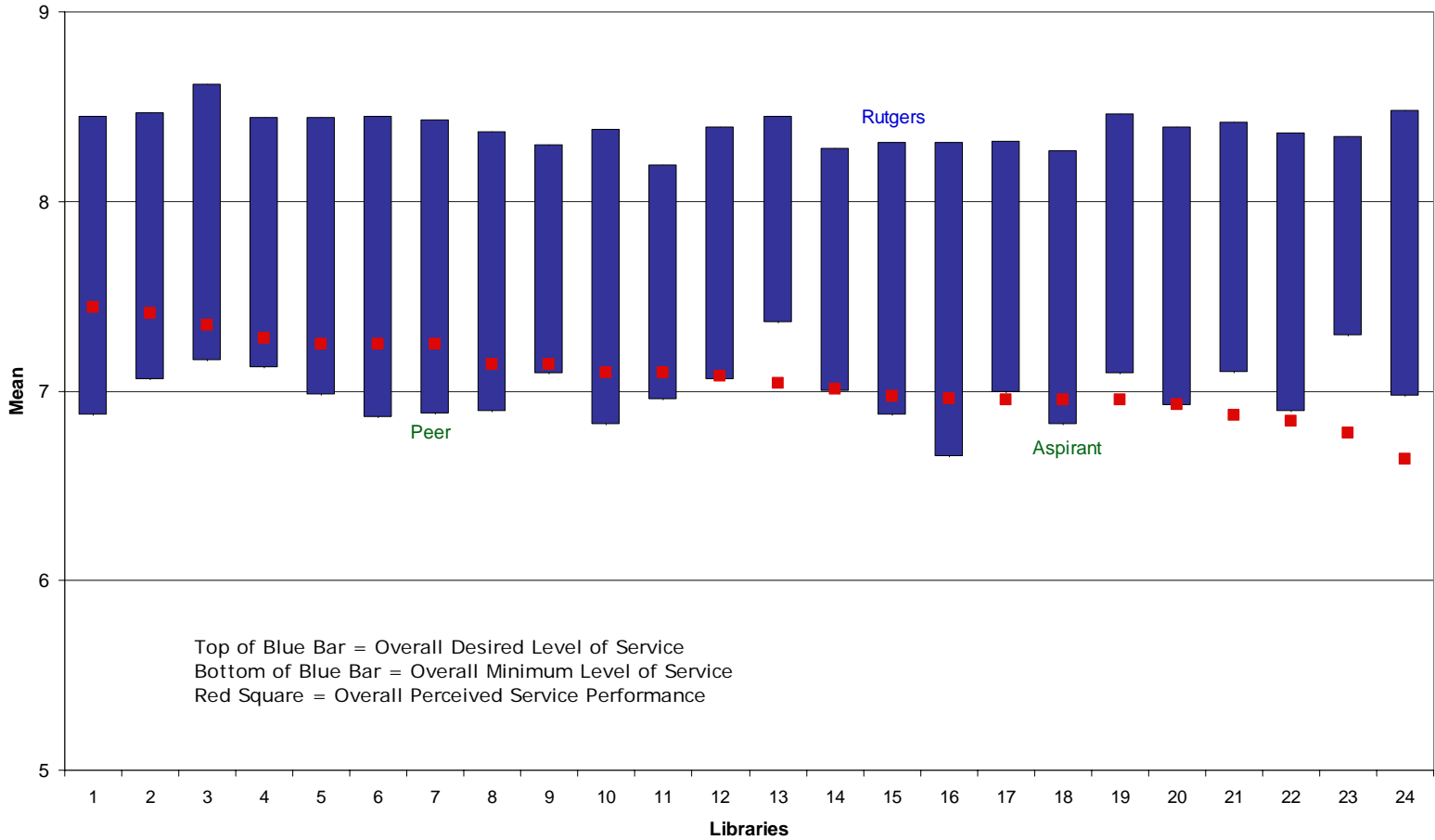
# LibQUAL+ 2005

## Rutgers University Libraries and 17 ARL Libraries, Faculty Information Control



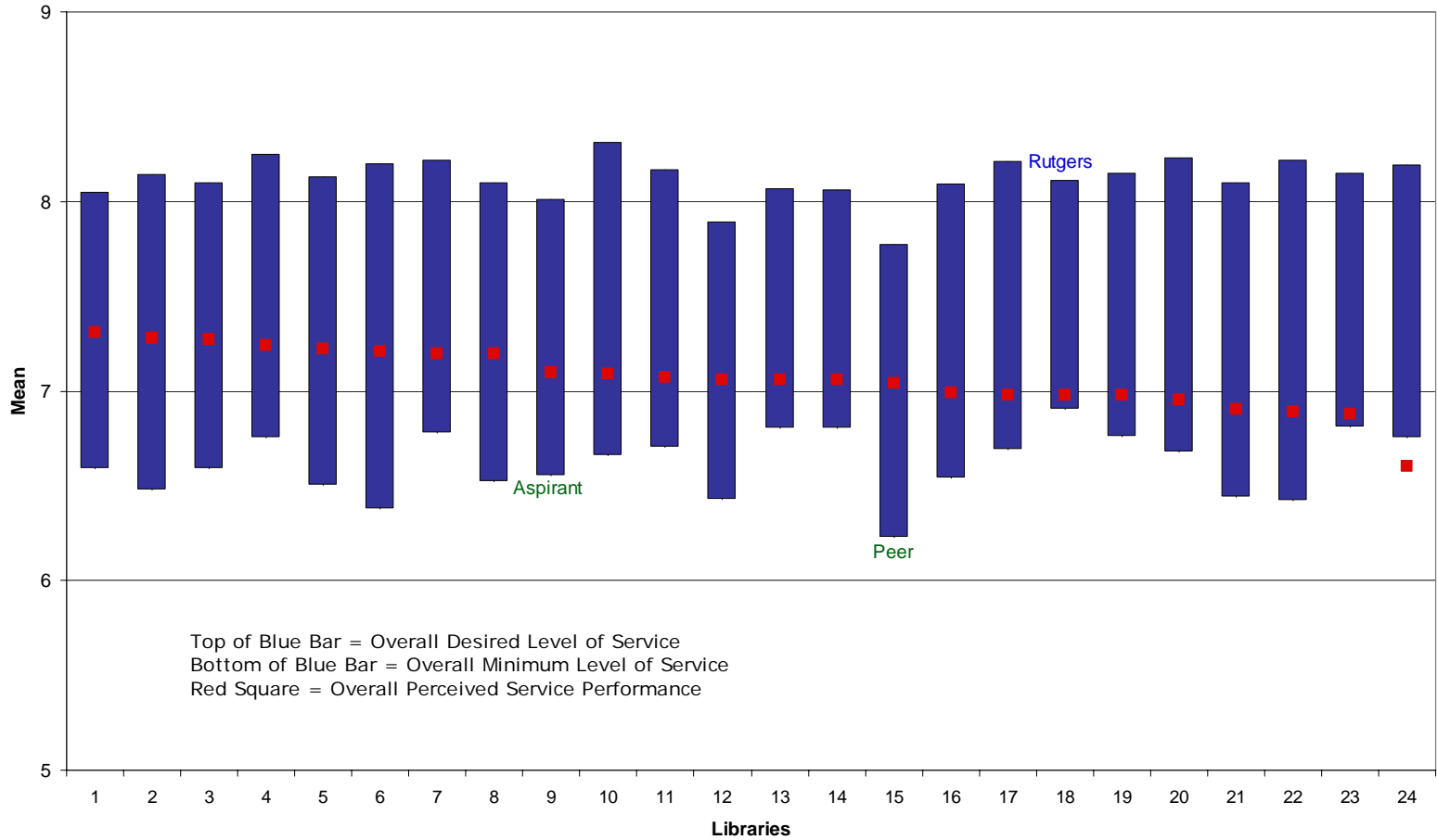
## LibQUAL+ 2005

### Rutgers University Libraries and 24 ARL Libraries, Graduate Students Information Control

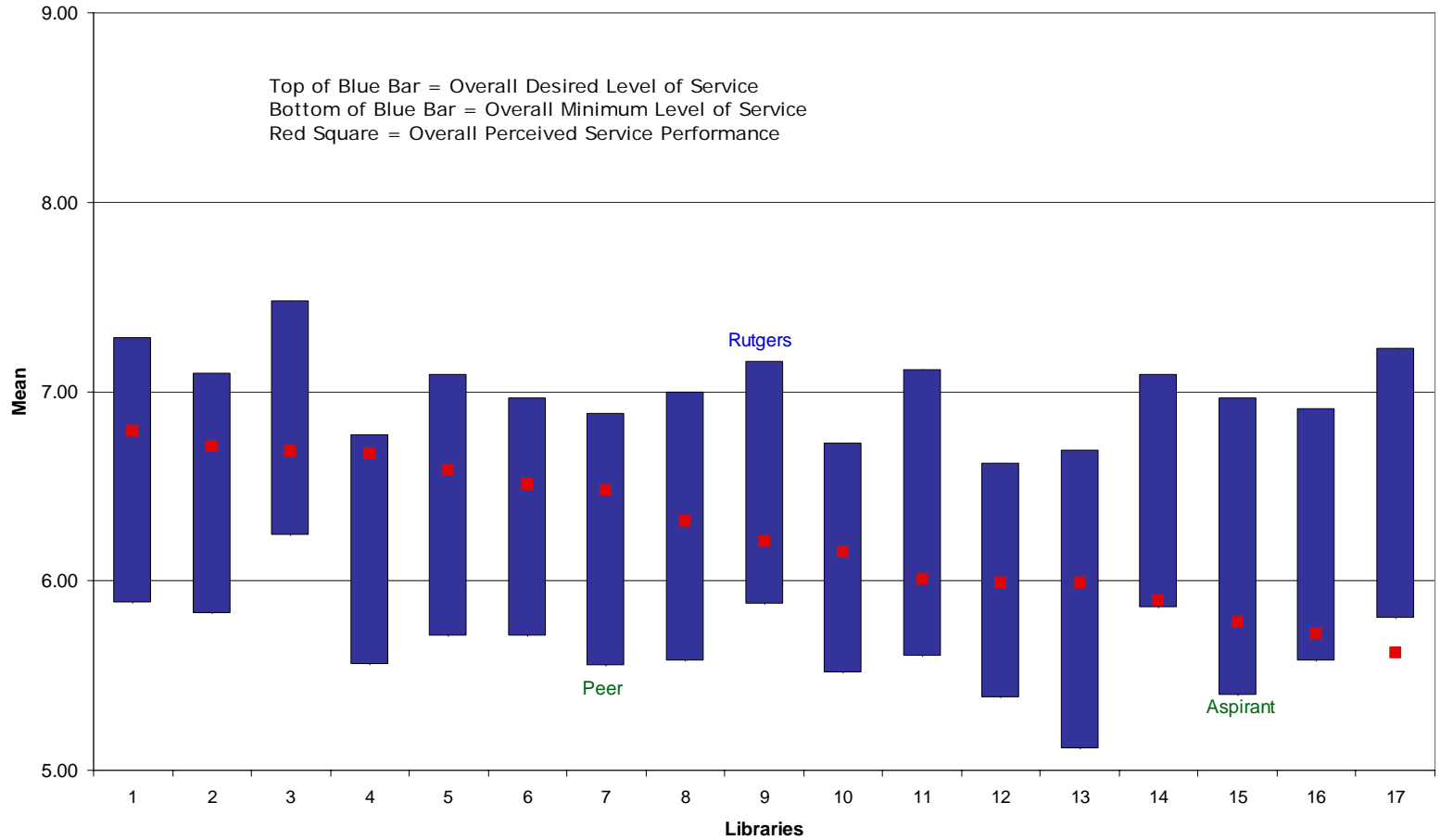


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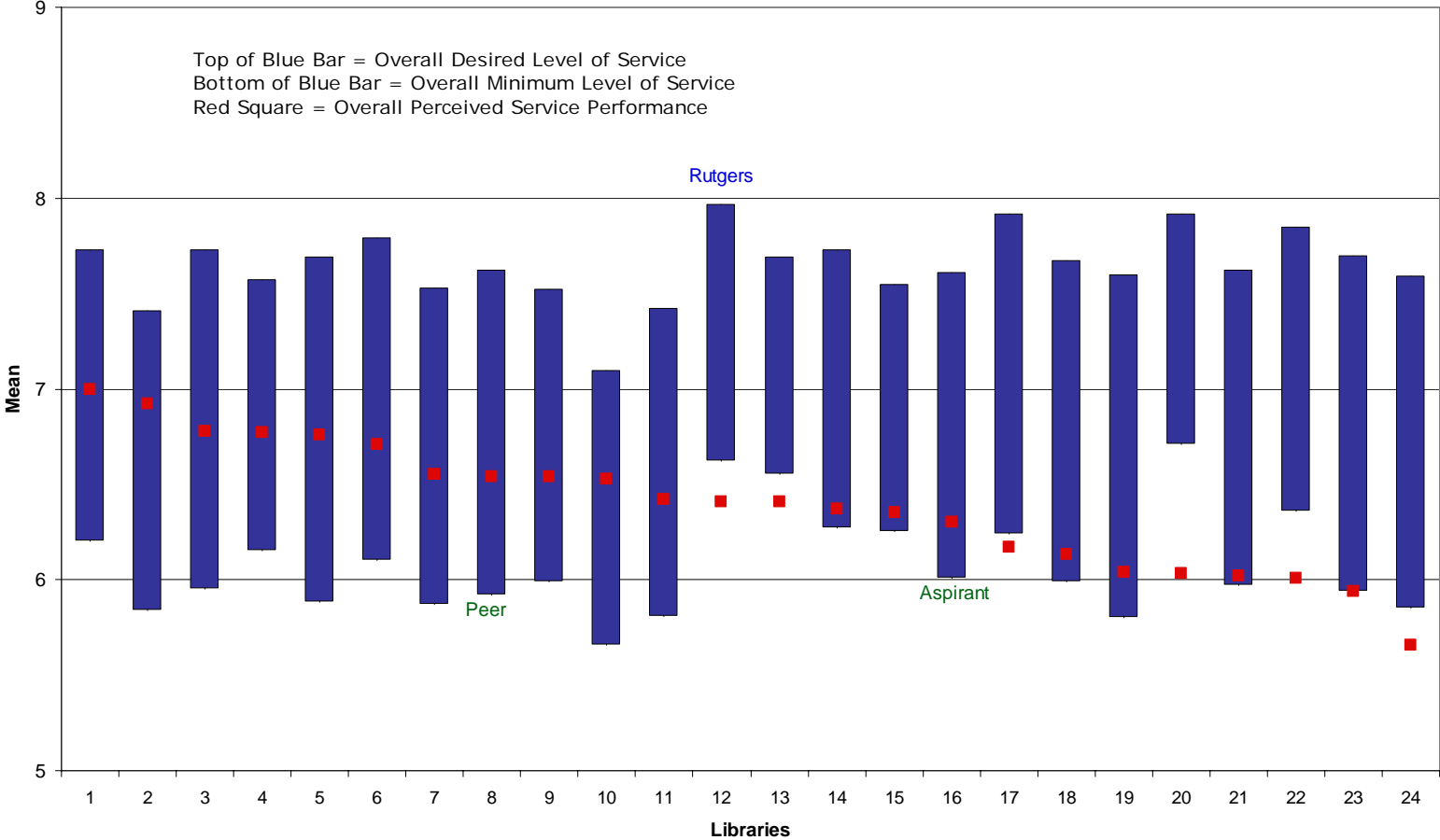
## Rutgers University Libraries and 24 ARL Libraries, Undergraduate Students Information Control



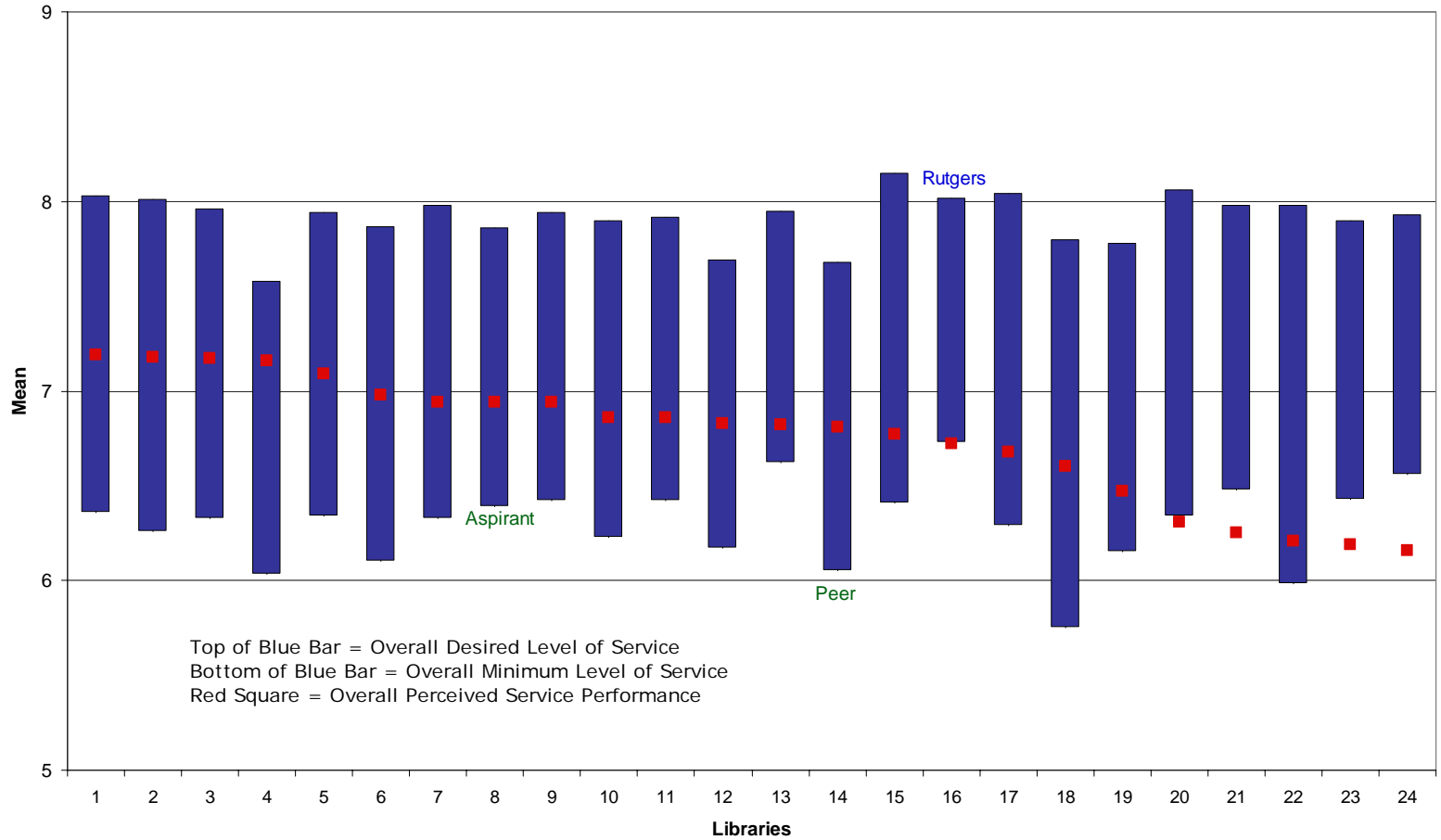
**LibQUAL+ 2005**  
**Rutgers University Libraries and 17 ARL Libraries, Faculty Library as Place**



**LibQUAL+ 2005**  
**Rutgers University Libraries and 24 ARL Libraries, Graduate Students Library as Place**



## LibQUAL+ 2005 Rutgers University Libraries and 24 ARL Libraries, Undergraduate Students Library as Place



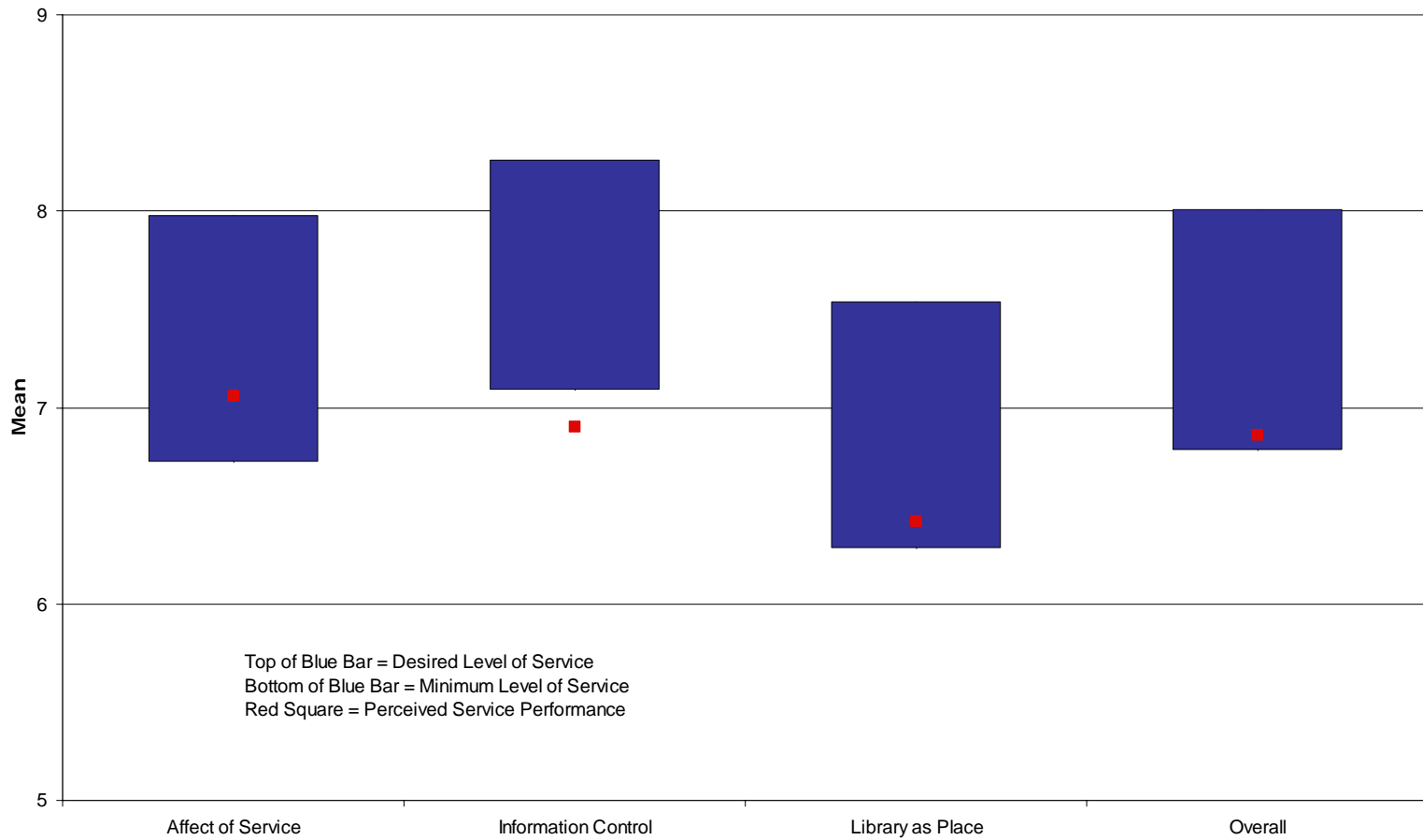
# LibQUAL+ 2005

## What Our Users Told Us

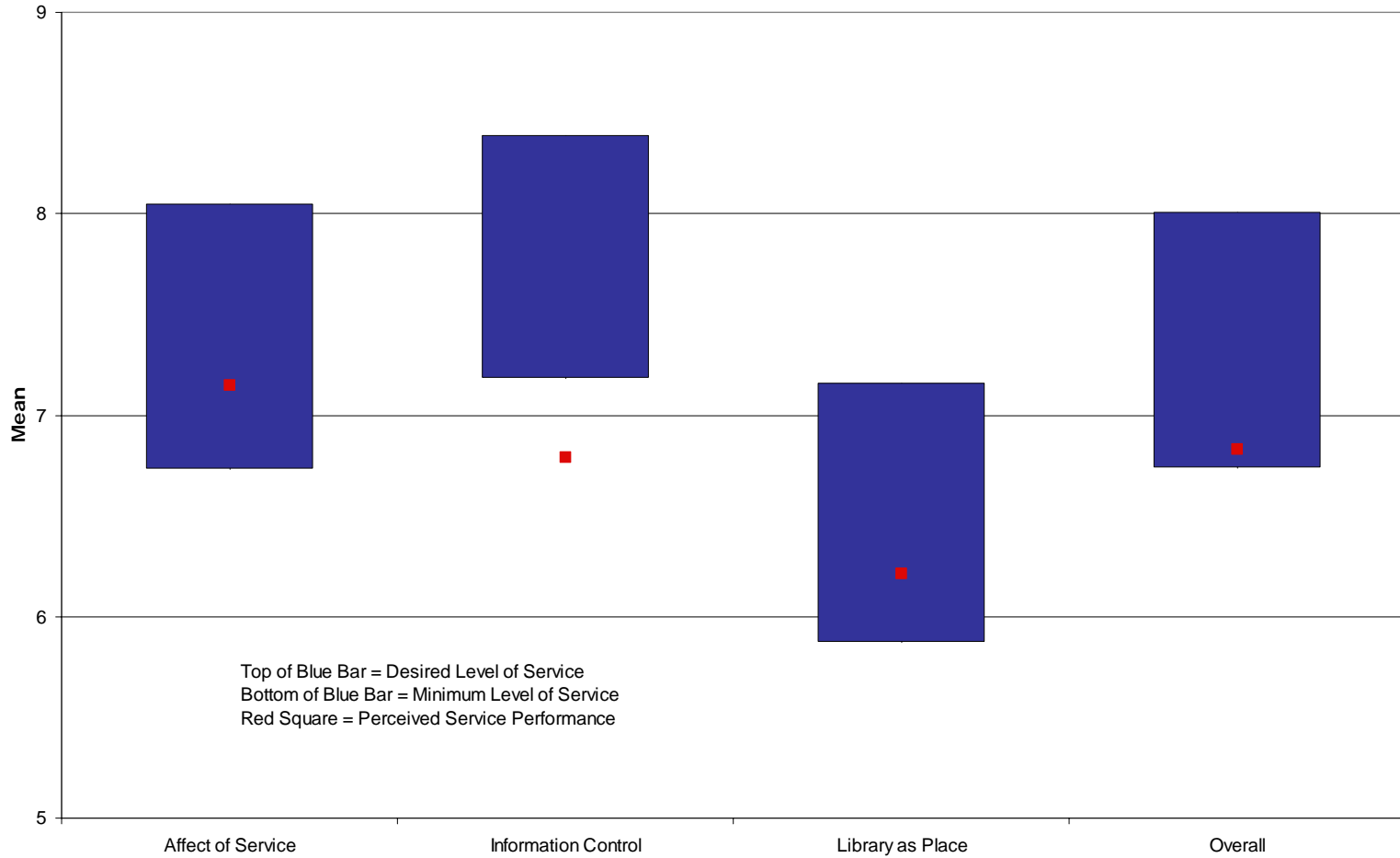
- OIRAP drew a sample of 7,624 individuals across all three campuses, excluding library personnel
  - Received 796 usable surveys out of 880 surveys returned
  - Collected 372 comments from our users
- Respondents included:
  - 169 undergraduate students
  - 113 graduate students
  - 366 faculty
  - 3 library staff
  - 145 staff
- When compared to the Rutgers population profile:
  - Respondent profile by status has under representation of undergraduate students and over representation of faculty
  - Respondent profile by discipline has a mismatch because many students (39.7%) are reported as undecided about their major but most indicated a discipline when completing the survey

<b>Discipline</b>	<b>Population N</b>	<b>Population %</b>	<b>Respondents n</b>	<b>Respondents %</b>	<b>%N - %n</b>
Agriculture / Environmental Studies	1,146	2.30%	18	2.79%	-0.49%
Architecture	294	0.59%	2	0.31%	0.28%
Business	8,243	16.53%	53	8.20%	8.33%
Communications/Journalism/Library Science	1,486	2.98%	20	3.10%	-0.12%
Criminal Justice	1,127	2.26%	13	2.01%	0.25%
Education	1,514	3.04%	22	3.41%	-0.37%
Engineering / Computer Science	3,649	7.32%	43	6.66%	0.66%
General Studies	0	0.00%	2	0.31%	-0.31%
Health Sciences	0	0.00%	40	6.19%	-6.19%
Humanities/Philosophy/Languages	1,341	2.69%	91	14.09%	-11.40%
Law	1,773	3.56%	45	6.97%	-3.41%
Other	0	0.00%	25	3.87%	-3.87%
Performing & Fine Arts	1,936	3.88%	22	3.41%	0.48%
Public Administration/Social Work	1,755	3.52%	17	2.63%	0.89%
Science / Math	4,799	9.62%	102	15.79%	-6.16%
Social Sciences/History/Psychology	6,579	13.19%	121	18.73%	-5.54%
Undecided	14,219	28.52%	10	1.55%	26.97%
<b>Total:</b>	<b>49,861</b>	<b>100.00%</b>	<b>646</b>	<b>100.00%</b>	<b>0.00%</b>

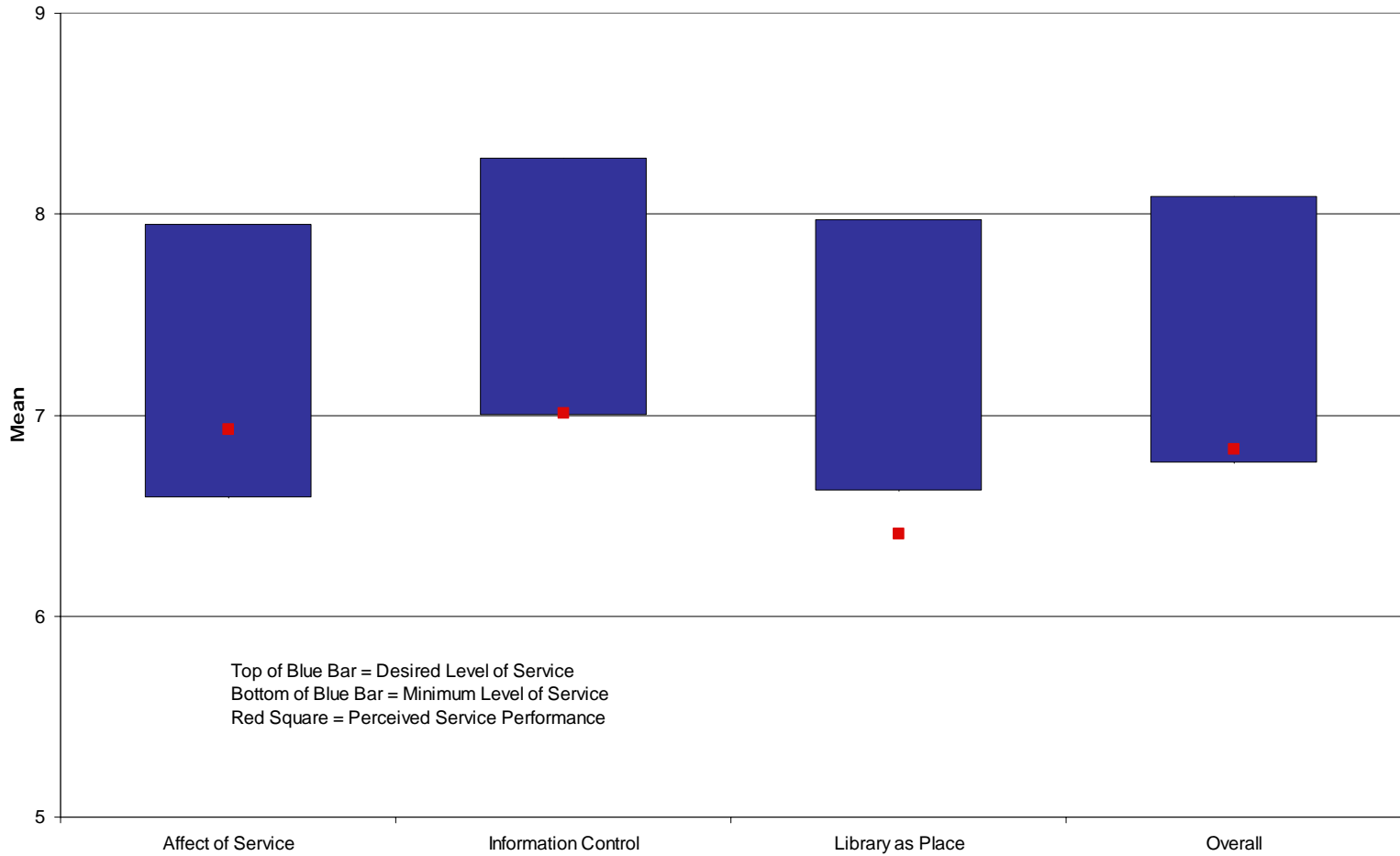
# LibQUAL+ 2005 Rutgers University Libraries, Summary



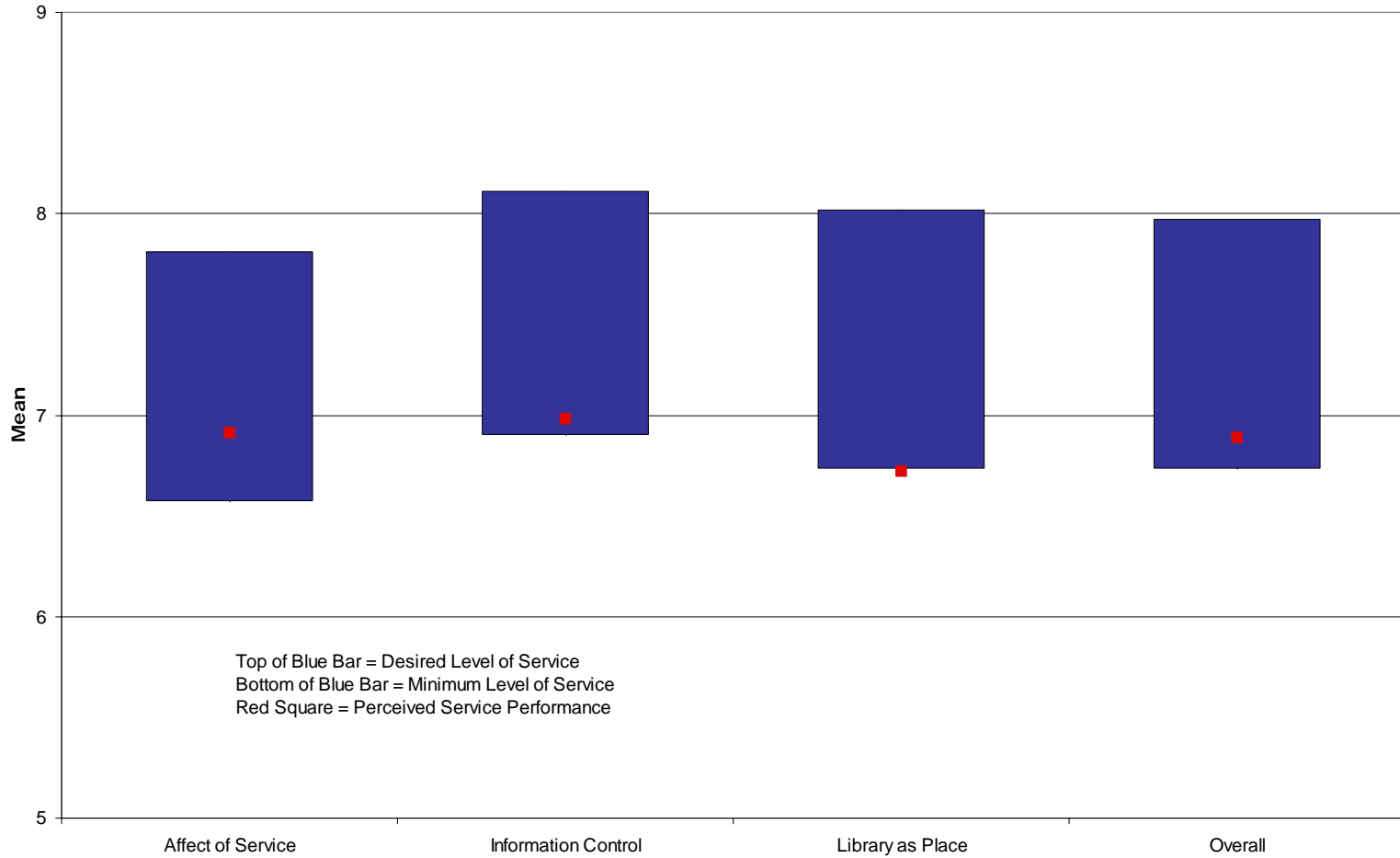
**LibQUAL+ 2005**  
**Rutgers University Libraries, Faculty**



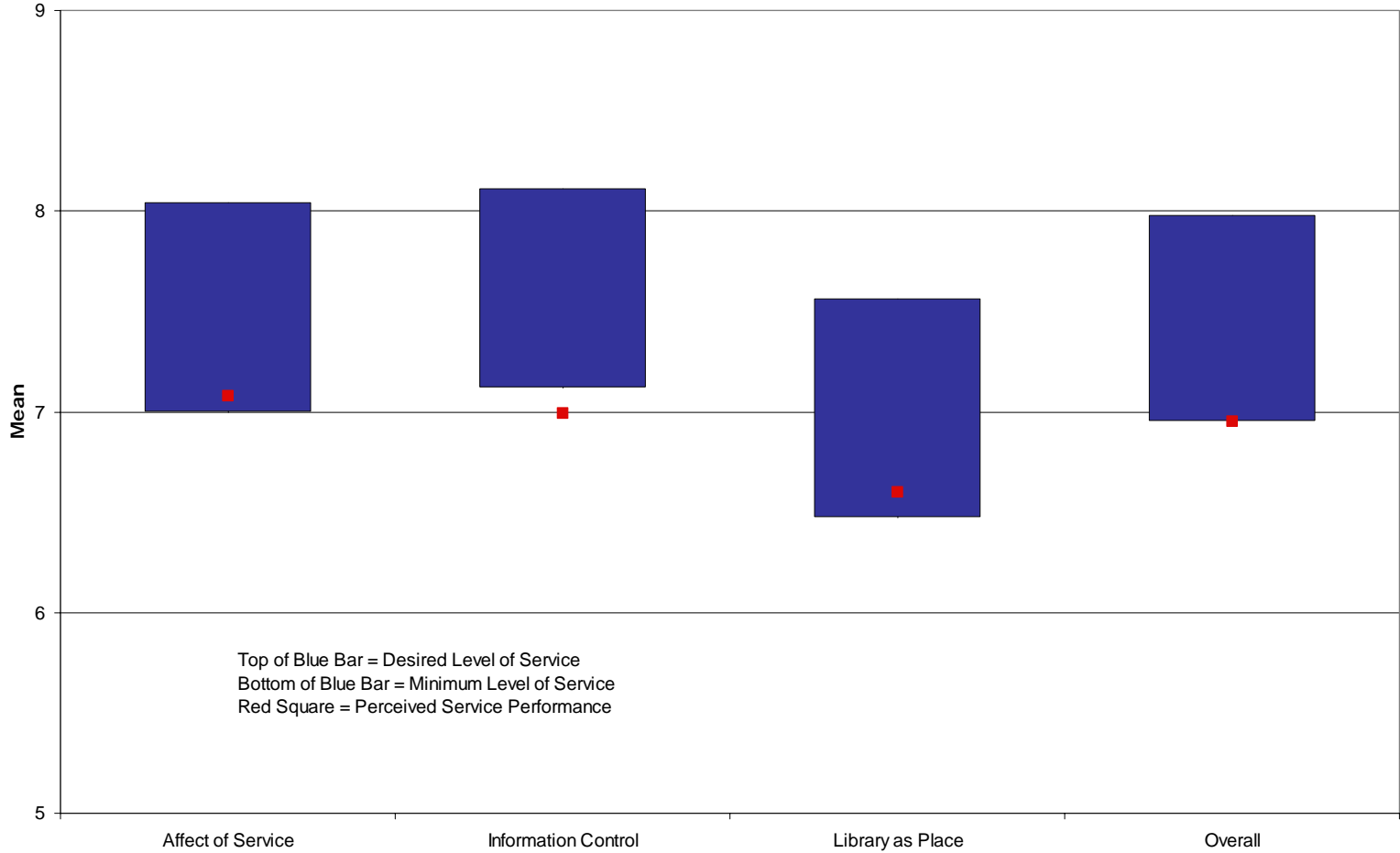
**LibQUAL+ 2005**  
**Rutgers University Libraries, Graduate Students**



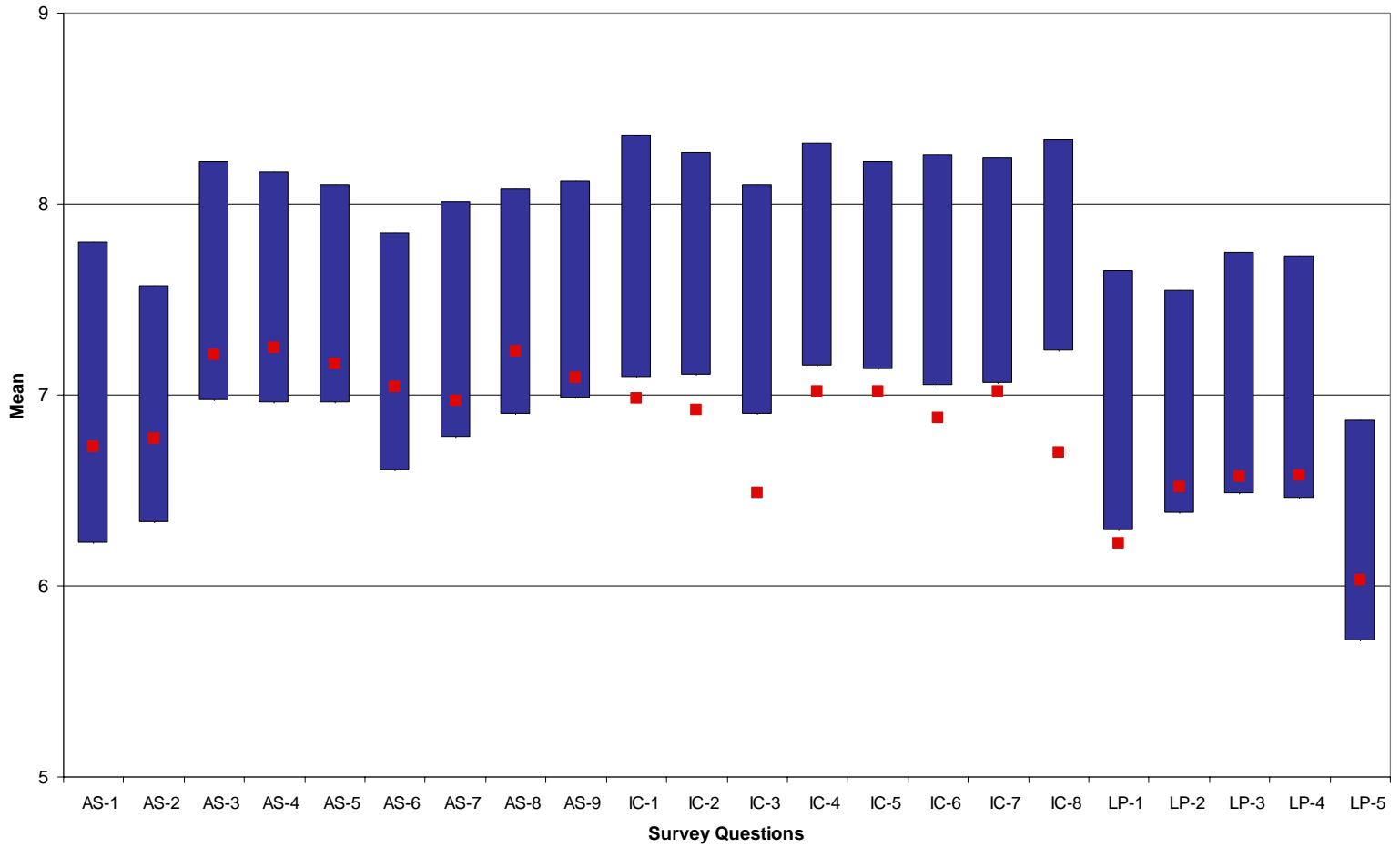
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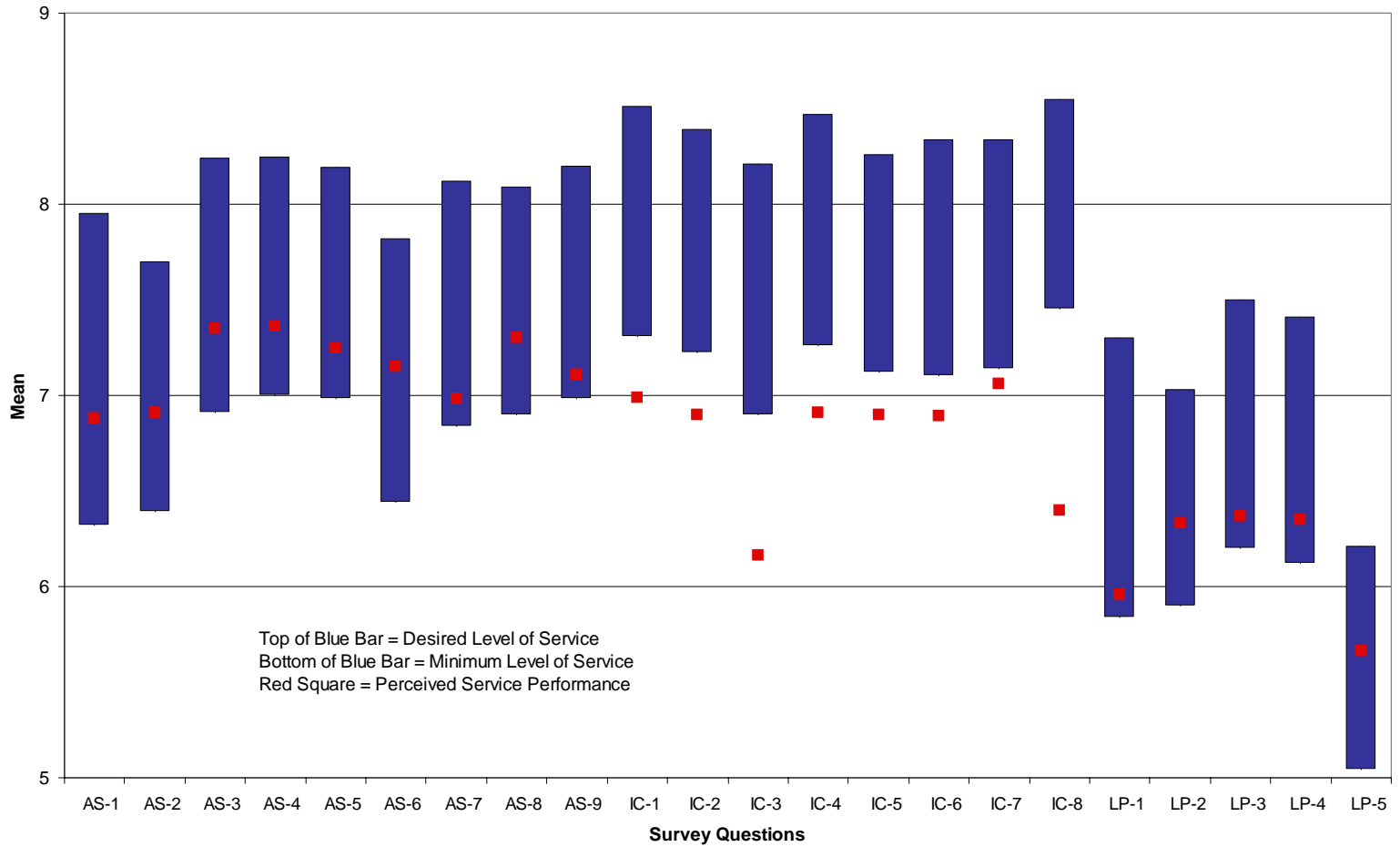
**LibQUAL+ 2005  
Rutgers University Libraries, Staff**



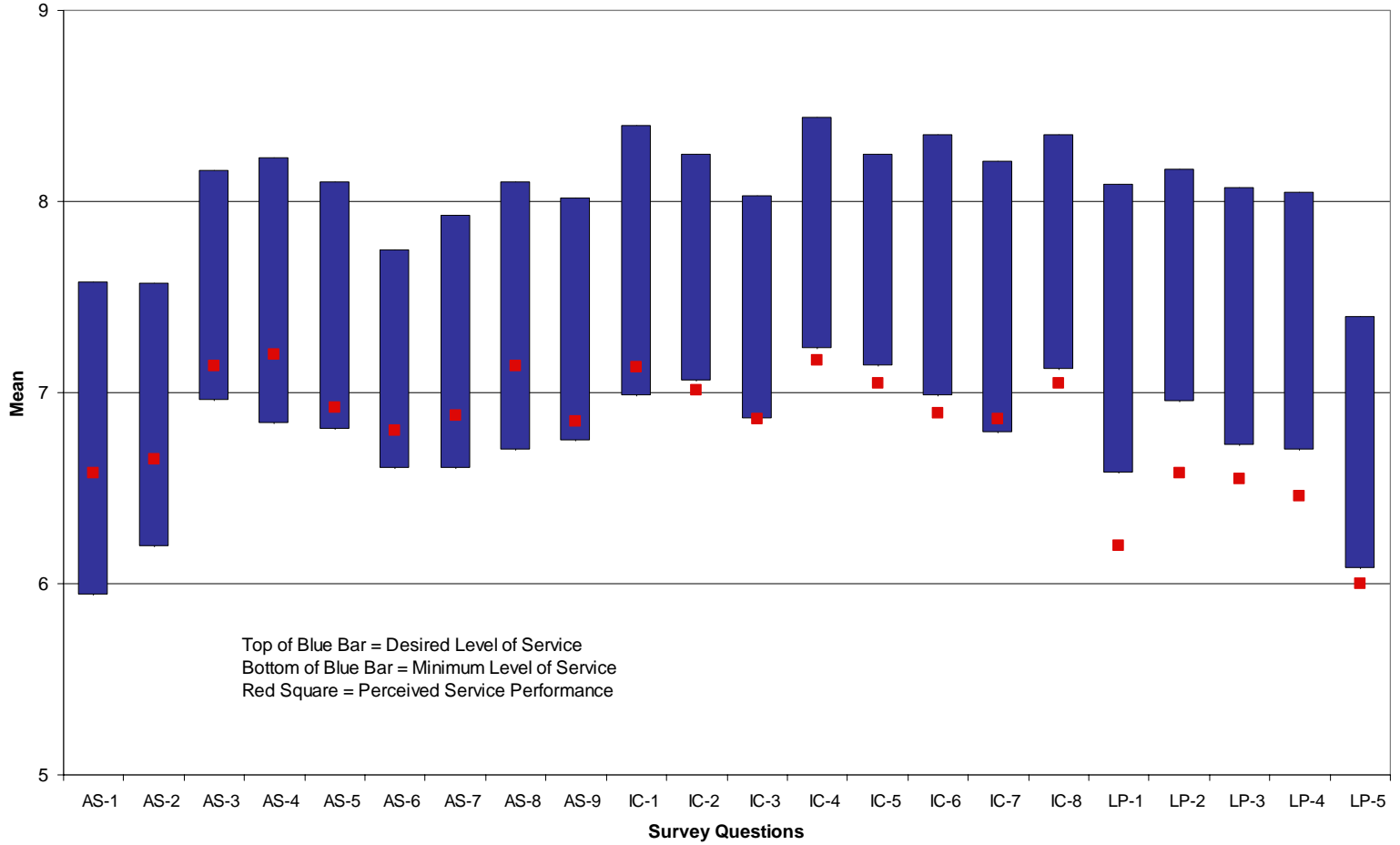
**LibQUAL+ 2005**  
**Rutgers, The State University of New Jersey, Summary**



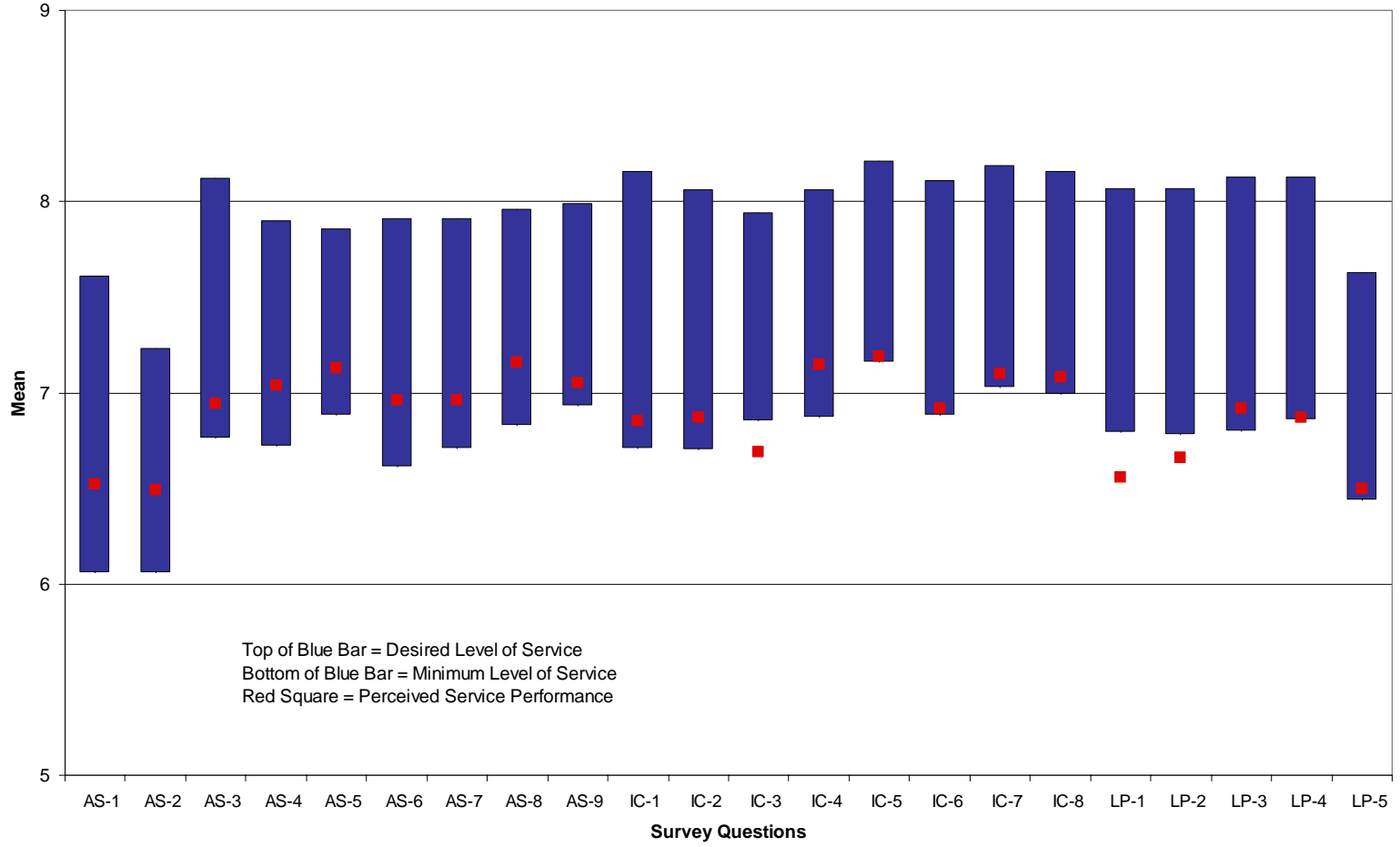
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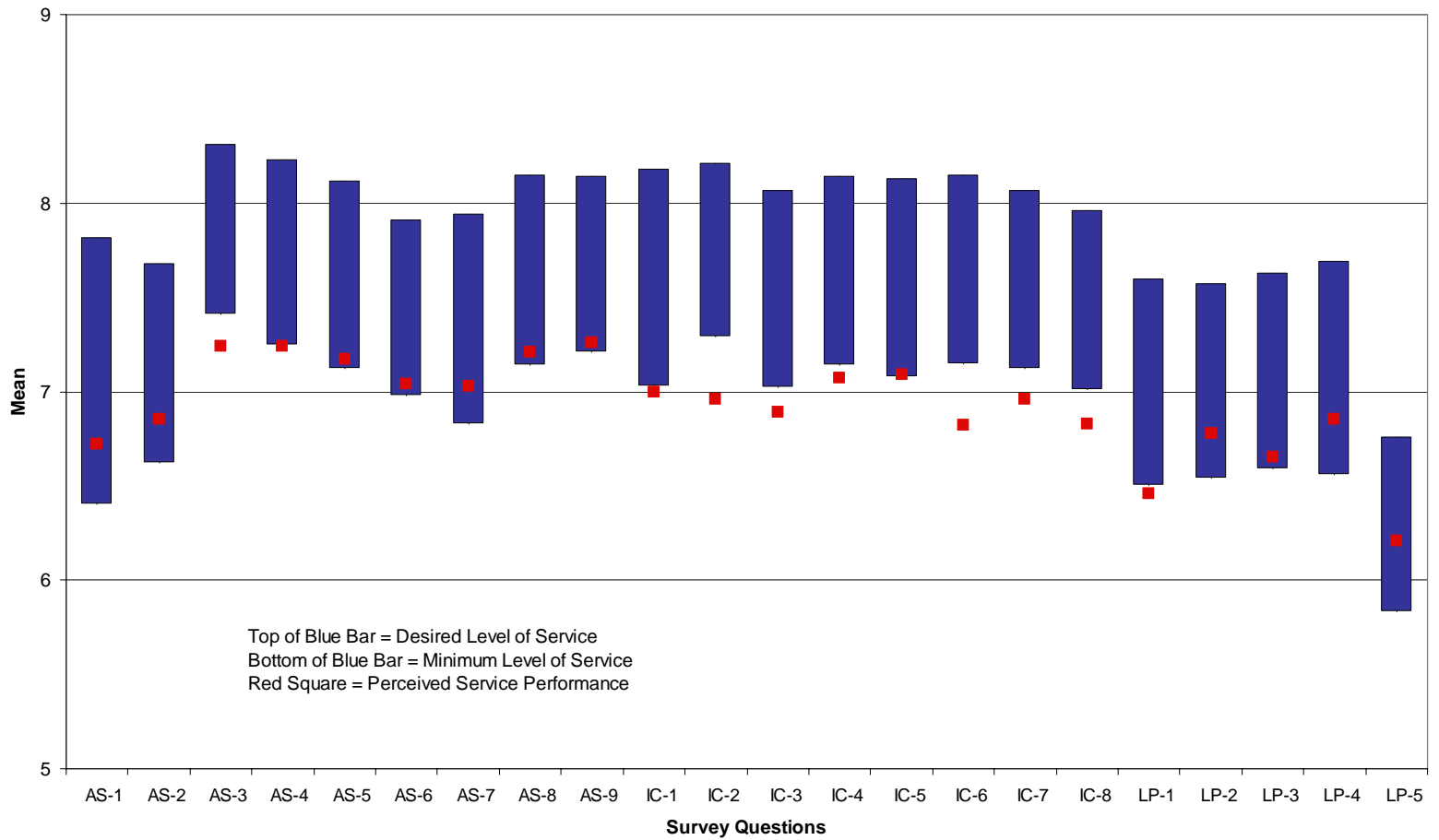
**LibQUAL+ 2005**  
**Rutgers University Libraries, Graduate Students**



**LibQUAL+ 2005**  
**Rutgers University Libraries, Undergraduate Students**



**LibQUAL+ 2005**  
**Rutgers University Libraries, Staff**



## LibQUAL+ 2005

### Areas of Concern, Faculty

- 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**

# LibQUAL+ 2005

## Areas of Concern, Graduate Students

- Information control
  - [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-8] Print and/or electronic journal collections I require for my work
- Library as place
  - ✓ **[LP-1] Library space that inspires study and learning**
  - ✓ **[LP-2] Quiet space for individual activities**
  - [LP-3] A comfortable and inviting location
  - [LP-4] A getaway for study, learning or research
  - [LP-5] Community space for group learning and group study

## **LibQUAL+ 2005**

### **Areas of Concern, Undergraduate Students**

- Information control
  - ✓ **[IC-3] The printed library materials I need for my work**
- Library as place
  - ✓ **[LP-1] Library space that inspires study and learning**
  - [LP-2] Quiet space for individual activities

# LibQUAL+ 2005

## Areas of Concern, Staff

- Affect of service
  - [AS-3] Employees who are consistently courteous
  - [AS-4] Readiness to respond to users' questions
- 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-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 study and learning

## **LibQUAL+ 2005**

### **Major Areas of Concern**

- Faculty
  - The printed library materials I need for my work
  - Print and/or electronic journal collections I require for my work
- Graduate Students
  - Library space that inspires study and learning
  - Quiet space for individual activities
- Undergraduate Students
  - The printed library materials I need for my work
  - Library space that inspires study and learning
- Staff
  - A library Web site enabling me to locate information on my own
  - Easy-to-use access tools that allow me to find things on my own

## **LibQUAL+ 2005**

### **Major Areas of Concern**

- The printed library materials I need for my work
  - Faculty, Undergraduate Students
- Print and/or electronic journal collections I require for my work
  - Faculty, Undergraduate Students
- Library space that inspires study and learning
  - Graduate Students, Undergraduate Students
- Quiet space for individual activities
  - Graduate Students
- A library Web site enabling me to locate information on my own
  - Staff
- Easy-to-use access tools that allow me to find things on my own
  - Staff

# LibQUAL+ 2005

## 10 Top and Bottom Perceived Quality, Summary

- ***What we do best*** (*highest is listed first*)
- [AS-4] Readiness to respond to users' questions
- [AS-8] Willingness to help users
- [AS-3] Employees who are consistently courteous
- [AS-5] Employees who have the knowledge to answer user questions
- [AS-9] Dependability in handling users' service problems
- [AS-6] Employees who deal with users in a caring fashion
- [IC-4] The electronic information resources I need
- [IC-7] Making information easily accessible for independent use
- [IC-5] Modern equipment that lets me easily access needed information
- [IC-1] Making electronic resources accessible from my home or office

- ***What we do less well*** (*lowest is listed first*)
- [LP-5] Community space for group learning and group study
- [LP-1] Library space that inspires study and learning
- [IC-3] The printed library materials I need for my work
- [LP-2] Quiet space for individual activities
- [LP-3] A comfortable and inviting location
- [LP-4] A getaway for study, learning or research
- [IC-8] Print and/or electronic journal collections I require for my work
- [AS-1] Employees who instill confidence in users
- [AS-2] Giving users individual attention
- [IC-6] Easy-to-use access tools that allow me to find things on my own

# LibQUAL+ 2005

## 10 Top Desired and Bottom Minimum Quality, Summary

- ***What our users want most*** (highest is listed first)
- [IC-1] Making electronic resources accessible from my home or office
- [IC-8] Print and/or electronic journal collections I require for my work
- [IC-4] The electronic information resources I need
- [IC-2] A library Web site enabling me to locate information on my own
- [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
- [AS-3] Employees who are consistently courteous
- [IC-5] Modern equipment that lets me easily access needed information
- [AS-4] Readiness to respond to users' questions
- [AS-9] Dependability in handling users' service problems
- ***What our users care about least*** (lowest is listed first)
- [LP-5] Community space for group learning and group study
- [AS-1] Employees who instill confidence in users
- [LP-1] Library space that inspires study and learning
- [AS-2] Giving users individual attention
- [LP-2] Quiet space for individual activities
- [LP-4] A getaway for study, learning or research
- [LP-3] A comfortable and inviting location
- [AS-6] Employees who deal with users in a caring fashion
- [AS-7] Employees who understand the needs of their users
- [AS-8] Willingness to help users

## LibQUAL+ 2005 Questions

Affect of Service	Information Control	Library as Place
[AS-1] Employees who instill confidence in users	[IC-1] Making electronic resources accessible from my home or office	[LP-1] Library space that inspires study and learning
[AS-2] Giving users individual attention	[IC-2] A library Web site enabling me to locate information on my own	[LP-2] Quiet space for individual activities
[AS-3] Employees who are consistently courteous	[IC-3] The printed library materials I need for my work	[LP-3] A comfortable and inviting location
[AS-4] Readiness to respond to users' questions	[IC-4] The electronic information resources I need	[LP-4] A getaway for study, learning or research
[AS-5] Employees who have the knowledge to answer user questions	[IC-5] Modern equipment that lets me easily access needed information	[LP-5] Community space for group learning and group study
[AS-6] Employees who deal with users in a caring fashion	[IC-6] Easy-to-use access tools that allow me to find things on my own	
[AS-7] Employees who understand the needs of their users	[IC-7] Making information easily accessible for independent use	
[AS-8] Willingness to help users	[IC-8] Print and/or electronic journal collections I require for my work	
[AS-9] Dependability in handling users' service problems		



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University Libraries