Learning from our Users: 
Using Assessment to Drive Change

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Surveys tell you where you need to go, but they don’t tell you what road to take to get there.

Preliminary Data Analysis
- LibQUAL+® results
- University strategic objectives

Identified Focus Group Populations:
- Graduate students
- Distance students

Benefits: These focus groups
- Made issues concrete
- Allowed users to propose their own ideas
- Allowed users to provide feedback on library developed solutions
- Provided data driven evidence to feed into the strategic planning process
- Overcame longstanding objections to some proposed solutions
- Produced remarkably consistent feedback both within each targeted group and, in some cases, across the two groups.

Critical Success Factor – Library and Campus Buy In:
- Focus group scripts developed by library staff that provide services used by targeted groups.
- Data analysis & recommendations prepared by committees with members from:
  - Libraries
  - Administration
  - Faculty
  - Academic support services.

Practical Implications/Value:
- Confirmed that survey data provides flags identifying problem areas but follow-up research is needed to provide an understanding of the full implications.
- Demonstrated the importance of concrete evidence and involving all affected parties in overcoming barriers to solutions. Bringing together library staff, faculty, academic support services staff, and administrators resulted in increased cooperation among these groups and yielded a wider range of possible ways to address the issues.

Challenges:
- Scheduling conflicts
- Distracting communications technology

- Sometimes, the route you find is direct, for example, web site improvements.
- Other times, the route is indirect. We can’t fix the complexities that many abstracts and indexes present. But we can provide instruction on how to work with those tools.