

University of Newcastle Library Customer Satisfaction Survey

May 2018

Key Findings Report



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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1. Introduction

Background

Insync ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync was retained by the University of Newcastle Library to conduct a survey of its clients so that their views, ideas, and suggestions may be considered as part of its commitment to improvement. The results of the Library's survey are compared with other libraries' recent results in the Insync database.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns, and act on them. More specifically, the survey aims to:

- identify, prioritise and manage the key issues affecting clients
- allow the Library's performance to be measured and monitored over time
- provide clients with the opportunity to communicate openly and honestly with the management team of the Library
- compare results with other academic libraries so that performance can be measured in a best practice context

Survey process

The survey required all clients to provide some demographic information. It then displayed 26 statements considered essential to the success of the Library. Clients were asked to rate each statement twice – first to indicate the importance of each of the statements to them, and second to indicate their impressions of the Library's performance on each statement.

Clients of the Library were given the opportunity to participate in the survey in May 2018 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could only be completed online.

Scaling

The adoption of a seven-point scale provides very valid discrimination of stakeholder attitudes across the questions that are asked in the survey instrument. We have also found through our research that a seven-point scale is sufficiently interval in nature to apply standard statistical tests of the means that are produced from such scales. Accordingly, the results we produce involve analysis of the mean responses to each of the questions asked, across all demographic categories.

Note that the middle option (4) in the seven point scale allows for respondents to “neither agree nor disagree”.

Response statistics

The following tables detail the number of usable survey forms received from users of the Library. Where users do not indicate their demographic information, forms are classified as '*unspecified*'. This year the survey generated 3493 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. This year, the number of responses received was higher than the 2016 survey, in which 3124 responses were generated.

University of Newcastle Library Customer Satisfaction Survey, May 2018 Response statistics		
Total	3493	
Which Campus Library do you use most?	n	%
Auchmuty	1349	38.6%
Newcastle City (NeW Space)	377	10.8%
Huxley	820	23.5%
Ourimbah	786	22.5%
Port Macquarie	32	0.9%
Singapore	7	0.2%
Sydney	79	2.3%
Online only	41	1.2%
Unspecified	2	0.1%
What is your major area of study, research or teaching?		
Business and Law	533	15.3%
Education and Arts	808	23.1%
Engineering and Built Environment	409	11.7%
Health and Medicine	887	25.4%
Science	487	13.9%
Foundation Studies	123	3.5%
Other	241	6.9%
Unspecified	5	0.1%
Which category describes you?		
International Student	526	15.1%
Domestic Student	2840	81.3%
Unspecified	127	3.6%

University of Newcastle
Library Customer Satisfaction Survey, May 2018

Response statistics

Total	3493	
What single category best describes you?	n	%
Undergraduate	2750	78.7%
Postgraduate	369	10.6%
Academic/Research Staff	82	2.3%
Professional Staff	115	3.3%
Foundation Studies	111	3.2%
TAFE	23	0.7%
Other	41	1.2%
Unspecified	2	0.1%
How often do you come into the Library?		
Daily	620	17.7%
2-4 days a week	2143	61.4%
Fortnightly	345	9.9%
Monthly	116	3.3%
Rarely (ie. A few times a year)	116	3.3%
Never	21	0.6%
Unspecified	132	3.8%
How often do you access the Library online?		
Daily	641	18.4%
2-4 days a week	1517	43.4%
Fortnightly	571	16.3%
Monthly	243	7.0%
Rarely (i.e. a few times a year)	307	8.8%
Never	81	2.3%
Unspecified	133	3.8%
How often are you required to be on campus?		
Daily	846	24.2%
2-4 days a week	2321	66.4%
Fortnightly	70	2.0%
Monthly	29	0.8%
Rarely (i.e. a few times a year)	55	1.6%
Never	42	1.2%
Unspecified	130	3.7%

Rating importance but not performance

Respondents who had not used a service, and were therefore not able to rate its performance, were nevertheless able to rate importance. These importance rankings are tabled below.

Variable	Total 3493			
	Importance			
	Mean	Rank	#	%
Library staff provide accurate answers to my enquiries	5.92	1	194	5.55%
I can get help from library staff when I need it	5.82	2	141	4.04%
Opening hours meet my needs	5.70	3	114	3.26%
I can get wireless access in the Library when I need to	5.51	4	117	3.35%
The items I'm looking for on the Library shelves are usually there	5.43	5	361	10.33%
Face-to-face enquiry services meet my needs	5.38	6	283	8.10%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.35	7	858	24.56%
Printing, scanning and photocopying facilities in the Library meet my needs	5.30	8	261	7.47%
Library signage is clear	5.29	9	101	2.89%
Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs	5.27	10	143	4.09%
The Library search facility enables me to find relevant library resources quickly	5.24	11	157	4.49%
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.22	12	419	12.00%
Access to Library information resources has helped me to be successful at university	5.19	13	154	4.41%
When I am away from campus I can access the Library resources and services I need	5.18	14	186	5.32%
Course specific resources (including Course Readings) meet my learning needs	5.17	15	309	8.85%
The Library web site provides useful information	5.16	16	109	3.12%
Information resources located in the Library (eg books, journals, DVDs) meet my learning and research needs	5.15	17	387	11.08%
I am informed about Library services	4.95	18	99	2.83%
I can find a place in the Library to work in a group when I need to	4.95	19	177	5.07%
Online enquiry services (e.g. Library Chat, Ask the Library, Library Live) meet my needs	4.91	20	715	20.47%
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.91	21	268	7.67%
The Library anticipates my learning and research needs	4.87	22	269	7.70%
I find it easy to use mobile devices (e.g. tablets and phones) to access online resources	4.87	23	270	7.73%
I can find a quiet place in the Library to study when I need to	4.85	24	88	2.52%
A computer is available when I need one	4.75	25	211	6.04%
Library workshops, classes and tutorials help me with my learning and research needs	4.45	26	670	19.18%

2. Executive summary

This year the Library recorded an overall score of 82.4%, a good result that places the Library in the top 25% of participants in the benchmark participant group.

The themes in the top 10 importance list include online resources being useful and meeting customers' learning and research needs, access to wireless, the Library providing a quiet place to study, Library staff providing accurate answers to enquiries and help when needed, opening hours being adequate, the adequacy of printing, scanning and photocopying and laptop facilities, the Library search facility enabling users to find relevant resources quickly, and off-campus access to resources and services.

Three factors in the top 10 performance list relate to library staff – more specifically, their provision of accurate answers to enquiries, availability to help when needed, and the face-to-face enquiry services meeting customers' needs. The remaining factors relate to access to wireless, the availability of Library information resources enabling students to be successful at university, adequacy of self service facilities, online and course specific resources being useful and meeting customers' learning and research needs, off campus access to library resources and services, and the adequacy of opening hours.

The top 10 performance list contains six factors from the top 10 importance list:

- *I can get wireless access in the Library when I need to*
- *I can get help from library staff when I need it*
- *Library staff provide accurate answers to my enquiries*
- *Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs*
- *When I am away from campus I can access the Library resources and services I need*
- *Opening hours meet my needs*

This is a positive result for the Library. Not only are these services among the most important to clients of the Library, they are also being performed well.

This year, the Library performed highest on the category of *service delivery*, with a score of 83.5%. The lowest score was identified for *communication* at 80.2%, which nevertheless is still above the benchmark median for that category.

The following scorecard presents the numerical scores of the Library in each category and in the benchmark context:

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
May 2018	80.2%	83.5%	81.3%	83.3%	82.4%
August 2016	78.8%	82.7%	81.6%	84.5%	82.3%
Highest	80.4%	84.3%	84.8%	85.8%	82.9%
Median	78.2%	81.4%	78.3%	81.6%	80.6%
Lowest	73.2%	78.5%	69.0%	78.5%	76.2%

Note: Benchmark data relates to latest survey

At the time the survey was administered, 27 other university libraries had completed recent benchmark surveys (see list of benchmark participants at the end of this report). It is this group that makes up the comparison group.

All four categories are performing above the benchmark median. *Communication* and *service delivery* have recorded improved performance scores since the previous survey in 2016. *Facilities and equipment* and *information resources* recorded lower scores than previously.

While there are no outstanding issues requiring immediate attention, a review of the Library survey results has identified the following two factors that need to be watched in case they become problematic, especially since the gap scores for each have increased since the previous survey:

- *I can find a quiet place in the Library to study when I need to*
- *I can find a place in the Library to work in a group when I need to*

Although neither of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on them to ensure that they do not become problematic.

In conclusion, this year the Library achieved relatively good results both internally and in the benchmark context, with the Library now enjoying a top25% position in the benchmark context.

3. Detailed results interpretation

What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order in the table below. The previous survey results are also reported to enable a comparison.

May 2018 Top 10 importance	Mean (1 = low, 7 = high)	August 2016 Top 10 importance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to	6.60	I can get wireless access in the Library when I need to	6.62
I can find a quiet place in the Library to study when I need to	6.46	Library staff provide accurate answers to my enquiries	6.54
Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs	6.43	The Library is a good place to study	6.53
I can get help from library staff when I need it	6.43	Library staff are approachable and helpful	6.53
Opening hours meet my needs	6.39	I can find a quiet place in the Library to study when I need to	6.51
Printing, scanning and photocopying facilities in the Library meet my needs	6.39	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	6.49
The Library search facility enables me to find relevant library resources quickly	6.35	Library staff treat me fairly and without discrimination	6.48
Library staff provide accurate answers to my enquiries	6.35	Library staff are readily available to assist me	6.48
When I am away from campus I can access the Library resources and services I need	6.34	Printing, scanning and photocopying facilities in the Library meet my needs	6.46
Laptop facilities (e.g. desks, power) in the Library meet my needs	6.31	Opening hours meet my needs	6.41

Common to 2018 and 2016

Of the 26 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 in the top 10 importance list include online resources being useful and meeting customers' learning and research needs, access to wireless, the Library providing a quiet place to study, Library staff providing accurate answers to enquiries and help when needed, opening hours being adequate, the adequacy of printing, scanning and photocopying and laptop facilities, the Library search facility enabling users to find relevant resources quickly, and off-campus access to resources and services.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2018 as compared with those ranked highest in 2016.

May 2018 Top 10 performance	Mean (1 = low, 7 = high)	August 2016 Top 10 performance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to* 1	6.27	Library staff treat me fairly and without discrimination	6.55
I can get help from library staff when I need it* 4	6.19	Library staff are approachable and helpful	6.42
Library staff provide accurate answers to my enquiries* 8	6.17	Library staff provide accurate answers to my enquiries	6.34
Face-to-face enquiry services meet my needs	6.13	Library staff are readily available to assist me	6.28
Access to Library information resources has helped me to be successful at university	6.00	I can get wireless access in the Library when I need to	6.28
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.99	Face-to-face enquiry services meet my needs	6.11
Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs* 3	5.97	The Library is a good place to study	6.05
When I am away from campus I can access the Library resources and services I need* 9	5.93	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	5.96
Opening hours meet my needs* 5	5.93	When I am away from campus I can access the Library resources and services I need	5.96
Course specific resources (including Course Readings) meet my learning needs	5.86	Opening hours meet my needs	5.95

(Factors marked * were also identified in the top ten importance list)

 Common to 2018 and 2016

The survey identified 26 out of 26 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Three factors in the top 10 performance list relate to library staff – more specifically, their provision of accurate answers to enquiries, availability to help when needed, and the face-to-face enquiry services meeting customers' needs. The remaining factors relate to access to wireless, the availability of Library information resources enabling students to be successful at university, adequacy of self service facilities, online and course specific resources being useful and meeting customers' learning and research needs, off campus access to library resources and services, and the adequacy of opening hours.

The top 10 performance list contains six factors from the top 10 importance list:


- *I can get wireless access in the Library when I need to*
- *I can get help from library staff when I need it*
- *Library staff provide accurate answers to my enquiries*
- *Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs*
- *When I am away from campus I can access the Library resources and services I need*
- *Opening hours meet my needs*

This is a positive result for the Library. Not only are these services among the most important to clients of the Library, they are also being performed well.

At the other end of the scale are the lowest performing factors. This table shows the ten factors given the lowest rankings by the Library clients in 2018 as compared with those ranked lowest in 2016.

May 2018 Lowest 10 performance	Mean (1 = low, 7 = high)	August 2016 Lowest 10 performance	Mean (1 = low, 7 = high)
Library workshops, classes and tutorials help me with my learning and research needs	5.39	I am informed about Library services	5.29
I am informed about Library services	5.42	A computer is available when I need one	5.36
I can find a place in the Library to work in a group when I need to	5.44	Library workshops, classes and tutorials help me with my learning and research needs	5.39
The Library anticipates my learning and research needs	5.44	The Library anticipates my learning and research needs	5.39
I find it easy to use mobile devices (e.g. tablets and phones) to access online resources	5.53	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.49
Laptop facilities (e.g. desks, power) in the Library meet my needs*10	5.56	I can find a place in the Library to work in a group when I need to	5.49
I can find a quiet place in the Library to study when I need to*2	5.59	The Library catalogue is easy to use	5.54
Library signage is clear	5.64	Library signage is clear	5.54
A computer is available when I need one	5.64	The items I'm looking for on the Library shelves are usually there	5.61
Printing, scanning and photocopying facilities in the Library meet my needs*6	5.67	Online enquiry services (e.g. ASAP, Ask a Question) meet my needs	5.68

(Factors marked * were also identified in the top ten importance list)


 Common to 2018 and 2016

Where clients believe the Library can improve

In identifying factors for improvement, Insync analyses the perceived difference – or ‘gap’ – between the importance and performance scores for each variable. Based on our experience, gaps between 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be prioritised and acted upon. This table reports the 10 variables with the highest gaps for 2018 and 2016.

May 2018 Top 10 gaps	Mean (1 = low, 7 = high)	August 2016 Top 10 gaps	Mean (1 = low, 7 = high)
I can find a quiet place in the Library to study when I need to* 2	0.87	A computer is available when I need one	1.01
I can find a place in the Library to work in a group when I need to	0.82	The Library catalogue is easy to use	0.80
Laptop facilities (e.g. desks, power) in the Library meet my needs* 10	0.75	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.79
Printing, scanning and photocopying facilities in the Library meet my needs* 6	0.72	I can find a place in the Library to work in a group when I need to	0.79
A computer is available when I need one	0.66	I can find a quiet place in the Library to study when I need to	0.79
I find it easy to use mobile devices (e.g. tablets and phones) to access online resources	0.59	The items I'm looking for on the Library shelves are usually there	0.67
The Library search facility enables me to find relevant library resources quickly* 7	0.57	The Library web site is easy to use	0.62
The items I'm looking for on the Library shelves are usually there	0.49	Online resources (eg ejournals, databases, ebooks) meet my learning and research needs	0.53
Opening hours meet my needs* 5	0.46	Printing, scanning and photocopying facilities in the Library meet my needs	0.52
Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs* 3	0.46	Course specific resources (including Course Readings/Short Loans) meet my learning needs	0.51

(Factors marked * were also identified in the top ten importance list)

 Common to 2018 and 2016

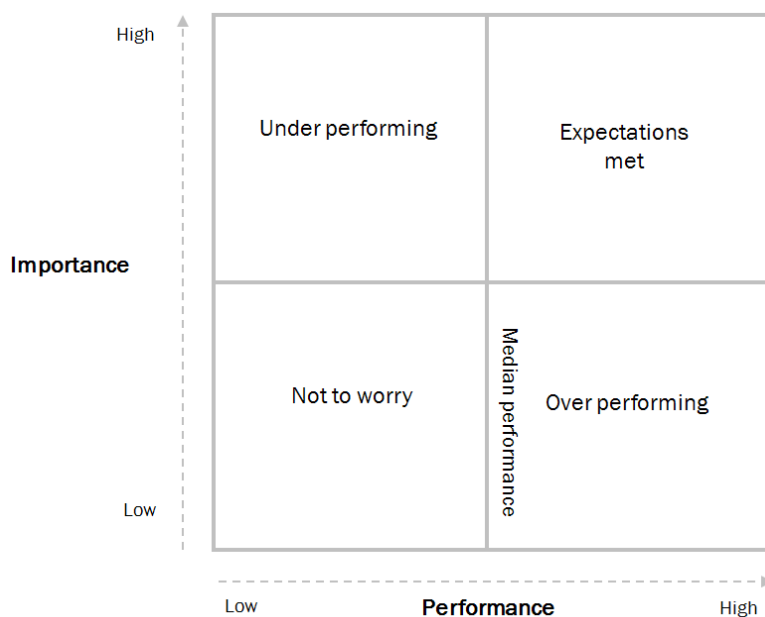
Of all the 26 variables, none recorded a gap score in the critical range. The top 10 gap list contains six factors from the top 10 importance list:

- *I can find a quiet place in the Library to study when I need to*
- *Laptop facilities (e.g. desks, power) in the Library meet my needs*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *The Library search facility enables me to find relevant library resources quickly*
- *Opening hours meet my needs*
- *Online resources (e.g. online articles, databases, eBooks) are useful for my studies and help me with my learning and research needs*

The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the *gap grid* (see *detailed data report*). The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score (colour coded). In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



Prioritising potential improvement opportunities

While there are no outstanding issues requiring immediate attention, a review of the Library survey results has identified the following two factors that need to be watched in case they become problematic, especially because the gap scores for each has increased since the previous survey:

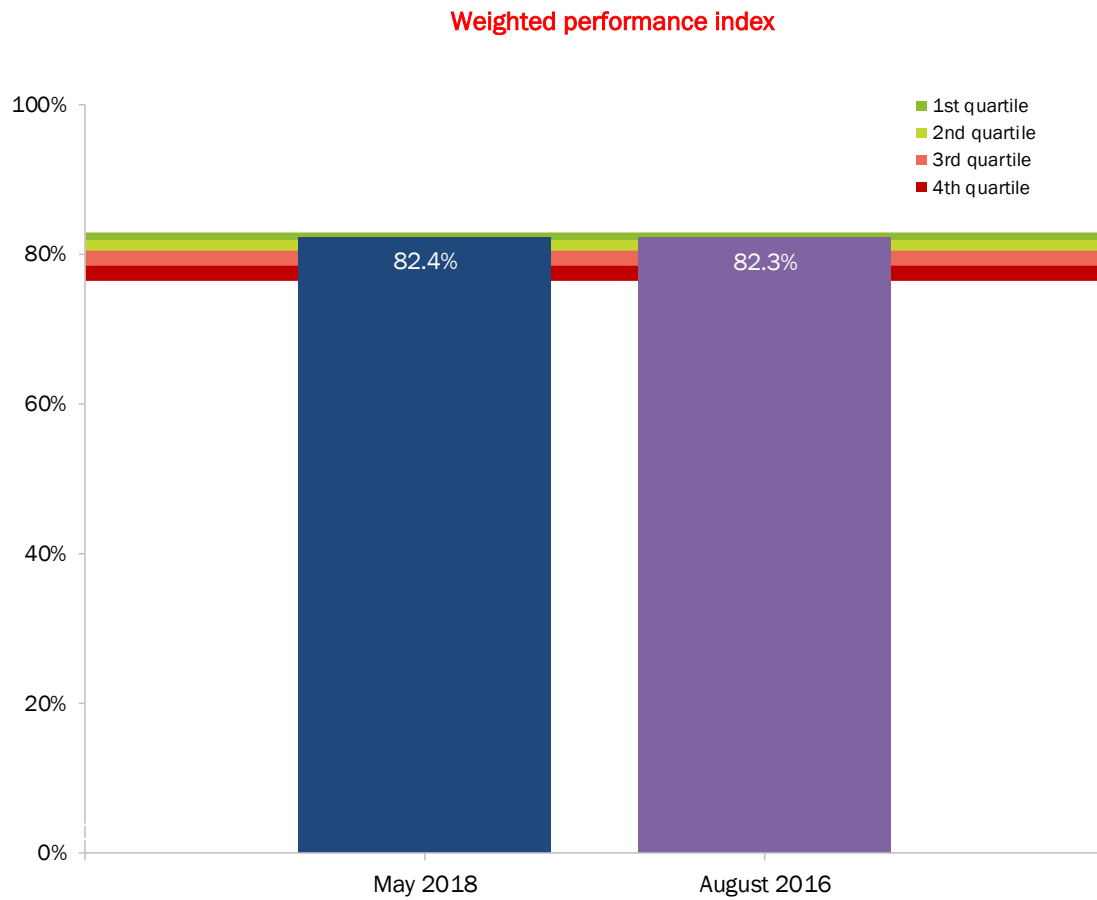
- *I can find a quiet place in the Library to study when I need to*
- *I can find a place in the Library to work in a group when I need to*

Although neither of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on them to ensure that they do not become problematic.

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 82.4%, a good result. This places the Library in the top 25% of participants in the 27 benchmark participant group.



Note: Benchmark data relates to latest survey

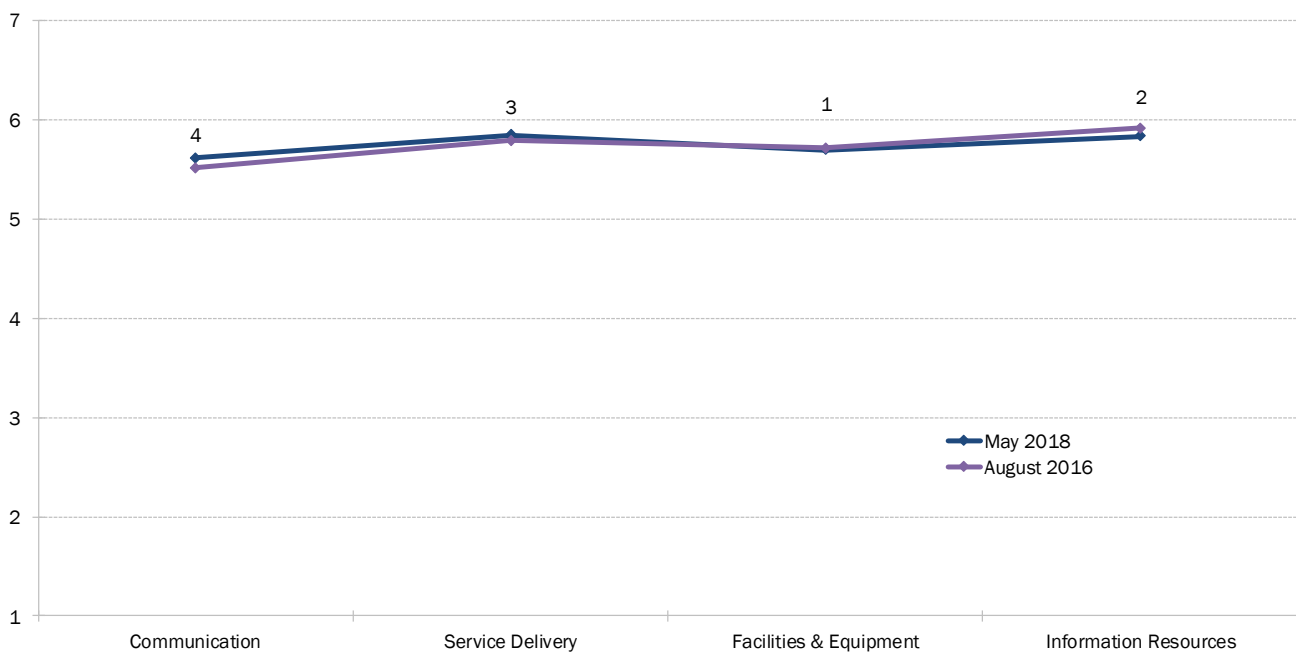
Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the four best practice categories. At the time the survey was administered, 27 other university libraries had completed benchmark surveys. It is this group that makes up the comparison group.

All four categories are performing above the benchmark median. *Communication* and *service delivery* have recorded improved performance scores since the previous survey in 2016. *Facilities and equipment* and *information resources* recorded lower scores than previously.

A more specific view of results on each variable within the categories can be found in the detailed data report.

Best practice categories



Scorecard

The following scorecard presents similar information to the previous graph however the emphasis here is on the numerical scores of the Library in each category.

The Library performed highest on the category of *service delivery*, with a score of 83.5%. The lowest score was identified for *communication* at 80.2%, which nevertheless is still above the benchmark median for that category.

The information in the table also enables a comparison of the Library results with the current highest, lowest and median performers in the Insync database.

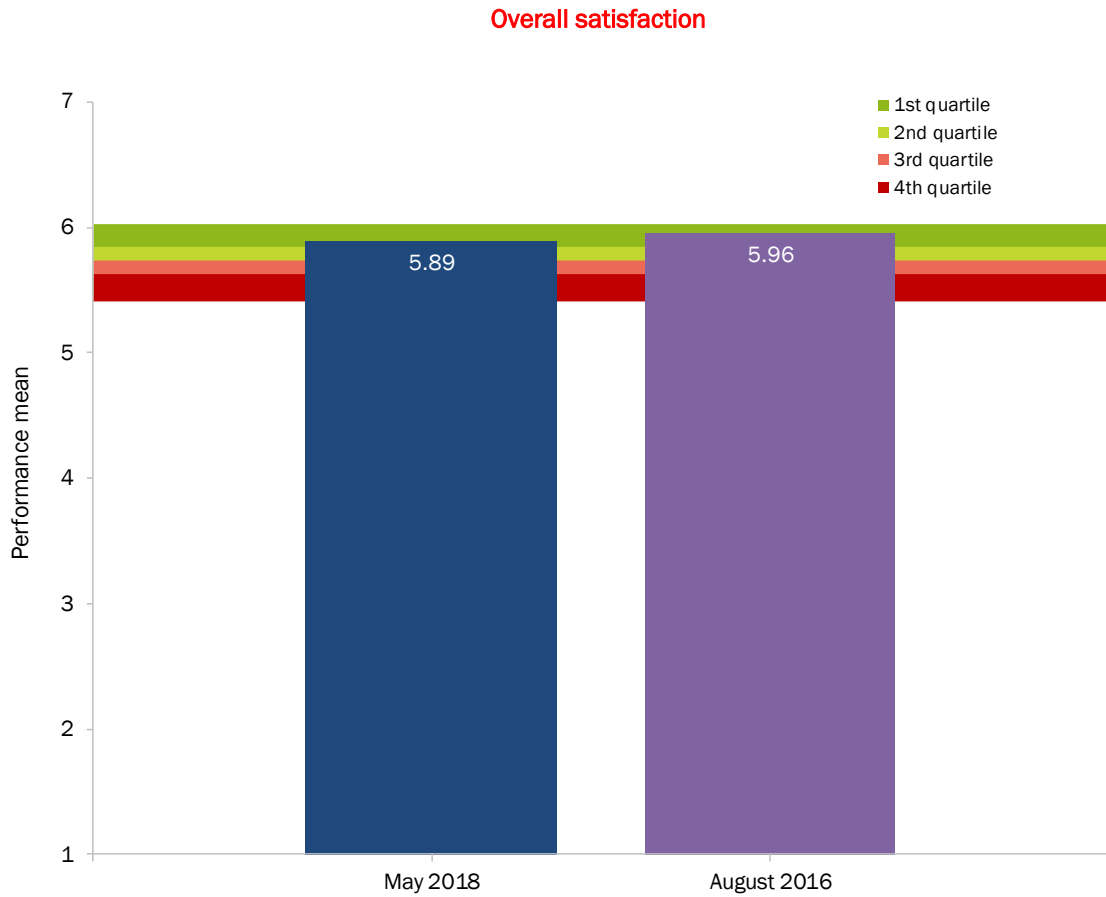
Scorecard

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
May 2018	80.2%	83.5%	81.3%	83.3%	82.4%
August 2016	78.8%	82.7%	81.6%	84.5%	82.3%
Highest	80.4%	84.3%	84.8%	85.8%	82.9%
Median	78.2%	81.4%	78.3%	81.6%	80.6%
Lowest	73.2%	78.5%	69.0%	78.5%	76.2%

Note: Benchmark data relates to latest survey

Overall satisfaction

Respondents were asked to provide a general assessment of their overall satisfaction with the Library. In this case, the overall average score of 5.89 again places the Library in the top 25% when compared with other libraries that have surveyed recently.



Note: Benchmark data relates to latest survey

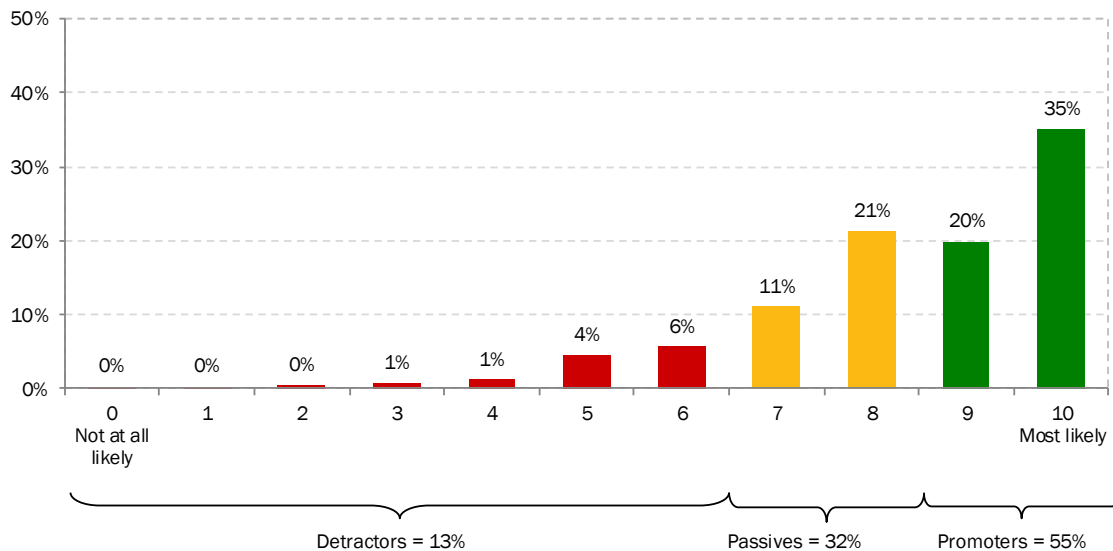
Net Promoter Score (Advocacy)

Net Promoter Score (NPS)* represents a respondent's likelihood to recommend the Library service to other students. The NPS is simply the percentage of "promoters" minus the percentage of "detractors". This question is asked on a 10 point scale, where 0 = not at all likely and 10 = extremely likely. Respondents who score a 9 or a 10 are likely to promote your Library. A score of 7 or 8 means the respondent is likely to be passive on the topic, and anything below a 7 means the respondent is likely to speak negatively about your Library – a "detractor".

The Library service achieved a Net Promoter Score of 42, a very good result, and demonstrates that customer advocacy for the Library service is high.

How likely are you to recommend the library service to other students?

Total responses: 3320 respondents



Likelihood of recommending

= 55% Promoters - 13% Detractors

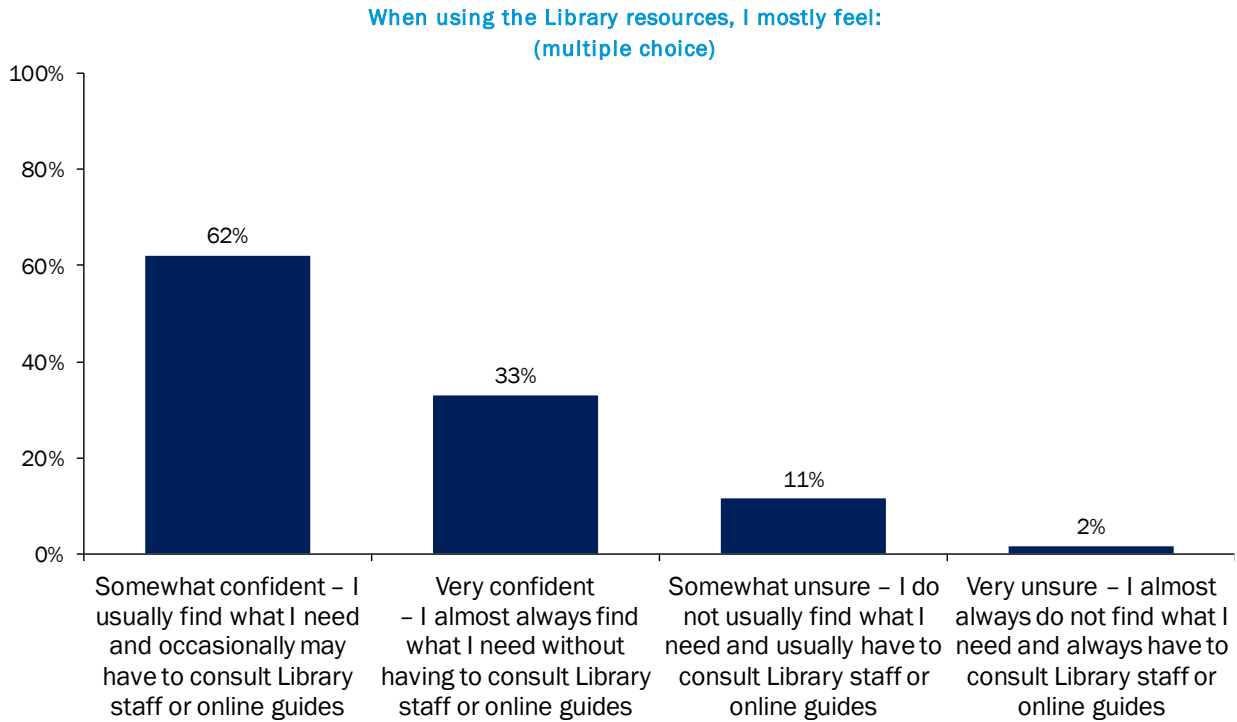
= 42

- Key:**
- >10 There are at least 11% more Promoters than Detractors.
 - 10 - 10 There are a similar number of Promoters and Detractors.
 - < -10 There are at least 11% less Promoters than Detractors.

*Net Promoter is a registered trademark of Satmetrix Systems, inc., Bain & Company and Fred Reichheld

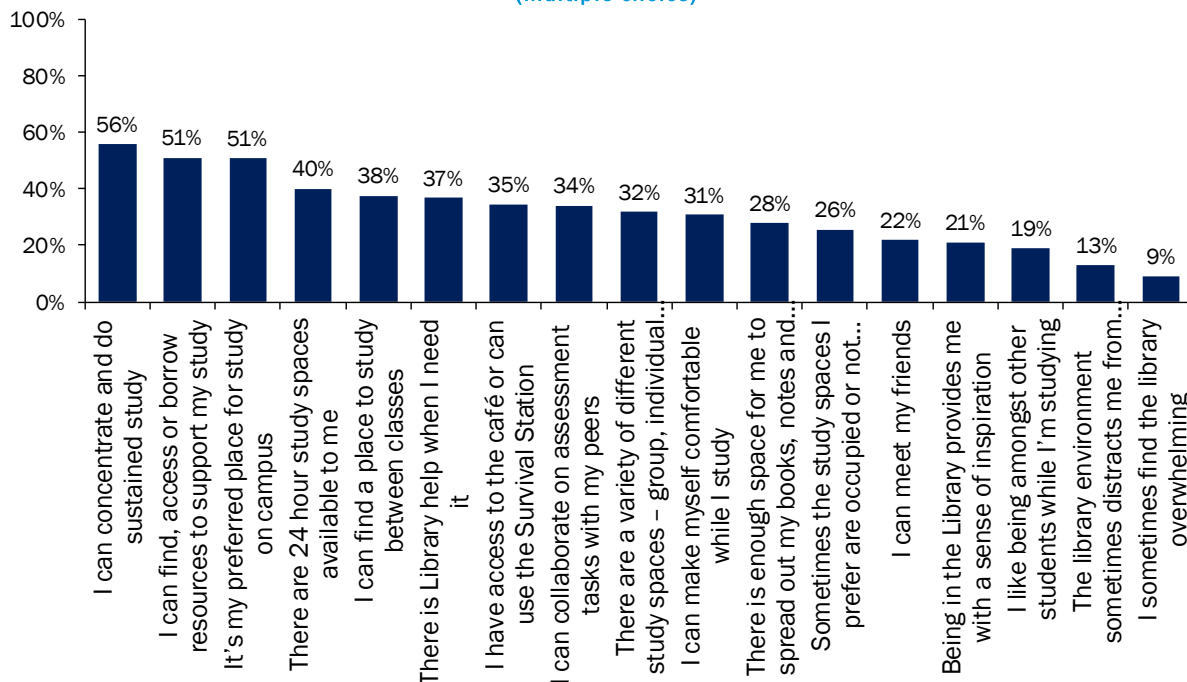
Looking for information

Following are responses to statements about user information seeking behaviours.



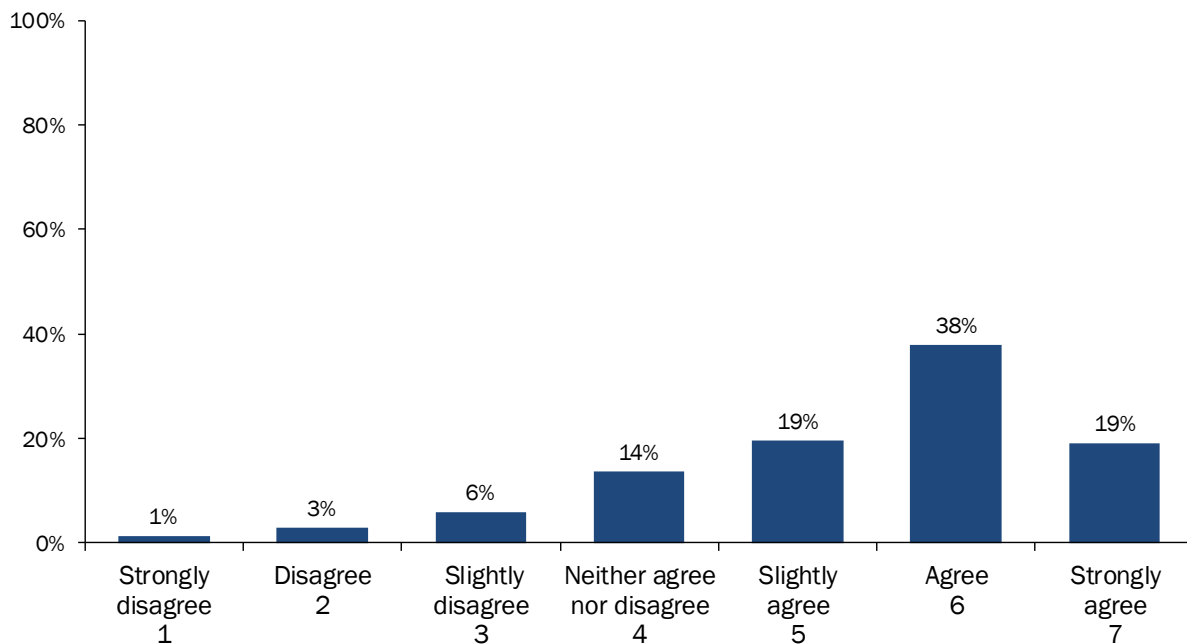
Total responses: 3338 respondents

**What are the top five ways Library spaces impact upon your learning experience?
(multiple choice)**



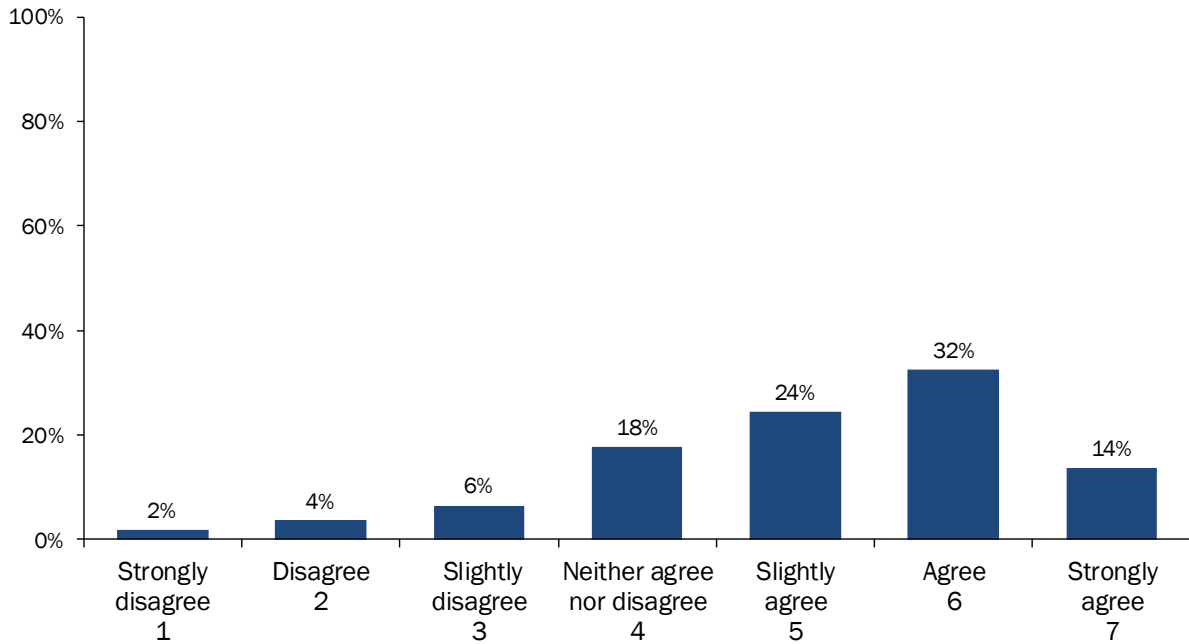
Total responses: 3347 respondents

**How strongly do you agree with each statement?
The Library Catalogue NEWCAT+ is easy to use**



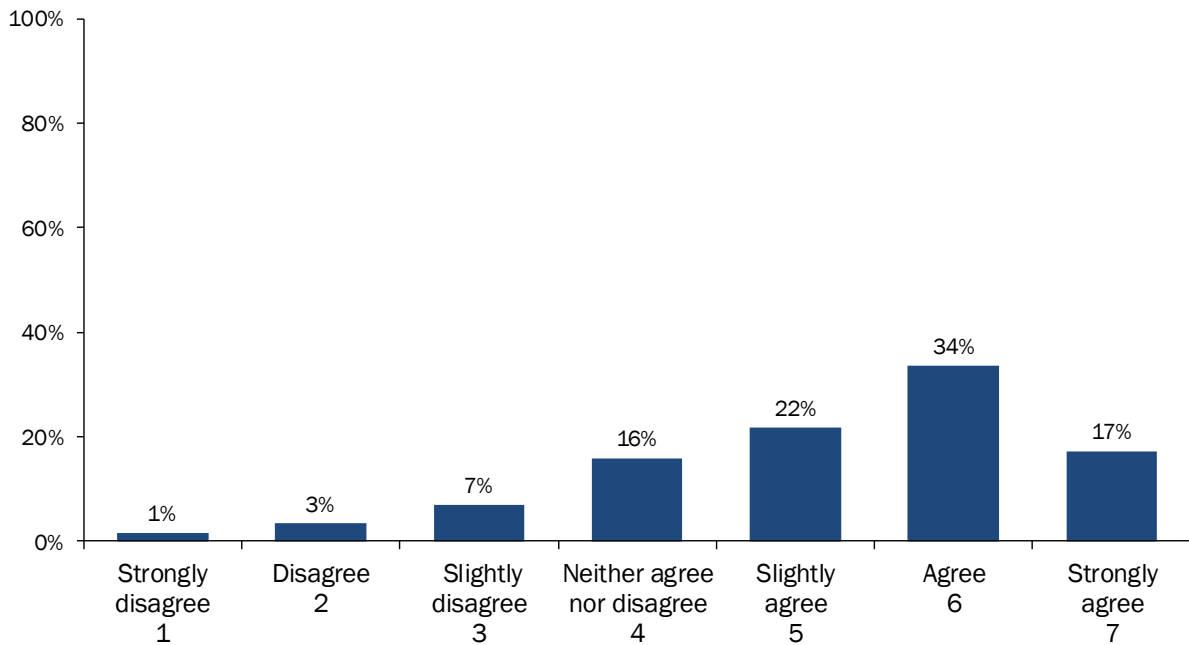
Total responses: 3365 respondents

The resources I need are usually near the top of the Library Catalogue NEWCAT+ search results



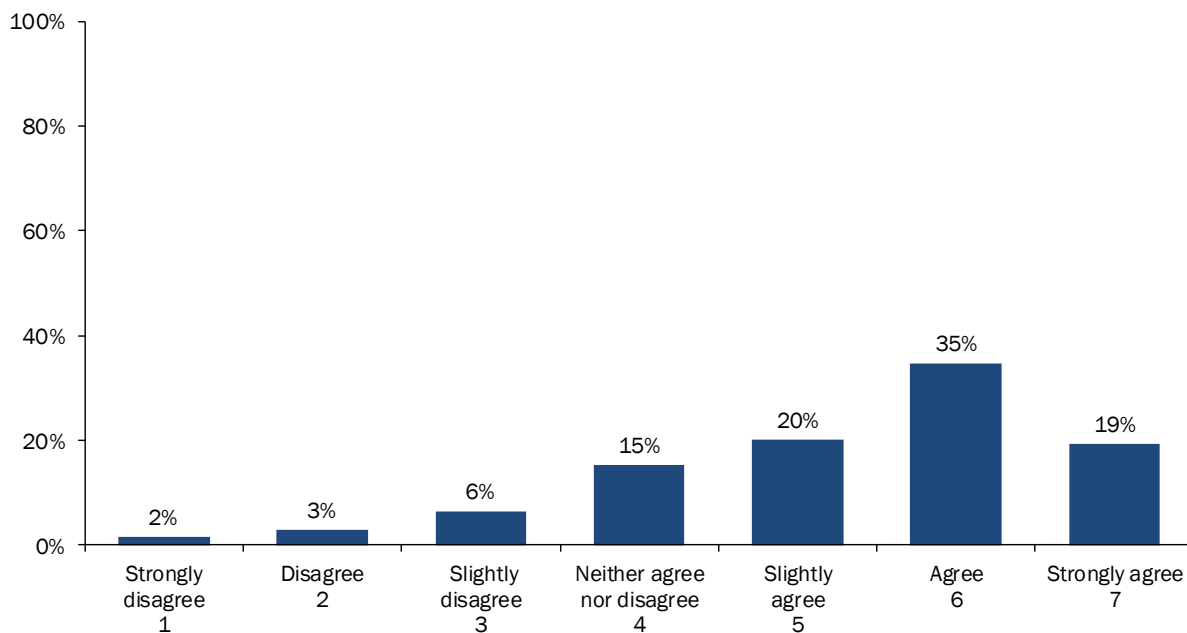
Total responses: 3358 respondents

The Library Catalogue NEWCAT+ makes it easy to narrow down a large set of search results to find what I want



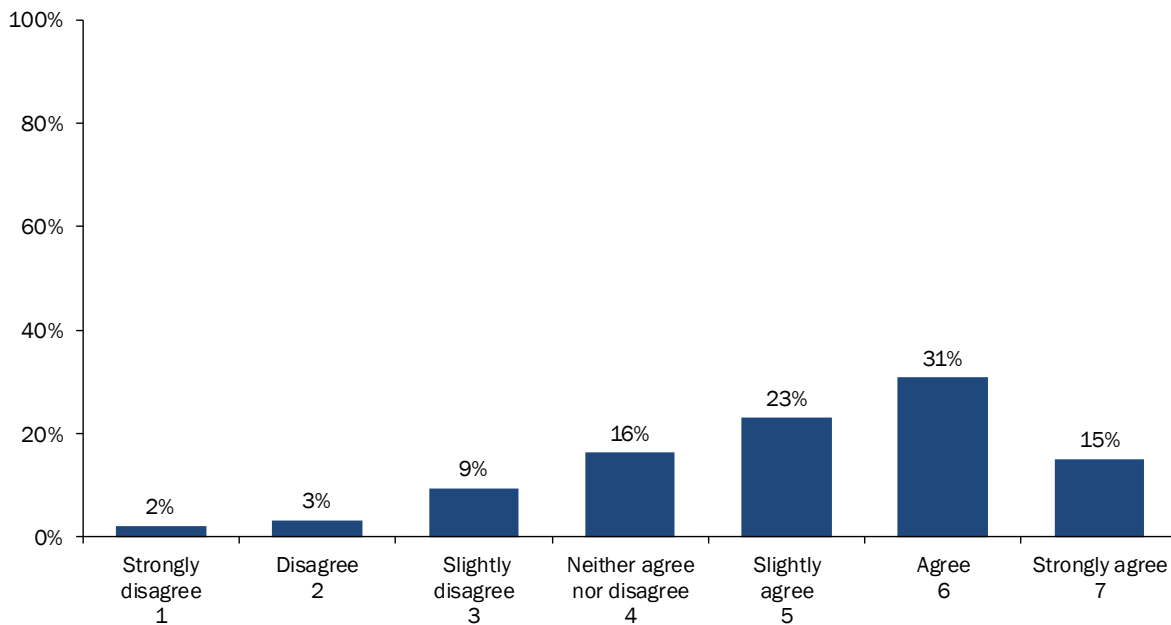
Total responses: 3347 respondents

It is easy to find a specific title using the Library Catalogue NEWCAT+



Total responses: 3353 respondents

It is easy to get to the full-text of an article in the Library Catalogue NEWCAT+



Total responses: 3353 respondents

List of benchmark participants (= 27)

Australian Catholic University
Bond University
Charles Darwin University
Charles Sturt University
Central Queensland University
Deakin University
Federation University
Flinders University
James Cook University
La Trobe University
Massey University
Monash University
Murdoch University
Queensland University of Technology
RMIT University
Swinburne University of Technology
The University of Adelaide
The University of Melbourne
The University of Sydney
The University of Western Australia
University of New England
University of Newcastle
University of South Australia
University of Tasmania
University of Wollongong
Victoria University
Western Sydney University

4. Next steps

Planning for the way forward is not limited to the recommendations in this report. A number of other areas may also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority for the Library. These should be reviewed. It is also important to consider issues unique to different demographic groups and look beyond the overall results. When prioritising issues for action, it is recommended that a combination of the quantitative analyses and comments, with the option of future focus groups, be used to gain a more in-depth understanding of student concerns.

