

Libraries and Learning Services

Client survey 2015

Summary of results



Survey run in August 2015 by Insync Surveys Pty Ltd.

*Summary report compiled from Insync survey reports by the Corporate Services Librarian.
October 2015*

Background information

The Library has run a client survey every two years since 1999. The survey provides an opportunity to obtain feedback on which services are important to clients and how well they are being performed.

Using the survey offered by Insync Surveys also provides an opportunity to benchmark against Australasian university libraries. There were 38 other libraries included in the benchmark database at the time of the 2015 survey.

In 2015 the online survey was run from 3 to 23 August. Respondents were asked to rate 28 statements on two 7-point scales, importance and performance.

Responses

There were 2,084 responses in total. This number was significantly less than the previous survey but still provides a good degree of confidence in the results obtained at the overall level. Over 50% of the respondents (1,111) also provided comments.

Response statistics – August 2015		
What single category best describes you?	n	%
Undergraduate (domestic)	1,271	61.0
Undergraduate (international)	129	6.2
Masters or postgraduate certificate or diploma (domestic)	216	10.4
Masters or postgraduate certificate or diploma (international)	88	4.2
Doctoral candidate (domestic)	58	2.8
Doctoral candidate (international)	49	2.4
Academic / Research staff	122	5.9
Professional staff	123	5.9
Library Associate Member (includes ADHB staff)	6	0.3
Other	17	0.8
Unspecified	5	0.2
Total responses	2,084	100

Mean importance and performance scores

The mean scores indicate the average out of seven for each statement.

	Performance		Importance	
	Mean	Rank	Mean	Rank
Libraries and Learning Services staff treat me fairly and without discrimination	6.26	1	6.38	8
Libraries and Learning Services staff are approachable and helpful	6.05	2	6.37	10
Online resources (eg, ejournals, databases, ebooks) meet my learning and research needs	6.04	3	6.52	2
When I am away from campus I can access the Libraries and Learning Services resources and services I need	6.03	4	6.42	7
Libraries and Learning Services staff provide accurate answers to my enquires	6.03	5	6.43	6
Self Service (eg, self check loans, requests, renewals, recalls) meets my needs	5.98	6	6.06	20
Libraries and Learning Services staff are readily available to assist me	5.97	7	6.29	14
I can get wireless access in a library or information commons when I need to	5.85	8	6.58	1
Information resources located in the Library (eg, books, journals, DVDs) meet my learning and research needs	5.85	9	6.22	16
Face to face enquiry services meet my needs	5.82	10	6.04	21
Course specific resources meet my learning needs	5.82	11	6.37	9
Printing, scanning and photocopying facilities in the libraries and information commons meet my needs	5.77	12	6.44	5
Books and articles I have requested from other libraries and campuses are delivered promptly	5.77	13	5.99	22
Libraries and information commons are good places to study	5.75	14	6.46	4
The Libraries and Learning Services website provides useful information	5.57	15	6.12	19
Opening hours meet my needs	5.56	16	6.31	12
Library Search is easy to use	5.52	17	6.36	11
The Libraries and Learning Services website is easy to use	5.51	18	6.30	13
The items I'm looking for on the Library shelves are usually there	5.47	19	6.28	15
Online enquiry services (eg, Ask a Librarian) meet my needs	5.43	20	5.62	27
Libraries and Learning Services workshops on library resources, academic writing, research skills, referencing etc. help me with my learning and research needs	5.42	21	5.68	24
Library and information commons signage is clear	5.42	22	5.63	26
I can find a quiet place in a library or information commons to study when I need to	5.30	23	6.48	3
I am informed about Libraries and Learning Services	5.27	24	5.47	28
Laptop facilities (eg, desks, power) in the libraries and information commons meets my needs	5.19	25	6.14	18
Libraries and Learning Services anticipates my learning and research needs	5.19	26	5.65	25
A computer is available when I need one	4.85	27	6.20	17
I can find a place in a library or information commons to work in a group when I need to	4.65	28	5.95	23

Importance

21 of the 28 statements had an importance mean of 6.00 or higher, indicating that these services have high importance to respondents. Nine of the top 10 importance factors were the same as 2013, although in a different order, indicating that client requirements remain largely unchanged since the last survey.

General themes in the top importance factors relate to:

- Wireless access.
- Provision of online resources that are relevant and accessible off campus.
- Providing a quiet place to study.
- Approachable staff who provide accurate answers.
- Printing, scanning and photocopying.

Performance

26 of the 28 statements received scores greater than 5.00, only *A computer is available when I need one* and *I can find a place in a library or information commons to work in a group when I need to* were below 5.00. A score greater than 5.00 is considered an area of strong performance.

Nine of the top 10 items for performance were also in the top 10 in 2013, indicating that areas of high performance have been maintained. It is pleasing to note the jump in performance (from 19 to 8) for wireless access as this was an area of concern indicated in the 2013 survey.

Five statements in the top 10 relate to Library staff. Six statements within the top 10 performance scores are also in the top 10 importance - a positive indication that the Library is performing well in areas important to clients.

Gap scores – the difference between the importance and performance scores

Based on experience Insync indicates that gaps of 2.00 or above require action and gaps between 1.00 and 1.99 are meaningful and should be investigated as these indicate areas where clients believe Libraries and Learning Services can improve.

Top 10 gap scores	Mean	Importance ranking
A computer is available when I need one	1.35	17
I can find a place in a library or information commons to work in a group when I need to	1.30	23
I can find a quiet place in a library or information commons to study when I need to	1.18	3
Laptop facilities (eg, desks, power) in the libraries and information commons meet my needs	0.95	18
Library Search is easy to use	0.84	11
The items I'm looking for on the Library shelves are usually there	0.81	15
The Libraries and Learning Services website is easy to use	0.79	19
Opening hours meet my needs	0.75	12
I can get wireless access in a library or information commons when I need to	0.72	1
Libraries and information commons are good places to study	0.71	4

There are currently no gaps of 2.00 or above and only three scores between 1.00 and 1.99. All of the top 10 gap scores were also ranked in the top 10 gap scores in 2013. It is pleasing to note that nearly all of the gap scores for these statements have reduced since the 2013 survey. The largest gap is now 1.35 instead of 1.80.

Comment analysis

Insync identified 1,939 responses related to 61 themes from the 1,111 comments provided at the end of the survey. Included below are the themes that received over 30 responses in total.

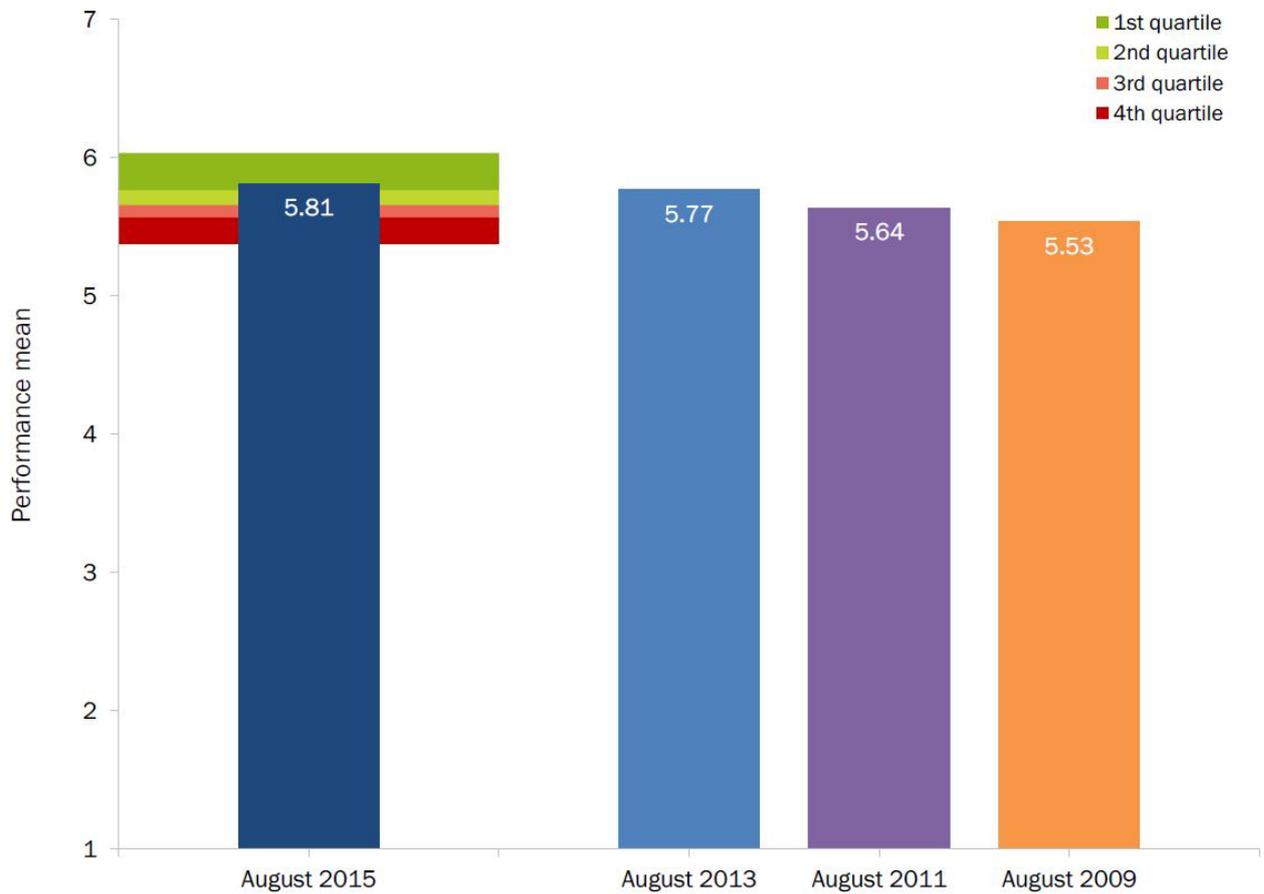
Themes	Positive responses (n)	Negative responses (n)
Overall satisfaction	203	1
Staff and customer service	118	40
Laptop facilities (power/loans)	4	143
Study environment (noise levels/ambience)	44	91
Opening hours	2	130
Computers (numbers/accessibility)	6	116
Desks and seating (accessibility/ergonomics)	2	82
Group study facilities (rooms/booking)	2	71
E-resources (e-journals/databases/e-books)	21	43
Printing/scanning/photocopying	3	60
Space (crowding)	3	60
Course/subject specific resources (textbooks/reserve collection/short loans/exams)	7	54
Website	7	46
Search tools (catalogue/metasearch)	4	44
Communication/consultation	1	42
Library skills/orientation (tutorials/tours)	14	28
Behaviours (eating/drinking/sleeping/desk usage)	0	35
Facilities and amenities	2	30

The themes identified from the responses match the gap scores for many of the libraries. See example below. These results and comments will be distributed to library and information commons managers to be used in the annual planning process.

Top 5 comment themes	Responses (n)	Top 5 gap scores	Gap score
General Library (Arts, Business and Economics, Science)			
Overall satisfaction (positive)	85	A computer is available when I need one	1.62
Computers (numbers/accessibility) (negative)	65	I can find a place in a library or information commons to work in a group when I need to	1.27
Laptop facilities (power/loans) (negative)	58	I can find a quiet place in a library or information commons to study when I need to	1.09
Desks and seating (accessibility/ergonomics) (negative)	36	Laptop facilities (eg, desks, power) in the libraries and information commons meet my needs	1.17
Opening hours (negative)	35	Library Search is easy to use	0.92

Overall satisfaction

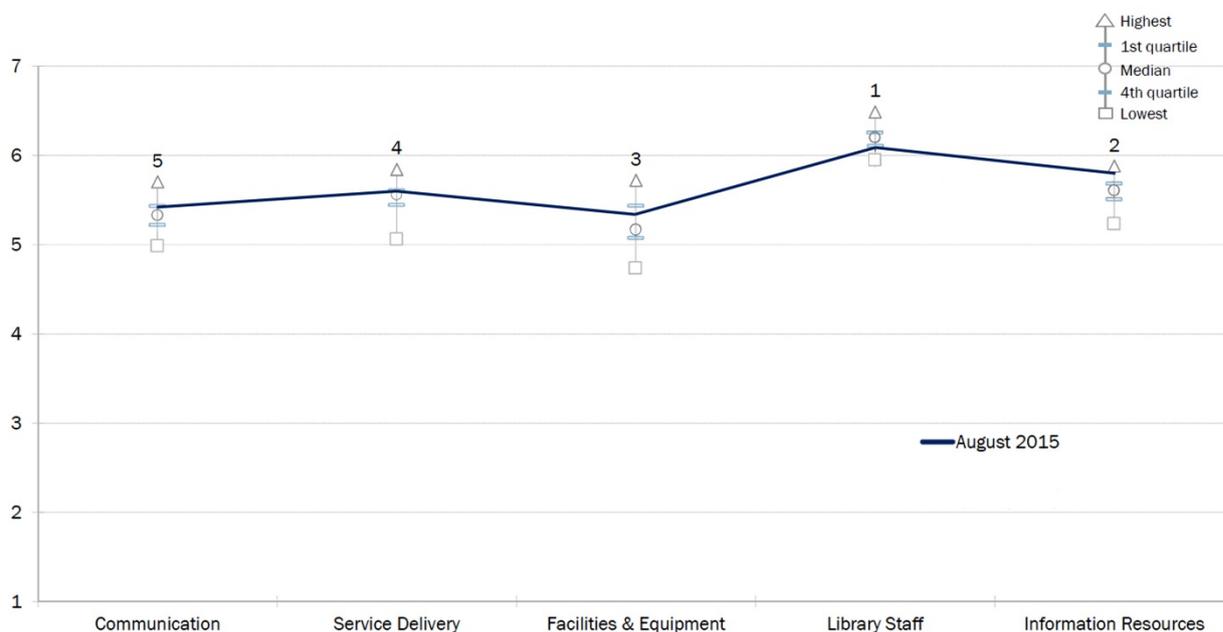
Respondents were asked to provide a general assessment of their satisfaction with Libraries and Learning Services. The score of 5.81 received this year is an improvement on the 2013 result (5.77). Benchmarked against other university libraries of all sizes that have been surveyed in the last two years, the University of Auckland Libraries and Learning Services is performing in the top 25%, an improvement on the top 50% position in 2013.



Note: Benchmark data relates to latest survey only

Best practice categories – benchmarked against other libraries

The 28 survey statements are grouped into five best practice categories; communication, service delivery, facilities and equipment, library staff and information resources. These categories are used to benchmark against other university libraries.



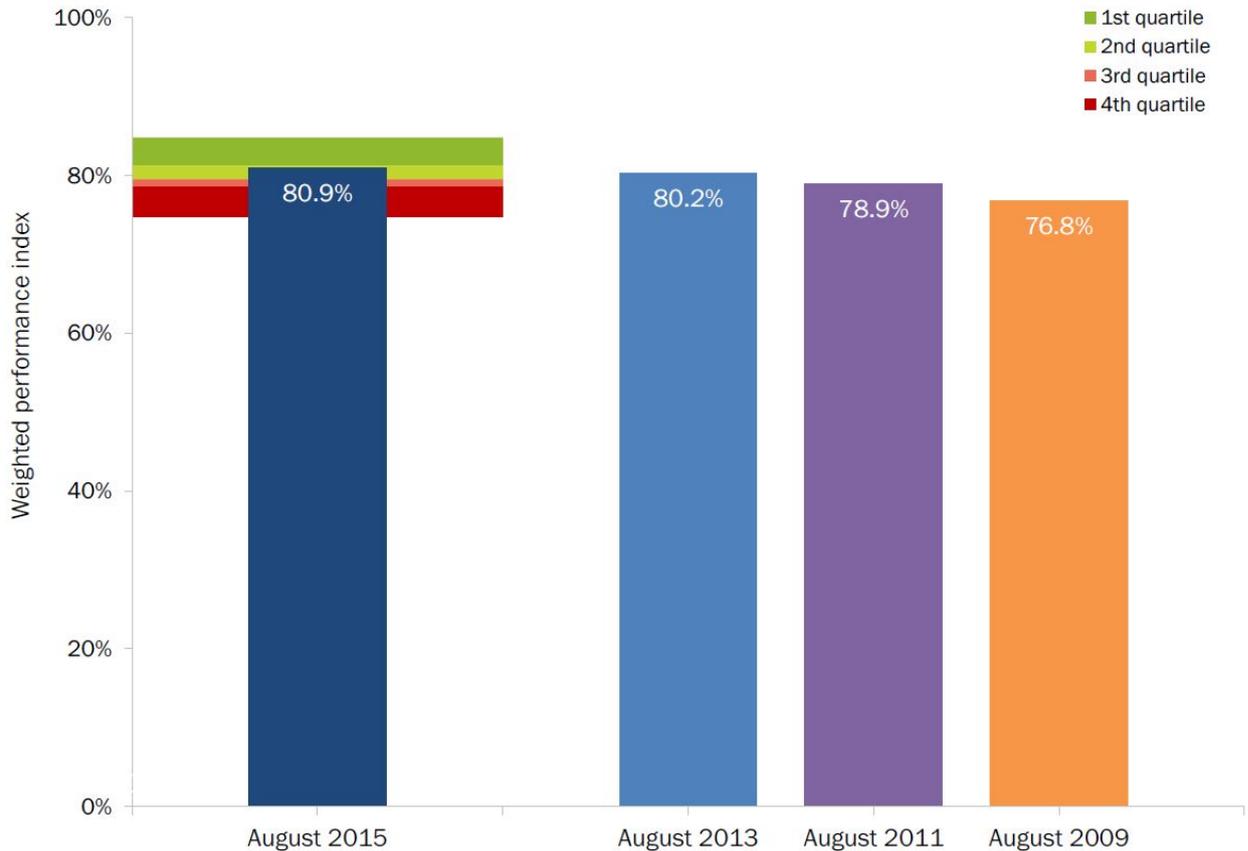
The numbers above each category indicate the importance as determined by survey respondents – information resources was ranked as most important and communication as least important.

	Communication	Service delivery	Facilities & equipment	Libraries and Learning Services staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
2015	77.4%	79.7%	76.3%	86.8%	82.8%	80.9%
2013	77.3%	79.8%	73.0%	87.5%	81.8%	80.2%
2011	76.1%	79.0%	71.5%	85.6%	80.4%	78.9%
2009	74.2%	76.8%	68.6%	83.2%	79.1%	76.8%
Highest performer in 2015 benchmark database	81.5%	83.5%	81.7%	92.7%	84.0%	84.8%
Median	76.1%	79.3%	73.8%	88.6%	80.1%	79.5%
Lowest performer in 2015 benchmark database	71.2%	72.2%	67.7%	85.0%	74.7%	74.4%

The scores for three categories have improved since the 2013 survey. There was a significant improvement in the Facilities and equipment category due mainly to improved performance scores for *wireless access* and *computer availability*. There were small decreases the Service delivery and Staff categories.

Weighted performance index – benchmarked against other libraries

The weighted performance score is calculated by combining scores for the five best practice categories according to the following weightings – Communication 15%, Service Delivery 22%, Facilities and Equipment 18%, Library Staff 20% and Information Resources 25%.



Note: Benchmark data relates to latest survey only

The 0.7% increase since 2013 keeps the University of Auckland Library in the top 50% even though the benchmark database has changed.

Summary

The survey responses provide constructive feedback for Libraries and Learning Services. The overall score of 5.81 out of 7 (83%) is positive and the increase in the score from 2013 shows that Libraries and Learning Services is continuing to improve.

The results showed that the most important areas are wireless access, provision of relevant online resources, helpful staff and access to a quiet place to study. It is pleasing to note that the performance for wireless access has improved significantly since 2013. Service provided by Libraries and Learning Services staff and provision of information resources were the two highest scoring categories.

Within the ten most important areas, the greatest gaps between importance and performance relate to computer availability and finding a quiet place to study.

Although the score for the facilities and equipment category has seen the greatest improvement since 2013, it continues to be the lowest performing category. Gap scores and comments relating to facilities and equipment are different for each of the libraries and information commons. Managers for the individual libraries and information commons will take the information provided by the survey and incorporate it into the annual planning process for 2016.

Survey prize winners

As an incentive to complete the survey two Samsung Galaxy Tablets were offered as prizes. The winners of the prizes were students Anna-Marie Rohs (Biomedical Science) and Hugh Fajardo (Computer Science).

