



**LibQUAL User Survey Results:
Atlanta University Center
(AUC)**

Submitted by:

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Executive Summary: LibQUAL User Survey Results Atlanta University Center (AUC)

The Woodruff Library administered an Atlanta University Center (AUC) web-based user survey April 9-May 4, 2007. **The survey consisted of 35 items:** 22 Core questions about library services; 5 *customized or local* questions added by Woodruff; 3 *General satisfaction* and 5 *information literacy* questions.

Based on strong support and involvement by the Library Advisory Council (LAC) in the planning and implementation phases, the Library achieved a 24% participation rate for AUC undergraduate students (2130); 22% for graduate students (289); and 7% for faculty (50). These percentages are based on fall 2007 faculty and student enrollment numbers of 10,807 (8780 undergraduate and 1327 graduate students; and 700 faculty).

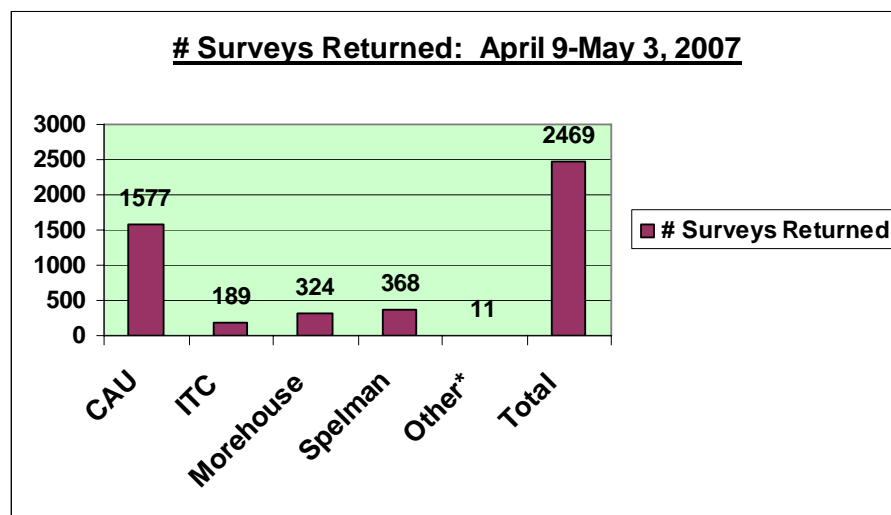
The Library is using this survey data to inform and prioritize, plan and make decisions about services.

Demographic Summary: Segmentation of AUC users surveyed

AUC User Group	AUC Population	% of Population	AUC Survey Respondents	Response Rate
Undergraduate	8780	85.81%	2130	24%
Graduate	1327	11.58%	289	22%
Faculty	700	1.98%	50	7%
Total	10,807		2469	23%

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Institutional Summary: # Surveys Returned by School



Survey participants who did not identify school affiliation.

AUC Key Highlights:

- First and second year students represented over 53% of survey respondents; Masters (Graduate) accounted for approximately 11%
- Top undergraduate concerns:
 - Access to peripheral IT equipment
 - Staff that instill confidence in users
 - Making e-resources accessible from home or office
 - Library space that inspires study and learning
 - Printed materials
- Top graduate concerns:
 - Making e-resources accessible from home or office
 - Access to peripheral IT equipment
 - Staff who instill confidence in users
 - Library space that inspires study and learning
 - Quiet space for individual activities
- Top faculty concerns:
 - Printed materials
 - Access to peripheral IT equipment
 - Print and/or e-journals
 - Making e-resources accessible from home or office
 - Library pace that inspires study and learning
- Overall satisfaction rating based on scale of 1 (Lowest) -9 (Highest): Undergraduate (6.53); Graduate (6.64); and Faculty (6.20)
- 36.58% Undergraduate students use resources on Library premises weekly; 41.67% Graduate, and 18.60% Faculty
- 21.71% Undergraduate students access library resources via web page weekly; 41.67% Graduate, and 41.86% Faculty

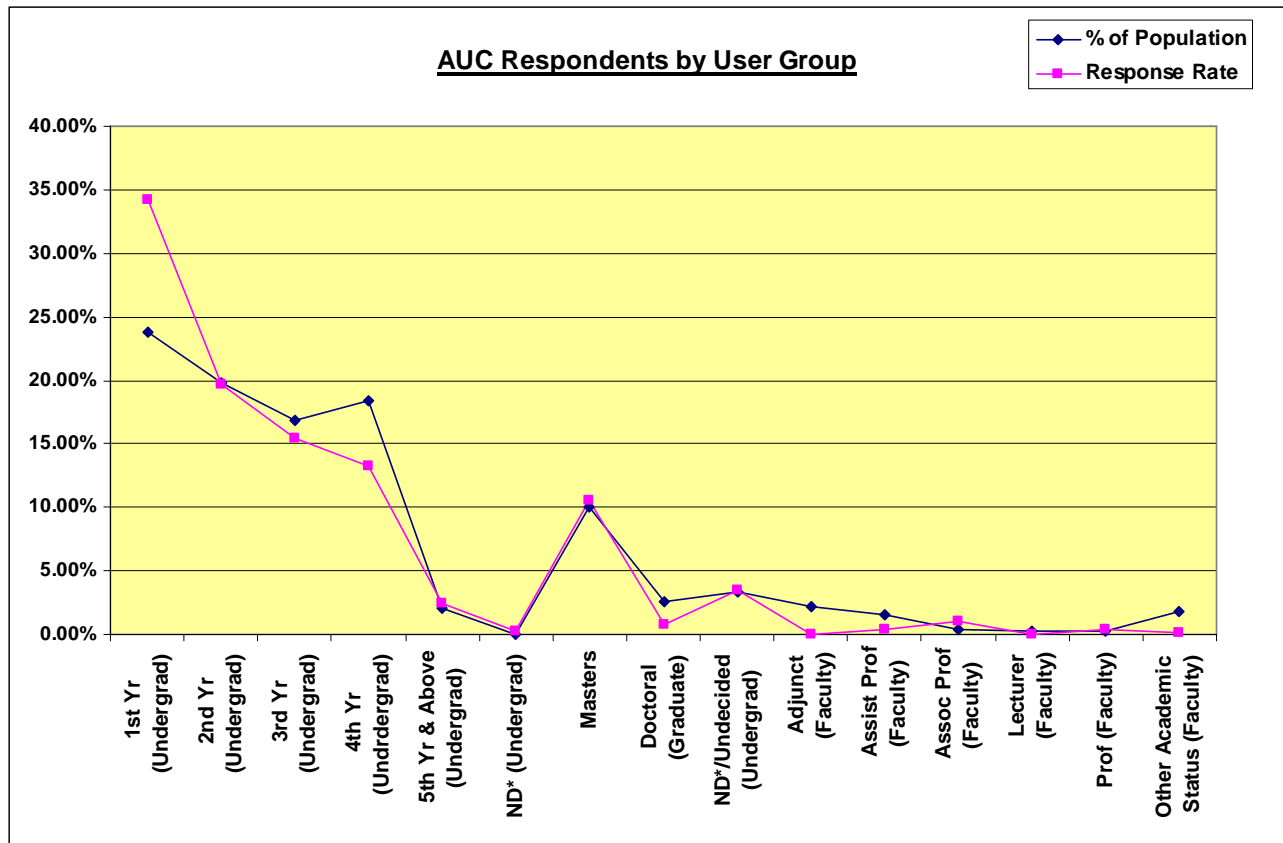
End of Executive Summary

Background Information

Population and Respondent Summary

AUC: Breakdown of Survey Respondents by User Groups

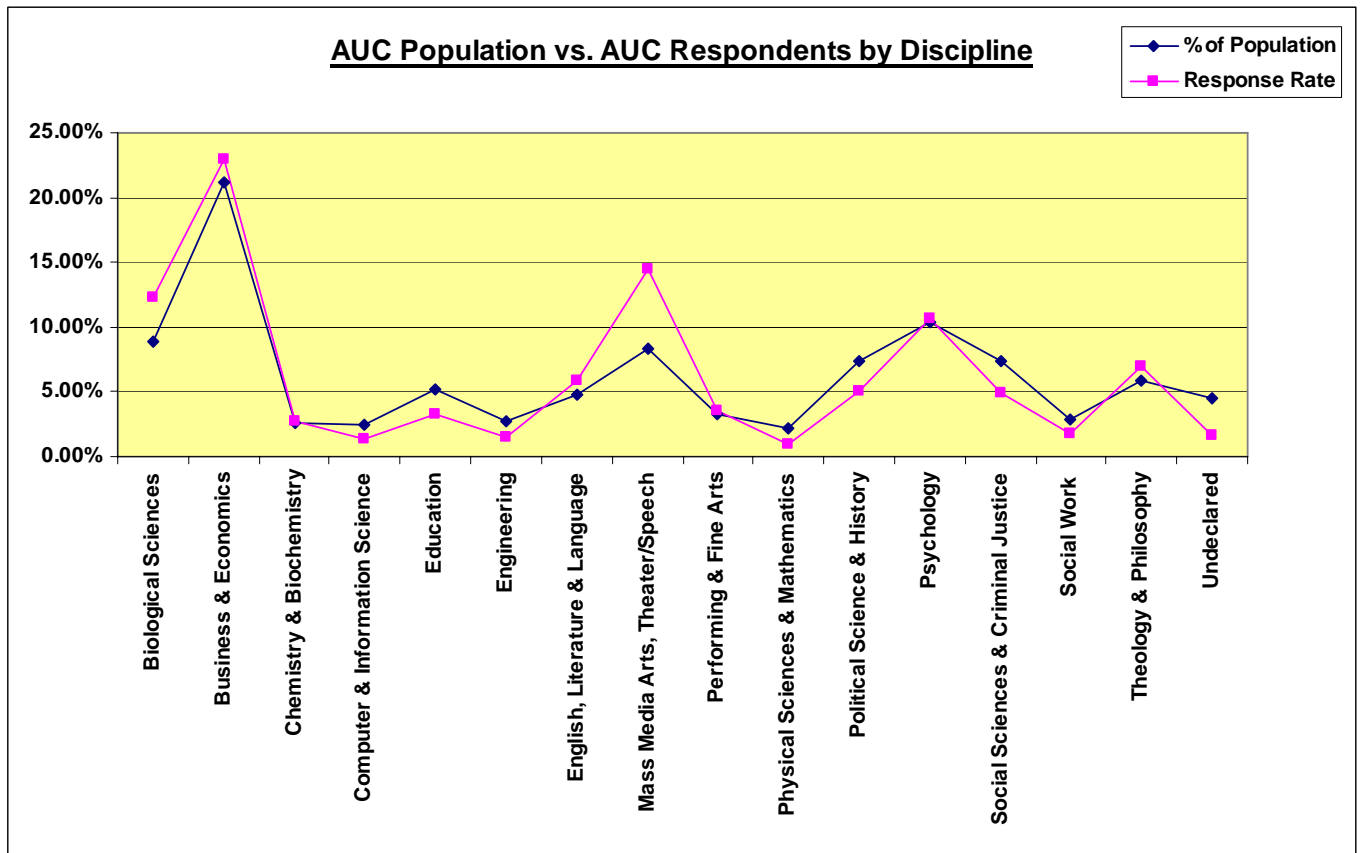
User Sub-Group	AUC Population N	AUC Population %	AUC Respondents N	AUC Respondents %
First Year (Undergraduate)	2,586	23.83%	741	34.26%
Second Year (Undergraduate)	2,144	19.76%	425	19.65%
Third Year (Undergraduate)	1,830	16.86%	333	15.40%
Fourth Year (Undergraduate)	1,993	18.37%	287	13.27%
Fifth Year and Above (Undergraduate)	227	2.09%	75	3.47%
Non-Degree (Undergraduate)	0	0.00%	7	0.32%
Masters	1,083	9.98%	228	10.54%
Doctoral (Graduate)	273	2.52%	18	0.83%
Non-Degree or Undecided (Graduate)	16	0.15%	6	0.28%
Adjunct (Faculty)	241	2.22%	0	0.00%
Assistant Professor (Faculty)	165	1.52%	9	0.42%
Associate Professor (Faculty)	37	0.34%	21	0.97%
Lecturer (Faculty)	32	0.29%	0	0.00%
Professor (Faculty)	30	0.28%	9	0.42%
Other Academic Status (Faculty)	195	1.80%	4	0.18%
Total:	10,852	100%	2163	100%



*ND = Non-Degree

AUC: Breakdown of Survey Respondents by Discipline

User Sub-Group	AUC Population N	AUC Population %	AUC Respondents N	AUC Respondents %
Biological Sciences	962	8.90%	267	12.35%
Business & Economics	2,283	21.13%	495	22.90%
Chemistry and Biochemistry	276	2.55%	59	2.73%
Computer & Information Science	269	2.49%	28	1.30%
Education	561	5.19%	72	3.33%
Engineering	291	2.69%	32	1.48%
English, Literature & Languages	511	4.73%	128	5.92%
Mass Media Arts, Theater/Speech	903	8.36%	312	14.43%
Performing & Fine Arts	356	3.29%	76	3.52%
Physical Science & Mathematics	238	2.20%	22	1.02%
Political Science & History	798	7.38%	109	5.04%
Psychology	1,129	10.45%	229	10.59%
Social Science & Criminal Justice	800	7.40%	106	4.90%
Social Work	307	2.84%	39	1.80%
Theology & Philosophy	629	5.82%	152	7.03%
Undeclared	494	4.57%	36	1.67%
Total:	10,807	100.00%	2,162	100.00%



Methodology and Survey Instrument

Methodology

AUC students and faculty were asked to rate their level of agreement with 27 statements made about the Library service – a rating for “Minimum”, “Desired” and “Perceived” levels of service on a scale of 1 (lowest) to 9 (highest):

- The Minimum level of service the user finds acceptable (what they can live with)
- The Desired level of service they would like to receive (what they really want)
- The Perceived level of service currently provided (what they think they are getting now)

This report captures AUC users’ feedback on their “*perceived*” and “*desired*” levels of service, not the service level they find acceptable.

Survey Instrument: Number Variances and Data Quality

As with any survey, users will provide incomplete, inconsistent data or both. In compiling the LibQUAL summary data, several criteria were used to determine which respondents to omit from summary statistics:

- Complete records - only records with complete data on the 27 questions and where respondents selected a user group were retained in summary statistics
- Informative data – records containing more than 11 “N/A” responses were eliminated from summary statistics
- Excessive inconsistent responses – records containing more than 9 logical inconsistencies were eliminated from summary statistics (e.g. *Minimum* score is 7.7 and *Desired* score is 6.0; logically on any given item “*minimum*” should not be higher than “*desired*”)

SURVEY RESULTS**Part I: Core & Customized Questions****Table 1: 22 Core Questions – AUC Overall**

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Affect of Service					
AS-1	Employees who instill confidence in users	7.51	6.08	-1.43	2,067
AS-2	Giving users individual attention	7.42	6.23	-1.18	2,036
AS-3	Employees who are consistently courteous	7.85	6.73	-1.12	2,108
AS-4	Readiness to respond to users' questions	7.75	6.76	-0.99	2,079
AS-5	Employees who have the knowledge to answer user questions	7.84	6.83	-1.01	2,061
AS-6	Employees who deal with users in a caring fashion	7.80	6.79	-1.02	2,047
AS-7	Employees who understand the needs of their users	7.84	6.80	-1.04	2,062
AS-8	Willingness to help users	7.81	6.81	-1.00	2,058
AS-9	Dependability in handling users' service problems	7.86	6.83	-1.03	2,012
Information Control					
IC-1	Making electronic resources accessible from my home or office	7.83	6.52	-1.31	2,066
IC-2	A library web site enabling me to locate information on my own	7.83	6.92	-0.91	2,111
IC-3	The printed library materials I need for my work	7.76	6.54	-1.21	2,041
IC-4	The electronic information resources I need	7.83	6.88	-0.94	2,082
IC-5	Modern equipment that lets me easily access needed information	7.92	6.98	-0.94	2,068
IC-6	Easy-to-use access tools that allow me to find things on my own	7.88	6.89	-0.99	2,087
IC-7	Making information easily accessible for independent use	7.86	6.94	-0.93	2,080
IC-8	Print and/or electronic journal collections I require for my work	7.86	6.77	-1.09	2,030
Library as Place					
LP-1	Library space that inspires study and learning	7.93	6.72	-1.21	2,133
LP-2	Quiet space for individual activities	7.93	6.78	-1.15	2,105
LP-3	A comfortable and inviting location	7.90	6.88	-1.03	2,137
LP-4	A gateway for study, learning, or research	7.93	6.81	-1.12	2,098
LP-5	Community space for group learning and group study	7.88	6.99	-0.89	2,058
Overall		7.81	6.74	-1.08	2,169

Table II: 5 Customized Questions added by RWWL: AUC Overall

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Local Questions					
1	Library orientations/instructions sessions	7.16	6.40	-0.76	2,012
2	Helpfulness in dealing with users' IT problems	7.64	6.52	-1.12	1,900
3	Access to equipment that I not readily available in my department, e.g. scanners, CD burners, PDAs, syncing stations	7.62	6.20	-1.41	1,902
4	Ability to navigate library Web pages easily	7.91	7.08	-0.83	2,116
5	A secure and safe place	8.09	7.11	-0.98	2,135

¹= Mean or average score per question

Table 111: 22 Core Questions – AUC Undergraduate

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Affect of Service					
AS-1	Employees who instill confidence in users	7.48	6.06	-1.42	1,774
AS-2	Giving users individual attention	7.40	6.20	-1.20	1,775
AS-3	Employees who are consistently courteous	7.84	6.71	-1.13	1,812
AS-4	Readiness to respond to users' questions	7.73	6.75	-0.98	1,786
AS-5	Employees who have the knowledge to answer user questions	7.83	6.84	-0.98	1,774
AS-6	Employees who deal with users in a caring fashion	7.78	6.79	-1.00	1,760
AS-7	Employees who understand the needs of their users	7.81	6.79	-1.02	1,771
AS-8	Willingness to help users	7.78	6.79	-0.99	1,769
AS-9	Dependability in handling users' service problems	7.83	6.83	-1.00	1,726
Information Control					
IC-1	Making electronic resources accessible from my home or office	7.80	6.55	-1.25	1,778
IC-2	A library web site enabling me to locate information on my own	7.79	6.92	-0.87	1,820
IC-3	The printed library materials I need for my work	7.75	6.54	-1.21	1,758
IC-4	The electronic information resources I need	7.80	6.89	-0.91	1,789
IC-5	Modern equipment that lets me easily access needed information	7.89	6.99	-0.91	1,782
IC-6	Easy-to-use access tools that allow me to find things on my own	7.86	6.90	-0.96	1,797
IC-7	Making information easily accessible for independent use	7.85	6.94	-0.91	1,790
IC-8	Print and/or electronic journal collections I require for my work	7.84	7.79	-1.06	1,747
Library as Place					
LP-1	Library space that inspires study and learning	7.93	6.76	-1.17	1,845
LP-2	Quiet space for individual activities	7.93	6.81	-1.12	1,823
LP-3	A comfortable and inviting location	7.89	6.90	-0.99	1,843
LP-4	A gateway for study, learning, or research	7.92	6.82	-1.10	1,811
LP-5	Community space for group learning and group study	7.90	7.03	-0.87	1,791
Overall		7.80	6.74	-1.05	1,868

Table IV: 5 Customized Questions added by RWWL: AUC Undergraduate

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Local Questions					
1	Library orientations/instructions sessions	7.10	6.35	-0.75	1,731
2	Helpfulness in dealing with users' IT problems	7.64	6.55	-1.09	1,631
3	Access to equipment that I not readily available in my department, e.g. scanners, CD burners, PDAs, syncing stations	7.63	6.25	-1.38	1,655
4	Ability to navigate library Web pages easily	7.89	7.08	-0.80	1,822
5	A secure and safe place	8.08	7.11	-0.97	1,839

¹= Mean or average score per question

Table V: 22 Core Questions – AUC Graduate

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Affect of Service					
AS-1	Employees who instill confidence in users	7.67	6.23	-1.44	246
AS-2	Giving users individual attention	7.48	6.39	-1.09	234
AS-3	Employees who are consistently courteous	7.84	6.80	-1.05	249
AS-4	Readiness to respond to users' questions	7.81	6.80	-1.01	247
AS-5	Employees who have the knowledge to answer user questions	7.90	6.81	-1.09	242
AS-6	Employees who deal with users in a caring fashion	7.89	6.73	-1.15	241
AS-7	Employees who understand the needs of their users	7.98	6.91	-1.07	244
AS-8	Willingness to help users	7.90	6.91	-0.99	244
AS-9	Dependability in handling users' service problems	7.96	6.85	-1.11	242
Information Control					
IC-1	Making electronic resources accessible from my home or office	7.90	6.31	-1.59	239
IC-2	A library web site enabling me to locate information on my own	7.98	6.91	-1.08	243
IC-3	The printed library materials I need for my work	7.71	6.73	-0.99	240
IC-4	The electronic information resources I need	7.91	6.91	-1.00	244
IC-5	Modern equipment that lets me easily access needed information	8.00	6.93	-1.07	244
IC-6	Easy-to-use access tools that allow me to find things on my own	7.89	6.85	-1.04	243
IC-7	Making information easily accessible for independent use	7.84	6.90	-0.94	244
IC-8	Print and/or electronic journal collections I require for my work	7.86	6.75	-1.12	236
Library as Place					
LP-1	Library space that inspires study and learning	7.98	6.56	-1.42	246
LP-2	Quiet space for individual activities	8.01	6.65	-1.36	246
LP-3	A comfortable and inviting location	8.00	6.84	-1.16	248
LP-4	A gateway for study, learning, or research	7.97	6.79	-1.19	247
LP-5	Community space for group learning and group study	7.78	6.75	-1.03	234
Overall		7.87	6.74	-1.14	252

Table VI: 5 Customized Questions added by RWWL: AUC Graduate

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Local Questions					
1	Library orientations/instructions sessions	7.43	6.63	-0.80	238
2	Helpfulness in dealing with users' IT problems	7.62	6.43	-1.19	231
3	Access to equipment that I not readily available in my department, e.g. scanners, CD burners, PDAs, syncing stations	7.55	6.00	-1.55	217
4	Ability to navigate library Web pages easily	8.00	7.08	-0.92	248
5	A secure and safe place	8.16	7.23	-0.93	248

¹= Mean or average score per question

Table VII: 22 Core Questions – AUC Faculty

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Affect of Service					
AS-1	Employees who instill confidence in users	7.93	6.10	-1.83	41
AS-2	Giving users individual attention	7.61	6.71	-0.90	41
AS-3	Employees who are consistently courteous	8.37	7.17	-1.20	41
AS-4	Readiness to respond to users' questions	8.33	6.93	-1.40	40
AS-5	Employees who have the knowledge to answer user questions	8.26	6.54	-1.72	39
AS-6	Employees who deal with users in a caring fashion	8.08	7.18	-0.90	40
AS-7	Employees who understand the needs of their users	8.29	6.74	-1.55	42
AS-8	Willingness to help users	8.41	7.03	-1.38	39
AS-9	Dependability in handling users' service problems	8.37	6.71	-1.66	38
Information Control					
IC-1	Making electronic resources accessible from my home or office	8.53	6.42	-2.12	43
IC-2	A library web site enabling me to locate information on my own	8.33	6.71	-1.62	42
IC-3	The printed library materials I need for my work	8.26	5.47	-2.79	38
IC-4	The electronic information resources I need	8.35	6.37	-1.98	43
IC-5	Modern equipment that lets me easily access needed information	8.51	6.70	-1.81	37
IC-6	Easy-to-use access tools that allow me to find things on my own	8.41	6.61	-1.80	41
IC-7	Making information easily accessible for independent use	8.33	6.68	-1.65	40
IC-8	Print and/or electronic journal collections I require for my work	8.39	6.07	-2.32	41
Library as Place					
LP-1	Library space that inspires study and learning	7.97	5.89	-2.08	37
LP-2	Quiet space for individual activities	7.50	6.33	-1.17	30
LP-3	A comfortable and inviting location	7.98	6.18	-1.80	40
LP-4	A gateway for study, learning, or research	7.76	6.15	-1.62	34
LP-5	Community space for group learning and group study	7.44	6.44	-1.00	27
Overall		8.17	6.50	-1.68	43

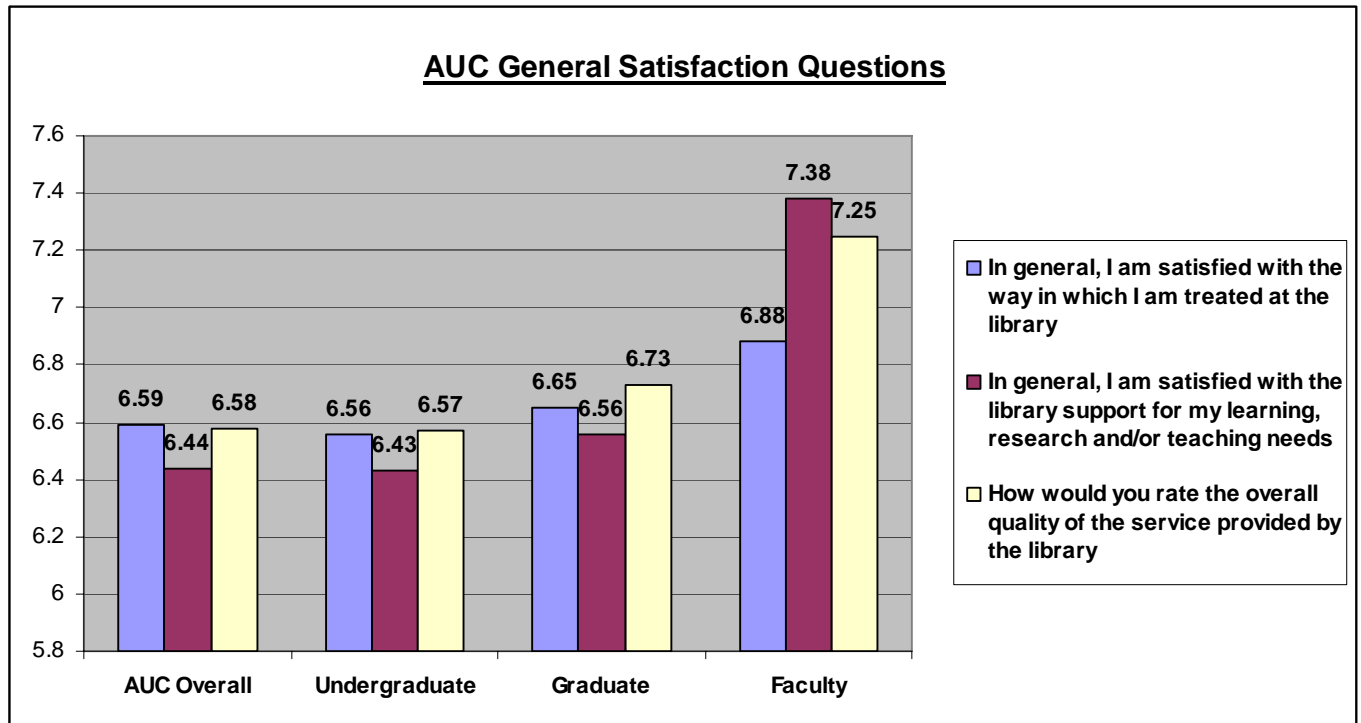
Table VIII: 5 Customized Questions added by RWWL: AUC Graduate

		¹ Desired (D)	¹ Perceived (P)	GAP (P-D)	N
Local Questions					
1	Library orientations/instructions sessions	7.82	6.89	-0.92	38
2	Helpfulness in dealing with users' IT problems	7.88	6.03	-1.85	34
3	Access to equipment that I not readily available in my department, e.g. scanners, CD burners, PDAs, syncing stations	7.20	4.60	-2.60	25
4	Ability to navigate library Web pages easily	8.28	6.85	-1.43	40
5	A secure and safe place	8.43	6.36	-2.07	42

¹= Mean or average score per question

Part 2 of the survey was comprised of 3 General satisfaction questions: satisfaction with treatment, satisfaction with support and satisfaction with overall quality of service on a scale of 1 (Lowest) to 9 (Highest)

General Satisfaction Questions	AUC Overall	AUC Undergraduate	AUC Graduate	AUC Faculty
In general, I am satisfied with the way in which I am treated at the library	6.59	6.56	6.65	6.88
In general, I am satisfied with the library support for my learning, research and/or teaching needs	6.44	6.43	6.56	7.38
How would you rate the overall quality of the service provided by the Library	6.58	6.57	6.73	7.25



Part 3 of the survey consisted of Information Literacy Outcomes questions: users rated their levels of general satisfaction on a scale of 1 (strongly disagree) to 9 (strongly agree)

Information Literacy Outcomes	AUC	Under-graduate	Graduate	Faculty
The library helps me stay abreast of developments in my field(s) of interest	5.68	5.76	5.90	6.75
The library aids my advancement in my academic disciplines	6.15	6.10	6.63	7.13
The library enables me to be more efficient in my academic pursuits	6.36	6.35	6.56	7.00
The library helps me distinguish between trustworthy and untrustworthy information	5.99	5.99	6.11	6.50
The library provides me with the information skills I need in my work or study	6.27	6.28	6.35	6.88

Part 4: AUC - Library Use Patterns

The following table gives a representation of library use (both on the premises and electronically), as well as use of non-library information gateways such as Yahoo and Google. It gives the frequency with which respondents report using resources (Daily, Weekly, etc.).

AUC - Overall	Daily	Weekly	Monthly	Quarterly	Never
Use resources on Library premises?	18.36%	36.85%	23.24%	15.51%	4.84%
Access resources via Library web page?	15.18%	33.03%	24.40%	15.36%	12.04%
Use Yahoo, Google or non-library gateway?	76.34%	15.31%	3.87%	2.35%	2.12%
AUC - Undergraduates	Daily	Weekly	Monthly	Quarterly	Never
Use resources on Library premises?	19.18%	36.58%	22.98%	16.55%	4.71%
Access resources via Library web page?	15.43%	31.71%	24.58%	15.21%	13.07%
Use Yahoo, Google or non-library gateway?	78.09%	14.57%	3.43%	2.14%	1.77%
AUC - Graduate Students	Daily	Weekly	Monthly	Quarterly	Never
Use resources on Library premises?	15.08%	41.67%	26.19%	14.29%	2.78%
Access resources via Library web page?	12.70%	41.67%	22.62%	16.67%	6.35%
Use Yahoo, Google or non-library gateway?	63.10%	21.43%	7.54%	3.57%	4.37%
AUC - Faculty	Daily	Weekly	Monthly	Quarterly	Never
Use resources on Library premises?	2.33%	18.60%	30.23%	25.58%	23.26%
Access resources via Library web page?	13.95%	41.86%	25.58%	16.28%	2.33%
Use Yahoo, Google or non-library gateway?	74.42%	13.95%	2.33%	4.65%	4.65%

Please refer questions to: Carolyn Hart: chart@auctr.edu