

**Cleveland State University
University Library**

Program: Access to Information Resources

**Assessment Report
May 2006**

Introduction

The Library reports on assessment activities for three programs: Access to Information Resources, Collection Development, and Library Instruction and Information Literacy. This report covers assessment of the **Access to Information Resources** program.

The Library provides access to information resources within its facility and through online resources and services. The Library strives to provide up-to-date technology, study spaces for students, and instruction facilities. The reference staff assists users with information inquiries, and all staff strive to provide courteous service. The Internet has become the primary vehicle for access to library resources, and the convenience of this access is a high priority.

There have been many improvements in the assessment of library programs during the year. One significant change included the alignment of assessment with the library's strategic planning process. In this way, the data collected and analyzed through the assessment process has become a central component of the planning process. A second change was assigning responsibility for assessment to the staff who work the most closely with students and faculty. The Library Director charged a separate team with the responsibility for assessment in each of the Library's three program areas. The heads of major library service units (User Services, Multimedia Services, and Systems) now have complete responsibility for assessment of the Access to Information Resources program.

Goals

The Library Management Team (now, with an expanded membership, called Library Council) developed the goals in 2002. The format of the goals was modified in 2003 following a review by the Office of Assessment. The goals have not changed since.

Goal 1 Support student learning and faculty research by providing convenient access to library resources.

Goal 2 In support of student learning and faculty research, provide quality service to the campus community.

Goal 3 Facilitate research and access to information by providing quality library space.

Outcomes

The outcomes were developed by various library units in 2002, then reviewed and agreed upon by the Library Council. Following a review by the Office of Assessment, the Library made slight modification to the format of the outcomes in 2003. In 2005/2006, one outcome measure (measuring the effectiveness of the online catalog) was eliminated because, based on previous results, it was determined that the online catalog was meeting the desired level of effectiveness. Additionally, one measure was reworded, as recommended in the University's *2005 Assessment Review*, and a new measure was added.

The outcomes for each goal can be found on the accompanying *Program Assessment Report* grid. New and reworded goals are noted.

Research Methods

The Library staff outlined the research methods in 2002. Some were implemented then, and others phased in since. The major research tool is the LibQUAL+ survey, conducted in 2002, 2003, and 2005. "LibQUAL+(TM) is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library."

In spring 2006, the Library conducted a survey to determine user satisfaction with current changes to the facility and interest in planned upcoming changes.

More specific information about the research for each goal can be found on the accompanying *Program Assessment Report* grid.

Findings

Results of the 2005 LibQUAL+ survey, the primary research method for this program, showed continuing incremental increased student and faculty satisfaction with access to library resources. While satisfaction continues to increase, the Library has not yet reached its benchmark of equaling the satisfaction reported by peer institutions. On locally conducted surveys, students and faculty rate service high. There is overwhelming satisfaction with the library facility.

Review

The heads of major library service units (User Services, Multimedia Services, and Systems) formed a team to review the assessment report. They discussed and revised outcome measures. The Library Council reviewed the assessment report once during the year. In 2006/2007, the team plans to involve students and faculty in the assessment process by posting results from previous surveys and explaining what we have done to meet their needs. We will post the results on the library web page and allow them to provide more input by responding and commenting on the results. Next year, Cleveland State University Library plans to participate in an OhioLINK statewide survey of library users to determine their needs and how the library can best meet those needs.

Actions

The library staff continued to take actions to improve access to library resources. The systems staff completely upgraded the library web site to improve access. The library purchased new software called Media Site, which will provide users with online information on how to use library resources more effectively. The staff also stepped up its efforts to inform the university community about accessing resources online. Behind the scenes, staff conducted inventories and upgraded records to improve the quality of data in the online catalog.

The Library Director continued to make customer service a major priority for all staff. During the year, all reference librarians and unit heads attended off-site customer service training.

Creation of the Connection Lounge in 2005 was a major improvement to the library facility. Another action that had a positive impact was the relocation of the Writing Center to the Library from Main Classroom Building, allowing for easy referrals of students needing assistance with both research and writing.

Program Assessment Report

Department or Unit Name: University Library

Tracy Kemp

Program Name: Access to Information Resources

Date: October 15, 2002; rev April 2003; rev May 2003; rev Dec 2003; rev Apr 2005 rev May 2006

Goal # 1

Support student learning and faculty research by providing convenient access to library resources

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
CSU students' and faculty's perceived level of service will be equal to or greater than the level of service reported in aggregate by all 4 year universities in Ohio under selected questions from the "Informational Control" section of the LibQUAL+ Survey	Yes--LibQUAL+ Survey administered in spring 2002, 2003, and 2005	On all eight measurements, CSU's perceived service was lower than that of the comparison group, but the average has improved over previous years	Review indicates that 1) constituency is not aware of access already provided 2) there may be a need to reassess the efficacy of current web access	1) Instruction: Hired a new head of instruction; Increased the number of instruction sessions geared towards first year students 2) Promotion: Continue to create awareness of current means of access through promotion 3) Redesign of library web site to improve usability (May 2006)	CSU students' and faculty's perceived level of service increased, when comparing the 2005 LibQUAL+ survey to the 2003 survey. While the improvement was significant, the perceived level of service at CSU remained lower than that of the comparison group.
CSU students' and faculty's perceived level of service will be equal to or greater than the level of service reported in aggregate by all 4 year universities in Ohio for the question "Making electronic resources accessible from my home or office" on the LibQUAL+ Survey	Yes--LibQUAL+ Survey administered in spring 2002, 2003, and 2005	CSU's perceived service was lower than that of the comparison group	Upon review by Library Council, this goal has not been achieved.	Service is satisfactory; will continue to monitor and make improvements when warranted	CSU students' and faculty's perceived level of service increased, when comparing the 2005 LibQUAL+ survey to the 2003 survey. While the improvement was significant, the perceived level of service at CSU remained lower than that of the comparison group.

Program Assessment Report

Department or Unit Name: University Library

Individual Completing Form: David Lodwick (leader), Tracy Kemp, Melinda Smerek

Program Name: Access to information resources

Date: October 15, 2002; rev April 2003; rev Dec 2003; rev Apr 2005: rev May 2006

Goal # 2 In support of student learning and faculty research, provide quality service to the campus community

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
<p>CSU students' and faculty's perceived level of service will be equal to or greater than the level of service reported in aggregate by all 4 year universities in Ohio under selected questions selected questions from the "Affect of Service" section of the LibQUAL+ survey</p>	<p>Yes--LibQUAL+ Survey administered in spring 2002, 2003, and 2005</p>	<p>On all three measurements in 2005, CSU's perceived service was lower than that of the comparison group</p>	<p>Review of the comments portion of the survey indicated that there were a variety of issues that could be improved to increase user's perceptions of library service. Some items concerning students were lack of a list of services provided, better signage explaining the location of collection and services, and complaints about the severity of fines.</p>	<p>The library created a list of services for each user group and posted them on the web site to improve their awareness; The library purchased a new directory and placed it near the front entrance. It includes floor plans and locations of all the library services and collections; The library is currently examining its fine structures and plans to reduce some of the fines.</p>	<p>CSU students' and faculty's perceived level of service increased, when comparing the 2005 LibQUAL+ survey to the 2003 survey. While the improvement was significant, the perceived level of service at CSU remained lower than that of the comparison group.</p>

<p>At least 2/3 of users will have positive comments about library service</p>	<p>Customer Satisfaction Cards were used spring 2005</p>	<p>Over 80% of students stated that they were very satisfied with the service from Library staff</p>	<p>Results were reviewed by Library Council in summer 2005</p>	<p>Continuing staff training in customer service; e.g., 8 supervisors and all reference librarians attended off-site library specific customer service training. Continuing encouragement to staff to provide the best possible service</p>	<p>The numbers exceeded expectations, but the staff will continue to strive for the best customer service possible.</p>
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Program Name: Access to information resources

October 15, 2002; rev April 2003; review Dec 2003-no change; rev April 2005 rev May 2006

Goal # 3 Facilitate research and access to information by providing quality library space

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
Faculty's and students' perceived level of service will be greater than their minimum level of service on the "Library as Place" section of the LibQUAL+ Survey	Yes--LibQUAL+ Survey administered in spring 2002, 2003, and 2005	CSU undergraduate students' perceived service was greater than the minimum level of service on all five measurements	Reviewed by the Library Council	While undergraduates' expected level of service is met, many enhancements to the facility have occurred. Also, an informal focus group of library student assistants was conducted to determine better ways to meet student needs.	Continued to upgrade the 4th floor group study area; continued general refurbishing (painting in selected areas); Library Connection Lounges I and II; Improved Student Project Work centers; New User Services Desk; New LAN/Electrical connections;
At least 75% of users will be at least somewhat satisfied with the Library facility	A short survey was conducted during National Library Week 2006 about the Library facility	95% of respondents were at least somewhat satisfied with the Library Facility	Results were reviewed by Library Council	Suggestions for improvements are currently under advisement	As per the survey, students were interested in having practice presentation facilities. We have set up temporary space with the plans of making it permanent during Summer 2006