

Charles Sturt University



Library Client Survey

**Written
Report**

October 2004

Prepared by



TABLE OF CONTENTS

1. Introduction	2
1.1 Background.....	2
1.2 Survey Objectives.....	2
1.3 Survey Process.....	2
1.4 Response Statistics.....	3
2. Detailed Results.....	4
2.1 What Clients Feel Is Important for the Charles Sturt University Library	4
2.2 How Clients Feel the Charles Sturt University Library is Performing.....	5
2.3 Where Clients Feel the Charles Sturt University Library Can Potentially Improve.....	7
2.4 Prioritising Potential Improvement Opportunities.....	8
2.5 Comparison With Other University Libraries	9
2.6 Overall Satisfaction.....	12
3. Results Grouped By Demographics	14
3.1 Frequency of Use.....	14
3.2 Other Demographic Breakdowns.....	18
4. Summary and Discussion.....	23

1. INTRODUCTION

1.1 Background

The Council of Australian University Librarians (CAUL) has set up a relationship with Rodski Behavioural Research to assist CAUL members to develop, administer and analyse client satisfaction surveys. Rodski Behavioural Research acts to ensure 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 agreement, Rodski Behavioural Research was retained by the Charles Sturt University Library to conduct a survey of its clients so that their views, ideas, and suggestions can be fully considered as an integral part of its commitment to improvement. The results of the Charles Sturt University Library's client survey are compared with other university libraries in the Rodski database.

1.2 Survey Objectives

The primary objective of the client survey is to provide the Charles Sturt University Library with a means to identify key client concerns. More specifically, the objectives of the survey are:

- To identify, prioritise and manage the key issues affecting clients,
- To allow the Charles Sturt University Library's performance to be measured and monitored over time,
- To provide clients with the opportunity to communicate openly and honestly with the management team of the Library,
- To compare results with other university libraries in the database so that performance can be measured against external standards.

1.3 Survey Process

The survey required all clients to provide some demographic information, such as which library they frequent and their faculty. It then displayed 34 statements (called 'variables') considered critical to the continuing success of the Charles Sturt University Library. Clients were asked to rate each statement twice – firstly to measure the importance of each of the statements to them and secondly to measure their impression of the library's performance on each statement.

Clients of the Charles Sturt University Library were given the opportunity to participate in the survey in October 2004 by completing the questionnaire anonymously. This anonymity helps to ensure that the true concerns of the clients are identified. The survey could only be completed either online or on paper.

This is the second Rodski Behavioural Research survey of its kind to be undertaken by the Charles Sturt University Library – the first was administered in September 2002.

1.4 Response Statistics

The following table details the number of usable survey forms received from clients of the various libraries, categories and faculties at the Charles Sturt University Library. A minority of clients did not indicate their demographic information, and these forms have consequently been classified as 'unspecified'.

Charles Sturt University Response Statistics Oct 2004		Faculty	
Total	1458	Faculty of Arts	295
Library		Faculty of Commerce	163
Bathurst Campus	476	Faculty of Education	346
Wagga Wagga Campus	590	Faculty of Health Studies	355
Thurgoona Campus	116	Faculty of Science & Agriculture	245
Albury City Campus	196	<i>Unspecified</i>	54
Dubbo Campus	46	Location	
St Marks Library (Canberra)	16	On-campus staff / student	862
Goulburn Police Academy Library	2	Off-campus (Australia) staff / student	558
<i>Unspecified</i>	16	Off-campus (Overseas) staff / student	13
Category		<i>Unspecified</i>	25
Undergraduate student	1128	Division	
Higher Degree - Research	37	Centre for Enhancing Learning and	10
Higher Degree - Coursework	63	Facilities Management	4
Other Postgraduate	52	Financial Services	16
Academic staff	80	Human Resources	26
General staff	62	Indigenous Education Centre	3
Student from another university	4	Information Technology	21
Other	13	Learning Materials Centre (LMC)	7
<i>Unspecified</i>	19	Library Services	41
		Marketing and Communications	39
		Student Administration	12
		Student Services	17
		Other	167
		<i>Unspecified</i>	1095

In total, 1458 responses were received – an above-average number in the CAUL library survey context (current average across libraries is 1100). This number of responses provides a high degree of confidence in the results obtained at the overall university level (confidence level based on university population is 99% +/- 3%). The number of responses received is significantly more than the 1067 respondents for the 2002 survey. The library branch used most often by library clients is Wagga Wagga, with 590 respondents (40%). The vast majority of respondents are Undergraduate, with 1128 respondents (77%). The faculties are all well represented, and the majority of respondents (75%) did not specify a division.

2. DETAILED RESULTS

2.1 What Clients Feel Is Important for the Library

The 10 highest ranked importance variables for Charles Sturt University's clients (listed in descending priority order) are reported in the table below. The 2002 results are also reported to enable a comparison.

October 2004 Top 10 Importance	Mean	September 2002 Top 10 Importance	Mean
Library staff give my enquiries appropriate time and attention	6.29	Library staff are focussed on the needs of the users	6.40
Library staff provide clear, useful and accurate answers to enquiries	6.29	Information resources (books, electronic, etc) are easily retrieved	6.39
Library catalogue provides clear and useful information	6.29	Library catalogue provides clear and useful information	6.38
Library staff treat me fairly and without discrimination	6.28	Access to electronic databases and resources is easily available	6.38
Library staff are focussed on the needs of the users	6.27	Library staff provide clear, useful and accurate answers to enquiries	6.37
Access to electronic databases and resources is easily available	6.27	The library collections are adequate (or appropriate) for my needs	6.34
Library staff are readily available to assist me	6.27	Library staff treat me fairly and without discrimination	6.34
The library collections are adequate (or appropriate) for my needs	6.26	Requests for information are followed through	6.34
Information resources (books, electronic, etc) are easily retrieved	6.25	Library staff provide quality service	6.32
Service desk staff respond in a timely manner	6.25	Library staff are readily available to assist me	6.32

- Common to 2004 and 2002
- *Unique*

Of the 34 statements on the survey, 16 were identified with importance means of 6.00 or higher. These statements are all of relatively high importance to clients. The themes of the variables in the top 10 importance list include the adequacy of the collection, ease in accessing electronic databases, clarity and usefulness of the library catalogue and the ease in retrieving information resources. The six remaining high priorities to library clients relate to library staff, or more specifically their fairness, accuracy, timeliness, clarity and usefulness, availability, and whether they are focussed on users' needs. Eight of the variables overlap with the 2002 result. The two statements that have been displaced from the top 10 by the new variables still have relatively high importance scores, now placed 12th and 13th. Importance scores have remained dropped, but only slightly, since the previous survey. While it is important to understand the areas of greatest importance to clients, likewise it is also necessary to consider what is not as important. The least important areas to clients across the survey statements relate to aid and support for disabled users, library staff informing clients of new services and collections, and the adequacy of the microform readers and audiovisual facilities. It should be noted that these importance rankings indicate not that these variables are of no importance to clients, but they are of lower importance, in a relative sense.

2.2 How Clients Feel the Library is Performing

The table below reports, in descending order, the 10 variables ranked highest in performance by Charles Sturt University employees in 2004 as compared with those ranked highest in 2002.

October 2004 Top 10 Performance	Mean	September 2002 Top 10 Performance	Mean
Library staff treat me fairly and without discrimination*	6.26	Library staff treat me fairly and without discrimination*	6.23
Library staff are courteous	6.07	Library staff are courteous	6.01
Library staff give my enquiries appropriate time and attention*	5.99	Library staff give my enquiries appropriate time and attention	5.89
Library staff are focussed on the needs of the users*	5.98	Service desk staff respond in a timely manner	5.82
Service desk staff respond in a timely manner*	5.89	Library staff are focussed on the needs of the users*	5.82
Library staff are readily available to assist me*	5.87	Library staff are readily available to assist me*	5.77
Library staff provide quality service	5.85	Requests for information are followed through*	5.75
My queries are answered in a timely manner	5.82	My queries are answered in a timely manner	5.73
Library staff acknowledge and handle problems in a professional manner	5.81	Library staff provide quality service*	5.69
Library staff provide clear, useful and accurate answers to enquiries*	5.77	Library staff acknowledge and handle problems in a professional manner	5.68

(N.B. Factors marked * are top 10 importance variables for that year.)

- Common to 2004 and 2002
- Unique

All ten of the variables in the top 10 performance relate to library staff – more specifically, their courtesy, fairness, availability, timeliness, clarity, accuracy, professionalism and overall quality of service. The top 10 performance list contains six factors from the top 10 importance list (marked with a *). In other words, not only are these factors among the most important issues to clients of the library, they are also being performed well.

When analysing the performance results, it is important to keep in mind that we are dealing with clients' perceptions of the Charles Sturt University's performance. When benchmarked against other organisations, exceptional results are evident. Nine of the variables are performing in the top 50%, and of these nine, five are performing at the very top of the database. These variables are: *library staff treat me fairly and without discrimination*, *library staff give my enquiries appropriate time and attention*, *library staff are focussed on the needs of the users*, *service desk staff respond in a timely manner* and *library staff are readily available to assist me*. The remaining variable – *my queries are answered in a timely manner* – is unique to the Charles Sturt University Library and therefore cannot be benchmarked. The top 10 performance list has nine variables in common with the list from 2002. The 2004 performance scores have improved slightly since 2002. Finally, the survey identified 28 questions with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong average rating on a seven-point scale.

At the other end of the scale are the lowest performing variables. This table shows the 10 variables given the lowest rankings by Charles Sturt University Library clients in 2004 as compared with those ranked lowest in 2002. Please note that the lowest performing variable appears first on the list.

October 2004 Lowest 10 Performance	Mean	September 2002 Lowest 10 Performance	Mean
Library staff keep me informed about new services and collections	4.29	Library staff keep me informed about new services and collections	4.03
Number of computer workstations is adequate	4.35	Number of computer workstations is adequate	4.12
Microform readers are adequate for my needs	4.83	The library collections are adequate (or appropriate) for my needs*	4.51
The library collections are adequate (or appropriate) for my needs*	4.90	Prompt action is taken regarding missing books, journals and videos	4.60
Computers/printers are adequate for my needs	4.93	Microform readers are adequate for my needs	4.60
Prompt action is taken regarding missing books, journals and videos	4.96	Computers/printers are adequate for my needs	4.62
Audiovisual facilities are adequate for my needs	5.04	Opening hours meet my needs	4.73
Aids are provided for users with disabilities	5.05	Audiovisual facilities are adequate for my needs	4.81
New materials are made accessible when I need them	5.07	New materials are made accessible when I need them	4.90
The library provides adequate group study facilities	5.09	The library provides adequate group study facilities	4.95

(N.B. Factors marked * are also top 10 importance variables for that year.)

- Common to 2004 and 2002
- Unique

The lowest 10 performance list has one factor in common with the top 10 importance list, namely *the library collections are adequate (or appropriate) for my needs*. The list includes variables regarding the corrective action for missing texts, adequacy of the number of computer workstations, microform readers, computer/printers, audiovisual facilities and group study facilities, the accessibility of new materials, provision of aid for disabled users and whether library staff inform clients of new services and collections. Nine of the variables are common with the 2002 results.

When each of these was reviewed in the context of results from other libraries, the majority of the results are very high. *Library staff keep me informed about new services and collections* is the only variable to be performing in the bottom 50%. However, this variable is also ranked fourth last in importance. The variables *audiovisual facilities are adequate for my needs* and *microform readers are adequate for my needs* are unique to the Charles Sturt University Library and therefore cannot be benchmarked. Performance has generally improved since the last survey, with the most significant improvement evident for the variable *the library collections are adequate (or appropriate) for my needs*, which jumped by 0.39.

2.3 Where Clients Feel the Library Can Potentially Improve

In identifying factors for improvement, Rodski Behavioural Research analyses the perceived difference – or ‘gap’ – between the importance and performance score for each variable. These gaps indicate areas of frustration or dissatisfaction for clients and thus represent potential improvement opportunities. Based on our research, gaps of or above 2.00 are considered significant, with a gap score of 3.00 or higher generally pointing to widespread dissatisfaction. The table below reports the 10 variables with the highest gap scores for the 2004 and 2002 surveys.

October 2004 Top 10 Gaps	Score	September 2002 Top 10 Gaps	Score
The library collections are adequate (or appropriate) for my needs*	1.36	The library collections are adequate (or appropriate) for my needs*	1.83
Number of computer workstations is adequate	1.26	Number of computer workstations is adequate	1.55
Library catalogue provides clear and useful information*	1.04	Library catalogue provides clear and useful information*	1.29
Information resources (books, electronic, etc) are easily retrieved*	0.98	Information resources (books, electronic, etc) are easily retrieved*	1.25
New materials are made accessible when I need them	0.88	Access to electronic databases and resources is easily available*	1.14
Access to electronic databases and resources is easily available*	0.86	New materials are made accessible when I need them	1.10
Opening hours meet my needs	0.86	Opening hours meet my needs	1.07
Computers/printers are adequate for my needs	0.73	Computers/printers are adequate for my needs	1.03
Prompt action is taken regarding missing books, journals and videos	0.55	Prompt action is taken regarding missing books, journals and videos	1.03
Library staff provide clear, useful and accurate answers to enquiries*	0.52	Library staff provide clear, useful and accurate answers to enquiries*	0.79

(N.B. Factors marked * are also top 10 importance variables for that year.)

- Common to 2004 and 2002
- Unique

The top 10 gap list contains five factors from the top 10 importance list, relating to the adequacy of the library collection, accessibility of information resources and electronic databases, the clarity and usefulness of the library catalogue and the clarity, usefulness and accuracy of staff's answers to inquiries. All five of these variables were also top 10 gaps and top 10 importance variables in the last survey. However, the gap scores have declined significantly in each case, particularly for *the library collections are adequate (or appropriate) for my needs*, whose gap score has dropped by 0.47. There are no significant concerns in this list (gap scores greater than 2.00), and in fact there are no gap scores even of 1.50 or above. These are very positive results.

2.4 Prioritising Potential Improvement Opportunities

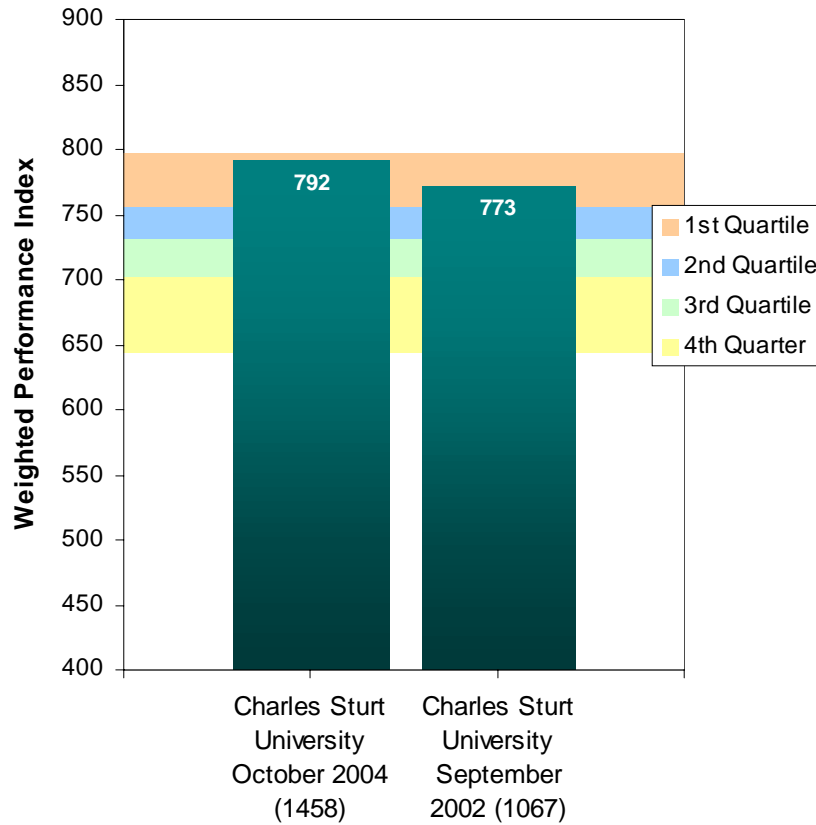
Analysis of these gaps enables the Charles Sturt University Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. For an issue to be considered in need of attention, it must have both a gap score above 2.00 and be of high importance. A significant gap score together with a low importance score is indicative of a non-issue for clients. Conversely, a significant gap score together with a high importance score suggests an area of concern. It is important to note that a larger gap does not indicate a larger problem. It rather indicates an increase in certainty that the variable is indeed of some level of concern.

This information is calculated by and reported in the gap grid. It is a unique visual tool that allows you to see several key pieces of information within the one diagram (see the Appendices for more detail). For each survey variable it shows the performance score (horizontal axis), the importance score (vertical axis) and the gap score (colour coded). Using this information, the factors that should be prioritised as improvement opportunities can be identified. The gap grid is a highly effective tool at an aggregate level and also at a specific demographic level.

With this in mind, a review of the library-wide gap grid has identified no significant or potential frustrations or concerns for the Charles Sturt University Library.

2.5 Comparison With Other University Libraries

The Charles Sturt University Library has recorded an overall score of 792 points (79%), indicating a score in the first quartile (top 25%) when compared with other libraries in the database. This reflects an improvement of 0.19 since the previous survey in 2002, which, although small, is a significant change when results are already so high.



The following graph shows the performance scores of the Charles Sturt University Library, within the range of other library scores, across the five Library survey categories. At the time the Charles Sturt University Library survey was administered, 34 other university libraries had completed benchmarking surveys. It is this group that makes up the comparison group. The highest performing categories in a benchmarking sense are Service Quality and Library Staff, which have exceeded the highest performers in the Rodski database. Service Delivery and Facilities & Equipment have equalled the performance of the highest performers in the database, while Communication is sitting in the first quartile. Results for Library Staff have remained stable, while all other categories have improved. At this high level, even slight improvement is highly commendable. A more specific view of results on each variable within each of these categories can be found in the detailed data analysis.

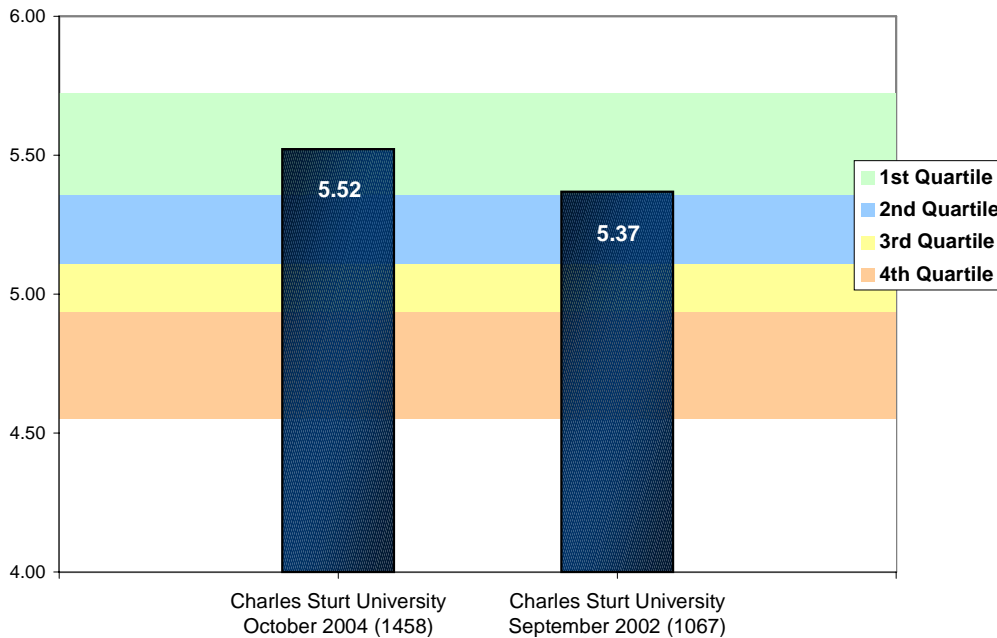


The following scorecard presents similar information to the previous graph, however the emphasis here is on the numerical scores of the Charles Sturt University Library in each category. The Charles Sturt University Library performed highest on the category of Library Staff, with a score of 88%. This is 1% higher than the previous highest score in the database. The lowest score was identified on Facilities and Equipment at 72%, which is only slightly below the top performer in the database. As seen previously, the overall score of 79% has improved by 2% since the 2002 survey. The biggest improvement is evident for the category of Service Delivery, which has increased by 3%. These results are derived using an equal weighting system across the five survey categories. The information in the above table also enables a comparison of your results with the highest, lowest and median performers in the Rodski Library Client database.

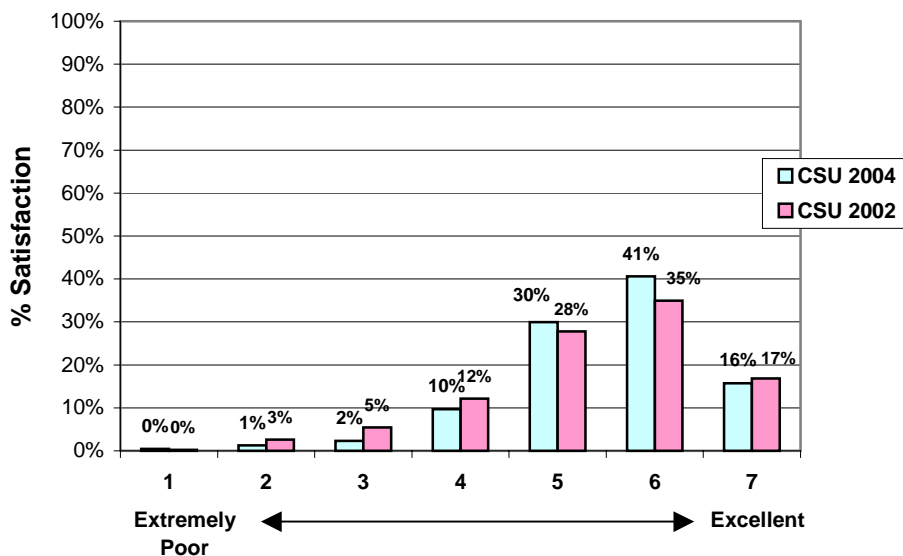
Library Categories	Weighting	Charles Sturt University October 2004 (1458)		Charles Sturt University September 2002 (1067)		Highest Performer in Database		Median		Lowest Performer in Database	
			%		%		%		%		%
COMMUNICATION	200	151	75	146	73	157	78	145	73	129	64
SERVICE QUALITY	200	165	83	162	81	162	81	148	74	128	64
SERVICE DELIVERY	200	156	78	150	75	157	79	146	73	125	63
FACILITIES & EQUIPMENT	200	144	72	140	70	146	73	132	66	119	60
LIBRARY STAFF	200	176	88	175	87	175	87	160	80	142	71
Total	1000	792	79	773	77	797	80	731	73	643	64

2.6 Overall Satisfaction

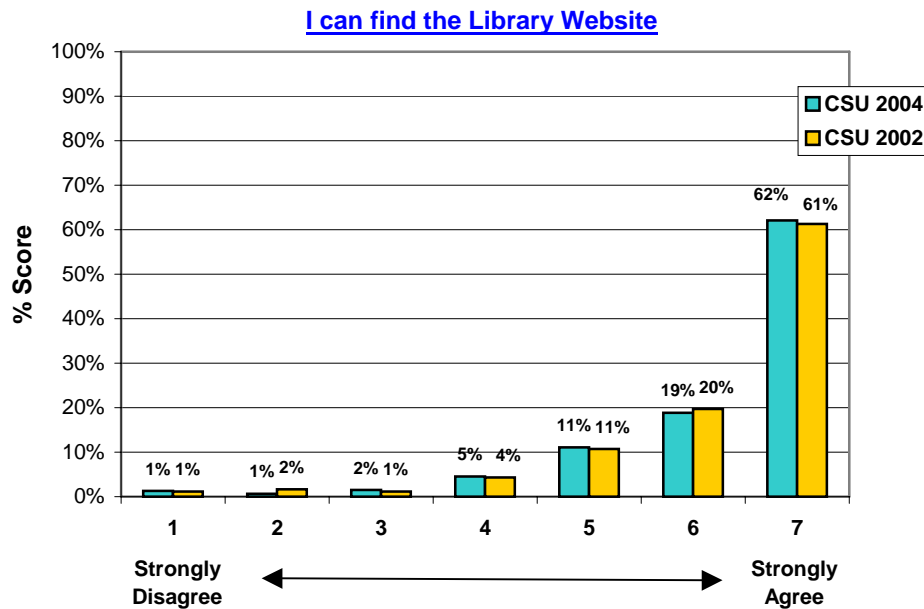
Respondents were asked to provide a general assessment of their satisfaction with the library (see graph below). The overall average of 5.52 (out of a possible high of seven) places the Charles Sturt University Library in the first quartile (top 25%) when compared with other libraries that have surveyed over the last two years. This is a small but (at this level) significant improvement of 0.15% since 2002.



The majority of clients reported their general satisfaction with the library as high. More specifically, 71% of respondents identified their satisfaction as high or very high (rating of 5 or 6), with a further 16% indicating extremely high satisfaction (a rating of 7) (see graph below). Only 1% indicated the quality as extremely low (a rating of 1 or 2). Increases of 2% and 6% are evident in the number of respondents who marked 5 and 6 respectively, reflected by a drop in the number of respondents who marked 2, 3, 4 or 7.



Respondents were also asked about the library website. The first area library users were asked to comment on was whether they can find the library website. Nearly two thirds of respondents marked 7, indicating that they strongly agree with the statement *I can find the library website*. Another 19% gave an answer of 6. No significant changes are evident in the response profile since 2002. For response statistics regarding the other questions about the library website, please see the detailed data analysis.



3. RESULTS GROUPED BY DEMOGRAPHICS

3.1 Frequency of Use

Section 3 of the Charles Sturt University Client Survey allowed the collection of further information regarding usage of the library. Respondents were asked to indicate how often visit the library (physically), how often they access the online library services, and how often they visit the campus. The number of responses across the options within each of these questions can be seen below. The most common visit type for the categories of library visits and online visits is 2-4 days a week. Forty-seven percent of respondents (680) gave this response for library visit frequencies, and 530 respondents (36%) gave this response for online visit frequencies. The most common answer for campus visit frequency is daily, with 557 people (38%). Between zero and 14% of respondents indicated their visits at rarely or monthly. Therefore, the survey respondents are more likely to be high-end (regular) users of library services and as such are more likely to have a comprehensive view of the services provided. A comparison of the top 5 gaps across each of these user groups is also provided in this section of the report.

Charles Sturt University October 2004 Response Statistics	
Total	1458
Library Visits Frequencies	
Daily	205
2-4 days a week	680
Fortnightly	211
Monthly	73
Rarely (i.e. a few times a year)	194
<i>Unspecified</i>	95
Online Visits Frequencies	
Daily	142
2-4 days a week	530
Fortnightly	368
Monthly	171
Rarely (i.e. a few times a year)	157
<i>Unspecified</i>	90
Campus Visits Frequencies	
Daily	577
2-4 days a week	543
Fortnightly	17
Monthly	12
Rarely (i.e. a few times a year)	210
<i>Unspecified</i>	99

The following tables show the top 5 improvement opportunities for each of the demographic groups in the survey. To analyse the gap tables, review the mean scores for each group and identify if the scores are similar or different. Also identify if any unique (blue) variables have been identified by clients who are part of that library, category or faculty.

Library Visit Frequency

TOP 5 GAPS - Library Visits Frequencies					
Charles Sturt University October 2004					
Unique Factors					
Daily (205)		2-4 days a week (680)		Fortnightly (211)	
[Q23] Number of computer workstations is adequate	2.02	[Q23] Number of computer workstations is adequate	1.78	[Q12] The library collections are adequate (or appropriate) for my needs	1.53
[Q20] Computers/printers are adequate for my needs	1.33	[Q12] The library collections are adequate (or appropriate) for my needs	1.42	[Q16] Library catalogue provides clear and useful information	1.03
[Q11] Opening hours meet my needs	1.30	[Q20] Computers/printers are adequate for my needs	1.21	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.86
[Q12] The library collections are adequate (or appropriate) for my needs	1.28	[Q11] Opening hours meet my needs	1.10	[Q11] Opening hours meet my needs	0.86
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.06	[Q16] Library catalogue provides clear and useful information	1.01	[Q23] Number of computer workstations is adequate	0.79
Monthly (73)		Rarely (i.e. a few times a year) (194)			
[Q12] The library collections are adequate (or appropriate) for my needs	1.10	[Q16] Library catalogue provides clear and useful information	1.37		
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.02	[Q12] The library collections are adequate (or appropriate) for my needs	1.28		
[Q14] Access to electronic databases and resources is easily available	0.84	[Q14] Access to electronic databases and resources is easily available	1.20		
[Q16] Library catalogue provides clear and useful information	0.74	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.16		
[Q17] New materials are made accessible when I need them	0.62	[Q17] New materials are made accessible when I need them	1.03		

When the results are considered across the library visit frequencies, no unique variables were identified. Only one variable recorded a significant gap score, namely *number of workstations is adequate*, identified by the daily group. One variable, namely *the library collections are adequate (or appropriate) for my needs*, is common to all five groups. This variable was also identified in the top two gaps for four of the five groups, however no group recorded the variable as a significant gap. *Information resources (books, electronic, etc) are easily retrieved* is common to all groups except the 2-4 days a week group, and *the library catalogue provides clear and useful information* is common to all except the daily group.

Online Visit Frequency

TOP 5 GAPS - Online Visits Frequencies

Charles Sturt University October 2004

Unique Factors

Daily (142)		2-4 days a week (530)		Fortnightly (368)	
[Q12] The library collections are adequate (or appropriate) for my needs	1.87	[Q12] The library collections are adequate (or appropriate) for my needs	1.35	[Q23] Number of computer workstations is adequate	1.34
[Q16] Library catalogue provides clear and useful information	1.30	[Q23] Number of computer workstations is adequate	1.14	[Q12] The library collections are adequate (or appropriate) for my needs	1.32
[Q17] New materials are made accessible when I need them	1.24	[Q16] Library catalogue provides clear and useful information	1.04	[Q11] Opening hours meet my needs	0.99
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.20	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.96	[Q14] Access to electronic databases and resources is easily available	0.97
[Q23] Number of computer workstations is adequate	1.16	[Q11] Opening hours meet my needs	0.83	[Q16] Library catalogue provides clear and useful information	0.97
Monthly (171)		Rarely (i.e. a few times a year) (157)			
[Q12] The library collections are adequate (or appropriate) for my needs	1.34	[Q23] Number of computer workstations is adequate	1.66		
[Q23] Number of computer workstations is adequate	1.26	[Q12] The library collections are adequate (or appropriate) for my needs	1.15		
[Q16] Library catalogue provides clear and useful information	1.15	[Q20] Computers/printers are adequate for my needs	1.09		
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.02	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.01		
[Q14] Access to electronic databases and resources is easily available	0.92	[Q11] Opening hours meet my needs	0.99		

In terms of online visit frequencies, the daily group identified one unique top 5 gap, namely, *new materials are made accessible when I need them* and the rarely group also identified one unique top 5 gap, namely *computers/printers are adequate for my needs*. Not one significant gap score was recorded across all the groups. The daily group identified the highest gap scores of the five groups. Two variables were common to all five groups, namely *the library collections are adequate (or appropriate) for my needs* and *number of computer workstations is adequate*.

Campus Visit Frequency

TOP 5 GAPS - Campus Visits Frequencies

Charles Sturt University October 2004

Unique Factors

Daily (577)		2-4 days a week (543)		Fortnightly (17)	
[Q23] Number of computer workstations is adequate	1.45	[Q23] Number of computer workstations is adequate	1.73	[Q23] Number of computer workstations is adequate	2.00
[Q12] The library collections are adequate (or appropriate) for my needs	1.44	[Q12] The library collections are adequate (or appropriate) for my needs	1.47	[Q12] The library collections are adequate (or appropriate) for my needs	1.79
[Q16] Library catalogue provides clear and useful information	1.05	[Q11] Opening hours meet my needs	1.10	[Q11] Opening hours meet my needs	1.18
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.04	[Q20] Computers/printers are adequate for my needs	1.09	[Q32] Library provides adequate seating and study areas	0.81
[Q14] Access to electronic databases and resources is easily available	0.96	[Q16] Library catalogue provides clear and useful information	1.02	[Q16] Library catalogue provides clear and useful information	0.73
Monthly (12)		Rarely (i.e. a few times a year) (210)			
[Q12] The library collections are adequate (or appropriate) for my needs	1.33	[Q16] Library catalogue provides clear and useful information	1.17		
[Q31] Adequate signage exists within the Library	1.18	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.10		
[Q16] Library catalogue provides clear and useful information	1.18	[Q14] Access to electronic databases and resources is easily available	1.05		
[Q33] The library provides adequate group study facilities	1.00	[Q12] The library collections are adequate (or appropriate) for my needs	0.98		
[Q13] Prompt action is taken regarding missing books, journals and videos	0.88	[Q17] New materials are made accessible when I need them	0.88		

The monthly group recorded the most number of unique top 5 gaps, related to issues such as providing appropriate signage and appropriate group study facilities and taking action regarding missing items. The rarely, 2-4 days a week and fortnightly groups all recorded one unique top 5 gap each. Not one of these unique variables is also of significant concern to library users. Two variables were common to all five groups, namely *the library collections are adequate (or appropriate) for my needs* and *library catalogue provides clear and useful information*. The fortnightly group identified the only significant gap score, namely *number of computer workstations*.

3.2 Other Demographic Breakdowns

Please note that for a small number of groupings, fewer than 10 responses have been received. In these cases, no data will be provided. Caution should be exercised when interpreting the data for groups with fewer than 30 responses, as a small response number can lead to variable and unstable mean scores.

Although there are some unique areas of frustration or dissatisfaction in the specific demographics categories collected, there is only a considerable degree of similarity in the issues identified across the different libraries, categories and faculties (see Appendices for detailed analyses). In other words, many of the same issues appear consistently across the demographic groups.

Top 5 Gaps: Library

TOP 5 GAPS - Library Charles Sturt University October 2004						Unique Factors
Bathurst Campus (476)		Wagga Wagga Campus (590)		Thurgoona Campus (116)		
[Q23] Number of computer workstations is adequate	1.48	[Q12] The library collections are adequate (or appropriate) for my needs	1.24	[Q12] The library collections are adequate (or appropriate) for my needs	1.51	
[Q12] The library collections are adequate (or appropriate) for my needs	1.21	[Q23] Number of computer workstations is adequate	1.11	[Q11] Opening hours meet my needs	1.22	
[Q16] Library catalogue provides clear and useful information	1.07	[Q16] Library catalogue provides clear and useful information	1.03	[Q16] Library catalogue provides clear and useful information	0.95	
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.01	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.95	[Q14] Access to electronic databases and resources is easily available	0.83	
[Q17] New materials are made accessible when I need them	0.98	[Q14] Access to electronic databases and resources is easily available	0.84	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.82	
Albury City Campus (196)		Dubbo Campus (46)		St Marks Library (Canberra) (16)		
[Q12] The library collections are adequate (or appropriate) for my needs	1.78	[Q12] The library collections are adequate (or appropriate) for my needs	2.57	[Q19] Aids are provided for users with disabilities	1.22	
[Q23] Number of computer workstations is adequate	1.65	[Q23] Number of computer workstations is adequate	2.34	[Q12] The library collections are adequate (or appropriate) for my needs	1.20	
[Q11] Opening hours meet my needs	1.62	[Q33] The library provides adequate group study facilities	1.91	[Q33] The library provides adequate group study facilities	1.08	
[Q33] The library provides adequate group study facilities	1.33	[Q32] Library provides adequate seating and study areas	1.86	[Q20] Computers/printers are adequate for my needs	1.03	
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.16	[Q34] The library is a pleasant place to work and relax	1.39	[Q34] The library is a pleasant place to work and relax	0.75	

In terms of the six libraries, St Marks Library identified the highest number of unique variables with two, namely *aids are provided for users with disabilities* and *computers/printers are adequate group study facilities*. The Bathurst and Dubbo campuses recorded one unique variable each. Only two variables across all six libraries were identified as significant gaps, namely *the library collections are adequate (or appropriate) for my needs* and *number of computer work stations is adequate*, both identified by the Dubbo campus. Remarkably, no other groups recorded any significant concerns. One variable is common to all groups, namely *the library collections are adequate (or appropriate) for my needs*. This variable is recorded amongst the top two gap scores for every group, however it is only classed as a significant concern for the Dubbo Campus.

Top 5 Gaps: Category

TOP 5 GAPS - Category					
Charles Sturt University October 2004					Unique Factors
Undergraduate student (1128)		Higher Degree - Research (37)		Higher Degree - Coursework (63)	
[Q23] Number of computer workstations is adequate	1.62	[Q12] The library collections are adequate (or appropriate) for my needs	2.96	[Q12] The library collections are adequate (or appropriate) for my needs	1.38
[Q12] The library collections are adequate (or appropriate) for my needs	1.24	[Q16] Library catalogue provides clear and useful information	1.60	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.23
[Q11] Opening hours meet my needs	1.03	[Q17] New materials are made accessible when I need them	1.59	[Q16] Library catalogue provides clear and useful information	1.19
[Q20] Computers/printers are adequate for my needs	1.02	[Q14] Access to electronic databases and resources is easily available	1.34	[Q14] Access to electronic databases and resources is easily available	1.09
[Q16] Library catalogue provides clear and useful information	1.00	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.28	[Q17] New materials are made accessible when I need them	0.95
Other Postgraduate (52)		Academic staff (80)		General staff (62)	
[Q16] Library catalogue provides clear and useful information	1.56	[Q12] The library collections are adequate (or appropriate) for my needs	2.88	[Q31] Adequate signage exists within the Library	1.02
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.54	[Q16] Library catalogue provides clear and useful information	1.28	[Q16] Library catalogue provides clear and useful information	0.90
[Q14] Access to electronic databases and resources is easily available	1.45	[Q14] Access to electronic databases and resources is easily available	1.18	[Q12] The library collections are adequate (or appropriate) for my needs	0.74
[Q12] The library collections are adequate (or appropriate) for my needs	1.38	[Q1] Library staff keep me informed about new services and collections	1.13	[Q14] Access to electronic databases and resources is easily available	0.67
[Q17] New materials are made accessible when I need them	1.05	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.08	[Q27] Service desk staff respond in a timely manner	0.67
Other (13)					
[Q20] Computers/printers are adequate for my needs	1.40				
[Q12] The library collections are adequate (or appropriate) for my needs	1.30				
[Q11] Opening hours meet my needs	0.97				
[Q9] Requests for Intercampus loans are filled promptly	0.93				
[Q17] New materials are made accessible when I need them	0.70				

Five unique top 5 gaps are evident across the seven categories – two of which were identified by general staff. The other three unique variables were identified by undergraduates, academic staff and the other group. Not one of these unique variables show gap scores greater than 2.00. Only two significant gaps were identified, one by higher degree – research students and the other by academic staff. In both cases, the variable concerned is *the library collections are adequate (or appropriate) for my needs*. This variable is common to all seven groups' top 5 gaps lists. General staff identified the lowest gap scores. Response numbers are very small for the Other category and the results should therefore be viewed with some caution.

Top 5 Gaps: Faculty

TOP 5 GAPS - Faculty				Unique Factors	
Faculty of Arts (295)		Faculty of Commerce (163)		Faculty of Education (346)	
[Q23] Number of computer workstations is adequate	1.29	[Q12] The library collections are adequate (or appropriate) for my needs	1.27	[Q23] Number of computer workstations is adequate	1.72
[Q12] The library collections are adequate (or appropriate) for my needs	1.10	[Q16] Library catalogue provides clear and useful information	0.94	[Q12] The library collections are adequate (or appropriate) for my needs	1.33
[Q16] Library catalogue provides clear and useful information	0.93	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.93	[Q16] Library catalogue provides clear and useful information	1.08
[Q17] New materials are made accessible when I need them	0.88	[Q23] Number of computer workstations is adequate	0.86	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.02
[Q15] Information resources (books, electronic, etc) are easily retrieved	0.81	[Q17] New materials are made accessible when I need them	0.84	[Q17] New materials are made accessible when I need them	1.00
Faculty of Health Studies (355)		Faculty of Science & Agriculture (245)			
[Q23] Number of computer workstations is adequate	1.69	[Q12] The library collections are adequate (or appropriate) for my needs	1.51		
[Q12] The library collections are adequate (or appropriate) for my needs	1.64	[Q16] Library catalogue provides clear and useful information	1.20		
[Q20] Computers/printers are adequate for my needs	1.17	[Q14] Access to electronic databases and resources is easily available	0.95		
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.16	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.94		
[Q11] Opening hours meet my needs	1.13	[Q17] New materials are made accessible when I need them	0.86		

As with some of the previous breakdowns, not one significant gap is evident across all five faculty groups. The highest gap score is only 1.72 – identified by the faculty of Education for the variable *number of computer workstations is adequate*. The Health Studies faculty identified two unique top 5 gaps, relating to the adequacy of opening hours and computers/printers. The Science & Agriculture faculty registered the only other top 5 gap, namely *access to electronic databases and resources is easily available*. Health Studies identified the highest gap scores, while the Arts and Commerce faculties recorded the lowest. One variable is common to all five groups' lists, namely *the library collections are adequate (or appropriate) for my needs*.

Top 5 Gaps: Location

TOP 5 GAPS - Location			Unique Factors		
Charles Sturt University October 2004					
On-campus staff / student (862)		Off-campus (Australia) staff / student (558)		Off-campus (Overseas) staff / student (13)	
[Q12] The library collections are adequate (or appropriate) for my needs	1.54	[Q12] The library collections are adequate (or appropriate) for my needs	1.09	[Q16] Library catalogue provides clear and useful information	1.56
[Q23] Number of computer workstations is adequate	1.50	[Q16] Library catalogue provides clear and useful information	1.07	[Q14] Access to electronic databases and resources is easily available	1.23
[Q11] Opening hours meet my needs	1.04	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.98	[Q12] The library collections are adequate (or appropriate) for my needs	1.15
[Q16] Library catalogue provides clear and useful information	1.03	[Q23] Number of computer workstations is adequate	0.92	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.00
[Q15] Information resources (books, electronic, etc) are easily retrieved	0.99	[Q17] New materials are made accessible when I need them	0.88	[Q7] Library staff provide clear, useful and accurate answers to enquiries	0.92

A high level of similarity is evident in the three location groupings, with three variables common to all groups. These three variables relate to the adequacy of the library collections, the clarity and usefulness of the library catalogue and whether information resources are easily retrieved. For on-campus staff and students, opening hours in the unique top 5 gap. For off-campus staff and students in Australia, the unique variable relates to the accessibility of new materials. For the off-campus staff and students overseas, the accessibility of electronic databases/resources and the clarity and usefulness of staff's answers are unique top 5 gaps. No matter which location survey respondents marked, no significant concerns were identified, with the highest gap being only 1.56. There is a very small number of off-campus (overseas) respondents, so their results should be treated with caution.

Top 5 Gaps: Division

TOP 5 GAPS - Division					
Charles Sturt University October 2004				Unique Factors	
Centre for Enhancing Learning and Teaching (CELT) (10)		Financial Services (16)		Human Resources (26)	
[Q31] Adequate signage exists within the Library	1.50	[Q23] Number of computer workstations is adequate	1.53	[Q23] Number of computer workstations is adequate	1.45
[Q15] Information resources (books, electronic, etc) are easily retrieved	1.50	[Q14] Access to electronic databases and resources is easily available	0.66	[Q16] Library catalogue provides clear and useful information	1.08
[Q16] Library catalogue provides clear and useful information	1.20	[Q31] Adequate signage exists within the Library	0.64	[Q17] New materials are made accessible when I need them	1.05
[Q14] Access to electronic databases and resources is easily available	1.20	[Q5] Requests for information are followed through	0.63	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.92
[Q23] Number of computer workstations is adequate	1.08	[Q16] Library catalogue provides clear and useful information	0.62	[Q14] Access to electronic databases and resources is easily available	0.75
Information Technology (21)		Library Services (41)		Marketing and Communications (39)	
[Q7] Library staff provide clear, useful and accurate answers to enquiries	1.06	[Q16] Library catalogue provides clear and useful information	0.99	[Q23] Number of computer workstations is adequate	1.46
[Q23] Number of computer workstations is adequate	0.94	[Q12] The library collections are adequate (or appropriate) for my needs	0.69	[Q20] Computers/printers are adequate for my needs	1.36
[Q16] Library catalogue provides clear and useful information	0.88	[Q14] Access to electronic databases and resources is easily available	0.60	[Q12] The library collections are adequate (or appropriate) for my needs	1.35
[Q17] New materials are made accessible when I need them	0.83	[Q15] Information resources (books, electronic, etc) are easily retrieved	0.59	[Q16] Library catalogue provides clear and useful information	1.27
[Q15] Information resources (books, electronic, etc) are easily retrieved	0.82	[Q17] New materials are made accessible when I need them	0.47	[Q17] New materials are made accessible when I need them	1.17
Student Administration (12)		Student Services (17)		Other (167)	
[Q11] Opening hours meet my needs	0.85	[Q12] The library collections are adequate (or appropriate) for my needs	0.94	[Q12] The library collections are adequate (or appropriate) for my needs	1.45
[Q23] Number of computer workstations is adequate	0.83	[Q23] Number of computer workstations is adequate	0.89	[Q17] New materials are made accessible when I need them	1.23
[Q3] Library staff acknowledge and handle problems in a professional manner	0.72	[Q13] Prompt action is taken regarding missing books, journals and videos	0.77	[Q16] Library catalogue provides clear and useful information	1.22
[Q12] The library collections are adequate (or appropriate) for my needs	0.54	[Q11] Opening hours meet my needs	0.69	[Q15] Information resources (books, electronic, etc) are easily retrieved	1.11
[Q21] Microform readers are adequate for my needs	0.50	[Q1] Library staff keep me informed about new services and collections	0.66	[Q11] Opening hours meet my needs	1.07

When considering the nine divisions, Student Administration and Student Services identified two unique top 5 gaps each, while Financial Services, Information Technology and Marketing & Communications identified on each. Not one of these variables also shows a gap score of 2.00 or greater. In fact, across the nine divisions, not one significant gap score has been identified. Library Services, Student Services and Student Administration identified the lowest gap scores, while Marketing & Communications identified the lowest. However, there is not a great deal of difference between the highest and lowest gap scores and in this case the groups with the highest gap scores certainly cannot be considered poor performers. *Library catalogue provides clear and useful information* is common to all groups except Student Administration and Student Services.

4. SUMMARY AND DISCUSSION

Across the board, Charles Sturt University Library has achieved exceptional results. In particular, more than half of the respondents (57%) identified their level of satisfaction as very or extremely high (giving ratings of 6 or 7), with a further 30% indicating high satisfaction (rating of 5). Only 1% indicated their level of satisfaction as very or extremely low (rating of 1 or 2). The overall satisfaction ratings place Charles Sturt University Library in the first quartile of the Rodski database. Even at this high level, slight but significant improvement has been achieved in comparison with the 2002 results.

Six of the 10 areas of highest importance to Charles Sturt University Library clients relate to library staff. Highly prioritised attributes include fairness, accuracy, timeliness, clarity and usefulness, availability, and whether staff are focussed on users' needs. Also of top 10 importance to library clients is the adequacy of the collection, ease in accessing electronic databases, clarity and usefulness of the library catalogue and the ease in retrieving information resources.

All of the ten highest performing areas, according to library clients, relate to library staff. All six of the staff-related top 10 importance variables are also considered to be top 10 performers. Additional attributes considered top 10 performers include courtesy, professionalism and overall quality of service. When benchmarked against the results of other libraries in the database, nine of the variables are performing in the top 50%, and of these nine, five are performing at the very top of the database. The remaining variable is unique to the Charles Sturt University Library and therefore cannot be benchmarked, namely *my queries are answered in a timely manner*.

The Charles Sturt University Library performed highest on the category of Library Staff, with a score of 88%. The lowest score was identified on Facilities and Equipment at 72%, however this is 1% below the highest performer in the database and therefore cannot be considered in any way a low score. In a benchmarking sense, Service Quality and Library Staff have exceeded the highest performers in the Rodski database, Service Delivery and Facilities & Equipment have equalled the performance of the highest performers in the database, and Communication is sitting in the first quartile.

Forty-seven percent of library clients reported visiting the library 2-4 days a week, and 36% reported accessing the online library service with the same frequency. Thirty-eight percent of respondents visit a Charles Sturt University campus daily. Between zero and 14% of respondents indicated their visits at rarely or monthly. Therefore, the survey respondents are more likely to be high-end (regular) users of library services and as such are more likely to have a comprehensive view of the services provided.

There are a small number of variations across the demographic breakdown results that may require consideration. The following groups identified significant gap scores for the following variables:

- Dubbo Campus: *The library collections are adequate (or appropriate for my needs)*
Number of computer workstations is adequate
- Higher Degree – Research: *The library collections are adequate (or appropriate for my needs)*
- Academic Staff: *The library collections are adequate (or appropriate for my needs).*

The results indicate that library users have very high expectations, which fortunately are being met by the Charles Sturt University Library. This represents and initiates the challenge of how to keep performance at this level. The key to this lies in the top 10 gaps, which, while not causing frustration at present, could easily do so if these factors are not kept firmly in your sights.