

# NEW GENERATIONS, NEW SERVICES? CHANGES IN AN ACADEMIC RESEARCH LIBRARY

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# A report on assessment

Survey results, actions, and future  
plans

But first.....

Where is Wisconsin?





POPULATED PLACES

- 500,000 – 999,999 • Milwaukee
- 100,000 – 499,999 • Green Bay
- 25,000 – 99,999 • La Crosse
- 24,999 and less • Kewaunee
- State capital ★ Madison

TRANSPORTATION

- Interstate limited access highway
- Other principal highway
- Railroad
- Ferry

PHYSICAL FEATURES

- Streams
- Lakes
- Highest elevation in state (feet) 1,957
- The lowest elevation in Wisconsin is 375 feet above sea level (Lake Michigan).



U.S. Department of the Interior  
U.S. Geological Survey



# University of Wisconsin-Madison

- **Location:** [Madison, Wisconsin](#)
- **Founded:** 1848 (First class: February 1849)
- 
- **Campus:** 933 acres (main campus)
- **Enrollment:** 41,169
- **Graduate students:** 8,943
- **Professional students:** 2,460
- **Faculty:** 2,064

## Research ranking among U.S. public universities

- Federally funded research: 5<sup>th</sup>
- Nonfederally funded research: 2<sup>nd</sup>
- Number of doctorates granted: 2<sup>nd</sup>
- Total research expenditures: 3<sup>rd</sup>

# View of State Capitol from University Campus



## University of Wisconsin-Madison Campus



## **University of Wisconsin-Madison Libraries**

- **Collection size:**

- 11th largest research library collection in North America
- more than 7.3 million volumes, more than 55,000 serial titles, 6.2 million microfilm items, and hundreds of thousands of government documents, maps, musical scores, audiovisual materials

- **Number of libraries on campus:**

- Includes Memorial Library, the Humanities and Social Sciences Research Library, the largest single library in Wisconsin. Includes more than 40 professional and special-purpose libraries

- **Instructional Programs:**

- Nearly 27,000 students, staff and faculty attend library workshops and instructional programs each year

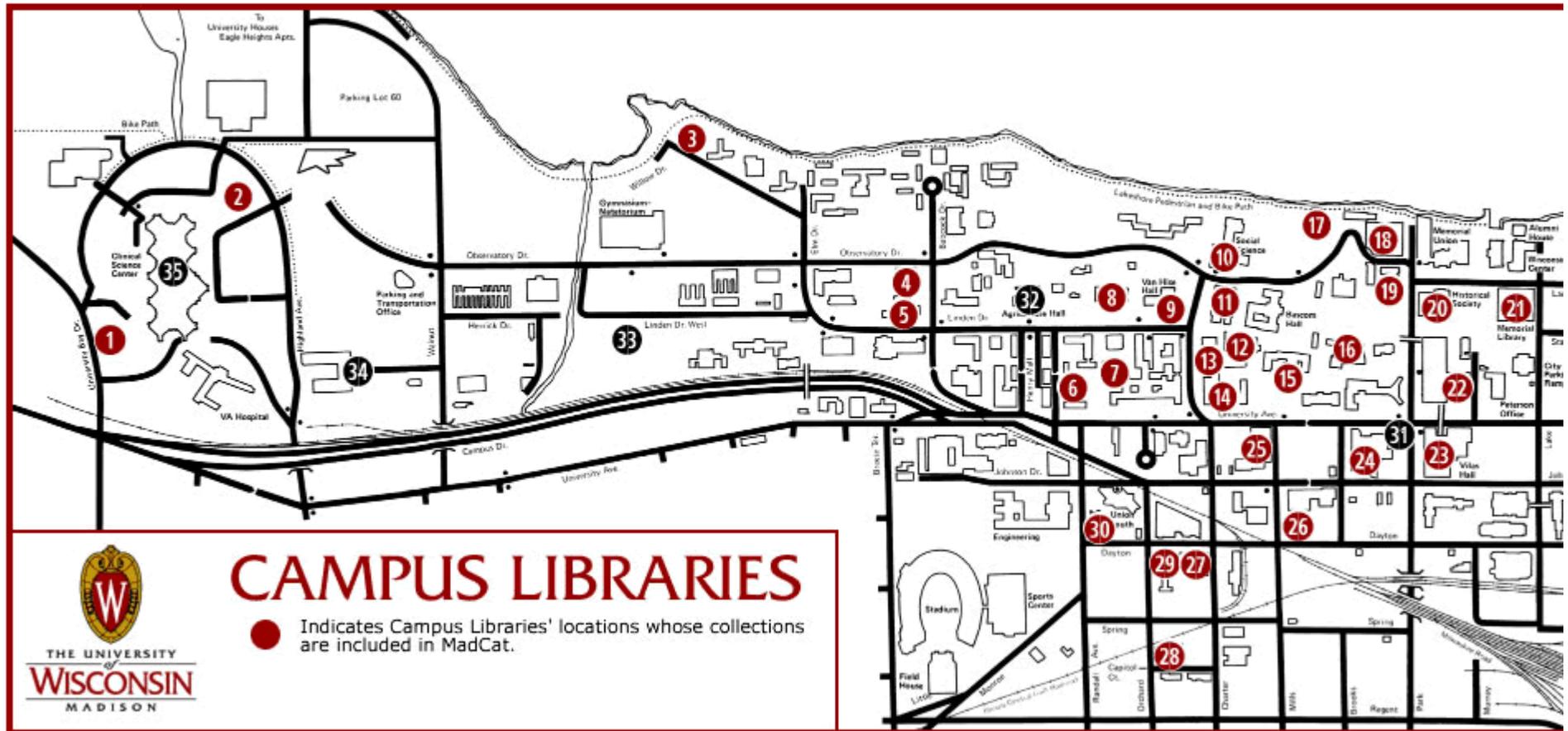
- **Circulation:**

- Around 1 million volumes are circulated to library users every year.

- 20 – Jacobsen Library (Filmmate Center) (OR)
- 23 – Journalism Reading Room (OR)
- 04 – Land Tenure Center Library (LTC)
- 16 – Law Library (OR)
- 18 – Learning Support Services (LSS)
- 18 – Library/Information Studies Library (SLIS) (OR)

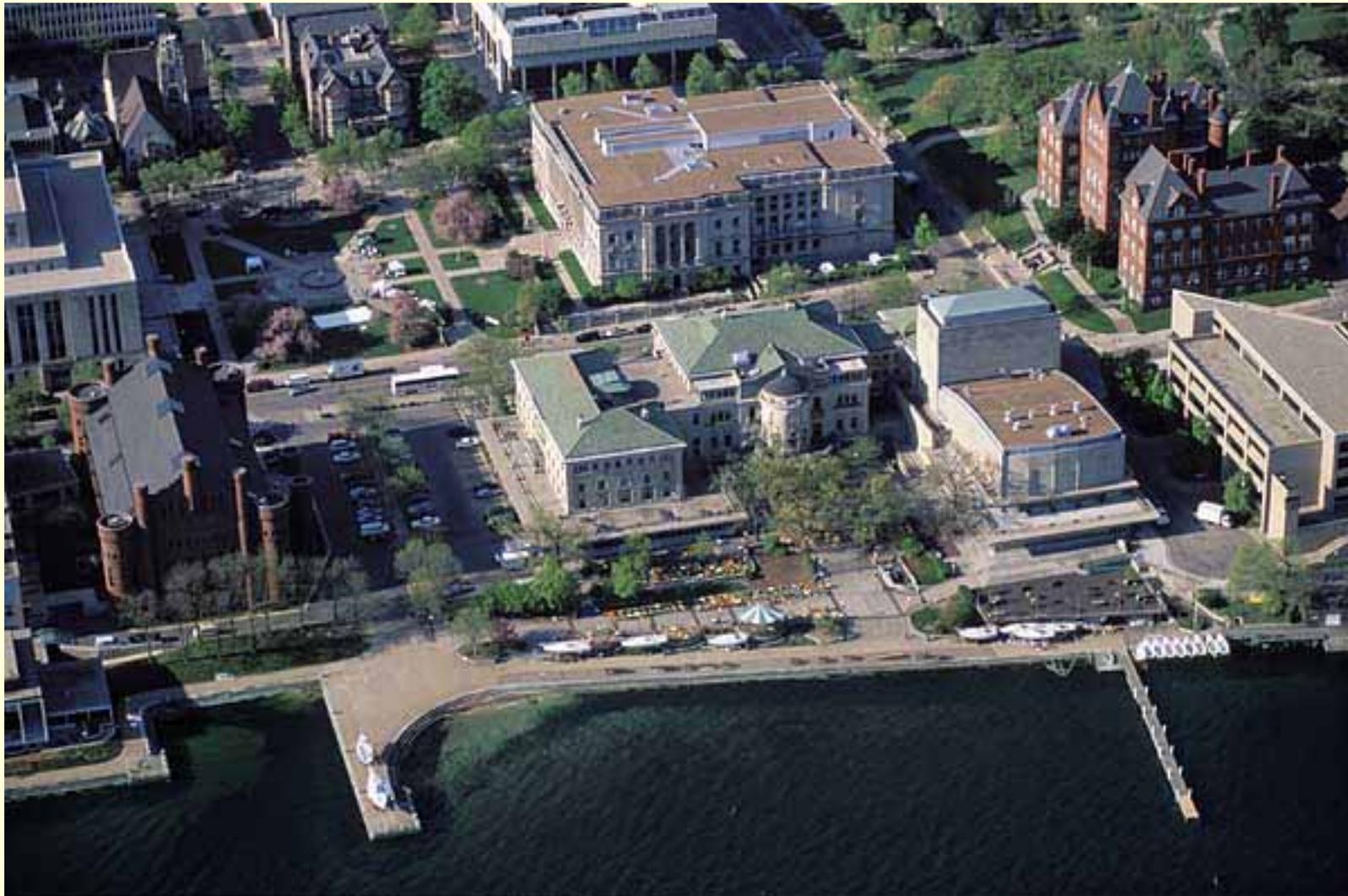
- 35 – Veterinary Medicine Reading Room (OR)
- 03 – Water Resources Library (OR)
- 30 – Wendt Library (Engineering) (OR)
- 20 – Wisconsin Center for Film and Theatre Research
- 21 – Wisconsin Library Services (WiLS)
- 21 – Women's Studies Librarian's Office (UW System)

**UW Campus Map** | For libraries beyond UW-Madison use **Other Libraries**



**Hours of UW-Madison Libraries - Spring Semester 2006** January 17 - May 13, 2006 (PDF format)

**Map of UW-Madison Libraries** (PDF format) - these libraries' collections are in the MadCat catalog



# Memorial Library



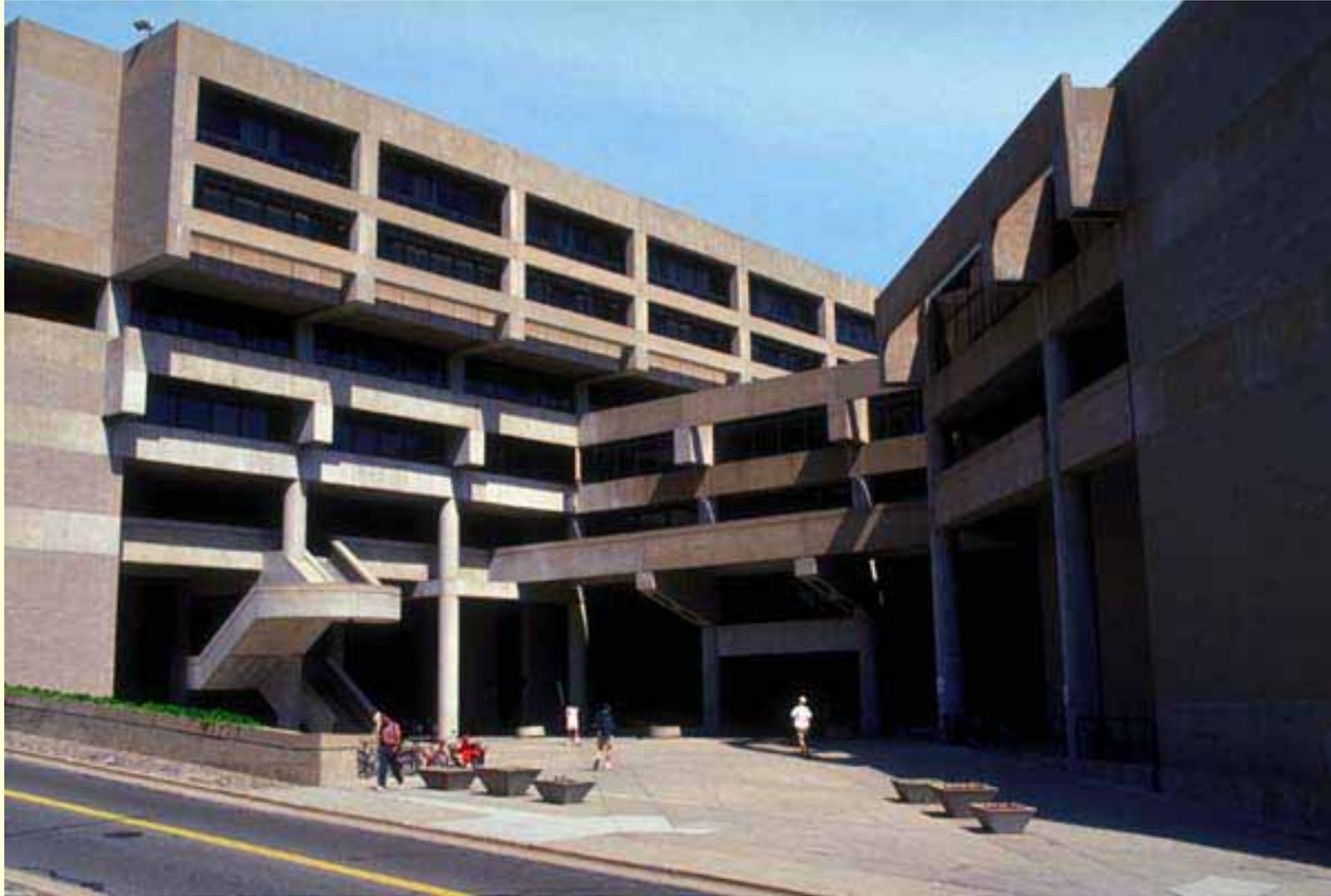








# Undergraduate Library



# Undergraduate library vs. Research Library

- Undergraduate library has coffee shop, popular videos and books, lake view
  - Campus award: best place to meet people
- Memorial Library (research library) has traditional large reading rooms, also small group study space, individual study spaces, large book and periodical collections
  - Campus award: best place for quiet study

# Issues in Library Services

- Users do not come into the library as frequently to check out books. Book delivery service is heavily used
- Electronic resources heavily used
- Library is open long hours, used as study space and collaborative work space

How are changing patterns of  
use affecting services?

# Issues in Library Collections affect Library Services

## RECENT TRENDS:

- Serials Cancellation
- Growth of electronic resources of all kinds
- Decline in number of book purchases because of flat budget

## HAVE LED TO:

- Growth in interlibrary borrowing services, increasing speed of service
  - Direct delivery of journal articles to users' desktop
  - Expedited delivery, including purchase, of articles from cancelled journals
  - Expansion of book borrowing from nearby libraries, faster delivery. Inter-library delivery on campus

# The Big Question:

- Library users do not have to come to the library any longer in order to make use of its collections. In addition, other sources of information are widely available.

**What does this mean for the library's future?**

# What kind of place should the library become?

– What do library users want and value?

- Issues:

- Changes in collections affect the need for library services
- Changes in library usage affect the library building

**What changes should we work on in the next five years?**

# Assessment

- Have begun a period of assessment of changes and needs in library services
- “Culture of Assessment”
  - Directions for change in library environment and library services

LEO – Ein Online-Service der Informatik der Technischen Universität München Wörterbuch | Forum&Archiv | Vokabel-Trainer •  : Wörterbuch | Forum&Archiv | Vokabel-TrainerSuchbegriff:  > 

assessment

Suchen

Löschen

Suchtipps

Roland Berger  
Strategy Consultants

NEWS

Werbung

ENGLISCH

DEUTSCH

100 Treffer

## Unmittelbare Treffer

 <b>assessment</b>	die Abschätzung	
 <b>assessment</b>	die Bemessung	
 <b>assessment [finan.]</b>	der Bescheid <i>[Steuerwesen]</i>	
 <b>assessment</b>	<u>die</u> Beurteilung	
 <b>assessment</b>	die Bewertung	
 <b>assessment</b>	die Einschätzung	
 <b>assessment</b>	die Umlage	
 <b>assessment [finan.]</b>	die Veranlagung <i>[Steuerwesen]</i>	

## Verben und Verbzusammensetzungen

to ask for separate <b>assessment</b>	um getrennte Veranlagung bitten	
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## Wendungen und Ausdrücke

on the basis of a reasonable commercial <b>assessment</b> [insur.]	im Rahmen kaufmännischer Vorsicht	
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## Zusammengesetzte Einträge

advance <b>assessment</b>	die Vorausveranlagung	
application for <b>assessment</b> [law]	der Feststellungsantrag	
arbitrary <b>assessment</b>	die Steuerschätzung	
<b>assessment area</b>	der Steuerbezirk	

## Hinweise

- FAQ
- Abkürzungen
- MDA/PDA-Version
- Toolbars
- Lion
- SMS-Abfrage
- Fehlereinsendungen

## Vermischtes

- Nützliche Links
- Gästebuch
- Statistik
- Kooperationen
- Beiträge

## In eigener Sache

- Über uns
- Werbung
- Kontakt/Impressum



# FIRST ASSESSMENT SPRING, 2004

- General Library Quality “LibQual” Survey
  - Project sponsored by Association of Research Libraries
  - Many participate, throughout the United States
    - As of spring 2003, more than 400 institutions have participated in LibQUAL+, including colleges and universities, community colleges, health sciences libraries, law libraries, and public libraries.
  - <http://www.libqual.org/>



News

About LibQUAL+

- General information
- General Information (French)
- General FAQ
- History of LibQUAL+(TM)
- Sitemap
- Contact Information

About the Survey

Publications

Events / Training

Procedures Manual

Register

Management Center



## LibQUAL+™: Defining and Promoting Library Service Quality

### What Is LibQUAL+™?

LibQUAL+(TM) is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). 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. The goals of LibQUAL+(TM) are to:

- Foster a culture of excellence in providing library service
- Help libraries better understand user perceptions of library service quality
- Collect and interpret library user feedback systematically over time
- Provide libraries with comparable assessment information from peer institutions
- Identify best practices in library service
- Enhance library staff members' analytical skills for interpreting and acting on data

More than 500 libraries have participated in LibQUAL+(TM), including colleges and universities, community colleges, health sciences libraries, law libraries, and public libraries -- some through various consortia, others as independent participants. LibQUAL+(TM) has expanded internationally, with participating institutions in Canada, the U.K., and Europe. The growing LibQUAL+(TM) community of participants and its extensive dataset are rich resources for improving library services.

### How Will LibQUAL+™ Benefit Your Library?

Library administrators have successfully used LibQUAL+(TM) survey data to identify best practices, analyze deficits, and effectively allocate resources. Benefits to participating institutions include:

- Institutional data and reports that enable you to assess whether your library services are meeting user expectations
- Aggregate data and reports that allow you to compare your library's performance with that of peer institutions
- Workshops designed specifically for LibQUAL+(TM) participants
- Access to an online library of LibQUAL+(TM) research articles
- The opportunity to become part of a community interested in developing excellence in library services

### How Does LibQUAL+™ Benefit Your Library Users?

LibQUAL+(TM) gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. You can develop services that better meet your users' expectations by comparing your library's data with that of peer institutions and examining the practices of those libraries that are evaluated highly by their users.

### How Is the LibQUAL+™ Survey Conducted?

Conducting the LibQUAL+(TM) survey requires little technical expertise on your part. You invite your users to take the survey, distributing the URL for your library's Web form via e-mail. Respondents complete the survey form and their answers are sent to a central database. The data are analyzed and presented to you in reports describing your users' desired, perceived, and minimum expectations of service.

### What Are the Origins of the LibQUAL+™ Survey?

The LibQUAL+(TM) survey evolved from a conceptual model based on the SERVQUAL instrument, a popular tool for assessing service quality in the private sector. The Texas A&M University Libraries and other libraries used modified SERVQUAL instruments for several years; those applications revealed the need for a newly adapted tool that would serve the particular requirements of libraries. ARL, representing the largest research libraries in North America, partnered with Texas A&M University Libraries to develop, test, and refine LibQUAL+(TM). This effort was supported in part by a three-year grant from the U.S. Department of Education's Fund for the Improvement of Post-Secondary Education (FIPSE).

Sign In:

username

password

remember me:

# LIBQUAL GOALS

- Measure the gap between the respondents' desired and expected level of library service and the level that is perceived as being received.
- Provide information for planning and marketing library services
- Identify strengths and weaknesses in library services
- Provide a foundation for action

# LibQual Findings

- Library users are also Google users
- People use online library resources heavily and regularly
- People come to the library weekly, but not daily – visit less often than they used to

# LibQual Findings

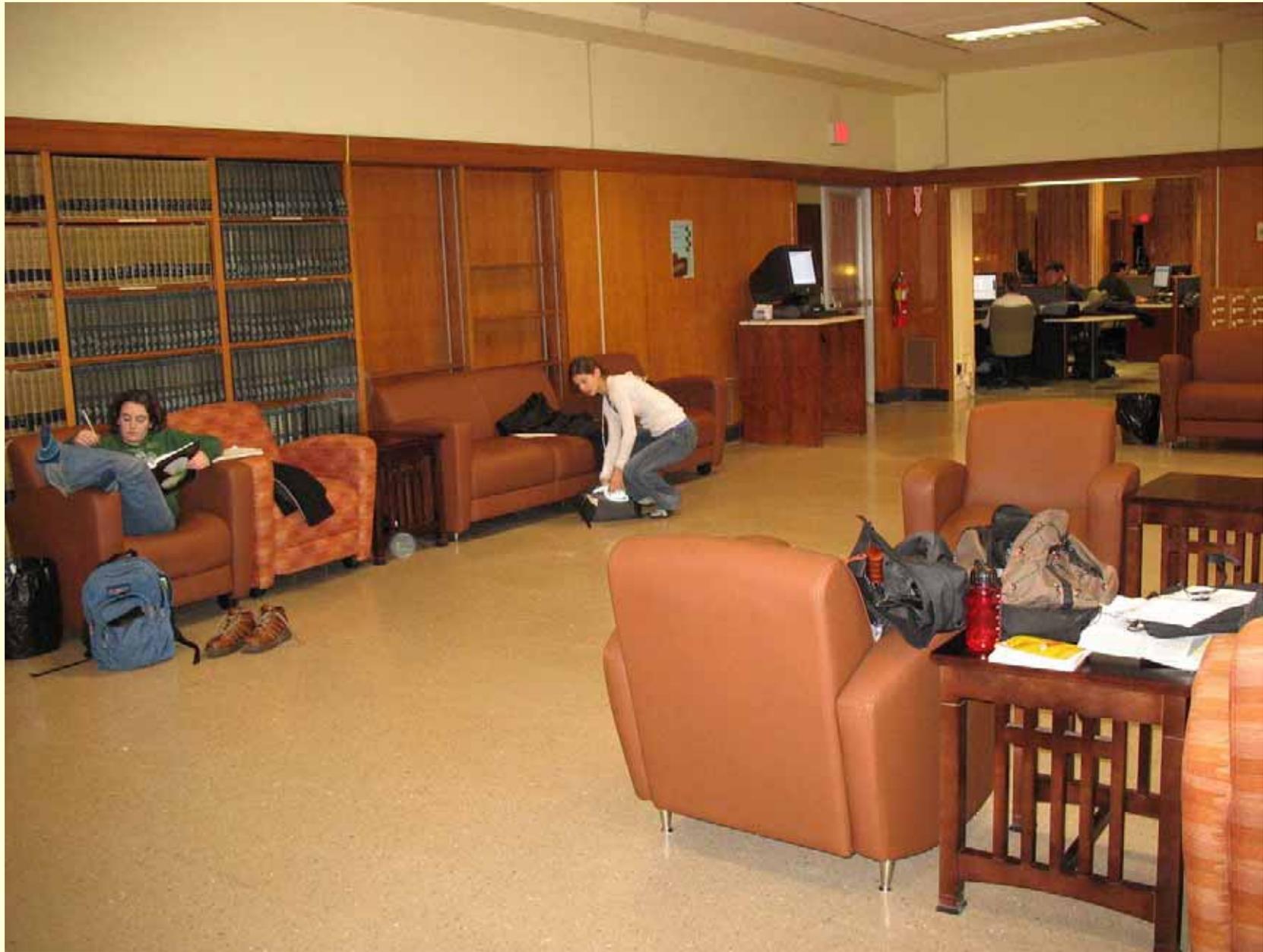
- Library services generally adequate
- Library collections are used and appreciated
- Users value the library as a \*PLACE\* to study and use their own materials and computers, to gather to work on projects, etc
- Users value a comfortable, clean, welcoming environment

# CONCLUSION:

Library environment needs to be a place which encourages and supports contemporary usage patterns

# Actions to follow LibQual findings

- Creation of more comfortable spaces. Includes comfortable furniture, better lighting, comfortable lounges, provision for small groups and also for individuals
- Provision for individual computers as well as library computers
- Better training of student library workers
- Active work on welcoming environment, clear signage, better information services



# Second Assessment: Types of reference service offered

- Our own campus-wide survey
  - How are reference services currently used?
    - » What changes are needed in the next five years?

# Reference Services currently offered

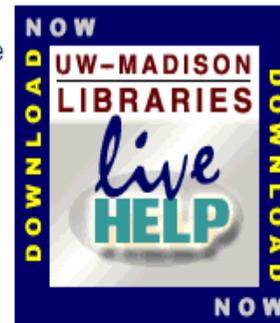
- In-Person
- E-Mail
- Telephone
- Online Chat (called “Live Help”)

# Libraries Live Help

Live Help is an online reference service that allows UW-Madison students, staff, and faculty to communicate (chat or instant message) with reference librarians in real time over the Web. With Live Help, we can answer any questions you have about library resources or services, walk you through a library catalog or journal database search, or lead you to a useful Web site. To use this service from your home or office, you will need to install the Live Help browser plug-in.

Currently for PCs running Windows and using the Internet Explorer browser only.

[Download and install the Live Help companion now](#)



## FREQUENTLY ASKED QUESTIONS:

### 1. Who can use Live Help?

This service is intended primarily for current students, faculty and staff of UW-Madison. However, anyone accessing the UW-Madison's web site from any library on campus will be able to use this service. We can only provide limited assistance to those outside the campus community.

### 2. Can I use Live Help from my home or office?

Yes, if you have the Live Help plug-in software loaded on your computer.

[DOWNLOAD LIVE HELP SOFTWARE](#)

### 3. When is Live Help available?

#### Hours for Spring Semester 2006:

Sunday	5pm to 12midnight
Monday to Wednesday	11am to 12midnight
Thursday	11am to 9pm
Friday	11am to 5pm
Saturday	no posted hours

Please note that the above hours are the 'posted hours' for our Live Help service. Library staff may also be logged in to take your calls at other times. During holidays these hours are subject to change.

### 4. What if I can't get through or no one answers?

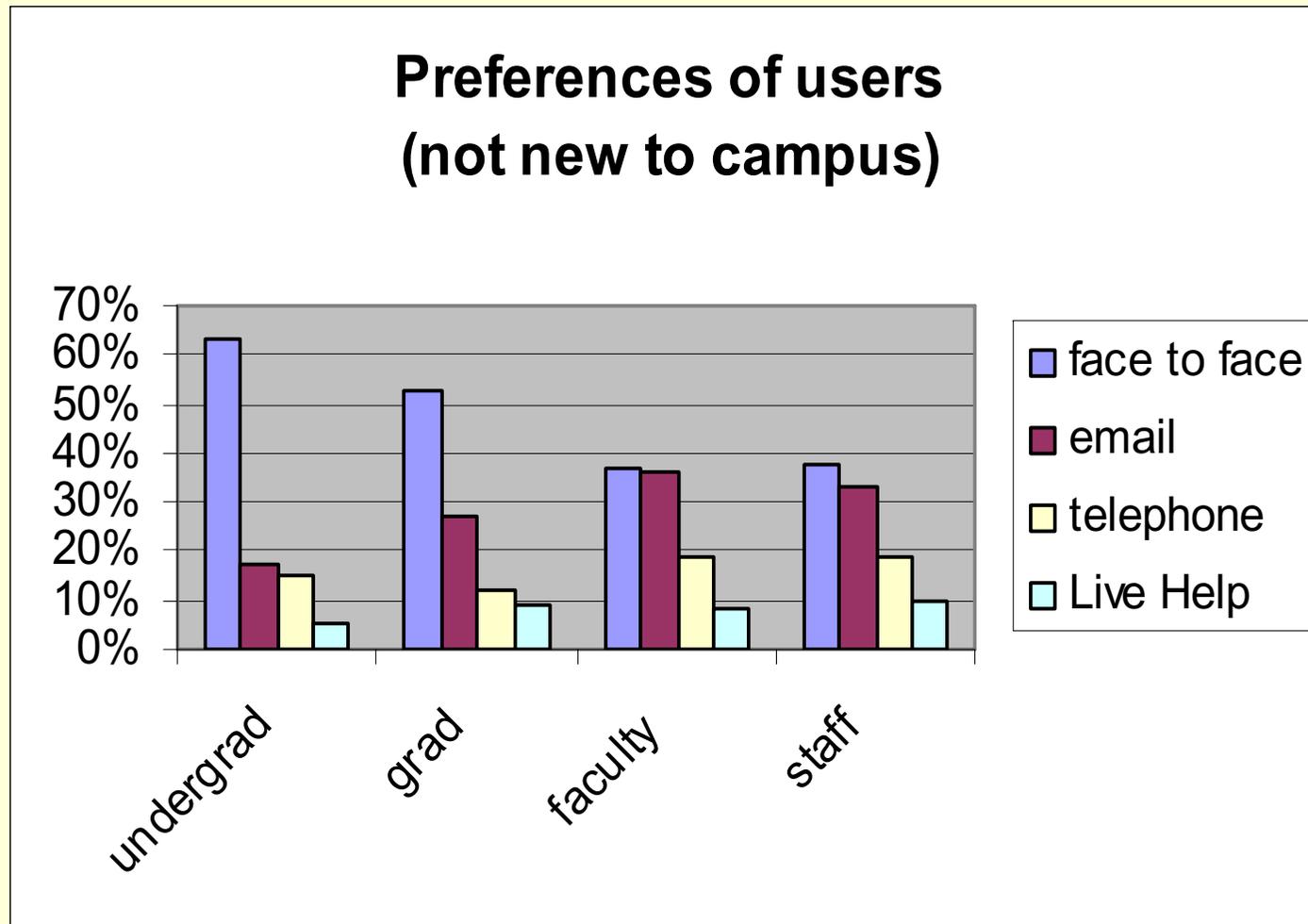
# Reference Survey

- **Purpose: “To assess how students, faculty and staff need and want to get information and research assistance today**
- **To begin to plan for reference services in the next five years**

## **Findings: current reference services**

- Most users prefer to receive reference assistance via face-to-face interactions.
  - Both undergraduate and graduate students chose face-to-face reference service by a wide margin.
  - Our sense is that faculty & staff prefer email because their work is not as time sensitive.

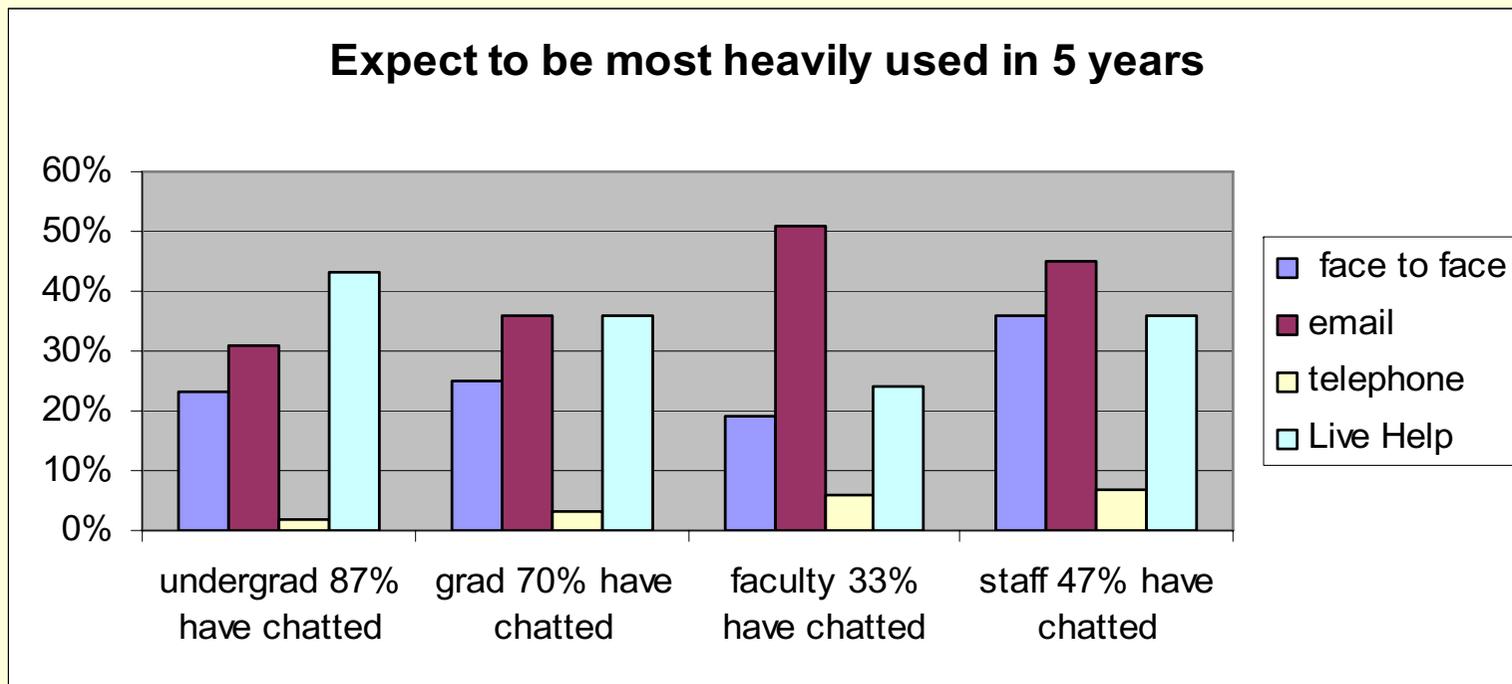
# Currently: Most users today prefer to receive reference assistance via face-to-face interactions



# Why are people using Live Help?

- Most of the responses indicated that Live Help was quick and convenient. Some people said they had a question or needed help immediately and didn't "have to go anywhere" to get an answer. Live Help is available to people who are online no matter where they are. One person said: "Could multi-task, could do it from home; more convenient than phone."

# Findings: in-person service will decline



# Changes in five years

- **Five years from now, most users expect Live Help and email reference to be their primary avenue for receiving reference assistance.**
- **But, users say they will want in-person help with difficult or complicated information needs.**

# What does the future hold for reference services?

- More people will be using virtual/remote services of all kinds in the future. The undergraduates of 2005 will be the graduate students of 2010. We suspect that most will take with them their current affinity for chat, email, and phone communications.
- At the same time, they see the need for personal contact and advanced help when Google fails them, information overload leaves them frustrated, or resources become too “intricate. **Many respondents were seriously worried that the survey was an indication that our services were going in a totally virtual direction:**

**“Please do not take  
away the real live  
reference librarian  
that sits behind the  
desk.”**

REFERENCE DEPARTMENT  
Room 262



# Actions to follow campus reference survey

- Campus librarians work more closely together
- Library liaison and outreach to campus departments and programs is more important than ever
  - A liaison librarian is assigned to every department and program

## Subject Librarians by UW Department

**Got questions?  
 Contact your librarian, who can help you get your questions answered.**

**Subject librarians serve as liaisons to your department and can help you with questions about:**

- ◆ Library services, collections, and policies (e.g., reserves, runners, Library Express, etc.)
- ◆ Collections and purchase requests
- ◆ Article alerts and customized searches
- ◆ Help managing information (e.g., RefWorks)
- ◆ In-depth reference consultations
- ◆ Customized instructional sessions and web-based Library Course Pages
- ◆ Citation verifications
- ◆ And more...

**Find your liaison librarian by UW Department, Center or School:**

Jump to: **A-B** | **C-E** | **F-J** | **K-M** | **N-Q** | **R-T** | **U-Z** (or use Ctrl+f to "find in page" your department's name)

NOTE: Area code for all phone numbers is **608**

Department/Center/School	Librarian Name	Phone	Email
<b>Accounting and Information Systems</b>	Michael Enyart	263-3902	menyart@library.wisc.edu
<b>Actuarial Science, Risk Management and Insurance</b>	Michael Enyart	263-3902	menyart@library.wisc.edu
<b>African Languages and Literature</b>	David Henige Emilie Ngo Nguidjol (Francophonie)	262-6397 265-4740	dhenige@library.wisc.edu engo@library.wisc.edu
<b>African Studies</b>	David Henige Emilie Ngo Nguidjol (Francophonie)	262-6397 265-4740	dhenige@library.wisc.edu engo@library.wisc.edu
<b>Afro-American Studies</b>	Janice Rice Vicki Hill	263-7146 262-3564	jrice@library.wisc.edu vhill@library.wisc.edu

# Conclusions

- Library/librarians need to be activist in finding out what users need/want and bringing library information and awareness to potential clientele
- Library/librarians need to provide “Value-Added” services. Outreach, instruction, in-person services.

Follow-up planning and action is  
underway

# *THE END*

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