The national LibQUAL+ survey is used by libraries worldwide to measure users’ perceptions of the quality of service provided.

Oakland University (OU) Libraries conducted its first LibQUAL+™ survey in October-November of 2012. The core questions of the survey were divided into three major dimensions: “Affect of Service” (aspects such as “willingness to help users”); “Information Control” (items such as library materials, collections, and access); and “Library as Place” (items such as “a getaway for study, learning, research”). There were 1,860 valid responses collected from OU students, faculty, and staff. Free-text comments were submitted by 712 participants.

For all dimensions, averaged together, the results indicated that:

- Users’ perceptions of current services were rated higher than minimum acceptable levels.
- Users’ perceptions of current services were rated only slightly below desired levels of service.
- The perceived levels for “affect of service” were the highest scores above minimum levels, indicating that users believe library employees are doing a good job instilling confidence in users, and having the knowledge to answer their questions.
- Next highest were perceived levels for “information control,” indicating that most users believe the libraries’ website, electronic tools, and resources enabled them to meet their information needs well.
- The library was also perceived as “a comfortable getaway” and “a space that inspires study and learning,” but the ratings in the dimension of “library as place” indicated that there was room for improvement in this area more so than in others.
- The libraries scored lowest in meeting desired levels in the area, “Collections of online full-text articles sufficient to meet my needs.”
- Users are generally satisfied with the libraries’ performance. Satisfaction rates were on the positive side of the spectrum, but could be improved to meet users’ desired levels.

**Undergraduate Students**

- Undergraduate students submitted their lowest ratings to the statements: “library space that inspires study and learning,” and “quiet space for individual activities.”
- Undergraduates also reported that improvements could be made in the area of “Information Control,” specifically with regard to the libraries’ website and “making information easily accessible for independent use.”
Graduate Students

- The libraries met *minimum acceptable levels* in all but one area: “quiet space for individual activities.”
- The libraries were also rated lower in terms of how far *perceived current levels* were from *desired levels* in several areas within the dimensions of “information control” and “library as place.” This was partly because graduate students’ *desired levels* were often higher than undergraduate students’ *desired levels*.

Faculty

- Faculty rated the library highly within the two dimensions of “affect of service” and “library as place.”
- In the dimension of “information control,” however, faculty members gave the library lower scores than *minimum levels* in the areas of: “making information easily accessible for independent use;” and “print and/or electronic journal collections I require for my work.”
- Faculty members were satisfied generally with the libraries’ performance. They gave higher satisfaction ratings than did undergraduates and graduate students.

Staff

- Staff members perceived that the libraries were exceeding *desired levels* in the areas of: “employees who install confidence in users”; “community space for group learning and study”; and “a getaway for study, learning, or research.”
- They rated the library below *minimum acceptable levels* in several areas of “information control.”
- Staff members were generally satisfied with the libraries’ performance, but gave the lowest ratings for satisfaction than other user types.

Qualitative Data

There were 712 free-text comments submitted by participants. Broken down by topic, the top five categories for positive comments were:

- Customer service
- Ambiance
- Hours
- Collections
- Online content

The top five categories for negative comments were:

- Quiet, “The library needs to be more quiet”
- Crowding, “I can’t find any place to study”
- Study rooms, “need more study rooms in the library”
- Collections
- Computer equipment, “the Internet or wireless network doesn’t work”
Overall, most free-text comments from undergraduate students, faculty, and staff showed they were satisfied with the library, although many offered suggestions for improvement.

**Libraries’ Responses to the Study**

Plans for service improvements, based on participants’ ratings and comments, have already been devised and/or completed. Much of the survey data will be used to inform and support the libraries’ ongoing Strategic Plan initiatives over the next three years. A webpage on our public site at [http://research.library.oakland.edu/sp/subjects/guide.php?subject=LIBQUAL](http://research.library.oakland.edu/sp/subjects/guide.php?subject=LIBQUAL) will contain links to obtain this public report and list of actions taken in response to users’ feedback. Next steps and areas for further analysis include: discussing users’ feedback with library stakeholders; and continuing to use the feedback and survey findings to inform and support service-enhancement plans over the next three years.

Please see the full report and appendices on our website (link shown above) for more details about the survey, findings, and analysis of qualitative data.