2014 Library Services Student Satisfaction & Usage Survey

With comparisons to 2009 & 2005

University Library, UW-Sheboygan
August 8, 2014
Spring 2009 – Spring 2014
major library adjustments

- Library Priority Use & Quiet Policy implemented
- "Soft roll-out" Search@UW system
- 2014 survey administered


- 2009 survey administered
- 15% cut to staff (Summer & January) first implemented
- ILL delivery reduced to 4-day/week (from 5-day)
- New website launched; Search@UW front and center
Survey Administrators, 5 instructors, 14 courses
(198 surveys completed, 28% Spring '14 headcount)

Karau (HIS 102-1, 102-2, 162, 257), 45, 23%
Louzecky (PHI 101-1, 101-2, 211), 51, 26%
VanderLinden (MUS 107, 273, 278), 51, 26%
Olson-Petrie (ENG 099, 102-1, 102-2), 44, 22%
Johnson (BUS 101), 13, 6%

Spring 2009, 8 instructors, 18 courses
(219 surveys completed, 31% Spring '09 headcount)

Kabrhel (CHE 155), 16, 7%
Byrand (GEO 102, 125), 30, 14%
Karau (HIS 102, 222), 9, 4%
VanderLinden (MUS 278), 15, 7%
Vega (SPA 105, 205), 25, 12%
Goins (PHI 101, 211, 248), 46, 21%
Reitter (ENG 102-1, 102-2, 290), 38, 17%
Johnson (BUS 101-1, 101-2, 230, CPS 105), 40, 18%
How many semesters have you attended UW-S (including current semester)?
How many research assignments have you completed at UW-S?

- 2014:
  - None: 10%
  - 1-5 assignments: 58%
  - 6-15 assignments: 27%
  - More than 15: 4%

- 2009:
  - None: 11%
  - 1-5 assignments: 63%
  - 6-15 assignments: 24%
  - More than 15: 5%

- 2005:
  - None: 4%
  - 1-5 assignments: 39%
  - 6-15 assignments: 43%
  - More than 15: 6%
Breakdown of those (10%) reporting “None,” for “How many research assignments have you completed at UW-S?”

- 48% are first semester students
- 43% are 2nd semester
- 9% are 4th semester
Resources used to complete UW-S research assignments

- Internet search engine: 94% (2014), 87% (2009), 85% (2005)
- UWS library resources: 88% (2014), 82% (2009), 75% (2005)
- UWS library online resources: 80% (2014), 82% (2009), 75% (2005)
- UWS library printed resources: 64% (2014), 59% (2009), 58% (2005)
- A public library: 49% (2014), 42% (2009), 27% (2005)
- Interlibrary loan: 19% (2014), 13% (2009), 13% (2005)
- Visiting another UW campus library: 4% (2014), 4% (2009), 8% (2005)
- Other (own resources, interviews, etc.): 4% (2014), 5% (2009), 6% (2005)
Has a librarian provided instruction to at least one of your classes in last 2 years?

- Yes, 82%
- No, 18%

On a scale of 1 (not helpful at all) to 5 (very helpful), how helpful was the instruction in completing work for your classes?

Avg score: 4.13

On a scale of 1 (not confident at all) to 5 (very confident), how confident are you with your research skills?

Avg score: 3.78
Frequency of library use

- **as a place to study or work on assignments (1.80 avg)**
  - 2009 (1.92 avg): 39% several times a week, 18% several times a month, 27% a few times a semester, 16% never
  - 2005 (1.21 avg): 16% several times a week, 18% several times a month, 38% a few times a semester, 28% never

- **to use computers for general use (1.53 avg)**
  - 2009 (1.84 avg): 28% several times a week, 23% several times a month, 23% a few times a semester, 26% never
  - 2005 (.90 avg): 11% several times a week, 16% several times a month, 26% a few times a semester, 48% never

- **use library online resources outside of library (1.20 avg)**
  - 2009 (1.20 avg): 8% several times a week, 26% several times a month, 42% a few times a semester, 23% never
  - 2005 (1.09 avg): 7% several times a week, 23% several times a month, 42% a few times a semester, 28% never

- **go to library to do research, get supporting material (1.14 avg)**
  - 2009 (1.41 avg): 7% several times a week, 24% several times a month, 44% a few times a semester, 25% never
  - 2005 (1.02 avg): 5% several times a week, 20% several times a month, 48% a few times a semester, 27% never

[avg score, 0 (never) to 3 (several times a week)]
Breakdown of those (25%) reporting “Never” go to the library to do research and get supporting materials:

- 49% use online library resources from outside the library
- 37% had no research assignments
- 8% used UWS library print resources
- 6% used an Internet search engine

These percentages add up to 100% of the individuals who reported never going to the library for research.
What actions do you take when you need help finding material for a research assignment? Please indicate which one you typically do first, then second, etc. Leave blank any of the actions which you do not use.

<table>
<thead>
<tr>
<th>% that use</th>
<th>Rank Order average (of those who did each 1-6)</th>
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<tbody>
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<td>2014</td>
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<td>Other (please specify): ________</td>
<td>2.80 (40% 23% 1st, 0% 15% 2nd)</td>
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</table>
Library Services Satisfaction

Average rating, on a scale of 1 to 5
(overall avg 4.18; 2005 - 3.98)

- a. Libn available
- b. Libn knowledge/expertise
- c. Web pages clear, easy to use
- d. Databases easy to use
- e. Easy to access databases off-campus
- f. Book collection
- g. Journal collection
- h. Interlibrary loan
- i. Individual study space
- j. Group study space
- k. Physical facilities, furniture
- l. Library hours

2009
Library Services Satisfaction

Average rating, on a scale of 1 to 5 (overall avg 4.25; 2009 - 4.18)

- a. Library available (82%)
- b. Library knowledge/expertise (82%)
- c. Web pages clear, easy to use (45%)
- d. Databases easy to use (47%)
- e. Easy to access databases (75%)
- f. Book collection (66%)
- g. Journal collections (65%)
- h. Interlibrary loan (48%)
- i. Library hours (88%)
- j. Group study space (89%)
- Individual study space (88%)

2014

2009

in order highest to lowest, 2009 survey
Library Services Satisfaction

Difference (improvement) in rating scores, 2009 to 2014
Average rating, on a scale of 1 to 5 (overall avg 4.25; 2009 - 4.18)

Library Services Satisfaction

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2009</th>
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<tbody>
<tr>
<td>a. Library accessible</td>
<td>4.56</td>
<td>4.55</td>
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<tr>
<td>b. Librarian knowledge/expertise</td>
<td>4.47</td>
<td>4.42</td>
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<td>c. Library hours</td>
<td>4.47</td>
<td>4.45</td>
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<td>d. Interlibrary loan (incl. online)</td>
<td>4.25</td>
<td>4.21</td>
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<td>e. Journal collection</td>
<td>4.15</td>
<td>4.19</td>
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<td>f. Web pages clear, easy to use</td>
<td>4.04</td>
<td>4.08</td>
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<tr>
<td>g. Book collection</td>
<td>3.98</td>
<td>4.04</td>
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<tr>
<td>h. Database easy to use</td>
<td>3.86</td>
<td>4.00</td>
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</tbody>
</table>

in order highest to lowest, 2014 survey
Average rating, on a scale of 1 to 5 (overall avg 4.25; 2009 - 4.18)

Library Services Satisfaction

- Individual study space (89%)
- Librarians available, courteous, prof. (88%)
- Librarians knowledge/expertise (88%)
- Library hours (88%)
- Group study space (75%)
- Interlibrary loan (48%)
- Easy to access databases off-campus...
- Journal collection (incl online) (65%)
- Web pages clear, easy to use (85%)
- Book collection (66%)
- Databases easy to use (87%)
Average rating, on a scale of 1 to 5 (overall avg 4.18; 2005 - 3.98)

- a. Library available, courteous, prof. (80%)
- b. Libm knowledge/expertise (80%)
- c. Web pages clear, easy to use (86%)
- d. Databases easy to use (85%)
- e. Easy to access databases off-campus...
- f. Book collection (72%)
- g. Journal collection (inc online) (65%)
- h. Interlibrary loan (54%)
- i. Individual study space (92%)
- j. Library hours (92%)
- k. Physical facilities, furniture (86%)

Overall avg for 2005 is 3.98.
Library Services Satisfaction

Average rating, on a scale of 1 to 5 (overall avg 3.98)

- Library knowledge/expertise (77%)
- Individual study space (78%)
- Librarians available, courteous, prof. (63%)
- Group study space (64%)
- Web pages clear, easy to use (79%)
- Easy to access databases off-campus...
- Interlibrary loan (38%)
- Library hours (84%)
- Databases easy to use (90%)
- Journal collection (incl. online) (62%)
- Book collection (65%)
- Physical facilities, furniture (95%)

2005
Library Services Satisfaction, Participation in Rating

in order highest to lowest increase in participation

Average rating, on a scale of 1 to 5 (overall avg 4.25; 2009 - 4.18)
Free-text Responses:
What do you like most? *68% (134) replied
Free-text Responses: What do you like most?

1. Helpful, friendly librarians (25 respondents)

   e.g. “I love how easy it is to find & talk to a librarian for help.”
        “I really like the people working at the library. They’re all really nice and helpful.”
        “I really appreciate the staff willingness to help confused people.”
        “There is always someone to help.”
        “The librarians are very friendly and I feel comfortable talking to them.”
        “The librarians are some of the nicest people in school.”
Free-text Responses:
What do you like most?

1. Helpful, friendly librarians  (25 respondents)
2. It is a quiet place to work  (24)
Free-text Responses: What do you like most?

1. Helpful, friendly librarians (25 respondents)
2. It is a quiet place to work (24)
3. Online Databases/Resources (23)
Free-text Responses: What do you like most?

1. Helpful, friendly librarians (25 respondents)
2. It is a quiet place to work (24)
3. Online Databases/Resources (23)
4. (t) Availability of places to study (22)
   Group Study Rooms (22)
   Computer access (22)
Free-text Responses:
What do you dislike most?  *47% (93) replied
Free-text Responses: What do you dislike most?

1. Nothing  (21 respondents)
Free-text Responses:
What do you dislike most?

1. Nothing (21 respondents)
2. The computers are too slow (15)
Free-text Responses: What do you dislike most?

1. Nothing (21 respondents)
2. The computers are too slow (15)
3. Need more study rooms (11)
Free-text Responses: What do you dislike most?

1. Nothing (21 respondents)
2. The computers are too slow (15)
3. Need more study rooms (11)
4. Need more books and/or online research material (8)
Outcomes/Resulting Goals
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- Promote & monitor student ability & satisfaction with new website and Search@UW research interface
Outcomes/Resulting Goals

• Promote & monitor student ability & satisfaction with new website and Search@UW research interface

• Explore use of paper handouts with some library instruction classes to improve recall of information (in response to free-text comments about how instruction could be improved, and difficulty with finding database links)
Outcomes/Resulting Goals

• Promote & monitor student ability & satisfaction with new website and Search@UW research interface

• Explore use of paper handouts with some library instruction classes to improve recall of information

• Inquire about planned UWC IT infrastructure improvements and/or investigate other improvements to library computer resources
Outcomes/Resulting Goals

- Continue to evaluate increased purchasing of ebooks and feasibility of shifting additional print journal subscriptions to online
And what about the Goals resulting from the 2009 survey?
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- **GOAL 1**
  - Minimize service reductions as much as possible re: 15% staff cut (staff availability); focus direct service reductions on Summer/Winterim
And what about the Goals resulting from the 2009 survey?

• GOAL 1
  – Minimize service reductions as much as possible re: 15% staff cut (staff availability); focus direct service reductions on Summer/Winterim

• RESULTS & OBSERVATIONS
  ➢ Percentage of students who reported consulting a librarian for research help increased slightly (74% vs. 73%)
  ➢ Note: usage/satisfaction surveys conducted in Spring, not Summer/Winterim when reductions were in place
  ➢ Percentage of students who reported receiving class instruction by a librarian increased (82% vs. 69%)
And what about the Goals resulting from the 2009 survey?

• **GOAL 1**
  – Minimize service reductions as much as possible re: 15% staff cut (staff availability); focus direct service reductions on Summer/Winterim

• **RESULTS & OBSERVATIONS, continued**
  - Campus restored library director to 1.0 FTE, on a year-by-year basis, beginning FY13
    - Allowed restoration of service hours, but also restoration of evaluative work to most effectively adjust services to user needs and usage patterns (e.g. satisfaction/usage surveys, ebook attitudes survey, gathering/evaluation of ebook & print collection statistics and observational library usage statistics)
And what about the Goals resulting from the 2009 survey?

• GOAL 2
  – Continue focus on improving quality of book collection
And what about the Goals resulting from the 2009 survey?

- **GOAL 2**
  - Continue focus on improving quality of book collection

- **RESULTS & OBSERVATIONS**
  - Satisfaction score re: library’s book collection (including ebooks) increased (3.98 – 2014, 3.86 – 2009)
  - After local library funding cut of FY10 was restored FY11, new book budget remained steady thru FY13 and increased 9% FY14
  - After ebook survey in Feb. 2013, began purchasing ebooks locally FY14 (105 titles), and beginning to evaluate usage data
  - Percentage of students who reported using library printed resources for research decreased (49% – 2014, 64% – 2009)
And what about the Goals resulting from the 2009 survey?

• GOAL 3
  – Continue with quiet policy
And what about the Goals resulting from the 2009 survey?

- **GOAL 3**
  - Continue with quiet policy

- **RESULTS & OBSERVATIONS**
  - Satisfaction score re: individual space in the library conducive to study increased significantly (4.56 – 2014, 4.30 – 2009)
  - Free-text responses for “What do you like most”
    - “It is a quiet place to work” was 2nd most frequent response (24 surveys, 12%) – was 4th most frequent response in 2009 (16, 7%)
  - Free-text responses for “What do you dislike most”
    - “Too noisy in the library” was 5th most frequent response (7 surveys, 4%) – was 2nd most frequent response in 2009 (20, 9%)
  - Still some free-text comments about loud students passing through the library and desire for greater enforcement of quiet policy
  - Also a few comments about it being “too quiet”
And what about the Goals resulting from the 2009 survey?

• GOAL 4
  – Add more study rooms??
And what about the Goals resulting from the 2009 survey?

• GOAL 4
  – Add more study rooms??
• RESULTS & OBSERVATIONS
  ➢ For 3 weeks during Spring 2013, hourly statistics (9am-4pm) were gathered on the rate of study room usage
    ➢ All 6 rooms were in use 44% of the time
    ➢ 54% of study room use was by one occupant only
    ➢ Given this data, adding more study rooms was not a high priority for campus capital projects
  ➢ Current policy allows a group of students to “bump” a single user from a study room
  ➢ Satisfaction score re: group space in the library conducive to study
    ➢ increased (4.34 – 2014, 4.23 – 2009)
    ➢ 25% selected “Unable to rate” (presumed non-use), vs. 14% in 2009
And what about the Goals resulting from the 2009 survey?

• GOAL 4
  – Add more study rooms??

• RESULTS & OBSERVATIONS, continued
  ➢ Free-text responses for “What do you like most”
    ➢ “Study rooms” was 4th most frequent response (22 surveys, 11%) – was 2nd most frequent response in 2009 (31, 14%)
  ➢ Free-text responses for “What do you dislike most”
    ➢ “Need more study rooms” was 3rd most frequent response (11 surveys, 6%) – was 4th most frequent response in 2009 (16, 7%)
And what about the Goals resulting from the 2009 survey?

- GOAL 5
  - Assist with catalog/online searching improvements
And what about the Goals resulting from the 2009 survey?

- GOAL 5
  - Assist with catalog/online searching improvements

- RESULTS & OBSERVATIONS
  - Search@UW one-search interface linked as an option from the website Fall 2013; new website launched April 16, 2014 now features Search@UW as the most prominent search choice
  - Instruction on Search@UW included in bibliographic instruction sessions Spring 2014
  - Other online resource enhancements implemented as available from vendors
  - Interface decisions are UW Colleges- or UW System-wide, and carried out by UWC Library Support Services