

2015 User Survey Summary

“Everything about the system is, in one word, sterling”

Not all survey respondents were as enthusiastic as the one quoted above, but the fact is the Library has enjoyed a high overall satisfaction rating (4.1 or higher) every year since 2008, and that trend continued in 2015. Users overwhelmingly view us to be friendly, welcoming, and safe. 88% of patrons indicated that they experienced no problems with the Library in the past academic year.

2015 USER SATISFACTION WITH THE LIBRARY

	Undergrads	Grad Students	Faculty
Overall Satisfaction Mean	4.30	4.18	4.27

Satisfaction with Library staff was central to the high overall rating. Most patrons have consulted with Library staff and many have attended and/or convened a Library session. Those who have done so are highly satisfied with the engagement.

In addition to the high satisfaction of users with help from staff in finding or using materials, users are very satisfied with the relevancy, currency, range, and ease of use of Library collections.

Library Express On-grounds (LEO), delivery of Library materials to faculty, continues to gratify—80% of Faculty gave LEO the highest possible rating.

The survey results are cause not just for celebration but also for introspection. In pursuit of continuous improvement, we examined many aspects of our services to measure satisfaction, interest, usage, and perception.

Highlights and Next Steps

- For the 12% of those who reported problems, printing issues were the overwhelming source.
 - Next step: **Collaborate** with Printing and Copying Services to reduce printing problems
- Alderman, Clemons, and Brown are the libraries most regularly used by patrons. Undergrads used these libraries almost equally, while Grads and Faculty focused more on Alderman. More than half of all groups use Alderman on a regular basis.
 - Next step: **Capitalize** on the popularity of Alderman as a crossroads to foster connections between users, while also connecting them to other Library services and resources

- More than 60% of Faculty, Grads, and Undergrads browse the Libraries' bookshelves.
 - Next step: **Investigate** what users are seeking when they browse and examine how we may best support those browsing capabilities in a virtual environment
- At least 85% of Undergrads, Grads, and Faculty use Virgo (the Library's online catalog) or the Library website. While satisfaction increased with Grads and Undergrads, Faculty reported a decline in satisfaction.
 - Next step: **Deploy** user research tools to delve into the causes of the decline in Faculty satisfaction with Virgo and the website. Take the necessary steps to improve Faculty experiences with our most visible virtual presence
- Google web search is the most common research starting point for Undergrads. Grads may begin with a basic Google search, but are almost equally likely to use Google Scholar or Virgo. Virgo and Library databases are the most common research starting points for Faculty, and Library Research Guides were rarely used as a starting point by any of the groups.
 - Next step: **Design** undergraduate instruction activities to optimize scholarly proficiency
- Half of all users took advantage of at least one of four specialized services: Research Data Services, Special Collections, Digital Media Lab, and Scholars' Lab.
 - Next step: **Engage** with Faculty and students to continuously reinvent specialized services as technology advances
- Library services of most interest to Undergrads are those which facilitate finding materials and those which promote studying or working. Faculty and Grads are interested in services which help find and access new material in their field.
 - Next step: **Assess** the disparate needs of our multi-faceted user communities and respond with customized services when feasible
- Faculty, Grads, and Undergrads prefer to get information about the Library from our website.
 - Next step: **Improve** web visibility of services and information that are used most frequently