

# Victoria University Library Client Survey report

August 2011



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# 1. Introduction

## Background

Insync Surveys ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync Surveys was retained by Victoria University Library (the “Library”) to conduct a survey of its clients so that their views, ideas, and suggestions can be considered as part of its commitment to improvement. The results of the Library’s client survey are compared with other libraries in the Insync Surveys database, which has been built over 10 years.

## Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns. More specifically, the survey aims to:

- identify, prioritise and manage the key issues affecting clients
- allow the Library’s performance to be measured and monitored over time
- provide clients with the opportunity to communicate openly and honestly with the management team of the Library, and
- compare results with other libraries so that performance can be measured against industry best practice standards.

## Survey process

The survey required all clients to provide some demographic information. It then displayed 32 statements considered critical to the success of the Library. Clients were asked to rate each statement twice – first to measure the importance of each of the statements to them and second to measure their impressions of the Library’s performance on each statement. Clients were then asked their overall satisfaction with the Library. Finally, clients were invited to give suggestions for improvement or any other comments about the Library and Learning Commons services in an open ended question.

Clients of the Library were given the opportunity to participate in the survey in August 2011 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could only be completed online.

This is the ninth survey of its kind to be undertaken by Victoria University.

## Scaling

The adoption of a seven-point scale provides very valid discrimination of stakeholder attitudes across the questions that are asked in the survey instrument. We have also found through our research that a seven-point scale is sufficiently interval in nature to apply standard statistical tests of the means that are produced from such scales. Accordingly, the results we produce involve analysis of the mean responses to each of the questions asked, across all demographic categories.

Note that the middle option “4” in the seven-point scale allows for respondents to “neither agree nor disagree”.

## A note on sector wide benchmarking

The survey instrument underwent a CAUL review in 2009. This resulted in a much improved instrument with fewer core benchmark variables. The primary change was the removal of a whole category – service quality, leaving a total of five best practice categories (instead of the original six). The quality variables were distributed among the remaining categories.

Insync Surveys then undertook a comprehensive mapping exercise to ensure that there would be continuity into the future and that existing pre-review data would be mapped correctly to the new survey template. Since 2009, all benchmark participants have employed the new instrument.

Another noticeable factor in the period since 2010 was the sector-wide improvements that have taken place across all areas, including service delivery, library staff, communication, and to a lesser extent, facilities and equipment. The most dramatic improvements were in the area of information resources. This has led to a re-shuffle in the performance rankings of participating universities, and the distributions across the four performance quartiles.

What this means is that quartile rankings have altered, and pre-2010 benchmark scores must now be viewed in the context of the dramatic sector-wide improvements that have occurred.

## Response statistics

The following tables detail the number of usable survey forms received from clients of the Library.

Where clients do not indicate their demographic information, forms are classified as 'Unspecified'.

This year the survey generated 4644 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. Based on a target population of 56,542 potential respondents, the survey achieved a confidence level of 99% +/- 1.8%. The number of responses received is substantially higher than the 2009 survey, in which 2929 responses were generated.

Victoria University Library Client Survey Results, August 2011 Response statistics		
Total	4644	
Which category describes you?	n	%
Domestic	3684	79.3%
International (inside Australia)	729	15.7%
International (outside Australia)	211	4.5%
Unspecified	20	0.4%
Which Victoria University Library service point do you use most?		
City - Flinders St	511	11.0%
City - King St	45	1.0%
City - Queen St	184	4.0%
Footscray Park	1862	40.1%
Footscray Nicholson	368	7.9%
Melton	30	0.6%
Newport	72	1.6%
St Albans	1050	22.6%
Sunshine	125	2.7%
Werribee	247	5.3%
The Library website	112	2.4%
The Library Offshore website	7	0.2%
None - I don't use the Library	22	0.5%
Unspecified	9	0.2%
What single category best describes you?		
Higher Education Undergraduate Student	2940	63.3%
Higher Education Postgraduate Student	661	14.2%
TAFE Student	754	16.2%
Higher Education Staff	56	1.2%
TAFE Staff	105	2.3%
General Staff	69	1.5%
Other	43	0.9%
Unspecified	16	0.3%

Victoria University Library Client Survey Results, August 2011		
Response statistics		
Total	4644	
What is your Faculty?		
Arts, Education and Human Development	1517	32.7%
Business and Law	1372	29.5%
Health, Engineering and Science	1187	25.6%
Workforce Development	113	2.4%
Technical and Trades Innovation	182	3.9%
VU College	115	2.5%
Not applicable	146	3.1%
Unspecified	12	0.3%
How often do you come into the Library?		
Daily	480	10.3%
2-4 days a week	2307	49.7%
Weekly	1031	22.2%
Fortnightly	284	6.1%
Monthly	223	4.8%
Rarely (i.e. a few times a year)	266	5.7%
Never	48	1.0%
Unspecified	5	0.1%
How often do you access the Library online?		
Daily	591	12.7%
2-4 days a week	1611	34.7%
Weekly	1088	23.4%
Fortnightly	461	9.9%
Monthly	335	7.2%
Rarely (i.e. a few times a year)	425	9.2%
Never	117	2.5%
Unspecified	16	0.3%
How often are you required to be on campus?		
Daily	756	16.3%
2-4 days a week	3204	69.0%
Weekly	452	9.7%
Fortnightly	49	1.1%
Monthly	37	0.8%
Rarely (i.e. a few times a year)	64	1.4%
Never	67	1.4%
Unspecified	15	0.3%
Do you own a Laptop?		
Yes	3874	83.4%
No	709	15.3%
Unspecified	61	1.3%
Do you bring your Laptop on campus?		
Yes	2118	45.6%
No	2491	53.6%
Unspecified	35	0.8%

## Rating importance but not performance

Respondents who had not used a service, and were therefore not able to rate its performance, were nevertheless able to rate how important each service attribute is to them. These importance rankings are tabled below. Note that this data is excluded from, and has no bearing on, the individual and aggregate benchmark scores contained in this report.


Victoria University Library Client Survey Results, August 2011				
Response statistics: importance (performance N/A)				
Variable	Total	Importance		
	Mean	Rank	#	%
Library staff provide accurate answers to my enquiries	6.01	1	161	3.47%
Library staff are approachable and helpful	5.95	2	148	3.19%
Library staff are readily available to assist me	5.93	3	154	3.32%
Library staff treat me fairly and without discrimination	5.89	4	164	3.53%
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.63	5	174	3.75%
When I am away from campus I can access the Library resources and services I need	5.63	6	203	4.37%
The Library website provides useful information	5.61	7	192	4.13%
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.61	8	238	5.12%
Printing, scanning and photocopying facilities in the Library meet my needs	5.60	9	201	4.33%
Face to face enquiry services meet my needs	5.59	10	237	5.10%
The Library website is easy to use	5.59	11	140	3.01%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.53	12	458	9.86%
The Library catalogue (search) is easy to use	5.53	13	164	3.53%
The Library is a good place to study	5.50	14	198	4.26%
Self Service (e.g. self-check loans, requests, renewals, holds) meets my needs	5.47	15	253	5.45%
I can get wireless access in the Library when I need to	5.45	16	280	6.03%
The items I'm looking for on the Library shelves are usually there	5.43	17	221	4.76%
Individual seating is adequate	5.41	18	164	3.53%
Course specific resources (including short loans) meet my learning needs	5.39	19	331	7.13%
Library signage is clear	5.37	20	196	4.22%
The quality of computers and software is adequate	5.36	21	179	3.85%
Opening hours meet my needs	5.34	22	218	4.69%
I can find a place in the Library to work in a group when I need to	5.29	23	237	5.10%
I can find a quiet place in the Library to study when I need to	5.29	24	185	3.98%
Ebooks and ejournals are easy to use	5.29	24	185	3.98%
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.28	26	358	7.71%
A computer is available when I need one	5.27	27	197	4.24%
The Library anticipates my learning and research needs	5.25	28	242	5.21%
Online enquiry services (e.g. Ask a Librarian) meet my needs	5.16	29	465	10.01%
I am informed about Library services	5.10	30	194	4.18%
The refurbishment of the Library at Footscray Park has improved my learning experience	4.94	31	411	8.85%
Library workshops, classes and tutorials help me with my learning and research needs	4.83	32	433	9.32%

## 2. Detailed results interpretation

### What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order in the table below. The previous survey results are also reported to enable a comparison.

August 2011 Top 10 importance	Mean (1 = low, 7 = high)	August 2009 Top 10 importance	Mean (1 = low, 7 = high)
Library staff provide accurate answers to my enquiries	6.51	Library staff provide accurate answers to my enquiries	6.48
Library staff are approachable and helpful	6.50	Library staff are approachable and helpful	6.48
Library staff are readily available to assist me	6.48	Library staff treat me fairly and without discrimination	6.44
Library staff treat me fairly and without discrimination	6.48	Library staff are readily available to assist me	6.43
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	6.46	Online resources (e.g. ejournals, database, ebooks) meet my learning and research needs	6.39
I can get wireless access in the Library when I need to	6.40	Course specific resources, textbooks, and electronic reserve materials meet my learning needs	6.36
The Library is a good place to study	6.39	The Library web site is easy to use	6.35
Ebooks and ejournals are easy to use	6.38	When I am away from campus I can access the Library resources and services I need	6.33
I can find a quiet place in the Library to study when I need to	6.38	Printing, scanning and photocopying facilities in the Library meet my needs	6.32
The Library website is easy to use	6.37	A computer is available when I need one	6.31

 Common to 2011 and 2009



Of the 32 statements in the survey, 27 were identified as having importance means of 6.00 or higher. These statements are all of relatively high importance to clients.


The themes in the top 10 importance list include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and being fair and non-discriminatory. Other themes include ease of using online resources (e.g. ejournals, databases, ebooks) and these resources meeting client's research and learning needs; adequate wireless access in the Library; the Library being a good place to study; clients' ability to find a quiet place in the Library to study; and the Library website being easy to use.

## How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2011 as compared with those ranked highest in 2009.

August 2011 Top 10 performance	Mean (1 = low, 7 = high)	August 2009 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination* <sup>4</sup>	6.32	Library staff treat me fairly and without discrimination	6.28
Library staff are approachable and helpful* <sup>2</sup>	6.10	Library staff are approachable and helpful	6.05
Library staff provide accurate answers to my enquiries* <sup>1</sup>	5.99	Library staff provide accurate answers to my enquiries	6.00
Self Service (e.g. self-check loans, requests, renewals, holds) meets my needs	5.97	Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.96
Library staff are readily available to assist me* <sup>3</sup>	5.94	Opening hours meet my needs	5.88
Opening hours meet my needs	5.86	Library staff are readily available to assist me	5.88
Face to face enquiry services meet my needs	5.84	Books and articles I have requested from other libraries and campuses are delivered promptly	5.83
When I am away from campus I can access the Library resources and services I need	5.78	Face-to-face enquiry services meet my needs	5.82
Books and articles I have requested from other libraries and campuses are delivered promptly	5.76	When I am away from campus I can access the Library resources and services I need	5.73
Printing, scanning and photocopying facilities in the Library meet my needs	5.74	The quality of computers and software is adequate	5.65

(Factors marked \* were also identified in the top 10 importance list)

 Common to 2011 and 2009

The survey identified 31 out of 32 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Five factors in the top 10 performance list relate to Library staff – more specifically their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, their availability to assist, and the adequacy of the face to face enquiry service. The remaining factors relate to self-service facilities and opening hours meeting the needs of clients; adequate off campus access to Library resources and services; prompt delivery of books and articles requested from other libraries and campuses; and printing, scanning and photocopying facilities meeting clients' needs.

The top 10 performance list from 2011 closely mirrors that from 2009, suggesting that the Library has maintained strong performance in the areas identified.

The top 10 performance list contains four factors from the top 10 importance list:

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*


This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

At the other end of the scale are the lowest performing factors. This table shows the ten factors given the lowest rankings by the Library clients in 2011 as compared with those ranked lowest in 2009.

Please note that the lowest performing variable appears first on the list.

August 2011 Lowest 10 performance	Mean (1 = low, 7 = high)	August 2009 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	4.70	A computer is available when I need one	4.32
I can find a quiet place in the Library to study when I need to * <sup>9</sup>	5.03	I can find a quiet place in the Library to study when I need to	4.71
I can find a place in the Library to work in a group when I need to	5.16	If I can't find a book or journal on the shelves, they are usually available online	4.74
Individual seating is adequate	5.19	I can find a place in the Library to work in a group when I need to	4.88
Library workshops, classes and tutorials help me with my learning and research needs	5.22	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.02
Ebooks and ejournals are easy to use * <sup>8</sup>	5.25	The Library is a good place to study	5.08
The items I'm looking for on the Library shelves are usually there	5.26	Individual seating is adequate	5.09
The quality of computers and software is adequate	5.27	Ebooks and ejournals are easy to use	5.10
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.27	The Library anticipates my learning and research needs	5.14
I am informed about Library services	5.28	The items I'm looking for on the library shelves are usually there	5.15

(Factors marked \* were also identified in the top ten importance list)

 Common to 2011 and 2009

The lowest 10 performance list has two factors in common with the top 10 importance list. These factors are ones which the Library clients have rated as important, but they also believe the Library is underperforming in this area.


## Where clients believe the Library can improve

In identifying factors for improvement, Insync Surveys analyses the perceived difference – or “gap” – between the importance and performance scores for each variable. Based on our experience, gaps between 1.00 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.00 are serious and should be acted upon.

This table reports the 10 variables with the highest gaps for the 2011 and 2009 surveys.

August 2011 Top 10 gaps	Mean (1 = low, 7 = high)	August 2009 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	1.60	A computer is available when I need one	1.99
I can find a quiet place in the Library to study when I need to* <sup>9</sup>	1.36	I can find a quiet place in the Library to study when I need to	1.59
Ebooks and ejournals are easy to use* <sup>8</sup>	1.14	If I can't find a book or journal on the shelves, they are usually available online	1.38
I can find a place in the Library to work in a group when I need to	1.03	I can find a place in the Library to work in a group when I need to	1.20
The quality of computers and software is adequate	1.01	Ebooks and ejournals are easy to use	1.17
The items I'm looking for on the Library shelves are usually there	0.98	The Library is a good place to study	1.17
Individual seating is adequate	0.94	The items I'm looking for on the library shelves are usually there	1.11
The Library catalogue (search) is easy to use	0.93	Individual seating is adequate	1.02
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.90	Course specific resources, textbooks, and electronic reserve materials meet my learning needs	0.96
The Library website is easy to use* <sup>10</sup>	0.89	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.93

(Factors marked \* were also identified in the top 10 importance list)

 Common to 2011 and 2009

Of all the 32 variables, none recorded a gap score in the critical range. This is a very good result for the Library.

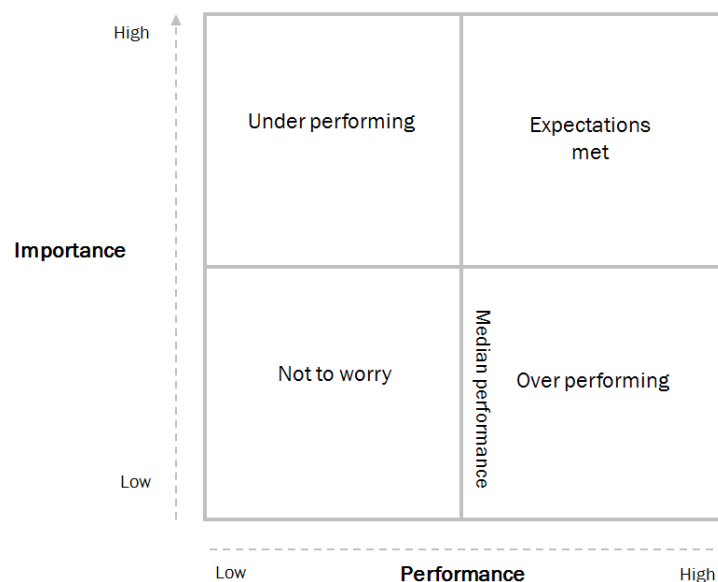
The top 10 gap list contains three factors from the top 10 importance list, which suggests that these are areas to prioritise for improvement:

- *I can find a quiet place in the Library to study when I need to*  
(a median benchmark performer)
- *The Library website is easy to use*  
(a median benchmark performer)
- *Ebooks and ejournals are easy to use*

## The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the gap grid (see detailed data report, page 26). The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score (colour coded). In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



## Prioritising potential improvement opportunities

A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*
- *I can find a quiet place in the Library to study when I need to*
- *I can find a place in the Library to work in a group when I need to*
- *The quality of computers and software is adequate*
- *Ebooks and ejournals are easy to use*

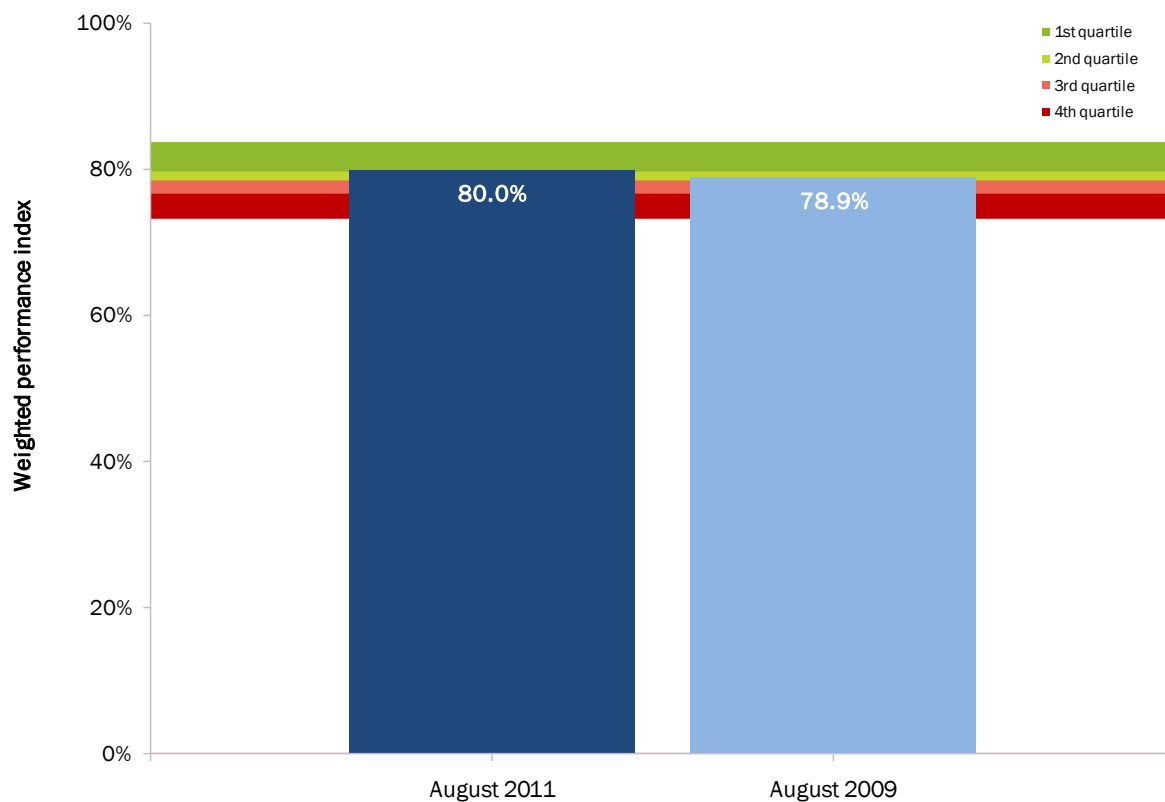
Although none of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on them to ensure that they do not become problematic.



## Comparison with other libraries

### Weighted performance index

The Library recorded an overall performance score of 80.0%. This places Victoria University Library in the first quartile (top 25%) of libraries that have surveyed with us over the last two years and reflects a score increase of 1.1% since the previous survey in 2009, when the Library ranked in the top 50% of benchmark participants.



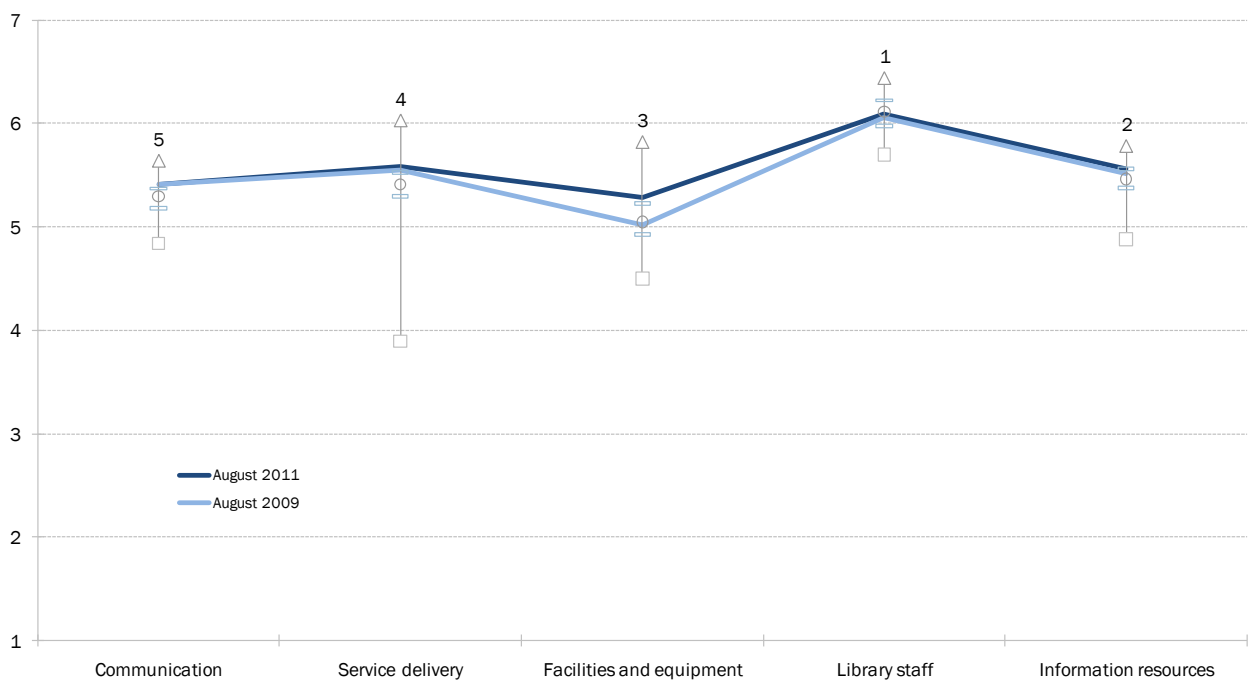
## Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the Victoria University Library Client Survey was administered, 42 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

The three categories ranked highest in importance for the clients of Victoria University Library are *library staff*, *information resources* and *facilities and equipment* (as indicated by the bold numbers in the following graph).

All five categories are at the median or above when benchmarked externally, while *communication*, *service delivery* and *facilities and equipment* are all performing in the first quartile, or top 25% of libraries. This is a positive result for the Library.

Performance scores for all categories have increased in comparison to the previous survey. A more specific view of results on each variable within the categories can be found in the detailed data report (from page 6 onwards).



## Scorecard

The following scorecard presents similar information to the previous graph however the emphasis here is on the numerical scores of the Library in each category.

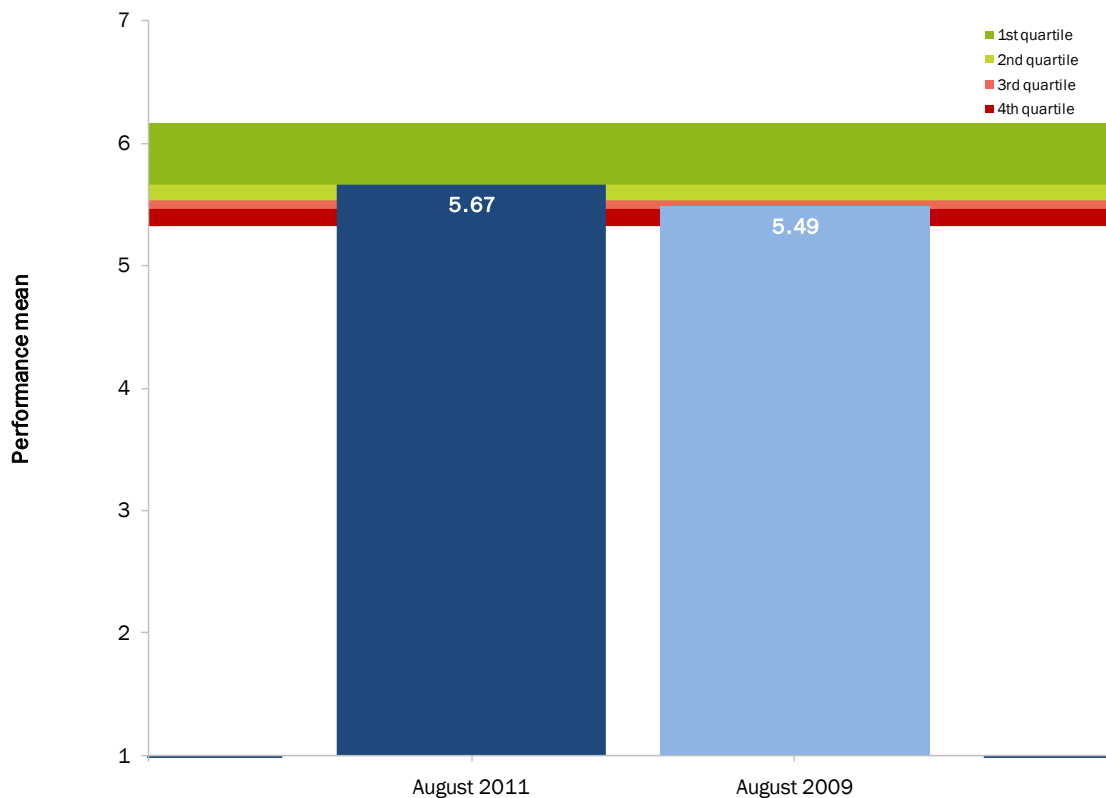
The Library performed highest on the category of *library staff*, with a score of 87.0%. The lowest score was identified for *facilities and equipment* at 75.5%.

The information in the table also enables a comparison of the Library results with the highest, lowest and median performers in the Insync Surveys database.

	Communication	Service Delivery	Facilities And Equipment	Library Staff	Information Resources	Weighted Total
<b>Weighting</b>	<b>15%</b>	<b>22%</b>	<b>18%</b>	<b>20%</b>	<b>25%</b>	<b>100%</b>
August 2011	77.2%	79.7%	75.5%	87.0%	79.4%	80.0%
August 2009	77.3%	79.2%	71.7%	86.5%	78.8%	78.9%
Highest performer in database	80.6%	86.2%	83.2%	92.0%	82.6%	83.8%
2nd quartile	76.7%	79.0%	74.7%	88.9%	79.5%	79.8%
Median	75.6%	77.3%	72.1%	87.3%	78.0%	78.5%
3rd quartile	74.0%	75.6%	70.4%	85.3%	76.8%	76.8%
Lowest performer in database	69.1%	55.6%	64.3%	81.4%	69.7%	73.2%

## Overall satisfaction

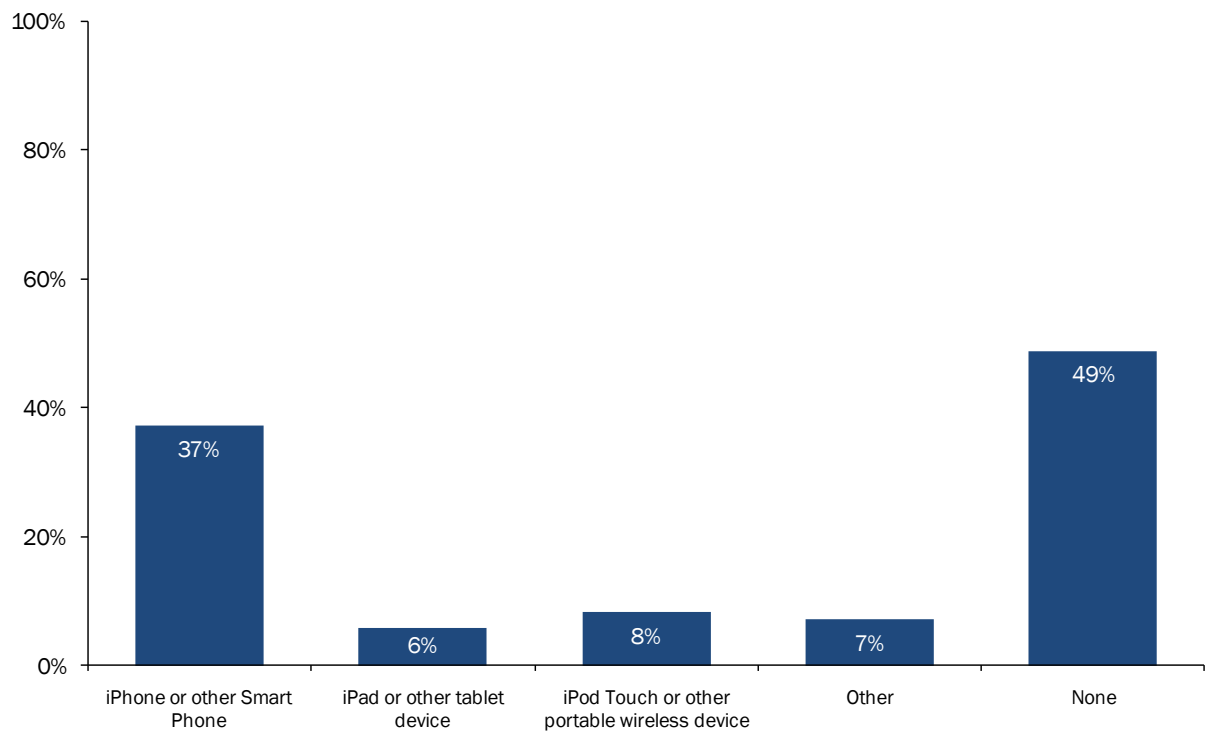
Respondents were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.67 places the Library on the cusp of the first quartile (or top 25%) when compared with other libraries that have surveyed over the last two years. This is an improvement on the results from 2009, where the Library scored 5.49 and was in the third quartile (bottom 50%).



## Looking for information

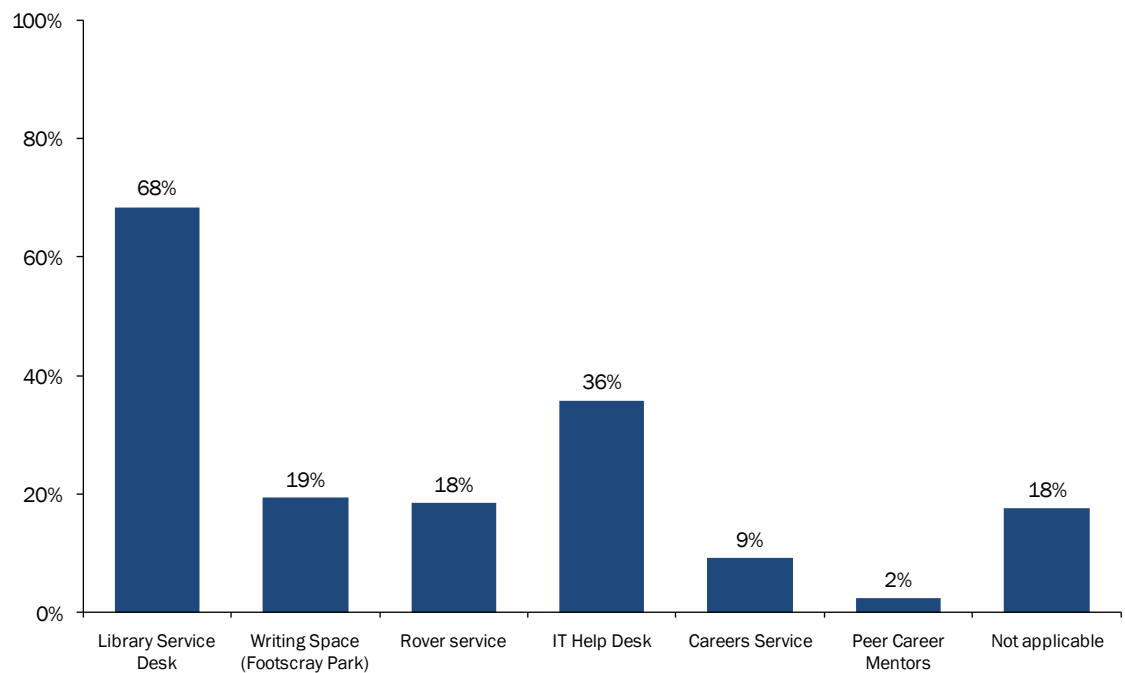
Respondents were asked about their research behaviour, and were presented with a number of multiple choice options. The following bar charts display in percentage terms the preferences of respondents for these options.

### Do you access the Library with any of the following mobile devices?



Total respondents = 4644

**When I visit the Library/Learning Commons (City Flinders, Footscray Nicholson, Footscray Park, St Albans, Werribee), I use the:**



Total respondents = 4644

## Summary of results by demographics

The following tables show the top five improvement opportunities (gaps) across each of the major demographic breakdowns within Victoria University Library.

When considering the following tables, there are a few things to keep in mind. Caution should be exercised when interpreting the data for groups with fewer than 25 responses, as a small response number can lead to unstable mean scores.

Secondly, if a factor is highlighted, it means that it is unique, that is, not shared by any other group in that demographic breakdown.

Based on our experience, gaps between 1.00 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.00 are serious and should be acted upon.

## Which category describes you?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
Which category describes you?	Unique factor
<b>Domestic (3684 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.69
I can find a quiet place in the Library to study when I need to	1.39
Ebooks and ejournals are easy to use	1.18
I can find a place in the Library to work in a group when I need to	1.07
The quality of computers and software is adequate	1.01
<b>International (inside Australia) (729 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.29
I can find a quiet place in the Library to study when I need to	1.16
The quality of computers and software is adequate	1.01
The items I'm looking for on the Library shelves are usually there	0.95
Ebooks and ejournals are easy to use	0.95
<b>International (outside Australia) (211 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.38
A computer is available when I need one	1.17
The quality of computers and software is adequate	0.93
Ebooks and ejournals are easy to use	0.91
Opening hours meet my needs	0.89



## Which Victoria University Library service point do you use most?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
Which Victoria University Library service point do you use most?	Unique factor
<b>City - Flinders St (511 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.77
A computer is available when I need one	1.44
I can find a place in the Library to work in a group when I need to	1.43
The quality of computers and software is adequate	1.29
The Library is a good place to study	1.14
<b>City - King St (45 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	1.10
The Library catalogue (search) is easy to use	0.86
The Library website is easy to use	0.83
Opening hours meet my needs	0.82
I can get wireless access in the Library when I need to	0.78
<b>City - Queen St (184 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.37
A computer is available when I need one	1.33
Ebooks and ejournals are easy to use	1.31
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.26
The quality of computers and software is adequate	1.23
<b>Footscray Park (1862 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.99
I can find a quiet place in the Library to study when I need to	1.80
I can find a place in the Library to work in a group when I need to	1.36
Ebooks and ejournals are easy to use	1.21
Individual seating is adequate	1.12
<b>Footscray Nicholson (368 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.05
The quality of computers and software is adequate	0.95
The items I'm looking for on the Library shelves are usually there	0.92
I can get wireless access in the Library when I need to	0.83
I can find a quiet place in the Library to study when I need to	0.80
<b>Melton (30 responses)</b>	<b>Gap score</b>
The items I'm looking for on the Library shelves are usually there	1.73
Opening hours meet my needs	0.88
Ebooks and ejournals are easy to use	0.80
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.68
The Library anticipates my learning and research needs	0.67

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
Which Victoria University Library service point do you use most?	Unique factor
<b>Newport (72 responses)</b>	<b>Gap score</b>
The quality of computers and software is adequate	0.74
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.74
Opening hours meet my needs	0.57
A computer is available when I need one	0.56
I can get wireless access in the Library when I need to	0.51
<b>St Albans (1050 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.70
Ebooks and ejournals are easy to use	1.24
The items I'm looking for on the Library shelves are usually there	1.06
The Library catalogue (search) is easy to use	1.00
I can find a quiet place in the Library to study when I need to	0.99
<b>Sunshine (125 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	0.43
I can get wireless access in the Library when I need to	0.41
The items I'm looking for on the Library shelves are usually there	0.38
The quality of computers and software is adequate	0.37
A computer is available when I need one	0.31
<b>Werribee (247 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	0.81
The quality of computers and software is adequate	0.75
The Library catalogue (search) is easy to use	0.68
A computer is available when I need one	0.66
The items I'm looking for on the Library shelves are usually there	0.65
<b>The Library website (112 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.70
Ebooks and ejournals are easy to use	1.63
The Library website is easy to use	1.47
The Library catalogue (search) is easy to use	1.41
I can get wireless access in the Library when I need to	1.37
<b>None - I don't use the Library (22 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	2.24
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.83
The Library website provides useful information	1.33
I am informed about Library services	1.29
Opening hours meet my needs	1.22

## Which single category best describes you?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
What single category best describes you?	Unique factor
<b>Higher Education Undergraduate Student (2940 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.91
I can find a quiet place in the Library to study when I need to	1.56
Ebooks and ejournals are easy to use	1.23
I can find a place in the Library to work in a group when I need to	1.22
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.09
<b>Higher Education Postgraduate Student (661 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.48
A computer is available when I need one	1.35
Ebooks and ejournals are easy to use	1.27
The items I'm looking for on the Library shelves are usually there	1.14
The Library catalogue (search) is easy to use	1.13
<b>TAFE Student (754 responses)</b>	<b>Gap score</b>
A computer is available when I need one	0.72
The quality of computers and software is adequate	0.66
The items I'm looking for on the Library shelves are usually there	0.65
I can get wireless access in the Library when I need to	0.58
Ebooks and ejournals are easy to use	0.55
<b>Higher Education Staff (56 responses)</b>	<b>Gap score</b>
The Library catalogue (search) is easy to use	1.26
I can find a quiet place in the Library to study when I need to	1.15
Ebooks and ejournals are easy to use	1.13
The Library website is easy to use	1.05
A computer is available when I need one	0.95
<b>TAFE Staff (105 responses)</b>	<b>Gap score</b>
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.73
The items I'm looking for on the Library shelves are usually there	0.67
Ebooks and ejournals are easy to use	0.62
Course specific resources (including short loans) meet my learning needs	0.59
The Library catalogue (search) is easy to use	0.57
<b>General Staff (69 responses)</b>	<b>Gap score</b>
The Library catalogue (search) is easy to use	1.30
The Library website is easy to use	1.21
Ebooks and ejournals are easy to use	1.13
I can find a quiet place in the Library to study when I need to	1.10
I can find a place in the Library to work in a group when I need to	1.01
<b>Other (43 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	1.12
A computer is available when I need one	1.09
Individual seating is adequate	1.03
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	1.00
I can find a quiet place in the Library to study when I need to	1.00

## What is your Faculty?

<b>Victoria University Library Client Survey Results, August 2011</b> <b>Top 5 gap scores by demographic</b> <b>What is your Faculty?</b>	
	Unique factor
<b>Arts, Education and Human Development (1517 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.90
I can find a quiet place in the Library to study when I need to	1.53
Ebooks and ejournals are easy to use	1.29
I can find a place in the Library to work in a group when I need to	1.11
The Library catalogue (search) is easy to use	1.10
<b>Business and Law (1372 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.61
I can find a quiet place in the Library to study when I need to	1.56
I can find a place in the Library to work in a group when I need to	1.25
Ebooks and ejournals are easy to use	1.14
The quality of computers and software is adequate	1.12
<b>Health, Engineering and Science (1187 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.61
I can find a quiet place in the Library to study when I need to	1.26
Ebooks and ejournals are easy to use	1.11
The quality of computers and software is adequate	1.10
I can find a place in the Library to work in a group when I need to	0.97
<b>Workforce Development (113 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	0.88
A computer is available when I need one	0.74
Library signage is clear	0.64
The Library catalogue (search) is easy to use	0.62
The quality of computers and software is adequate	0.62
<b>Technical and Trades Innovation (182 responses)</b>	<b>Gap score</b>
I can get wireless access in the Library when I need to	0.46
The items I'm looking for on the Library shelves are usually there	0.44
A computer is available when I need one	0.39
The quality of computers and software is adequate	0.36
Opening hours meet my needs	0.35
<b>VU College (115 responses)</b>	<b>Gap score</b>
The items I'm looking for on the Library shelves are usually there	0.88
The quality of computers and software is adequate	0.88
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.65
I can get wireless access in the Library when I need to	0.61
Course specific resources (including short loans) meet my learning needs	0.58
<b>Not applicable (146 responses)</b>	<b>Gap score</b>
The Library catalogue (search) is easy to use	1.01
Ebooks and ejournals are easy to use	0.91
The Library website is easy to use	0.86
A computer is available when I need one	0.78
I can get wireless access in the Library when I need to	0.73

## How often do you come into the Library?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
How often do you come into the Library?	
Unique factor	
<b>Daily (480 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.15
A computer is available when I need one	1.09
The quality of computers and software is adequate	0.98
The items I'm looking for on the Library shelves are usually there	0.86
Ebooks and ejournals are easy to use	0.86
<b>2-4 days a week (2307 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.67
I can find a quiet place in the Library to study when I need to	1.47
Ebooks and ejournals are easy to use	1.11
I can find a place in the Library to work in a group when I need to	1.09
The quality of computers and software is adequate	1.05
<b>Weekly (1031 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.64
I can find a quiet place in the Library to study when I need to	1.33
Ebooks and ejournals are easy to use	1.15
I can find a place in the Library to work in a group when I need to	1.01
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.95
<b>Fortnightly (284 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.81
Ebooks and ejournals are easy to use	1.30
The items I'm looking for on the Library shelves are usually there	1.22
I can find a quiet place in the Library to study when I need to	1.18
The quality of computers and software is adequate	1.09
<b>Monthly (223 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.60
Ebooks and ejournals are easy to use	1.39
The Library website is easy to use	1.23
The Library catalogue (search) is easy to use	1.22
I can find a quiet place in the Library to study when I need to	1.13
<b>Rarely (i.e. a few times a year) (266 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.59
Ebooks and ejournals are easy to use	1.43
I can find a quiet place in the Library to study when I need to	1.15
I can find a place in the Library to work in a group when I need to	1.10
The Library catalogue (search) is easy to use	1.09
<b>Never (48 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	1.84
The Library website provides useful information	1.36
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.35
Opening hours meet my needs	1.23
A computer is available when I need one	1.08

## How often do you access the Library online?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
How often do you access the Library online?	
	Unique factor
<b>Daily (591 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.19
A computer is available when I need one	1.18
The items I'm looking for on the Library shelves are usually there	0.99
The quality of computers and software is adequate	0.93
Ebooks and ejournals are easy to use	0.92
<b>2-4 days a week (1611 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.64
I can find a quiet place in the Library to study when I need to	1.43
Ebooks and ejournals are easy to use	1.13
I can find a place in the Library to work in a group when I need to	1.07
The quality of computers and software is adequate	1.07
<b>Weekly (1088 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.64
I can find a quiet place in the Library to study when I need to	1.37
Ebooks and ejournals are easy to use	1.12
I can find a place in the Library to work in a group when I need to	1.09
The items I'm looking for on the Library shelves are usually there	0.97
<b>Fortnightly (461 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.90
I can find a quiet place in the Library to study when I need to	1.49
Ebooks and ejournals are easy to use	1.46
I can get wireless access in the Library when I need to	1.11
I can find a place in the Library to work in a group when I need to	1.11
<b>Monthly (335 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.77
I can find a quiet place in the Library to study when I need to	1.39
Ebooks and ejournals are easy to use	1.28
I can find a place in the Library to work in a group when I need to	1.20
Individual seating is adequate	1.10
<b>Rarely (i.e. a few times a year) (425 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.74
I can find a quiet place in the Library to study when I need to	1.29
Ebooks and ejournals are easy to use	1.16
The quality of computers and software is adequate	1.09
Individual seating is adequate	0.98
<b>Never (117 responses)</b>	<b>Gap score</b>
The items I'm looking for on the Library shelves are usually there	1.23
The Library website provides useful information	0.82
The quality of computers and software is adequate	0.73
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.68
Opening hours meet my needs	0.60

## How often are you required to be on campus?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
How often are you required to be on campus?	
	Unique factor
<b>Daily (756 responses)</b>	<b>Gap score</b>
I can find a quiet place in the Library to study when I need to	1.25
A computer is available when I need one	1.23
The quality of computers and software is adequate	1.13
Ebooks and ejournals are easy to use	0.96
The items I'm looking for on the Library shelves are usually there	0.89
<b>2-4 days a week (3204 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.71
I can find a quiet place in the Library to study when I need to	1.42
Ebooks and ejournals are easy to use	1.18
I can find a place in the Library to work in a group when I need to	1.08
The quality of computers and software is adequate	1.01
<b>Weekly (452 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.44
I can find a quiet place in the Library to study when I need to	1.21
The items I'm looking for on the Library shelves are usually there	0.99
Ebooks and ejournals are easy to use	0.97
I can find a place in the Library to work in a group when I need to	0.94
<b>Fortnightly (49 responses)</b>	<b>Gap score</b>
The Library catalogue (search) is easy to use	1.22
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.21
A computer is available when I need one	1.19
Ebooks and ejournals are easy to use	1.17
I can get wireless access in the Library when I need to	1.13
<b>Monthly (37 responses)</b>	<b>Gap score</b>
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.29
Ebooks and ejournals are easy to use	1.20
Opening hours meet my needs	1.07
A computer is available when I need one	1.00
The Library website is easy to use	0.96
<b>Rarely (i.e. a few times a year) (64 responses)</b>	<b>Gap score</b>
A computer is available when I need one	1.54
Ebooks and ejournals are easy to use	1.45
The Library website is easy to use	1.11
Individual seating is adequate	1.11
The Library catalogue (search) is easy to use	1.10
<b>Never (67 responses)</b>	<b>Gap score</b>
Ebooks and ejournals are easy to use	1.71
A computer is available when I need one	1.70
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	1.42
The Library catalogue (search) is easy to use	1.31
I can find a place in the Library to work in a group when I need to	1.31

## Do you own a Laptop?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
Do you own a Laptop?	
Unique factor	
Yes (3874 responses)	Gap score
A computer is available when I need one	1.64
I can find a quiet place in the Library to study when I need to	1.39
Ebooks and ejournals are easy to use	1.17
I can find a place in the Library to work in a group when I need to	1.08
The quality of computers and software is adequate	1.02
No (709 responses)	Gap score
A computer is available when I need one	1.41
I can find a quiet place in the Library to study when I need to	1.12
Ebooks and ejournals are easy to use	0.94
The quality of computers and software is adequate	0.93
The items I'm looking for on the Library shelves are usually there	0.91

## Do you bring your Laptop on campus?

Victoria University Library Client Survey Results, August 2011	
Top 5 gap scores by demographic	
Do you bring your Laptop on campus?	
Unique factor	
Yes (2118 responses)	Gap score
A computer is available when I need one	1.63
I can find a quiet place in the Library to study when I need to	1.44
Ebooks and ejournals are easy to use	1.17
I can find a place in the Library to work in a group when I need to	1.13
Laptop facilities (e.g. desks, power) in the Library meet my needs	1.12
No (2491 responses)	Gap score
A computer is available when I need one	1.58
I can find a quiet place in the Library to study when I need to	1.28
Ebooks and ejournals are easy to use	1.11
The quality of computers and software is adequate	1.00
The items I'm looking for on the Library shelves are usually there	0.97



### 3. Executive summary

This year Victoria University Library recorded an overall performance score of 80%. This places Victoria University Library in the first quartile (top 25%) of libraries that have surveyed with us over the last two years and reflects a score increase of 1.1% since the previous survey in 2009, when the Library ranked in the top 50% of benchmark participants.

The areas of highest importance to Library clients include Library staff providing accurate answers to enquiries, being approachable and helpful, readily available to assist, and being fair and non-discriminatory. Other themes include ease of using online resources (e.g. ejournals, databases, ebooks) and these resources meeting client's research and learning needs; adequate wireless access in the Library; the Library being a good place to study; clients' ability to find a quiet place in the Library to study; and the Library website being easy to use.

Five factors in the top 10 performance list relate to Library staff – more specifically their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, their availability to assist, and the adequacy of the face to face enquiry service. The remaining factors relate to self-service facilities and opening hours meeting the needs of clients; adequate off campus access to Library resources and services; prompt delivery of books and articles requested from other libraries and campuses; and printing, scanning and photocopying facilities meeting clients' needs.

The top 10 performance list contains four factors from the top 10 importance list:

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

The Library performed highest on the category of *library staff*, with a score of 87.0%. The lowest score was identified for *facilities and equipment* at 75.5%.

The three categories ranked highest in importance for the clients of Victoria University Library are *library staff*, *information resources* and *facilities and equipment*.

Although *facilities and equipment* was the lowest performing category for Victoria University, this score still places this category in the first quartile (top 25%) when benchmarked against other universities. Performance scores for all categories have increased in comparison to the previous survey.

A review of the library-wide gap grid has identified the following improvement opportunities for the Library:

- *A computer is available when I need one*
- *I can find a quiet place in the Library to study when I need to*
- *I can find a place in the Library to work in a group when I need to*
- *The quality of computers and software is adequate*
- *Ebooks and ejournals are easy to use*

Although none of these factors recorded a gap score in the critical range, it may be prudent to keep an eye on them to ensure that they do not become problematic.

Respondents were asked to indicate how often they come into the Library, how often they access the Library online, and how often they are required to be on campus. The most common frequency response for all three questions was *2-4 days a week*, with a response rate of 49.7%, 34.7% and 69% respectively.

Respondents were asked about their research behaviour. They were asked if they accessed the Library with any mobile devices, and what services they used while visiting the Library/Learning Commons. Almost half (49%) of all respondents did not use any mobile device to access the Library, followed by 37% of respondents using an iPhone or other smart phone. The most commonly used service at the Library/Learning Commons was the Library Service Desk (68%), followed by the IT Help Desk (36%).

In conclusion, Victoria University Library achieved positive results for the Library Client Survey in 2011 and improved performance in comparison to the previous survey in 2009.

## 4. Next steps

Planning for the way forward is not limited to the recommendations in this report. A number of other areas may also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority for the Library. These should be reviewed. It is also important to consider issues unique to different demographic groups and look beyond the overall results. When prioritising issues for action, it is recommended that a combination of the quantitative analyses and comments, with the option of future focus groups, be used to gain a more in-depth understanding of student concerns.

