



Library Services

Rodski Client Satisfaction Survey Report

2006



The UNIVERSITY
of NEWCASTLE
AUSTRALIA

What is the Rodski Survey?

The Rodski Customer Satisfaction Survey has been used as a performance and benchmarking tool by Australian university libraries since 1998. Since its inception almost every university library in Australia and New Zealand has used the tool to measure and benchmark their performance against other CAUL (*Council of Australian University Librarians*) Libraries. Since 1998 there has been over 160,000 survey responses collected from library users. The University of Newcastle has performed the survey four times in the last five years with a total of 7,919 responses.

The Rodski Survey uses a bivariate methodology (*Figure 1*) which gives library management the opportunity to measure and assess any gaps between client expectations and service delivery. This data can be used to improve levels of service delivery by redistributing resources and efforts to services clients rate as very important but performing to a lower standard.

Answer this column first			Then answer this column		
How important is each factor to you personally?			How well are we performing in relation to each factor?		
IMPORTANCE			PERFORMANCE		
←Low Medium High→			←Low Medium High→		
○ ● ○ ○ ○ ○			○ ○ ○ ○ ● ○		
1 2 3 4 5 6 7			1 2 3 4 5 6 7		

Thirty three variables were measured by the 2006 survey (Appendix).

Figure 1

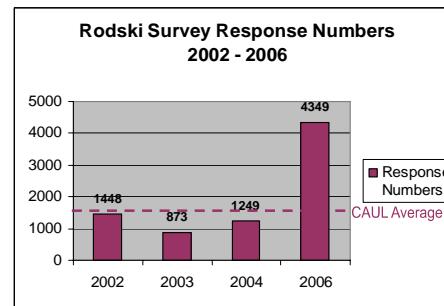
Variables are grouped into the following areas;

- *Communication*
- *Service Quality*
- *Service Delivery*
- *Facilities and Equipment*
- *Library Staff*
- *Virtual Library*

Past Results for the University of Newcastle - 2002 to 2004

In the past, Library Services has received a relatively poor response to the Rodski Survey in terms of actual number of surveys completed and returned.

In previous surveys, when benchmarked against other CAUL Libraries, results have indicated that the University of Newcastle Library's performance was average to below average in most categories. In 2002, two variables relating to the availability of computing facilities actually set new low levels of performance in the Rodski Survey database.



2006 – Significant Improvement

In 2006, Library Services received just under four and half thousand (4,349) completed surveys, representing a significant increase in the response rate on previous years. *This response rate is three times the CAUL average and overall the fourth highest response rate achieved by any Australian University Library since the introduction of the survey in 1998.*

Results have improved significantly on past years'. One notable achievement is that in this year's survey results the University of Newcastle Library set a new high standard in the Rodski / CAUL database relating to the length of the Library's opening hours – no other Australian or New Zealand Library rates as highly with their students.

Overall each survey category has recorded significant improvement, and when benchmarked against other Australian University Libraries all services are now performing at an above average level.

One of the more noteworthy results is that on a scale of one to seven, no Library user rated the University of Newcastle Library less than three out of seven (3/7). The majority of users (86%) rated their level of satisfaction with the Library's performance as five out of seven (5/7) or higher.

What did we do differently this year?

Incentives

As a "thank you for participating" survey respondents were offered a free coffee of their choice from any of several selected outlets located on campus. Mechanisms were developed to ensure that each respondent was only able to claim one coffee. Interestingly, only 50% of survey respondents took advantage of this offer. Respondents were also given the opportunity to enter a prize draw for an Apple iPod (2) or a flash memory drive (10).

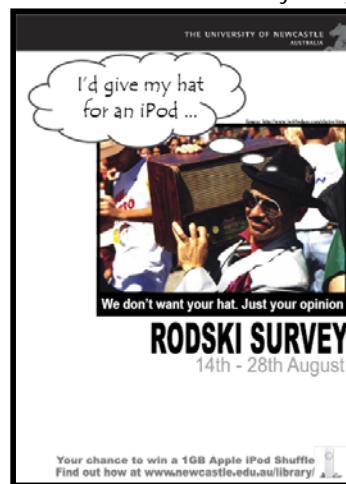
Availability and Staff Engagement

Print copies of the survey were handed out by staff in the Auchmuty Information Common, as well as by desk staff at other Libraries. Approximately 1,200 print surveys were completed and returned by library users. Staff used this opportunity to engage with students to provide them with information about the survey and how the results would be used. They were also able to promote some Library services during these interactions.

Availability of the survey was also extended in the online environment. For the duration of the surveying period the homepage of any Internet browser was set to the Rodski survey entry portal. As well, links were made available from various other targeted areas including BlackBoard and Studentmail news pages.

Marketing

During the lead up to the survey a strong marketing campaign was rolled out, both to promote the survey itself, as well as services that tended to attract criticism or indifference in past surveys. It has been found in the past that many students are unaware of some services on offer; the Rodski survey marketing lead up was used to promote the services that have historically performed poorly, to ensure that Library users were aware of their availability.



Top 10 IMPORTANCE Variables

Opening hours meet my needs
Access to computers to support study / research is adequate
Access to electronic resources is easily available
Library staff are friendly and helpful
The library catalogue is easy to use
The library web site is easy to use
The library collection is adequate for my needs
Course-specific resources are easy to find and access
Photocopying and printing facilities are adequate
Library staff treat me fairly and without discrimination

Top 10 PERFORMANCE Variables

Library staff treat me fairly and without discrimination
Library staff display professionalism
Library staff are friendly and helpful
Opening hours meet my needs
Service staff respond in a timely manner
Library staff are readily available to assist me
Library staff provide quality service
Library staff provide clear and accurate answers / responses to my queries
The library website is easy to use
Library web pages provide clear and useful information

IMPORTANCE Variables

When the Rodski survey was last performed in 2004, library users indicated that the adequacy of the Library collection was the most important aspect of their library experience. In the intervening two years, priorities have changed to reflect user needs as indicated (left). Only three variables overlap (shaded) with results from 2004. Of the 33 variables measured, 21 were identified by users as having an importance mean of 6.00 or higher (rated out of 7.00) meaning that they are of relatively high importance.

Adequate length of opening hours, access to computing facilities and access to electronic resources are now prioritised by Library users as the three most important services, resources and facilities offered. The relative importance of the adequacy of the library collection has moved from top importance in 2004 to 7th in importance in 2006.

These results indicate that students do not simply perceive the Library as a place to get books and course resources. The Library is now used as a total learning environment where users expect easy access to everything they need to complete their studies including course materials, access to equipment and facilities, and knowledge and accommodating staff. The pattern of use of the Auchmuty Information Common over the past two years indicates that students prefer to study in an ambient and relaxed environment. Comments and feedback from students support this view.

PERFORMANCE Variables

Though ranking 4th in overall performance, the measured adequacy of Library opening hours recorded a new high standard in the Rodski database when compared with 42 other Australian and New Zealand University Libraries.

The 2006 top 10 performance list has 5 variables in common (shaded) with the list from 2004 and overall scores have improved significantly. Seven of the best performing variables relate to library staff.

In addition, the survey identified 25 variables out of 33 with scores greater than 5.00 marking them as highly performing services with a strong rating on the 7 point scale. *The majority of variables were found to be performing above average when benchmarked against other CAUL Libraries who have participated in the survey.*

As well, four of the top 10 performance variables are recorded as top 10 importance variables indicating that the Library is allocating appropriate resources to the services and facilities most valued by Library users.

The overall result achieved this year is very positive for the University of Newcastle Library.

Lowest 10 PERFORMANCE Variables
Access to computers to support study / research is adequate
Group study facilities are adequate
Facilities for using personal laptops are adequate
Prompt corrective action is taken regarding missing books and journals
Wireless facilities are adequate
Library staff describe clearly the services on offer
Individual seating is adequate
Online help services are adequate
Course-specific resources are easy to find and access
Services for clients with disabilities are adequate
Top 10 Areas for Improvements
Access to computers to support study / research is adequate*
Course-specific resources are easy to find and access*
Individual seating is adequate
Access to electronic resources is easily available*
Photocopying and printing facilities are adequate*
The library collection is adequate for my needs*
Off-campus access to electronic information resources and services is adequate
Group study facilities are adequate
The library catalogue is easy to use*
Library catalogue provides clear and useful information

PERFORMANCE Variables – Low Performer

The list of low performing variables contains four factors that remain unchanged since the 2004 survey although scored have improved significantly.

Historically, the variable relating to computing facilities has always ranked as the lowest performer. Though the Library has increased the number of PCs, students are still dissatisfied with their availability. At peak times, students may experience a wait of up to 45 minutes for a PC in the Auchmuty Information Common. However, when advised by staff that other PCs are available for use both in the Library and elsewhere on campus, students have expressed a desire to use the AIC due to its study-friendly environment.

The variables relating to group study facilities and individual seating facilities are also historically poor performers.

The lowest 10 performance list has two factors in common with the top 10 performance list; access to computing facilities and access to course-specific resources indicating that they are not being performed to the standard demanded by users.

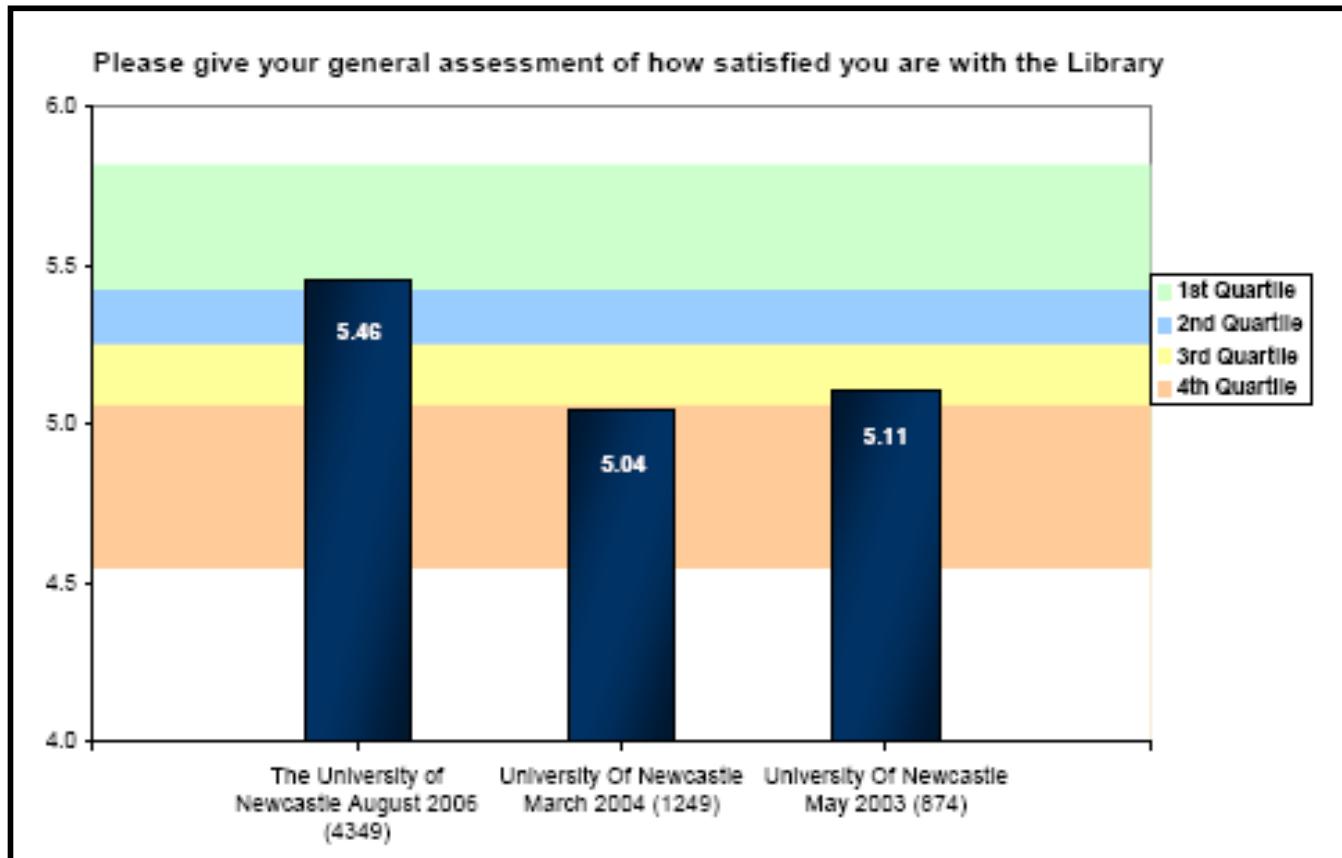
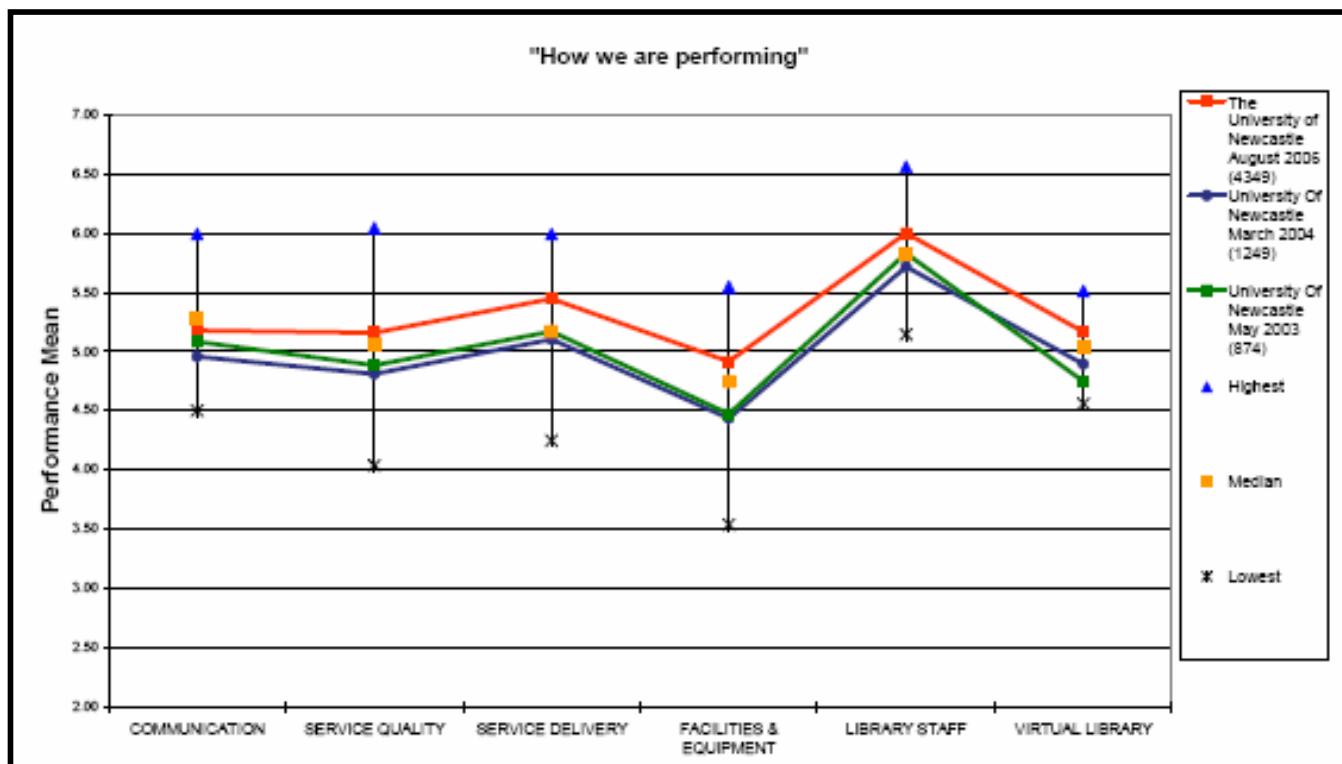
Opportunities for Improvement - GAPS

In measuring the "gap" of variables the difference between the mean importance and mean performance scores are measured. These gaps may indicate areas of frustration or dissatisfaction for users and therefore represent potential improvement opportunities. Gaps above 2.00 are considered significant.

The top 10 gap list contains six variables that are from the top 10 importance list (asterisks)

While four factors of concern overlap with 2004 (shaded) the gap scores for all of these variables have decreased indicating an improvement in satisfaction levels. ***Gaps for variables relating to group study facilities, individual seating and the library collection have recorded significant decreases.***

Analysis of these gaps in conjunction with the comments from students enables the Library to prioritise strategies for improvement that will have the most positive impact for users.



Summary of Results

Top 10 IMPORTANCE Variables	Top 10 PERFORMANCE Variables	Lowest 10 PERFORMANCE Variables	Top 10 Areas for Improvements
Opening hours meet my needs	Library staff treat me fairly and without discrimination	Access to computers to support study / research is adequate	Access to computers to support study / research is adequate
Access to computers to support study / research is adequate	Library staff display professionalism	Group study facilities are adequate	Course-specific resources are easy to find and access
Access to electronic resources is easily available	Library staff are friendly and helpful	Facilities for using personal laptops are adequate	Individual seating is adequate
Library staff are friendly and helpful	Opening hours meet my needs	Prompt corrective action is taken regarding missing books and journals	Access to electronic resources is easily available
The library catalogue is easy to use	Service staff respond in a timely manner	Wireless facilities are adequate	Photocopying and printing facilities are adequate
The library web site is easy to use	Library staff are readily available to assist me	Library staff describe clearly the services on offer	The library collection is adequate for my needs
The library collection is adequate for my needs	Library staff provide quality service	Individual seating is adequate	Off-campus access to electronic information resources and services is adequate
Course-specific resources are easy to find and access	Library staff provide clear and accurate answers / responses to my queries	Online help services are adequate	Group study facilities are adequate
Photocopying and printing facilities are adequate	The library website is easy to use	Course-specific resources are easy to find and access	The library catalogue is easy to use
Library staff treat me fairly and without discrimination	Library web pages provide clear and useful information	Services for clients with disabilities are adequate	Library catalogue provides clear and useful information

Appendix 1

		Importance	Performance
Communication	1 Library staff describe clearly the services on offer 2 Library staff provide clear and accurate answers / responses to my queries 3 Library catalogue provides clear and useful information 4 Library information guides are clear and useful 5 Library web pages provide clear and useful information 6 Adequate signage exists within the library		
Service Quality	7 Library staff provide quality service 8 Books and journals are reshelfed quickly 9 Prompt corrective action is taken regarding missing books and journals 10 Services for clients with disabilities are adequate 11 Library staff are proactive in their dealings with me		
Service Delivery	12 Opening hours meet my needs 13 Service staff respond in a timely manner 14 Inter-library loan requests are filled promptly 15 Requests for inter-campus loans are filled promptly 16 The library collection is adequate for my needs 17 Library staff are readily available to assist me		
Facilities and Equipment	18 Photocopying & printing facilities are adequate 19 Individual seating is adequate 20 Group study facilities are adequate 21 Access to computers to support study / research is adequate 22 Quiet study facilities are adequate 23 Facilities for using personal laptops are adequate 24 Wireless facilities are adequate	Variables were rated between 1 and 7 for importance to users	Variables were rated between 1 and 7 for performance by the library
Library Staff	25 Library staff treat me fairly and without discrimination 26 Library staff display professionalism 27 Library staff are friendly and helpful		
Virtual Library	28 The library web site is easy to use 29 The library catalogue is easy to use 30 Course-specific resources are easy to find and access 31 Access to electronic resources is easily available 32 Off-campus access to electronic information resources & services is adequate 33 Online help services are adequate		