

University of Adelaide Library Client Survey report

September 2011



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1. Introduction

Background

Insync Surveys ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync Surveys was retained by the University of Adelaide Library (the “Library”) to conduct a survey of its clients so that their views, ideas, and suggestions can be considered as part of its commitment to improvement. The results of the Library’s client survey are compared with other libraries in the Insync Surveys database, which has been built over 10 years.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns.

More specifically, the survey aims to:

- identify, prioritise and manage the key issues affecting clients
- allow the Library’s performance to be measured and monitored over time
- provide clients with the opportunity to communicate openly and honestly with the management team of the Library, and
- compare results with other libraries so that performance can be measured against industry best practice standards.

Survey process

The survey required all clients to provide some demographic information. It then displayed 28 statements considered critical to the success of the Library. Clients were asked to rate each statement twice – first to measure the importance of each of the statements to them and second to measure their impressions of the Library’s performance on each statement. Clients were then asked two questions relating to their information seeking behaviour.

Clients of the Library were given the opportunity to participate in the survey in September/October 2011 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could only be completed online.

This is the fourth survey of its kind to be undertaken by the Library.

Scaling

The adoption of a seven-point scale provides very valid discrimination of stakeholder attitudes across the questions that are asked in the survey instrument. We have also found through our research that a seven-point scale is sufficiently interval in nature to apply standard statistical tests of the means that are produced from such scales. Accordingly, the results we produce involve analysis of the mean responses to each of the questions asked, across all demographic categories.

Note that the middle option “4” in the seven-point scale allows for respondents to “neither agree nor disagree”.

A note on sector wide benchmarking

The survey instrument underwent a CAUL review in 2009. This resulted in a much improved instrument with fewer core benchmark variables. The primary change was the removal of a whole category – *service quality*, leaving a total of five best practice categories (instead of the original six). The quality variables were distributed among the remaining categories.

Insync Surveys then undertook a comprehensive mapping exercise to ensure that there would be continuity into the future and that existing pre-review data would be mapped correctly to the new survey template. Since 2009, all benchmark participants have employed the new instrument.

Another noticeable factor in the period since 2010 was the sector-wide improvements that have taken place across all areas, including *service delivery*, *library staff*, *communication*, and to a lesser extent, *facilities and equipment*. The most dramatic improvements were in the area of *information resources*. This has led to a re-shuffle in the performance rankings of participating universities, and the distributions across the four performance quartiles.

What this means is that quartile rankings have altered, and pre-2010 benchmark scores must now be viewed in the context of the dramatic sector-wide improvements that have occurred.

Response statistics

The following tables detail the number of usable survey forms received from clients of the Library. Where clients do not indicate their demographic information, forms are classified as 'Unspecified'.

This year the survey generated 2783 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. The number of responses received is higher than the 2008 survey, in which 2145 responses were generated.

University of Adelaide Library Client Survey Results, September Response statistics		
Total	2783	
Which campus library do you use most often?	n	%
Barr Smith Library	2354	84.6%
Law Library	149	5.4%
Elder Music Library	58	2.1%
Roseworthy Campus Library	65	2.3%
Waite Library	145	5.2%
Unspecified	12	0.4%
What is your major area of study, research or teaching?		
Engineering, Computer and Mathematical Sciences	458	16.5%
Health Sciences	495	17.8%
Humanities and Social Sciences	511	18.4%
Professions (Architecture, Business, Economics, Education, Law)	636	22.9%
Sciences	538	19.3%
Other	135	4.9%
Unspecified	10	0.4%
What single category best describes you?		
Undergraduate	1572	56.5%
Postgraduate	612	22.0%
Academic/Research staff	323	11.6%
General (Professional) staff	215	7.7%
Other	57	2.0%
Unspecified	33	1.2%
Which category describes you?		
Domestic student	1736	62.4%
International student	592	21.3%
Unspecified	455	16.3%

University of Adelaide Library Client Survey Results, September		
Response statistics		
Total	2783	
How often do you come into the Library?		
Daily	246	8.8%
2-4 days a week	683	24.5%
Weekly	565	20.3%
Fortnightly	296	10.6%
Monthly	370	13.3%
Rarely (i.e. a few times a year)	557	20.0%
Never	53	1.9%
Unspecified	13	0.5%
How often do you access the resources and services that the Library provides online?		
Daily	516	18.5%
2-4 days a week	787	28.3%
Weekly	653	23.5%
Fortnightly	259	9.3%
Monthly	287	10.3%
Rarely (i.e. a few times a year)	247	8.9%
Never	26	0.9%
Unspecified	8	0.3%
How often are you required to be on campus?		
Daily	1350	48.5%
2-4 days a week	1000	35.9%
Weekly	162	5.8%
Fortnightly	40	1.4%
Monthly	44	1.6%
Rarely (i.e. a few times a year)	116	4.2%
Never	68	2.4%
Unspecified	3	0.1%

Rating importance but not performance

Respondents who had not used a service, and were therefore not able to rate its performance, were nevertheless able to rate how important each service attribute is to them. These importance rankings are tabled below. Note that this data is excluded from, and has no bearing on, the individual and aggregate benchmark scores contained in this report.

University of Adelaide Library Client Survey Results, September 2011					
Response statistics: importance (performance N/A)					
Variable	Total				2783
	Importance				
	Mean	Rank	#	%	
Library staff provide accurate answers to my enquiries	5.95	1	154	5.53%	
Library staff are approachable and helpful	5.76	2	124	4.46%	
Library staff treat me fairly and without discrimination	5.69	3	144	5.17%	
Library staff are readily available to assist me	5.66	4	133	4.78%	
Books and articles I have requested from other libraries and campuses are delivered promptly	5.52	5	435	15.63%	
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.49	6	63	2.26%	
Course specific resources (including short loans) meet my learning needs	5.42	7	233	8.37%	
Online enquiry services (e.g. email) meet my needs	5.40	8	271	9.74%	
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.33	9	153	5.50%	
When I am away from campus I can access the Library resources and services I need	5.32	10	106	3.81%	
The items I'm looking for on the Library shelves are usually there	5.28	11	113	4.06%	
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.19	12	140	5.03%	
Face to face enquiry services meet my needs	5.12	13	186	6.68%	
The Library website is easy to use	5.12	14	43	1.55%	
Opening hours meet my needs	5.10	15	80	2.87%	
The Library website provides useful information	5.00	16	58	2.08%	
I can get wireless access in the Library when I need to	4.91	17	244	8.77%	
The Library search tool (Summon) is easy to use	4.87	18	127	4.56%	
Printing, scanning and photocopying facilities in the Library meet my needs	4.87	19	135	4.85%	
I am informed about Library services	4.72	20	61	2.19%	
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.63	21	270	9.70%	
I can find a quiet place in the Library to study when I need to	4.56	22	100	3.59%	
Library signage is clear	4.55	23	91	3.27%	
The Library anticipates my learning and research needs	4.52	24	141	5.07%	
The Library is a good place to study	4.39	25	110	3.95%	
A computer is available when I need one	4.37	26	117	4.20%	
I can find a place in the Library to work in a group when I need to	4.10	27	196	7.04%	
Library workshops, classes and tutorials help me with my learning and research needs	3.84	28	337	12.11%	

2. Detailed results interpretation

What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order in the table below. The previous survey results are also reported to enable a comparison.

September 2011 Top 10 importance	Mean (1 = low, 7 = high)	October 2008 Top 10 importance	Mean (1 = low, 7 = high)
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	6.56	The library catalogue is easy to use	6.48
Library staff provide accurate answers to my enquiries	6.42	Access to electronic resources is easily available	6.45
Library staff are approachable and helpful	6.37	The library collection is adequate for my needs	6.44
When I am away from campus I can access the Library resources and services I need	6.36	Library catalogue provides clear and useful information	6.40
The Library website is easy to use	6.35	The library web site is easy to use	6.37
The items I'm looking for on the Library shelves are usually there	6.32	Library staff are friendly and helpful	6.32
Library staff are readily available to assist me	6.31	Off-campus access to electronic information resources & services is adequate	6.26
Library staff treat me fairly and without discrimination	6.30	Opening hours meet my needs	6.26
I can get wireless access in the Library when I need to	6.29	Library web pages provide clear and useful information	6.25
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	6.28	Library staff provide clear and accurate answers/responses to my queries	6.21

■ Common to 2011 and 2008

Of the 28 statements in the survey, 21 were identified as having importance means of 6.00 or higher. These statements are all of relatively high importance to clients.

The themes in the top 10 importance list include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and fair and non-discriminatory. Other themes include print and online resources meeting the needs of clients; adequate off campus access to resources and services; the ease of use of the Library website; items being on the Library shelves when clients are looking for them; and wireless access being available in the Library.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2011 as compared with those ranked highest in 2008.

September 2011 Top 10 performance	Mean (1 = low, 7 = high)	October 2008 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination *8	6.24	Library staff treat me fairly and without discrimination	6.09
Library staff are approachable and helpful *3	5.94	Library staff display professionalism	5.91
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.91	Library staff are friendly and helpful	5.78
Library staff provide accurate answers to my enquiries *2	5.91	Library staff provide quality service	5.46
When I am away from campus I can access the Library resources and services I need *4	5.75	Library staff provide clear and accurate answers/responses to my queries	5.45
Library staff are readily available to assist me *7	5.70	Library staff are readily available to assist me	5.44
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs *1	5.69	The library web site is easy to use	5.37
I can get wireless access in the Library when I need to *9	5.64	The library catalogue is easy to use	5.26
Face to face enquiry services meet my needs	5.63	Inter-library loan requests are filled promptly	5.23
Online enquiry services (e.g. email) meet my needs	5.62	Library web pages provide clear and useful information	5.22

(Factors marked * were also identified in the top 10 importance list)

- Common to 2011 and 2008

The survey identified 20 out of 28 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Four factors in the top 10 performance list relate to Library staff – more specifically their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, and their availability to assist. The remaining factors relate to self service facilities meeting the needs of clients; adequate off campus access to Library resources and services; online resources and enquiry services meeting clients' needs; wireless access being available in the Library; and opening hours meeting the needs of clients.

The top 10 performance list contains seven factors from the top 10 importance list:

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *When I am away from campus I can access the Library resources and services I need*
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*
- *I can get wireless access in the Library when I need to*
- *Library staff are readily available to assist me*

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

At the other end of the scale are the lowest performing factors. This table shows the ten factors given the lowest rankings by the Library clients in 2011 as compared with those ranked lowest in 2008.

Please note that the lowest performing variable appears first on the list.

September 2011 Lowest 10 performance	Mean (1 = low, 7 = high)	October 2008 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	3.61	Access to computers to support study/research is adequate	4.15
I can find a place in the Library to work in a group when I need to	4.52	Library staff keep me informed about new services, resources and collections	4.18
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.68	Prompt corrective action is taken regarding missing books and journals	4.58
I am informed about Library services	4.78	Library staff respond to my suggestions and ideas	4.60
Library signage is clear	4.85	Photocopying & printing facilities are adequate	4.61
Library workshops, classes and tutorials help me with my learning and research needs	4.89	Facilities for using personal laptops are adequate	4.65
The Library anticipates my learning and research needs	4.91	Group study facilities are adequate	4.79
Printing, scanning and photocopying facilities in the Library meet my needs	4.97	Online help services are adequate	4.82
The Library search tool (Summon) is easy to use	5.00	Library skills classes/ tours and consultations are useful to me	4.84
I can find a quiet place in the Library to study when I need to	5.10	Course-specific resources are easy to find and access	4.84

(Factors marked * were also identified in the top ten importance list)

■ Common to 2011 and 2008

The lowest 10 performance list has no factors in common with the top 10 importance list. This is a good result for the Library.

Where clients believe the Library can improve

In identifying factors for improvement, Insync Surveys analyses the perceived difference – or “gap” – between the importance and performance scores for each variable. Based on our experience, gaps between 1.00 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.00 are serious and should be acted upon.

This table reports the 10 variables with the highest gaps for the 2011 and 2008 surveys.

September 2011 Top 10 gaps	Mean (1 = low, 7 = high)	October 2008 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	2.50	Access to computers to support study/research is adequate	1.81
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.25	The library collection is adequate for my needs	1.45
The Library search tool (Summon) is easy to use	1.21	Access to electronic resources is easily available	1.30
Printing, scanning and photocopying facilities in the Library meet my needs	1.18	Photocopying & printing facilities are adequate	1.27
The items I'm looking for on the Library shelves are usually there *6	1.16	Prompt corrective action is taken regarding missing books and journals	1.23
I can find a quiet place in the Library to study when I need to	1.10	The library catalogue is easy to use	1.22
The Library website is easy to use *5	1.03	Library catalogue provides clear and useful information	1.21
I can find a place in the Library to work in a group when I need to	1.03	Course-specific resources are easy to find and access	1.15
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs *1	0.87	Off-campus access to electronic information resources & services is adequate	1.11
Course specific resources (including short loans) meet my learning needs	0.85	Opening hours meet my needs	1.07

(Factors marked * were also identified in the top 10 importance list)

- Common to 2011 and 2008

Of all the 28 variables, only one recorded a gap score in the critical range, namely *A computer is available when I need one*.

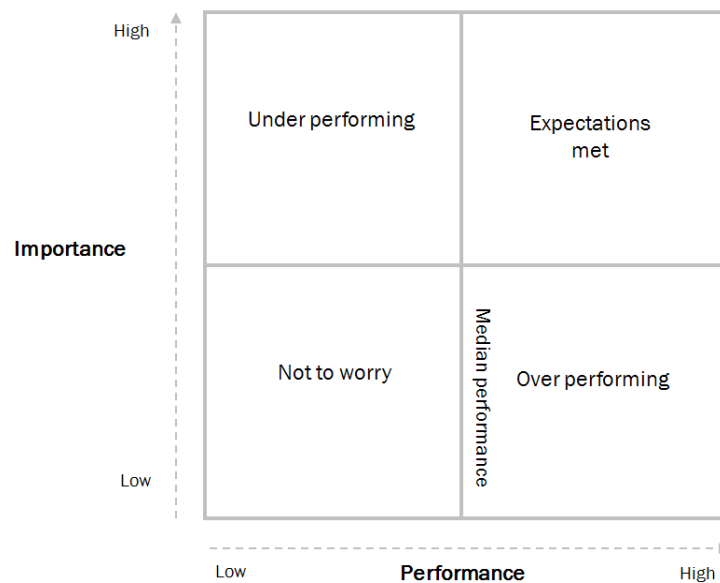
The top 10 gap list contains two factors from the top 10 importance list, which suggests that these are areas to prioritise for improvement:

- *The items I'm looking for on the Library shelves are usually there*
(a top 50% benchmark performer)
- *The Library website is easy to use*
(a bottom 25% benchmark performer)

The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the gap grid (see detailed data report, page 20). The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score (colour coded). In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



Prioritising potential improvement opportunities

A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

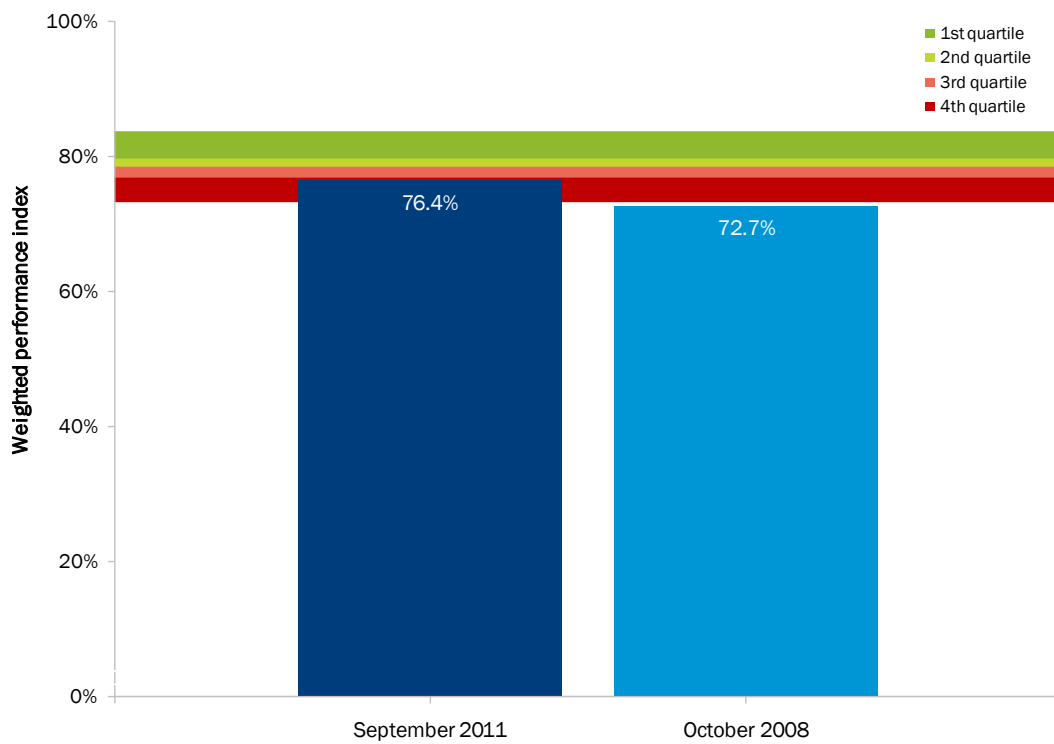
- *A computer is available when I need one*
- *The Library search tool (Summon) is easy to use*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *I can find a quiet place in the Library to study when I need to*

Although only one of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on all of them to ensure that they do not become problematic.

Comparison with other libraries

Weighted performance index

The Library recorded an overall performance score of 76.4%. This places the University of Adelaide Library in the bottom 25% of libraries that have surveyed with us over the last two years and reflects a score increase of 3.7% since the previous survey in 2008, when the Library ranked below the current benchmark database.



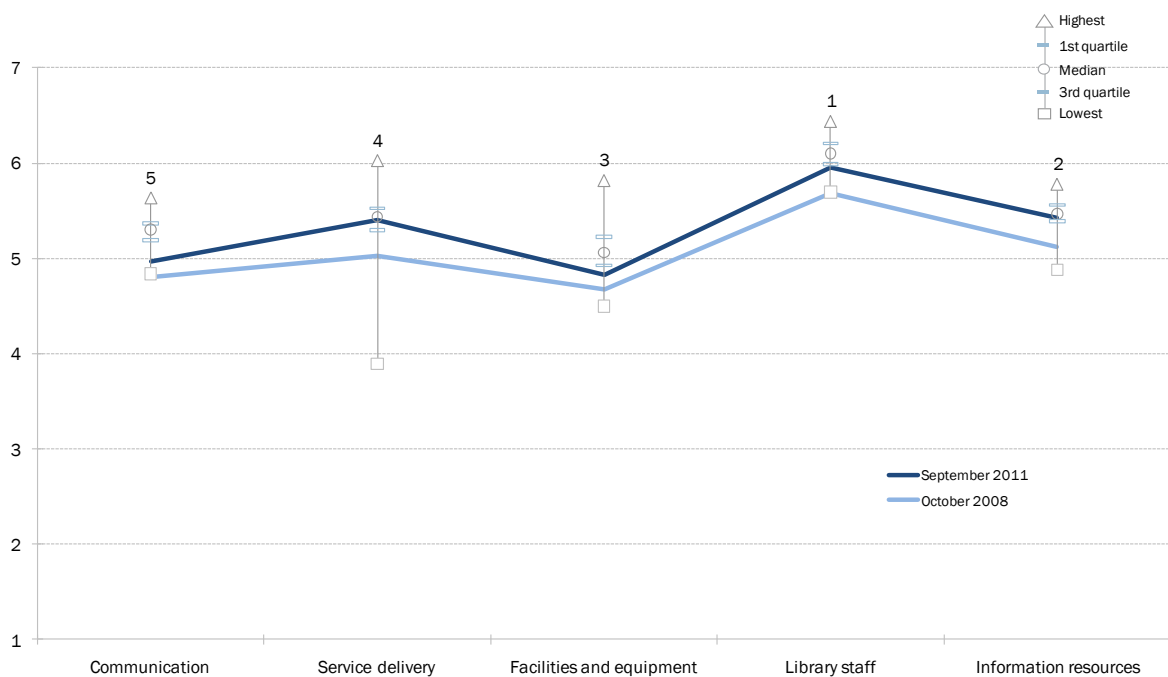
Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the University of Adelaide Library Client Survey was administered, 48 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

The three categories ranked highest in importance for the clients of the University of Adelaide Library are *library staff*, *information resources* and *facilities and equipment* (as indicated by the bold numbers in the following graph).

The *service delivery* and *information resources* categories are performing in the third quartile, or bottom 50% of benchmark participants. The other categories are performing in the fourth quartile (bottom 25%).

Performance scores for all categories have increased in comparison to the previous survey. A more specific view of results on each variable within the categories can be found in the detailed data report (from page 5 onwards).



Scorecard

The following scorecard presents similar information to the previous graph however the emphasis here is on the numerical scores of the Library in each category.

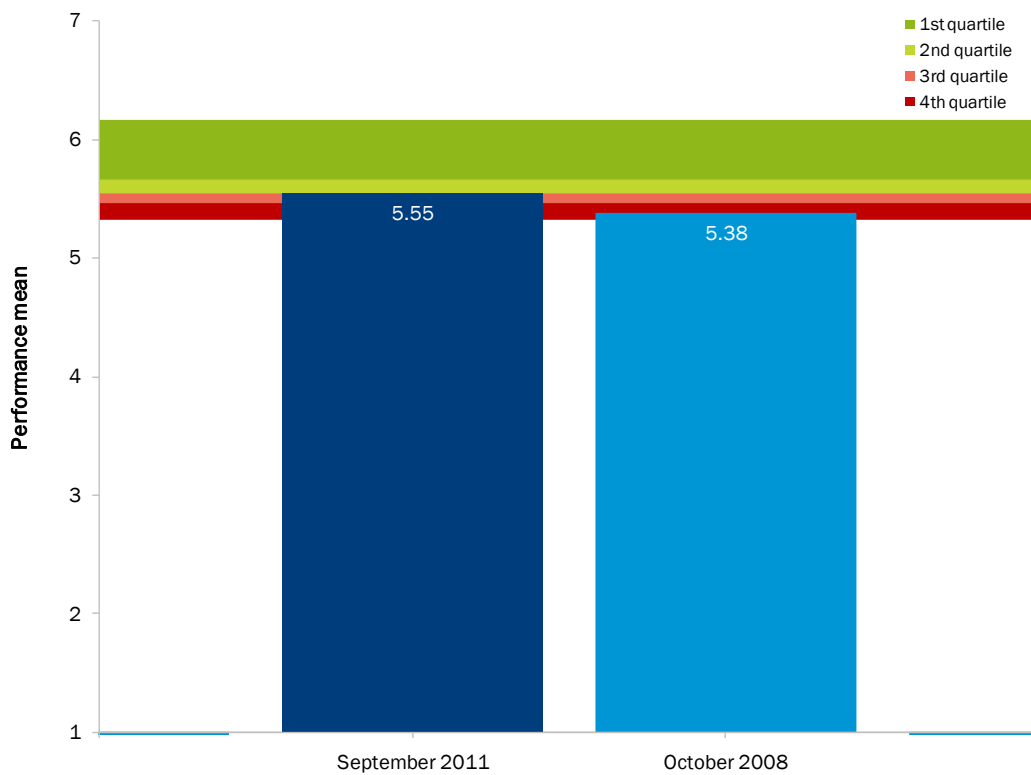
The Library performed highest on the category of *library staff*, with a score of 85%. The lowest score was identified for *facilities and equipment* at 68.9%.

The information in the table also enables a comparison of the Library results with the highest, lowest and median performers in the Insync Surveys database.

	Communication	Service Delivery	Facilities And Equipment	Library Staff	Information Resources	Weighted Total
Weighting	15%	22%	18%	20%	25%	100%
September 2011	71.1%	77.2%	68.9%	85.0%	77.5%	76.4%
October 2008	68.7%	71.8%	66.8%	81.3%	73.2%	72.7%
Highest performer in database	80.6%	86.2%	83.2%	92.0%	82.6%	83.8%
2nd quartile	76.7%	78.9%	74.7%	88.7%	79.4%	79.8%
Median	75.7%	77.7%	72.3%	87.2%	78.1%	78.5%
3rd quartile	74.2%	75.6%	70.4%	85.6%	77.0%	76.8%
Lowest performer in database	69.1%	55.6%	64.3%	81.4%	69.7%	73.2%

Overall satisfaction

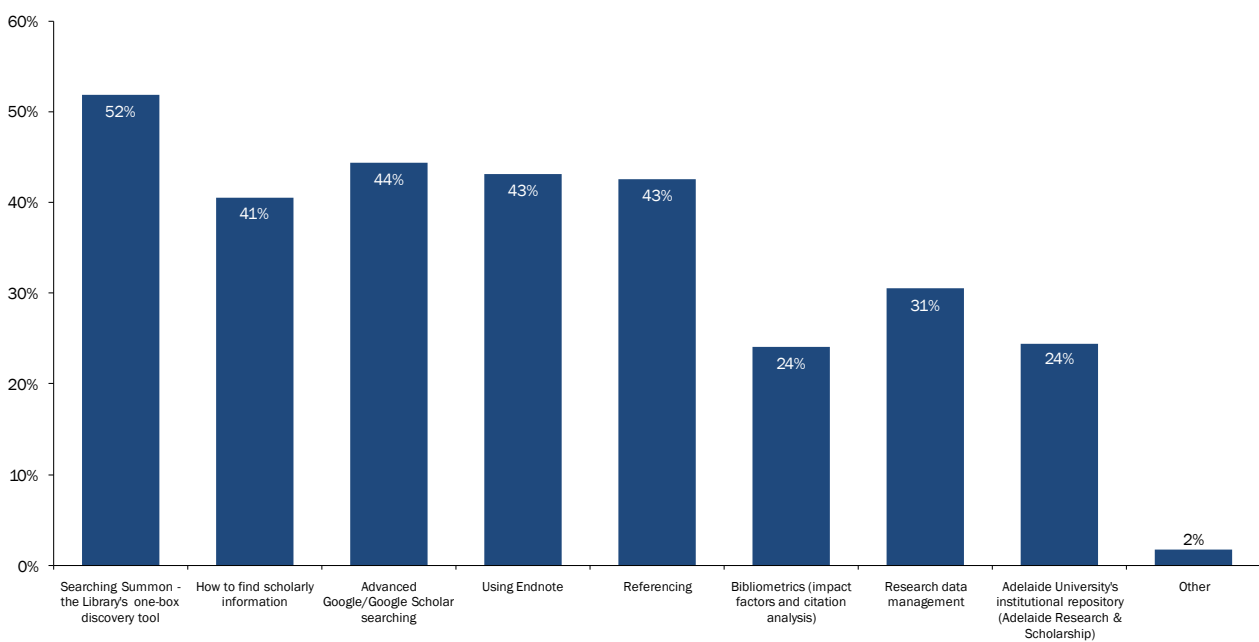
Respondents were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.55 places the Library at the median when compared with other libraries that have surveyed over the last two years. This is an improvement on the results from 2008, where the Library scored 5.38.



Looking for information

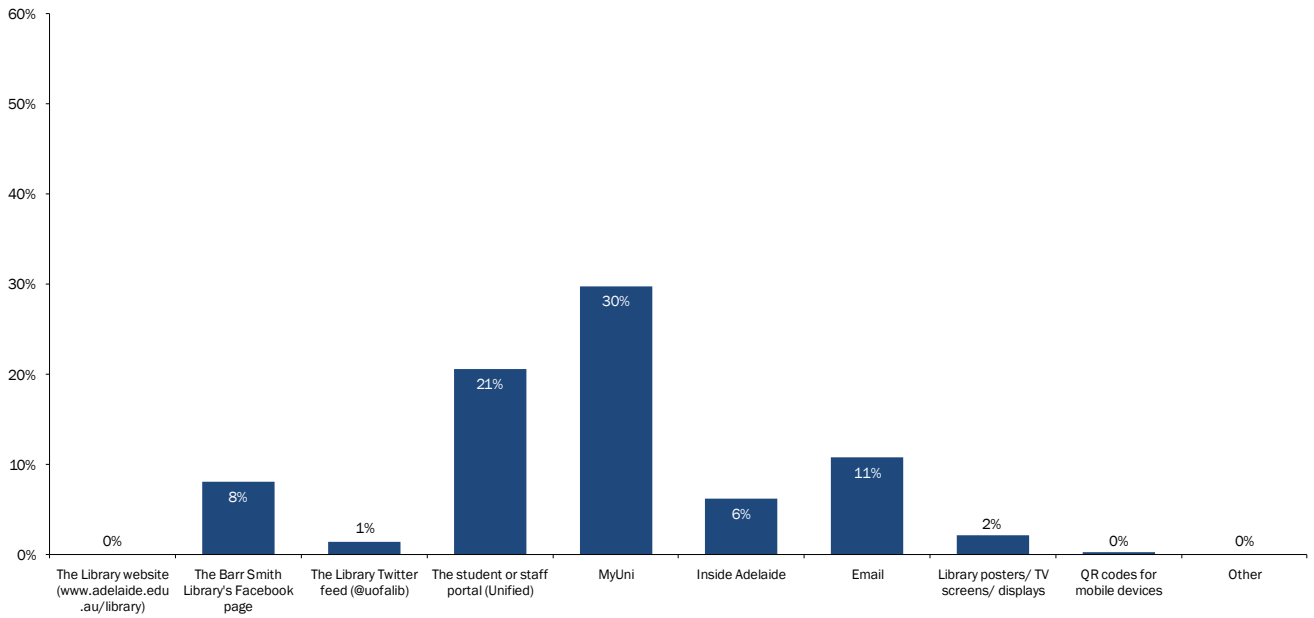
Respondents were asked about their information seeking behaviour in relation to learning needs and preferred methods of Library communication, and were presented with a number of options. The following bar charts display in percentage terms the preferences of respondents for these options.

I want to learn more about:



N=2439

I prefer to learn about the Library's resources and services through:



N=2625

3. Summary of results by demographics

The following tables show the top five improvement opportunities (gaps) across each of the major demographic breakdowns within the University of Adelaide Library.

When considering the following tables, there are a few things to keep in mind. Caution should be exercised when interpreting the data for groups with fewer than 25 responses, as a small response number can lead to unstable mean scores.

Secondly, if a factor is highlighted, it means that it is unique, that is, not shared by any other group in that demographic breakdown.

Based on our experience, gaps between 1.00 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.00 are serious and should be acted upon.

Which campus library do you use most often?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
Which campus library do you use most often?	
Barr Smith Library (2354 responses)	Gap score
A computer is available when I need one	2.66
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.29
The Library search tool (Summon) is easy to use	1.23
The items I'm looking for on the Library shelves are usually there	1.19
Printing, scanning and photocopying facilities in the Library meet my needs	1.18
Law Library (149 responses)	Gap score
A computer is available when I need one	2.51
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.58
Printing, scanning and photocopying facilities in the Library meet my needs	1.52
I can find a quiet place in the Library to study when I need to	1.37
I can find a place in the Library to work in a group when I need to	1.33
Elder Music Library (58 responses)	Gap score
A computer is available when I need one	1.92
Opening hours meet my needs	1.75
The items I'm looking for on the Library shelves are usually there	1.12
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.84
The Library search tool (Summon) is easy to use	0.82
Roseworthy Campus Library (65 responses)	Gap score
Printing, scanning and photocopying facilities in the Library meet my needs	1.62
The items I'm looking for on the Library shelves are usually there	1.25
The Library search tool (Summon) is easy to use	1.17
The Library website is easy to use	1.16
Course specific resources (including short loans) meet my learning needs	1.15
Waite Library (145 responses)	Gap score
The Library search tool (Summon) is easy to use	1.15
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.05
The Library website is easy to use	0.95
Printing, scanning and photocopying facilities in the Library meet my needs	0.71
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.65

What is your major area of study, research or teaching?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
What is your major area of study, research or teaching?	
Engineering, Computer and Mathematical Sciences (458 responses)	Gap score
A computer is available when I need one	2.32
I can find a place in the Library to work in a group when I need to	1.34
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.23
The Library search tool (Summon) is easy to use	1.22
The items I'm looking for on the Library shelves are usually there	1.10
Health Sciences (495 responses)	Gap score
A computer is available when I need one	2.64
Printing, scanning and photocopying facilities in the Library meet my needs	1.29
The Library search tool (Summon) is easy to use	1.25
The items I'm looking for on the Library shelves are usually there	1.24
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.15
Humanities and Social Sciences (511 responses)	Gap score
A computer is available when I need one	2.85
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.43
The Library search tool (Summon) is easy to use	1.31
The items I'm looking for on the Library shelves are usually there	1.30
I can find a quiet place in the Library to study when I need to	1.22
Professions (Architecture, Business, Economics, Education, Law) (636 responses)	Gap score
A computer is available when I need one	2.66
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.37
Printing, scanning and photocopying facilities in the Library meet my needs	1.34
I can find a quiet place in the Library to study when I need to	1.24
I can find a place in the Library to work in a group when I need to	1.22
Sciences (538 responses)	Gap score
A computer is available when I need one	2.02
The Library search tool (Summon) is easy to use	1.21
Printing, scanning and photocopying facilities in the Library meet my needs	1.09
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.99
The Library website is easy to use	0.96
Other (135 responses)	Gap score
A computer is available when I need one	2.23
Library signage is clear	1.46
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.40
I can find a place in the Library to work in a group when I need to	1.38
The Library search tool (Summon) is easy to use	1.34

What single category best describes you?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
What single category best describes you?	
Undergraduate (1572 responses)	Gap score
A computer is available when I need one	3.02
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.44
Printing, scanning and photocopying facilities in the Library meet my needs	1.35
I can find a place in the Library to work in a group when I need to	1.32
I can find a quiet place in the Library to study when I need to	1.28
Postgraduate (612 responses)	Gap score
A computer is available when I need one	1.81
The Library search tool (Summon) is easy to use	1.26
The items I'm looking for on the Library shelves are usually there	1.23
Printing, scanning and photocopying facilities in the Library meet my needs	1.07
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.03
Academic/Research staff (323 responses)	Gap score
The Library search tool (Summon) is easy to use	1.35
The Library website is easy to use	1.25
Online resources (e.g. e-journals, databases, ebooks) meet my learning and research needs	1.13
The items I'm looking for on the Library shelves are usually there	1.13
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.12
General (Professional) staff (215 responses)	Gap score
A computer is available when I need one	1.37
Library signage is clear	1.17
The Library website is easy to use	1.15
The Library search tool (Summon) is easy to use	1.12
The Library website provides useful information	0.97
Other (57 responses)	Gap score
The Library search tool (Summon) is easy to use	1.54
A computer is available when I need one	1.45
The Library website is easy to use	1.37
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.19
Online resources (e.g. e-journals, databases, ebooks) meet my learning and research needs	1.17

Which category describes you?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
Which category describes you?	
Domestic student (1736 responses)	Gap score
A computer is available when I need one	2.82
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.33
The Library search tool (Summon) is easy to use	1.31
Printing, scanning and photocopying facilities in the Library meet my needs	1.31
I can find a quiet place in the Library to study when I need to	1.20
International student (592 responses)	Gap score
A computer is available when I need one	2.19
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.28
The items I'm looking for on the Library shelves are usually there	1.23
I can find a quiet place in the Library to study when I need to	1.11
Printing, scanning and photocopying facilities in the Library meet my needs	1.09

How often do you come into the Library?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
How often do you come into the Library?	
Daily (246 responses)	Gap score
A computer is available when I need one	2.52
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.81
Printing, scanning and photocopying facilities in the Library meet my needs	1.35
I can find a quiet place in the Library to study when I need to	1.28
I can find a place in the Library to work in a group when I need to	1.18
2-4 days a week (683 responses)	Gap score
A computer is available when I need one	2.69
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.45
I can find a quiet place in the Library to study when I need to	1.32
The items I'm looking for on the Library shelves are usually there	1.25
Printing, scanning and photocopying facilities in the Library meet my needs	1.22
Weekly (565 responses)	Gap score
A computer is available when I need one	2.68
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.23
Printing, scanning and photocopying facilities in the Library meet my needs	1.21
I can find a quiet place in the Library to study when I need to	1.20
The items I'm looking for on the Library shelves are usually there	1.18
Fortnightly (296 responses)	Gap score
A computer is available when I need one	2.72
The Library search tool (Summon) is easy to use	1.22
Printing, scanning and photocopying facilities in the Library meet my needs	1.20
The items I'm looking for on the Library shelves are usually there	1.16
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.13
Monthly (370 responses)	Gap score
A computer is available when I need one	2.17
The Library search tool (Summon) is easy to use	1.30
The items I'm looking for on the Library shelves are usually there	1.20
The Library website is easy to use	1.13
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.13
Rarely (i.e. a few times a year) (557 responses)	Gap score
A computer is available when I need one	2.05
The Library search tool (Summon) is easy to use	1.61
The Library website is easy to use	1.38
Printing, scanning and photocopying facilities in the Library meet my needs	1.08
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.06
Never (53 responses)	Gap score
The Library search tool (Summon) is easy to use	1.33
The Library website is easy to use	1.24
A computer is available when I need one	1.11
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.00
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.00

How often do you access the resources and services that the Library provides online?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
How often do you access the resources and services that the Library provides online?	
Daily (516 responses)	Gap score
A computer is available when I need one	2.16
The items I'm looking for on the Library shelves are usually there	1.26
The Library search tool (Summon) is easy to use	1.22
I can find a quiet place in the Library to study when I need to	1.12
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.09
2-4 days a week (787 responses)	Gap score
A computer is available when I need one	2.56
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.33
Printing, scanning and photocopying facilities in the Library meet my needs	1.22
The items I'm looking for on the Library shelves are usually there	1.18
I can find a quiet place in the Library to study when I need to	1.15
Weekly (653 responses)	Gap score
A computer is available when I need one	2.57
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.35
The Library search tool (Summon) is easy to use	1.24
Printing, scanning and photocopying facilities in the Library meet my needs	1.23
I can find a quiet place in the Library to study when I need to	1.21
Fortnightly (259 responses)	Gap score
A computer is available when I need one	2.61
Printing, scanning and photocopying facilities in the Library meet my needs	1.24
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.13
The items I'm looking for on the Library shelves are usually there	1.10
I can find a place in the Library to work in a group when I need to	1.09
Monthly (287 responses)	Gap score
A computer is available when I need one	2.61
The Library search tool (Summon) is easy to use	1.36
I can find a place in the Library to work in a group when I need to	1.29
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.26
The Library website is easy to use	1.21
Rarely (i.e. a few times a year) (247 responses)	Gap score
A computer is available when I need one	2.55
The Library search tool (Summon) is easy to use	1.47
The Library website is easy to use	1.31
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.17
Printing, scanning and photocopying facilities in the Library meet my needs	1.08
Never (26 responses)	Gap score
A computer is available when I need one	1.69
Library signage is clear	1.45
I can find a quiet place in the Library to study when I need to	1.24
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.14
Library staff are readily available to assist me	1.12

How often are you required to be on campus?

University of Adelaide Library Client Survey Results, September 2011	
Top 5 gap scores by demographic	
How often are you required to be on campus?	
Daily (1350 responses)	Gap score
A computer is available when I need one	2.32
The Library search tool (Summon) is easy to use	1.20
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.14
I can find a place in the Library to work in a group when I need to	1.06
The items I'm looking for on the Library shelves are usually there	1.06
2-4 days a week (1000 responses)	Gap score
A computer is available when I need one	2.85
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.47
Printing, scanning and photocopying facilities in the Library meet my needs	1.35
The items I'm looking for on the Library shelves are usually there	1.26
I can find a quiet place in the Library to study when I need to	1.23
Weekly (162 responses)	Gap score
A computer is available when I need one	2.56
The Library search tool (Summon) is easy to use	1.54
The items I'm looking for on the Library shelves are usually there	1.40
The Library website is easy to use	1.36
I can find a quiet place in the Library to study when I need to	1.31
Fortnightly (40 responses)	Gap score
A computer is available when I need one	1.52
The Library search tool (Summon) is easy to use	1.24
Library signage is clear	1.19
The items I'm looking for on the Library shelves are usually there	1.15
The Library anticipates my learning and research needs	1.09
Monthly (44 responses)	Gap score
A computer is available when I need one	1.86
The items I'm looking for on the Library shelves are usually there	1.47
The Library search tool (Summon) is easy to use	1.28
I can find a place in the Library to work in a group when I need to	1.23
Course specific resources (including short loans) meet my learning needs	1.07
Rarely (i.e. a few times a year) (116 responses)	Gap score
A computer is available when I need one	1.57
The Library search tool (Summon) is easy to use	1.52
The Library website is easy to use	1.16
Printing, scanning and photocopying facilities in the Library meet my needs	1.02
The items I'm looking for on the Library shelves are usually there	0.98
Never (68 responses)	Gap score
A computer is available when I need one	1.97
I can find a place in the Library to work in a group when I need to	1.45
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.43
Printing, scanning and photocopying facilities in the Library meet my needs	1.41
The Library search tool (Summon) is easy to use	1.34

4. Executive summary

This year the University of Adelaide Library recorded an overall performance score of 76.4%. This places the University of Adelaide Library in the bottom 25% of libraries that have surveyed with us over the last two years and reflects a score increase of 3.7% since the previous survey in 2008, when the Library ranked below the current benchmark database.

The areas of highest importance to Library clients include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and fair and non-discriminatory. Other themes include print and online resources meeting the needs of clients; adequate off campus access to resources and services; the ease of use of the Library website; items being on the Library shelves when clients are looking for them; and wireless access being available in the Library.

Four factors in the top 10 performance list relate to Library staff – more specifically their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, and their availability to assist. The remaining factors relate to self service facilities meeting the needs of clients; adequate off campus access to Library resources and services; online resources and enquiry services meeting clients' needs; wireless access being available in the Library; and opening hours meeting the needs of clients.

The top 10 performance list contains seven factors from the top 10 importance list:

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *When I am away from campus I can access the Library resources and services I need*
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*
- *I can get wireless access in the Library when I need to*
- *Library staff are readily available to assist me*

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

The Library performed highest on the category of *library staff*, with a score of 85%. The lowest score was identified for *facilities and equipment* at 68.9%.

The three categories ranked highest in importance for the clients of the University of Adelaide Library are *library staff*, *information resources* and *facilities and equipment*

The *service delivery* and *information resources* categories are performing in the third quartile, or bottom 50% of benchmark participants. The other categories are performing in the fourth quartile (bottom 25%). Performance scores for all categories have increased in comparison to the previous survey.

A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*
- *The Library search tool (Summon) is easy to use*
- *Printing, scanning and photocopying facilities in the Library meet my needs*
- *I can find a quiet place in the Library to study when I need to*

Although only one of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on all of them to ensure that they do not become problematic.

Respondents were asked to indicate how often they come into the Library, how often they access the Library online, and how often they are required to be on campus. The most common frequency response for interactions with the Library was *2-4 days a week*, with a response rate of 24.5% and 28.3% respectively, while the most common response for on campus attendance was *daily* at 48.5%.

In conclusion, the University of Adelaide Library achieved positive internal results and improved performance in comparison to the previous survey in 2008, however is underperforming in benchmarked results.

5. Next steps

Planning for the way forward is not limited to the recommendations in this report. A number of other areas may also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority for the Library. These should be reviewed. It is also important to consider issues unique to different demographic groups and look beyond the overall results. When prioritising issues for action, it is recommended that a combination of the quantitative analyses and comments, with the option of future focus groups, be used to gain a more in-depth understanding of student concerns.

