

Macquarie University Library 2006 Client Satisfaction Survey Results Report

Background

In October 2006, the Macquarie University Library carried out its fourth Client Satisfaction Survey (previously known as the Rodski Survey). The last survey was done in 2004, and prior to that surveys were carried out in 2001 and 2002. The majority of University Libraries in Australia undertook the survey as a benchmarking service among them. Currently the instrument is provided by Insync Surveys (previously Ambit Insights).

A total of 1455 responses were received. Clients who responded represented all Divisions of the University and different groups of clientele of the Library.

Results of the survey

The top 5 areas of the Library that are important to you are:

- The Library collection provides adequate coverage of materials for my academic/research needs
- Off campus access to electronic information resources is adequate
- Electronic information resources are adequate for my academic / research needs
- The Library catalogue is easy to use
- Opening hours meet my needs

The top 5 performing areas of the Library according to you are:

- Library staff treat me fairly and without discrimination
- Library staff are friendly and helpful
- Library staff provide services professionally
- Library staff listen to, and understand my needs
- The Library website is easy to use

The bottom 5 performing areas of the Library according to you are:

- Group study facilities are adequate
- Individual seating is adequate
- Quiet study facilities are adequate
- Access to computers to support academic / research needs is adequate
- Library staff keep me informed about new services, policies, resources and collections

Improvements and plans

The areas for improvement are identified through comparing the importance you rate them and how you think the Library is performing. The bigger the contrast between importance and performance e.g. high importance and low performance, the more important it is for us to improve in the future.

Physical facilities: seating, group study facilities

The Library building is 40 years old and the population has since out-grown the building capacity. Nonetheless, in the last two years we had worked hard to release more study space for the students. For example, we have released procedures and policies regarding unattended items and unauthorised reservation of seats so more students can use the study space. With the proposed relocation of the computer lab on Level 1 in Semester 1, 2007, we will be able to release another major study space for students who need an area for their research, study and wireless access. We have also committed resources to self-service and the virtual library so that students will be able to access their study materials without physically staying in the Library.

Looking into the future, we are currently working on the plans for a new Library building to be built and available in 2009 / 2010. Effective, efficient and flexible study space is one of the prime planning considerations during the process.

Number of computer workstations

The Library and the University are currently discussing the relocation of general computer facilities from the Library to Building C5C. This will ease the space and facility issues for the Library in the short term. The University is also developing plans and policies to provide a more sustainable approach to providing computing facilities for the students.

Wireless network and laptop facilities

The Library does not have control over wireless network performance, but we are currently working with ITS to improve wireless facilities. ITS plans to upgrade wireless base stations and coverage where possible in 2007. Another issue that stems out of the wireless network is the increasing number of laptop users in the Library. We have established a laptop area in the Library with power points for power connection but the number of laptop users has since out grown the number of power points that we can provide. This causes issues, as students are discouraged from connecting their laptops to the power points in certain areas due to OH&S reasons. This will be less of an

issue when the existing Computer Lab area is converted into a laptop area for students.

Missing books and journals

While it is difficult for us to control the reading and material usage behaviour of our clients inside the Library – as they are not required to check out materials to be used inside the Library – we put a lot of effort on shelf checking and rectifying “misplaced” books in the Library. Also we encourage our clients not to return items to the shelves directly, but deposit them in the specific areas so that they could be reshelfed professionally. Further the push for electronic resources is another method of reducing the stress on the usage for the printed journals, particularly popular titles. We are continuously looking into its shelving workflow and methods to improve the reshelfing of materials. The planned introduction of an automated storage and retrieval system in the new building will also improve this situation.

Communication and marketing of services

A new Communication and Marketing Team was formed in 2006 with the aim of centralising communication and marketing. We are confident that this area will improve in the near future. New initiatives to be introduced in Semester 1, 2007 include:

- Client Service Charter release
- The replacement of old signage with better and new signage,
- An improved client feedback handling procedure

Collection coverage

The Library restructured the liaison service team in late 2006 to provide improved support for the academic and research needs of the University. It is hoped that through a more interactive and proactive approach in collection development with the academic departments through our Liaison Librarians, the gaps in this area can be reduced as much as possible. Further a Collection Development and Evaluation Committee was established to improve the synchronisation of collection development with the academic planning process of the University.