



Library Client Survey October 2010

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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 Canberra 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
- 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 three questions relating to their information seeking behaviour.

Clients of the Library were given the opportunity to participate in the survey in September and October 2010 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could be completed in print, in the Library, or online.

This is the third 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”.

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 678 responses. This number provides a reasonable degree of confidence in the results obtained at the overall level. The number of responses received is lower than the 2008 survey, in which 1024 responses were generated.

University of Canberra Library Client Survey Results, September Response statistics		
Total	678	
What is your major area of study, research or teaching?	n	%
Arts and Design	149	22.0%
Education	102	15.0%
Information Sciences and Engineering	42	6.2%
Health	130	19.2%
Law	42	6.2%
Business and Government	145	21.4%
Applied Science	60	8.8%
Unspecified	8	1.2%
What single category best describes you?		
Undergraduate	416	61.4%
Postgraduate (Coursework)	131	19.3%
Postgraduate (Higher Degree by Research)	36	5.3%
Academic/Research Staff	57	8.4%
General Staff	15	2.2%
UC College/UC English Language Institute	13	1.9%
Other	5	0.7%
Unspecified	5	0.7%
Which category describes you?		
International Student/Staff	140	20.6%
Domestic Student/Staff	525	77.4%
Unspecified	13	1.9%

University of Canberra Library Client Survey Results, September		
Response statistics		
Total	678	
How often do you come into the Library?		
Daily	106	15.6%
2-4 days a week	320	47.2%
Fortnightly	114	16.8%
Monthly	47	6.9%
Rarely (i.e. a few times a year)	57	8.4%
Never	5	0.7%
Unspecified	29	4.3%
How often do you access the Library online?		
Daily	129	19.0%
2-4 days a week	314	46.3%
Fortnightly	120	17.7%
Monthly	45	6.6%
Rarely (i.e. a few times a year)	34	5.0%
Never	5	0.7%
Unspecified	31	4.6%
How often are you required to be on campus?		
Daily	165	24.3%
2-4 days a week	426	62.8%
Fortnightly	21	3.1%
Monthly	10	1.5%
Rarely (i.e. a few times a year)	11	1.6%
Never	13	1.9%
Unspecified	32	4.7%

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 Canberra Library Client Survey Results, September 2010				
Response statistics: importance (performance N/A)				
Variable	Total			678
	Importance			
	Mean	Rank	#	%
Library staff are approachable and helpful	6.64	1	14	2.06%
Library staff treat me fairly and without discrimination	6.57	2	23	3.39%
Library staff provide accurate answers to my enquiries	6.48	3	23	3.39%
Library staff are readily available to assist me	6.42	4	19	2.80%
The Library website is easy to use	6.25	5	12	1.77%
The Library catalogue is easy to use	6.17	6	12	1.77%
When I am away from campus I can access the Library resources and services I need	6.12	7	17	2.51%
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.93	8	15	2.21%
The Library website provides useful information	5.86	9	14	2.06%
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.84	10	19	2.80%
Face-to-face enquiry services meet my needs	5.77	11	31	4.57%
The items I'm looking for on the Library shelves are usually there	5.74	12	19	2.80%
Course specific resources meet my learning needs	5.61	13	23	3.39%
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.37	14	27	3.98%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.37	15	95	14.01%
Printing, scanning and photocopying facilities in the Library meet my needs	5.35	16	37	5.46%
I can get wireless access in the Library when I need to	5.18	17	50	7.37%
The Library anticipates my learning and research needs	5.09	18	33	4.87%
Opening hours meet my needs	5.05	19	19	2.80%
Library signage is clear	5.05	20	20	2.95%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.00	21	53	7.82%
I am informed about Library services	4.92	22	12	1.77%
Online enquiry services (e.g. Chat, Ask a Librarian) meet my needs	4.86	23	90	13.27%
I can find a quiet place in the Library to study when I need to	4.73	24	30	4.42%
A computer is available when I need one	4.68	25	28	4.13%
Library training sessions/appointments with a librarian help me with my learning and research needs	4.67	26	76	11.21%
I can find a place in the Library to work in a group when I need to	4.67	27	42	6.19%
The Library is a good place to study	4.54	28	37	5.46%

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 2010 Top 10 importance	Mean (1 = low, 7 = high)	June 2008 Top 10 importance	Mean (1 = low, 7 = high)
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	6.51	Library staff are friendly and helpful	6.33
When I am away from campus I can access the Library resources and services I need	6.44	Databases and electronic resources are adequate for my needs	6.30
Library staff are approachable and helpful	6.42	Information resources (books, electronic, etc) are easily accessed	6.28
Library staff provide accurate answers to my enquiries	6.41	Library staff treat me fairly and without discrimination	6.27
Library staff treat me fairly and without discrimination	6.37	Access to electronic resources is readily available	6.27
Library staff are readily available to assist me	6.36	Library's web site is easy to use	6.22
The Library website is easy to use	6.34	The Library collection is adequate for my needs	6.21
The Library catalogue is easy to use	6.33	Library staff display professionalism	6.21
Course specific resources meet my learning needs	6.33	Library catalogue provides clear and useful information	6.20
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	6.33	Course-specific resources are easy to find and access	6.19

■ Common to 2010 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, online and course specific resources meeting the needs of clients; adequate off-campus access to resources and services; and the Library catalogue and website being easy to use.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2010 as compared with those ranked highest in 2008.

September 2010 Top 10 performance	Mean (1 = low, 7 = high)	June 2008 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination *5	6.35	Library staff treat me fairly and without discrimination	6.12
Library staff are approachable and helpful *3	6.12	Library staff display professionalism	6.01
Library staff provide accurate answers to my enquiries *4	5.99	Library staff are friendly and helpful	5.99
Library staff are readily available to assist me *6	5.88	Service desk staff respond in a timely manner	5.59
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.74	Library staff are readily available to assist me	5.54
Face-to-face enquiry services meet my needs	5.73	Library staff provide quality service	5.53
When I am away from campus I can access the Library resources and services I need *2	5.65	Library staff provide clear and accurate feedback to my queries	5.43
The Library catalogue is easy to use *8	5.47	Library web pages provide clear and useful information	5.36
Library training sessions/appointments with a librarian help me with my learning and research needs	5.46	Opening hours meet my needs	5.33
The Library website provides useful information	5.42	Library's web site is easy to use	5.30

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

- Common to 2010 and 2008

The survey identified 24 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.

Five 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, their availability to assist, and the adequacy of the face-to-face enquiry service. The remaining factors relate to self-service facilities meeting the needs of clients; adequate off campus access to Library resources and services; the Library catalogue being easy to use; Library training sessions helping with clients' learning and research needs; and the Library website providing useful information.

The top 10 performance list contains six 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*
- *Library staff are readily available to assist me*
- *When I am away from campus I can access the Library resources and services I need*
- *The Library catalogue is easy to use*

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 2010 as compared with those ranked lowest in 2008.

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

September 2010 Lowest 10 performance	Mean (1 = low, 7 = high)	June 2008 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	3.17	Number of computer workstations is adequate	3.90
I can find a quiet place in the Library to study when I need to	4.85	Computer facilities electronic equipment are adequate	4.35
I can find a place in the Library to work in a group when I need to	4.88	Sufficient copies of high-demand resources are available when I need them	4.45
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.89	Library staff keep me informed about new services, resources and collections	4.64
The Library anticipates my learning and research needs	5.00	The Library collection is adequate for my needs	4.71
The items I'm looking for on the Library shelves are usually there	5.03	Library staff act on my suggestions and ideas	4.72
Printing, scanning and photocopying facilities in the Library meet my needs	5.11	Prompt corrective action is taken regarding missing books and journals	4.74
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs *10	5.11	Group study facilities are adequate	4.87
I am informed about Library services	5.16	Databases and electronic resources are adequate for my needs	4.91
I can get wireless access in the Library when I need to	5.16	Facilities for using personal laptops are adequate	4.93

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

■ Common to 2010 and 2008

The lowest 10 performance list has just one factor in common with the top 10 importance list. This factor is one which clients believe is important, and yet they believe the Library to be underperforming in this area.

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 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be acted upon.

This table reports the 10 variables with the highest gaps for the 2010 and 2008 surveys.

September 2010 Top 10 gaps	Mean (1 = low, 7 = high)	June 2008 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	2.96	Number of computer workstations is adequate	2.20
I can find a quiet place in the Library to study when I need to	1.40	Computer facilities electronic equipment are adequate	1.78
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs *1	1.32	Sufficient copies of high-demand resources are available when I need them	1.69
Printing, scanning and photocopying facilities in the Library meet my needs	1.22	The Library collection is adequate for my needs	1.49
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs *10	1.22	Databases and electronic resources are adequate for my needs	1.39
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.21	Access to electronic resources is readily available	1.16
The items I'm looking for on the Library shelves are usually there	1.21	Course-specific resources are easy to find and access	1.13
Course specific resources meet my learning needs *9	1.14	Library catalogue provides clear and useful information	1.11
I can find a place in the Library to work in a group when I need to	1.12	Information resources (books, electronic, etc) are easily accessed	1.07
I can get wireless access in the Library when I need to	1.05	Remote access to electronic information resources and services is adequate	1.01

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

■ Common to 2010 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*. This is a good result for the Library.

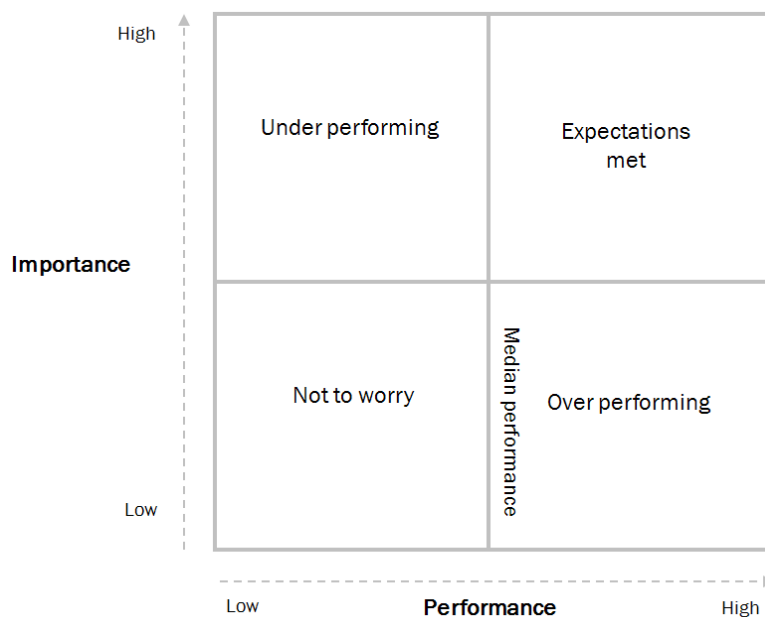
The top 10 gap list contains three factors from the top 10 importance list, which suggests that these are areas to prioritise for improvement:

- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs*
(a bottom 50% benchmark performer)
- *Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs*
(a bottom 50% benchmark performer)
- *Course specific resources meet my learning and research needs*
(a bottom 50% 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 22*). 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*
- *I can find a quiet place in the Library to study when I need to*
- *The items I'm looking for on the Library shelves are usually there*
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs.*

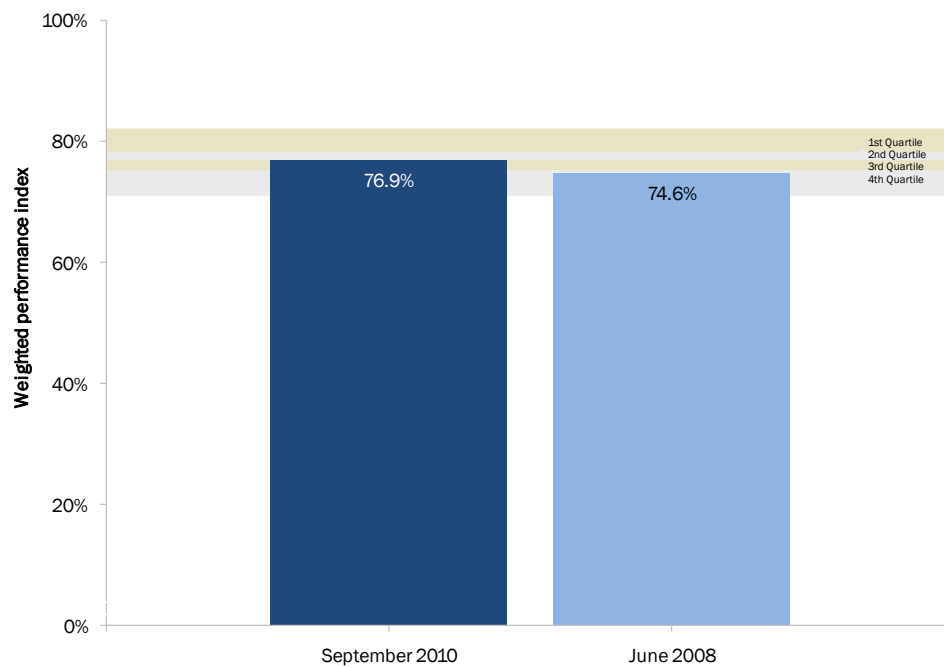
Although only one of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on all of them to ensure that they do not become problematic.

Comparison with other libraries

Weighted performance index

The Library recorded an overall performance score of 76.9%. This places the University of Canberra Library at the median of libraries that have surveyed with us over the last two years and reflects a score increase of 2.3% since the previous survey in 2008, when the Library ranked in the bottom 25% of benchmark participants.

Weighted performance index



Best practice categories

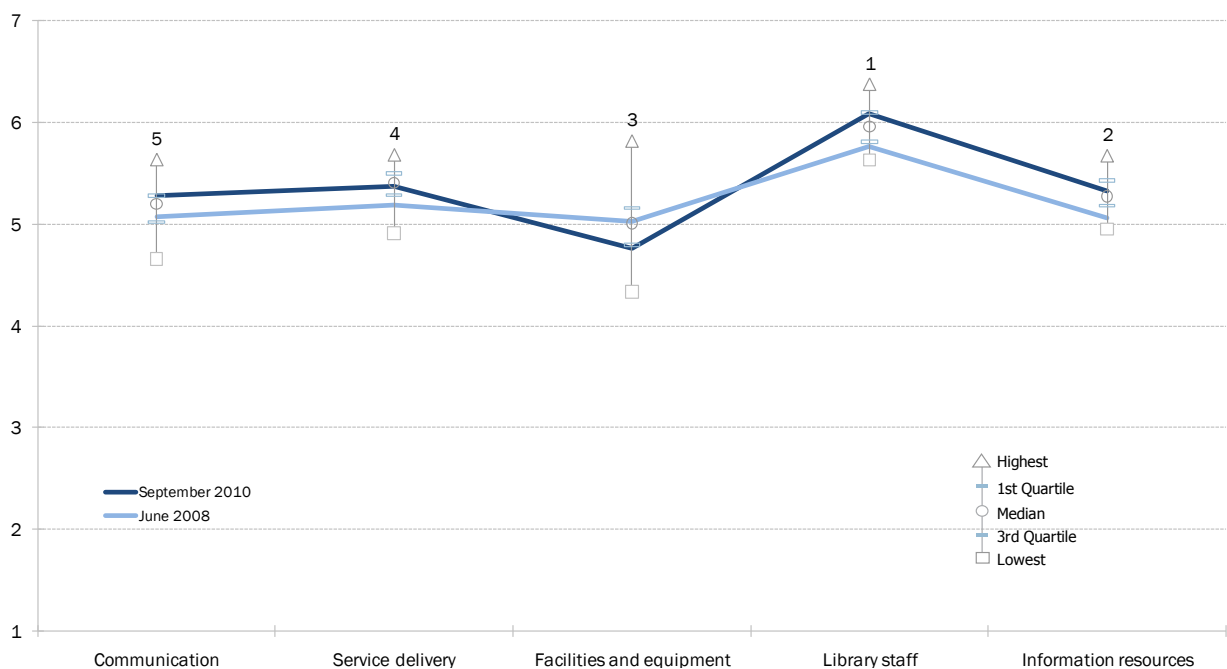
The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the University of Canberra Library Client Survey was administered, 38 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

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

The categories of *Communication* and *Library staff* are performing at the first quartile mark (top 25%) when benchmarked externally, a positive result for the Library. However performance in the *Facilities and equipment* category has decreased since 2008, which is now performing in the fourth quartile (bottom 25%).

Performance scores for most 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).

Best practice categories



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 86.9%. The lowest score was identified for *Communication* at 75.5%.

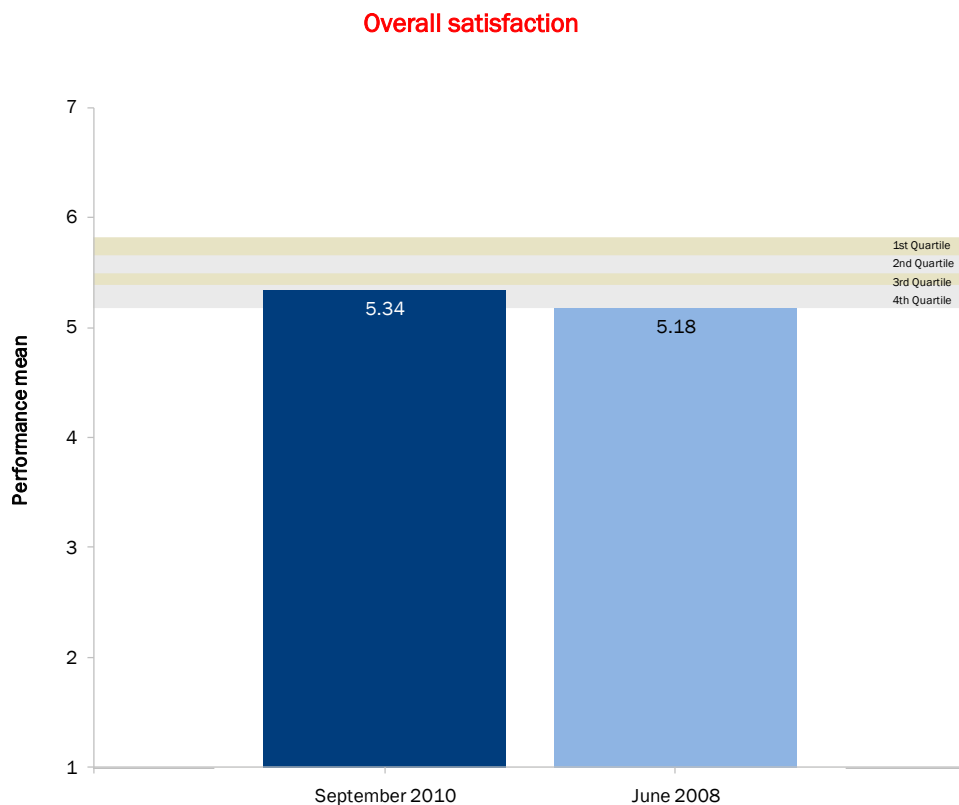
The information in the table also enables a comparison of the Library results with the highest, lowest and median performers in the Insync Surveys database.

Scorecard

	Communication	Service delivery	Facilities & equipment	Library staff	Information resources	Weighted total
Weighting	15%	22%	18%	20%	25%	100%
September 2010	75.5%	76.8%	68.0%	86.9%	76.1%	76.9%
June 2008	72.4%	74.2%	71.8%	82.4%	72.2%	74.6%
Highest Performer in Database	80.6%	81.2%	83.2%	91.1%	81.1%	82.2%
3 rd quartile	75.5%	78.5%	73.7%	87.2%	77.5%	78.4%
Median	74.3%	77.3%	71.6%	85.1%	75.3%	76.9%
2 nd quartile	71.7%	75.5%	68.6%	83.0%	74.0%	75.4%
Lowest Performer in Database	66.6%	70.2%	61.9%	80.5%	70.7%	71.0%

Overall satisfaction

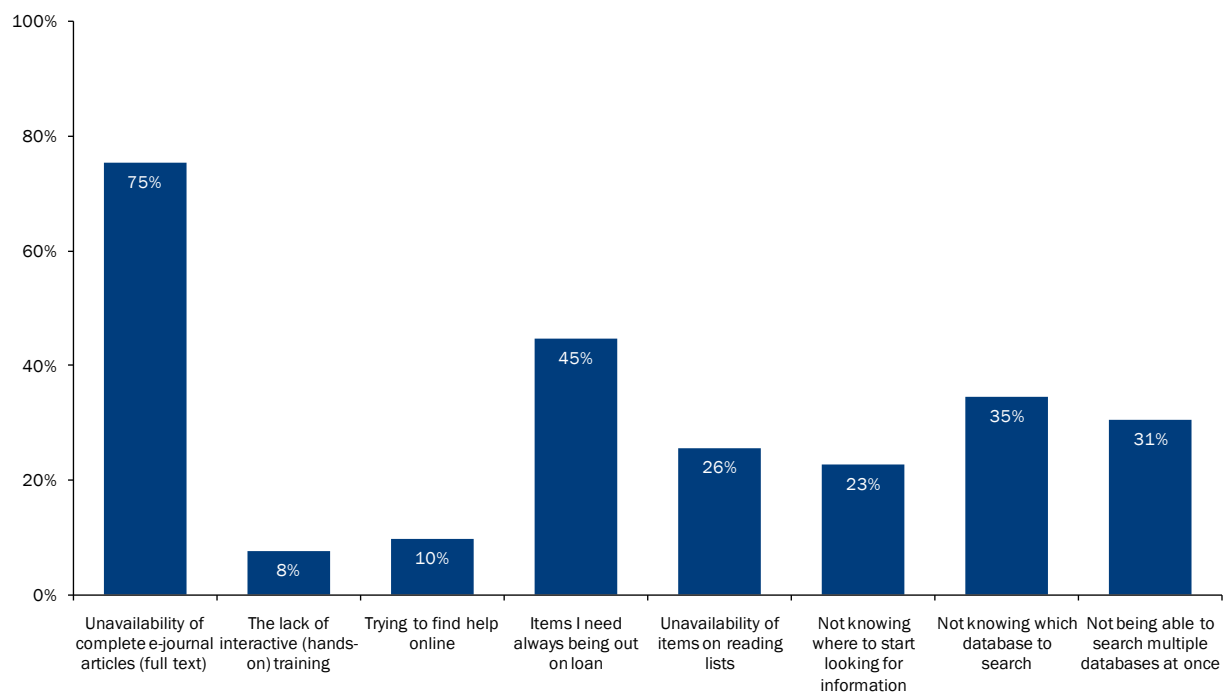
Respondents were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.34 places the Library in the fourth quartile (or bottom 25%) when compared with other libraries that have surveyed over the last two years. This is an improvement on the results from 2008, where the Library scored 5.18.



Looking for information

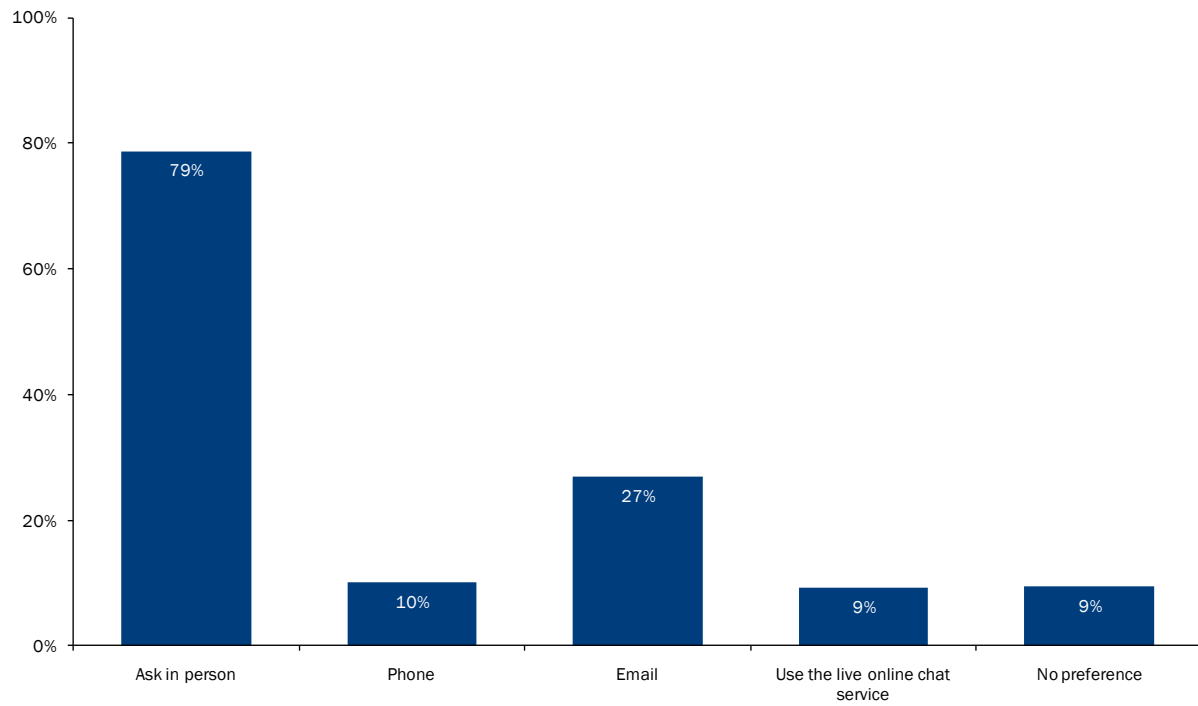
Respondents were asked three multiple choice questions about their information seeking behaviour. The following bar charts display in percentage terms the preferences of respondents for the options presented.

I am frustrated by...



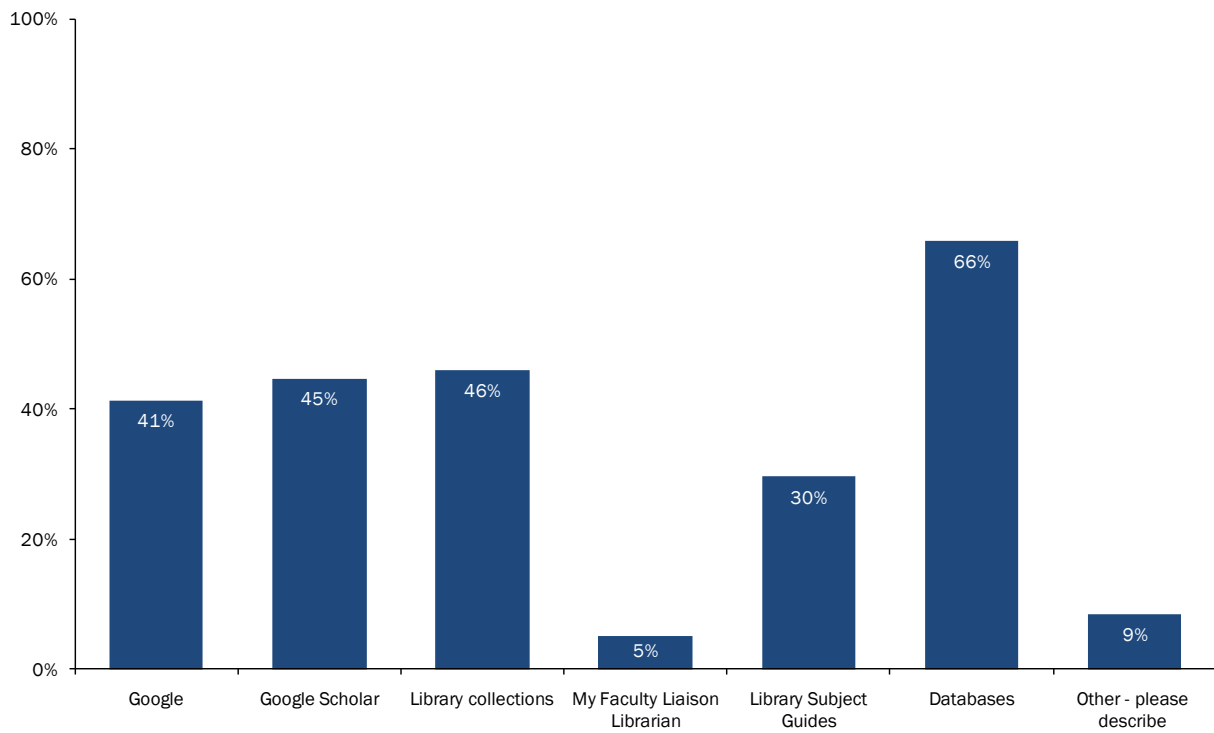
N=613

If I need to ask Library staff for help, I prefer to...



N=654

My success in researching a topic is largely dependent on...



N=646

3. Summary of results: grouped by demographics

The following tables show the top five improvement opportunities (gaps) across each of the major demographic breakdowns within the University of Canberra 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 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be acted upon.

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

University of Canberra Library Client Survey Results, September 2010	
Top 5 gap scores by demographic	
What is your major area of study, research or teaching?	
Arts and Design (149 responses)	Gap score
A computer is available when I need one	2.98
The items I'm looking for on the Library shelves are usually there	1.34
Course specific resources meet my learning needs	1.28
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.24
The Library website is easy to use	1.16
Education (102 responses)	Gap score
A computer is available when I need one	2.67
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	1.37
I can get wireless access in the Library when I need to	1.24
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.16
Information Sciences and Engineering (42 responses)	Gap score
A computer is available when I need one	2.72
The items I'm looking for on the Library shelves are usually there	1.19
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.16
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.09
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.08
Health (130 responses)	Gap score
A computer is available when I need one	3.08
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.60
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.59
I can find a quiet place in the Library to study when I need to	1.58
Printing, scanning and photocopying facilities in the Library meet my needs	1.51
Law (42 responses)	Gap score
A computer is available when I need one	3.18
I can find a quiet place in the Library to study when I need to	1.99
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.89
The items I'm looking for on the Library shelves are usually there	1.80
Opening hours meet my needs	1.78
Business and Government (145 responses)	Gap score
A computer is available when I need one	3.03
I can find a quiet place in the Library to study when I need to	1.64
Printing, scanning and photocopying facilities in the Library meet my needs	1.38
The items I'm looking for on the Library shelves are usually there	1.35
I can find a place in the Library to work in a group when I need to	1.33

University of Canberra Library Client Survey Results, September 2010

Top 5 gap scores by demographic

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

Applied Science (60 responses)	Gap score
A computer is available when I need one	3.20
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.70
I can get wireless access in the Library when I need to	1.53
I can find a place in the Library to work in a group when I need to	1.51
I can find a quiet place in the Library to study when I need to	1.35

What single category best describes you?

University of Canberra Library Client Survey Results, September 2010	
Top 5 gap scores by demographic	
What single category best describes you?	
Undergraduate (416 responses)	Gap score
A computer is available when I need one	3.19
I can find a quiet place in the Library to study when I need to	1.40
I can find a place in the Library to work in a group when I need to	1.29
The items I'm looking for on the Library shelves are usually there	1.28
Printing, scanning and photocopying facilities in the Library meet my needs	1.22
Postgraduate (Coursework) (131 responses)	Gap score
A computer is available when I need one	3.05
I can find a quiet place in the Library to study when I need to	1.64
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.63
Opening hours meet my needs	1.43
Printing, scanning and photocopying facilities in the Library meet my needs	1.37
Postgraduate (Higher Degree by Research) (36 responses)	Gap score
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.86
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.70
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.68
A computer is available when I need one	1.62
Printing, scanning and photocopying facilities in the Library meet my needs	1.44
Academic/Research Staff (57 responses)	Gap score
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	2.14
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.80
I can get wireless access in the Library when I need to	1.51
A computer is available when I need one	1.32
The Library website is easy to use	1.26
General Staff (15 responses)	Gap score
A computer is available when I need one	1.75
Printing, scanning and photocopying facilities in the Library meet my needs	1.14
Course specific resources meet my learning needs	1.14
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.08
I can find a place in the Library to work in a group when I need to	1.00
UC College/UC English Language Institute (13 responses)	Gap score
A computer is available when I need one	1.88
I can find a quiet place in the Library to study when I need to	1.44
The items I'm looking for on the Library shelves are usually there	1.30
The Library is a good place to study	1.22
Opening hours meet my needs	0.92

Which category describes you?

University of Canberra Library Client Survey Results, September 2010	
Top 5 gap scores by demographic	
Which category describes you?	
International Student/Staff (140 responses)	Gap score
A computer is available when I need one	2.81
The items I'm looking for on the Library shelves are usually there	1.43
I can find a quiet place in the Library to study when I need to	1.34
I can find a place in the Library to work in a group when I need to	1.17
Printing, scanning and photocopying facilities in the Library meet my needs	1.15
Domestic Student/Staff (525 responses)	Gap score
A computer is available when I need one	3.04
I can find a quiet place in the Library to study when I need to	1.43
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.41
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.28
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.28

How often do you come into the Library?

University of Canberra Library Client Survey Results, September 2010	
Top 5 gap scores by demographic	
How often do you come into the Library?	
Daily (106 responses)	Gap score
A computer is available when I need one	2.97
I can find a quiet place in the Library to study when I need to	1.81
Printing, scanning and photocopying facilities in the Library meet my needs	1.47
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.33
Opening hours meet my needs	1.29
2-4 days a week (320 responses)	Gap score
A computer is available when I need one	3.21
I can find a quiet place in the Library to study when I need to	1.49
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.30
I can find a place in the Library to work in a group when I need to	1.27
The items I'm looking for on the Library shelves are usually there	1.24
Fortnightly (114 responses)	Gap score
A computer is available when I need one	2.86
I can get wireless access in the Library when I need to	1.50
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.45
Printing, scanning and photocopying facilities in the Library meet my needs	1.40
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.33
Monthly (47 responses)	Gap score
A computer is available when I need one	2.41
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.78
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.59
Course specific resources meet my learning needs	1.43
Printing, scanning and photocopying facilities in the Library meet my needs	1.24
Rarely (i.e. a few times a year) (57 responses)	Gap score
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.87
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.73
A computer is available when I need one	1.67
The Library website is easy to use	1.60
Course specific resources meet my learning needs	1.45

How often do you access the Library online?

University of Canberra Library Client Survey Results, September 2010	
Top 5 gap scores by demographic	
How often do you access the Library online?	
Daily (129 responses)	Gap score
A computer is available when I need one	2.82
I can find a quiet place in the Library to study when I need to	1.69
Printing, scanning and photocopying facilities in the Library meet my needs	1.39
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.36
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.34
2-4 days a week (314 responses)	Gap score
A computer is available when I need one	2.91
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.32
I can find a quiet place in the Library to study when I need to	1.32
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.28
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.17
Fortnightly (120 responses)	Gap score
A computer is available when I need one	3.06
I can find a quiet place in the Library to study when I need to	1.41
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.29
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.20
I can find a place in the Library to work in a group when I need to	1.19
Monthly (45 responses)	Gap score
A computer is available when I need one	3.05
I can find a quiet place in the Library to study when I need to	1.57
Printing, scanning and photocopying facilities in the Library meet my needs	1.51
The Library website is easy to use	1.43
The Library catalogue is easy to use	1.41
Rarely (i.e. a few times a year) (34 responses)	Gap score
A computer is available when I need one	3.61
The Library website is easy to use	1.66
Books and articles I have requested from other libraries and campuses are delivered promptly	1.55
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.48
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.47

How often are you required to be on campus?

University of Canberra Library Client Survey Results, September 2010	
Top 5 gap scores by demographic	
How often are you required to be on campus?	
Daily (165 responses)	Gap score
A computer is available when I need one	2.92
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.51
I can find a quiet place in the Library to study when I need to	1.30
Printing, scanning and photocopying facilities in the Library meet my needs	1.24
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.24
2-4 days a week (426 responses)	Gap score
A computer is available when I need one	3.08
I can find a quiet place in the Library to study when I need to	1.51
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.28
Printing, scanning and photocopying facilities in the Library meet my needs	1.24
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.22
Fortnightly (21 responses)	Gap score
A computer is available when I need one	2.67
I can get wireless access in the Library when I need to	1.92
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.90
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.53
The Library anticipates my learning and research needs	1.29
Monthly (10 responses)	Gap score
A computer is available when I need one	2.00
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.89
The items I'm looking for on the Library shelves are usually there	1.67
Printing, scanning and photocopying facilities in the Library meet my needs	1.63
Library signage is clear	1.56
Rarely (i.e. a few times a year) (11 responses)	Gap score
Opening hours meet my needs	2.29
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	2.09
The items I'm looking for on the Library shelves are usually there	2.00
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.78
The Library anticipates my learning and research needs	1.75
Never (13 responses)	Gap score
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.85
The items I'm looking for on the Library shelves are usually there	1.50
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.45
Books and articles I have requested from other libraries and campuses are delivered promptly	1.40
I can find a quiet place in the Library to study when I need to	1.33

4. Executive summary

This year the University of Canberra Library recorded an overall performance score of 76.9%. This places the University of Canberra Library at the median of libraries that have surveyed with us over the last two years and reflects a score increase of 2.3% since the previous survey in 2008, when the Library ranked in the bottom 25% of benchmark participants.

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, online and course specific resources meeting the needs of clients; adequate off-campus access to resources and services; and the Library catalogue and website being easy to use.

Five 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, their availability to assist, and the adequacy of the face-to-face enquiry service. The remaining factors relate to self-service facilities meeting the needs of clients; adequate off campus access to Library resources and services; the Library catalogue being easy to use; Library training sessions helping with clients' learning and research needs; and the Library website providing useful information.

The top 10 performance list contains six 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*
- *Library staff are readily available to assist me*
- *When I am away from campus I can access the Library resources and services I need*
- *The Library catalogue is easy to use*

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 86.9%. The lowest score was identified for *Communication* at 75.5%.

The three categories ranked highest in importance for the clients of the University of Canberra Library are *Library staff*, *Information resources* and *Facilities and equipment*.

The categories of *Communication* and *Library staff* are performing at the first quartile mark (top 25%) when benchmarked externally, a positive result for the Library. However performance in the *Facilities and equipment* category has decreased since 2008, which is now performing in the fourth quartile (bottom 25%). Performance scores for most 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*
- *I can find a quiet place in the Library to study when I need to*
- *The items I'm looking for on the Library shelves are usually there*
- *Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs.*

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

Respondents were asked to indicate how often they contact the Library, how often they access the Library online, and how often they are required to be on campus. The most common frequency response was *2-4 days a week*, with a response rate of 47.2%, 46.3% and 62.8% respectively.

In conclusion, the University of Canberra Library achieved positive results for the Library Client Survey in 2010 and improved performance in comparison to the previous survey in 2008.

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.

