



University of Haifa - The Library

University of Haifa Library - Assessment

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General Objectives of Assessment Team



- to assess the extent to which the library is meeting the needs of its customers
- to assess the extent to which library customers are satisfied with library services



Specific Objectives of Assessment Team



- to ascertain the areas and services that are used most intensively
- to ascertain which resources and services are lacking
- to evaluate the extent to which customers are able to use the electronic resources such as the catalog and find their way round the library
- to recommend the implementation of changes in the library based on surveys and not just intuition



Stages in Assessment Process



- definition of overall goals of library and objectives of each library department (ISO)
- creation of list of existing library data/statistics available - via Aleph, Excel, locals programs etc...
- creation of “Library data and assessment” website



List of 9 most important activities to be assessed



1. effectiveness and satisfaction with service at Reference desks
2. process of searching catalog and finding items on the shelf
3. satisfaction with Circulation policies and service
4. use and usability of library website



List of 9 most important activities to be assessed cont.



5. effectiveness of library instruction program
6. process of cataloging Offprints and user satisfaction
7. collection development policy of print and electronic items (incl. databases and software such as Primo, Digitool, Metalib, and SFX)



List of 9 most important activities to be assessed cont.

8. quality of Index to Hebrew Periodicals
9. management decision-making process e.g. regarding acquisition and non-acquisition of software and personnel recruitment





Assessment activities so far...



1. Users' comments about library website
2. "In-library" use survey
3. Reference feedback mini-survey
4. Wayfinding study
5. Focus groups/interviews
6. LibQUAL



Users' comments about library website (June 2008)

Aims:

- to find out how customers navigate the library website
http://lib.haifa.ac.il/library_eng.html
- to find out what obstacles users encounter while navigating the library website
- to improve the new web site



Users' comments about library website cont.

Method:

- posters inviting students and faculty to participate in a “nominal group technique” session were placed on notice boards around the campus
- they were offered 50 nis for the one-hour session





Users' comments about library website cont.

The following three questions were asked:

- “what services/resources should be on the main library website page?”
- “which services on the current library website do you use?”
- “what is lacking or bothers you about the current library website?”



Users' comments about library website cont.



Results to question three (partial list):

- too many usernames and passwords
- website should be arranged according to services for students and faculty and by faculty or department
- search boxes on website



Users' comments about library website cont.

Results to question three cont.

- too much information (noise) on website
- easier access to full-text articles
- map to website





2. "In-library use" survey (July 2008)

Aims:

- to map users' activities
- to provide insight into the services they use
- to indicate which sections of the library they visited
- to consider users' opinions and wishes concerning current library and future library services - in the new wing which is currently under construction
- to receive comments and suggestions about library resources and services





"In-library use" survey cont.

Method:

- over a period of two weeks in the middle of the second semester, during different two-hour slots, visitors to the library were given a printed version of the questionnaire and asked to fill it in at the end of their visit
- Questionnaire:
http://liblog.haifa.ac.il/index.php?option=com_content&task=view&id=874



"In-library use" survey cont.

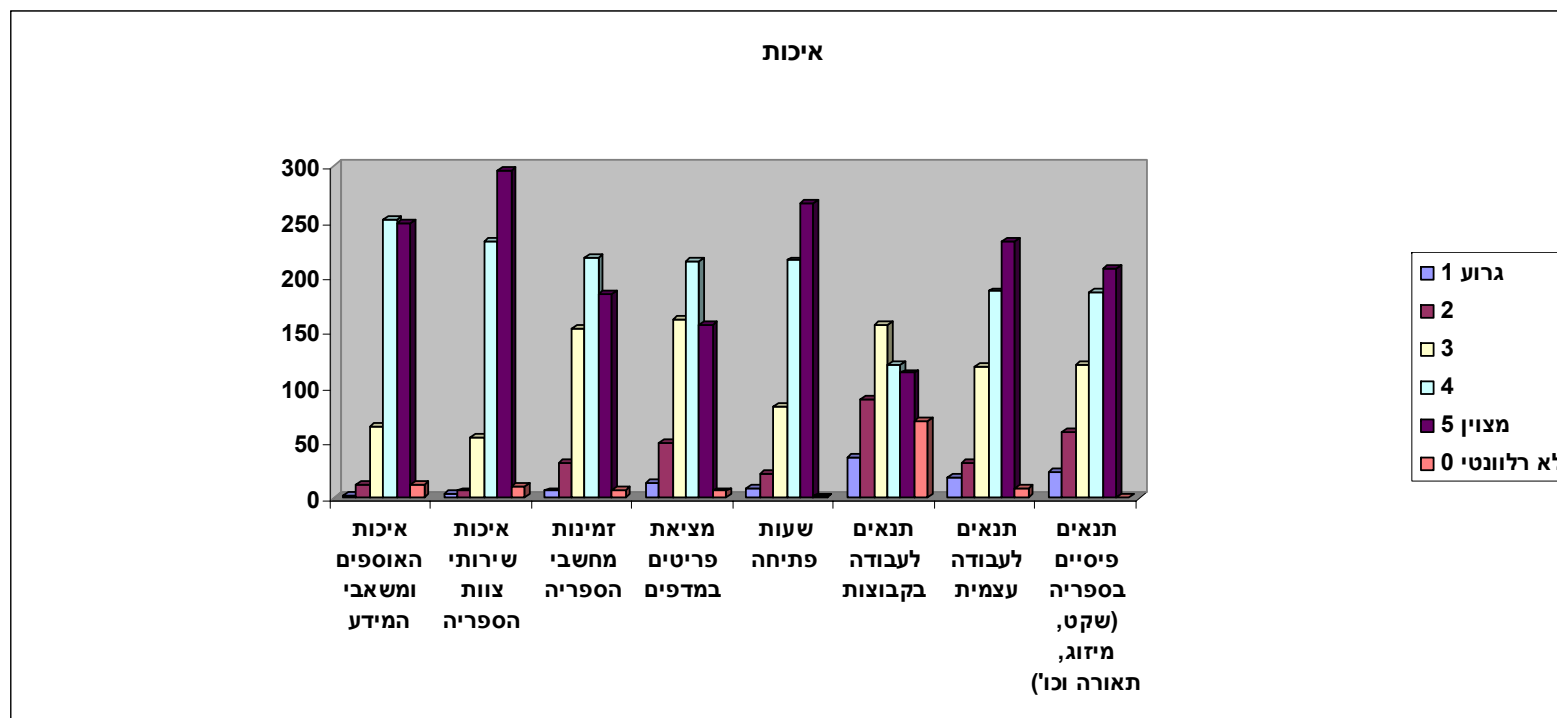


Results

- 600 questionnaires were filled in, 40% added comments
- library users had very favorable opinions of the library
- the results confirmed the "library as place" - many people sat and worked in the library, looked for items on the shelves, loaned books and photocopied articles
- despite the overall high rating of the library, various issues were raised which the library has already taken care of

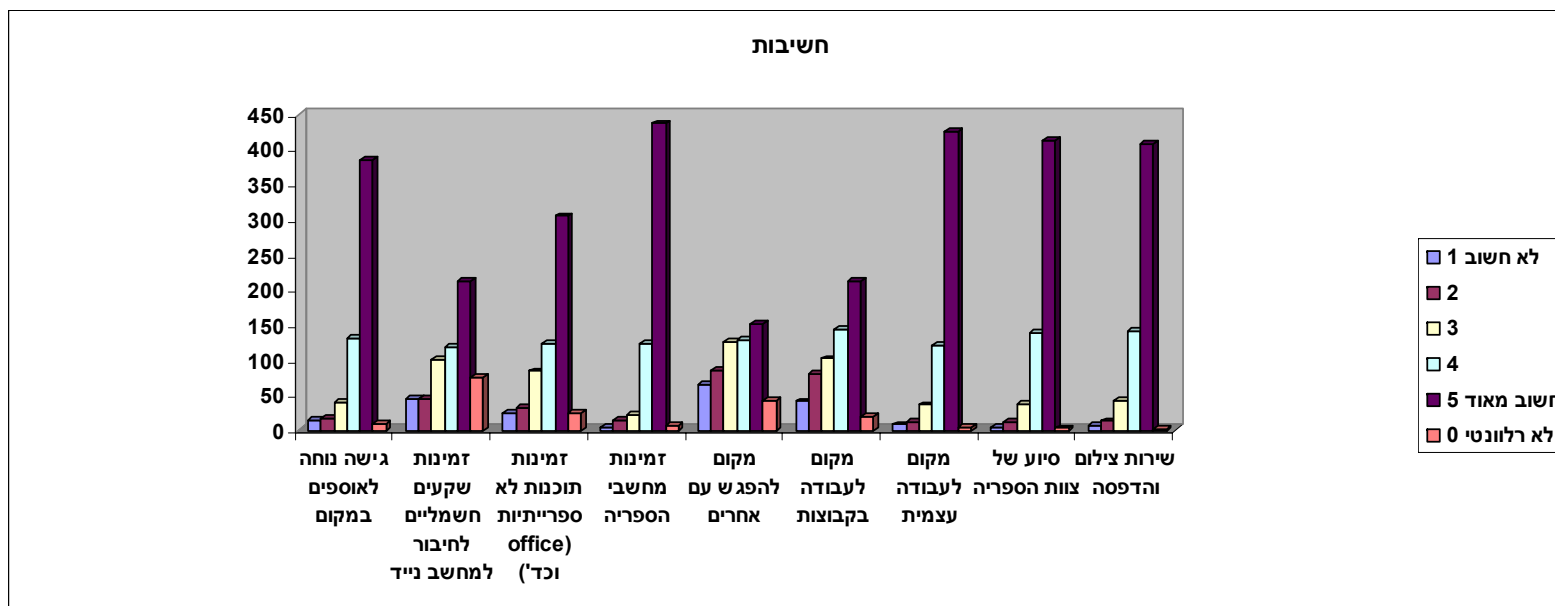


"In-library use" survey cont. - Results





"In-library use" survey cont. – Results cont.





"In-library use" survey cont.

Results - comments

A. Noise level in the library

The library has decided on the following steps to reduce the level of noise:

- to create a special room for group work
- to continue imposing fines for mobile phone use
- to take care of the noise created by photocopying machines and printers





"In-library use" survey cont.

Results cont.

A. Noise level in the library cont.

- to take care of the noise made by contractors, cleaners and maintenance workers
- to put telephones in quiet mode at the service desks and in offices,
- to ensure that patrons and librarians do not make noise while entering and exiting the library or in the corridors
- the Library Assessment Team will continue to check patrons' expectations about noise levels in the library





"In-library use" survey cont.

Results cont.

B. The distribution of the computers in the library and their quality

Some areas in the library lack computers and in other areas there computers that are not in use. As a result, the library has decided on the following:

- to place five computers in the new group work room
- to check if there are other areas lacking computers



"In-library use" survey cont.

Results cont.

B. The distribution of the computers in the library and their quality cont.

- to check if there are computers that are not in use and move them to areas which are lacking computers
- to ensure that Microsoft Office software appears on every computer desktop
- to ensure that an icon indicating that disk-on-key has been successfully installed appears on every desktop when necessary.



"In-library use" survey cont.

Results cont.

C. Water

There are not enough water fountains in the library. As a result, the library has decided to try to install machine for selling water

D. Assistance among the shelves:

Finding items on the shelves was considered problematic for many students. As a result, the library will:

- install internal telephones among the shelves so that users can telephone for help (not just at service desks)
- ensure that student employees with identifying t-shirts are available for help





3. Reference feedback mini-survey (July 2008)

Aims:

- to find out whether patrons felt that the reference encounter was long enough to meet their needs
- to find out the extent to which users wanted to be taught how to perform searches by reference librarians
- to find out the extent to which library users felt they were able to search and download library information on their own following a reference encounter





Reference feedback mini-survey cont.

Method:

Reference librarians asked patrons the following three questions following a reference interaction and input the responses into the regular service desk feedback form over a one-week period

- “The reference service I received was long enough for me”
- “During the reference encounter, I would like the librarians to explain how to conduct searches and not just do them for me”
- “After I have received articles by e-mail from the reference librarians, I will be able to do this myself”



Reference feedback mini-survey cont.

Results:

1. Duration of reference encounter

- 97% of users said that the reference encounter was long enough to meet their needs
- Of the 406 responses to this question, 85% received assistance for less than 30 minutes



Reference feedback mini-survey cont.

Results cont.

2. instruction

- 55% of respondents were interested in receiving instruction on independent use of the library by the reference librarians, 37% of respondents were not interested

3. independent use of library

- 24% of respondents would not be able to send PDFs themselves after the reference encounter, 22% of respondents would



Reference feedback mini-survey cont.



As a result of this mini-survey, the following items were added to the Reference Services Policy document:

- the duration of a reference encounter is maximum 30 minutes
- librarians will continue teaching customers how to conduct searches using library resources
- librarians will send as many PDF attachments as required during the 30-minute session



4. Wayfinding study (Nov./Dec. 2008)

Aims

- to ascertain the obstacles that new students encounter when they try to find their way round the library for the first time
- to implement changes in library signage
- to assess whether the arrangement of items on the shelves is convenient





Wayfinding study cont.



Method

- a sample of 110 first year students from all faculties were sent an e-mail invitation to participate in the study
- registration was via an electronic form with options for choosing convenient days and times
- students were offered 50 nis for participation
- a total of 12 students responded

http://lib.haifa.ac.il/liblog/index.php?option=com_content&task=view&id=1114



Wayfinding study cont.

Method cont.

- participants were asked to find three items in the library (book, article, and CD)
- the process was documented on camera





Wayfinding study cont.

Results*:

*still viewing videos and writing up results

- catalog very confusing and not intuitive
- signage confusing and minimalistic
- difference between Hebrew/non-Hebrew Periodicals not clear
- duplication of classification numbers in Media, Reserves, General collection confusing
- arrangement of items on shelves confusing





Wayfinding study cont. - results cont.



- signage not at eye level
- directions of items on shelves different on each floor
- no signage relating to floors above and below
- no ranges of classification numbers on signs
- space between shelves too narrow
- no continuous classification numbers on shelves, e.g. L is arranged after J



5. Focus group/interviews (February 2009)

Aims:

- to find out what physical aspects of the library are lacking
- to receive suggestions for new library wing





Focus group/interviews



Method:

- ten participants (5 students and 5 lecturers) will be asked three questions about the physical conditions of the library, such as: space between shelves, noise level, air conditioning, privacy, safety, lockers, privacy, laptop connections and printing etc...
- “In your opinion, what is lacking in the library?”
- “What changes would you like to make to the library?”
- “What do you like/dislike about the library?”



6. LibQUAL (April 2009)

LibQUAL is a comprehensive library satisfaction survey based on gap technique

<http://www.libqual.org/>

Aims:

- to find out the extent to which library users are satisfied with the library
- to enable library management to “benchmark” i.e. compare results to other similar libraries (in terms of size of student body and collection)

