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University of Haifa

Using LibQUAL+ to meet strategic objectives at the University of Haifa

LibQUAL+ Exchange Workshop,
10th Northumbria Conference on Performance Measurement, 22.7.13

By Dr. Lynne Porat

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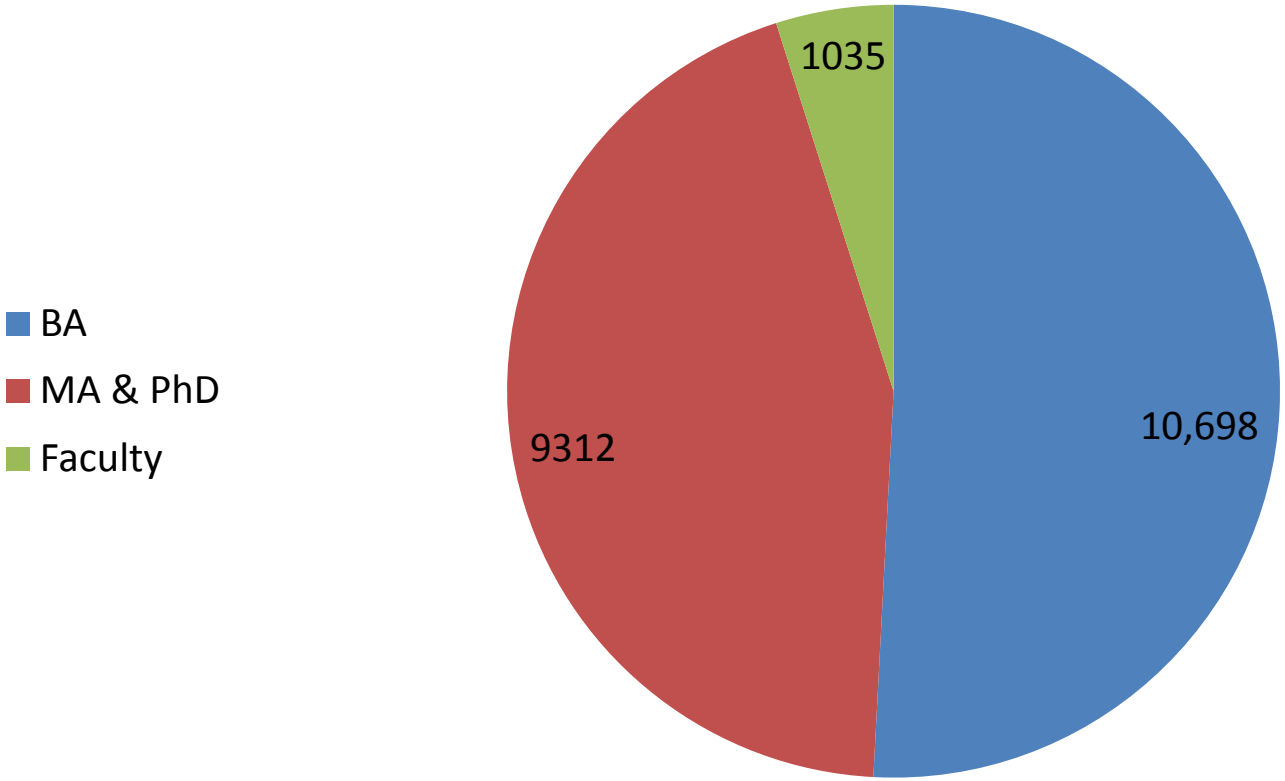
No. of students & faculty



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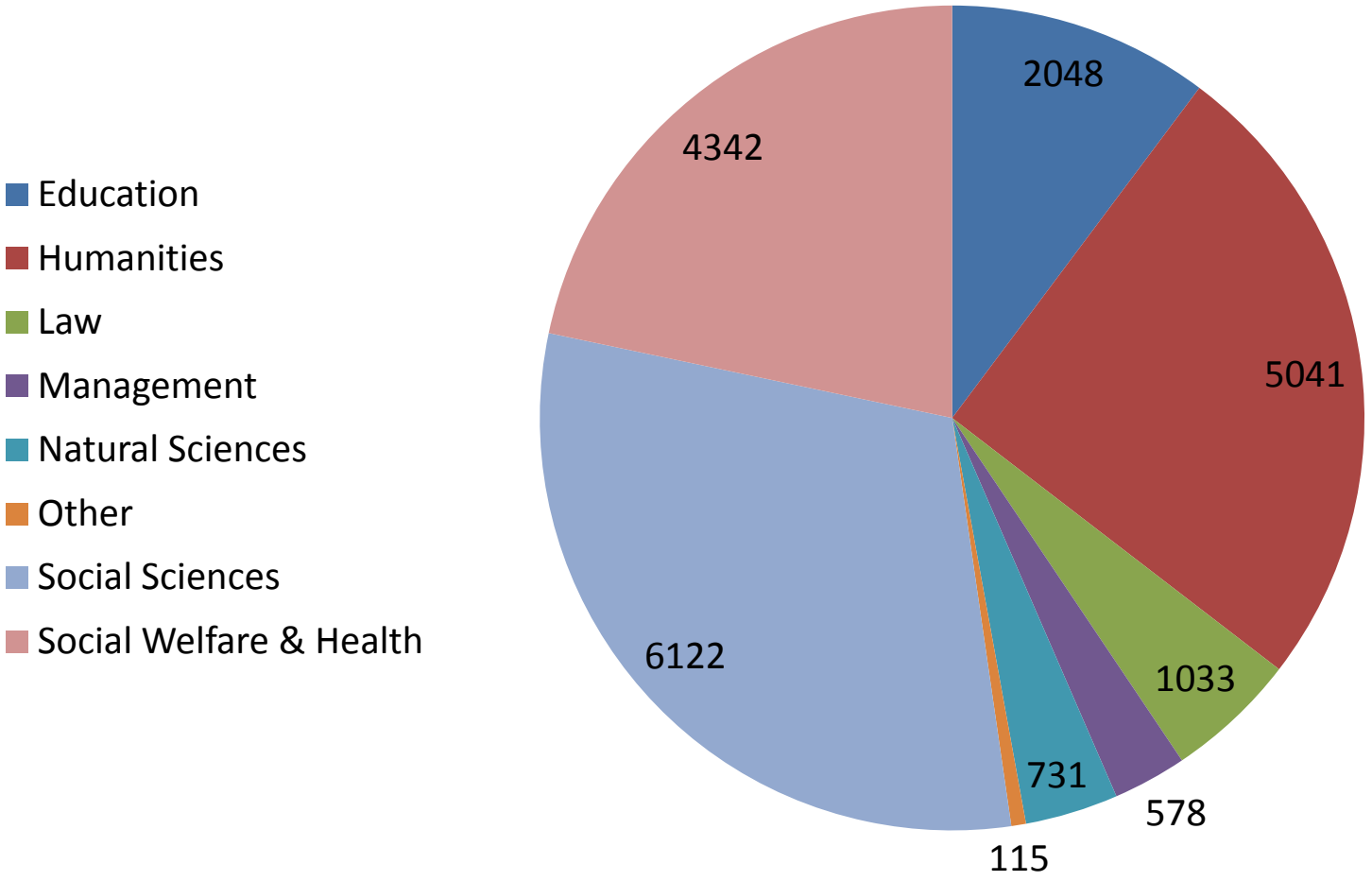
No. of students by discipline



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About the library

- One central library specializing in high quality & innovative user services
- Sate of the art technology
- Up to date electronic and print collections in English, Hebrew and Arabic
- Renovated space

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Reserve Room

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Group study room

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Contains Exact Starts With

Haifa University Theses & Dissertations Collection
M.A. and Ph.D. dissertations from Haifa University.

Publications of University of Haifa Researchers
Publications of University of Haifa researchers, including articles, conference proceedings, research reports, technical reports and assorted internal publications (under construction).

Performing Arts & Theatre Archives
The Database for Israeli Theater Archives (DITA) contains texts, photographs, reviews, designs, audio and video recordings digitized from physical theater archival materials. Aiming to preserve and expose the artistic heritage of Israeli Theater, DITA gives access to prominent Israeli Theater institutions including the Haifa Theater, the Cameri Theater of Tel Aviv, the Acco Fringe Theater Festival, and the Mario Kotliar Archive of the School of Visual Theater, Jerusalem. See also: the collection's website

Art & Archaeology
A collection of pictures of art and archaeology from the prehistoric era to the present, divided by eras and subjects like painting, sculpture, architecture, drawing, etching, ceramics, manuscript illumination and applied arts. The images are provided for educational and research purposes for University of Haifa students and faculty.

Historical Pictures of the Holy Land and the State of Israel
Photographs documenting Israel's unique landscapes and people, from various archives, institutions and private collections, taken by both professional and amateur photographers. The photos are available to the public, under fair use and copyright limitations.
See also: the collection's website

Archaeology in Israel
Pictures of archaeological finds discovered in excavation sites in Eretz-Israel, including maritime archaeology, arranged by site name in alphabetical order. The images are provided for educational and research purposes for University of Haifa students and faculty.

Geography & Environment Studies

Crusader Sculpture in the Land of Israel

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Strategic Objectives

- Continue to develop print and electronic collections, including digital projects such as: Index to Hebrew Periodicals database (IHP), institutional repository, librarians' publications, e-theses, local heritage preservation, and Hebrew JSTOR (IC)
- Facilitate independent access to resources via state-of-the-art discovery tools and workstations (IC)

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Strategic Objectives cont.

- Provide high quality personal and remote assistance by well-trained and motivated staff (AS)
- Increase the number of online information literacy courses (Outcomes)
- Provide comfortable and inviting physical space for group and individual study (LP)

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שלום רב,

אני פונה אליך בבקשה לקחת חלק **בסקר קצר הבוחן את מידת שביעות הרצון משירותי הספרייה.**

השתתפותך בסקר תוכל להשפיע על איכות הספרייה ושירותיה

הסקר הינו תרגום של סקר בינלאומי שנערך ביותר מ- 1000 ספריות בעולם, ובאמצעותו ביכולתנו להשוות את איכות שירותי הספרייה שלנו לספריות מובילות בעולם.

למילוי הסקר | To the questionnaire

בתודה על שיתוף הפעולה,
פנינה ארז
מנהלת הספריה

University of Haifa Library, Mt. Carmel, Haifa 31905 אוניברסיטת חיפה - הספריה, הר הכרמל, חיפה
tel. 972-4-8240529 fax 972-4-8249146 e-mail: assessment@univ.haifa.ac.il

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Difficulties encountered with 2013 LQ Survey

- Competition with other university units for sample of students and faculty resulted in very small sample, no marketing, no incentives
- Low response rate (5%) - but high representativeness
- National benchmarking not possible as no other Israeli libraries conduct LQ
- International benchmarking also problematic as similar libraries in USA and Canada have budgets three times our size

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Difficulties cont.

- Format of “minimum”, “perceived” and “desired” was considered bothersome, and over 50% closed Lite survey without completing it
- Stakeholders queried why we didn’t just ask about “perceived” and ignore “desired” and “minimum”
- Over 50% of respondents filled in lengthy comments about collection, remote access, and noise in library

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Difficulties cont.

- Cultural bias of survey in some of LP and AS questions was off-putting to Israeli respondents such as:

- "haven for study, learning or research"
- "space that inspires learning"
- "librarians that instill confidence in users"

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Internal benchmarking: 2009 & 2013 “perceived” scores

- All AS scores higher
- Most IC scores were higher except for easy access to information, equipment and website
- All LP scores higher except for location of library
- Information literacy score higher but still not high enough

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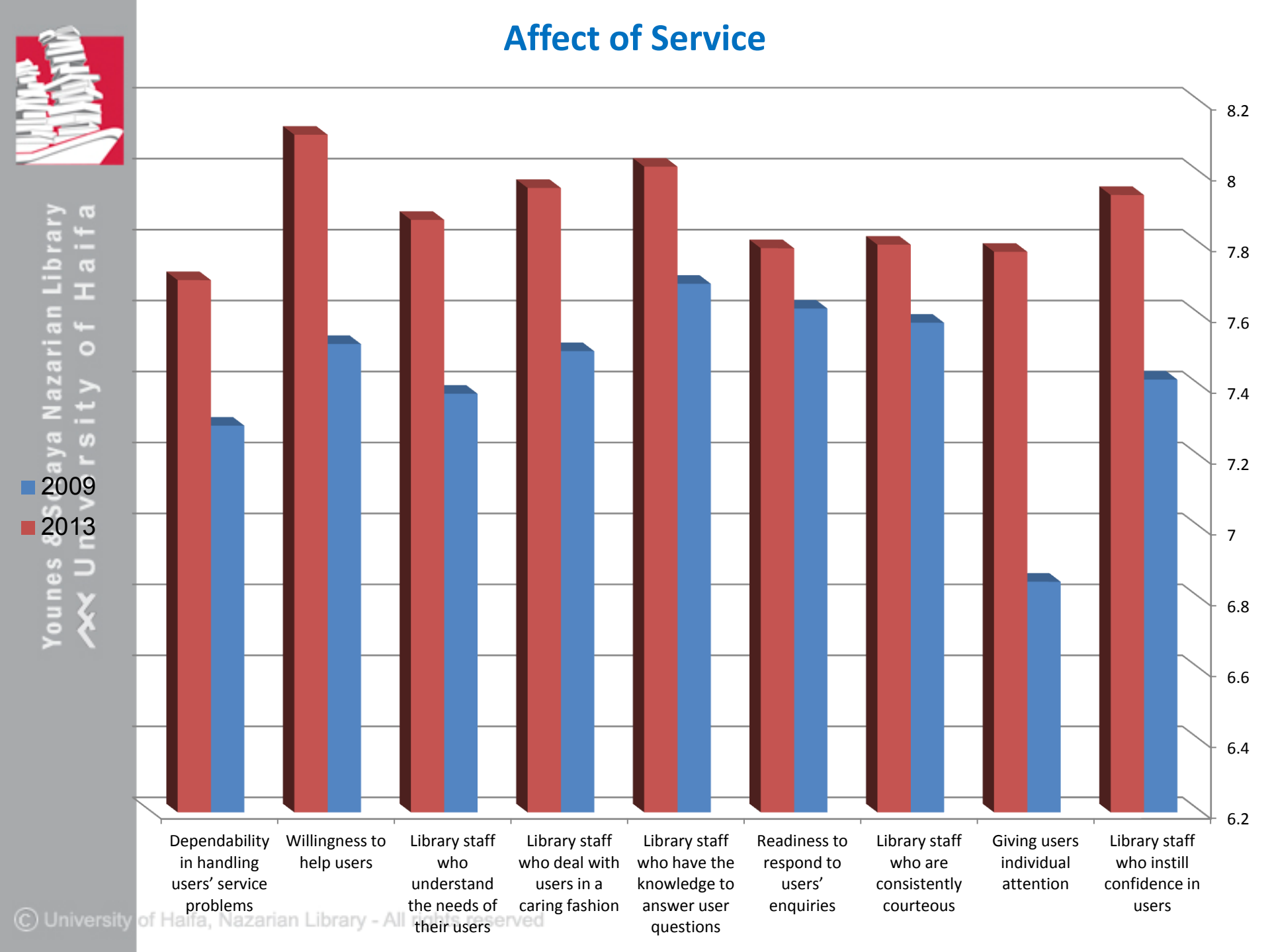
Affect of Service



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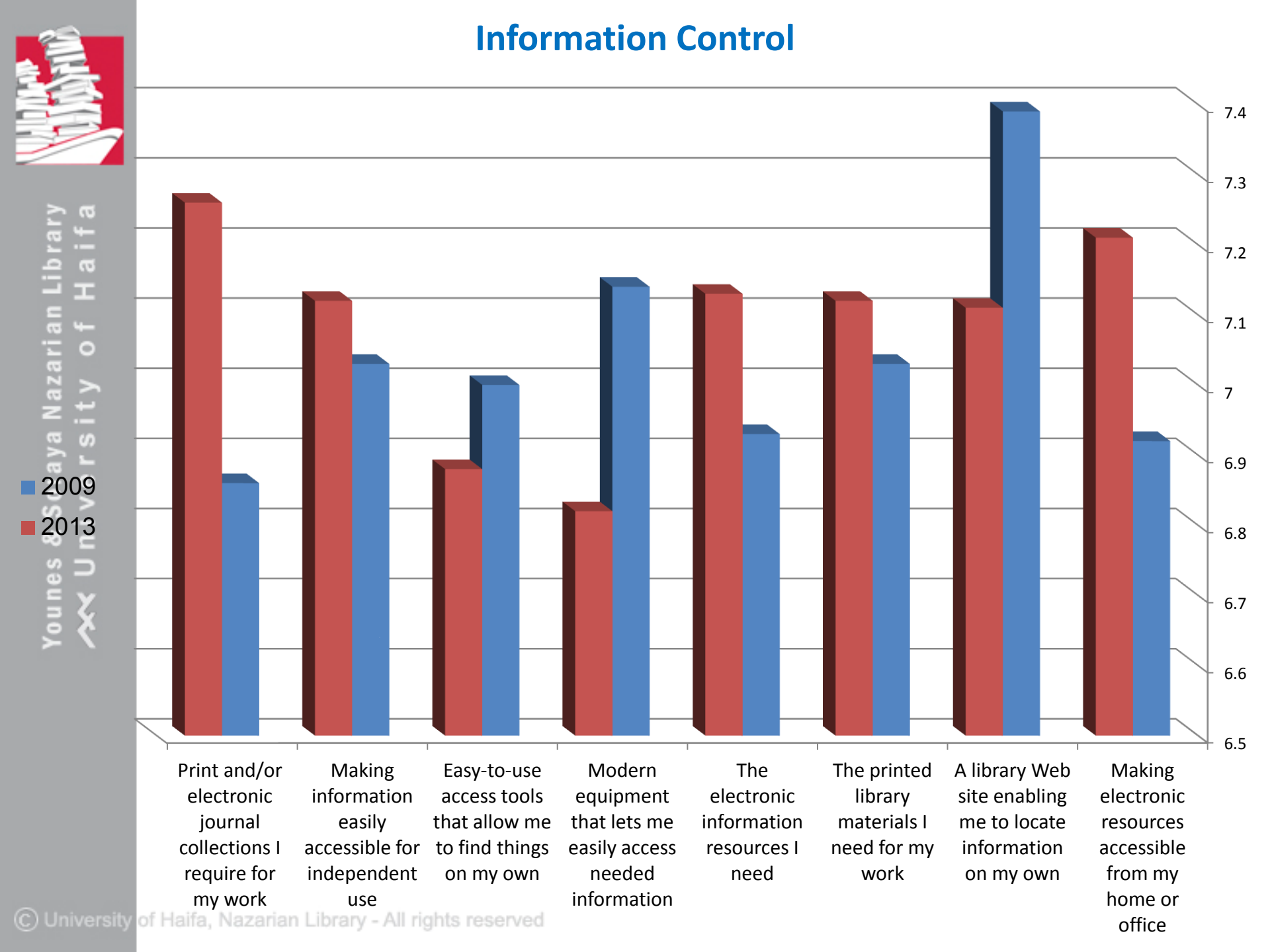
Information Control



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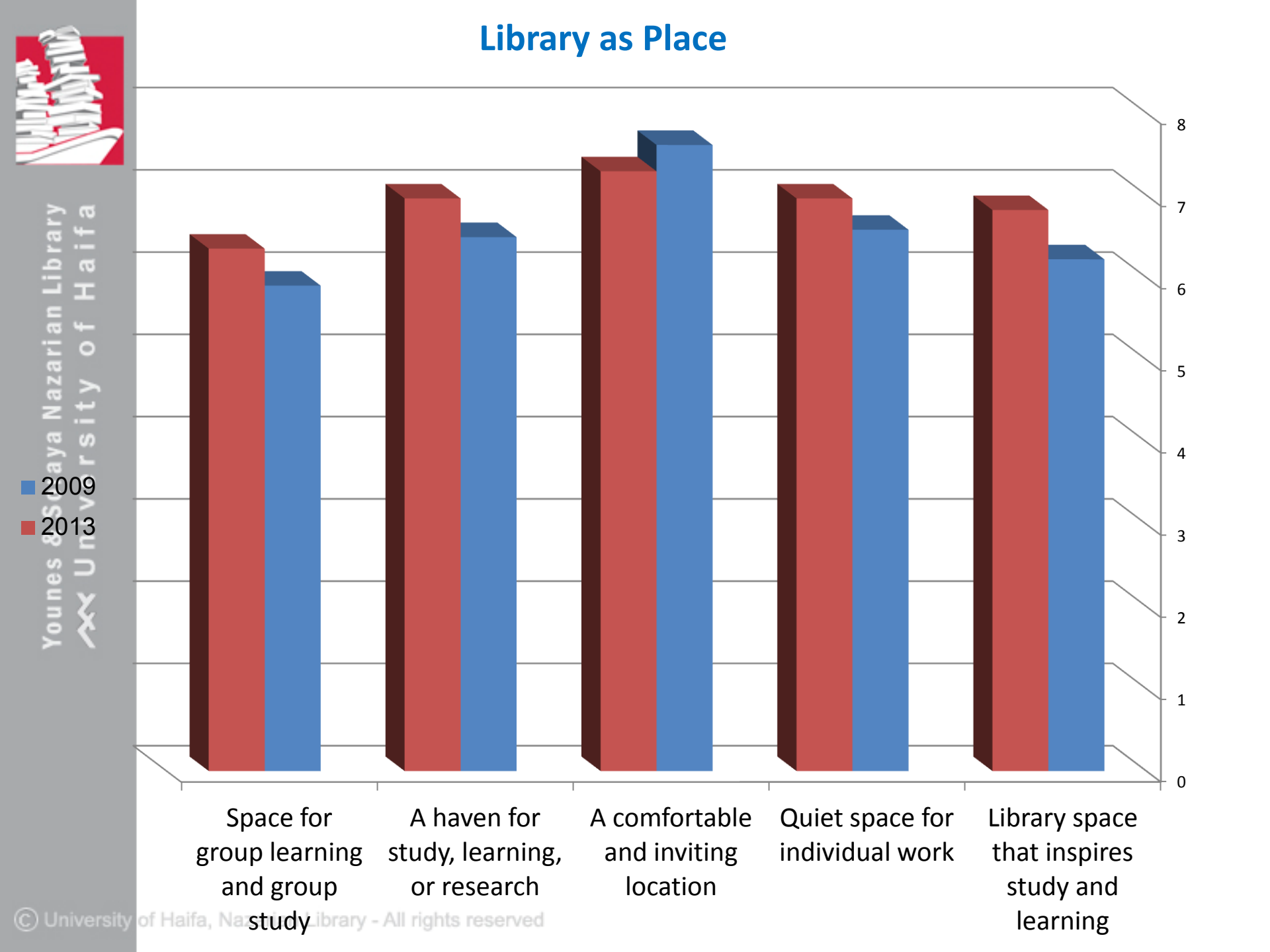
Library as Place



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Information Literacy Outcomes

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Actions to be implemented

- Continue to offer and expand personalized service (AS)
- Continue to train and motivate staff (AS)
- Coordinate with university IT dept. to improve remote access (esp. timeouts and too many pws) (IC)
- Continue to build electronic and print collection (IC)
- Continue to build new website (IC)
- Continue to improve discovery tools (IC)

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Actions to be implemented cont.

- Activate rota by librarians to maintain quiet (LP)
- Add group study rooms (LP)
- Improve signage (LP)
- Replace wooden chairs (LP)
- Open coffee shop in library (LP)

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Conclusion

LQ helped pinpoint the areas which need improvement which will ultimately assist us in attaining our goals. LQ did not help us make decisions on budget allocation for collection development or equipment

The speed of LQ results and analysis provided a benchmark for other university units conducting surveys

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Conclusion cont.

LQ enabled us to show stakeholders that the library is at the forefront of a systematic assessment program including regular satisfaction surveys, usability studies and KPIs

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