How Our Patrons Value Our Resource Sharing Services and Why it Should Matter to You

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Abstract
Everyone enjoys happy patron comments that lift our spirits. However, libraries need more. We need to know our services are providing the results and, more importantly, the value our patrons' desire. This study evaluates the patron perspective when it comes to resource sharing services. With the information gathered, adjustments were made to workflow and provided better "evidence" to leadership regarding the impact Interlibrary Loan has on faculty, staff, students, and communities.

Disciplines
Library and Information Science

Comments
Presented at the Northwest ILL and Resource Sharing Conference on September 13, 2013.

This conference proceeding is available at Fisher Digital Publications: http://fisherpub.sjfc.edu/library_pub/17
Thank you!
Thank you! That was fast.
Crucial!
When I decided my sophomore year that I wanted to go into the field of research, I was nervous that I would not have the same advantages as larger research universities such as the U of R. However, obtaining articles and journals have never been a problem in my research endeavors at Saint John Fisher.
... Instead of scheduling a weekend to drive to a library, one can access material at home, work, reread as often as needed, and at one's own pace. / / Having spent fortunes on research travel, ILL alters everything!!! Love it.
I'm able to do far more of my research here at KU because of the quality of KU library services, especially ILL.
Importance to research since I am not affiliated with a university
As an independent film researcher, I find it indispensable, particularly now that so much that used to be available has disappeared from the shelves.
How Our Patrons Value Our Resource Sharing Services and Why it Should Matter to You

Lars Leon - University of Kansas
Micquel Little - St. John Fisher College

September 13, 2013
Northwest ILL and Resource Sharing Conference
Agenda

- Purpose
- Share process
- Look at results - KU
- Look at results - SJFC
- Comparison between KU and SJFC
- Public libraries
- What’s next
- Questions
Purpose

“Failure to use the data may be hazardous to your future”

- David Shulenburger

ARL Assessment Conference 2010

“Mobilize library administrators”

M. Oakleaf
Purpose

Libraries as Value Leaders:
● Communicating assessment needs and results to library stakeholders
● Creating confidence in library assessment efforts
Process ~ survey

- Online survey created
- Every local patron who received 1+ copies or loans in the past academic year
- Patrons emailed with link to online survey.
  - Same survey sent to KU, SJFC, and NYPL
Process ~ survey

Survey questions

1. Dept
2. Affiliation (e.g. faculty)
For each service, we asked:
How satisfied were you with this service over the past 9 months?

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied
- Haven’t used

Why? (e.g. speed, quality, etc.)
11. We want to better understand the value our services bring to your classroom and research needs. Please indicate the importance of our services to your work:

- Very Important
- Somewhat Important
- Not Important
- Other
Process ~ survey questions

12. Please briefly describe the value our services provide (e.g. importance to research, importance to teaching, etc.) (300 character limit)

13. Is there anything else you would like to tell us about our resource sharing services? (300 character limit)
Look at results - KU

628 out of 3,500 patrons (18%)

Highest by department

- Education 37
- English and Psychology ~ 34 each
- History ~ 24
- Chemistry & Engineering ~ 22 each
### Look at results - KU

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILLBorr copies, local copies</td>
<td>86%</td>
<td>13%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>ILLBorr loans</td>
<td>86%</td>
<td>12%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Retrieve from Shelf</td>
<td>85%</td>
<td>13%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>TripSaver</td>
<td>88%</td>
<td>7%</td>
<td>1%</td>
<td>4%*</td>
</tr>
</tbody>
</table>

*Note: most of the very dissatisfied respondents were non-faculty/staff who would like to receive the service.*
Look at results - KU

Copies (ILL Borrow, local document delivery)
Positive comments: (99% satisfied)
• Speed, quality, convenience, excellent service

Constructive comments (only a very small number):
• Needs work – quality – items disappear
• Several – didn’t know this service existed (KU Libraries articles and book chapters scanned)
Look at results - KU

Copies

- It is extremely helpful that the libraries can obtain documents that are not available to me online. This gives me access to the latest research relevant to my field. This is a resource that would be very difficult to not have.

- Faculty
Look at results - KU

Copies

- The speed has been quite good, and the scans tend to be reliable and readable. It's much more convenient and efficient than my going to the library, checking out a book, and copying the article myself. It greatly facilitates my research.

-Faculty
Look at results - KU

Copies

This has saved me a massive amount of time as I no longer have to leave my work to go search through the stacks for a single article. It is an exceptional service that helps me immensely.

-PhD Student
Look at results - KU

Loans (ILL Borrowing)
Positive comments: (98% satisfied)
• Speed, quality and convenience, saved travel expense, time

Constructive comments (only a very small number):
• Suggestion – need longer loan periods and easier renewals
Look at results - KU

Loans

Love ILL!! Saved me a ton of money. Response times are fast and customer service at both Watson and Music library were/are outstanding. My only complaint is that there is no automated update (email/text generation) stating that request has been processed

-Master’s Student
Look at results - KU

Loans

*Given the limited acquisition budget at KU (many faculty members at similar flagship state universities have a dedicated amount of funding each year for collection development in their area), I could not conduct my research without ILL.*

- Faculty
# KU Value Ratings

<table>
<thead>
<tr>
<th>Discipline</th>
<th>#resp.</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not important</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Sciences</td>
<td>268</td>
<td>79%</td>
<td>16%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Humanities</td>
<td>187</td>
<td>90%</td>
<td>4%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Sciences</td>
<td>154</td>
<td>82%</td>
<td>8%</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Admin./Misc.</td>
<td>13</td>
<td>54%</td>
<td>23%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Law</td>
<td>2</td>
<td>50%</td>
<td>50%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>DeptNotGiven</td>
<td>3</td>
<td>33%</td>
<td>0%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>627</strong></td>
<td><strong>82%</strong></td>
<td><strong>11%</strong></td>
<td><strong>2%</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>
KU Value Ratings

• *This is crucial to my research as I rely heavily on articles from the 90's and 80's that are not available electronically.*  
  -Faculty, Pharmacy

• *Most of the time that I order something I am working on a grant with a deadline. The speed is essential for progressing on my grant.*  
  -Faculty, Ecology and Evolutionary Biology
How data used - KU

- Affirm current practice. Tweak benchmarks, workflows as needed
  - Speed is in demand
  - Some patrons not aware of other services
- Marketing
  - Individual quotes
  - Overall figures
  - Combine average costs and the satisfaction and value presented
Look at results - SJFC
164 Completed Surveys
1100 Surveys Sent
15% Response Rate
Look at results - SJFC

**Articles/Book Chapters Borrowed**
- Very Satisfied: 87%
- Somewhat Satisfied: 11%
- Somewhat Dissatisfied: 1%
- Very Dissatisfied: 1%

**Satisfaction Explanations**
- Speed: 72%
- Quality: 13%
- Ease: 12%
- People/Service: 16%
Look at results - SJFC

Books Borrowed

- 75% Very Satisfied
- 12% Somewhat Satisfied
- 13% Somewhat Dissatisfied
- 0% Haven't Used
- 0% Very Dissatisfied

Satisfaction Explanations

- 34% Speed
- 9% Quality
- 6% Ease
- 11% People/Service
Look at results - SJFC

Satisfaction Explanations most represented speed, but also highly indicated patrons do not truly understand difference between Borrowed and Owned.
Look at results - SJFC

**Value of ILL Services**

- 93% Very Important
- 7% Somewhat Important

**Value Related to:**

- Research: 71%
- Time: 13%
- Classroom/Teaching: 18%
Look at results - SJFC

“Is there anything else you’d like to tell us...?”

I have been impressed by the quality and speed of the service.

Excellent service which expands SJFC library's ability to assist students.

Great library. Very knowledgeable staff- always willing to meet with doctoral students. A real treasure for SJFC.
How data used - SJFC

- Share affirmations with team and campus
- Highlight areas of confusion/dissatisfaction for patrons and target improvement opportunities
- Continue to evaluate resources - access was mentioned as issue
  - Is this connected to patron confusion when using our resources?
  - Do we have a disillusioned view of our collections?
- Tie into assessment initiatives
The Public Perspective

550 of 1883 surveys completed
29% Response Rate
The Public Perspective

Access stands out as the value related to the ILL service.
Comparisons: the Similarities

- Important Features of ILL:
  - Speed
  - Access
  - People
  - Quality

- Patron’s perception of ILL Services is Very Important to their library usage.
Comparisons: the Differences

- Satisfaction
  - Percentages
  - Related to...

- Academic value tied to assessment and institutional goals

- Public value tied to public services and government funding
Next Steps

- Exploring ILL’s ability to support library assessment
- Cost savings for ILL Borrows versus subscription
- Time
  - Exploring the cost savings using salaries and time – faculty, grad
  - Other comments related to time
Next Steps

Importance of Defining Outcomes

Does looking at the value comments help us point towards where we are helping in areas of institutional relevance and other strategic directions?

Can we use values identified by patrons to help define outcomes and how we want to be evaluated next time?

M. Oakleaf
Next Steps

Determine what libraries enable students, faculty, student affairs professionals, administrators, and staff to do

Demonstrate and improve library support of faculty teaching

M Oakleaf
Next Steps

• Assess where we are helping in areas of institutional relevance and strategic directions – define outcomes, how evaluate (Oakleaf)

• Mobilize Library Administrators (Oakleaf)
Questions?

Thank you!
Resources


Available www.acrl.ala.org/value/?page_id=21