Institutional Effectiveness, Research & Planning

FALL 2013 LIBRARY SERVICE QUALITY EVALUATION RESULTS

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Introduction

LibQUAL is a suite of services that libraries use to solicit, track, understand and act upon users' opinions of service quality. Crafton Hills College (CHC) was awarded a grant from the Association of Research Libraries (ARL) to administer the LibQUAL evaluation to primarily collect data on three dimensions of library service quality: a) Service Affect, b) Information Control, and c) Library as Place. In Fall 2013, the CHC Library conducted the LibQUAL evaluation to a random sample of students enrolled at the college. The data was compiled by the ARL and provided to grantees after the evaluation administration period was completed and closed. This report summarizes the results from 197 valid evaluations collected from the random sample of 1,228 students. The valid response rate was 16%.

Methodology

The ARL provided grantees the opportunity to administer the conventional LibQUAL evaluation or a "Lite" version. The LibQUAL Lite is a shortened version of the conventional LibQUAL and was administered to all of the participants to increase participation rates. The evaluation collected respondent data on library usage patterns, demographic information, academic discipline and reason for attending college. Respondents were also asked to rate statements about the library on a rating scale of 1 to 9; with 9 being the most favorable, and 1 being the least favorable. The statements corresponded to each of the core questions categorized into three dimensions of library service quality. Respondents selected a minimum, desired, and perceived service level for each statement utilizing the rating scale. Additionally, respondents were prompted to answer library satisfaction and information literacy questions. Respondents were also able to provide open-ended comments about library services. To protect identities, any individual names mentioned in comments tables were replaced with "[Name]".

Service Gap scores

Service Adequacy Gap scores were calculated by subtracting the "Minimum Service Level" scores from "Perceived Service Performance" scores, where higher scores are more favorable. Service Adequacy is an indicator of the extent to which Crafton is meeting the minimum expectations of respondents. A positive Service Adequacy Gap score indicates that respondents' perceived level of service quality is above their minimum level of service quality. A negative Service Adequacy Gap score indicates that respondents' perceived level of service quality is below their minimum level of service quality.

Service Superiority Gap scores were calculated by subtracting the "Desired Service Level" scores from "Perceived Service Performance" scores, where higher scores are more favorable. Service Superiority is an indicator of the extent to which Crafton is exceeding the desired expectations of respondents. A positive Service Superiority Gap score indicates that respondents' perceived level of service quality is above their desired level of service quality. On the contrary, a negative Service Superiority Gap score indicates that respondents' perceived level of service quality is below their desired level of service quality.

Sample

A random sample of students was selected from the general student population in Fall 2013. An email message from the CHC Library inviting those students to participate was sent along with the evaluation link. Respondents were provided two follow-up reminder messages during the three-week period the evaluation was made available. A total of 197 valid evaluations were collected from a random sample of 1,228 students. The valid response rate was 16%. An additional 11 evaluations that were completed were excluded from the analysis because respondents did not answer all the questions or provided inconsistent data or both.

Incentives
The CHC Library offered an incentive to those respondents who completed the evaluation. Respondents were provided the option to include an email address in the evaluation in order to enter a drawing of an incentive prize. One randomly selected student from the list of students who provided an email address was notified as the incentive winner of an iPad.

Summary of Results

Sections 1-4 and Figures 1-2 illustrate the results from the LibQUAL Lite evaluation. Section 1 illustrates data on respondent demographic information, academic disciplines, and a visual representation of library use patterns (see Figure 1). Figure 2 illustrates respondents' reasons for attending Crafton. Section 2 illustrates responses to statements on the three dimensions of library service quality. Section 3 illustrates library satisfaction and information literacy outcomes, and Section 4 includes categorized open-ended comments. The open-ended comments were categorized by the researcher, and thus, a limitation to the categorized comments is that reviewers of the comments might group them differently.

Section 1

Section 1 illustrates respondent demographic information, top academic disciplines, patterns from the use of library services, and the reasons indicated for attending college.

Respondent age
- 52% of respondents were between the ages of 18-22 years-old
- 28% of respondents were between the ages of 23-30 years-old

Respondent gender
- 66% of respondents were female

Respondent top three academic disciplines
- Health Sciences (16%)
- Science/Math (13%)
- Undecided (10%)

Library Use Patterns
- 69% of respondents indicated they use Yahoo, Google or non-library gateways for information on a **daily** basis.
- 46% of respondents indicated they use resources on library premises on a **weekly** basis.
- 37% of respondents indicated they access library resources through a library web page on a **weekly** basis.

Reason for Attending Crafton Hills College
- 56% of respondents indicated they want to take the necessary courses to transfer to a 4-year college or university.
- 21% of respondents indicated they want to obtain an Associate Degree.

Section 2

Section 2 illustrates statements that received positive and the highest scores on service adequacy and superiority. Service adequacy is an indicator of the extent to which Crafton is meeting the minimum expectations of respondents. A negative service adequacy gap score indicates that respondents' perceived level of service quality is below their minimum level of service quality. Service adequacy scores that are positive and higher are more favorable. The service superiority is an indicator of the extent to which Crafton is exceeding the desired expectations of respondents. A positive service superiority gap score indicates that respondents' perceived level of service quality is above their desired level of service.

Affect of Service
The following two Affect of Service statements received the **highest Service Adequacy Gap scores**:
- *Giving users individual attention*

- *Dependability in handling users' service problems*

The following two Affect of Service statements received **lowest Service Adequacy Gap scores**:
- *Readiness to respond to users' questions*
- *Willingness to help users*

The following Affect of Service statement received the **highest Service Superiority Gap score**:
- *Giving users individual attention*

Information Control

The following two Information Control statements received the **highest Service Adequacy Gap scores**:
- *The printed library materials I need for my work*
- *The electronic information resources I need*

The following two Information Control statements received **lowest Service Adequacy Gap scores**:
- *A library Web site enabling me to locate information on my own*
- *Making electronic resources accessible from my home or office*

The following Information Control statement received the **highest Service Superiority Gap score**:
- *The printed library materials I need for my work*

Library as Place

The following two Library as Place statements received the **highest Service Adequacy Gap scores**:
- *Library space that inspires study and learning*
- *A comfortable and inviting location*

The following two Library as Place statements received **lowest Service Adequacy Gap scores**:
- *A gateway for study, learning, or research*
- *Quiet space for individual activities*

Library as Place Service Superiority Gap scores:
- *All the statements received negative gap scores for service superiority which indicate that respondents' perceived level of service quality was below their desired level of service.*

Section 3

Section 3 includes respondent opinions to statements about library satisfaction and information literacy outcomes. The statements below received the highest mean scores.

Library Satisfaction
In general, I am satisfied with the way in which I am treated at the library.

Information Literacy Outcomes
The library enables me to be more efficient in my academic pursuits or work.

Section 4

Section 4 illustrates respondents' open-ended comments which have been categorized by the researcher. Respondents provided comments that included both library commendations and improvement suggestions. Respondent comments were largely praising the library and staff, and indicated challenges with study-rooms, computer use, and access.
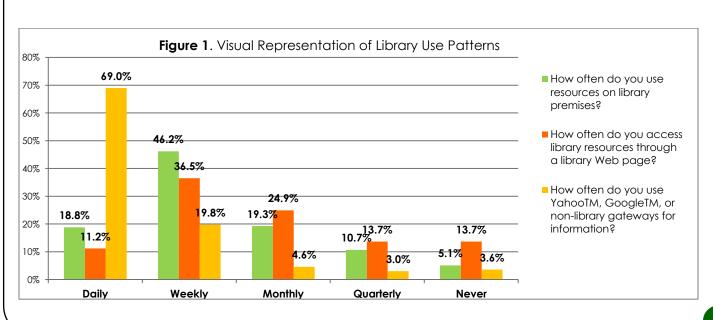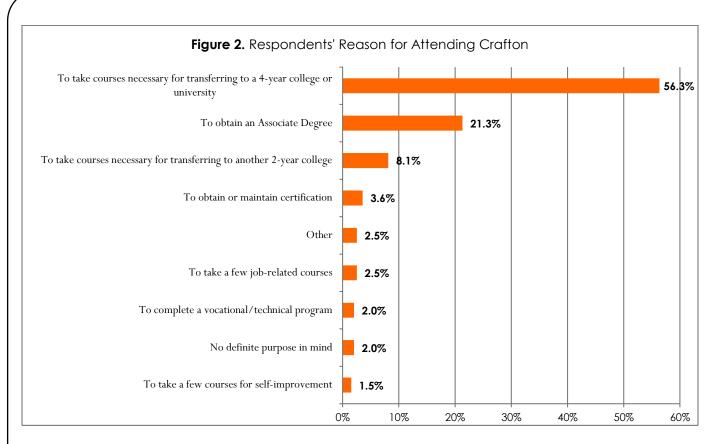
Findings

Section 1: Respondent Demographic Information, Academic Discipline, and Library Use Patterns

Respondent Profile by Age	Crafton Respondents	
	#	%
Under 18	6	3.0
18-22	103	52.3
23-30	56	28.4
31-45	19	9.6
46-65	13	6.6
Over 65	0	-
Total	**197**	**100**

Respondents' Gender	Crafton Respondents	
	#	%
Female	130	66
Male	67	34
Total	**197**	**100**

Academic Disciplines	Crafton Respondents	
	#	%
Allied Health (Respiratory/Rad Tech)	18	9.2
Architecture	1	0.5
Business	18	9.2
Communications/Journalism	2	1.0
Education	14	7.2
Engineering/Computer Science	11	5.6
General Studies	12	6.2
Health Sciences	32	16.4
Humanities	2	1.0
Law	2	1.0
Other	18	9.2
Performing & Fine Arts	5	2.6
Personal Improvement / Leisure	0	-
Public Safety	2	1.0
Science/Math	25	12.8
Social Sciences/Psychology	13	6.7
Undecided	20	10.3
Total	**195**	**100**

Figure 1. Visual Representation of Library Use Patterns

Legend:
- How often do you use resources on library premises?
- How often do you access library resources through a library Web page?
- How often do you use YahooTM, GoogleTM, or non-library gateways for information?

	Daily	Weekly	Monthly	Quarterly	Never
Green	18.8%	46.2%	19.3%	10.7%	5.1%
Orange	11.2%	36.5%	24.9%	13.7%	13.7%
Yellow	69.0%	19.8%	4.6%	3.0%	3.6%

Figure 2. Respondents' Reason for Attending Crafton

Reason	Percentage
To take courses necessary for transferring to a 4-year college or university	56.3%
To obtain an Associate Degree	21.3%
To take courses necessary for transferring to another 2-year college	8.1%
To obtain or maintain certification	3.6%
Other	2.5%
To take a few job-related courses	2.5%
To complete a vocational/technical program	2.0%
No definite purpose in mind	2.0%
To take a few courses for self-improvement	1.5%

Section 2: Core Questions Summary

Dimension & Corresponding Statements	Minimum Service Level		Desired Service Level		Perceived Service Performance		Service Adequacy Gap		Service Superiority Gap		
Affect of Service	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	n
Employees who instill confidence in users	7.40	1.69	8.58	0.86	7.86	1.74	0.46	2.02	-0.72	1.76	50
Giving users individual attention	6.76	2.34	7.43	2.15	7.93	1.57	1.17	2.47	0.50	1.73	42
Employees who are consistently courteous	7.74	1.86	8.26	1.43	8.10	1.43	0.36	1.60	-0.15	0.96	39
Readiness to respond to users' questions	7.77	1.42	8.05	1.75	8.00	1.50	0.23	1.63	-0.05	1.70	39
Employees who have the knowledge to answer user questions	7.22	2.01	7.84	1.70	7.69	1.87	0.47	1.58	-0.16	1.34	58
Employees who deal with users in a caring fashion	7.45	1.86	8.25	1.26	7.89	1.66	0.43	1.99	-0.36	1.48	192
Employees who understand the needs of their users	7.32	1.87	8.32	1.06	7.71	1.53	0.39	2.20	-0.61	1.60	56
Willingness to help users	7.51	1.82	8.21	1.51	7.69	1.62	0.18	1.54	-0.51	1.48	39
Dependability in handling users' service problems	6.93	1.95	7.93	1.55	7.74	1.52	0.81	2.02	-0.19	1.52	57
Information Control	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	n
Making electronic resources accessible from my home or office	7.39	1.85	8.32	1.39	7.61	2.14	0.23	2.11	-0.70	1.93	57
A library Web site enabling me to locate information on my own	7.26	1.91	8.39	1.11	7.59	1.77	0.33	1.86	-0.80	1.57	46
The printed library materials I need for my work	7.23	2.25	7.98	1.66	8.05	1.31	0.82	2.14	0.07	1.66	44

	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	n
The electronic information resources I need	6.84	1.99	8.05	1.47	7.65	1.61	0.81	1.93	-0.40	1.68	190
Modern equipment that lets me easily access needed information	7.40	1.56	8.31	0.94	7.98	1.28	0.58	1.76	-0.33	1.48	52
Easy-to-use access tools that allow me to find things on my own	7.12	1.89	8.1	1.45	7.57	1.70	0.45	1.47	-0.54	1.27	69
Making information easily accessible for independent use	7.60	1.59	8.4	0.99	8.04	1.45	0.43	1.60	-0.36	1.32	53
Print and/or electronic journal collections I require for my work	6.98	1.94	8.07	1.41	7.44	1.75	0.46	1.97	-0.63	2.00	59
Library as Place	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**Mean**	**SD**	**n**
Library space that inspires study and learning	7.09	1.93	8.15	1.59	7.62	1.76	0.53	2.01	-0.53	1.90	196
Quiet space for individual activities	7.51	1.68	8.3	1.64	7.60	1.84	0.09	2.39	-0.70	2.45	43
A comfortable and inviting location	7.66	1.74	8.51	1.21	8.13	1.66	0.47	1.53	-0.38	1.48	47
A getaway for study, learning, or research	7.30	1.80	8.21	1.26	7.64	1.71	0.34	2.23	-0.57	1.96	53
Community space for group learning and group study	7.17	1.87	7.92	1.45	7.60	1.81	0.42	2.09	-0.33	1.95	52
Total	**7.24**	**1.56**	**8.15**	**1.04**	**7.74**	**1.31**	**0.50**	**1.47**	**-0.41**	**1.13**	**197**

Note: The **mean** of a collection of numbers is their arithmetic average, computed by summing the numbers and dividing by the total. The **Standard Deviation (SD)** is a measure of the spread of the data around the mean. The SD depends on calculating the average distance of each score from the mean. If all respondents rated a statement identically, the SD would be zero. Larger SDs indicate more divergent opinions about library service quality. **Service Gap scores** were calculated as followed: "Service Adequacy"="Perceived" - "Minimum"; "Service Superiority"="Perceived"-"Desired", where higher scores are more favorable. Service adequacy is an indicator of the extent to which Crafton is meeting the minimum expectations of respondents. A negative service adequacy gap score indicates that respondents' perceived level of service quality is below their minimum level of service quality. Service superiority is an indicator of the extent to which Crafton is exceeding the desired expectations of respondents. A positive service superiority gap score indicates that respondents' perceived level of service quality is above their desired level of service quality.

Dimension	Minimum Service Level		Desired Service Level		Perceived Service Performance		Service Adequacy Gap		Service Superiority Gap		
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	n
Affect of Service	7.33	1.77	8.11	1.31	7.82	1.54	0.50	1.72	-0.29	1.24	197
Information Control	7.13	1.66	8.15	1.10	7.71	1.42	0.58	1.5	-0.45	1.26	195
Library as Place	7.25	1.69	8.19	1.31	7.67	1.59	0.42	1.86	-0.52	1.74	197
Overall Total	**7.24**	**1.56**	**8.15**	**1.04**	**7.74**	**1.31**	**0.50**	**1.47**	**-0.41**	**1.13**	**197**

Section 3: Library Satisfaction and Information Literacy Outcomes

Library Satisfaction	Mean	SD	n
In general, I am satisfied with the way in which I am treated at the library.	8.27	1.02	**100**
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	8.01	1.50	**97**
How would you rate the overall quality of the service provided by the library?	8.05	1.12	**197**

Information Literacy Outcomes	Mean	SD	n
The library helps me stay abreast of developments in my field(s) of interest.	7.14	1.85	**77**
The library aids my advancement in my academic discipline or work.	7.87	1.37	**82**
The library enables me to be more efficient in my academic pursuits or work.	7.99	1.47	**82**
The library helps me distinguish between trustworthy and untrustworthy information.	7.63	1.59	**80**
The library provides me with the information skills I need in my work or study.	7.47	1.81	**73**

Section 4: Categorized Open-ended Comments

Commendations
General commendations (n=17)
Very good facility
Excellent job
"Thank You"
GOOD JOB
Good job
The library is good.
Amazing
I like the library.
Haven't had any problems to date.
Level of services provided is excellent.
Keep up the good work you all are very helpful
I have always had good experiences with the library.
Have a nice day!
Overall the new library is serving its purpose just fine.
My overall experience has been great at the library. It's my first year at the school has exceed my expectations.
I am very pleased and satisfied with the library's service.
There isn't really much else to say about the library, the only thing for me was that there were sometimes only one person in the study group rooms but you've fixed that this year by mandating a minimum of two people. So everything in hunky-dory for me!
Staff commendations (n=14)
Staff is friendly and helpful.
They are always there to help, whenever I need them.
The staff was very helpful in answering questions. The first lady I asked couldn't answer my question so she directed me to someone who she knew would be able to answer the question I had. I appreciated that.
I have only been in the library to use services about 4 times. Each time, I thought the library was very efficient.
The library employees are always friendly and knowledgeable.
I really enjoy this library, I am a student out of town living in Palm Springs, and they provide a lot of help and the librarians are very personal, they remembered me after the first few visits in the beginning of the semester! Every student needs to take advantage of their resources, and they fact that they have private study rooms is a plus! I am grateful for the price ledge of using their sources.
The Crafton Hills Library is extremely helpful for my college studies. The staff is helpful, the resources are sufficient, and the computer selection is wonderful. Overall, I am very pleased.
I feel the staff and resources provided are more than adequate.
[Name] is the sweetest librarian I've ever had!
You guys are great.
It is disappointing that under number 18, there is not a field for psychology. I absolutely love my girls and the library! I love the gentleman with the dreads as well, they are all great people. I am glad the negative librarian that was there before is now gone. I had stopped going for a while because of her. I am happy at the fact that I can go and do my work and they are helpful if I need anything! The only thing is the noise level of the students on the first floor who haven't learned to use their library voices.
The library saves my life when it comes to writing papers. Thanks for all the staff and supporters! You have great service.
Love the library. Always can find a place to type up assignments or just get a bit of quiet time. Librarians are always really friendly to me when I come and go, and the computers are always easy to use. Great job.
The library is a great place to get things done and the librarians are really friendly and helpful!
Access to resources commendations (n=9)
I love the library I like how you can go there for resources and uses of the computer.
I enjoy having the resources available at the Crafton Hills library.
The library has a nice selection of books. In my two years at CHC and SBVC (CHC is better), I have done research and have always had a point of reference. The online databases have been sufficient for me to start research. Having the ability to use the library at the university of Redlands is a blessing as well. The library hours have not been a problem.
I Love the library. It's the one solid place to go to have an encouraging learning place to go. It has all the academic necessities you need including help from others. Thank goodness for the library!
I like the open computers and Wi-Fi. I don't have a computer at home so I heavily rely on the library and Wi-Fi to type and print essays, do homework, and communicate with classmates and teachers. It makes my road to success easier knowing I have the library to rely on.

The new Learning Resource Center has reaffirmed my confidence in CHC. CHC is a great Campus that will continue to provide the finest education and technology to students.
The Library service provides all students with school material necessary to help them with their school work. Any questions students have are answered by the people who work inside the building. Study rooms help provide focus on school work easier by helping to keep silence and no disturbance.
The library is great and is a way to access information through many sources.
Library resources are always needed for students!

Positive environment (n=8)
I would like to say the library at Crafton is amazing. There are numerous amounts of books and resources to get any academic needs completed. The staff is friendly and welcoming.
I believe the library had great resources and it is a comfortable environment to be in when studying and doing homework. It has a wonderful staff and great equipment that I can use to learn.
I love going into the library. It is a great place to get some studying in and the help.
Nice environment for studying
The library is an excellent place to study, with minimal distractions.
I've been in the library before but I've never used the services. It's a nice environment from what I get a feel for, though.
Quiet, very modern looking, and clean!
Very nice. It seems as if it is university quality, not a community college. I am very impressed and satisfied.
Praise to library activities (n=2)
I enjoyed the tour in the library, and all other info. that was provided. I wish I had more time to spend there because I can find and/or ask about any information I need.
I took a class in the library that taught us how to use everything and find journal articles. We even learned ebscos and where everything is located. It really helped a lot and the staff is great.

Improvement Suggestions

Challenges with study rooms (n=8)
The staff is pretty helpful and I like that there are now web cameras available for doing video assignments. However, there are very few Child Development or Curriculum Activity books at Crafton. I would also like to see more study rooms and possibly a study area where snacks and drinks are allowed. It is very difficult to study in the cafeteria at times but when you are studying for long amounts of time you tend to get hungry and thirsty (even if it's just for a bag of fruit snacks and a sip of water.)
The group study room should be enforced to 2 or more students as there are many single persons using the rooms often when we need to use it as a group study room.
Need more study rooms; they're always full.
Sometimes I see one person taking up a whole study room when there is supposed to be at least two.
We should be able to eat in the study rooms.
The library is much more accessible and more open space from the previous one. Only problem is it's hard to get a study room sometimes.
I use the library often. I find it a quiet comfortable place to study. I wish that there were more space for group activities but what we have is very generous. I cannot think of another community college that has as much space as we do for group studies. The one complaint I have about the group studies areas is that there are often people in there who are not there to study. They are playing video games or in one case watching porn. Sometimes I find a single person in the room who refuses to allow anyone else in the room. It frustrates me.
The library overall is an excellent place to get things done. The only problem I have with the study rooms is that people use them to hangout and not study. Makes it hard for those who are trying to get a study room to actually study.

Challenges with computer use/access (n=6)
Most of my experiences with the library have been positive; however I feel that too much focus was made on electronic resources when the library was constructed, with not enough focus on study areas (particularly ones designed specifically for individual study). I often find myself roaming about the building looking for a quiet corner to study in, but to no avail. Not much can be done about that, however. My only real complaint is that of late the computers in on the second story have become haven to many people playing video games for hours on end; almost any computer I find free has League of Legends downloaded to it, and I've found that said computers often run slowly and even crash (unrelated to the known Google Chrome issue) unexpectedly. I've seen certain individuals on the same computers, gaming away, for upwards of 6-7 hours at a time. I'm not suggesting much of a crack-down on non-school-related activities, as I'm as guilty as anyone for Facebook and the like, but when some individuals are in the library abusing the facility's assets for hours on end, a little intervention might be nice.
We need more computers, or you need to somehow limit non-academic use (students who are tying up the computers just to be on Facebook, surf the next, or play games[Name] is the most valuable component of our library.
I love the resources the library offers. I'm constantly in and out of the place, so I understand that most students that are there are using it wisely but I wish there were more computers available. Perhaps a time lap on students who are using

the computers.

Love the new LRC. For the most part, I can come and study in a quiet place or have a partitioned room for a group to study in. Even when not using the research sources of the library, just having a comfortable place to go to makes a big difference. The number of computers is just right to accommodate the average number of visitors, except during peak times. Should more funding become available it would be nice to see that expanded somehow.

This semester I have noticed many computers down in the library. Often I was standing and waiting for a computer to become available. I have gone to DSPS instead of the library since computers are not always available.

Friendlier/engaged staff (n=4)

The librarian with the dark hair who is young and apparently new needs to be fired. She is rude and will not help people who need it. It is my understanding if a student has exhausted all efforts of self-sufficiency, the librarian should help.

A friendly smile can make a big difference.

I would like to see librarians surveying the room and asking students if they require assistance. This would engage more activity between the students and their resources. Also if there was a more open section of the library that encourages students to engage in more of a group study atmosphere. Possibly like a coffee shop scenario.

Familiarizing one's self with the library is imperative to a student's success in a community college, but students don't know that and the school and library could take it upon themselves to correct this issue.

Challenges with library crowds (n=4)

Library tends to get crowded Mondays-Thursday which makes it hard to find a quiet place to study sometimes.

Sometimes the library can be overcrowded and there is not enough space to get my work done.

There are so many students on campus and sometimes not enough computers, desks, or tables to sit at. However, everyone is very nice and the atmosphere of being able to study peacefully l is great.

The library is great! The only problems I've ever had were from fellow students who didn't know how to shut up.

Add/update library materials and resources (n=3)

Please, please, please more books on Programming and Game Design.

Some of the materials are outdated, however, the Library seems to try to update and accommodate to the best of their financial ability and resources available.

People who work at the library are great, and they need new computers and printers so that it will be easier for them to give even better service.

Challenges with library devices (n=2)

Need to make the printer more easy to use.

Printer problems happen daily. Staff doesn't seem to have a genuine desire to help. Very quite, in the back, don't know answers to questions. Instead of saying "I'm not sure, let me find out" they just say "I don't know"

Infrequent or no need for library use (n=2)

Overall, I feel that the resources in the library are very good. However, I do not feel that I need the library, or that it provides any information that I cannot obtain elsewhere.

My answers are probably not what you are looking for but I never go to the library unless forced by a professor, I provide my own necessities by working, being resourceful, and being a contributing member of society.

Challenges accessing library online (n=1)

I can't figure out how to access the library online. It's frustrating.

Manage internet access (n=1)

Library is pretty good, would be nice if they blocked porn on the computers, I see people looking at it pretty often. It's pretty disgusting. Workers seem competent.