

Report on the 2010 LibQUAL+ Canada Project

the consortial experience and possible future directions

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Report to the Directors of the Canadian Association of Research Libraries and to the participating
libraries

Final Report on the 2010 LibQUAL+ Canada Project: the consortial experience and possible future directions

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Introduction

The 2010 Consortium had broad national participation from the academic library community. The improvements made by ARL to the LibQUAL+™ survey and the survey registration process were very relevant and welcome to our members. Most members chose the new Lite survey format and most achieved the expected higher survey completion rates. The research study carried out by members of the consortium should assist members in deciding their future choices of survey format.

The results of the members' survey, conducted by me in late November - early December and anecdotal feedback indicated that most libraries found the survey and participation in the consortium to have been a very worthwhile experience. There was also general willingness to repeat the LibQUAL+™ survey as members of a Canadian consortium. Most respondents support continued use of the Lite format. However, there was a significant interest in exploring other consortial assessment avenues.

As Consortium Coordinator, the continued support and encouragement provided by my own University (thanks to Martha Whitehead), CARL (special thanks to Sylvie Belzile and Katherine McColgan) and ARL (thanks to Martha Kyrillidou) to have been very gratifying. I feel that the consortium has successfully accomplished its original goals to support and encourage Canadian academic libraries in assessing and benchmarking their services using the LibQUAL™ survey instrument, and to develop a rich set of Canadian library service assessment data for use by individual libraries, library councils and researchers.

Consortium Profile in 2010

LibQUAL+ Canada remains the largest LibQUAL+™ consortium with 47 members (43 universities, 4 community colleges) in 2010 compared to 53 members (42 universities, 5 community colleges, 6 federal government libraries) in 2007. As was the case in 2007, the consortium's members ran the survey in the winter/spring 2010 LibQUAL+™ session.

LibQUAL+ Canada Aggregations		
	2010	2007
	Participants	Participants
LibQUAL+ Canada	47	54
CARL	25	25
CREPUQ	10	11
OCUL	17	16

Another relatively unique quality of the Consortium continues to be its bilingual (English and French) nature. Eight francophone universities offered the survey in French and another six members offered the survey in both English and French. More than 40% of the Consortium's university respondents took the French-language survey.

While there were fewer total participants in the 2010 Consortial survey, there were only two fewer academic members. Eight 2010 members had not participated in the 2007 survey while ten 2007 members

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were unable to participate in the 2010 Consortial survey. The 2007 government library participants decided that a standard LibQUAL+™ survey did not meet their specialised needs and opted out in 2010.

Two other universities and four other community colleges planned to participate in the survey as members of the consortium in the second LibQUAL+™ 2010 session. Consequently, their results could not be included in the aggregate consortial results produced at the end of the winter/spring session.

Improvements to the LibQUAL+™ survey in 2010

In my final 2007 report to the CARL Directors, which was also forwarded to ARL, I identified some issues for improvement to the LibQUAL+™ survey and its structure based on my survey of 2007 LibQUAL+ Canada participants¹. With the 2010 survey, the consortium's major concerns had been addressed by ARL. Prior to 2010, if a library elected to do the survey in more than one language, they were assigned a separate institution id, for each survey language even though there already was a language field in the survey. Similarly, language variants for user groups, such as graduate students, had separate codes and translations of survey questions had no links to the English original. Consequently, libraries doing the survey in more than one language and multilingual consortia such as LibQUAL+ Canada could not get consolidated survey results for both languages without contracting with ARL for custom reports.

In the 2010 survey, each registered participant is assigned a single institution ID, a single user group code for each corresponding user group and the survey questions in each language are now linked. All results from an institution or a consortium can be consolidated quite easily into one results set in the standard notebook.

With 2010, LibQUAL+™'s new interface made registration for our French language and bi-lingual member libraries much more efficient. Our French language members were able to automatically select the French language version of the Consortial local questions package, during registration, instead of having to select them individually from the long list of local questions, as was the case in 2007, because the consortium's package of English and French local questions were not linked.

LibQUAL+™ Lite vs Full Format

The biggest change in 2010 was the official implementation of the Lite survey format which had been in trial mode for two years. The Lite format reduces the number of core questions a respondent must answer by 50%. The rationale for the introduction of the Lite format was to increase the percentage of respondents who complete the survey.

To assist our members in deciding which format to select, I prepared an information page on the LibQUAL+ Canada web site². ¾ of the member libraries opted for the Lite format in 2010. In addition to the potential benefits of a briefer survey, the desire to compare their results with peer institutions was also a motivating factor in our member's selection of survey format. Of the French-language universities, 7 of 8 chose the Lite format. Overall, 80% of total respondents took the Lite survey, rising to 94% in the case of the French

¹ [Report on the 2007 LibQUAL Canada Project: the consortial experience and possible future directions](#)

² [LibQUAL+ or LibQUAL+ Lite](#)

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language respondents. All of the libraries that opted for the long form in 2010 had done the survey before in 2007. A major concern about the Lite format discussed on the Consortium’s listserv was the possible loss of granularity in analyzing the results when tracking particular questions or survey dimensions, such as Library as Place and “Library that you use most often” across multiple years, i.e. there would be fewer respondents answering particular questions.

Total LibQUAL+ Canada Members 2010		Full	Lite	Total
Universities	Count	11	33	43*
	% of Protocol	84.6	91.7	
	% of Total Cases	23.4	70.2	91.5*
Community Colleges	Count	2	3	4*
	% of Protocol	15.4	8.3	
	% of Total Cases	4.3	6.4	8.5*
Total <i>(by Survey Protocol)</i>	Count	13	36	47*
	% of Protocol	100	100	
	% of Total Cases	27.7	76.6	100*

* 1 university & 1 community college opted for both Long and Lite.

Consortial Deliverables

1. Results Reports (LibQUAL+™ Notebooks)

Each member library received access to their own library’s results notebook generated by ARL, the notebooks for all of the other institutions who participated in the 2010 survey, and the consortial notebooks containing the mean aggregate scores for the group. In addition to the overall LibQUAL+ Canada notebook, the Consortium again contracted with ARL to produce custom notebooks for CARL members, the Ontario Council of University Libraries (OCUL), and the Conférence des recteurs et des principaux des universités du Québec (CREPUQ) of their respective members aggregate results. The councils also approved the public posting of the report notebooks on the LibQUAL+ Canada web site, with the 2007 notebooks, to make the data freely available to members and other researchers:

<http://library.queensu.ca/webir/canlibqual/results-e.htm>

<http://library.queensu.ca/webir/canlibqual/results-f.htm>.

2. Data Sets

Members also had access to their own library’s raw data in spreadsheet format with an accompanying guide for converting the data into SPSS for optional further analysis. As was the case in 2007, the Consortium’s Coordinator also received the complete raw dataset from all of the Consortium’s respondents.

A masked version of the raw data for both 2007 and 2010 can be posted on the Consortium’s web site for research purposes pending CARL’s approval. The masked database will not contain any of the fields that would identify an individual institution, such as institution id, names of campus libraries, local

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disciplines and local user group identifiers). Records will also be coded to identify membership in CARL, CREPUQ and OCUL. The complete masked SPSS data set for 2007 and 2010 would be available for all researchers.

LibQUAL+ Canada Survey Results Webinar, Oct. 5, 2010

In view of the tight economic climate, the Consortium decided to organize a webinar instead of a traditional workshop – thereby allowing a number of staff from institutions across the country to participate. Thanks to CARL for sponsoring the webinar and particular thanks to Katherine McColgan for arranging the webinar and agreeing to moderate the program. There were more than 100 participants.

The program was given by me and Eun-ha Hong (Wilfrid Laurier University) and covered:

- use the LibQUAL+™ Notebooks & ARL's analytic utilities to perform some simple analyses of your LibQUAL+™ survey results,
- presenting the results to your stakeholders.

LibQUAL+ Canada Research Study

The completion of the 2010 Consortial survey presented a unique opportunity to study the Lite survey format as a potential impact factor on completion rates, rates of valid surveys, and means aggregate scores in the results of the LibQUAL+™ survey. Thirty-five member university libraries had participated in the 2010 & 2007 surveys and the consortium had large readily available consortial data sets for 2010 (85,229) & 2007 (92,124).

The primary reason for the study was to offer Consortium members additional data from a Canadian context to help them in deciding which LibQUAL+™ format they might want to use in the future. The study was also important in extending, to a large population, the preliminary controlled studies on the Lite format that had been sponsored by ARL to that point. The LibQUAL+ Canada study also encompassed additional variables such as valid survey rates and survey language.

I was fortunate to be able to gather a first rate research team, from among the member libraries to conduct the study and to prepare a paper for presentation at the 2010 Library Assessment Conference in Baltimore, October 25-27, 2010³. To summarize briefly:

1. Completion/valid survey rates

Consortial Completion Rates	
2010 LibQUAL+™ Lite	61.7%
2010 LibQUAL+™ full	54.3%
2007 LibQUAL+™ full	48.8%

³ [Canada Lite: impact of LibQUAL+® Lite on the members of the LibQUAL+® Canada Consortium](#), by Sam Kalb, Eun-ha Hong, Susan Czarnocki, Sylvain Champagne (preprint)

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The consortial results confirmed previous findings that the Lite format would yield higher completion rates. Valid survey rates were also significantly higher with the Lite format. Interestingly, the average consortial completion rate for those consortial members that opted for the full survey in 2010 was also notably higher than the 2007 rates. There was considerable disparity in the completion rates of individual consortium members using the Lite format, from increased completion rates of 70% or more to three relatively large CARL members who experienced lower completion rates with the 2010 Lite format than before with the full format. Obviously, there are a number of other factors at play in determining survey completion rates.

2. Mean Scores

Overall, the consortium's gap scores indicate general improvement in 2010 over 2007 particularly in Library as Place and, to a lesser degree, in Information Control (collections and access to collections).

Survey of LibQUAL+ Canada Participants

In November 2010, each LibQUAL+ Canada official contact was asked to complete a members' survey. The survey is similar to the one I conducted after the 2007 Consortial survey⁴. Respondents were asked:

- to rate the consortial experience and how effective was the LibQUAL+ Canada Consortium in providing the support and information the library needed to conduct their survey;
- what could be done to improve the library's LibQUAL+™ survey experience;
- whether the library would participate in the survey and in the Consortium again;
- which LibQUAL+™ survey format (or alternative) they would choose next time.

A new feature in the survey is a set of questions asking whether the library planned to do additional analysis of their raw data, the reason for it and the tools used, SPSS or spreadsheet.

1. Results of the LibQUAL+ Canada Members Survey

Of the 47 member institutions in the 2010 survey, 32 have responded to date ([Appendix. Figure 1](#)), the results⁵ indicate that:

- 96.3% of our members do want to take the LibQUAL+™ survey again as members of the consortium ([Appendix. Figure 10](#)). The remaining respondent was undecided.
- While 84.4% of respondents would consider taking the LibQUAL+™ survey again. The remainder were undecided for various reasons ([Appendix. Figure 9](#)). A reason expressed by a few of the undecided was to focus on a customised assessment tool or in-house solution for their library system – perhaps using LibQUAL+™ for occasional benchmarking.

⁴ http://library.queensu.ca/webir/canlibqual/2010_consortial_survey/2010_Participant_Survey.pdf

⁵ http://library.queensu.ca/webir/canlibqual/2010_consortial_survey/SurveySummary.html

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- Regarding the survey preference for participating in a Canadian Consortium, 69.2% of respondents selected LibQUAL+™ Lite as their 1st choice, 9.1% selected full LibQUAL+™ as their 1st choice ([Appendix. Figure 11a](#)). Interestingly, almost 1/3 of all respondents (28%) selected developing a home-grown alternative and a scan of the comments indicates that a number of libraries that selected LibQUAL+™ as a 1st choice were also interested in exploring an alternate tool. There were a large number of comments – more than 50% of the respondents to this question ([Appendix. Figure 11b Comments](#)).
- The online consortial resources and other support generally received very high satisfaction scores for utility, responsiveness and timeliness ([Appendix. Figure 4](#)).
- Fully 68.8% of the respondents were planning to analyze their data beyond the ARL notebooks while 21.9% were undecided. The comments were varied and very informative. A couple of the undecided comments are probably rather typical: we'll do it if we can find the time ([Appendix. Figure 5](#)).
- The reasons given for doing the additional analysis also varied widely. However, the common themes were (a) to better understand specific users' responses (b) more in-depth granular analysis, e.g. by campus library ([Appendix. Figure 6](#)).
- Regarding the tools used for additional analysis of results, a number of libraries are using a combination of SPSS and spreadsheet. 70% of all respondents to this question are using spreadsheets and 60% are using SPSS. A few are also using other tools to manipulate their results, such as *Nesstar*, *Cognos powerplay cubes* and *SPSS Text Analysis for Surveys* ([Appendix. Figure 7](#)).

2. What Could Be Done to Improve the LibQUAL™ Survey for Our Members?

With the improvements in handling multiple languages, introduction of the Lite format and improvements to the registration process, there were many fewer concerns expressed in the 2010 members' survey than in 2007. There is still the challenge in offering a survey instrument, with value as a comparator tool that balances the need for standardization and provides sufficient flexibility for respondents to identify themselves in the survey's demographics. Comments from our community college members indicate that the demographic categories did not always match up with their organizational categories. Another complaint recorded in both 2007 and 2010 was that the survey structure is too complex (minimum, desired and perceived) and deters some percentage of respondents from completing the survey.

The [Appendix. Figure 8 Comments](#) give a good overview of member suggestions.

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Future of LibQUAL+ Canada

I will be retiring in the next two years. I have both coordinated the consortium projects and maintained the LibQUAL+ Canada web site at my institution (Queen's University). CARL will have to decide on the continued hosting of the web site with the consortial results and future coordination of the consortium.

Just as University of Alberta hosts the LibQUAL+ Canada discussion list (libqual-canada@mailman.srv.ualberta.ca), CARL could consider asking whether Queen's would be willing to continue hosting the LibQUAL+ Canada web site. Alternatively, the site could be moved to CARL's server or to another institution.

Recommendations

I recommend the following to the CARL Committee on Effectiveness Measures and Statistics:

- that the masked raw consortial data for 2007 and 2010 be made available in SPSS format on the LibQUAL+ Canada web site;
- that CARL sponsor another LibQUAL+ Canada consortial survey project in 2013;
- that CARL consider an investigation into the possibility of contracting with a Canadian supplier (e.g. Counting Opinions) to develop other consortial assessment tools that might complement the LibQUAL+™ survey.

Appendix : LibQUAL Canada 2010 Participant Survey

Figure 1

1. Select your institution from the menu / Choisissez votre établissement dans le menu	
	Response Count
Bishop's University	1
Concordia University Libraries	1
École de technologie supérieure	1
HEC Montréal	1
Lakehead University Library	1
McGill University	1
McMaster University Libraries	1
Medicine Hat College	1
Mount Saint Vincent University	1
Queen's University	1
Red Deer College	1
Ryerson University Library	1
Saskatchewan Institute of Applied Science and Technology	1
Simon Fraser University	1
Université de Moncton	1
Université du Québec à Chicoutim	1
Université du Québec à Trois-Rivières	1
Université du Québec en Outaouais	1
University of the Fraser Valley	1
University of Alberta Libraries	1
University of British Columbia Library	1
University of British Columbia Okanagan	1
University of Calgary Libraries and Cultural Resources	1
University of Guelph	1
University of New Brunswick	1
University of Toronto Mississauga	1
University of Victoria Libraries	1
University of Waterloo	1
University of Western Ontario	1
University of Windsor	1
UOIT-DurhamCollege-Trent in Oshawa	1
York University Libraries	1
answered question	32
skipped question	0

Appendix: LibQUAL Canada 2010 Participant Survey

Figure 3

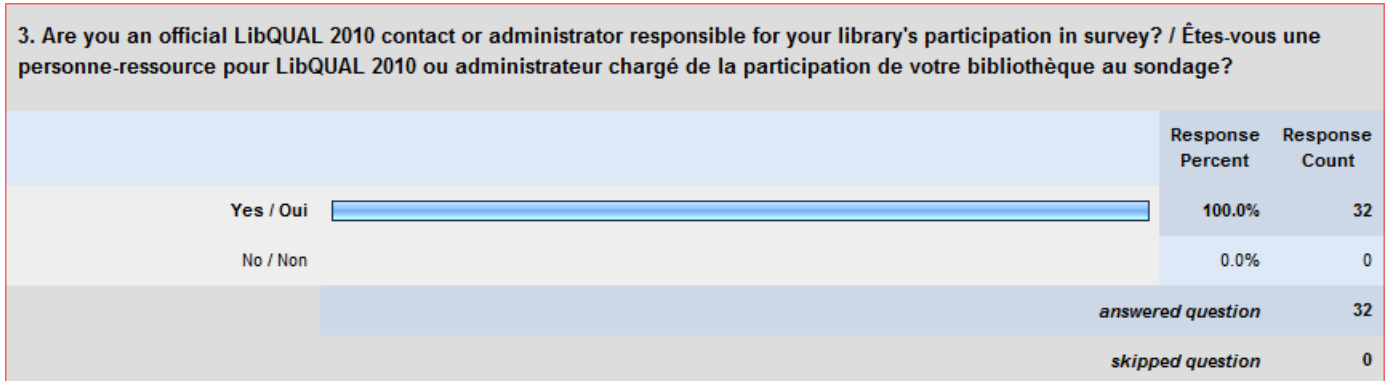
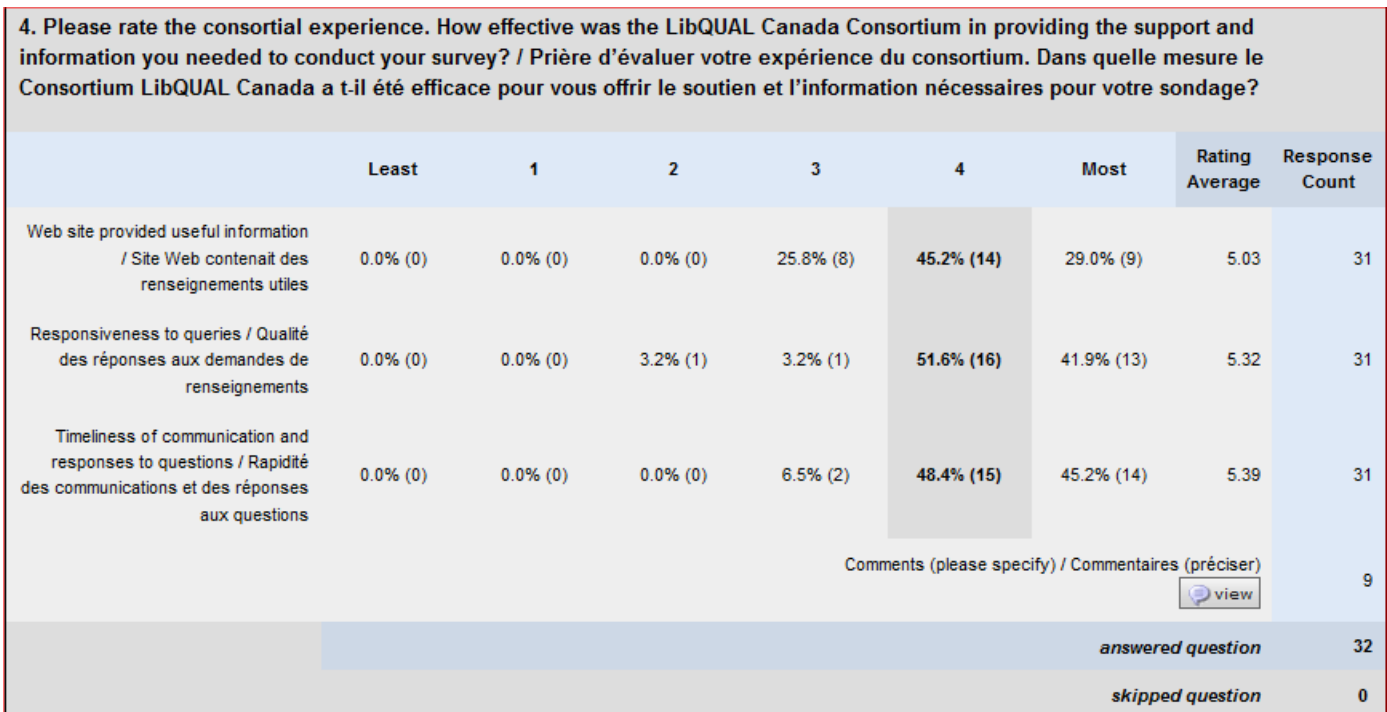


Figure 4



Appendix: LibQUAL Canada 2010 Participant Survey

Figure 5

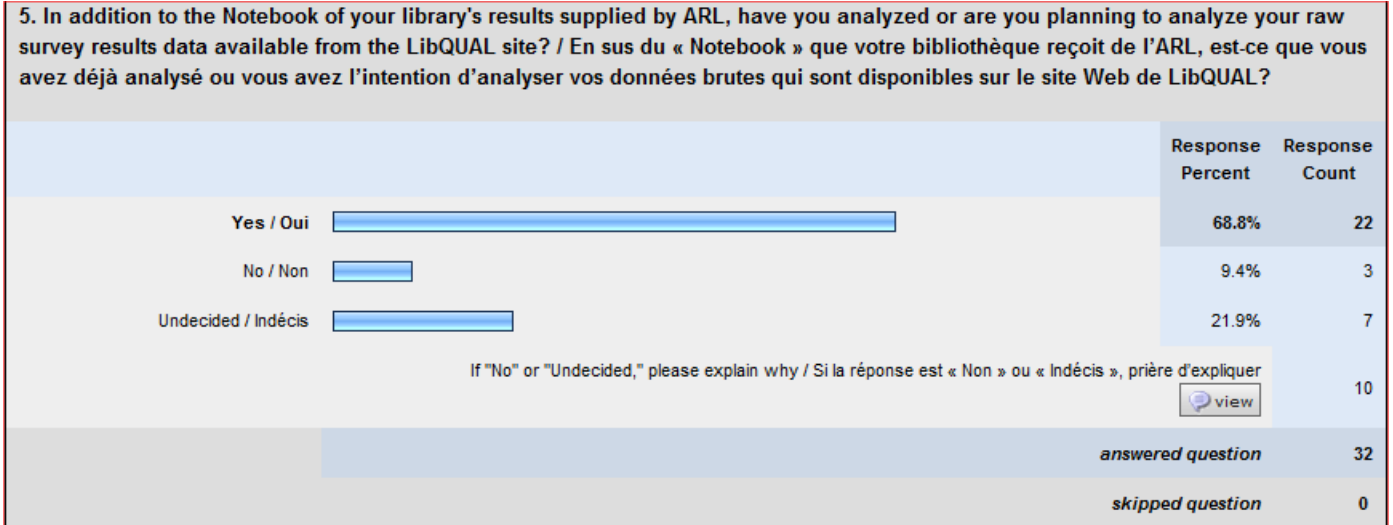


Figure 6

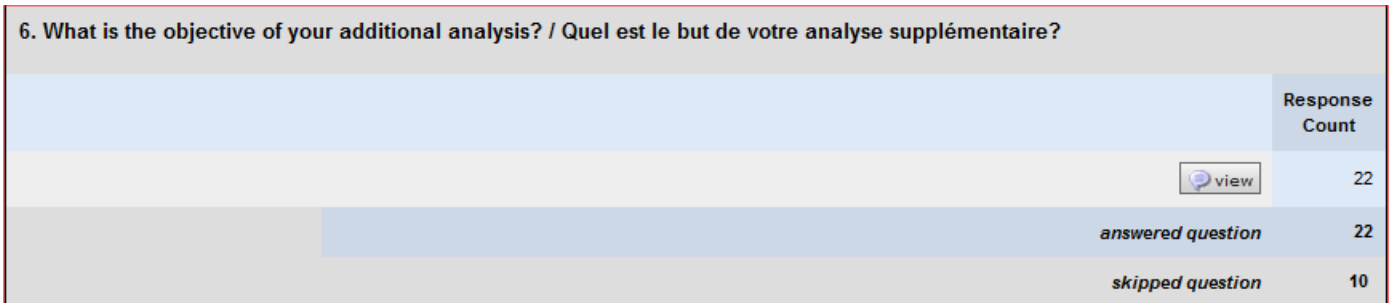
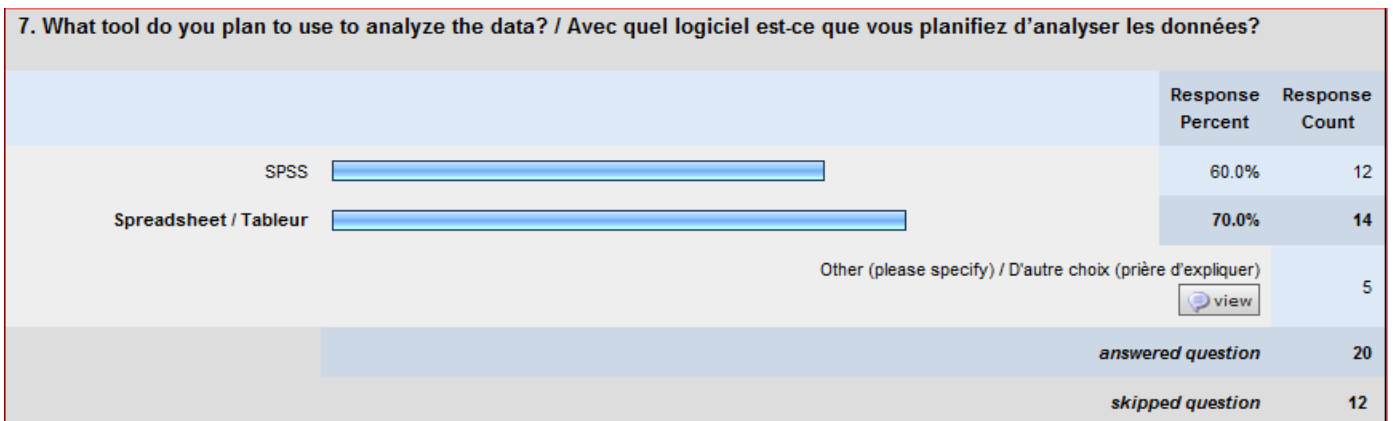


Figure 7



Appendix: LibQUAL Canada 2010 Participant Survey

Figure 8

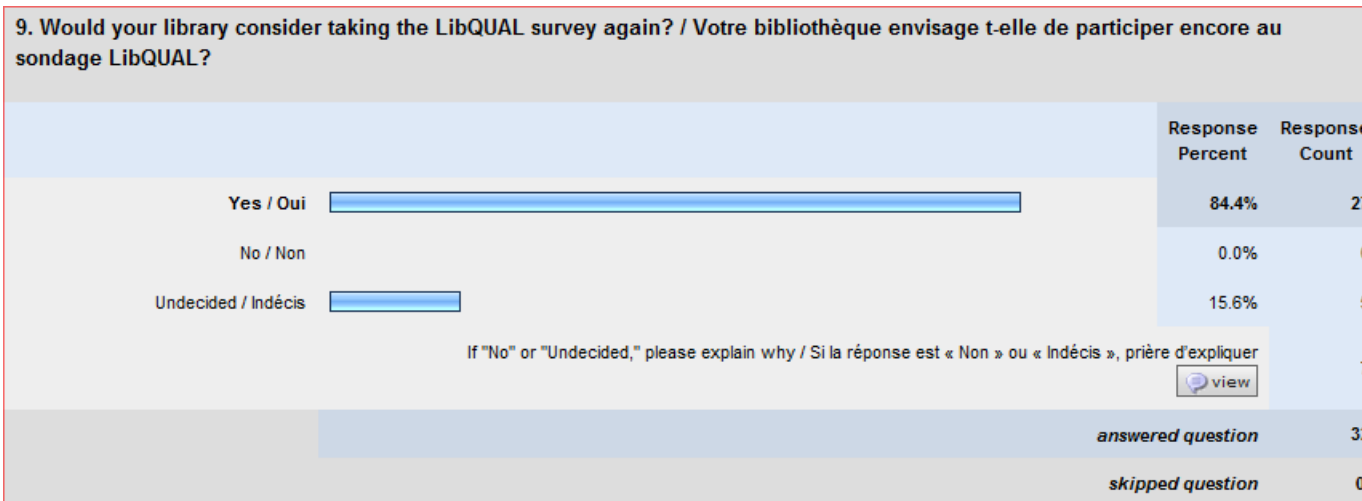
What could be done to improve the LibQUAL survey experience for your library? / Qu'est ce qui pourrait être fait pour améliorer le sondage LibQUAL pour votre bibliothèque?		
#	Response Date	Response Text
1	Nov 10, 2010 2:27 PM	Make anonymized aggregate data sets available, (e.g. CARL, OCUL, CREPUQ) to enable us to do comparisons for unique analyses
2	Nov 10, 2010 3:13 PM	We are spending an increasing amount of money on tools that provide us with data and to help us manage our data (LibQUAL+, SAILS, LibSat/LibPas, etc). Our Library uses Counting Opinions LibSat Survey because it allows us to collect and manage feedback in real time and it has the potential to allow us to collect/aggregate all of our organizational data (performance indicators). Might there be value in ARL/LibQUAL+ exploring a partnership with Counting Opinions so facilitate managing survey data and comments (with a potential savings for libraries who use both products)? Just a thought.
3	Nov 10, 2010 4:14 PM	The demographic choices do not really fit our situation. Our students are organized more like the "Colleges and Universities" demographics, but our faculty are organized more like the "Community Colleges" options. I would like this part of the survey to be more customizable. Also, our survey participants had some trouble entering the demographic section of the survey. Many of our people are both students and staff/faculty, and the survey allows for selecting more than one option then hangs when you do that.
4	Nov 10, 2010 6:10 PM	Include data from both UBC Vancouver and UBC Okanagan in Notebook.
5	Nov 10, 2010 7:54 PM	generally a good experience
6	Nov 10, 2010 8:17 PM	Finding ways to improve response rate, particularly for undergraduates.
7	Nov 12, 2010 2:36 PM	Clarifier certaines questions étant donné que les répondants ne font pas toujours la distinction entre site web (IC-2) et outils de repérage (IC-6)
8	Nov 12, 2010 4:35 PM	Les questions sont parfois ambiguës et nous croyons que les répondants ont été parfois confus à propos de certaines questions (selon les résultats obtenus). Il faudrait peut-être réviser et simplifier les questions communes.
9	Nov 12, 2010 5:36 PM	Our greatest challenge was the survey format. As a college, our units/departments did not match up easily with the 'community college' setup on LibQUAL. As a result, we found the responses are probably not accurate for analysing demographics or disciplines info. It would be more helpful if more college participants were involved. We'd also like an easier to manage paper format (as we get good responses for paper surveys).
10	Nov 12, 2010 8:16 PM	Pour indiquer le programme d'étude (ex: MBA, D.E.S.S., certificat, etc) nous avons utilisé l'option discipline offerte par LibQUAL, ce qui peut être confondant pour les répondants. Serait-il possible de «customiser» la question discipline pour en faire une «programme» ce qui est plus pertinent pour notre analyse.
11	Nov 15, 2010 3:26 PM	Les échelles sont dures à comprendre pour les usagers; il faudrait peut-être repenser les termes utiliser pour qu'ils soient plus clair pour les étudiants.
12	Nov 15, 2010 7:46 PM	I can't think of anything. Between the LibQUAL staff support and the support from the Canadian consortium, it's very easy to run.
13	Nov 17, 2010 4:42 PM	We continue to receive many complaints about how difficult it is to complete the survey, even using the 'Lite' version. We are wondering if it is the most effective way to obtain user feedback.

Appendix: LibQUAL Canada 2010 Participant Survey

Figure 8 (Cont'd)

14	Nov 18, 2010 7:54 PM	Users really don't like it. They hate the demographics areas.
15	Nov 18, 2010 8:27 PM	We were able to survey our continuing education population because they are enrolled in non degree programs at a certificate level. There was no way to include them under the categories used by LibQUAL+.
16	Nov 18, 2010 10:07 PM	Not sure.
17	Nov 19, 2010 4:56 PM	I think it would be nice to obtain more methodological information about a few key aspects such as the validity of results (how many respondents for any given question is considered enough to obtain valide results; what statistical tests can be performed, etc.) These topics were discussed during the webinar, but more readily accessible information o the website would be welcome.
18	Nov 23, 2010 2:36 PM	We had a low rate of response - that needs to be improved; also we jumped in at the last minute, would need to do more advance planning in the future
19	Nov 29, 2010 3:17 PM	Clear, simple, instructions for each step of the process at a single, well-organized web site.
20	Nov 29, 2010 5:09 PM	Was good as is.
21	Nov 29, 2010 7:18 PM	I think that the LiqQual Lite survey format went a long way to making things easier for both the students and those looking at the results.
22	Nov 29, 2010 8:28 PM	We will be in a new "space" in relation to LibQual with the arrival of Dean Cook. I await with interest to see how she will engage with the Consortium.
23	Dec 1, 2010 4:32 AM	A lot of the discussion about how to use and interpret the data (in webinars, conferences, etc) seemed to come rather late. Much of this happened in the fall, but I was already having to respond to the results in the summer. It would have been more useful to have these discussions / prof development in the summer.

Figure 9



Appendix: LibQUAL Canada 2010 Participant Survey

Figure 10

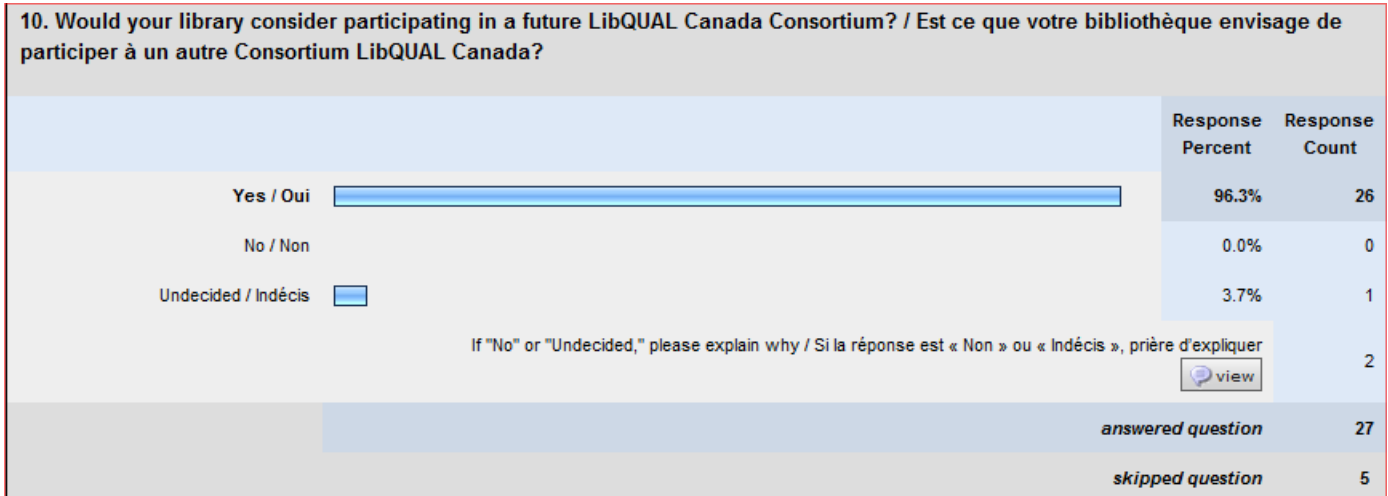
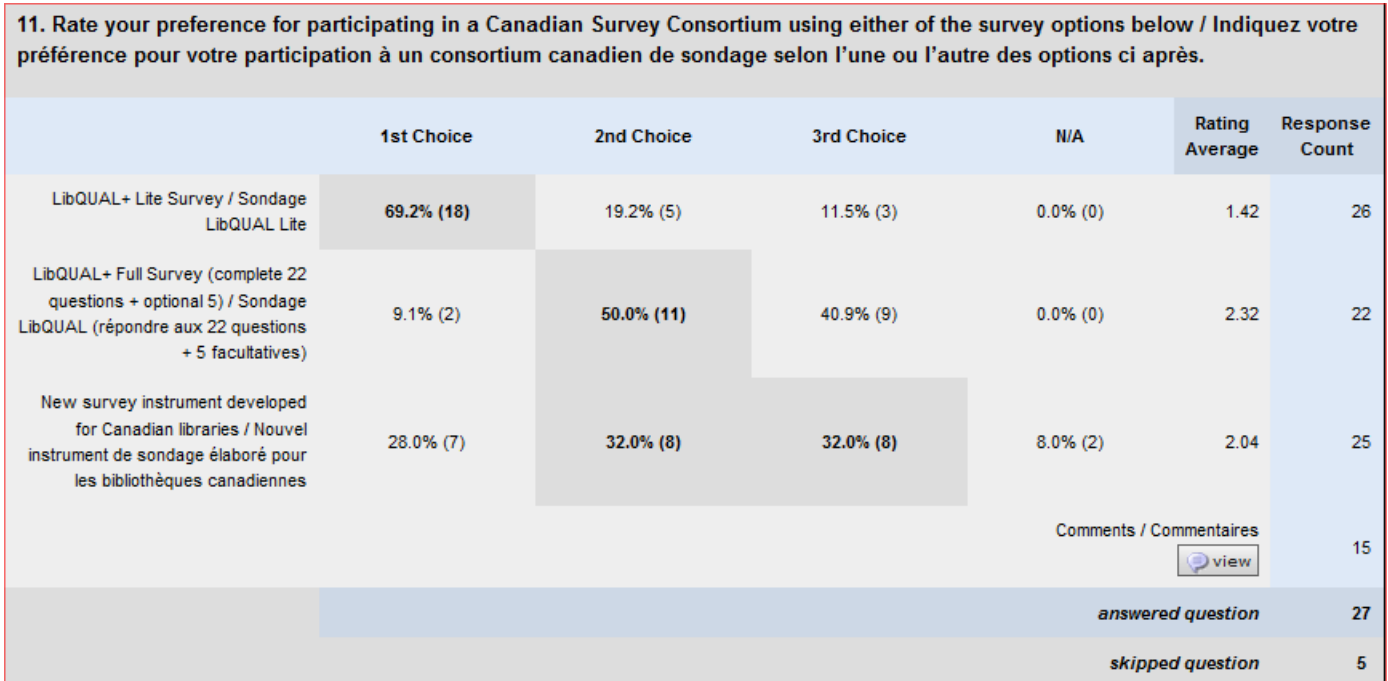


Figure 11a



Appendix: LibQUAL Canada 2010 Participant Survey

Figure 11b

Rate your preference for participating in a Canadian Survey Consortium using either of the survey options below / Indiquez votre préférence pour votre participation à un consortium canadien de sondage selon l'une ou l'autre des options ci après.		
#	Response Date	Comments / Commentaires
1	Nov 10, 2010 2:09 PM	I'd be very interested in the development of a Canadian survey instrument, but I'd like to know more about what's prompting consideration of something other than LibQUAL (dissatisfaction with LQ? Feeling that there's something uniquely "Canadian" that's not being measured?). No special interest in LQ Lite.
2	Nov 10, 2010 2:09 PM	Nous avons été très satisfait de la version Lite. vraiment moins lourd que la version originale. Nous sommes ouverts à un nouvel instrument de mesure. mais le fait de continuer avec LibQual permet de voir notre évolution.
3	Nov 10, 2010 2:36 PM	I would not participate if Lite was the only option. Lite, irrespective of the chosen proportions, does not give us the confidence in the results I require to understand our constituents. I have always believed that the issue with low LibQUAL response rates is not the number of questions, but rather the complexity of the scale, I would heartily endorse and participate in the development of a different vehicle.
4	Nov 10, 2010 3:28 PM	Through our use of Counting Opinions LibSat Survey we have been able to collect useful evidence. We are now working with their LibPas product to not only collect and manage feedback in real time but also to collect our organizational performance data. If a suite of tools was developed for Canadian libraries that gave us similar functionality (LibQUAL + LibPas) for a lower cost, I would find that to be an exceedingly compelling reason to change instruments. An alternative possibly might involve some sort of partnership for Canadian Libraries with Counting Opinions providing consortial pricing.
5	Nov 10, 2010 4:28 PM	I am not unhappy with LibQual, but the FOIP issue, as it pertains to comments, was raised here this year. It did not prevent us from running LibQual this year, but a Canadian-run and maintained database might be preferable. Also, as far as comparisons go, comparing our library to other Canadian libraries is more relevant to us than international comparisons, although it is nice to be able to promote the international aspect of the survey when marketing it to our institution. This year we ran the 50/50 mix of LibQual and LibQual Lite, and I would not do that again. Next time, I would do 100% Lite. The length of the survey is definitely an issue among our participants, and anything that can be done to reduce the length of it is preferable.
6	Nov 10, 2010 6:14 PM	I would not recommend the full LibQUAL survey any longer. I do not think a Canadian survey instrument/findings would serve our needs as we need to focus on our own institution and its library. That task will be enough of a workload. I was unable to rate n/a for the LibQUAL + Full Survey, so I checked 3rd choice, but would have preferred to rate n/a.
7	Nov 12, 2010 8:17 PM	La version Lite a permis d'augmenter considérablement le nombre de répondants!
8	Nov 15, 2010 5:34 PM	We would be very interested in a new instrument, especially if there was enough uptake to allow us to compare ourselves to similar institutions.
9	Nov 18, 2010 8:30 PM	I would be concerned about comparability with previous data collected from past libQUAL survey were there a third canadian survey developed.
10	Nov 19, 2010 4:59 PM	I believe that if the Canadian universities developed a more specific survey allowing for more flexibility in local questions for instance, it would be an added value.
11	Nov 23, 2010 2:38 PM	We did the Lite version only; any new survey instrument developed for Can. libraries would be interesting to follow and to test. Thanks !
12	Nov 29, 2010 3:25 PM	I and colleagues are dissatisfied with the current instrument, because we think the structure is so complicated as to limit the value of results, and even lower response rates. Asking people to rate desired, minimum, and actual service levels is just too much, and confusing. Minimum and actual are the most that should be asked. We would favour a new survey if it would fix this problem, and actually be better, but this would require a substantial time commitment, and consensus. I would volunteer for an effort to design a new survey.
13	Nov 29, 2010 3:29 PM	I rated the new survey instrument as our 3rd choice but could also be our 2nd choice. We did receive a number of negative comments about the survey tool and there was a very large number of respondents who did not complete the survey. Perhaps a new, less complicated instrument would be worthwhile.
14	Nov 29, 2010 8:28 PM	I have always been curious whether some of the question wordings are more in tune with US proclivities and changes in wording might actually result in different scoring here. Were there major changes for the UK version? I would be quite interested to see that version. As for LibQual Lite, this again may be an interesting issue for Dean Cook to confront: we lose a lot of detail for the branch libraries AND we did not actually gain in the number of persons opening the survey with the Lite Version
15	Dec 1, 2010 4:47 AM	To tell the truth I have some reservations about Libqual Lite. Although it did improve the completion rate for us, it didn't make such a dramatic difference (we did 50/50 this time and we had a 55% completion rate for Long, and 66% for Lite). However, I rated Libqual Lite as first choice for the question above, because I think that next time we run Libqual we should significantly increase the number we sample. Several reasons: overall our numbers were healthy, but we had rather small numbers for our branch libraries; and, I think we need to offset what I believe is a downward trend in people's willingness to respond to web surveys distributed by email (we had 14% fewer complete surveys, despite using Lite and despite increasing our sample size somewhat...this suggests to me that fewer people are actually responding to the email invitations than 3 years ago). Consequently, I think next time we'll run Libqual Lite and also increase our sample.