insync surveys

THE UNIVERSITY OF NEWCASTLE
AUSTRALIA

Library Client Survey Report

August 2008

2 Detailed Results Interpretation

2.1 What Clients Believe is Important for the Library

The 10 highest ranked importance variables for University of Newcastle Library's clients are listed in descending priority order in the table below. The 2006 results are also reported to enable a comparison.

August 2008 Top 10 Importance	Mean	August 2006 Top 10 Importance	Mean
Library staff are friendly and helpful	6.41	Opening hours meet my needs	6.39
Opening hours meet my needs	6.38	Access to computers to support study/research is adequate	6.38
Access to computers to support study/research is adequate	6.36	Access to electronic resources is easily available	6.38
Library staff treat me fairly and without discrimination	6.36	Library staff are friendly and helpful	6.36
Access to electronic resources is easily available	6.35	The library catalogue is easy to use	6.35
The library catalogue is easy to use	6.33	The library website is easy to use	6.35
Photocopying & printing facilities are adequate	6.29	The library collection is adequate for my needs	6.35
The library collection is adequate for my needs	6.29	Course-specific resources are easy to find and access	6.34
The library website is easy to use	6.29	Photocopying & printing facilities are adequate	6.34
Course-specific resources are easy to find and access	6.27	Library staff treat me fairly and without discrimination	6.26

■ Common to 2008 and 2006
☐ Unique

Of the 35 statements in the survey, 21 were identified with importance means of 6.00 or higher. These statements are all of relatively high importance to clients.

The themes of the variables in the top 10 importance list include staff being friendly, helpful, fair and non discriminatory, adequacy and ease of access to computers and course-specific resources, ease of access to electronic resources, ease of using the library catalogue and website, and adequacy of the library collection, opening hours, photocopying and printing facilities.

All of the ten variables overlap with the 2006 results. There has been an increase in the importance score for the top variable – *Library staff are friendly and helpful* - since the last survey meaning that clients now see it as slightly more important.

2.2 How Clients Believe the Library is Performing

The table below reports, in descending order, the 10 variables ranked highest in performance by the University of Newcastle Library clients in 2008 as compared with those ranked highest in 2006.

August 2008 Top 10 Performance	Mean	August 2006 Top 10 Performance	Mean
Library staff treat me fairly and without discrimination *	6.18	Library staff treat me fairly and without discrimination	6.17
Library staff are friendly and helpful *	6.02	Library staff display professionalism	5.95
Library staff display professionalism	6.01	Library staff are friendly and helpful	5.88
Opening hours meet my needs *	5.82	Opening hours meet my needs	5.85
Library staff provide quality service	5.61	Service staff respond in a timely manner	5.51
Library staff are readily available to assist me	5.60	Library staff are readily available to assist me	5.47
Service staff respond in a timely manner	5.59	Library staff provide quality service	5.47
Library staff provide clear and accurate answers/responses to my queries	5.49	Library staff provide clear and accurate answers/responses to my queries	5.44
Inter-library loan requests are filled promptly	5.48	The library website is easy to use	5.38
Requests for inter-campus loans are filled promptly	5.41	Library web pages provide clear and useful information	5.32

(N.B. Factors marked * have also been identified as top 10 importance issues)

■ Common to 2008 and 2006
□ Unique

The survey identified 28 out of 35 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong average rating on a seven-point scale.

Seven variables in the top 10 performance list relate to library staff – more specifically: their fairness, friendliness and helpfulness, professionalism, quality of service, availability to assist, timely responses, and provision of clear and accurate feedback. The three remaining variables relate to the adequacy of opening hours, prompt handling of inter-library loan requests and inter-campus loans.

The top 10 performance list contains three factors from the top 10 importance list, as indicated by the red asterisks. This is a positive result for the Library. Not only are these factors among the most important issues to clients of the library, they are also being performed well.

When analysing the performance results, it is important to keep in mind that we are dealing with clients' **perceptions** of the Library's performance. A review of the 'Best Practice Categories' graphs are also recommended for individual variables. This allows for a comparison of scores for individual variables with the performance of other libraries in the Insync Surveys database. In considering how the top 10 performing variables compare when benchmarked against other libraries, it was found that their placement is distributed between the first and third quartiles.

More specifically, the following variables are first quartile performers (top 25%):

- *Library staff are friendly and helpful*

- *Library staff display professionalism*

- *Opening hours meet my needs*

- *Library staff are readily available to assist me*

Two variables are performing on the cusp of the first (top 25%) and second (top 50%) quartiles:

- *Library staff treat me fairly and without discrimination*

- *Service staff respond in a timely manner*

One variable is a second quartile performer (top 50%):

- *Inter-library loan requests are filled promptly*

Two variables are performing on the cusp of the second (top 50%) and third (bottom 50%) quartiles:

- *Library staff provide quality service*

- *Library staff provide clear and accurate answers/responses to my queries*

The variable *Requests for inter-campus loans are filled promptly* is a third quartile (bottom 50%) performer.

Eight of the top 10 performance variables for 2008 are common with the list from the 2006 survey. With the exception of the variable *Opening hours meet my needs*, the performance scores have increased over the two year period, with some increasing quite significantly. This is a positive result for the Library

At the other end of the scale are the lowest performing variables. This table shows the 10 variables given the lowest rankings by University of Newcastle Library clients in 2008 as compared with those ranked lowest in 2006. Please note that the lowest performing variable appears first on the list.

August 2008 10 Lowest Performance	Mean	August 2006 10 Lowest Performance	Mean
Access to computers to support study/research is adequate *	4.68	Access to computers to support study/research is adequate	4.63
Group study facilities are adequate	4.77	Group study facilities are adequate	4.70
Individual seating is adequate	4.86	Facilities for using personal laptops are adequate	4.81
Wireless facilities are adequate	4.90	Prompt corrective action is taken regarding missing books and journals	4.83
Facilities for using personal laptops are adequate	4.92	Wireless facilities are adequate	4.93
Prompt corrective action is taken regarding missing books and journals	4.97	Library staff describe clearly the services on offer	4.94
Quiet study facilities are adequate	4.99	Individual seating is adequate	4.98
Online help services are adequate	5.05	Online help services are adequate	4.98
Course-specific resources are easy to find and access *	5.07	Course-specific resources are easy to find and access	5.00
Library staff describe clearly the services on offer	5.08	Services for clients with disabilities are adequate	5.05

(N.B. Factors marked * have also been identified as top 10 importance issues)

■ Common to 2008 and 2006
☐ Unique

The lowest 10 performance list has two variables in common with the top 10 importance list, namely, the *Access to computers to support study/research is adequate* and *Course-specific resources are easy to find and access.* This is an indication that in these instances, clients' expectations are not being met. Nine variables from the current lowest performing list are common with those identified in the previous survey.

2.3 Where Clients Believe the Library Can Potentially Improve

In identifying factors for improvement, Insync Surveys analyses the perceived difference – or 'gap' – between the importance and performance scores for each variable. These gaps indicate areas of frustration or dissatisfaction for clients and therefore represent potential improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant. It is important to note that a larger gap does not indicate a larger problem. Instead, it indicates an increase in certainty that the variable is of some level of concern.

The table below reports the 10 variables with the highest gap scores for the 2008 and 2006 surveys.

August 2008 Top 10 Gaps	Mean	August 2006 Top 10 Gaps	Mean
Access to computers to support study/research is adequate *	1.68	Access to computers to support study/research is adequate	1.76
Individual seating is adequate	1.37	Course-specific resources are easy to find and access	1.34
Course-specific resources are easy to find and access *	1.20	Individual seating is adequate	1.19
Quiet study facilities are adequate	1.15	Access to electronic resources is easily available	1.16
Access to electronic resources is easily available *	1.13	Photocopying & printing facilities are adequate	1.14
The library collection is adequate for my needs *	1.08	The library collection is adequate for my needs	1.11
The library catalogue is easy to use *	1.07	Off-campus access to electronic information resources & services is adequate	1.08
Group study facilities are adequate	1.06	Group study facilities are adequate	1.06
Off-campus access to electronic information resources & services is adequate	1.06	The library catalogue is easy to use	1.06
Photocopying & printing facilities are adequate *	1.05	Library catalogue provides clear and useful information	1.04

(N.B. Factors marked * have also been identified as top 10 importance issues)

■ Common to 2008 and 2006
□ Unique

From all 35 variables, none recorded a gap score in the significant range, which is a positive result for the Library.

The top 10 gap list contains six variables from the top 10 importance list, as indicated by the red asterisks. These are:

- *Access to computers to support study/research is adequate* – a second quartile performer (top 50%)

- *Course-specific resources are easy to find and access* – sitting on the cusp of the second (top 50%) and third (bottom 50%) quartiles

- *Access to electronic resources is easily available* – a second quartile performer (top 50%)

- *The library collection is adequate for my needs* – a first quartile performer (top 25%)

- *The library catalogue is easy to use* – on the cusp of the third and fourth (bottom 25%) quartiles

- *Photocopying & printing facilities are adequate* – a first quartile performer (top 25%)

Nine factors that were of concern to clients in 2006 appear on the list again in 2008. In general, gap scores have decreased since the previous year, with only two variables that have increased in concern. These two variables relate to the adequacy of individual seating and the ease of using the library catalogue.

2.4 Prioritising Potential Improvement Opportunities

Analysis of these gaps enables the University of Newcastle Library to prioritise strategies for improvement around factors considered most pressing by clients. For an issue to be considered in need of attention, it must have both a gap score above 2.00 **and** be of high importance. A significant gap score together with a low importance score is indicative of a non-issue for clients. Conversely, a significant gap score together with a high importance score suggests an area of concern. It is important to note that a larger gap does not indicate a larger problem. Instead, it indicates an increase in certainty that the variable is of some level of concern.

This information is calculated by and reported in the gap grid (refer to the attached data). It is a unique visual tool that allows you to see several key pieces of information within the one diagram. For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). Using this information, the factors that should be prioritised as improvement opportunities can be identified. The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

With this in mind, a review of the library-wide gap grid has identified the following potential improvement opportunities for University of Newcastle Library given the relatively high gap scores:

- *Access to computers to support research/study is adequate*
- *Individual seating is adequate*
- *Course-specific resources are easy to find and access*

Although these statements did not record a gap score in the "significant" range, it may be important to explore how these issues could be addressed before they become problematic.

2.5 Comparison With Other University Libraries

University of Newcastle Library has recorded an overall score of 77.4%, indicating a result in the first quartile (top 25%) when compared with other libraries in the Insync Surveys database. There is an increase in performance by 1% since the previous survey in 2006, which is an encouraging result for the Library.

University of Newcastle Library Client Survey Results, August 2008
Weighted Performance Index