

LibQUAL+ Survey Results 2006

FGCU administered LibQUAL+ between February and May 15, 2006. The survey was announced by e-mail to all staff and students, and by signs posted throughout the library. We offered a \$50 Target gift card this year as an incentive and had over 200 participants, with 195 usable responses. Undergraduates comprised 65% of the response group, faculty 14%, graduate students 11%, and staff 10%.

Overall, respondents rated the library as exceeding their *minimum* expectations, in some cases considerably so. Faculty praised staff for exceeding their *desired* levels of service in giving them caring, courteous, and individual attention. The library is not, however, meeting minimum expectations in three areas:

1. Print and/or electronic journal collections I require for my work
2. Library space that inspires study and learning
3. Quiet space for individual activities

Since the survey was completed before the new library building opened, we expect to meet or exceed expectations for two of these points when we next administer LibQUAL+ in 2008. Dissatisfaction with our electronic and print journal collections, however, is felt by all user groups, most particularly among our faculty. Here is a typical comment from a science faculty member, who praised our staff and our book collection:

“This isn’t a library befitting a university until faculty and others have access to at least the major journals in the field at their fingertips. The lack of resources at the library is the sole biggest factor impeding the development of graduate programs in the sciences at the university and it hampers undergraduate teachers.”

FGCU has been able to offer access to many critical journals we could not otherwise afford through consortial purchases with other Florida universities. This has served us well, but as the university grows and adds programs (particularly those in science and engineering), we will need increased recurring support in order to provide materials to the faculty we hope to recruit and retain.

About the LibQUAL+ instrument

LibQUAL+ was developed by the Association of Research Libraries and Texas A&M University to measure customer satisfaction with library services and collections. This survey is a library-specific adaptation of the SERVQUAL instrument that has been in use for many years in the business community. There are 22 core quantitative questions that measure user perceptions of total service quality, based on three sub-dimensions: Service Affect (9 questions, such as “giving users individual attention”), Library as Place (5 questions, such as “library space that inspires study and learning”), and Information Control (8 questions, such as “print and/or electronic journal collections I require for my work”)

For each question, users are asked to indicate their minimum level of acceptable service, their perceived level of service, and their desired level of service. For example, a user may indicate that the *minimum* acceptable level of library employees’ “willingness to help users” is 5, the *desired* level is 9, and the *perceived* level is 7. This means that the library is exceeding that customer’s minimum level of service, but is not yet attaining the customer’s desired level of service. Respondents are also given a chance to enter free-text commentary in a box at the end of the survey. The demographic information about the respondent is included in a header with each comment, which helps to corroborate the quantitative analysis yielded by the survey.