Workshop

The ARL StatsQUAL gateway to assessment tools with a focus on LibQUAL+®, MINES for Libraries™, and ClimateQUAL™ research and practice

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This workshop will provide an overview of the research and practice related to a variety of ARL assessment tools. In particular we propose to focus on the latest research from LibQUAL+®, MINES for Libraries™, and ClimateQUAL+™. All these tools are part of the StatsQUAL gateway to library assessment tools, an infrastructure that supports data collections, dissemination, and reporting of analysis to all academic libraries. In particular:

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library. The goals of LibQUAL+® are to:
- Foster a culture of excellence in providing library service
- Help libraries better understand user perceptions of library service quality
- Collect and interpret library user feedback systematically over time
- Provide libraries with comparable assessment information from peer institutions
- Identify best practices in library service
- Enhance library staff members' analytical skills for interpreting and acting on data

More than 1000 libraries have participated in LibQUAL+®, including colleges and universities, community colleges, health sciences libraries, law libraries, and public libraries -- some through various consortia, others as independent participants. LibQUAL+® has expanded internationally, with participating institutions in Canada, the U.K., and Europe. The session will provide an overview the latest experimental approach known as LibQUAL+® Lite.

The LibQUAL+® Lite protocol is being implemented in such a manner that individual libraries determine what percentage of their users RANDOMLY are assigned the

traditional LibQUAL+® protocol, and what percentage RANDOMLY are assigned the LibQUAL+® Lite protocol. The Lite protocol has deployed matrix sampling, randomization of item selection, and dynamic generation of the survey instrument. More information is available on Kyrillidou's dissertation: *Item Sampling in Service Quality Assessment Surveys to Improve Rates and Reduce Respondent Burden: The 'LibQUAL+® Lite' Randomized Control Trial (RCT)* (Doctoral dissertation). Retrieved from https://www.ideals.illinois.edu/bitstream/handle/2142/14570/Kyrillidou_Martha.pdf?sequence=3

MINES for Libraries is a point-of-use survey protocol used to determine the impact of networked electronic services. We will present an overview of the research and practice behind this tool. In the context of the MINES for Libraries protocol administered by the Association of Research Libraries (ARL) and derived from the indirect cost study methodologies developed by Franklin and Plum, this session will discuss a variety of point-of-use web survey implementation methodologies used in libraries. We will review issues related to sampling plan options and articulate issues related to the mandatory and optional versions of the point-of-use web survey protocols with an emphasis on nonresponse bias. Based on our experience of implementing point-of-use web surveys we will present a set of methods that libraries can use to continue to evaluate their networked electronic services in innovative ways to serve better the research, teaching and learning needs of their users.

ClimateQUAL's latest research on the relationship of organizational climate, service quality and leadership attributes will be presented as part of this session. At the Library Assessment Conference in Charlottesville in 2006, the University of Maryland provided an overview of their efforts in developing the Organizational Climate and Diversity Assessment (OCDA) and its impact on organizational changes. Within the context of continuous organizational development at the University of Maryland many changes have taken place since the change process that began in 1996. Among the strategies deployed was the development of OCDA in 2000. OCDA, an internal staffing survey, offered insights in the areas of work and diversity climate and culture at the University of Maryland, but also provided a baseline against which the effectiveness of interventions could be determined. Follow up focus groups and a desire to benchmark across institutions led to the implementation of OCDA across a group of five ARL libraries in 2007 and another cohort of ten libraries in 2008 and another 9 in 2009 and the establishment of a service known as ClimateQUAL at ARL. The impact of ClimateQUAL is being judged by the successful engagement and use of the results received by the participating libraries. The panel will describe the experience at different institutions and highlight major findings.