January 12, 2012

Dear Members of the PTS Community,

The results of the November 2011 LibQUAL surveys are in. We thank the 111 individuals who took the survey, which is designed to rate a series of statements about library service, access to information, and the library as a place. Respondents were asked to evaluate these areas in terms of minimal expectations, desired expectations, and perceptions of current levels.

On average, the survey shows that perceptions of the library exceed what respondents deem minimum acceptable standards and fall short of the desired level of service. In terms of the survey as a whole, the average minimum level, on a scale from1 to 9, was 6.35, the average desired level was 7.98, and the average perceived level was 6.97. In a nutshell, you have told us there is room for improvement.

As a summary of the summary, the library generally scored well in the areas of providing service to patrons. It did less well in the areas of providing access to the resources that patrons desire. And it did poorly in terms of the library as a place.

Did any of this come as a surprise? How are we responding to this information? Frankly, we were not surprised that the library staff was generally perceived as being helpful, knowledgeable, and courteous, certainly more so than minimal expectations and above or close to desired service in every case. We have a long track record of providing high-quality, service and it is very much a part of the library ethos and mission.

In terms of control or access to information, we anticipated some problems here on two fronts: our admittedly inadequate library website, and our ability to meet patrons' expectations about access to information. We have been working with the Seminary's IT department to upgrade the Library website. The revision should be completed by the end of January. Among other things, the upgrade will allow us to keep the website current—something we can't easily do now with the old version of software available to us. Along the same line, we are conducting a search for an Information Services Librarian, whose main responsibility will be to enhance the value of our website for patrons on campus and around the world.

Expectations about access bring up an undeniable fact: they are usually beyond the budgets necessary to purchase access to materials and ahead of the technology needed to make them readily accessible. The business of Library acquisitions is a zero-sum game, meaning that any funds we use to purchase greater access means fewer funds available to spend elsewhere. This is a constant struggle and we are continually trying to balance the desires for increased access with the desires for additional content.

We are not surprised that respondents indicated serious concerns about the library as place. At the same, we are not overly concerned. Why? In the summer of 2010, we emptied Speer Library

into Luce Library, radically reducing the number and kinds of spaces available for patrons. The new library building will open to the public next winter. We're confident that if we conduct the survey in 2013, we will surpass nearly everyone's expectations!

If you participated in the survey, you know that it provided an opportunity for written comments. We're especially grateful to those of you who took the time to provide feedback in this section. We've taken the comments to heart and will consider all concerns in our responses.

I encourage you to take a few minutes to look at the raw data. On the chart that follows, "minimum mean" is the average expectation of patrons. "Desired mean" is the level desired by patrons. And the "perceived mean" is how patrons judge current library conditions. The "adequacy mean" is the difference, in positive or negative numbers, between patrons' minimal standards and their perception of the actual standard. The "superiority mean" is the difference between the desired mean and the perceived mean.

Take a made-up question as an example of how the survey works. On a scale of 1 to 9, respondents expect the quality of coffee served in the library to be 6 (minimal level of service), they desire the quality of coffee to be an 8 (level of desired service), and they perceive the quality of coffee to be a 7 (level the library currently provides). The adequacy mean is 1, that is, it is better than you expected. The superiority mean is -1, that is, it is worse than you desired.

Speaking of coffee, if you have tried the new coffee service in the library, please drop me a note telling me what you think. If you haven't tried it, make your way to the third floor of Luce. As always, your comments, questions, and suggestions about coffee or anything else are welcome.

Sincerely,

Steve Crocco

James Lenox Librarian

LibQUAL+ Executive Summary

The results of the November 2011 LibQUAL+ Lite survey are in. We are grateful that so many of you (one hundred eleven) participated. We'd like to show you what we read. Below find a summary of raw data. Remember: LibQUAL+ measures dimensions of perceived library quality. You were asked to rate a series of statements indicating the minimum level of service you would find acceptable; the level of service you desire; the level of service you perceive our library currently provides. The dimensions measured were service, information control and library as place. The headers Lite View and All Views define identical data. So, on average, your perception of service the library provides exceeds the minimum you would find acceptable and falls short of the level of service you personally want. You have told us there is room for improvement.

Data Repository
LQ 2011: Princeton Theological Seminary

Summary By	Lite Views	All Views
Total Surveys:	189	189
View Percentage:	100	100
Completed Surveys:	111	111
Valid Surveys:	109	109
Median Survey Time: (min:sec)	5:05	5:05
Average Survey Time: (min:sec)	6:41	6:41
Average Minimum:	6.3488	6.3488
Average Desired:	7.9801	7.9801
Average Perceived:	6.9739	6.9739

You will see questions you were asked and different sets of numbers reflecting your responses. In order to read and appreciate the results, you will need to understand some terminology:

Minimum, Desired and Perceived levels of service - Respondents are asked for their judgments on three scales for each survey question: the desired level of service they would like to receive, the minimum they are willing to accept, and the actual level of service they perceive to have been provided.

Zone of Tolerance – The desired and minimum scores establish the upper and lower boundaries, called a zone of tolerance. Perceived scores should float within this zone of tolerance if respondents view service as adequate.

Gap Analysis – Is the use of the zone of tolerance to interpret survey results. When users' perceptions are higher than their minimum expectations, the result is a positive service adequacy gap.

Mean – The arithmetic average of a collection of numbers, computed by adding them up and dividing by their total number. LIBQUAL+ uses "means" to identify the minimum, desired and perceived levels of service quality.

Standard Deviation (SD) – a measure of the spread of data around the mean, depending on calculating the average distance of each score from the mean. A lower standard deviation shows that respondents tended to answer a survey question similarly, thus showing a stronger consensus among those who responded to that question.

Remember that scoring ranges from 1-9.

ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	6.62	7.86	7.83	1.21	-0.03	29
AS-2	Giving users individual attention	5.70	7.10	7.75	2.05	0.65	20
AS-3	Employees who are consistently courteous	6.72	8.20	7.56	0.84	-0.64	25
AS-4	Readiness to respond to users' questions	6.57	7.64	8.00	1.43	0.36	14
AS-5	Employees who have the knowledge to answer user questions	6.79	8.19	8.07	1.28	-0.12	43
AS-6	Employees who deal with users in a caring fashion	6.60	8.15	7.91	1.32	-0.24	104
AS-7	Employees who understand the needs of their users	7.08	8.08	7.79	0.71	-0.29	24
AS-8	Willingness to help users	6.63	8.21	8.11	1.47	-0.11	19
AS-9	Dependability in handling users' service problems	6.47	7.97	7.50	1.03	-0.47	30
Information Control							
IC-1	Making electronic resources accessible from my home or office	6.58	8.65	6.92	0.35	-1.73	26
IC-2	A library Web site enabling me to locate information on my own	7.14	8.36	6.89	-0.25	-1.46	28
IC-3	The printed library materials I need for my work	7.03	8.47	7.15	0.12	-1.32	34
IC-4	The electronic information resources I need	6.27	7.95	6.91	0.64	-1.04	104
IC-5	Modern equipment that lets me easily access needed information	6.00	7.63	7.03	1.03	-0.59	32
IC-6	Easy-to-use access tools that allow me to find things on my own	6.37	8.04	6.93	0.56	-1.11	27
IC-7	Making information easily accessible for independent use	6.40	8.06	7.51	1.11	-0.54	35
IC-8	Print and/or electronic journal collections I require for my work	6.68	8.36	7.11	0.43	-1.25	28
Library as Place							
LP-1	Library space that inspires study and learning	5.86	7.86	5.02	-0.84	-2.84	102
LP-2	Quiet space for individual activities	5.97	7.80	5.40	-0.57	-2.40	30
LP-3	A comfortable and inviting location	5.77	8.00	5.45	-0.32	-2.55	22
LP-4	A getaway for study, learning, or research	6.18	7.79	6.36	0.18	-1.42	33
LP-5	Community space for group learning and group study	5.00	6.94	4.59	-0.41	-2.35	17
Overall:		6.35	7.97	6.95	0.60	-1.02	106

ID	Question Text	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service							
AS-1	Employees who instill confidence in users	1.68	1.46	1.10	1.21	1.30	29
AS-2	Giving users individual attention	1.92	1.71	1.02	1.64	1.81	20
AS-3	Employees who are consistently courteous	1.81	1.12	1.23	1.43	1.08	25
AS-4	Readiness to respond to users' questions	1.45	1.82	1.41	1.65	1.34	14
AS-5	Employees who have the knowledge to answer user questions	1.58	1.35	1.10	1.68	1.50	43
AS-6	Employees who deal with users in a caring fashion	1.66	1.29	1.33	1.74	1.38	104
AS-7	Employees who understand the needs of their users	1.21	1.21	1.35	1.73	1.63	24
AS-8	Willingness to help users	1.77	1.27	1.33	1.81	1.45	19
AS-9	Dependability in handling users' service problems	1.55	1.22	1.17	1.61	1.11	30
Information Control							
IC-1	Making electronic resources accessible from my home or office	1.68	0.63	1.70	1.74	1.64	26
IC-2	A library Web site enabling me to locate information on my own	1.51	1.13	1.77	1.43	1.71	28
IC-3	The printed library materials I need for my work	1.57	0.86	1.69	1.55	1.95	34
IC-4	The electronic information resources I need	1.48	1.40	1.46	1.86	1.95	104
IC-5	Modern equipment that lets me easily access needed information	1.87	1.68	1.43	2.40	2.26	32
IC-6	Easy-to-use access tools that allow me to find things on my own	1.28	1.16	1.27	1.42	1.72	27
IC-7	Making information easily accessible for independent use	1.67	1.14	1.09	1.57	1.20	35
IC-8	Print and/or electronic journal collections I require for my work	1.70	0.91	1.42	2.08	1.40	28
Library as Place							
LP-1	Library space that inspires study and learning	1.82	1.51	2.00	2.59	2.47	102
LP-2	Quiet space for individual activities	1.77	1.52	2.25	2.69	2.84	30
LP-3	A comfortable and inviting location	1.72	1.35	1.90	1.99	1.82	22
LP-4	A getaway for study, learning, or research	1.94	1.85	1.85	2.17	2.29	33
LP-5	Community space for group learning and group study	2.03	2.22	2.12	2.45	2.09	17
Overall:		1.27	0.98	1.00	1.31	1.14	106

3.2   Core Question Dimensions Summary

On the chart below, scores for each dimension of library service quality have been plotted graphically. The exterior bars represent the range of minimum to desired mean scores for each dimension. The interior bars represent the range of minimum to perceived mean scores (the service adequacy gap) for each dimension of library service quality.

	Range of Minimum to Desired
	Range of Minimum to Perceived ("Adequacy Gap")
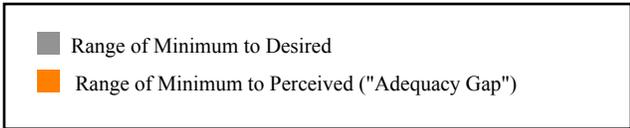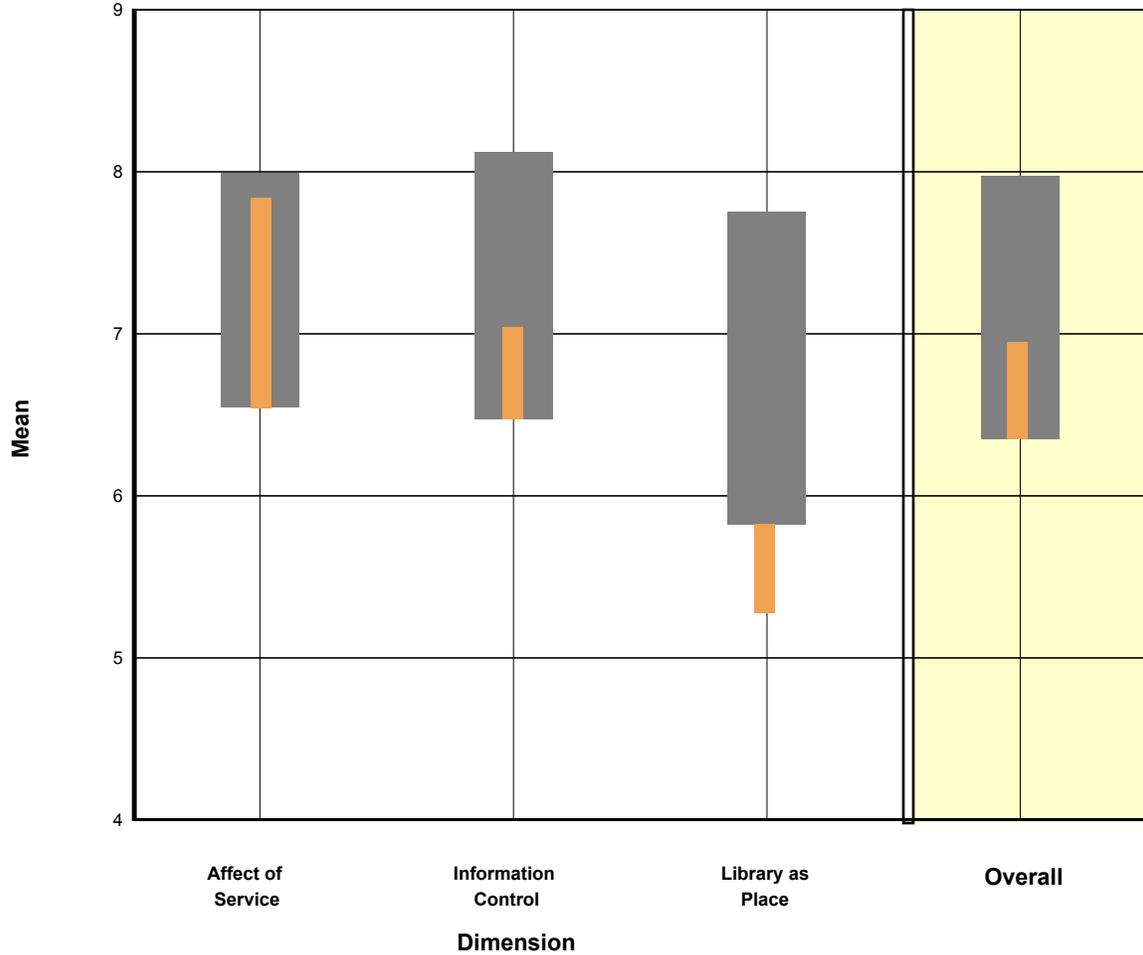
The following table displays mean scores for each dimension of library service quality measured by the LibQUAL+® survey, where n is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service	6.54	7.99	7.84	1.30	-0.15	105
Information Control	6.48	8.12	7.04	0.57	-1.08	106
Library as Place	5.83	7.75	5.28	-0.55	-2.48	103
Overall	6.35	7.97	6.95	0.60	-1.02	106

The following table displays standard deviation for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service	1.55	1.26	1.09	1.51	1.29	105
Information Control	1.34	1.00	1.15	1.49	1.39	106
Library as Place	1.69	1.54	1.88	2.26	2.20	103
Overall	1.27	0.98	1.00	1.31	1.14	106