



Volume 2, Special Issue - Spring 2009

2008 Leatherby Libraries Services Survey Results Orange Campus (Administered Spring Semester 2008)

INTRODUCTION

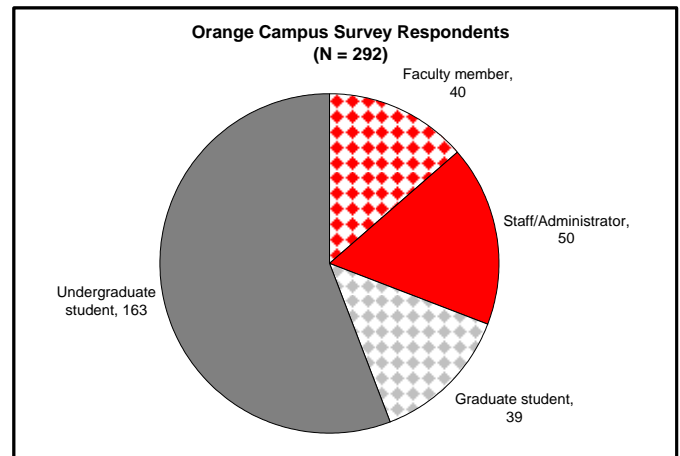
Chapman University's Leatherby Libraries Services Survey is an online survey developed by the Leatherby Libraries staff to gather information that will help improve the effectiveness and quality of public services and increase user satisfaction. Specifically, the survey focused on the following service areas: Reference, Circulation/Reserves, Interlibrary Loan, and Building/Technology. In addition to identifying areas of strengths, areas for improvement, and identifying user needs, the survey was designed to gather data that could serve as a baseline for future comparison.

The online Leatherby Libraries Services Survey was launched in the Spring Semester 2008 and was accessible from April 15–30, 2008. All Orange Campus staff, administrators, faculty, and students were sent an email invitation through the Chancellor's or Dean of Students' office containing the link to the survey and encouraging their active participation. In addition to the email invitation, the survey was available as a link on the Library's home page allowing all visitors access to the survey.¹ A password was not necessary to access the survey. Information about this survey was also advertised in other ways, including flyers available at all of the public service desks in the Library, tent information cards on the tables, and carrels throughout the Library. An announcement was also placed in the April 14, 2008, edition of the staff newsletter, *Happenings*.

While the survey contained over 150 items, a gated survey technique was chosen to allow the individuals participating in the survey to maneuver through the survey easily and to be redirected or gated around questions that did not pertain to them specifically.

Survey Respondents

While 303 Leatherby Libraries users responded to the survey, this research report focuses on the 292 users who identified being primarily affiliated with the Orange Campus.² Findings show that undergraduate students composed the majority of the respondents (55%). Since it is not known how many individuals had access to the survey, a response rate could not be calculated.



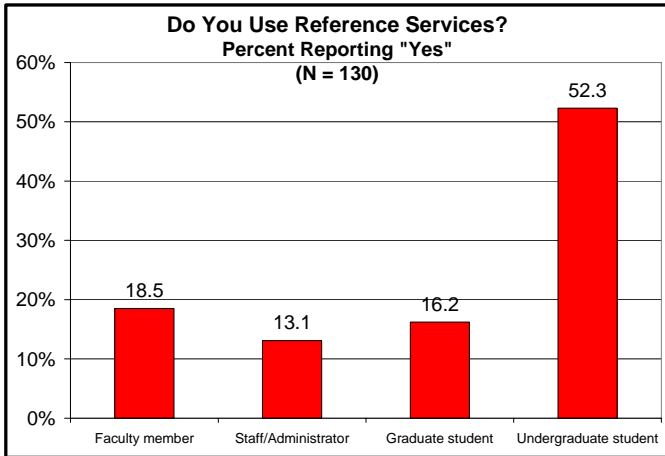
Given the small number of respondents when compared to the Orange Campus faculty, staff/administrator, and student population, caution should be taken when generalizing results to the entire Orange Campus community.

RESULTS

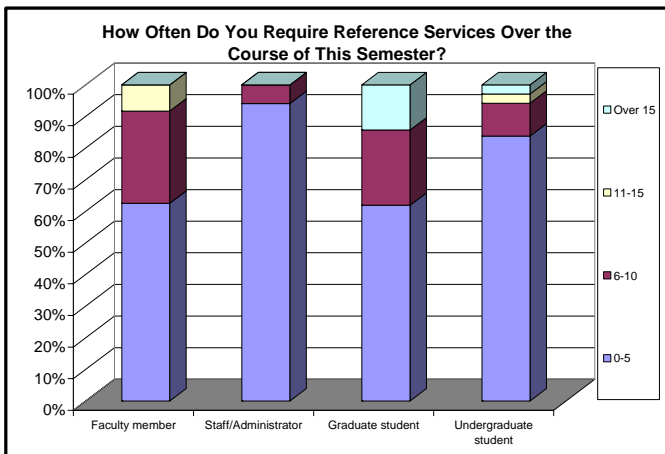
Reference Desk

Respondents were first asked to respond to a set of questions focused on their experiences with the reference desk. Out of the 292 Orange Campus respondents, 130 (or 45%) indicated that they had used the reference desk services. Out of the 130 users, findings show that

undergraduate students were more likely to report using the reference services.



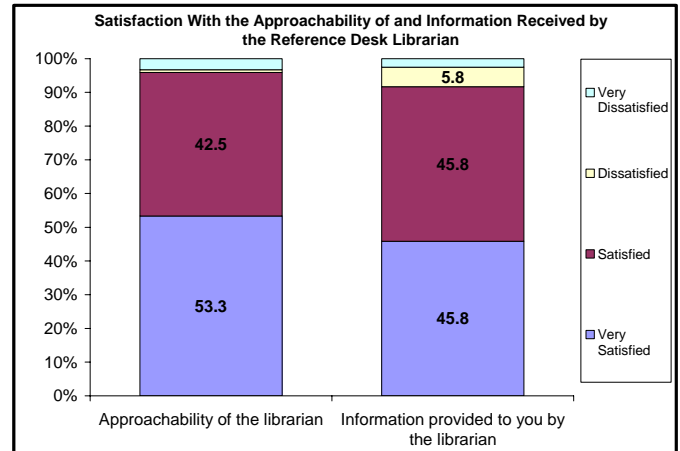
Reference desk users were asked to respond to questions about the frequency of use and preferred method of contact. Using a four-point scale from “0-5 times” to “over 15 times,” users were asked to respond to the following question: “How often do you require reference services (email, in person, or telephone) over the course of this semester?” Findings show that, in the course of a semester, graduate students and faculty respondents were more likely to use the reference services on a more frequent basis.



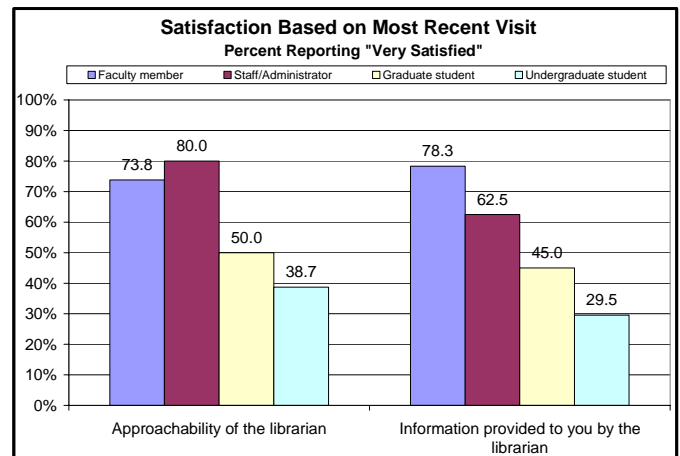
When asked “What is your preferred method of contact with a reference librarian?,” students, faculty and staff/administrative employees reported that “in person contact” was their first choice and “email” was the second preferred method of contact.

When asked about the hours that they are most likely in need of reference services, undergraduates and staff/administrators were more likely to indicate 12 noon to 5 p.m. (Monday-Friday), while graduate students were more likely to indicate 5 p.m. or later (Monday-Friday), and faculty were more likely to select 8 a.m. to 12 noon (Monday-Friday).

Using a four-point scale from “very satisfied” to “very dissatisfied,” respondents were asked to rate their satisfaction on two items, approachability of the librarian and the information provided by the librarian, with respect to their most recent visit to the Leatherby Libraries reference desk. Findings show that the majority of respondents were “very satisfied” or “satisfied” with librarian approachability and the information they received from the librarian.



When these findings are disaggregated further, data show that faculty and staff/administrators were more likely to indicate that they were “very satisfied” with their most recent encounter with the librarian at the reference desk.

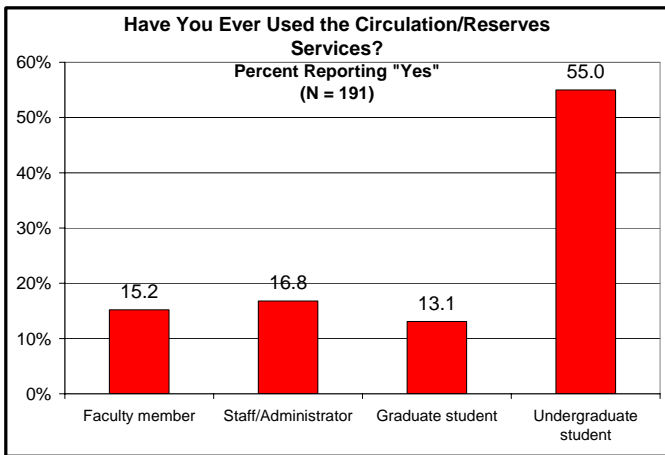


Other data show that the majority of students and faculty also indicated that they were “very likely” or “likely” to visit the reference desk again.

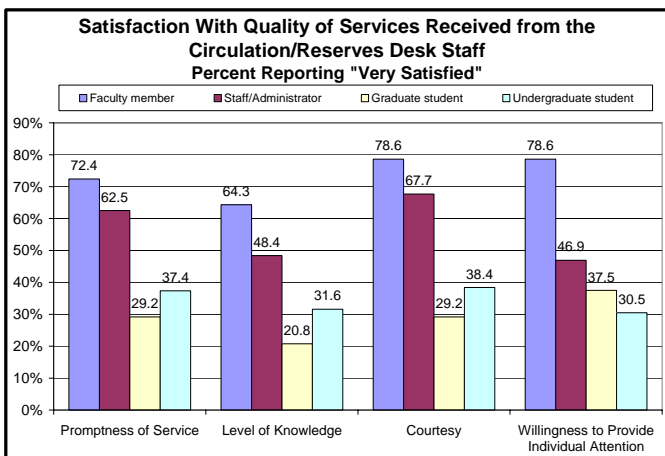
Circulation/Reserves

Respondents were also asked to answer a set of questions focused on their experiences at the circulation/reserves desk. Out of the 292 Orange Campus respondents, 191 (or 65%) indicated that they had used the circulation/reserves desk services. Data

show that the majority of those that indicated that they had used the circulation/reserves services were undergraduate students.

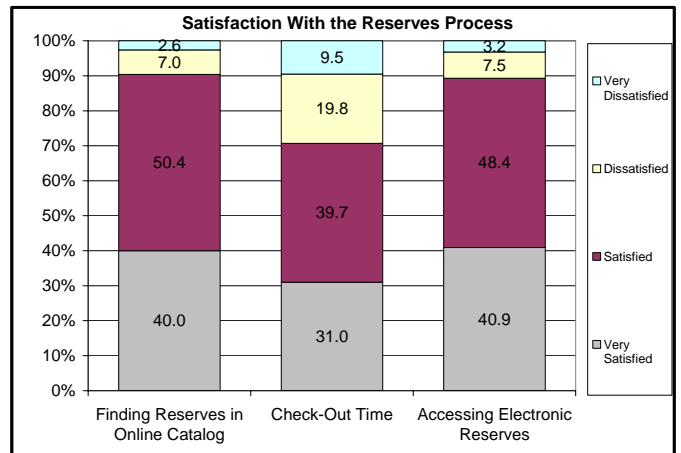


Using a four-point scale from “very satisfied” to “very dissatisfied,” users of the circulation/reserves services were asked to answer the following question: “How satisfied are you with the quality of services you receive from the Circulation/Reserves Desk Staff?” Over 91% or more of all users reported being “satisfied” or “very satisfied” with the promptness of service they received, the level of knowledge and courtesy of the desk staff, and the willingness of the circulation staff to provide individual attention. When findings are disaggregated further, data show that faculty members were the most satisfied, while graduate students were the least likely to indicate that they were “very satisfied” with these aspects of the circulation/reserves desk staff.



When asked if respondents had ever checked out/accessed a reserve item, findings show that 131 of the respondents indicated they had accessed items on reserve. Specifically, 61.1% were undergraduate students, 13.7% were graduate students, 13.0% were staff/administrators, and 12.2% were faculty.

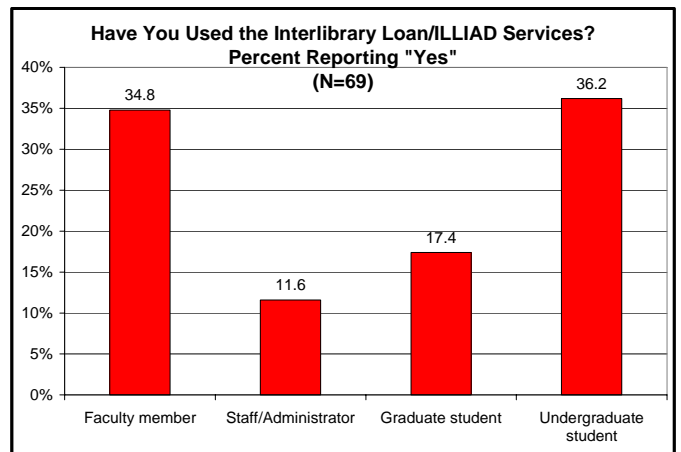
When asked about specific activities related to the check-out reserves process, findings show that the majority of the respondents were “very satisfied” or “satisfied” with the process of finding reserves in the online catalog, check-out time, and accessing reserves online. Data show that about 10% of the respondents were “very dissatisfied” with the “check-out time” of the reserves process.



Findings indicate that 20 of the 40 faculty respondents had actually placed an item on reserve.

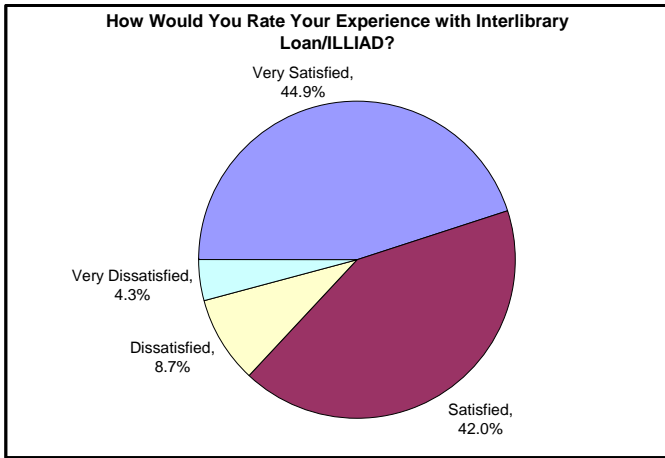
Interlibrary Loans

The next set of questions focused on experiences with the interlibrary loan department. Out of the 292 Orange Campus survey respondents, 69 indicated that they used the interlibrary loan services (24%). Findings show that undergraduate students and faculty were the most frequent users of the interlibrary loan/ILLIAD services.



Survey respondents who had indicated that they had used the interlibrary loan/ILLIAD services were asked to indicate their level of satisfaction with this service, using a four-point scale from “very satisfied” to “very dissatisfied.” Data show that the majority of the interlibrary loan/ILLIAD users were “very satisfied” to

“satisfied” with these services. Of those who indicated “very satisfied,” findings show that faculty members were the most satisfied followed by staff/administrators, undergraduate students, and graduate students.

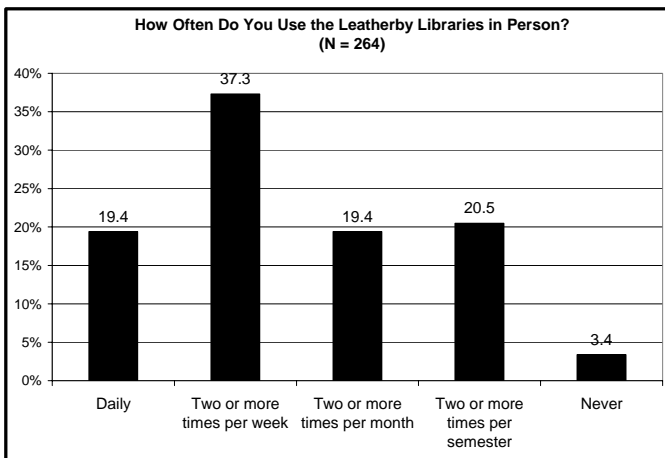


When respondents were asked what was most important to them when using interlibrary loan/ILLIAD services, “timeliness of service” and “ease of requesting material” proved to be the two most important factors.

Building/Technology

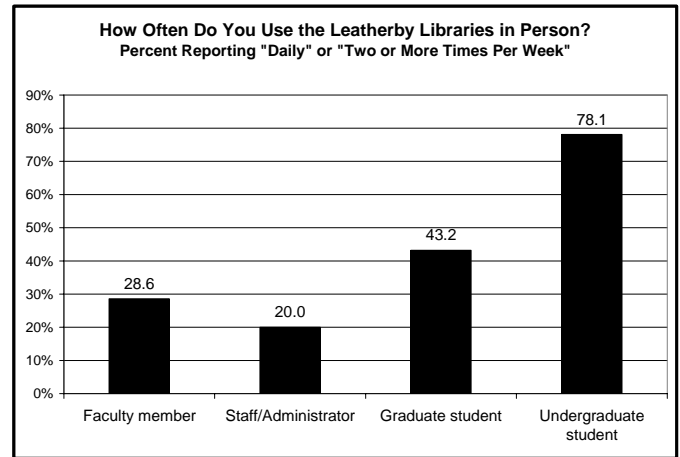
The last set of questions asked respondents to comment on the building and the technology provided by the Library, excluding the labs in the basement and the Samueli Holocaust Memorial Library. Findings show that 98.1% (N=264) of the survey respondents answered these last set of questions.

Respondents were asked to report how often they used the Leatherby Libraries in person. Data show that of the 264 respondents, 56.7% reported coming to the Library “daily” or “two or more times per week.”³

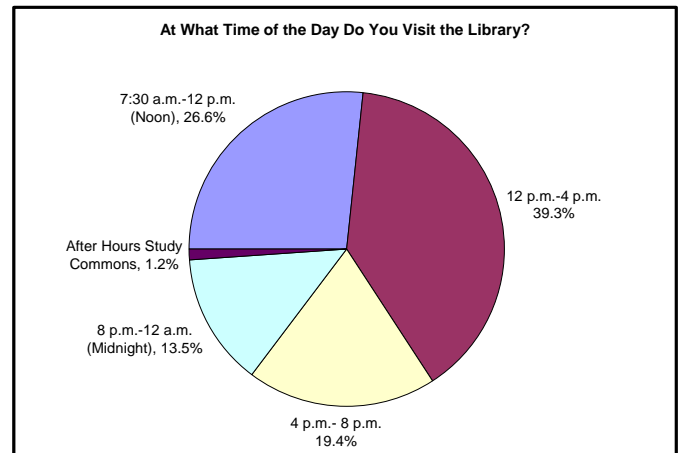


Additional analysis reveals that, out of this group of frequent users, it was undergraduate students who reported visiting the Library more often. In other words,

78% of the undergraduate respondents reported that they visited the Library “daily” or “two or more times per week.”



Respondents were asked what time of the day they visited the Library. Data show that 39% of the respondents visited between 12 p.m. - 4 p.m. Looking at the data by sub-population, graduate students preferred time to visit was between 4 p.m. - 8 p.m.



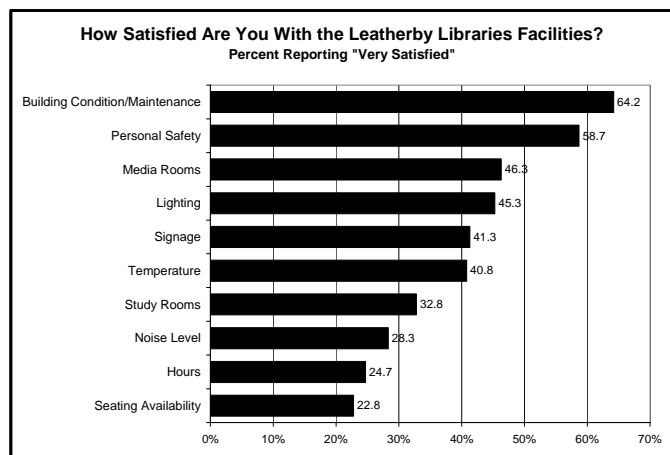
Respondents were asked what they did when they visited the Leatherby Libraries in person. The top four undergraduate students’ activities were “use the printers,” “use computers for email,” “use computers for research,” and “use computers to browse Internet.” The top four graduate students’ activities were “do research for class assignment,” “borrow books,” “access online catalog,” and “use computers for research.” The top four activities for staff/administrators were “borrow books,” “borrow media,” “access online catalog,” and “read journals, magazines.” And the top four activities of faculty members were “borrow books,” “borrow media,” “access online catalog,” and “utilize interlibrary loan/ILLIAD.”

Findings show that very few Library users spent their time in the Library chatting on the computer or scanning documents. Based on the most frequent activities noted by the different groups, it is clear that undergraduate and graduate students reported utilizing the following resources available at the Leatherby Libraries.

What do you do when you visit the Leatherby Libraries in person?					
	Undergraduate Student	Graduate Student	Staff/Administrator	Faculty Member	All Respondents
Borrow books	58.9	64.1	60.0	65.0	60.6
Use the printers	81.0	59.0	10.0	7.5	55.8
Use computers for research	70.6	61.5	14.0	20.0	62.7
Do research for class assignment	69.3	66.7	8.0	22.5	62.1
Use computers for email	74.2	38.5	14.0	12.5	60.7
Use computers to browse Internet	69.9	38.5	14.0	12.5	48.3
Use the study rooms	63.8	59.0	2.0	15.0	45.9
Access online catalog	47.2	64.1	32.0	35.0	45.2
Access database (articles)	55.2	53.8	24.0	17.5	44.5
Borrow media	33.1	28.2	42.0	52.5	36.6
Use the copy machines	42.9	41.0	12.0	15.0	33.6
Use computers to write term papers	45.4	23.1	2.0	0.0	28.8
Read journals, magazines	25.8	30.8	28.0	32.5	27.7
Use the media rooms	33.1	10.3	6.0	10.0	22.3
Borrow reserve items	27.0	23.1	6.0	15.0	21.6
Access electronic books	22.7	35.9	6.0	7.5	19.5
Other	14.7	10.3	10.0	7.5	12.3
Utilize Interlibrary Loan/ILLIAD	6.7	21.1	6.0	25.0	11.3
Use the scanners	10.4	5.1	4.0	7.5	8.2
Use computers to chat	10.4	2.6	0.0	0.0	6.2

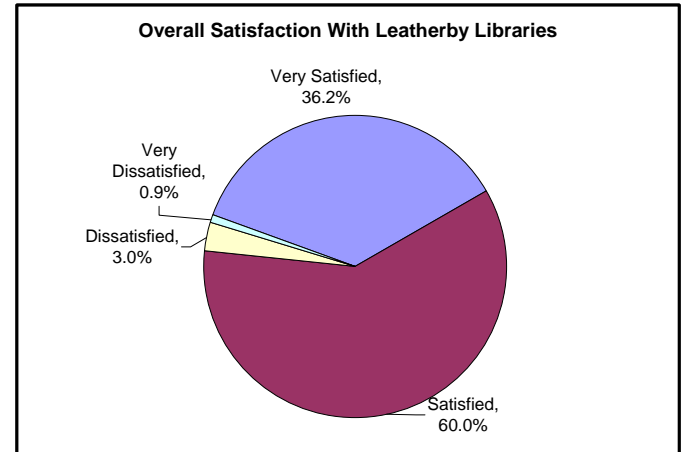
Respondents were also provided with the opportunity to specify other activities for which they used the Library. Results from this open-ended question show that about 36 individuals (most likely students) reported using the Library for “reading” and “studying.” Some users also reported using the Library for “group projects.” Coming to the Leatherby Libraries for events, workshops, exhibits or using the vending machine were also mentioned.

Users were also asked to indicate how satisfied they were with various aspects of the Leatherby Libraries facilities, using a four-point scale from “very satisfied” to “very dissatisfied.” Data show that 64.2% of all respondents were “very satisfied” with “building condition/maintenance.” Over 58% of the respondents were “very satisfied” with their personal safety in the Library.

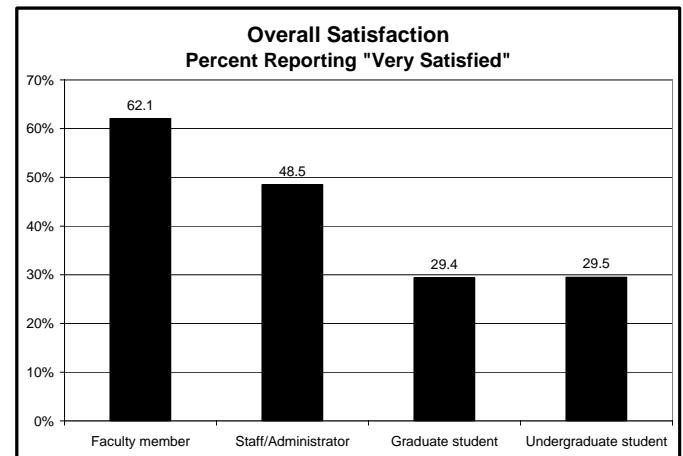


Library users were also asked to rate their overall satisfaction with the Leatherby Libraries. Findings show

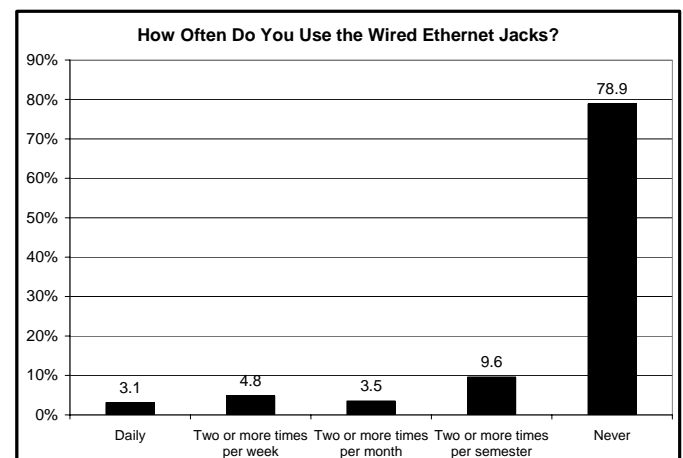
that 96% of the respondents were “very satisfied” or “satisfied” with the Library overall.



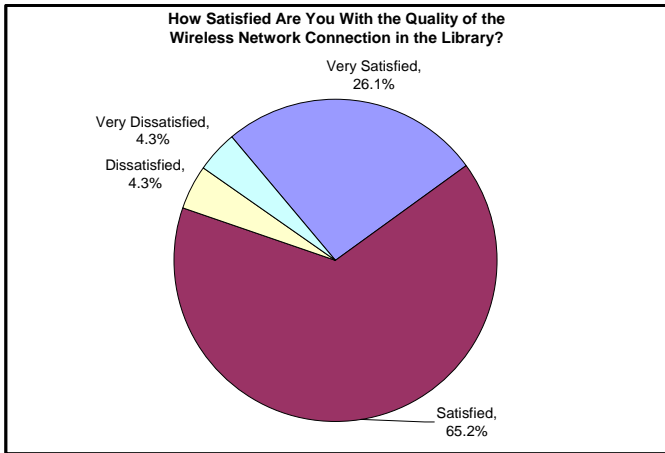
When overall satisfaction is disaggregated further, findings show that faculty members were more likely to rate “very satisfied” with the Library overall.



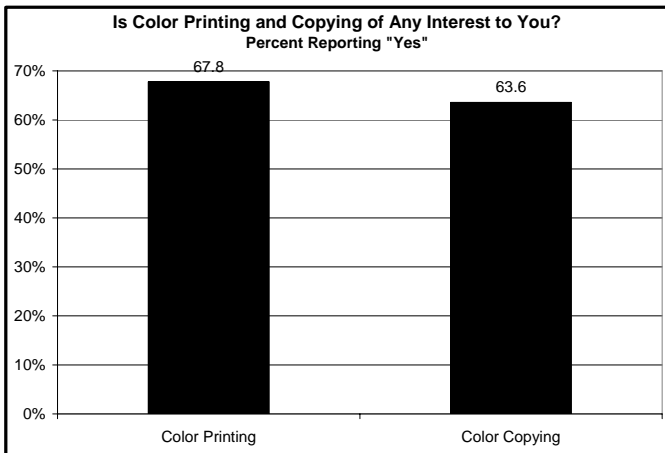
With regards to technology in the Leatherby Libraries, respondents were asked how often they used the wired Ethernet jacks in the Library. Data show that over 78% of the respondents indicated that they never used the jacks in the Library.



Findings show that 91% of the Library users reported being “very satisfied” or “satisfied” with the wireless network connection in the Library.



The last two questions asked respondents to indicate if color printing and copying were of interest to them. Findings show that 64% or more of the respondents were interested in these services in the Library.



CONCLUSION

Overall, findings from the 2008 Leatherby Libraries Services Survey were generally positive. Data show that the Orange Campus respondents were satisfied with the reference desk librarians and circulation/reserves staff and their experience with the reserves and interlibrary loan process. In addition, findings show high overall satisfaction with the Leatherby Libraries building. For example, 96% of the respondents reported being “very satisfied” or “satisfied” with the Leatherby Libraries overall. Given that the Leatherby Libraries was built a few short years ago, it is not surprising to find that 64% of the respondents reported being “very satisfied” with “building condition/maintenance.” Findings also revealed that 91% of the Library users were “very

satisfied” or “satisfied,” with the wireless network connection in the Library.

Findings show that the most popular time of the day that respondents visited the Library was between 12 p.m. and 4 p.m., though graduate students preferred to visit between 4 p.m. and 8 p.m. While 56.7% of these Orange Campus respondents reported coming to the Library “daily” or “two or more times per week,” it was the students who were visiting the Library more frequently.

Data show that students, particularly undergraduates, seem to be taking advantage of the services offered by the Library. Undergraduate students reported that they were more likely to report that they visited the Library to use the printers, while graduate students were more likely to report that they visited the Library to conduct research for a class assignment. On the other hand, when staff/administrators and faculty visited the Library, they were more likely to come to borrow books/media.

The survey revealed that over 78% of the respondents had never used the Ethernet jacks in the Library. More research will be necessary to determine if these jacks are truly being underutilized.

Findings from the 2008 Leatherby Libraries Services Survey provided some interesting results. The purpose of the survey was to help the Library staff identify areas of strengths, areas for improvement, and user needs. The survey provided some preliminary data that can be used to begin discussion on how to improve the effectiveness and quality of public services and increase user satisfaction in the Leatherby Libraries. However, the generalizability of the findings to the Orange Campus population is limited due to the small sample size and the fact that over 55% of the survey respondents identified themselves as undergraduate students. In addition, among the survey respondents, not all reported using the services being studied in this survey—e.g., interlibrary loan and reference desk services. For these reasons, results presented in this research report should be interpreted with thoughtful reflection.

¹ While the Leatherby Libraries did allow for University College participation given that the link was on the Library home page, the survey did not actively try to solicit their input because of their physical distance from the Leatherby Libraries facility.

² Removed from the analysis were two users who identified themselves as community users, seven who identified themselves as primarily affiliated with University College, and three who did not provide their user affiliation.

³ The finding that only 3.4% reported “never” may reflect the fact that those who do not use the Library services would have been the least likely to respond to the request to complete a survey on the Leatherby Libraries.