The Customer Centered Library: Using LibQUAL Survey Results in an Academic Branch Library

Rina Vecchiola, Art and Architecture Librarian, Kranzberg Art and Architecture Library, Washington University in St. Louis
Wash U Libraries Assessment Team

- Formed in March 2006
- Give guidance on all assessment projects
- Provide expertise on survey design, focus groups, usability testing
- Collect and share assessment project reports
Art & Architecture Library Users are 5% of all users but almost 10% of respondents.
Summary of Responses to All 22 Questions by User Group

- A&AFaculty (21)
- All Faculty
- A&AGraduate (23)
- All Grads
- A&AUndergraduate (36)

- Minimum
- Desired
- Perceived
Affect of Service Questions

- Giving users individual attention
- Employees who are consistently courteous
- Employees who have the knowledge to answer user questions
- Employees who deal with users in a caring fashion
- Willingness to help users
Summary of A&A Library Users
Responses to Service Questions

Faculty  Graduate  Undergraduate

Minimum  Desired  Perceived
Comments from Users

- Praise for library staff
- Criticism of compact shelving
  - “I am REALLY unhappy about the way the books are now stored on the new moving shelves…”
  - “…too many people using them, with too little openings.”
  - “The compact shelving ... eliminates the possibility to browse, which is fundamental to a library experience.”
Libraries-wide issues addressed at Branch level

- Web site
  - Design more user friendly interface for A&A library page
- Student workers
  - Continuously train A&A Library student assistants in good customer service behavior
- Access services
  - Monitor paging and interlibrary loan requests from A&A Library users
Follow up with faculty during campus 10 year strategic planning process

- Meetings with Deans and Faculty on the Library
- Expand Library services to
  - look for ways to alleviate the burden of compact shelving
  - ultimately expand the library, bringing back selected items from remote storage
  - move special collections that are most closely related to visual arts and design into Fox School space
For more information

Rina Vecchiola
rvecchio@wustl.edu

Kranzberg Art & Architecture Library
http://www.library.wustl.edu/units/artarch/

Library Service Quality Survey Results from Spring 2007
http://www.library.wustl.edu/about/servqual.html