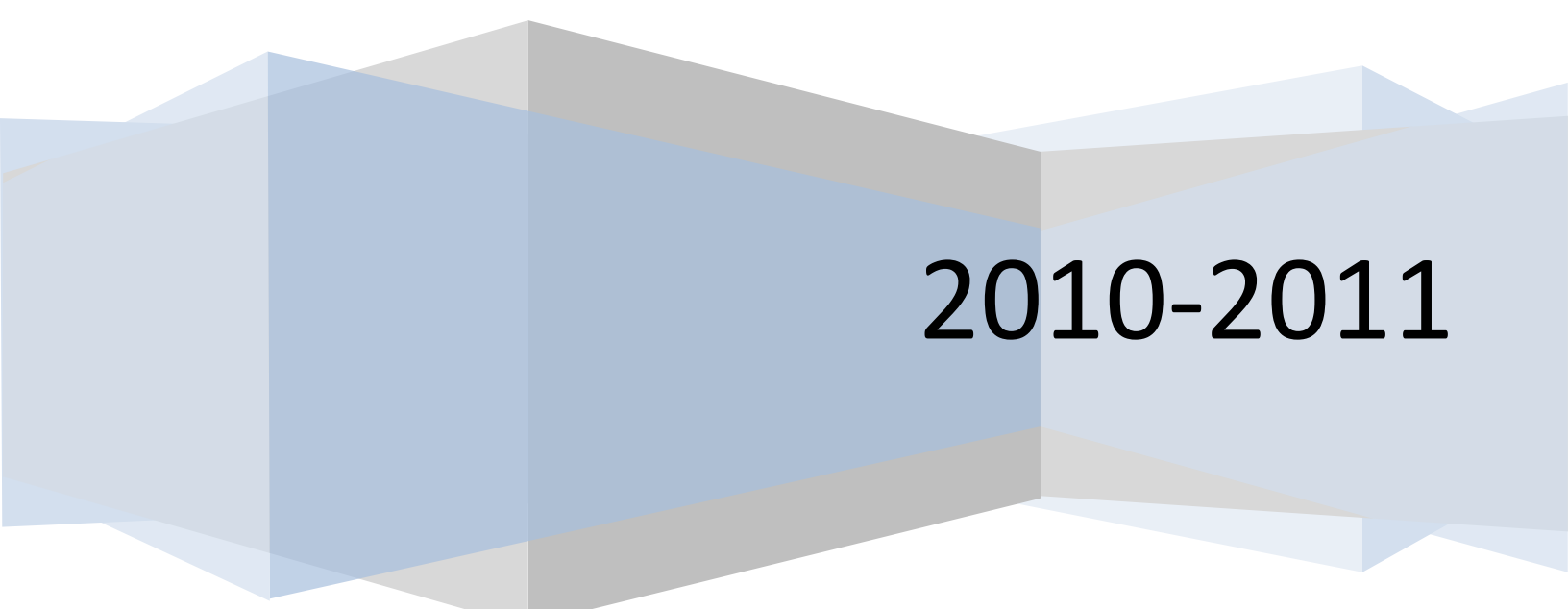


Boatwright Memorial Library, University of Richmond

Counting Opinions Survey

Report and Results, October 2010 – April 2011

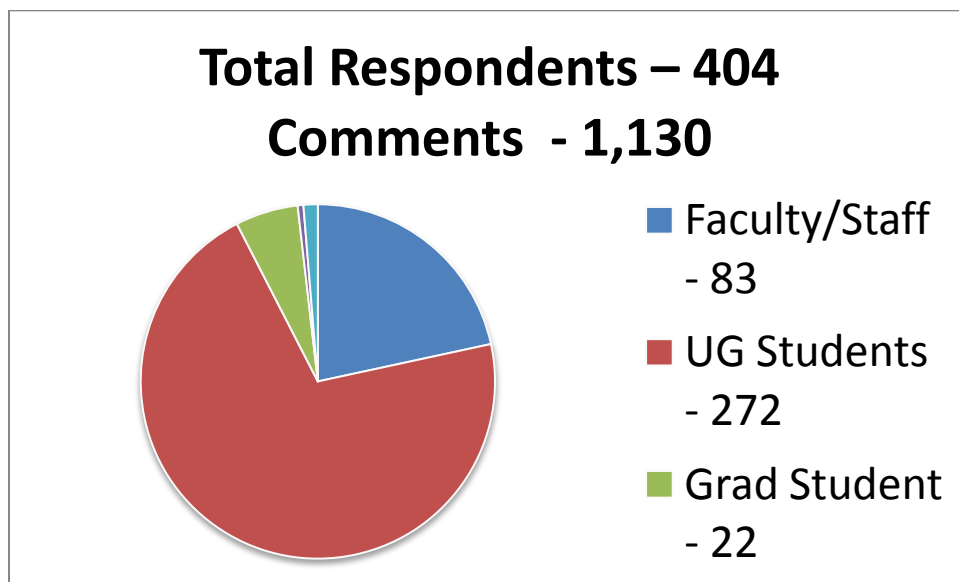
Library Assessment Committee



2010-2011

Counting Opinions Survey
INTRODUCTION and OVERALL SUMMARY
2010-2011

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. Now in its second year of use at Boatwright Library, the survey was available on the library's website from October 1, 2010 through April 30, 2011 as a center feature or as a flip-down advertisement. Regular, targeted email messages were also sent out throughout the year, reminding students, staff and faculty to complete the survey. This past year, gift certificate incentives were also offered as part of the survey. With the incentives and increased advertising, we were able to double our response rate. 404 users responded to the survey; 68% of respondents were undergraduates and 20% 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 and there was very little significant change from the 2009-2010 results.

Overall impressions

I will reuse the services of this library: 6.0 (6.0 – 2009/2010)

(Undergraduate – 6.0) (Graduate – 6.2) (Faculty/Staff – 6.3)

This library is very important to me: 5.9 (6.0 – 2009/2010)

(Undergraduate – 5.9) (Graduate – 5.7) (Faculty/Staff – 6.1)

I will recommend the services of this library to others: 5.9 (5.7 – 2009/2010)

(Undergraduate – 5.9) (Graduate – 6.2) (Faculty/Staff – 6.1)

The quality of library services is very high: 5.7 (5.7 – 2009/2010)

(Undergraduate – 5.5) (Graduate – 5.8) (Faculty/Staff – 5.9)

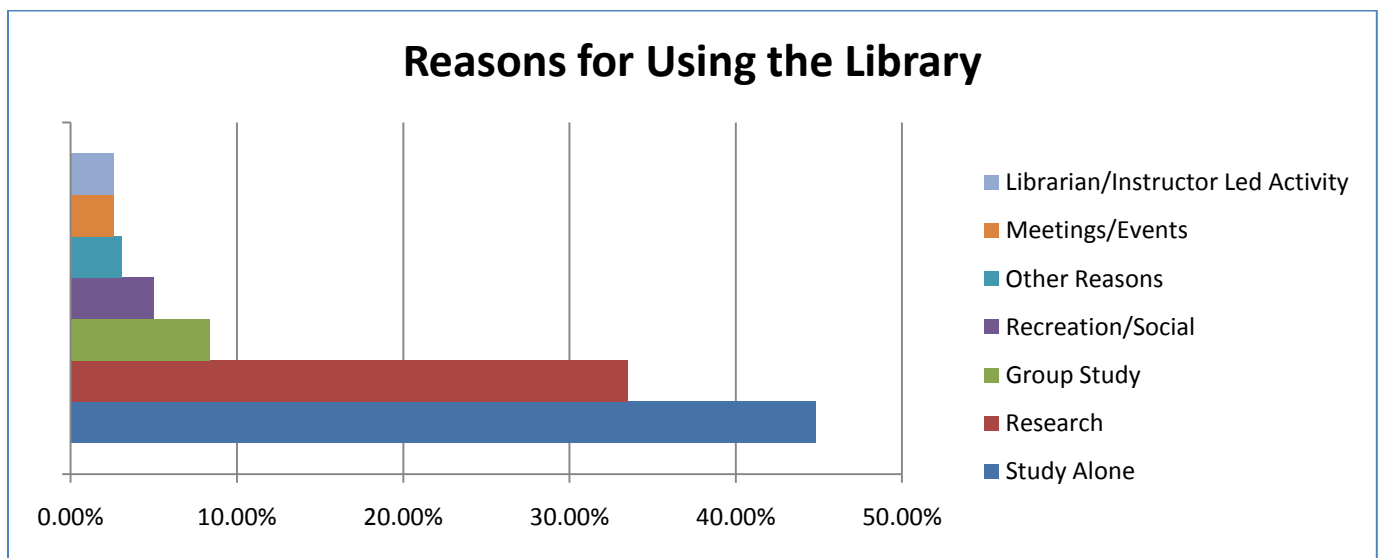
I am very satisfied with the services of this library: 5.7 (5.6 – 2009/2010)

(Undergraduate – 5.7) (Graduate – 5.8) (Faculty/Staff – 5.9)

The services of this library consistently meet or exceed my expectations: 5.6 (5.5 – 2009-2010)

(Undergraduate – 5.6) (Graduate – 5.8) (Faculty/Staff – 5.9)

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



Although the landscape of printed books, e-books, and e-book readers is changing our expectations of 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 lower, similar to 2009-2010.

"I am impressed with the vast amount of materials and services that the library offers, especially for such a small school."

-Survey Respondent

On questions focusing on electronic resources, users' ratings were equal in both importance and satisfaction, and scored slightly higher this year as when compared to borrowing physical materials. Accessing the library's website and online resources are also equal in both importance and satisfaction.

In terms of user behavior, 63% of respondents received help from a library staff member and 91% located information on their own, without assistance. 88% prefer to find information either on their own or through a computer. 67% of respondents use the library either on a daily basis or more than once a week.

"The librarians are extremely helpful. Even if they do not know a specific answer, they will refer you to someone who will be of great help."

- Survey Respondent

Major satisfaction themes include hours, friendly staff, interlibrary loan service, library catalog, excellent service, liaison librarian services, comfortable chairs, a pleasant atmosphere and a wide range of materials. Dissatisfaction themes focused on slow computers, lack of space, restrooms, noise, policy consistency, printing problems, additional journals (particularly in the sciences), and the desire for a back entrance to 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.

"Good range of online databases. JSTOR is a lifesaver. The more databases the better!"

-Survey Respondent

The library runs very smoothly, with few equipment problems, comfortable reading and work areas, and of course a professional staff that is very informed and willing to help."

- Survey Respondent "

FACILITIES AND EQUIPMENT

The analysis of the general facilities and equipment is very similar to the 2009-2010 survey results. In general, users are pleased overall with the building and equipment. However, they still desire more spaces to work, quiet spaces that remain truly quiet, and higher performing equipment. There was a wealth of firsthand information found in the comments section in addition to the general data questions. General themes include spaces, dissatisfaction with restrooms, computer performance, and printing.

Users appreciate the variety of spaces that the library provides, including quiet study and group study. Over half (53.8%) rated spaces as being very important. A paltry 18.2% were very satisfied with seating and work spaces. However, 34.8% and 25.8% rated seating and workspace as somewhat satisfied and satisfied respectively. Many users prefer certain areas that they make their own. Problems occur in popular spaces to the point of becoming crowded and at times, loud, even in quiet areas. This results in complaints about noise and not being able to find a place to sit and study. This has remained so since the last Counting Opinions report with no drastic change. Users have also described frustrations with other users, such as “leaving large amounts of garbage around” and not cleaning up after themselves. There continues to be a shortage of available electrical plugs as users carry an increasing amount of power-hungry devices with them. Building space needs escalate during finals when some report “no chance of ever getting a computer or anywhere to study”.

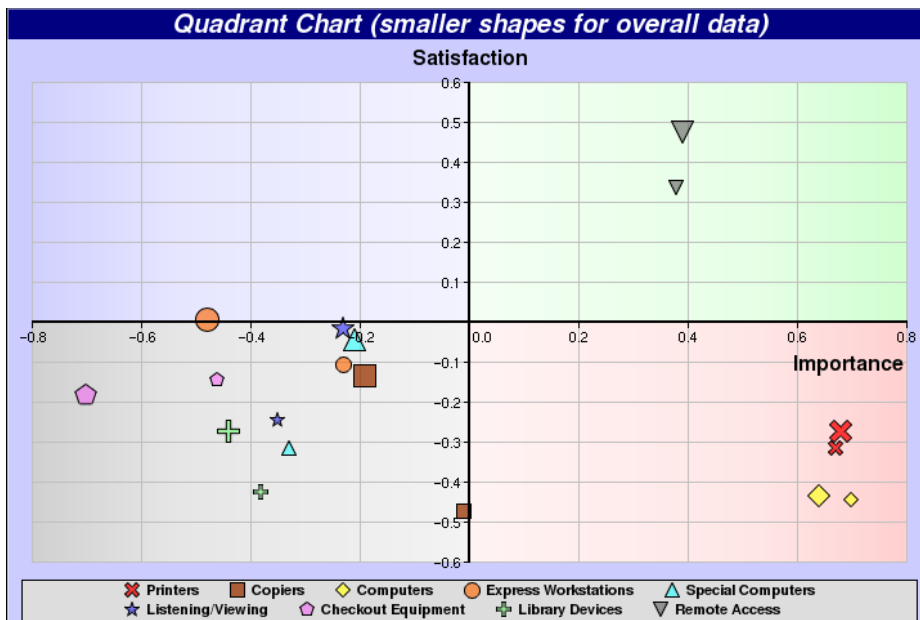
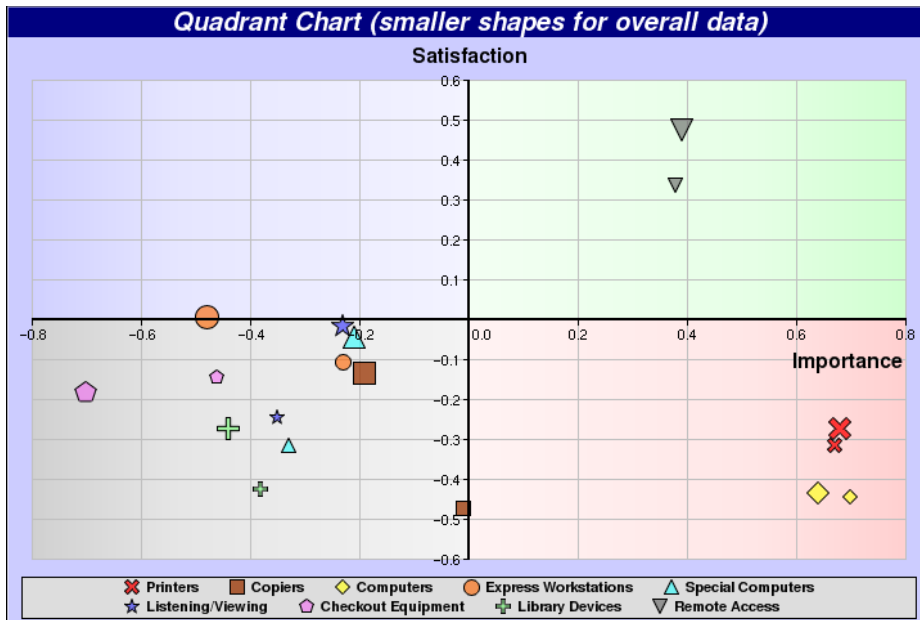
Restrooms once again remain a real negative. This category yielded the highest level of **very** dissatisfied respondents at 9.1%. Most respondents (87.7%) rated restrooms as somewhat important or higher. Users have reported foul smells, missing supplies, and generally out of date conditions. The lack of supplies is an ongoing concern that has been reported several times to housekeeping. Facilities are working to make restroom improvements albeit on a drawn-out schedule. This is a negative point that is likely to continue to a problem for some time as the library has very little control over the renovation schedule.

While we give users many computers to access throughout the building, they are not at all happy with the speed of the machines. This is mostly due to the length of time it takes to boot up from a cold start, which is necessary on the “deepfreeze” public machines. Unfortunately, the slow start time is interpreted by users as the library having outdated computers or slow internet reception on campus. These issues have been forwarded to the CTLT Lab Group who continues to try and combat this problem. Users have also expressed frustrations over finding a computer during busy times.

One user stated “90% of my trips to the library have been about printing”. Printing remains an important part of the library user’s regular trips to the library. 56.3% of users rated printers as being very important while only 19.7% gave printing a “very satisfied” rating. Still, more were satisfied than not (62.2%) and nearly 20% were neither satisfied nor dissatisfied. Through comments, some users vent their frustrations with the printers. Upset users will sometimes ask for more printers to add to our current fleet. The most pronounced printer problems are printers “disappearing” from our network. This is not the fault of the printers but to users it is equated to poor printer performance. The library staff works with Information Services staff to ensure that printers are operating at peak performance as much as possible. The library also continues to spearhead efforts to look for printing alternatives such as using iPads.

Overall, the library does a good job of maintaining what we have by reporting problems and responding quickly to user concerns. Library staff are always striving to deliver a positive user experience and overall, users like the space and equipment that are provided.

GRAPHICS: The two graphics below show the relationship between satisfaction and importance of Facilities and Equipment. The top right quadrant reflects high satisfaction and high importance. The low right quadrant reflects high importance and low satisfaction.



Library Services

The Counting Opinions survey captured user feedback on 19 separate library services to determine the levels of satisfaction and importance of these services to users.

Comparing responses from October 2010 through April 2011 with the previous year's survey showed slight downturns in user satisfaction and ratings of importance (see Figure 1). It was not clear as to why these declines exist.

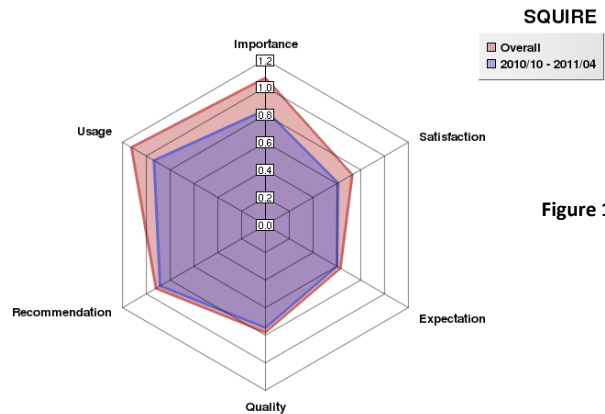


Figure 1

There were library services users felt strong satisfaction using. The highest rate of satisfaction was with accessing the library website (6.14 out of 7), followed by accessing databases (6.11), library electronic resources (6.03), borrowing books (6.03) and accessing the library catalog (6.02) (see Figure 2).

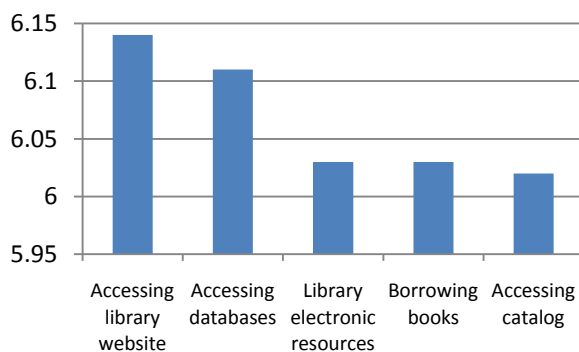
Users also rated what library services they felt were most important to them. The five most important library services according to users were accessing the Internet (6.33), accessing databases (6.27), using library equipment (6.26), online catalog (6.21) and library electronic resources (6.18) (see Figure 3). Overall, the ratings of importance were higher than ratings of satisfaction. There was overlap in what library services users found most satisfying and most important. These services were accessing databases and library electronic resources. This demonstrated that the library excelled the past year in these two services.

“... we have access to so much, so the information is always available if you know how to look for it.”

Highest Satisfaction with Library Services

October 2010 - April 2011

Fig. 2



The highest rated services in both satisfaction and importance established themes in what users found most significant activities of the library. All of the services rated most highly by users were tools for accessing information

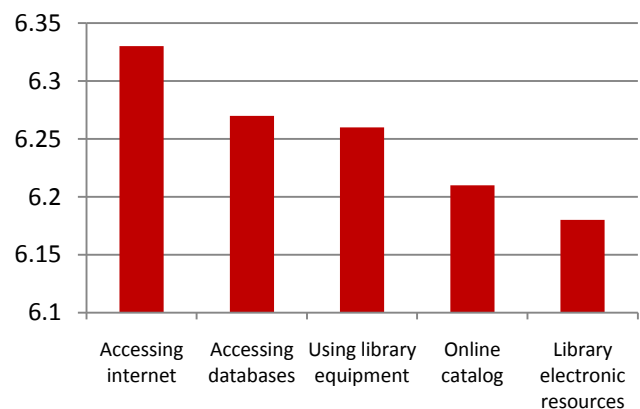
resources or the resources themselves. This suggested the traditional services of a library to provide information resources, whether electronic or paper format, was valued most highly by the UR community.

User feedback demonstrated a variety of library service strengths where satisfaction was higher than importance. These services were: accessing the library website, the Main Service Desk, using materials in the library, circulation services, attending events in the library and instruction services. These strengths generally could be categorized as face-to-face services. The trend exhibited appreciation for public services by users. The public services were not rated as important as the library resources, but were welcomed by the UR community.

User ratings of satisfaction and importance and individual comments in the survey confirmed some areas of improvement for library services. Users rated levels of low satisfaction, high importance for accessing the internet in the library, the online catalog, research/reference services, using the library facilities and laptop services.

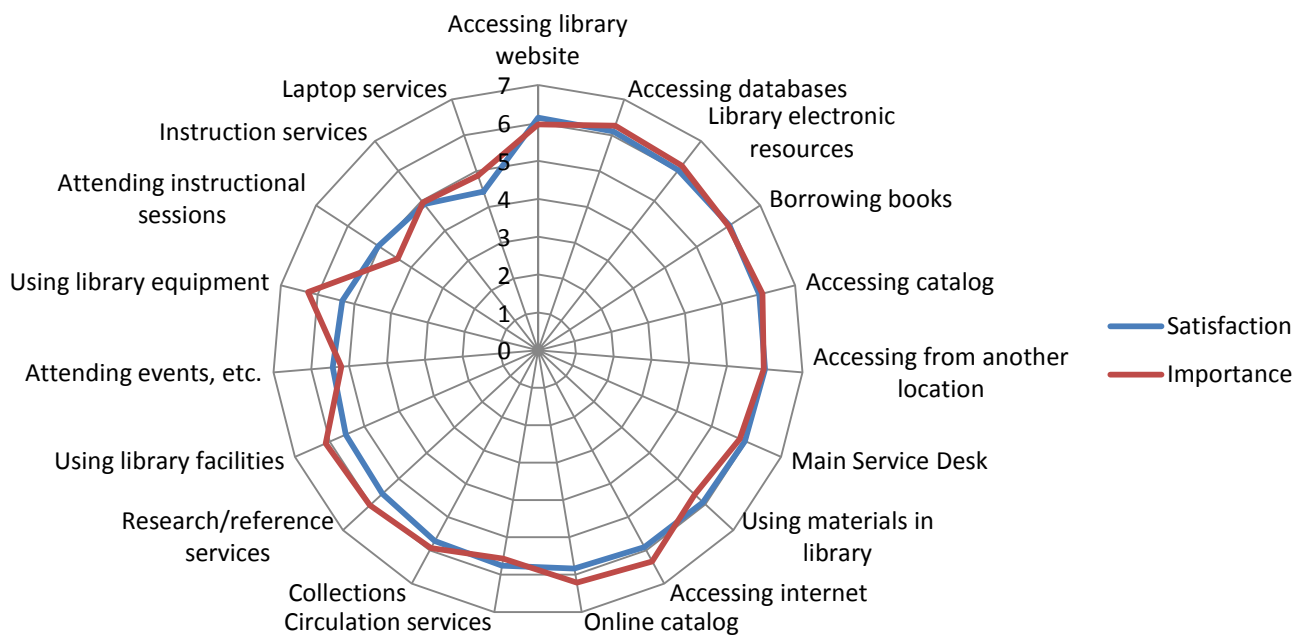
One surprise was the number of respondents who expressed that they were not aware of the netbook loan service. The library may be able to focus the coming year to marketing the service to see if service satisfaction increases.

**Highest Importance of Library Services
October 2010 - April 2011
Fig. 3**



Areas of library service to further explore higher importance than satisfaction are the online catalog and research/reference services. Determination of why satisfaction is not as high as importance in for these library services could be focused on for the upcoming academic year. A sense of why the dissatisfaction occurred may enable the library to adjust services to better meet user needs.

“The Online Catalog can be a bit confusing at times, that is, sometimes I discover new features that I wish I had known about earlier.”



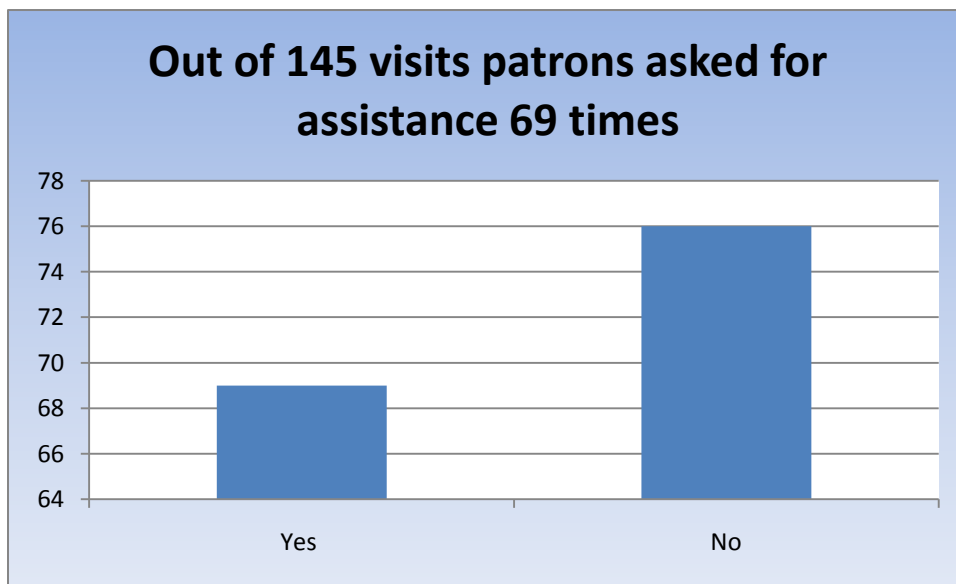
Staff

Library staff members often initiate contact when a patron enters the library more often than not. The charts below provide information on how users were greeted by library staff and how many times they asked for assistance. Please note that this question was only asked on the in-depth, 15-minute version of the survey.

On any visit to the library, were you greeted when you arrived at BML?



On any visit to the library, did you ask for assistance?



138 of the 162 comments about staff were positive, while only 20 were negative and 4 were neutral.

Positive comments focused on qualities such as friendliness, helpfulness, knowledge, professional and responsive. There were many accolades mentioned in the comments about particular staff. This reflects the importance and prevalence of one-to-one and personal relationships on the UR campus.

Keep up the magnificent job that you do and thank you for being so helpful, warm and involved!

- Survey Respondent "

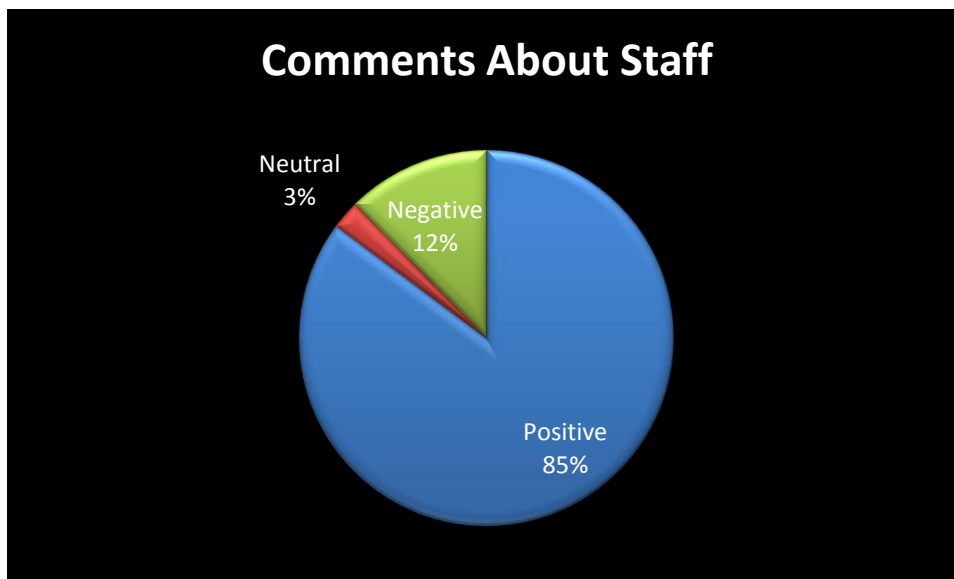
I am pleased with the service provided by the employees at the Library. Everyone is always happy to help out.

- Survey Respondent

Negative comments regarding staff included the following:

- Student workers at the desk sometimes are unhelpful and seem more focused on homework.
- Some staff seem disinterested, give up too easily finding materials, stereotype youth, and at times seem unable to do simple tasks like updating an alumni card.
- Offices of staff are hard to find.

Other suggestions included a desire to see staff at places other than at the front desk. This statement may have implications for walking around the library and for redesigning office space if a library addition/renovation occurs in the next few years.



This University should be very proud of their library staff. They give outstanding service.

- Survey Respondent "

Policies

The “Policies” category of the Counting Opinions survey involves all policies and procedures of the library including borrowing rules, equipment usage, and enforcement/interpretation of policies, etc. There were no great surprises or aberrations with regards to policies. The most recent survey results mirror the 2009-2010 results. The policies respondents are satisfied with are also the policies ranked as having the highest importance. These are:

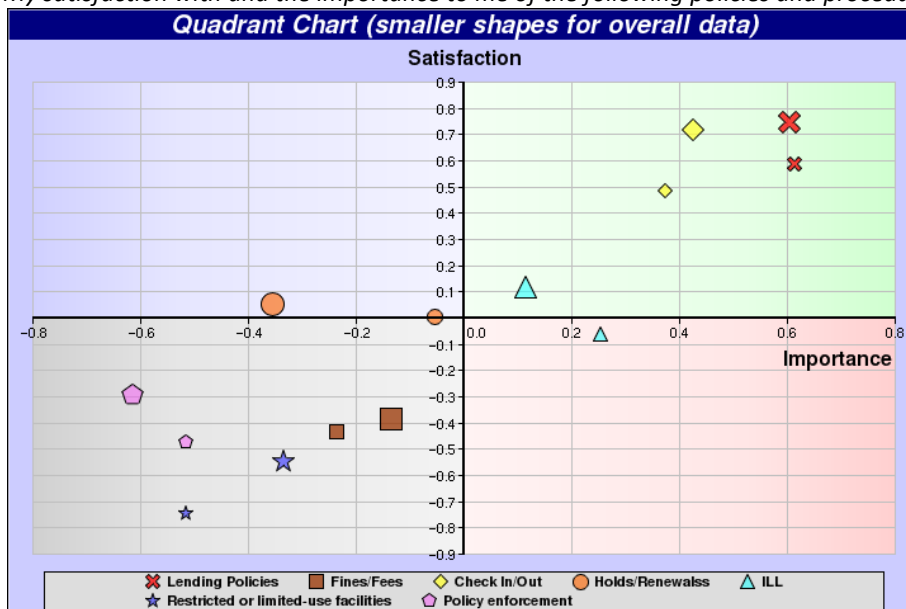
- Lending policies (85% of respondents were somewhat satisfied, satisfied or very satisfied and 92% ranked this as somewhat important, important or very important)
- Check in and Out policies (81% of respondents were somewhat satisfied, satisfied or very satisfied and 85% ranked this as somewhat important, important or very important)
- Interlibrary Loan policies (60% of respondents were somewhat satisfied, satisfied or very satisfied and 72% ranked this as somewhat important, important or very important).

The policies respondents found less satisfactory are also the ones that they found to be less important:

- Fines/Fees
- Restricted or limited-use facilities
- Holds/renewals
- Policy enforcement

This may be more clearly visually expressed in the following Quadrant chart.

My satisfaction with and the importance to me of the following policies and procedures of this Library ...



In general, the survey responses and comments indicate that patrons continue to be most satisfied with Lending, Check In/Out, Holds/Renewals, and Interlibrary Loan policies.

Patrons are most often pleased with policies related to:

- ILL
- Hours (most often they are pleased with the 24/7 hours during the academic year)
- Online book renewal
- Ability to use study rooms
- Efficient checkout
- Quiet study areas
- Email notifications concerning materials due
- Borrowing (including number of items that can be borrowed and length of borrowing time, esp. for books, CDs and music scores)
- Faculty policies

Patrons are less satisfied with policies related to:

- Inconsistency of application of policies
- Recalls
- Course reserves
- Length of borrowing time for DVDs – most want longer than 3 days
- Renewal policies – they would like to be able to renew a book more than once
- Hours – some still voice that they would like to be able to check out materials at any time (24 hours) and have the basement levels open at all times
- Hours – the limited summer hours (i.e. closed on Saturdays) is not helpful for “older” students who work during the week
- Undergraduates would like to be able to reserve items for pick up
- Fines (esp. as related to study rooms, laptops, and MRC materials)
- Due dates falling during breaks when the library is closed
- MRC hours
- Having to physically bring books back for renewal
- Access to limited-use/restricted facilities.

In addition and not under the control of the library but certainly attributed to the library, patrons would like:

- The coffee shop to be open on Saturdays
- Wi-Fi for alumni
- The ability to take netbooks out of the building.

As reflected in the Facilities section of this report, the most significant area of concern with regards to policies is the existence and enforcement of “quiet” study areas. Many respondents commented about this when indicating what they are least satisfied with at the library. Some patrons would like to see library staff take a more active role in enforcing policies related to the quiet areas. In addition, several respondents requested more quiet study space. Comments included:

- Not many students respect the notice posted in quiet section areas at the library.
- Noise from inconsiderate patrons. Those who use the library for playing Monopoly, 5 handed card games, extensive socializing, and other activities better suited for the commons, or a recreation center.
- The quiet rooms are not quiet, people do not respect silence
- The slow speed of the computers when starting up. I'm also dissatisfied by the lack of "quiet" areas and the enforcement of being quiet.
- Talking in quiet study areas
- Noise level in common areas, incredibly slow load/startup time of computers
- The people [who] do not follow the rules and talk in the quiet sections
- Socializing in the library.
- Enforcement should be held to keep talkative students out of the quiet section.
- Having more signs around the library asking student to respect other people's need of silence in quiet areas
- People should abide by the rules in terms of talking and so forth.
- More quiet areas - the booths on B2 should encourage quiet group study but they are often used for socializing, which makes studying alone really difficult for everyone else. Not allowing individuals to play video games on the Library
- If the people in the quiet rooms, especially B1, are really quiet. I don't know, but some people don't seem to understand that this floor is supposed to be a quiet study area. I was wondering, can the librarian patrol around the room once in a while just to check on those annoying loud people in B1
- Quiet sections NOT enforced

Conclusion

As mentioned in the introduction, there was very little change with rankings from last year's survey. However, we wish we could have increased satisfaction with at least two targets – using library equipment and using the library's facility. As part of our SACS (Southern Association for Colleges and Schools) plan for FY11, we identified targets for four **specific library services**, based on “satisfaction with and importance of” a particular service. Targets and results are displayed below.

Borrowing library materials: Target: 6.0

2009-2010: Importance – 6.05; Satisfaction – 6.09

2010-2011: Importance – 6.0; Satisfaction – 6.03

Using library equipment: Target: 6.0

2009-2010: Importance – 6.04; Satisfaction – 5.76

2010-2011: Importance – 6.26; Satisfaction – 5.33

Accessing the library's website: Target: 6.0

2009-2010: Importance – 5.86; Satisfaction – 5.84

2010-2011: Importance – 5.96; Satisfaction – 6.14

Using the library's facilities: Target: 6.0

2009-2010: Importance – 5.88; Satisfaction – 5.76

2010-2011: Importance – 6.12; Satisfaction – 5.54

We did not meet our 6.0 satisfaction target in the areas of library facilities and library equipment. It is important to note that these are two areas that library staff have very little control over, other than working with others to improve conditions. Many of the library equipment problems focus on the public computer logon process in the building and we are working with Information Services staff to address those issues. Primary facility issues center around lack of space during busy times in the semester; bathroom renovations; and maintaining quiet areas. The library is included in the new campus master plan and we are moving forward with using data from this survey and other assessment methods to make a strong case for an extensive renovation and addition to the library. University Facilities has developed a plan to renovate library restrooms, but it will be several years before this project is completed. Library staff members are meeting this summer to address the noise issues in the library for the upcoming academic year.

In addition, we have been able to identify some additional space for quiet study on the second floor and that area should be ready for fall semester. Other physical improvements include a new front door and an additional librarian office that is more accessible to the public. Restroom renovations will start in the fall on the third floor of the library.

The Library Assessment Committee was very impressed with the number of comments that we received from users (1,130). We value the time that students, staff and faculty took to write the comments and we are continuing to study them seriously. One strategy is to share different categories of comments with appropriate groups within the library so that concerns and possible improvements can be discussed and that staff members can appreciate all of the positive comments made by the university community.

Compiled by the Boatwright Library Assessment Committee *Lucretia McCulley, Tom Campagnoli, ,
Laura Horne-Popp, Travis Smith, Crista LaPrade 7/15/2011*