

Counting Opinions Survey Results, 2009-2010

Boatwright Library, University of Richmond

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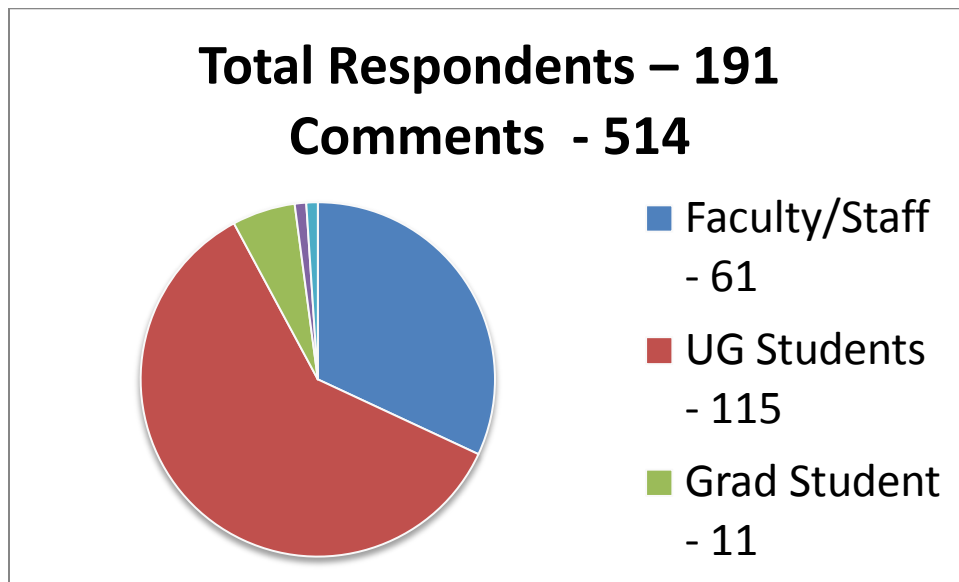
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Counting Opinions Survey
INTRODUCTION and OVERALL SUMMARY

Counting Opinions' LIBSAT Survey is an instantaneous, continuous customer feedback system that enables libraries to measure customer satisfaction and the impacts and outcomes of various endeavors over time. The Counting Opinions Survey was available on the library's website from October 1, 2009 through April 30, 2010 as a center feature or as a flip-down advertisement. Targeted email messages were also sent out throughout the year, reminding students, staff and faculty to complete the survey. 191 users responded to the survey; 57% of respondents were undergraduates and 31% were faculty/staff. The remaining numbers included graduate students, alumni, visitors and other students.



Many questions in the Counting Opinions survey asked participants to rank their answers on a scale of 1-7. Understanding this scale will be helpful in knowing how to interpret the results. Most respondents ranked the library in all areas between 5 and 6. A **rank of 7 means "strongly agree,"** a **rank of 6 means "agree"** and a **rank of 5 means "somewhat agree"**. Other questions focused on **satisfaction** and **importance** with various services and those responses are also on a 7 point scale (*Very Satisfied (7)* to *Very Dissatisfied (1)* or *Very Important (7)* to *Very Unimportant (1)*).

Overall Impressions

Overall rankings indicate that Boatwright Library is viewed favorably by faculty, staff and students.

I will reuse the services of this library: 6.0

This library is very important to me: 6.0

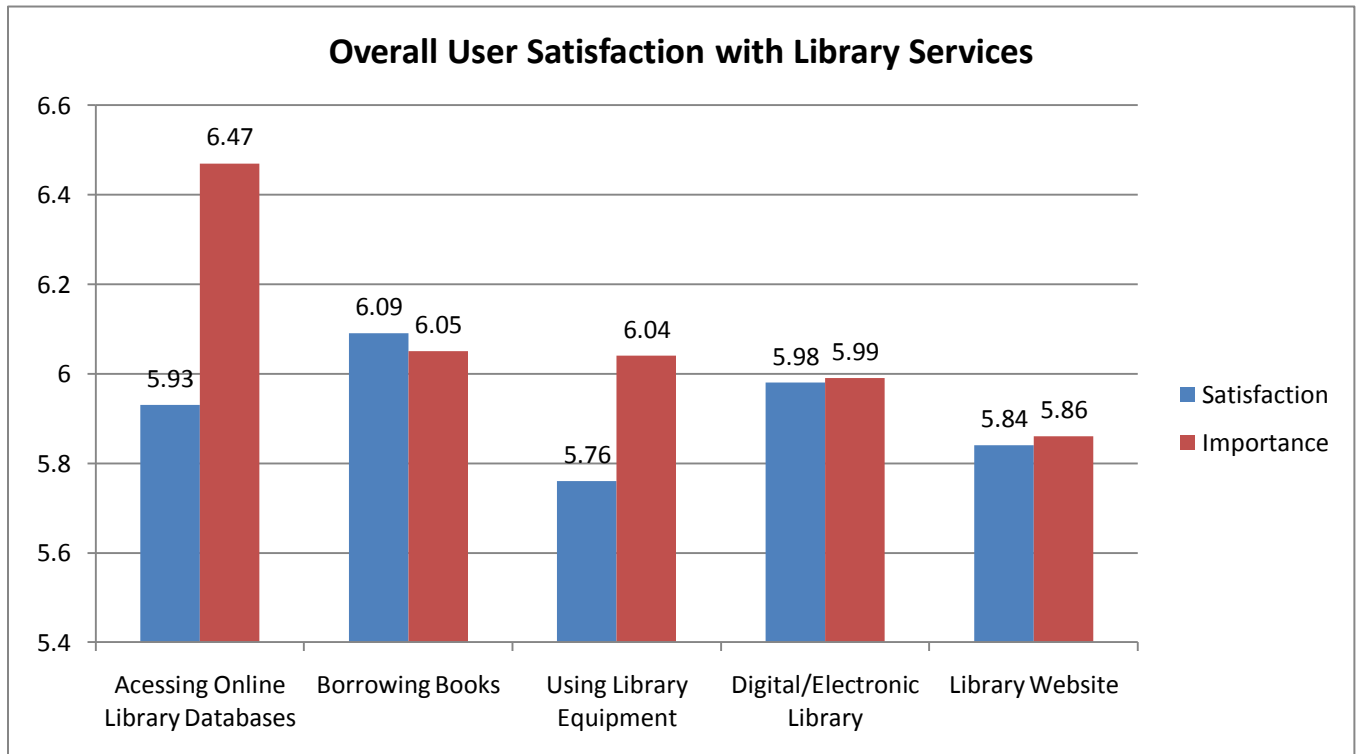
I will recommend the services of this library to others: 5.7

The quality of library services is very high: 5.7

I am very satisfied with the services of this library: 5.6

The services of this library consistently meet or exceed my expectations: 5.5

In addition to the Overall Impressions rankings, respondents were asked several questions about their level of satisfaction with and the importance of various library services (see below). Many of the questions in the “overall” and “context” sections of the survey focus on information that relates to the user, their profile, and their motivation for using the library.



Although there is much discussion in libraries about the future of the book, borrowing books and other materials ranked high in terms of importance and satisfaction. Use of the library's equipment (computers, audio/video equipment, copiers, and printers) was also ranked high in importance, but satisfaction was a bit lower.

On questions focusing on the digital/electronic library, users' ratings were equal in both importance and satisfaction, although not as high as borrowing physical materials. Accessing the library's website is also equal in both importance and satisfaction. The most important (highest ranked) use of library resources comes from accessing an online databases provided by the library, with a slightly lower ranking (yet still high) for satisfaction.

"I am overseas and unable to access all materials here. I have found that I can type in my interlibrary loan requests in the daytime here, and the next day wake up and many of the requests are fulfilled and in my mailbox! The ILL staff are the cobbler's elves in the fairytale...I couldn't be more pleased!"
- Survey Respondent

"The library is great and I love studying and socializing here. I will miss it when I leave the University of Richmond. The hardware and building amenities are really unmatched."

-Survey Respondent

Reasons for using the library included group study, librarian/instructor led activity, studying alone and recreation/social, but **studying alone** and **research** were the primary reasons for using the library.

In addition to answering specific questions on the survey, participants were also offered the opportunity to add comments. Selected survey respondent comments are dispersed throughout this survey as highlights and the full set of comments is included as an appendix to this report.

"Provide better categorization of databases in order to locate information. The depth and breadth of the offerings makes it difficult to locate the best site to find the information."

- Survey Respondent

"There needs to be more quiet places to work (the college seems to have outgrown the open workspace...it is so crowded!!)."

-Survey Respondent

Library Services

Overall, survey respondents demonstrated strong satisfaction with the Main Service Desk circulation services and the accessibility of electronic library resources, such as Journal Locator, databases, e-books and the catalog. Many responded the services they are most satisfied with were the research/reference service due to staff “effectiveness”, “knowledge of resources” and a “willingness to help.” These specific comments were slightly contradicted by the fact that the service received a higher importance rating than a satisfaction rating. It is difficult to determine why the rating of satisfaction overall does not completely correspond with the written feedback by respondents. Perhaps the service is seen with high importance by users even if research/reference service is not regularly used by every library patron.

The Media Resource Center (MRC) was mentioned as a service that most satisfied a user as well as received several suggestions to acquire more movies in general, but specifically more international films. It appears many of the survey respondents know about, and make use of, the MRC.

There was a trend in responses regarding areas of service respondents were least satisfied with using. Respondents consistently mentioned a sense of limitedness regarding library collections, particularly the book collection. One respondent recognized that expecting the library to have “everything I want to read” is not realistic and another mentioned interlibrary loan as the stop gap for the library. Another respondent requested to have more full-text resources, not just electronic indexes.

Based on this feedback, the library may need to further promote our interlibrary loan services as the way to provide research-level resources while maintaining its core mission as an undergraduate library. It may also be beneficial to further promote the “Locate It” function in our electronic resources, as we do not have control over the level of full-text information but do have ways of trying to have our resources “talk” amongst each other to get articles.

Services....

Most satisfied with:

Research and reference services, because of knowledge and resources and willingness to help.

The number of databases the library subscribes to provides a well-rounded approach to generalized research.

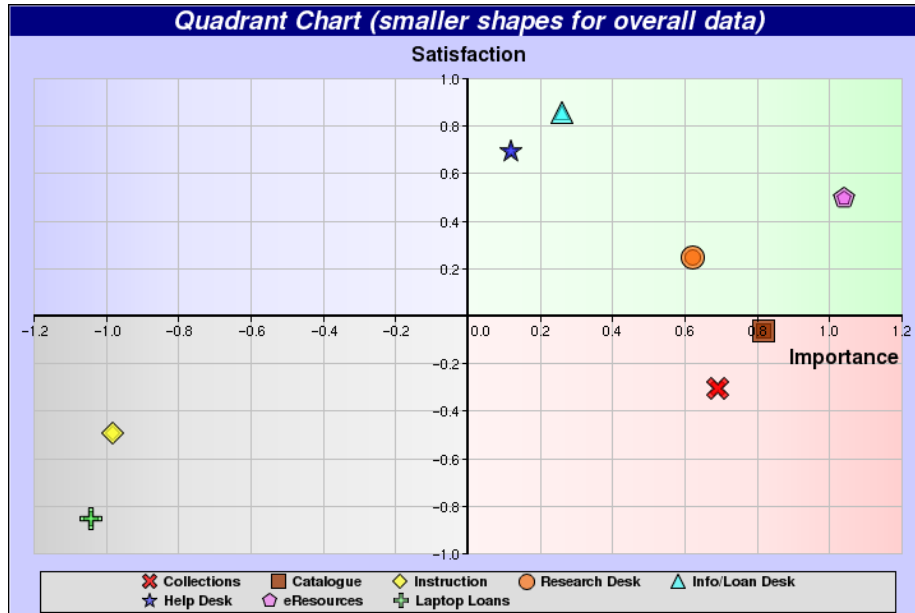
Least satisfied with:

Need better access to articles online instead of just abstracts

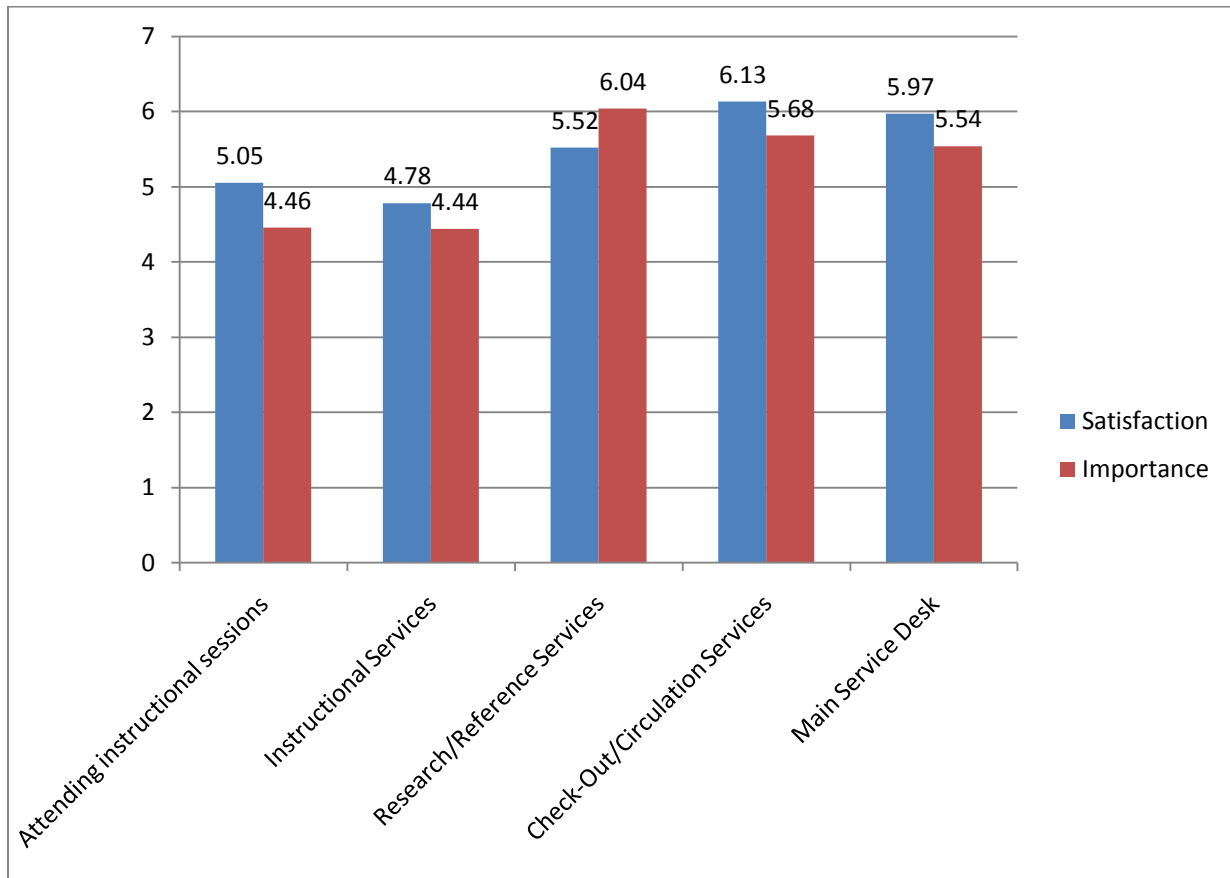
Meager holdings of books.

-Comments from Survey Respondents

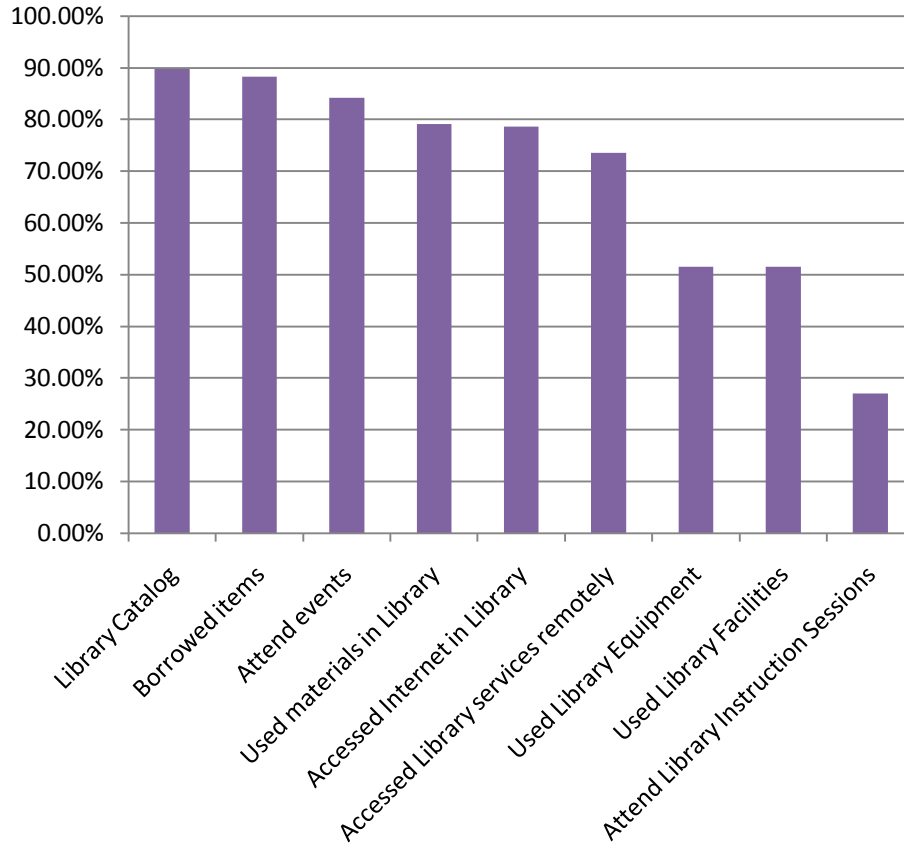
Quadrant Chart showing satisfaction with, and the importance of services provided by the library



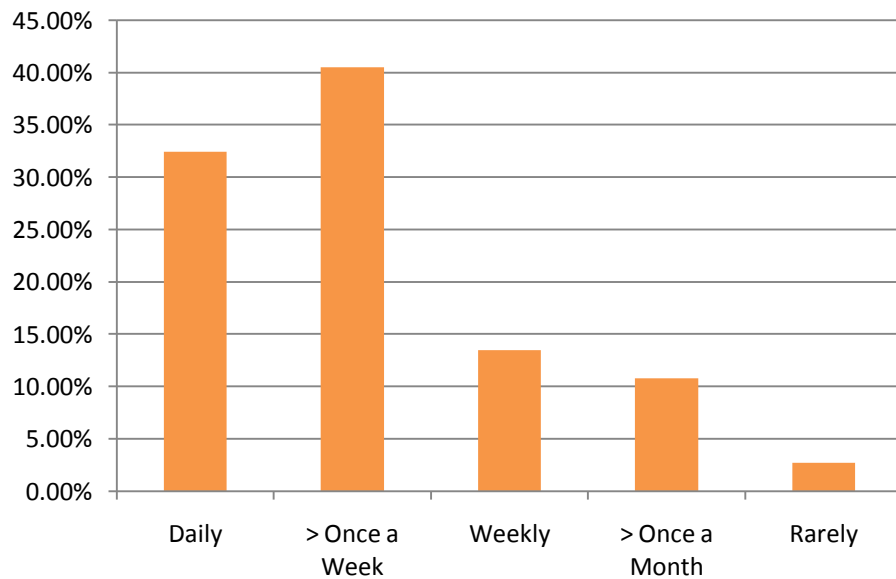
Indicate your level of satisfaction with, and the importance to you, of the following services.



Services Used in the Last Year



I Use Library Services...



Staff

Overall, the staff ranks high in satisfaction regarding service and approachability at our public service points. We are perceived as friendly and helpful, and for the most part, users are satisfied with the service provided. One commenter indicated they were more comfortable working with other students, so one area we could look at improving would be the relationship between main service desk students and reference librarians to help ease shy or nervous students over to the librarian side when needing research assistance.

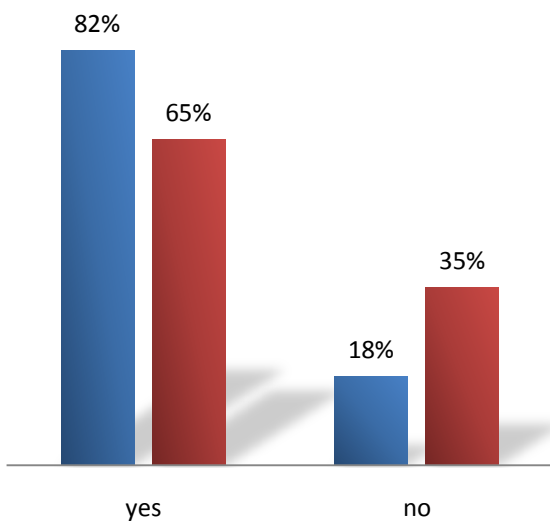
“The staff knows what resources the library has and how to help gather information. People are generally pleasant and helpful.”

- Survey Respondent

A few comments indicated that users had negative experiences, but those seem to be more with specific individuals or instances than a general service point experience. Staff at the main service desk and other public service points should be more aware of how their multi-tasking could be perceived by users. It is easy to get caught up in a project or a problem on a computer screen and not notice users standing at the desk.

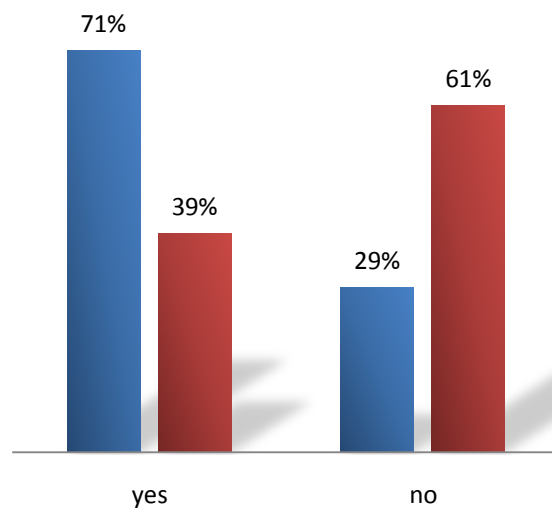
Survey Responses

During any visit...



- Did Library Staff meet, greet or initiate contact with you at any time?
- I requested assistance of a Library staff member.

During a recent visit...



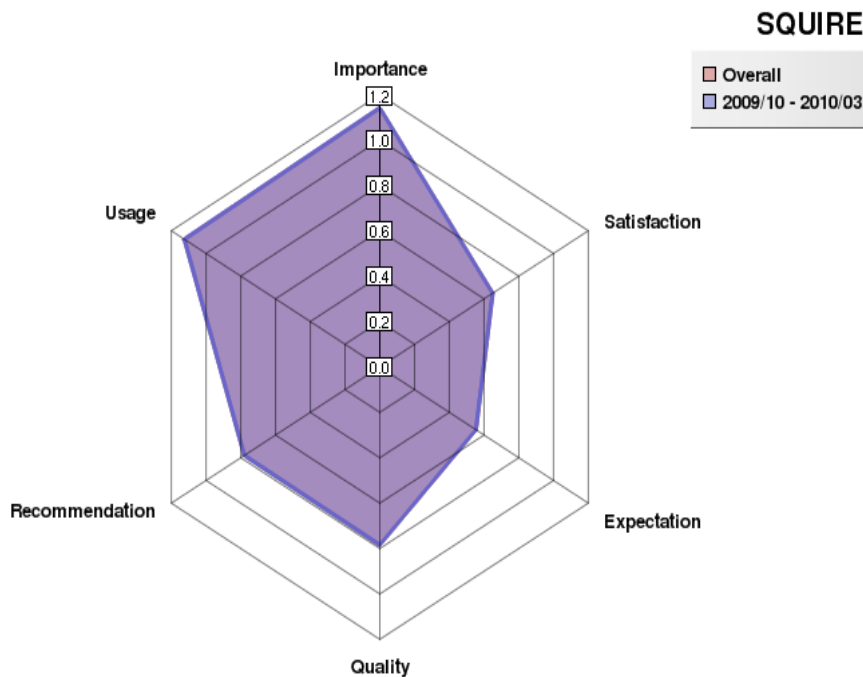
- Did Library Staff meet, greet or initiate contact with you at any time?
- I requested assistance of a Library staff member.

Facilities

Respondents rated facilities and equipment to be highly important and in some areas, importance exceeded satisfaction. The graphic below shows that the areas of satisfaction, expectation, quality, and recommendation are not as high as they could be. Boatwright Library’s users expect a robust equipment infrastructure as well as a suitable facility. Trends in the survey ratings and comments indicate that not having enough space is a major concern; users perceive and respond that there is not enough space available yet it is very important that they do. Key problems contributing to a lower satisfaction rating include not having enough work areas, overall poor restroom conditions, and some dissatisfaction with equipment, such as the printers and copiers. Printing is still a major function of the library with one key printer producing well over one million impressions in a year’s time. However, the printing at Boatwright is highly reliable considering the volume of material processed.

Boatwright Library’s popularity is a unique problem to have. While some institutions struggle to get patrons into the building, Boatwright is struggling, at times, to find enough space and equipment for our users.

This graphic illustrates facilities and equipment in relation to importance, satisfaction, expectation, recommendation, and usage:



Least satisfied with....

“Though recently renovated, the library still isn’t large enough to accommodate all the group meetings and people who want individual study. There is also a problem of not enough restrooms in B2.”

“I know there is not much that can be done, but the library gets so crowded. It would be nice if there were more tables and computers available.”

“Seating, workspace, restrooms”

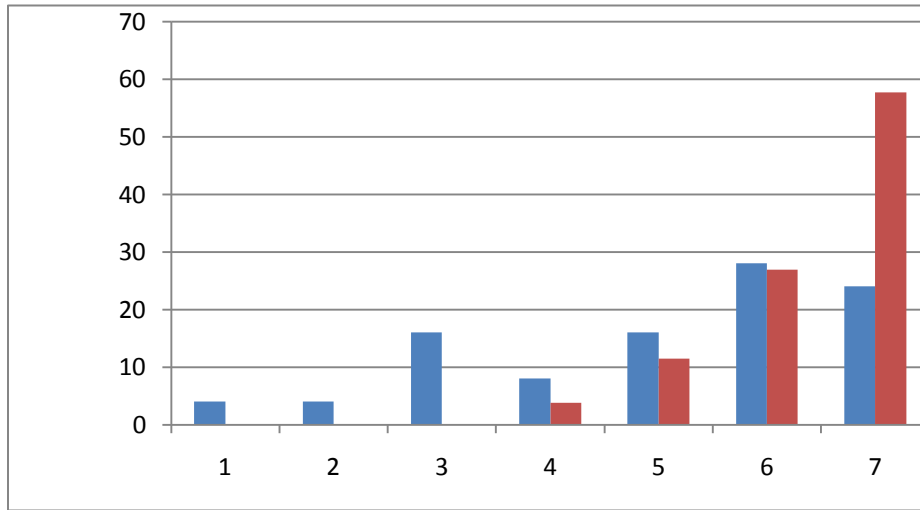
“How quickly the library gets crowded; the furniture seems worn out in many places and air quality is only so-so. More space would be an ideal remedy.”

-Comments from Survey Respondents

Selected Area Data Analysis: 1-7 describes satisfaction level and level of importance. Numbers on the left side represent percentage of responses. The blue bar (on the left) represents satisfaction and the red bar (on the right) represents importance. This represents key, high-use services. All available measures are in the full report.

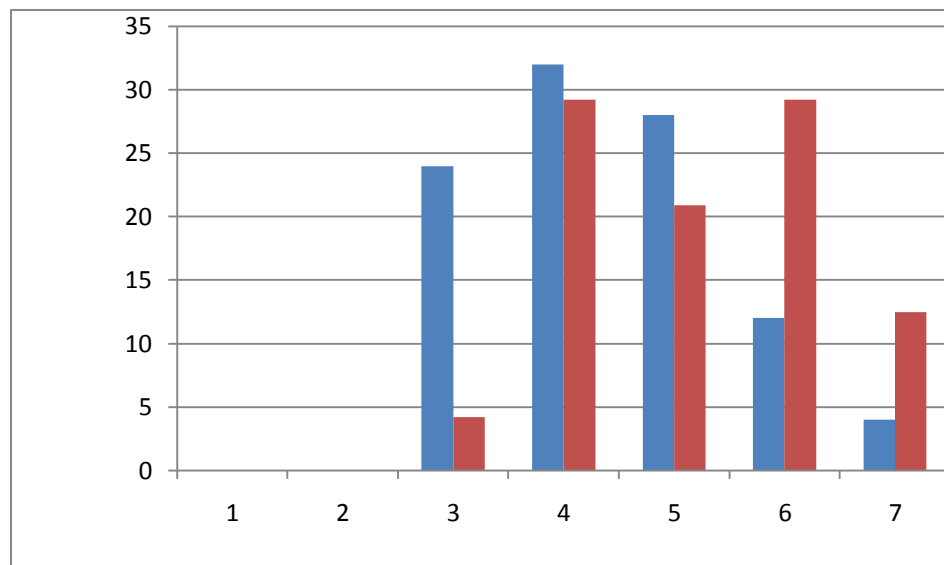
Seating and Workspace:

Users are pleased with the quality of the seating and workspaces; however at certain times of the year there is not enough seating to meet the demand. Seating and workspace are rated as very important to patrons. There is a major gap, however, between importance and satisfaction on the highest rating of “7”.



Restrooms:

Satisfaction with the restrooms is moderate. Collected comments, however, reveal that patrons are dissatisfied with their current condition. One user said that the restrooms are “terrible and smelly”.



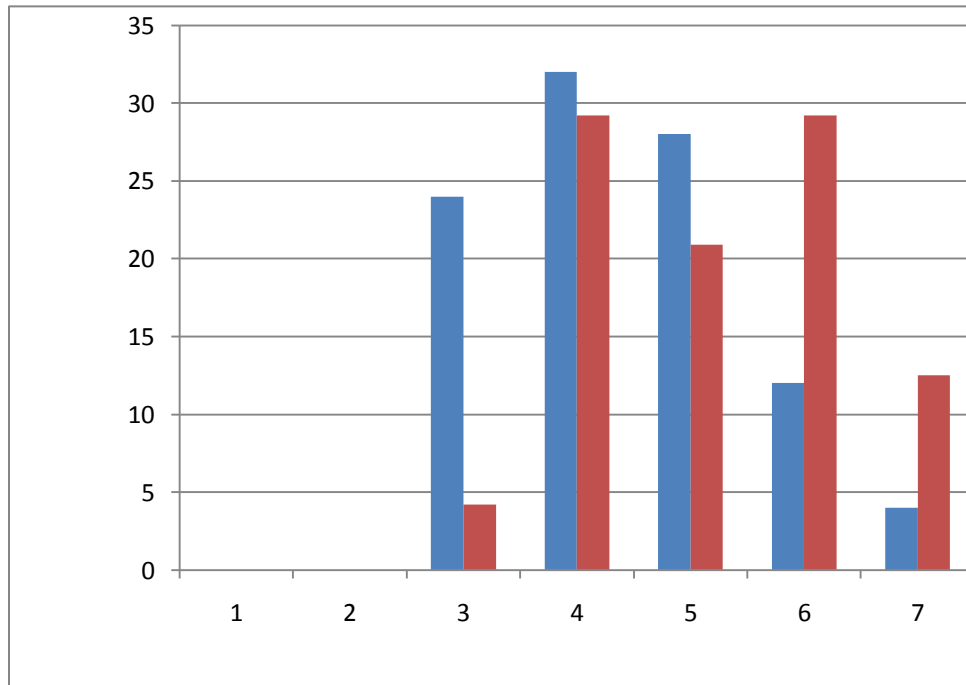
What can be done to improve your library experience?

- Increase the study space
- Obtain more computers
- More seating
- Restroom renovation
- More study rooms
- More chairs, tables, computers.

-- Comments from Survey Respondents

Printers:

Printers remain somewhat of a stumbling block. Library staff members continue to look for ways to both reduce reliance on printing and finding a sound printing infrastructure. This graph reveals that satisfaction with printing could be higher. Again, there are gaps between satisfaction and importance.



Policies

In general the survey responses and comments indicate that people are most satisfied with Lending, Check In/Out, Holds/Renewals, and Interlibrary Loan policies.

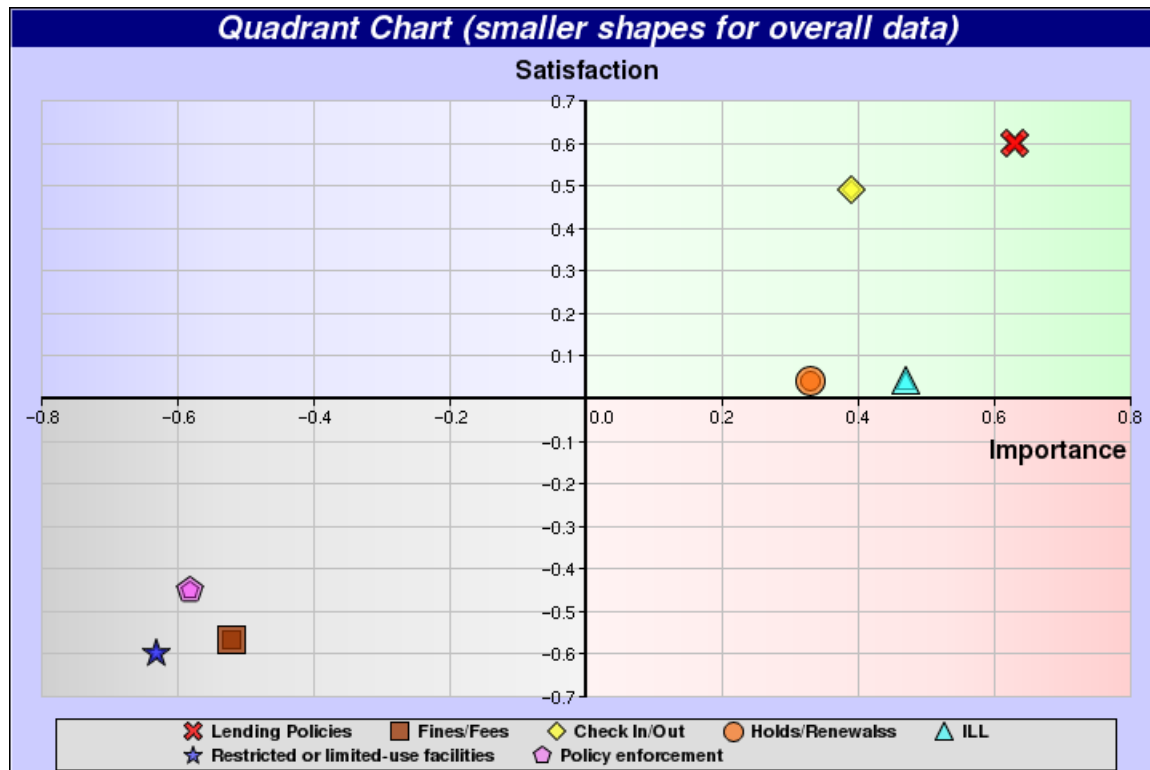
We cannot as easily generalize about what people are least satisfied with through their comments. These responses are more varied. However, fines/fees came up repeatedly. Comments also indicate that the MRC policies are not as satisfactory as other policies.

On a positive note, the policies respondents are satisfied with are also the policies which respondents ranked as having the highest importance. These are Lending policies and Check in and Out policies. The policies people found less satisfactory are also the ones that they found to be least important: Policy enforcement, Fines/Fees, and Restricted or limited-use facilities. This is expressed in the Quadrant chart below.

Most satisfied with...

- Lending policies
- Online renewals
- Letting me bring food into the library.
- Comments from Survey Respondents

Quadrant Chart for Policies



Least Satisfied with...

- Closing of the basement by 1 a.m.
- Having to pay fines on same-day items when they were only a few minutes late
- Lending policies of media materials - DVDs, VHS, etc.

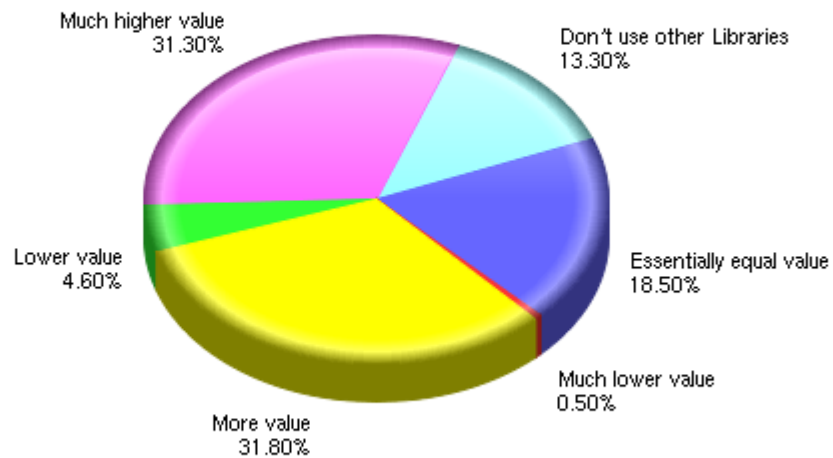
- *Survey Respondents*

Competition

Survey responses surrounding competition indicate that the Internet and other media are our biggest competition.

When compared to other libraries, more than 60% of the respondents believe that we offer a better value than other libraries.

Overall (195)



Conclusion

Counting Opinions Survey software is sold and administered by a company in Toronto, Canada. Many libraries across the United States and Canada use the software and support for implementation has been excellent. We were creative and successful in advertising the survey on our website and through various university communication vehicles. Although our response rate was not as high as we had anticipated, we still received valuable data from those users who did respond. It is important to note that the information obtained from over 500 comments was particularly insightful and we were pleased that so many users took the time to write and share their opinions and feedback on library services. We recognize that survey fatigue and survey competition on campus is a problem and our goal in the coming year is to find ways to increase response to the survey in order to use comparative data over a three-year time period.

The survey provides detailed data on numerous questions and we will continue to analyze results. The *Counting Opinions* Survey provided feedback that our services are ranked highly and they are appreciated by the university community. The survey results also highlight areas of improvement, especially with our physical facility and the need to add more study space, additional tables, computers, etc. We are currently using the feedback to make adjustments with our physical space in particular. For example, many users were concerned about restrooms in the library and University Facilities will be planning future improvements for that space. We are also pursuing options for additional study space, particularly more tables. An upcoming goal for the Library Assessment Committee is to take the comments and ratings from *Counting Opinions* on physical space and combine it with our observation studies and other data to create a focused report on physical and environmental needs in Boatwright Library.

Compiled by the Boatwright Library Assessment Committee

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