The Assessment Committee ran our annual user survey in April of 2011. The committee made significant changes to the questions that were asked this year, in part thanks to the guidance from Carol Scheidemelhelm and the Office of Learning Technologies and Assessment. It was our intention to focus efforts on areas that are within our control and in which we might make changes based on user feedback. Also based on advice from LTA we chose to use a 4-point scale and to allow users to choose “not applicable,” rather than a 5 point scale which allows respondents to choose a neutral answer.

The survey was open for responses from March 28 to April 18. It was advertised in a number of ways, including an ad on the library website, signs in library buildings, an article in Inside Loyola, blogs, and an ad in the Phoenix. We also offered incentive prizes of Visa gift cards.

Overall we received 793 completed responses. The departmental affiliation chosen most often by respondents is Education, followed by Business Administration and Social Work. Psychology and Biology round out the top 5. Cudahy Library was most often selected as the library facility most frequently used with 279, followed closely by Lewis Library with 271. 189 people chose the Information Commons, and 54 selected “online only.” Survey respondents use the library building more frequently than the website, with 69.86% choosing “daily” or “weekly” for the library building, versus 63.55% for the website. Few patrons make use of the library’s social media outlets or mobile applications (15% and 13%, respectively).

Of the completed responses, 328 were from graduate students, 301 from undergraduates, and 134 from faculty. Compared to the LibQual survey conducted in 2010, this is a slightly higher response rate from graduate students and slightly lower from faculty. However, compared to the user survey that was conducted in Spring 2009, the response rate from undergraduates is much lower. Due to the differences in question format as well as the changes in response rate, it would be difficult to compare numerical data with previous surveys.

**Service**

As we have seen in past surveys, users are more satisfied with services than they are with other elements, such as collections or facilities.

- Users assign the highest scores across locations to “Courteous” followed by “Able to help me resolve problems I have while using the library”.
- Users are in general the most positive about staff at Lewis Library and least positive about staff at the Information Commons. These trends persist across all patron categories, although faculty give the highest marks overall, and undergraduates the lowest.
- Fewer users responded “not applicable” to questions related to Cudahy than to either of the other locations, across all four service elements.
- Across all locations, “courteous” is the least likely to be “not applicable” to users, while “adept at helping me with my research” is the most likely to be “not applicable”.

**Website**

Users perceptions of the quality of our website were the lowest compared to other questions.
“Visual design and layout” had the least positive responses, with “navigating through menus and pages” the second lowest. Both questions were scored better by faculty than by students.

Faculty and staff are more likely than students to say that it is easy to find information on your own using the library’s website.

Roughly 1/3 of patrons answered “not applicable” when asked about online help. Undergraduates were the most likely to say “n/a”.

The tool that users would find most useful when looking for information on the website is “Advanced Search Options.” It’s unclear whether users interpret that as a more robust search engine, or as a federated search option. Second and third in usefulness are “drop down link menus at top of page” and “most used resources.” The option deemed least useful was “closer match with other Loyola University websites.”

The most useful resources on the website are “access to electronic journals”, followed by “access to research databases” and “finding books”.

15% of survey respondents say they use the library’s social networking outlets. Undergraduates are the most likely to use them, with 25% responding Yes. Faculty are the least likely at 4.5%.

13% of respondents say they use the library’s mobile applications, and the percentage is relatively similar across patron categories.

Collections

- Most respondents agree that the available print journals, online journals, and databases meet their needs.
- Of respondents who use the print journal collection, most indicate that it meets their needs but a large number (about 30%) answered “not applicable,” presumably indicating that they do not use print journals.
- Similarly, reactions to the e-book collection reveal lacking awareness of them; a large number of survey respondents (about 37%) answered “not applicable,” presumably indicating that they are not using the e-book collection at all.
- Responses to the open question “What other databases should the library offer?” indicated lacking awareness of what is offered. Most responses were requests for more e-journals generally, not for specific databases. The requests for databases that are already available were for:
  - EBSCO databases (undergraduate student, Sociology)
  - JSTOR (graduate student, Pastoral Studies)
  - New York Times (undergraduate student, Communications)
  - PubMed (faculty, other)

Facilities

- Library hours were mentioned more frequently than they have been in the past.
- When asked how their use of Cudahy differs from their use of the IC, patrons said that they go to Cudahy to concentrate and engage in in-depth research and study, whereas they use the IC for more socializing and routine homework.
- Patrons also mention that Cudahy is quieter, but they would use Cudahy more often if it had more comfortable furniture.
- When asked “what is the space you use most often,” the top choice was “Lewis 6th floor” with 133, followed by “IC 1st/2nd floor” and “Cudahy stacks,” with 128 and 127.
**General Comments**
Similar to previous surveys, the comments left by patrons focused most heavily on the Cudahy entrance, the library hours, and noise. However, this year we received a proportionally higher number of comments about hours, with slightly fewer about the Cudahy doors. The noise complaints frequently focused on the poor sound-proofing of the group study rooms and poor separation of quiet and social spaces. We are in the process of looking for patron suggestions that could be implemented with little difficulty, or which already have been implemented.
Appendix: Responses to Numerical Questions

Percentage who assigned a positive response

Percentage who answered “not applicable”
Key (Question texts):
8. Staff at Cudahy Library are courteous.
9. Staff at Cudahy Library are adept at helping me with my research.
10. Staff at Cudahy Library are helpful in locating and obtaining the books, articles, and other materials I need.
11. Staff at Cudahy Library are able to help me resolve problems I have while visiting the library.
12. Staff at the Information Commons are courteous.
13. Staff at the Information Commons are adept at helping me with my research.
14. Staff at the Information Commons are helpful in locating and obtaining the books, articles, and other materials I need.
15. Staff at the Information Commons are able to help me resolve problems I have while visiting the library.
16. Staff at Lewis Library are courteous.
17. Staff at Lewis Library are adept at helping me with my research.
18. Staff at Lewis Library are helpful in locating and obtaining the books, articles, and other materials I need.
19. Staff at Lewis Library are able to help me resolve problems I have while visiting the library.
20. Rate the ease of finding information on your own using the library’s website.
21. Rate the ease of using library online help.
22. Finding information about the library.
23. Navigating through menus and pages.
24. Finding accurate, up-to-date information.
26. Overall usability of the website.
29. The print book collection is relevant to and sufficient for my study and research.
30. The ebook collection is relevant to and sufficient for my study and research.
31. The print journal collection is relevant to and sufficient for my study and research.
32. The online journal collection is relevant to and sufficient for my study and research.
33. The library provides relevant and sufficient research databases for my study and research.