

Dalhousie University Dalhousie Libraries Survey

February 2019

Key Findings Report



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1. Introduction

Background

Insync ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync was retained by Dalhousie University Libraries to conduct a survey of its clients so that their views, ideas, and suggestions may be considered as part of its commitment to improvement. The results of the Library's survey are compared with other libraries' recent results in the Insync database.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns, and act on them. More specifically, the survey aims to:

- identify, prioritise and manage the key issues affecting clients
- allow the Library's performance to be measured and monitored over time
- provide clients with the opportunity to communicate openly and honestly with the management team of the Library
- compare results with other academic libraries so that performance can be measured in a best practice context

Survey process

The survey required all clients to provide some demographic information. It then displayed 27 statements considered essential to the success of the Library. Clients were asked to rate each statement twice – first to indicate the importance of each of the statements to them, and second to indicate their impressions of the Library's performance on each statement.

Clients of the Library were given the opportunity to participate in the survey in February 2019 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could only be completed online.

Scaling

The adoption of a seven-point scale provides very valid discrimination of stakeholder attitudes across the questions that are asked in the survey instrument. We have also found through our research that a seven-point scale is sufficiently interval in nature to apply standard statistical tests of the means that are produced from such scales. Accordingly, the results we produce involve analysis of the mean responses to each of the questions asked, across all demographic categories.

Note that the middle option (4) in the seven point scale allows for respondents to “neither agree nor disagree”.

Response statistics

The following table details the number of usable survey forms received from users of the Library. Where users do not indicate their demographic information, forms are classified as '*unspecified*'. This year the survey generated 6684 responses. This number provides an excellent degree of confidence in the results obtained at the overall level.

Dalhousie Libraries Survey, February 2019		
Response statistics		
Total	6684	
Which Library or Learning Commons do you use most?	n	%
Kellogg Health Sciences Library	323	4.8%
Kellogg Library Learning Commons (CHEB Building)	846	12.7%
Killam Library	3373	50.5%
Wallace McCain Learning Commons	628	9.4%
Law Library	179	2.7%
MacRae Library	358	5.4%
Sexton Library	593	8.9%
Dalhousie Medicine New Brunswick	41	0.6%
This question does not apply to me	334	5.0%
Unspecified	9	0.1%
What is your major area of study, research, or teaching?	n	%
Agriculture	226	3.4%
Architecture & Planning	108	1.6%
Arts & Social Sciences	966	14.5%
Computer Science	509	7.6%
Dentistry	90	1.3%
Engineering	895	13.4%
Health	955	14.3%
Interdisciplinary	37	0.6%
Law	170	2.5%
Management	523	7.8%
Medicine	260	3.9%
Science	1553	23.2%
Other/Not sure/Undecided	379	5.7%
Unspecified	13	0.2%

Dalhousie Libraries Survey, February 2019

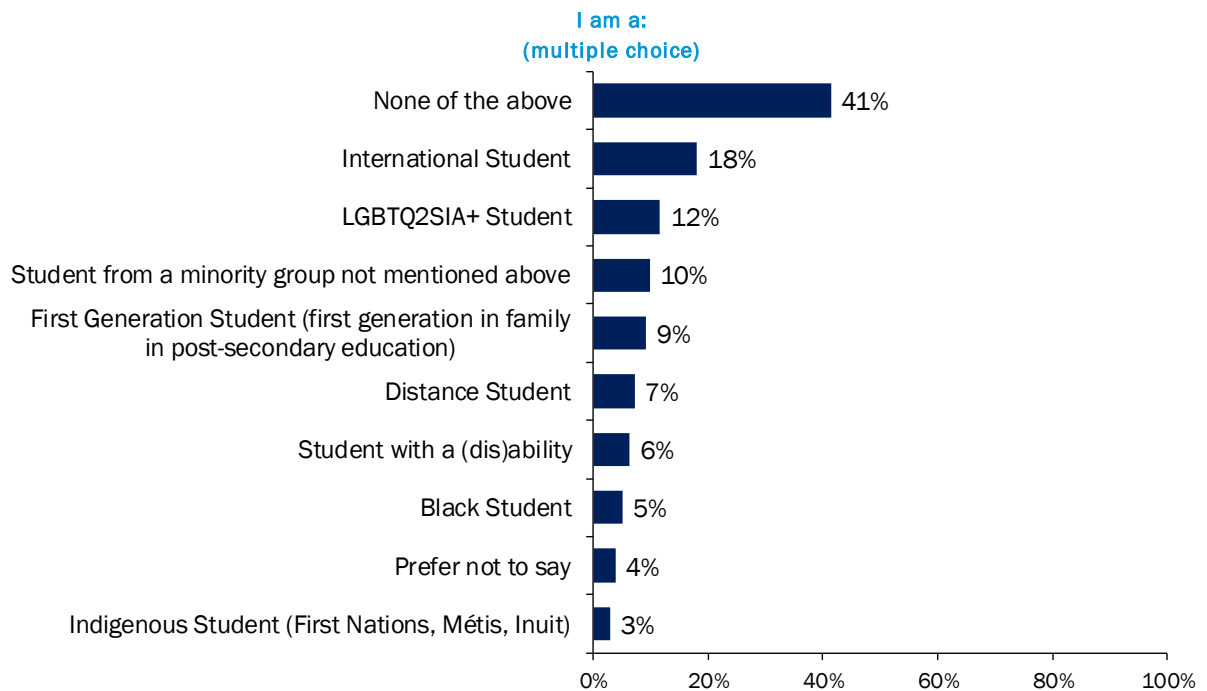
Response statistics

Total	6684	
What single category best describes you?		
	n	%
Undergraduate Student	4527	67.7%
Graduate Student	973	14.6%
Post-Graduate Student	101	1.5%
Non-degree Student	101	1.5%
Faculty	380	5.7%
Library Staff	29	0.4%
Staff	353	5.3%
Other	94	1.4%
Unspecified	126	1.9%
Which category describes you?		
First-year Student	1599	23.9%
Later-year Student	4189	62.7%
Unspecified	896	13.4%
If you are in the first year of university, what is the average mark/grade from your class assessments so far?		
A=80+	822	12.3%
B=70-79	593	8.9%
C=55-69	143	2.1%
D=50-54	14	0.2%
F=<50	6	0.1%
Unspecified	21	0.3%
If you are a later-year student what is your cumulative Grade Point Average?		
3.50+	2083	31.2%
2.50-3.49	1768	26.5%
1.50-2.49	312	4.7%
1.00-1.49	10	0.1%
<1.00	3	0.0%
Unspecified	13	0.2%

Dalhousie Libraries Survey, February 2019

Response statistics

Total	6684	
How often do you come into the Library?	n	%
Daily	2017	30.2%
Weekly	2709	40.5%
Monthly	807	12.1%
Quarterly	364	5.4%
Never	324	4.8%
Unspecified	463	6.9%
How often do you access the Library online?		
Daily	1125	16.8%
Weekly	2613	39.1%
Monthly	1413	21.1%
Quarterly	580	8.7%
Never	497	7.4%
Unspecified	456	6.8%



Total responses: 5773 respondents

Rating importance but not performance

Respondents who had not used a service, and were therefore not able to rate its performance, were nevertheless able to rate importance. These importance rankings are tabled below.

Variable	Total 6684			
	Importance			
	Mean	Rank	#	%
I can get wireless access in the Library when I need to	5.95	1	227	3.40%
Library staff provide accurate answers to my enquiries	5.73	2	620	9.28%
I feel comfortable asking for help in the Library	5.60	3	430	6.43%
Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs	5.60	4	429	6.42%
Printing, scanning and photocopying facilities in the Library meet my needs	5.44	5	611	9.14%
Face to face help from Library staff meets my needs	5.33	6	625	9.35%
The items I'm looking for on the Library shelves are usually there	5.33	7	942	14.09%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.32	8	1362	20.38%
Opening hours meet my needs	5.26	9	334	5.00%
Course specific resources (reading lists in Brightspace and reserve material in the Library) meet my learning needs	5.25	10	742	11.10%
I can find a quiet place in the Library to study when I need to	5.24	11	273	4.08%
The search box on the Library homepage is easy to use	5.16	12	432	6.46%
When I am away from campus I can access the Library resources and services I need	5.15	13	483	7.23%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.14	14	483	7.23%
Access to Library information resources has helped me to be successful at university	5.13	15	441	6.60%
I can find a place in the Library to work in a group when I need to	4.99	16	389	5.82%
Simple access to key Library resources through Brightspace meets my learning needs	4.85	17	735	11.00%
A computer is available when I need one	4.83	18	627	9.38%
The Library web site provides useful information	4.79	19	375	5.61%
Library signage is clear	4.79	20	384	5.75%
Online help services (e.g. Email, Live Help, Skype) meet my needs	4.73	21	1300	19.45%
I find it easy to use mobile devices (e.g. tablets and phones) to access online Library resources	4.69	22	741	11.09%
eJournals are easy to use	4.60	23	633	9.47%
The Library anticipates my learning and research needs	4.52	24	697	10.43%
Library workshops, classes and tutorials (online or in person) help me with my learning and research needs	4.43	25	1235	18.48%
I am informed about Library services	4.42	26	407	6.09%
The Library's social media sites (Twitter, Facebook, YouTube) provide useful information	3.35	27	1425	21.32%

2. Executive summary

This year the Library recorded an overall score of 77.7%. This overall performance score places the Library in the bottom 25% of benchmark participants in 2019.

The themes in the top 10 importance list include access to wireless, the Library providing a quiet place to study, information resources in the Library meeting clients' learning and research needs, off-campus access to resources and services, adequacy of laptop, and printing, scanning and photocopying facilities, Library staff providing accurate answers to enquiries, adequacy of opening hours and group study facilities, and clients feeling comfortable asking for help in the Library.

Three factors in the top 10 performance list relate to Library staff – more specifically, their provision of accurate answers to enquiries, clients feeling comfortable asking for help in the Library, and face to face help meeting clients' needs. The remaining factors relate to access to wireless, off-campus access to resources and services, access to information resources enabling clients' to be successful at university, information resources in the Library meeting clients' learning and research needs, adequacy of opening hours, and printing, scanning and photocopying facilities, and the promptness of delivery of books and articles requested from other libraries and campuses.

The top 10 performance list contains seven factors from the top 10 importance list:

- *I can get wireless access in the Library when I need to*
- *I feel comfortable asking for help in the Library*
- *Library staff provide accurate answers to my enquiries*
- *When I am away from campus I can access the Library resources and services I need*
- *Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *Opening hours meet my needs*

This is a positive result for the Library. Not only are these services among the most important to clients of the Library, they are also being performed well.

This year, the Library performed highest on the category of *information resources*, with a score of 79.7%. The lowest score was identified for *communication* at 72.5%.

The following scorecard presents the numerical scores of the Library in each category and in the benchmark context:

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
February 2019	72.5%	78.7%	78.0%	79.7%	77.7%
Highest	80.4%	84.3%	84.8%	85.8%	82.9%
Median	78.2%	81.4%	78.3%	81.6%	80.6%
Lowest	73.2%	78.5%	69.0%	78.5%	76.2%

At the time the survey was administered, 28 other university libraries had completed recent benchmark surveys (see list of benchmark participants at the end of this report). It is this group that makes up the comparison group.

All four categories are performing under the benchmark median, with *communication* recording a new benchmark low.

A review of the survey results has identified the following two factors that have recorded gap scores above 1.00:

- *I can find a place in the Library to work in a group when I need to (gap score = 1.54)*
- *I can find a quiet place in the Library to study when I need to (gap score = 1.36)*

These are the two areas that should be monitored and addressed in terms of prioritising improvements to the Library service.

The Library service achieved a Net Promoter Score (advocacy measure) of 15, a reasonably positive result, and demonstrates that advocacy for the Library service is better than average. It is interesting to note that the passive cohort at 37% is unusually high in number.

Overall, the Library achieved good internal results, with only two areas – quiet study and group study facilities, requiring monitoring and improvement. There is plenty of scope for improvements in the benchmark context.

3. Detailed results interpretation

What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order in the table below.

February 2019 Top 10 importance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to	6.68
I can find a quiet place in the Library to study when I need to	6.47
Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs	6.31
Printing, scanning and photocopying facilities in the Library meet my needs	6.31
Laptop facilities (e.g. desks, power) in the Library meet my needs	6.29
When I am away from campus I can access the Library resources and services I need	6.29
Opening hours meet my needs	6.22
Library staff provide accurate answers to my enquiries	6.19
I feel comfortable asking for help in the Library	6.19
I can find a place in the Library to work in a group when I need to	6.17

Of the 27 statements in the survey, 15 were identified with importance means of 6.00 or higher. These statements are all of relatively high importance to clients.

The themes in the top 10 importance list include access to wireless, the Library providing a quiet place to study, information resources in the Library meeting clients' learning and research needs, off-campus access to resources and services, adequacy of laptop, and printing, scanning and photocopying facilities, Library staff providing accurate answers to enquiries, adequacy of opening hours and group study facilities, and clients feeling comfortable asking for help in the Library.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2019.

February 2019 Top 10 performance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to* 1	6.20
I feel comfortable asking for help in the Library* 9	5.91
Library staff provide accurate answers to my enquiries* 8	5.90
Face to face help from Library staff meets my needs	5.88
Access to Library information resources has helped me to be successful at university	5.77
When I am away from campus I can access the Library resources and services I need* 6	5.74
Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs* 3	5.74
Printing, scanning and photocopying facilities in the Library meet my needs* 4	5.70
Books and articles I have requested from other libraries and campuses are delivered promptly	5.67
Opening hours meet my needs* 7	5.67

(Factors marked * were also identified in the top ten importance list)

The survey identified 24 out of 27 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Three factors in the top 10 performance list relate to Library staff – more specifically, their provision of accurate answers to enquiries, clients feeling comfortable asking for help in the Library, and face to face help meeting clients' needs. The remaining factors relate to access to wireless, off-campus access to resources and services, access to information resources enabling clients' to be successful at university, information resources in the Library meeting clients' learning and research needs, adequacy of opening hours, and printing, scanning and photocopying facilities, and the promptness of delivery of books and articles requested from other libraries and campuses.

The top 10 performance list contains seven factors from the top 10 importance list:

- *I can get wireless access in the Library when I need to*
- *I feel comfortable asking for help in the Library*
- *Library staff provide accurate answers to my enquiries*
- *When I am away from campus I can access the Library resources and services I need*
- *Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *Opening hours meet my needs*

This is a positive result for the Library. Not only are these services among the most important to clients of the Library, they are also being performed well.

At the other end of the scale are the lowest performing factors. This table shows the ten factors given the lowest rankings by the Library clients in 2019.

February 2019 Lowest 10 performance	Mean (1 = low, 7 = high)
The Library's social media sites (Twitter, Facebook, YouTube) provide useful information	4.26
I can find a place in the Library to work in a group when I need to*10	4.64
I am informed about Library services	4.76
I find it easy to use mobile devices (e.g. tablets and phones) to access online Library resources	5.01
The Library anticipates my learning and research needs	5.01
Library workshops, classes and tutorials (online or in person) help me with my learning and research needs	5.03
I can find a quiet place in the Library to study when I need to*2	5.11
Library signage is clear	5.14
The Library web site provides useful information	5.32
Online help services (e.g. Email, Live Help, Skype) meet my needs	5.40

(Factors marked * were also identified in the top ten importance list)

Where clients believe the Library can improve

In identifying factors for improvement, Insync analyses the perceived difference – or ‘gap’ – between the importance and performance scores for each variable. Based on our experience, gaps between 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be prioritised and acted upon. This table reports the 10 variables with the highest gaps for 2019.

February 2019 Top 10 gaps	Mean (1 = low, 7 = high)
I can find a place in the Library to work in a group when I need to* 10	1.54
I can find a quiet place in the Library to study when I need to* 2	1.36
Laptop facilities (e.g. desks, power) in the Library meet my needs* 5	0.85
I find it easy to use mobile devices (e.g. tablets and phones) to access online Library resources	0.80
The search box on the Library homepage is easy to use	0.66
eJournals are easy to use	0.65
The Library web site provides useful information	0.61
Printing, scanning and photocopying facilities in the Library meet my needs* 4	0.61
Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs* 3	0.57
Opening hours meet my needs* 7	0.55

(Factors marked * were also identified in the top ten importance list)

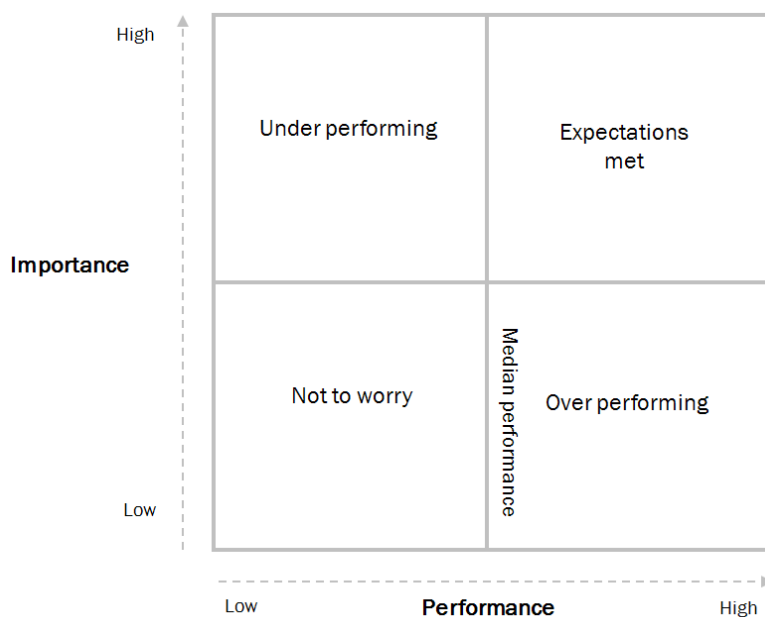
Of all the 27 variables, two recorded a gap score above 1.00. The top 10 gap list contains six factors from the top 10 importance list:

- *I can find a place in the Library to work in a group when I need to*
- *I can find a quiet place in the Library to study when I need to*
- *Laptop facilities (e.g. desks, power) in the Library meet my needs*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *Information resources available from the Library (e.g. books, articles, databases) meet my learning and research needs*
- *Opening hours meet my needs*

The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the *gap grid* (see *detailed data report*). The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score (colour coded). In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



Prioritising potential improvement opportunities

A review of the survey results has identified the following two factors that have recorded gap scores above 1.00:

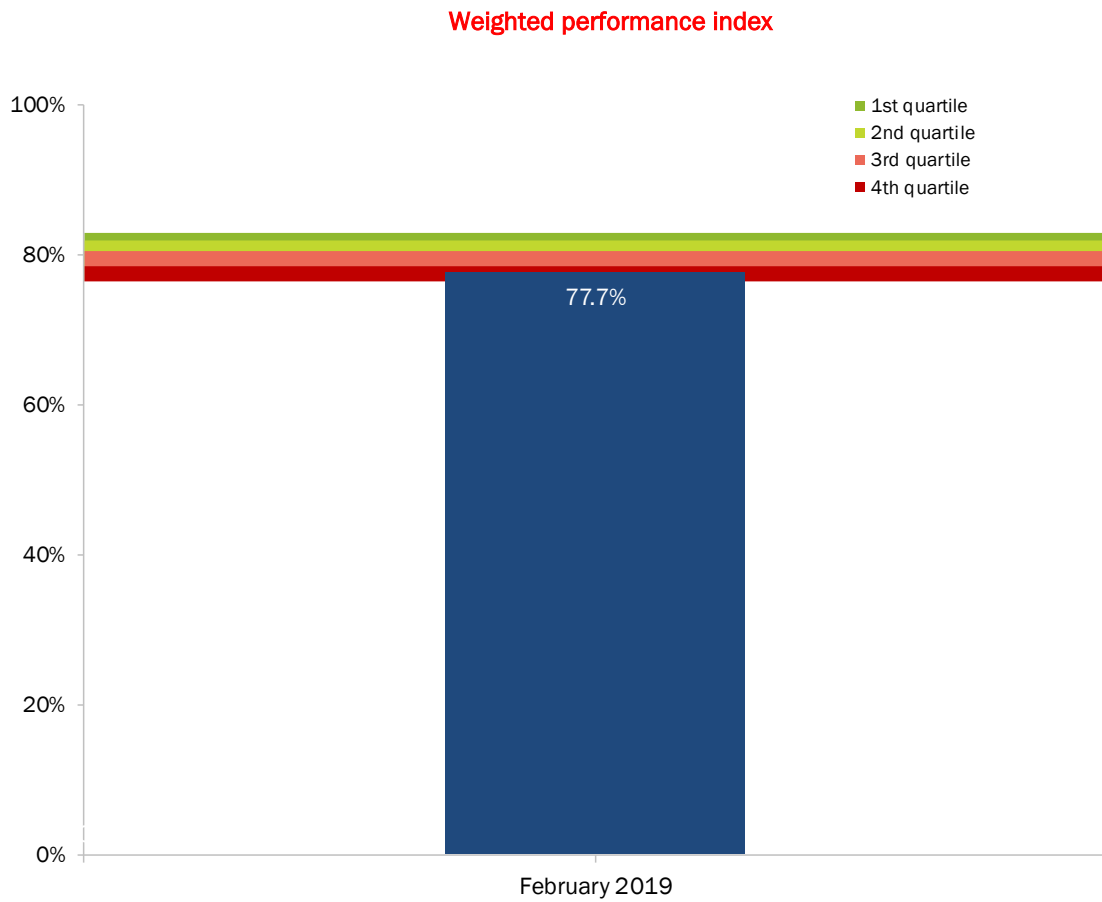
- *I can find a place in the Library to work in a group when I need to (gap score = 1.54)*
- *I can find a quiet place in the Library to study when I need to (gap score = 1.36)*

These are the two areas that should be monitored and addressed in terms of prioritising improvements to the Library service.

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 77.7%. This overall performance score places the Library in the bottom 25% of benchmark participants in 2019.



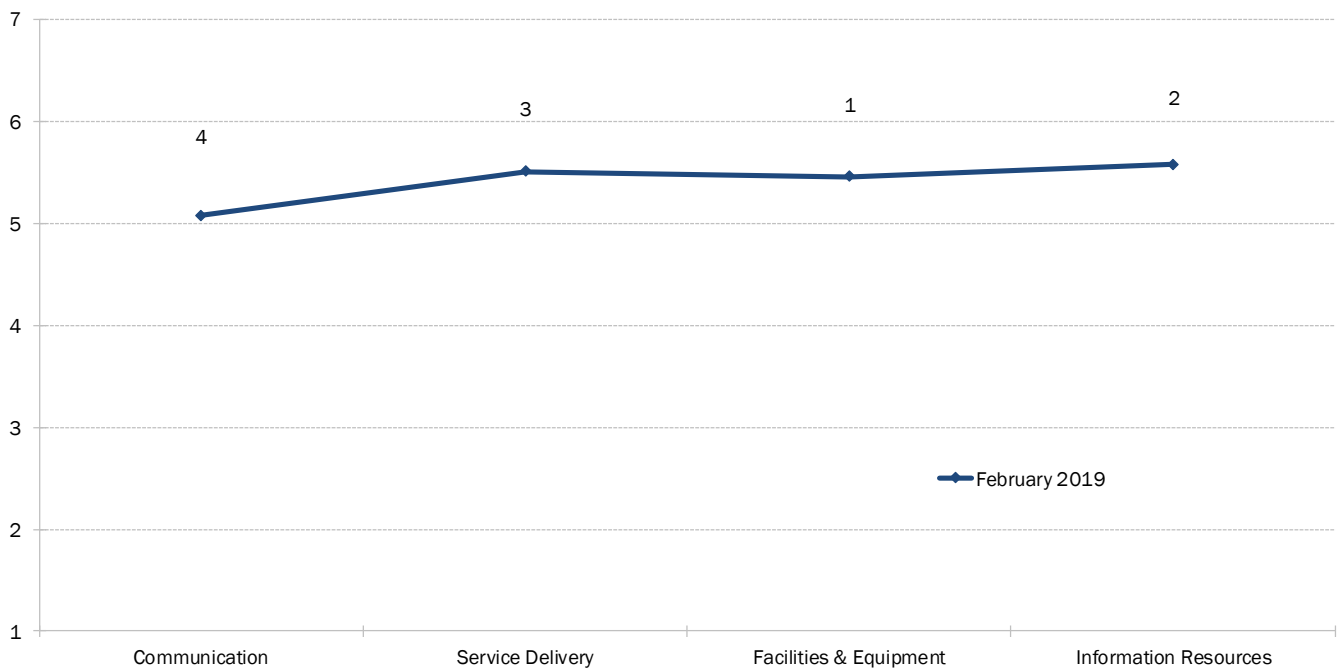
Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the four best practice categories. At the time the survey was administered, 28 other university libraries had completed benchmark surveys. It is this group that makes up the comparison group.

All four categories are performing under the benchmark median, with *communication* recording a new benchmark low. In terms of importance of each service to Library clients, *facilities and equipment* ranked number one, followed by *information resources*, as indicated by the bold number in the graph below.

A more specific view of results on each variable within the categories can be found in the detailed data report.

Best practice categories



Scorecard

The following scorecard presents similar information to the previous graph however the emphasis here is on the numerical scores of the Library in each category.

The Library performed highest on the category of *information resources*, with a score of 79.7%. The lowest score was identified for *communication* at 72.5%.

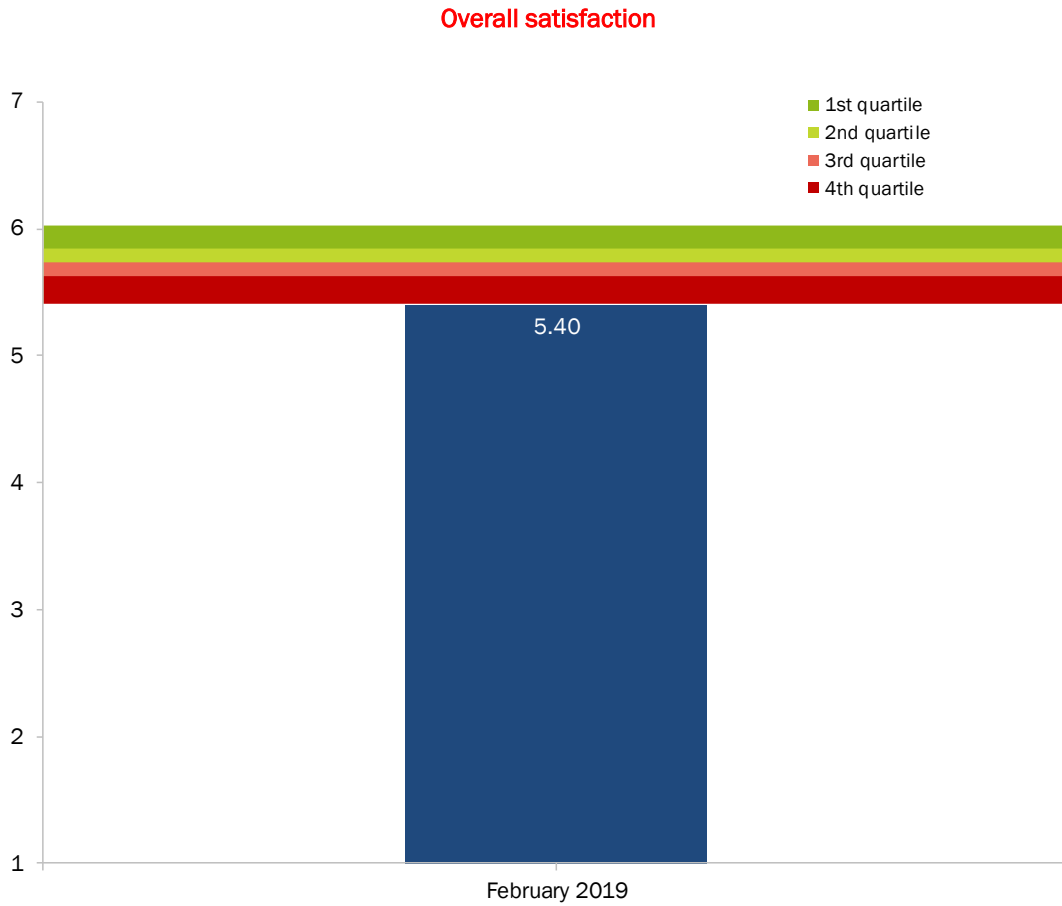
The information in the table also enables a comparison of the Library results with the current highest, lowest and median performers in the Insync database.

Scorecard

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
February 2019	72.5%	78.7%	78.0%	79.7%	77.7%
Highest	80.4%	84.3%	84.8%	85.8%	82.9%
Median	78.2%	81.4%	78.3%	81.6%	80.6%
Lowest	73.2%	78.5%	69.0%	78.5%	76.2%

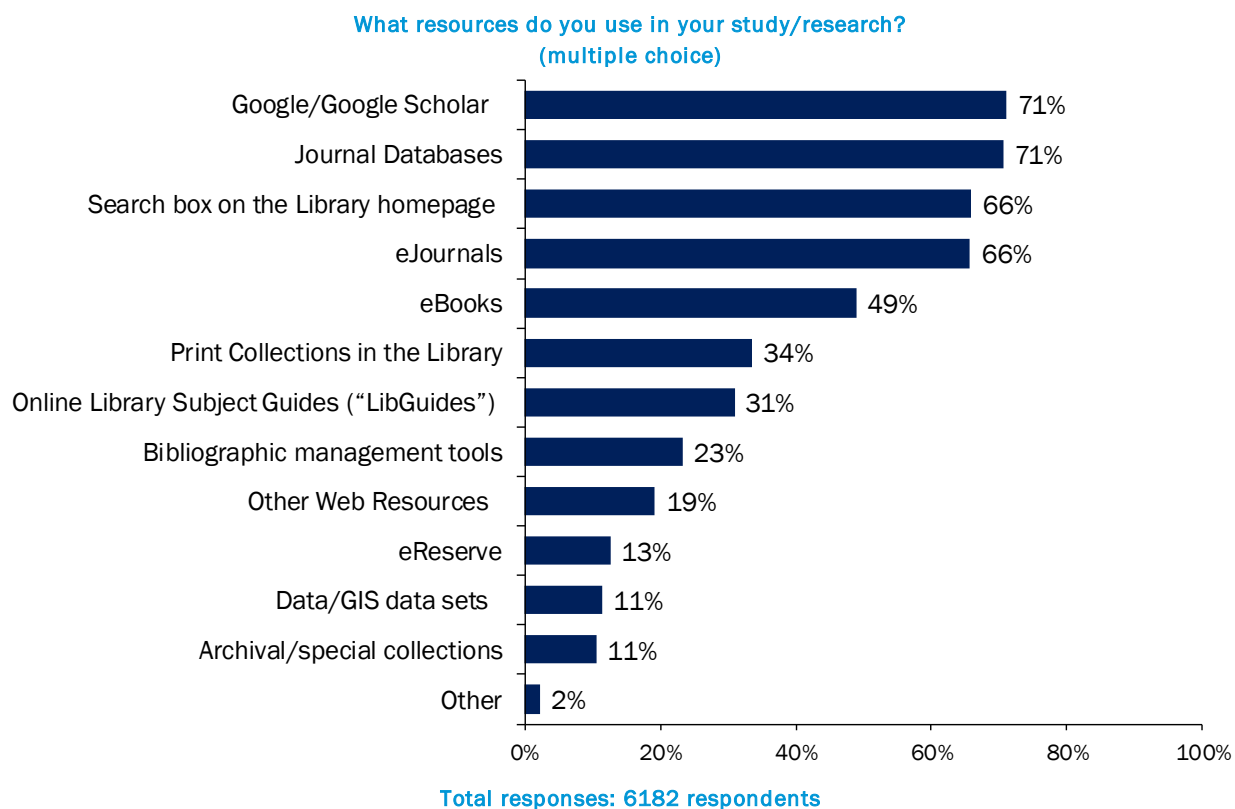
Overall satisfaction

Clients were asked to provide a general assessment of their overall satisfaction with the Library. In this case, the overall average score of 5.40 again places the Library in the bottom 25% of benchmark participants.

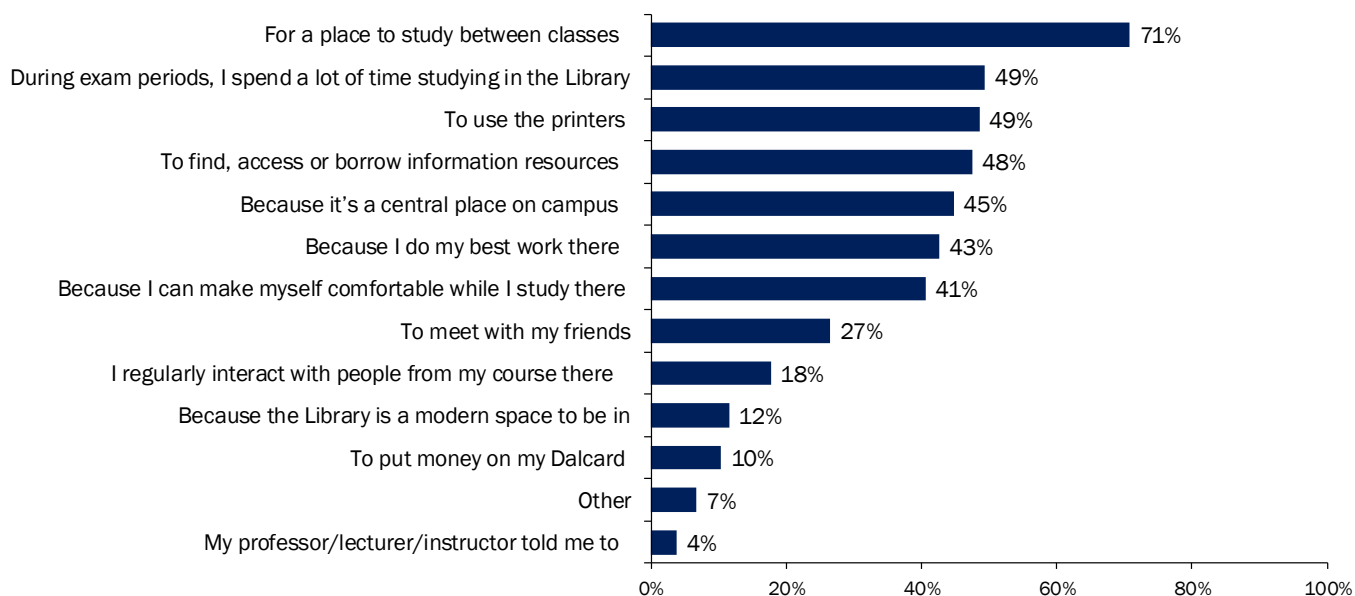


Looking for information

Following are responses to statements about Library use and research behaviours.

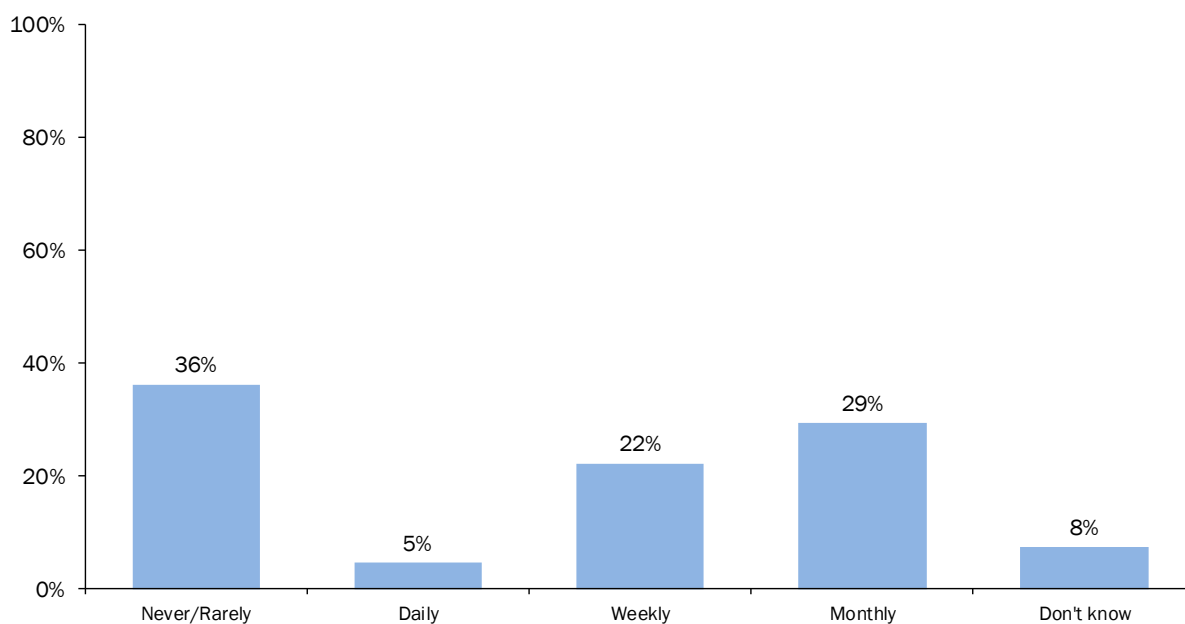


Thinking about the Library as a place on campus, what are some of the reasons you go there?
(multiple choice)



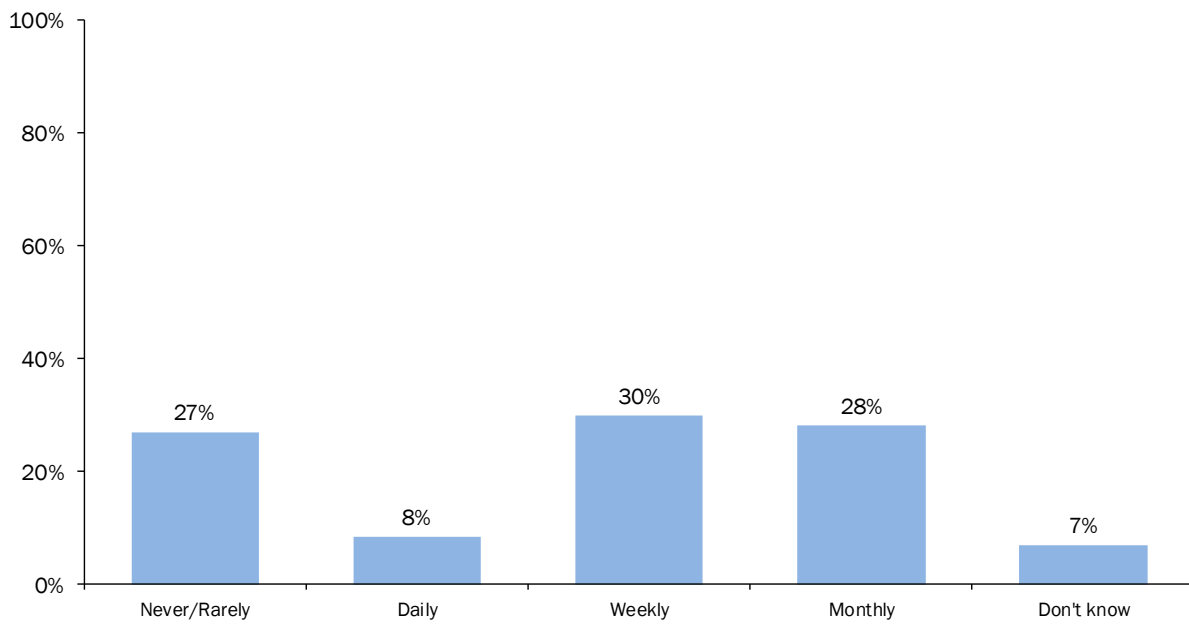
Total responses: 6081 respondents

How often do you use the search box on the Library homepage to look for:
Ebooks/e-books with a known title or author



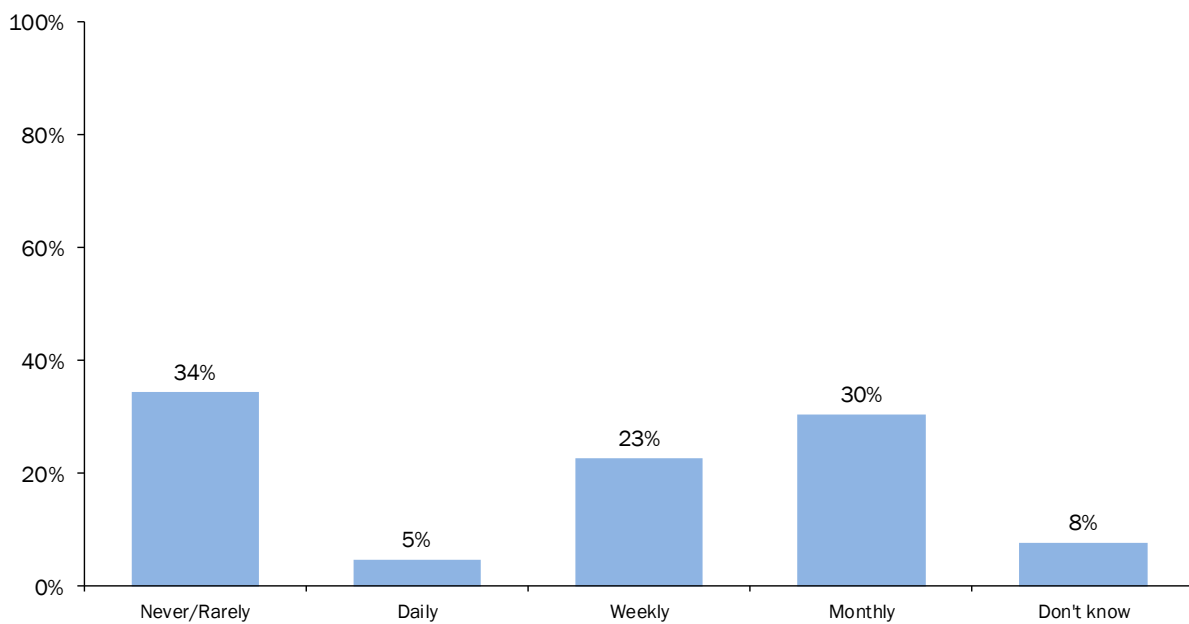
Total responses: 6206 respondents

How often do you use the search box on the Library homepage to look for:
Journal/e-journal articles with a known title or author



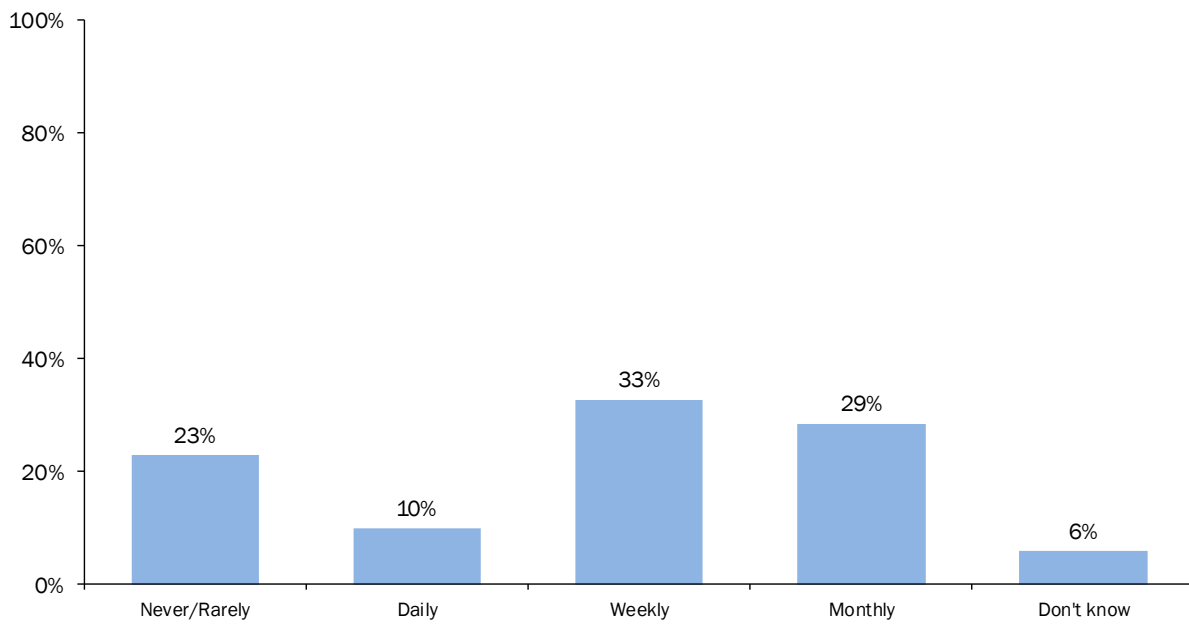
Total responses: 6199 respondents

How often do you use the search box on the Library homepage to look for:
Books/e-books on a topic



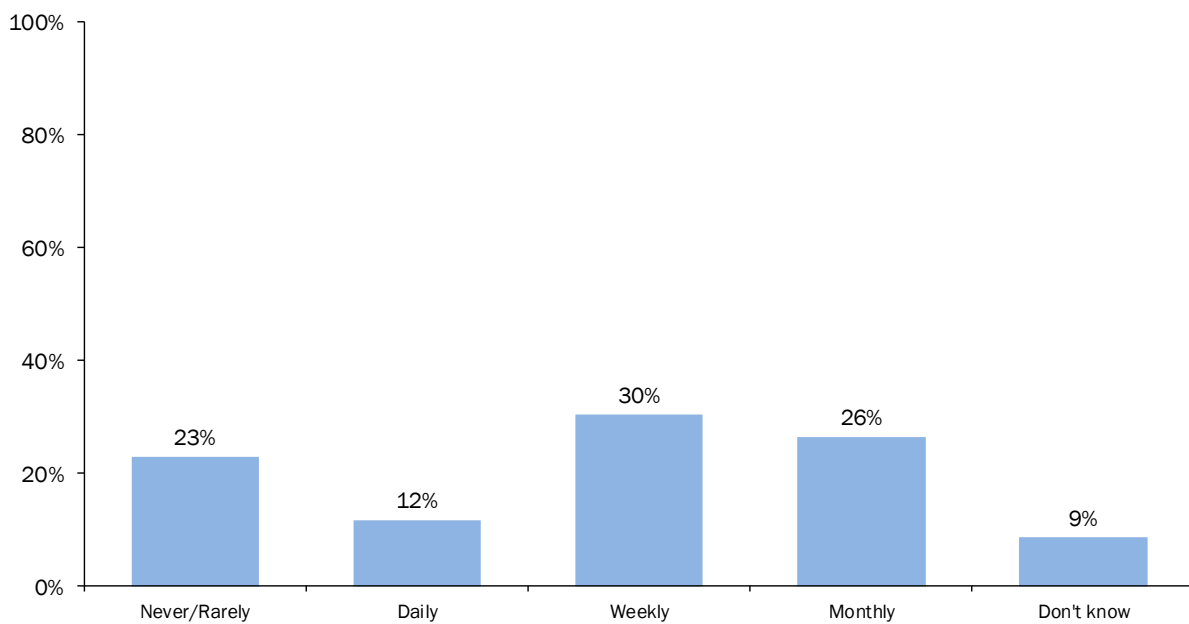
Total responses: 6156 respondents

How often do you use the search box on the Library homepage to look for:
Journal/e-journal articles on a topic



Total responses: 6190 respondents

How often do you use the search box on the Library homepage to look for:
Information in any format on a topic



Total responses: 6198 respondents

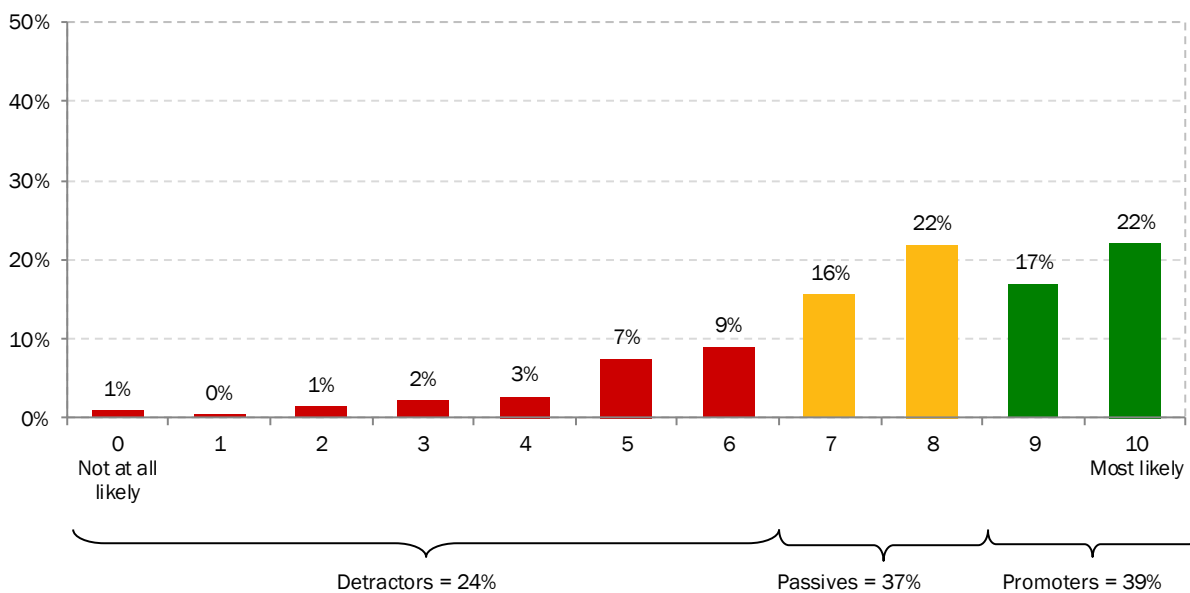
Net Promoter Score (Advocacy)

Net Promoter Score (NPS)* represents a respondent's likelihood to recommend the Library service to other users. The NPS is simply the percentage of "promoters" minus the percentage of "detractors". This question is asked on a 10-point scale, where 0 = not at all likely and 10 = extremely likely. Respondents who score a 9 or a 10 are likely to actively promote your Library. A score of 7 or 8 means the respondent is likely to be passive on the topic, and anything below a 7 means the respondent is likely to speak negatively about your Library – a "detractor".

The Library service achieved a Net Promoter Score of 15, a reasonably positive result, and demonstrates that advocacy for the Library service is better than average. It is interesting to note that the passive cohort at 37% are unusually high in number.

How likely are you to recommend the library service to other students/faculty/staff?

Total responses: 5960 respondents



Likelihood of recommending

= 39% Promoters - 24% Detractors

= 15

Key:

- >10 There are at least 11% more Promoters than Detractors.
- 10 - 10 There are a similar number of Promoters and Detractors.
- < -10 There are at least 11% less Promoters than Detractors.

*Net Promoter is a registered trademark of Satmetrix Systems, inc., Bain & Company and Fred Reichheld

List of benchmark participants (= 28)

Australian Catholic University
Bond University
Charles Darwin University
Charles Sturt University
Central Queensland University
Deakin University
Federation University
Flinders University
James Cook University
La Trobe University
Massey University
Monash University
Murdoch University
Queensland University of Technology
RMIT University
Swinburne University of Technology
The Australian National University
The University of Adelaide
The University of Melbourne
The University of Sydney
The University of Western Australia
University of New England
University of Newcastle
University of South Australia
University of Tasmania
University of Wollongong
Victoria University
Western Sydney University

4. Next steps

Planning for the way forward is not limited to the recommendations in this report. A number of other areas may also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority for the Library. These should be reviewed. It is also important to consider issues unique to different demographic groups and look beyond the overall results. When prioritising issues for action, it is recommended that a combination of the quantitative analyses and comments, with the option of future focus groups, be used to gain a more in-depth understanding of student concerns.

