Forrest R. Polk Library
2004 LibQUAL Survey Highlights

Background

- Polk Library participated in a survey this past spring that measured users perceptions and expectations of library service quality. 1,054 undergraduates, graduate students and faculty responded to this online survey.
- The Association of Research libraries conducted this survey for 202 libraries in the United States and other areas in the developed world.
- All UW Universities participated in the survey with one exception.
- The survey measured affect of service (AS), information control (IC – –print and electronic collections & access to information) and the library as place (LP).
- It asked respondents to rank their exceptions of minimum acceptable, desired and actual perception of service on a scale of 1 – 9.
- If the perceived mean is between the minimum and desired mean, it is considered a positive gap. If the perceived mean is below the minimum, it is considered a negative gap.

Overall Evaluation

- Polk Library rated positively in all three general categories: AS (.70), IC (.58) and LP (.64).
- In all three areas, Polk Library rated higher or slightly higher than the averages for all colleges and universities in the survey. Also, the UWS averages were higher than for all colleges and universities.
- Within UWS, Polk Library's adequacy ranking was (.64) slightly higher than the system's overall average (.63). Polk Library's ranked highest above system average in Information Control (.58/.43). It ranked furthest below the system average for library as place (.64/.75).

Affect of Service (Employees who instill confidence in users; Readiness to respond to users' questions; Willingness to help users; Dependability in handling users' service problems; Giving users individual attention; Employees who have the knowledge to answer user questions; Employees who are consistently courteous; Employees who deal with users in a caring fashion; Employees who understand the needs of their users;)

Affect of Service	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Overall	6.37	7.74	7.07	0.70	-0.68	1054
Undergraduate	6.30	7.70	6.99	0.69	-0.71	942
Graduate	6.89	7.93	7.39	0.50	-0.54	47
Faculty	7.02	8.30	7.93	0.91	-0.37	63

Information Control (Making electronic resources accessible from my home or office; A library website enabling me to locate information on my own; The printed library materials I need for my work; The electronic information resources I need; Modern equipment that lets me easily access needed information; Easy-to-use access tools that allow me to find things on my own; Making information easily accessible for independent use; Print and/or electronic journal collections I require for my work;)

Information Control	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Overall	6.60	8.01	7.18	0.58	-0.83	1054

Undergraduate	6.54	7.98	7.17	0.62	-0.81	942
Graduate	7.18	8.17	7.31	0.13	-0.87	47
Faculty	7.13	8.45	7.33	0.19	-1.13	63

Library as place (Quiet space for individual activities; A comfortable and inviting location; Library space that inspires study and learning; Community space for group learning and group study; A getaway for study, learning or research ;)

Library as Place	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	N
Overall	6.42	7.83	7.05	0.64	-0.78	1053
Undergraduate	6.40	7.85	7.07	0.68	-0.78	941
Graduate	6.82	7.84	6.89	0.07	-0.95	47
Faculty	6.42	7.58	6.89	0.46	-0.69	63

Important to Library Users

- Undergraduates, graduate students and faculty agree that the most important dimension of library service is Information Control.
- Graduate students and faculty have the highest expectations for Affect of Service and Information Control.
- Undergraduates and graduate students are more concerned than faculty with the library as place.

Biggest Bright Spots

- All of our users feel that the library is doing well in the components of Affect of Service.
- The library instruction program gets high marks from all users, especially faculty and graduate students.
- Interlibrary loan / document delivery services get high marks from faculty and graduate students.
- The library is perceived as being safe and secure.
- Our library hours satisfy a large number of our users. Some users expressed desire for longer hours by some. (Only UW Madison and UW Eau Claire have longer total library hours within system than Polk Library.)
- UW Oshkosh faculty, as are faculty across system, very concern about access to scholarly information and expressed concern about access to print/electronic journals, printed library materials and electronic information resources for their research and teaching. UW Oshkosh faculty seems to have slightly higher expectations in this area than other UW System faculty and also perceive the library's level of service as slightly higher.

Biggest Concerns

- Survey results here and across system indicate that the Library as place is very important to undergraduates and graduate students. In addition to a low ranking in this area when compared to the system average, there were many narrative comments on this topic that hit almost every aspect of the facility: lack of group study areas, lack of quiet study areas, lack of access from Elmwood Street, shabby décor and lighting and uncomfortable building (too hot, too cold, etc.)
- UW Oshkosh faculty seem to have a slightly higher satisfaction in the area of Information Control than the system average. Graduates students and faculty give the library some of the lowest individual question rankings in this area. This highlights the real problem with the crisis in scholarly publishing and its impact on higher education.
- Graduate students express the lowest level of satisfaction with Polk Library. In short, they share undergraduates concerns about the building and faculty concerns about access to scholarly information.
- Some of the lowest positive gap scores involved difficulty in using some of the library's online information resources and the library's website. This is also a concern system-wide. This reflects the problem of making a complex world of information and scholarly resources as easy to use as Google.

Polk Library Use Summary

- 60.41% of undergraduates report using the resources in the library daily/weekly, 57.11% access library resources through a library web page daily/weekly, and 88.43% use Google

and other non-library gateways to information daily/weekly. These percents are slightly higher than the system average.

- 68.08% of graduates report using the resources in the library daily/weekly, 87.24% access library resources through a library web page daily/weekly, and 85.11% use Google and other non-library gateways to information daily/weekly. The percents for library use for both types of library use are higher than system averages. The use of Google is slightly lower than the system average.
- 46.04% of faculty report using the resources in the library daily/weekly, 65.08% access library resources through a library web page daily/weekly, and 84.13% use Google and other non-library gateways to information daily/weekly. More UW Oshkosh faculty use resources within the library building than the system average, and fewer UW Oshkosh faculty use the library web pages or Google than the system average.

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