

# **WILLIAM AND MARY SENIOR SURVEY 2003**

## **SWEM LIBRARY**

report by Berna Heyman, Associate Dean for Academic Services and Automation

The survey instrument for 2003 combined various aspects of previous student surveys, the LibQUAL+ survey done in 2002, along with an attempt to gather some new data that could be used comparatively in future surveys.

The survey was administered by the Assessment Office as part of the regular senior survey process. The compilation of results is included with this report. The survey attempts to determine the level of satisfaction students have with the services, resources, and staff of Swem Library. We also gathered some data on how students use the library and how frequently they use it.

A total of 1,305 seniors were surveyed. Between 480 and 496 students responded to the various questions. Not all respondents answered each question. The response rate was 38% of those surveyed.

### **OVERALL QUALITY OF SERVICE**

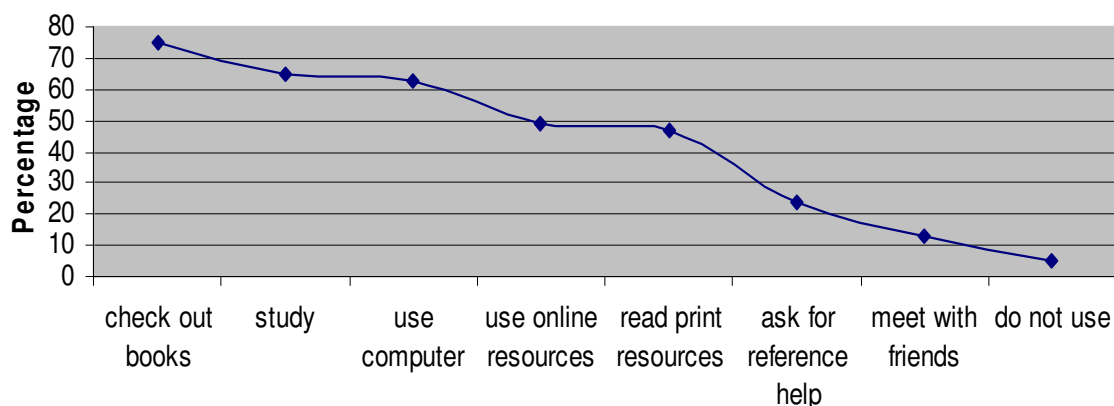
89% of the seniors rated the overall quality of the service provided by the library as 'extremely good' or 'good'. Out of 449 responses, only 3 rated overall quality as 'bad' or 'very bad' (less than 1%). When asked to indicate if they were satisfied with the way they are treated at the library, 91% 'agreed' or 'strongly agreed' that they were satisfied with the way they are treated. Out of 483 respondents, 85% 'agreed' or 'strongly agreed' that they were satisfied with library support for their learning and research needs. This indicates, to some extent, that the students are slightly less satisfied with their learning and research needs than they are with the way they are treated. However, the difference does not appear to be particularly significant.

### **MAJOR USES OF THE LIBRARY**

The responses to this section of the questionnaire are quite interesting. In descending order of use, students indicate they use the library to:

- Check out books and other materials – 75%
- Study – 65%
- Use computer – 63%
- Use online resources – 49%
- Read print resources – 47%
- Ask for reference help – 24%
- Meet with friends – 13%
- Do not use – 5%

## Uses of the Library



Students continue to see the library as a major resource for checking out books and other materials. Use of computers and online resources are also extremely important to our students, with 63% indicating they come to the library to use computers and slightly less than 50% indicating they use online resources. Only 5% of the seniors taking the survey indicate that they don't use the library. Almost 25% of the students do use the library to get assistance from staff. It appears that William and Mary students use the library for some of its traditional services while at the same time indicating that technological services are extremely important to them.

### **FREQUENCY OF USE**

Most of the students (63%) use the library's books or journals monthly or quarterly. A small percentage (3%) indicates using materials at the library on a daily basis. On the other hand, 23% use library books and journals weekly. Only 9% indicate that they never use the library's materials. 89% use the library's books or journals at the library on a quarterly or more frequent basis.

Online resources appear to be used more frequently. 37% of the respondents use online library resources away from the library on a daily or weekly basis. A full 90% of the responding seniors use online library resources away from the library on a quarterly or more frequent basis. Many library resources are not restricted to a physical place or time, giving the students great flexibility in how and when they use library resources.

### **REVIEW OF RESULTS BY CATEGORY**

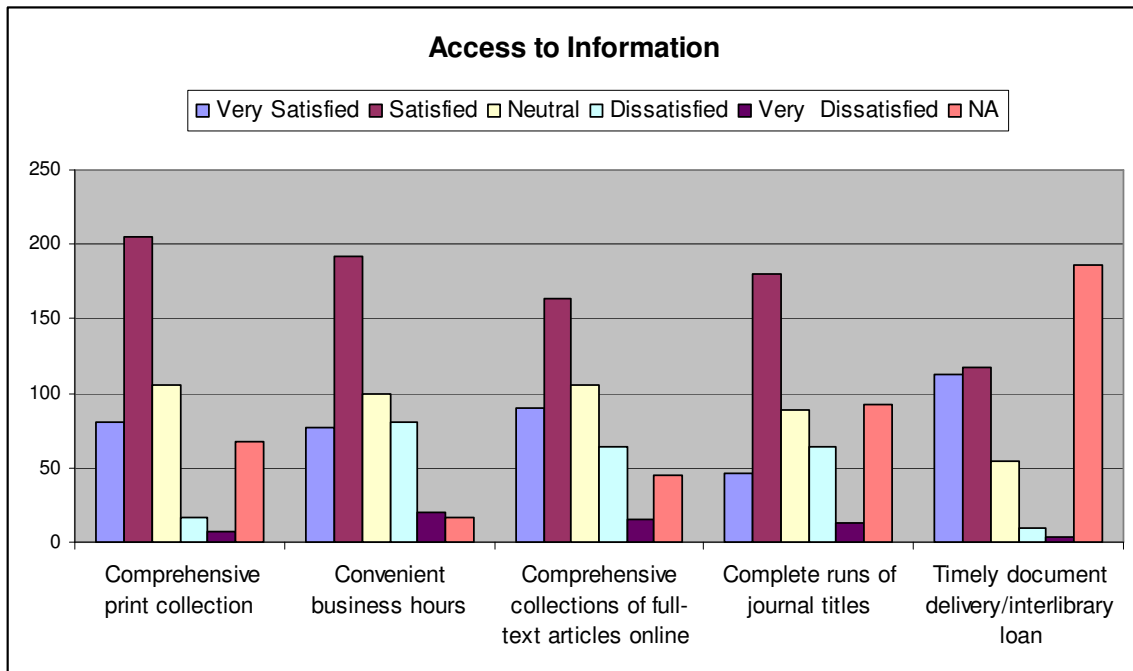
The following categories were used by the Association for Research Libraries in the 2002 LibQUAL+ surveys to differentiate groups of questions. The terminology and categories are directly related to the LibQUAL+ survey.

*Access to Information* – includes questions on: complete runs of journal titles (3), timely document delivery (7), convenient business hours (11), comprehensive print collection (13), comprehensive collections of full-text articles online (15). see Appendix for results.

*Affect of Service* – includes questions on: willingness to help users (1), employees who are consistently courteous (4), and employees who have the knowledge to answer user questions (10). see Appendix for results.

*Library as Place* – includes questions on: space that facilitates quiet study (2), a comfortable and inviting location (12). see Appendix for results.

*Personal Control* – includes questions on: electronic resources accessible from my dorm or home (5), a library website enabling me to locate information on my own (6), easy-to-use access tools that allow me to find things on my own (8), information easily accessible for independent use (9), convenient access to library collections (14). see Appendix for results.

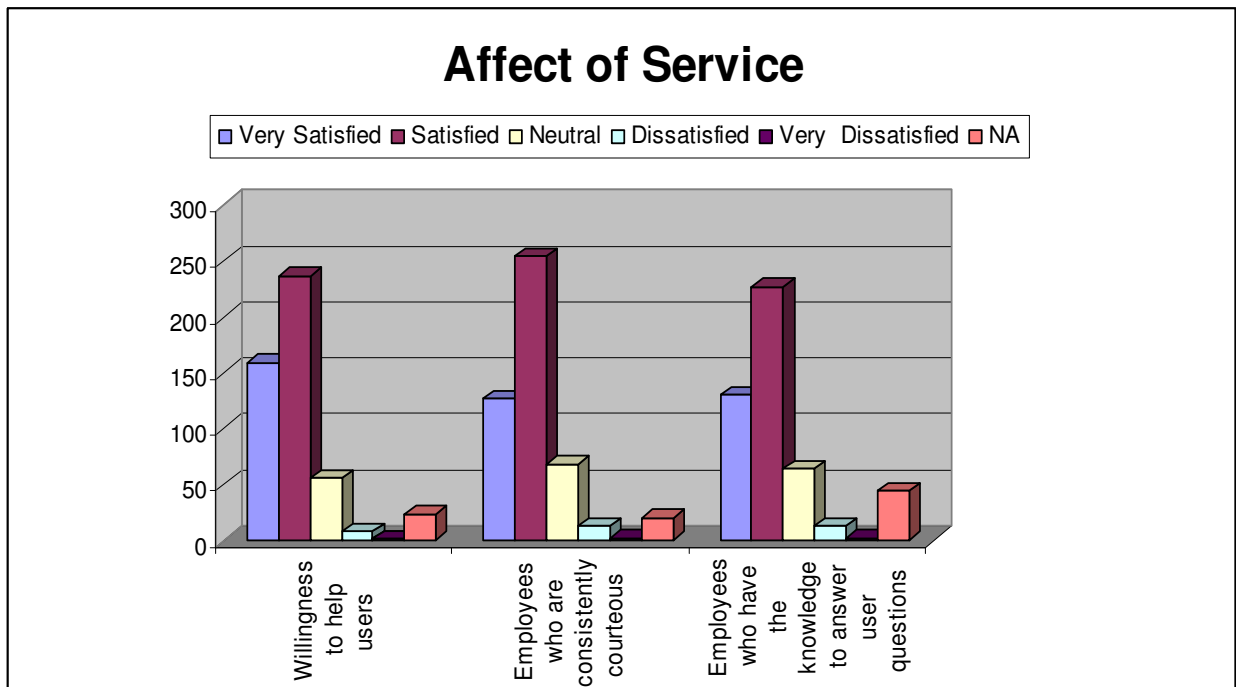


**Comments:** The majority of seniors were ‘satisfied’ to ‘very satisfied’ with the print collection (59%), the library’s hours (56%), and full-text online articles (53%). The most satisfaction came with the timely document delivery/interlibrary loan, with 23% of the respondents indicating they were ‘very satisfied’ and only 3% indicating they were ‘dissatisfied’ or ‘very dissatisfied.’ Interesting, a total of 39% of the respondents considered interlibrary loans as Not Applicable, suggested that a large percentage of the seniors did not use ILL.

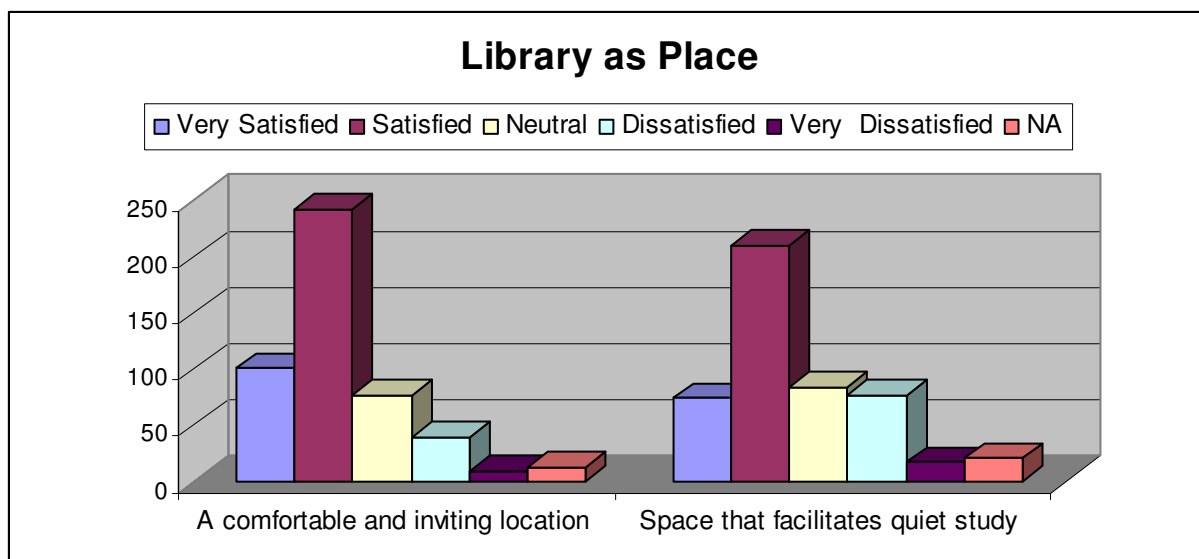
For many years the library had heard concern about our print collections. Often students indicated that we weren't collecting current materials. Yet only 4% of the seniors indicated they were 'dissatisfied' or 'very dissatisfied' with the print collection. Some possible reasons for this apparent change could be improved collection building, better understanding of how to locate materials through the online catalog, and reliance on more online materials.

The question about library hours is particularly interesting. While 77% of the responding seniors are satisfied or neutral concerning library hours, this still leaves 21% of the respondents who are either 'dissatisfied' or 'very dissatisfied' with library hours.

**Action Plan:** A plan should be created to inform and educate more students about the services of Interlibrary Loan/Document Delivery. Ratings within the Access to Information category sustained the most 'dissatisfied' or 'very dissatisfied' ratings. Budget cuts could be influencing perceptions in this area. More publicity about what is in our collections might be considered. In addition, library hours continue to be a topic of widely divergent opinions. The library should continue to seek ways to resolve this issue.



**Comments:** Overall, it appears that the senior respondents are quite pleased by the helpfulness, courtesy, and knowledge of the staff. More than ¾ of the seniors were 'satisfied' or 'very satisfied' with the staff services. Less than 3% indicated dissatisfaction with the staff. This is a very favorable reflection on the staff.

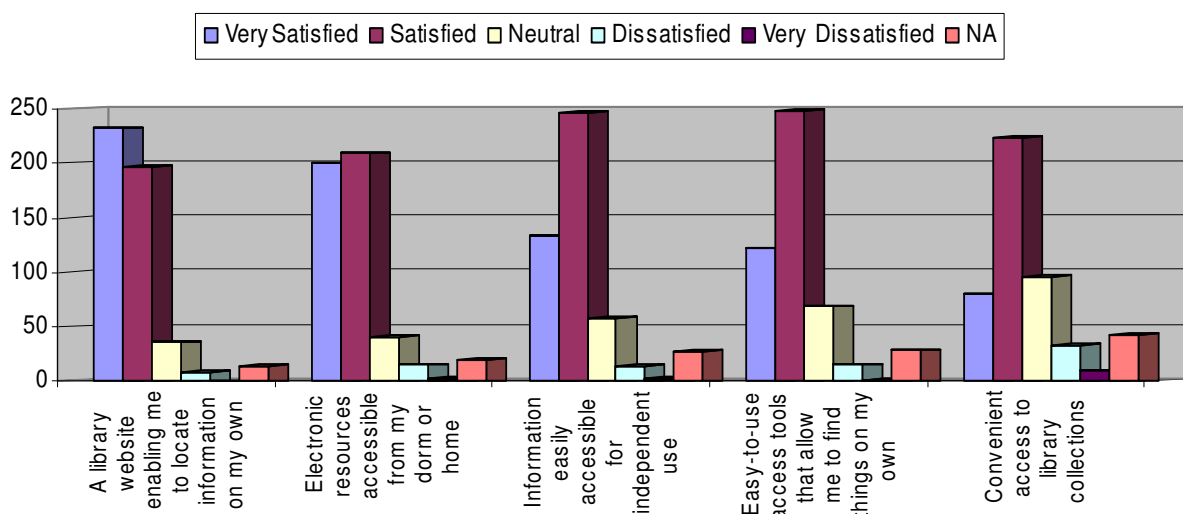


**Comments:** The new library has certainly had a positive impact on student’s perception of the library as a place. This past year, the library moved into the addition while the original building is being renovated. A total of 71% of the seniors indicated they were ‘satisfied’ or ‘very satisfied’ with the library as a comfortable and inviting space. However, 26% were ‘neutral’ or ‘dissatisfied’ or ‘very dissatisfied.’ This reaction should be carefully watched as the library begins moving back to the renovated space. The ‘new’ library should elicit, hopefully, an even greater sense of satisfaction.

The second question, relating to quiet space, might also help to explain some of the variation in response to library space. The addition has very restricted space since it must accommodate students, staff, and collections. 37% of the students were ‘neutral’ to ‘very dissatisfied’ with the quiet space in the library. Again, this is a category of concern and will need to be monitored as the space in the renovated library is populated.

**Action Plan:** *Space in the renovated library should be designated as ‘quiet’ space as quickly as possible. We might want to consider some focus groups or mini-surveys to determine if students have suggestions that might be incorporated into the renovated space.*

## Personal Control



**Comments:** Generally, the categories under Personal Control are highly rated, particularly the library’s web site and the electronic resources accessible from dorm or home. As might be expected, Convenient Access to Library Collections is not rated quite as highly. Considering that the entire collection is currently shelved in compact or temporary shelving, it is somewhat surprising that the students weren’t even more critical of convenience.

**OTHER SECTIONS OF THE SURVEY:** The *Computers & Technology* section of the Senior Survey also included a question that referred to the library. It asked students to “indicate the ways in which you *use computers* and *which computer applications William & Mary helped you learn how to use.*” A total of 74% of the responding seniors indicated that they use computers: *for accessing databases (e.g., Lion at Swem).* In order of other computer uses the students indicate they use computers for:

Application	% Use
word processing	98%
email	96%
browsing the World Wide Web	95%
research	87%
chat or instant messaging	86%
downloading music	83%
<b>accessing databases</b>	<b>74%</b>
spreadsheets	65%
presentation graphics	64%
gaming	53%
creating and maintaining databases	40%
photographic or multimedia editing	39%
mathematical or statistical software for coursework or research	38%
statistical analysis	37%
desktop publishing	30%
maintaining your calendar or schedule	30%
computer programming	18%
other	2%

The students were also asked if William and Mary “*helped you learn* specific applications.” 50% of the respondents indicated that W&M helped them learn how to access databases.

Application	% W&M helped you learn
<b>accessing databases (e.g., Lion at Swem)</b>	<b>50%</b>
research	47%
mathematical or statistical software for coursework or research (e.g., Maple, Matlab, SPSS, SAS, S-plus)	47%
statistical analyses	41%
spreadsheets (e.g., Excel, Quattro Pro, Lotus 123)	39%
presentation graphics (e.g., PowerPoint or Corel Presents)	39%
creating and maintaining databases	30%
computer programming	19%
downloading music	16%
browsing the World Wide Web	11%
email	10%
word processing	10%
chat or instant messaging	9%
photographic or multimedia editing	9%
desktop publishing	8%
gaming (entertainment)	3%
maintaining your calendar or schedule	3%
Other:	2%

**Comments:** It is particularly interesting to note that half of the students considered that W&M helped them learn to access databases. That is the highest percentage of all categories. There were 6 applications that students indicated they used more than *accessing databases*. Those applications included word processing, email, browsing the web, research, chat/instant messaging, and downloading music. More than 10 applications were used less by the students than *accessing databases*. It would appear from this survey that almost  $\frac{3}{4}$  of our students access databases and  $\frac{1}{2}$  of our students have received assistance from William and Mary staff/faculty in learning how to access those databases.

**STUDENT COMMENTS** (*note: all spelling and punctuation is as the students contributed it*)

### Access to Information

- Also I understand budget cuts and all, but now having to pay for all printed material is ridiculous, especially since professors still put like 400-pages worth of reading on blackboard!!!!!!
- Its the selection that could use improvement
- limited collection, especially periodicals
- i like online journals
- many biology students/professors would be happier if you would add the science journal "cell" to your full-text articles collection
- more full-text articles would be helpful

- More physics journals, please
- Online capabilities are very satisfactory.
- Online research services & links are useful
- overall, I am satisfied, though I will be thrilled when the renovation is complete and services will return fully. I find it troublesome that the library closes at 12 and would really prefer it if the library were open until 3, like it is around finals time
- Sometimes it can be difficult to locate journals online before you go to the library and it is uncertain whether the library will have the journal or whether they are online or both

### **Affect of Service**

- In terms of staff there could not be any improvements, they are always helpful, friendly, and responsive. I appreciate that very much.
- [X] is always very helpful. [s/he] deserves a raise!
- [X] is great!
- employees are great
- Everyone is very friendly and helpful, no complaints!
- Fantastic staff! Always helpful to me!!
- good staff
- general, I find the staff extremely helpful. ILL is the bomb!
- The employees are extremely courteous and helpful
- the librarians are always very helpful
- The librarians are really great, always friendly and available. They are the best part of swem.
- The online access of journal articles and search engines for articles is so useful- please continue to expand and update it!
- The staff at the library has been very helpful and friendly. I am also very satisfied with the quality of the online catalog and library website.

### **Library as Place**

- The renovated building gives a more comfortable and appealing setting.
- I hate the moveable shelves, but I guess there's nothing that can be done about that.
- When everyone gets used to the new section and when the old section is renovated I think it will be good to go!

### **Personal Control**

- About ILL, last year the service was very good, but I haven't used it yet this year and don't know if budget issues may have affected service.
- accessing them off campus is a plus.
- I always have problems with the laptops... the fonts begin to write in Arabic or the battery dies well before the two hours is up.
- i like the new laptops
- I really appreciate the new ILLiad program; it's great
- Interlibrary loan is slow and the time available to take the items is not long enough

- Love the online databases that you can access from home.
- Only used books/journals/online services when researchign as part of summer grant
- PROVIDE MORE LAB COMPUTERS

### **General**

- good overall
- I spent more time in the chemistry library than swem.
- I think the answers to questions about usage vary by semester. It depends greatly on which classes you are taking and whether they require research.
- services have been very good for me, more than sufficient.

**Appendix**  
**William & Mary Annual Senior Survey**

<b>SWEM LIBRARY</b>						
REPORT: Students Surveyed= 1305						
<b>Please indicate your satisfaction level with the services provided by Swem Library:</b>	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
1) Willingness to help users	<b>33%</b> (159/485)	<b>49%</b> (237/485)	<b>12%</b> (56/485)	<b>2%</b> (8/485)	<b>0%</b> (1/485)	<b>5%</b> (24/485)
2) Space that facilitates quiet study	<b>15%</b> (74/484)	<b>44%</b> (211/484)	<b>17%</b> (84/484)	<b>16%</b> (77/484)	<b>4%</b> (17/484)	<b>4%</b> (21/484)
3) Complete runs of journal titles	<b>10%</b> (46/484)	<b>37%</b> (180/484)	<b>18%</b> (89/484)	<b>13%</b> (64/484)	<b>3%</b> (13/484)	<b>19%</b> (92/484)
4) Employees who are consistently courteous	<b>26%</b> (127/484)	<b>52%</b> (254/484)	<b>14%</b> (68/484)	<b>3%</b> (13/484)	<b>0%</b> (2/484)	<b>4%</b> (20/484)
5) Electronic resources accessible from my dorm or home	<b>41%</b> (199/486)	<b>43%</b> (209/486)	<b>8%</b> (41/486)	<b>3%</b> (15/486)	<b>0%</b> (2/486)	<b>4%</b> (20/486)
6) A library website enabling me to locate information on my own	<b>48%</b> (231/485)	<b>40%</b> (196/485)	<b>7%</b> (36/485)	<b>2%</b> (8/485)	<b>0%</b> (0/485)	<b>3%</b> (14/485)
7) Timely document delivery/interlibrary loan	<b>23%</b> (113/482)	<b>24%</b> (117/482)	<b>11%</b> (54/482)	<b>2%</b> (9/482)	<b>1%</b> (3/482)	<b>39%</b> (186/482)
8) Easy-to-use access tools that allow me to find things on my own	<b>25%</b> (121/481)	<b>52%</b> (248/481)	<b>14%</b> (68/481)	<b>3%</b> (15/481)	<b>0%</b> (1/481)	<b>6%</b> (28/481)
9) Information easily accessible for independent use	<b>28%</b> (133/480)	<b>51%</b> (246/480)	<b>12%</b> (58/480)	<b>3%</b> (14/480)	<b>0%</b> (2/480)	<b>6%</b> (27/480)
10) Employees who have the knowledge to answer user questions	<b>27%</b> (130/480)	<b>47%</b> (227/480)	<b>13%</b> (64/480)	<b>3%</b> (13/480)	<b>0%</b> (2/480)	<b>9%</b> (44/480)

11) Convenient business hours	<b>16%</b> (77/485)	<b>40%</b> (192/485)	<b>21%</b> (100/485)	<b>16%</b> (80/485)	<b>4%</b> (20/485)	<b>3%</b> (16/485)
12) A comfortable and inviting location	<b>21%</b> (101/482)	<b>50%</b> (243/482)	<b>16%</b> (77/482)	<b>8%</b> (39/482)	<b>2%</b> (9/482)	<b>3%</b> (13/482)
13) Comprehensive print collection	<b>17%</b> (81/483)	<b>42%</b> (205/483)	<b>22%</b> (106/483)	<b>3%</b> (16/483)	<b>1%</b> (7/483)	<b>14%</b> (68/483)
14) Convenient access to library collections	<b>16%</b> (79/482)	<b>46%</b> (223/482)	<b>20%</b> (96/482)	<b>7%</b> (33/482)	<b>2%</b> (9/482)	<b>9%</b> (42/482)
15) Comprehensive collections of full-text articles online	<b>19%</b> (90/482)	<b>34%</b> (163/482)	<b>22%</b> (105/482)	<b>13%</b> (64/482)	<b>3%</b> (15/482)	<b>9%</b> (45/482)

<b>Please indicate the degree to which you agree with the following statements:</b>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>1) In general, I am satisfied with the way in which I am treated at the library.</b>	<b>38%</b> (184/486)	<b>53%</b> (260/486)	<b>8%</b> (38/486)	<b>0%</b> (1/486)	<b>0%</b> (2/486)
<b>2) In general, I am satisfied with library support for my learning and research needs.</b>	<b>30%</b> (143/483)	<b>55%</b> (268/483)	<b>11%</b> (55/483)	<b>2%</b> (12/483)	<b>1%</b> (4/483)
<b>How would you rate the overall quality of the service provided by the library?</b>	Extremely Good <b>23%</b> (111/481)	Good <b>66%</b> (318/481)	Neutral <b>10%</b> (48/481)	Bad <b>0%</b> (2/481)	Extremely Bad <b>0%</b> (1/481)

<b>Please indicate your major uses of the library:</b>		
Use computer: <b>63%</b> (310/492)	Ask for reference help: <b>24%</b> (119/492)	Study: <b>65%</b> (318/492)
Read print resources: <b>47%</b> (229/492)	Use online resources: <b>49%</b> (242/492)	Meet with friends: <b>13%</b> (66/492)
Check out books or other materials: <b>75%</b> (370/492)		Do not use: <b>5%</b> (26/492)

<b>How often do you use the library's books or journals at the library?</b>		
Daily: <b>3%</b> (14/492)	Weekly: <b>23%</b> (111/492)	Monthly: <b>31%</b> (152/492)
Quarterly: <b>32%</b> (157/492)	Never: <b>9%</b> (46/492)	None selected: <b>0%</b> (0/492)

<b>How often do you use online library resources away from the library?</b>		
Daily: <b>5%</b> (23/492)	Weekly: <b>32%</b> (158/492)	Monthly: <b>31%</b> (152/492)
Quarterly: <b>22%</b> (107/492)	Never: <b>8%</b> (38/492)	None selected: <b>0%</b> (0/492)