Closing the loop: How are LibQUAL+ results being communicated to stakeholders?

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Nancy Cunningham,
USF Tampa Library
- Initiated in 2001
  - Over 20 countries
  - Over 1 million patron responses
- Measure patron satisfaction with collections, services, and facilities
Our questions

• How are libraries communicating libqual+ results to their stakeholders?
• Providing results to students..
  – Does it result in greater participation in future surveys?
  – Does it serve to strengthen the library-student relationship?
  – Do students expect survey results to be reported back to them?
Project goal

• To discover the best practices for communicating LibQUAL+ results to students
• Naïve assumption: one size fits all
Methodology

• Online survey – 16 questions
  – 100 U.S. academic libraries randomly selected from an list of 250 libraries
  – 39 completed surveys
  – Questions
    • If results were communicated
    • Which media used to communicate
    • What is the priority among stakeholder to communicate results

• Website review – 150 websites

• Follow-up telephone interview with survey respondents – 10
Our assumptions

• Is vitally important to communicate the results of the survey to students
• Communication of the results to students enhances the library’s partnership with students
• Communication of results will lead to better response rates
• Communication of results will encourage additional feedback from students
Communicating LibQUAL+ Results

To whom did the library communicate the LibQUAL results from the last implementation? (Check all that apply)

- Students: 30
- Faculty: 25
- University administration: 35
- Library staff: 40
- Community outside the university: 10
If the library did communicate the results, what medium was used for which group?

- Library website
- University website
- Email
- Newsletter
- Library report
- Video or podcast
- Meeting

Legend:
- Students and/or faculty
- Faculty only
- Students only
- Library Staff
- University administration
- All stakeholder groups
Has communication of results expanded?

If your library has administered LibQUAL+ more than once, has the communication of the results changed over time (i.e., expanded, decreased)?

- Yes, the library’s communication of results to staff and stakeholders...
- Yes, the library’s communication of results has decreased
- No, our communication of the results has not changed over time
- We have only implemented LibQUAL+ once

![Bar chart showing responses to the question](chart.png)
Can students & faculty provide feedback on results?

Did the library provide a way for students and faculty to give feedback about the results?

- Yes: 17
- No: 20
Reasons for not communicating results

If your library did not communicate the results to outside stakeholders such as students, what would be some of the reasons:

- Small response rate
- Negative feedback
- Protect privacy of staff mentioned in the comments
- Not enough time
- Did not have sufficient understanding of results or results seemed in...
Sharing results - priorities

On a scale of 1 to 5 (with 1 being the lowest), how important is it to communicate results to:

- Students
- Faculty
- Community outside the university
- University administration

1. Least important
2. Somewhat important
3. Important
4. Very important
5. Most important
## Review of Library Websites

<table>
<thead>
<tr>
<th>Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of library websites reviewed</td>
<td>151</td>
</tr>
<tr>
<td>No evidence of results on website (at time of review)</td>
<td>84 (56%)</td>
</tr>
<tr>
<td>Evidence of results in some form</td>
<td>67 (44%)</td>
</tr>
<tr>
<td>Presentation of results on website</td>
<td></td>
</tr>
<tr>
<td>- Library blog/newsletter</td>
<td>12</td>
</tr>
<tr>
<td>- Library report</td>
<td>6</td>
</tr>
<tr>
<td>- Assessment website</td>
<td>8</td>
</tr>
<tr>
<td>- Libguide page</td>
<td>6</td>
</tr>
<tr>
<td>- Link to results notebook or commentary</td>
<td>35</td>
</tr>
</tbody>
</table>
Why were results not shared...respondents said

• Truthfully, I don't think they expected it. We planned to put something in the student newspaper, but publication was suspended.

• Misunderstanding of results; taking few comments and making broad generalizations

• No new information from the previous year; also actions speak so some changes were obvious
Examples of websites (2011 LibQUAL+)

- James Madison
- Georgia Tech
- Duke University
Library Summit
Best practices

• TAMU
• Clemson
• Assumption
• Western Washington
Target your student audience

Summit for specific groups: graduate students, Advisory Board
Email specific responses to feedback from specific groups
Push Results to Students

- Facebook posts
- Tweets
- Email to targeted groups
- YouTube
Frame the context & synthesize

Summarize /compress results
Zero in what has direct meaning to students
Don’t just report: RESPOND
Prepare & mobilize library staff

Entire staff: include faculty and staff
Include all departments and units
Telephone Interviews

• 10 respondents to our online survey
• Follow up questions:
  – Student expectation of reporting results
  – How important is it to close the assessment loop?
• Quote from assessment librarian at a large ARL library
  – “I don’t think students are clamoring to receive results...LibQUAL is too complex to push out results. We report results to a student advisory board”
  – “We had a libqual summit in 2004 but now we have established a culture here where students expect assessment and expect action, not reporting of results”
Project Findings

• Sharing results with students not necessarily a priority
• Active strategies to share results confined to administrators
• No link between sharing feedback and student response rate