



Using LibQUAL+ to meet strategic objectives at the University of Haifa

LibQUAL+ Exchange Workshop,
10th Northumbria Conference on Performance
Measurement, 22.7.13

By Dr. Lynne Porat

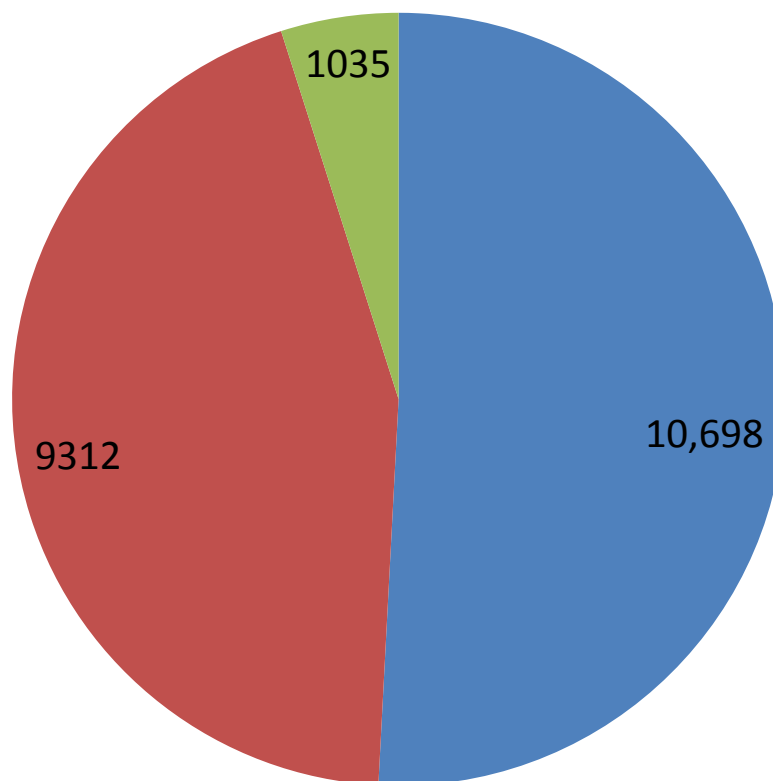
University of Haifa





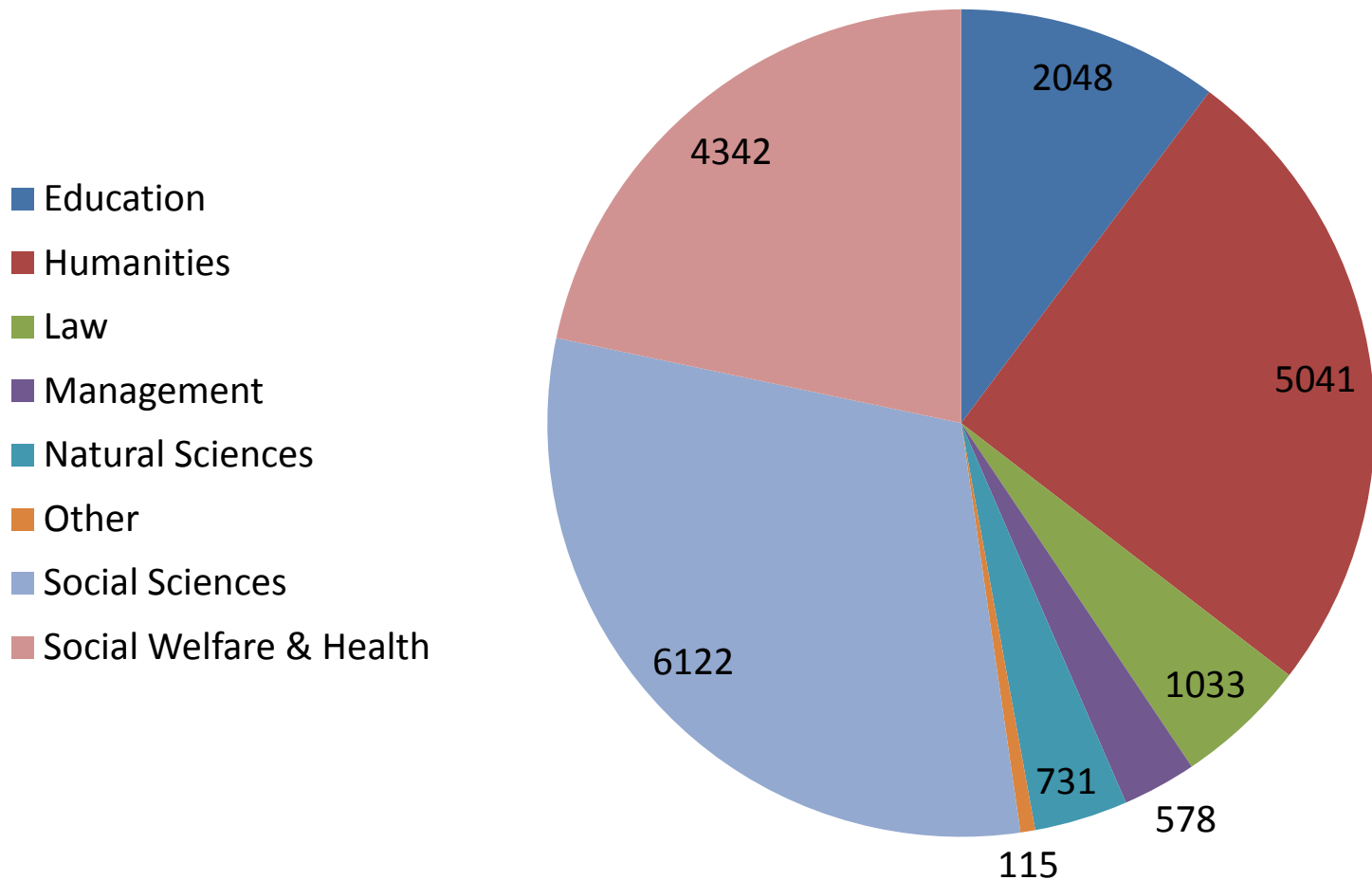
No. of students & faculty

- BA
- MA & PhD
- Faculty





No. of students by discipline





About the library

- One central library specializing in high quality & innovative user services
- State of the art technology
- Up to date electronic and print collections in English, Hebrew and Arabic
- Renovated space

Younes & Soraya Nazarian Library

Younes & Soraya Nazarian Library
XX University of Haifa



Reserve Room





Reserve Room



Group study room



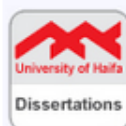


Simple Search Advanced Search

Select collection: All

search

A word or phrase: פרסומי ספרים ☐ Contains ☐ Exact ☐ Starts With



Haifa University Theses & Dissertations Collection

M.A. and Ph.D. dissertations from Haifa University.



Publications of University of Haifa Researchers

Publications of University of Haifa researchers, including articles, conference proceedings, research reports, technical reports and assorted internal publications (under construction).



Performing Arts & Theatre Archives

The Database for Israeli Theater Archives (DITA) contains texts, photographs, reviews, designs, audio and video recordings digitized from physical theater archival materials. Aiming to preserve and expose the artistic heritage of Israeli Theater, DITA gives access to prominent Israeli Theater institutions including the Haifa Theater, the Cameri Theater of Tel Aviv, the Acco Fringe Theater Festival, and the Mario Kotliar Archive of the School of Visual Theater, Jerusalem. See also: [the collection's website](#)



Art & Archaeology

A collection of pictures of art and archaeology from the prehistoric era to the present, divided by eras and subjects like painting, sculpture, architecture, drawing, etching, ceramics, manuscript illumination and applied arts. The images are provided for educational and research purposes for University of Haifa students and faculty.



Historical Pictures of the Holy Land and the State of Israel

Photographs documenting Israel's unique landscapes and people, from various archives, institutions and private collections, taken by both professional and amateur photographers. The photos are available to the public, under fair use and copyright limitations.

See also: [the collection's website](#)



Archaeology in Israel

Pictures of archaeological finds discovered in excavation sites in Eretz-Israel, including maritime archaeology, arranged by site name in alphabetical order. The images are provided for educational and research purposes for University of Haifa students and faculty.



Strategic Objectives

- Continue to develop print and electronic **collections**, including **digital projects** such as: Index to Hebrew Periodicals database (**IHP**), institutional repository, librarians' publications, e-theses, local heritage preservation, and Hebrew **JSTOR** (IC)
- Facilitate independent access to resources via state-of-the-art **discovery tools** and **workstations** (IC)



Strategic Objectives cont.

- Provide high quality personal and remote **assistance** by well-trained and motivated staff (AS)
- Increase the number of online information literacy **courses** (Outcomes)
- Provide comfortable and inviting physical **space** for group and individual study (LP)



בספרייה אתם משפיעים

שלום רב,

אני פונה אליך בבקשה לקחת חלק **בסקר קצר הבוחן את מידת שביעות הרצון משירותי הספרייה.**

השתתפותך בסקר תוכל להשפיע על איכות הספרייה ושירותיה
הסקר הינו תרגום של סקר בינלאומי שנערך ביותר מ- 1000 ספריות בעולם, ובאמצעותו
ביכולתנו להשוות את איכות שירותי הספרייה שלנו לספריות מובילות בעולם.

[To the questionnaire](#)[למילוי הסקר](#)

בתודה על שיתוף הפעולה,
פנינה ארז
מנהלת הספרייה



Difficulties encountered with 2013 LQ Survey

- Competition with other university units for **sample** of students and faculty resulted in very small sample, no marketing, no incentives
- Low **response rate** (5%) - but high representativeness
- **National benchmarking** not possible as no other Israeli libraries conduct LQ
- **International benchmarking** also problematic as similar libraries in USA and Canada have budgets three times our size



Difficulties cont.

- Format of “minimum”, “perceived” and “desired” was considered bothersome, and over 50% closed Lite survey without completing it
- Stakeholders queried why we didn’t just ask about “perceived” and ignore “desired” and “minimum”
- Over 50% of respondents filled in lengthy **comments** about collection, remote access, and noise in library



Difficulties cont.

- **Cultural bias** of survey in some of LP and AS questions was off-putting to Israeli respondents such as:
 - “haven for study, learning or research”
 - “space that inspires learning”
 - “librarians that instill confidence in users”



Internal benchmarking: 2009 & 2013 “perceived” scores

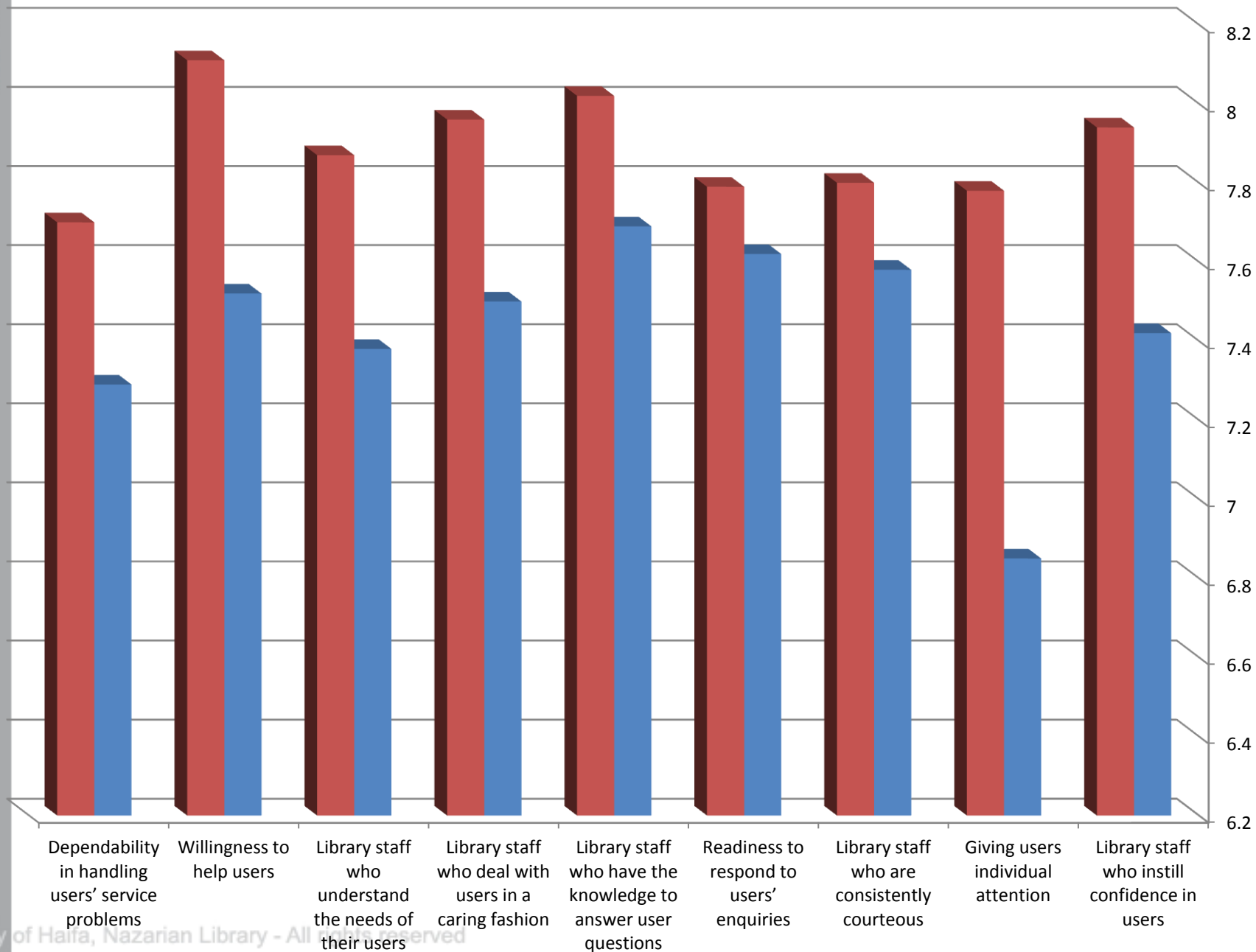
- All AS scores higher
- Most IC scores were higher except for easy access to information, equipment and website
- All LP scores higher except for location of library
- Information literacy score higher but still not high enough

Affect of Service



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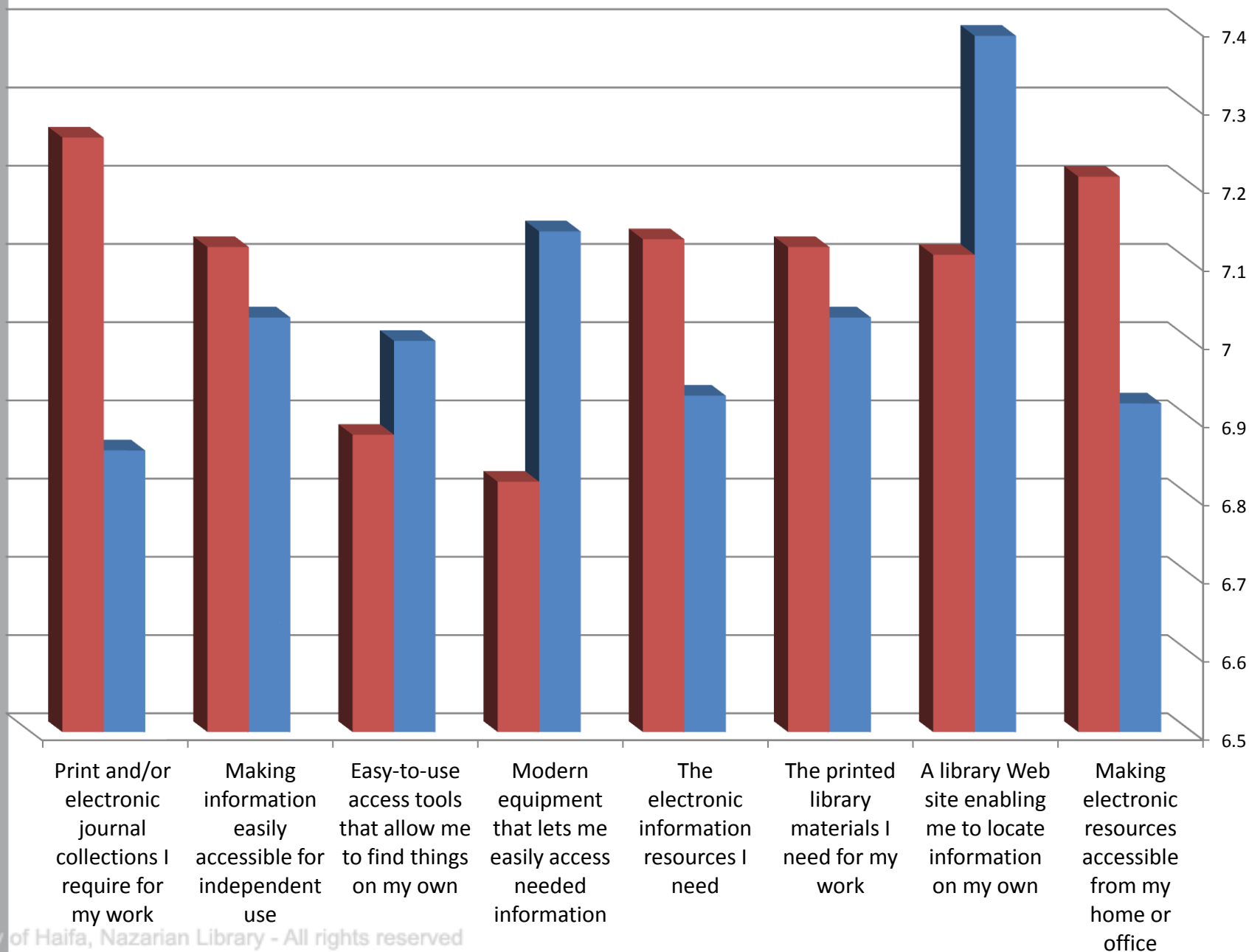
■ 2009
■ 2013



Information Control

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■ 2009
■ 2013

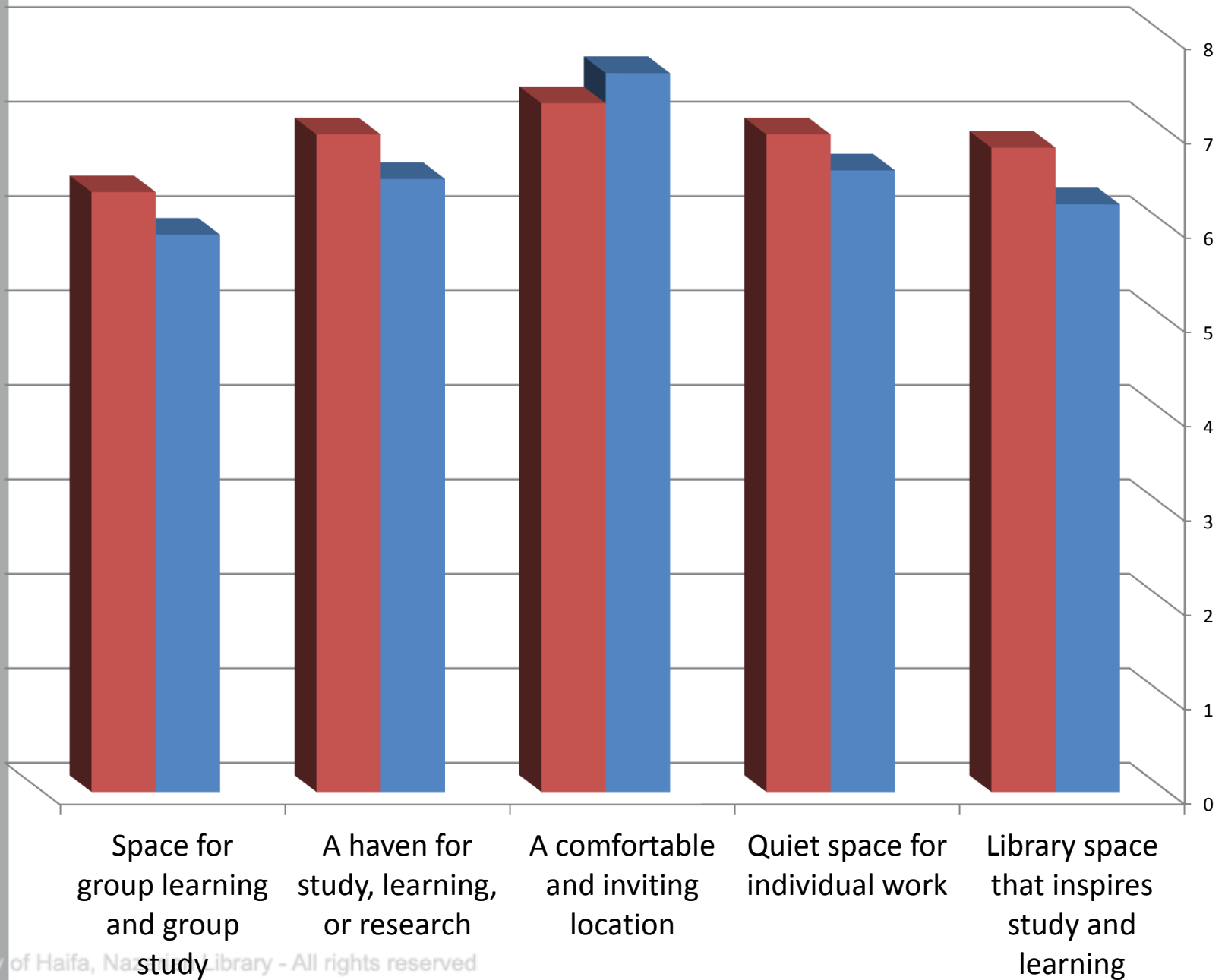


Library as Place



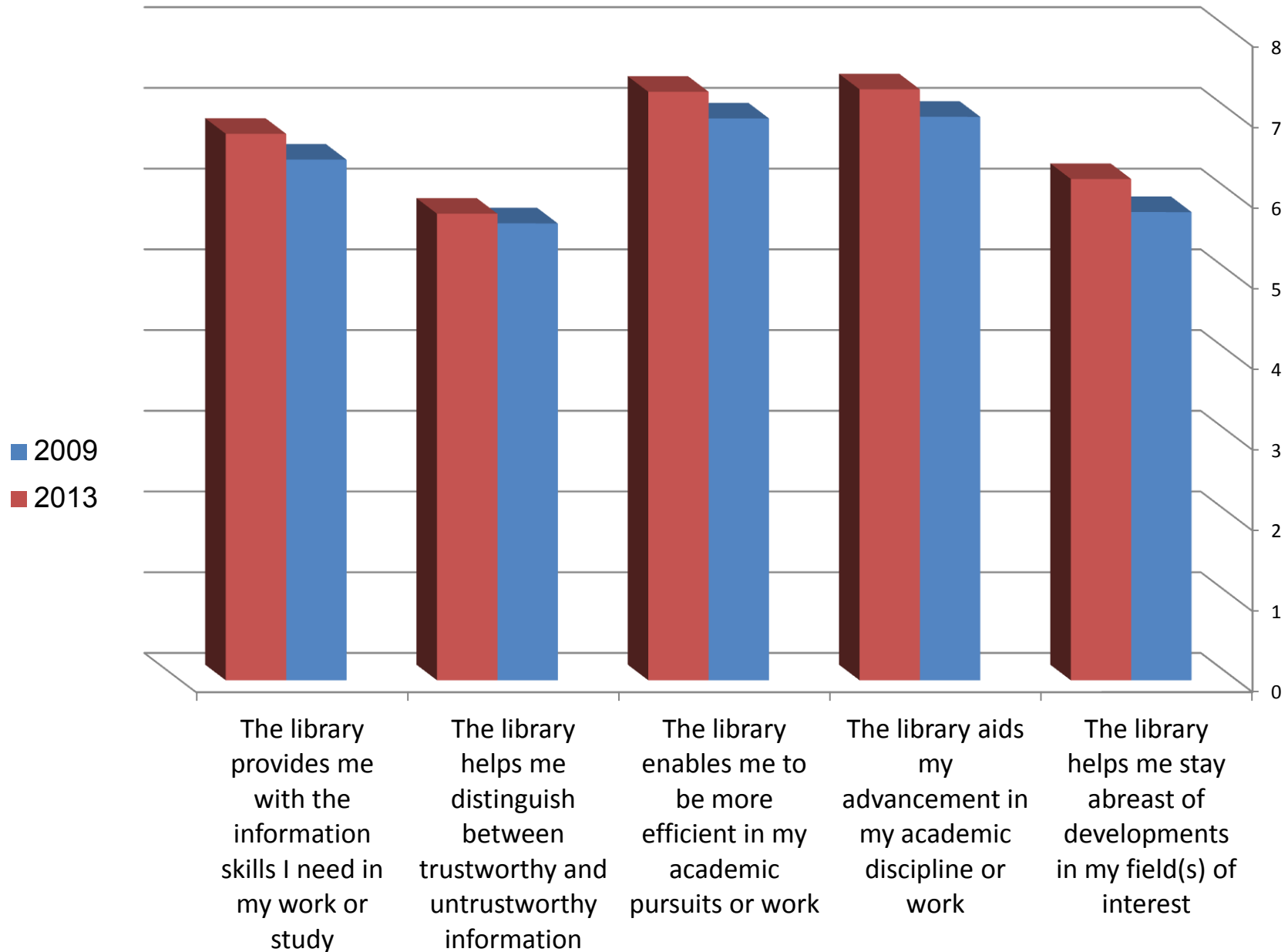
Younes & Soaya Nazarian Library
University of Haifa

■ 2009
■ 2013





Information Literacy Outcomes



Actions to be implemented

- Continue to offer and expand **personalized** service (AS)
- Continue to train and motivate **staff** (AS)
- Coordinate with university IT dept. to improve **remote access** (esp. timeouts and too many pws) (IC)
- Continue to build electronic and print **collection** (IC)
- Continue to build new **website** (IC)
- Continue to improve **discovery tools** (IC)



Actions to be implemented cont.

- Activate rota by librarians to maintain **quiet** (LP)
- Add **group study** rooms (LP)
- Improve **signage** (LP)
- Replace wooden chairs (LP)
- Open **coffee** shop in library (LP)



Conclusion

LQ helped pinpoint the areas which need **improvement** which will ultimately assist us in attaining our goals. LQ did not help us make decisions on **budget allocation** for collection development or equipment

The **speed of LQ results** and analysis provided a benchmark for other university units conducting surveys



Conclusion cont.

LQ enabled us to show stakeholders that the library is at the forefront of a systematic assessment program including regular satisfaction surveys, usability studies and KPIs

