2 April, 2:00pm

Evaluating library effectiveness and impact

Melissa Man / Esther Woo

The 17th Annual Library Leadership Institute

Library Leadership
in the Asia Pacific Century

Macau | 31 March - 4 April 2019

Organized by:
The University of Hong Kong Libraries

In Conjunction with:
University of Macau Library

Evaluating library effectiveness and impact: From User Experience Research to Library Assessment

**17th Annual Library Leadership Institute
Library Leadership in the Asia Pacific Century
Macau, 31 March - 4 April 2019**

The University of Hong Kong
Libraries

LEARNING OUTCOMES

1. Participants have a basic understanding of user experience research in libraries
2. Participants are able to describe user experience research projects conducted at HKUL
3. Participants attempt to select appropriate user experience research techniques to answer their library's research questions
4. Participants understand the relationship between user experience research, evaluation, and library assessment
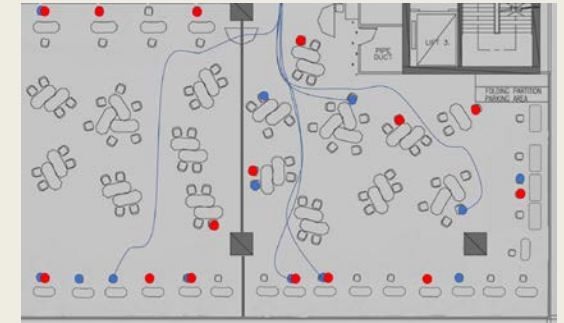
EVALUATING THE LIBRARY

Asking about preferences (home page user study)

Exploring user behaviour (observation and behavioural mapping)

Targeted questions (biannual survey)

Library User Survey 2017
Survey Results

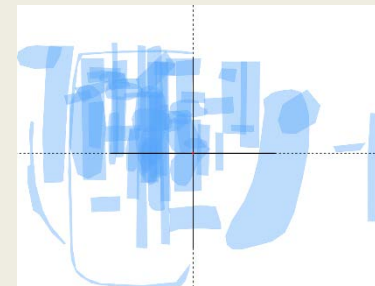**Specific** ←——●——●——●————————●————————————●————●——→ **Broad**

Direct feedback (1174 votes for chairs)

Analytics from library systems

Learning about habits and behaviour (Visitors & Residents study)

User experience research

User experience research allows us to learn about our users more broadly, supplementing the very specific feedback that we also rely on
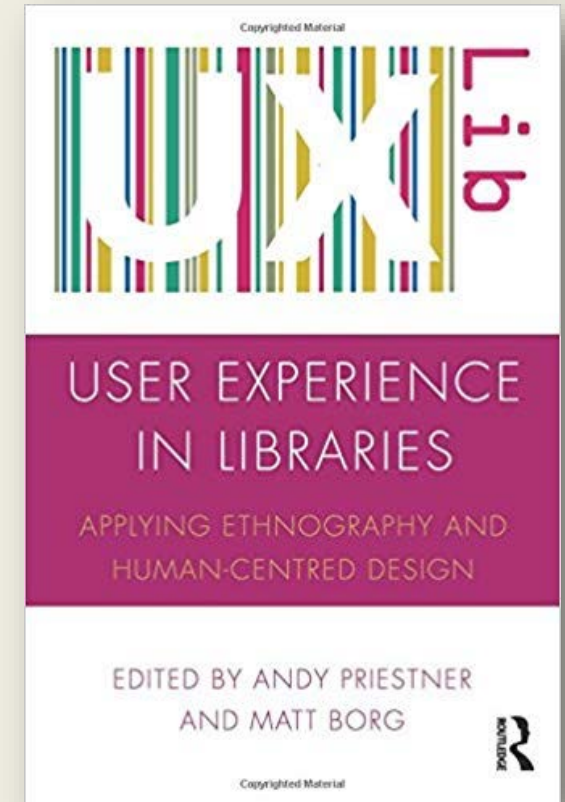
User experience

Design

"What people say,
what people do, and
what people say they
do are entirely
different things"
(Margaret Mead, anthropologist)

User experience research
allows us to find out how
users really **feel**

UX Lib

USER EXPERIENCE
IN LIBRARIES

APPLYING ETHNOGRAPHY AND
HUMAN-CENTRED DESIGN

EDITED BY ANDY PRIESTNER
AND MATT BORG

USER EXPERIENCE RESEARCH AT HKUL

GROUP ACTIVITY

15 MINUTE ACTIVITY
WORK IN PAIRS

- Select the webpage components that you think are appealing and useful.

- Place the components on A3 paper in an arrangement that you find attractive and easy to navigate.

- You should look at the INFORMATION in the components as well as their VISUAL APPEARANCE.

- Once you have created your homepage, we will ask you why you chose those components and how you decided to arrange them.

GROUP DISCUSSION

What were the challenges of the exercise?

How do you think your users would approach the exercise?

Did you learn anything useful?

How is this study different from a survey?

Could you conduct a similar study at your library?

HKUL HOMEPAGE USER STUDY

"What kind of Library homepage is most appealing and useful to Library users?"

1. Determine how users naturally categorize library services and tools so that we can group them thematically on our re-designed homepage.
2. Discover what types of layouts and features users prefer so that we can incorporate appealing features in our re-designed homepage.

HKUL HOMEPAGE USER STUDY

- 2pm Friday at HKUL (7th Sept 3018)

- $25 incentive

- Invitation by email and Facebook

- Register to indicate interest AND give consent to participate
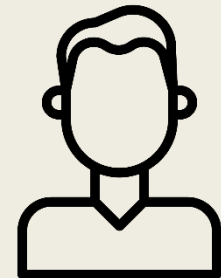
- 230 registrants, 15 invited to participate

2 Academic Staff
(UMAG and
Microbiology)

2 Postgraduate
Students (Business
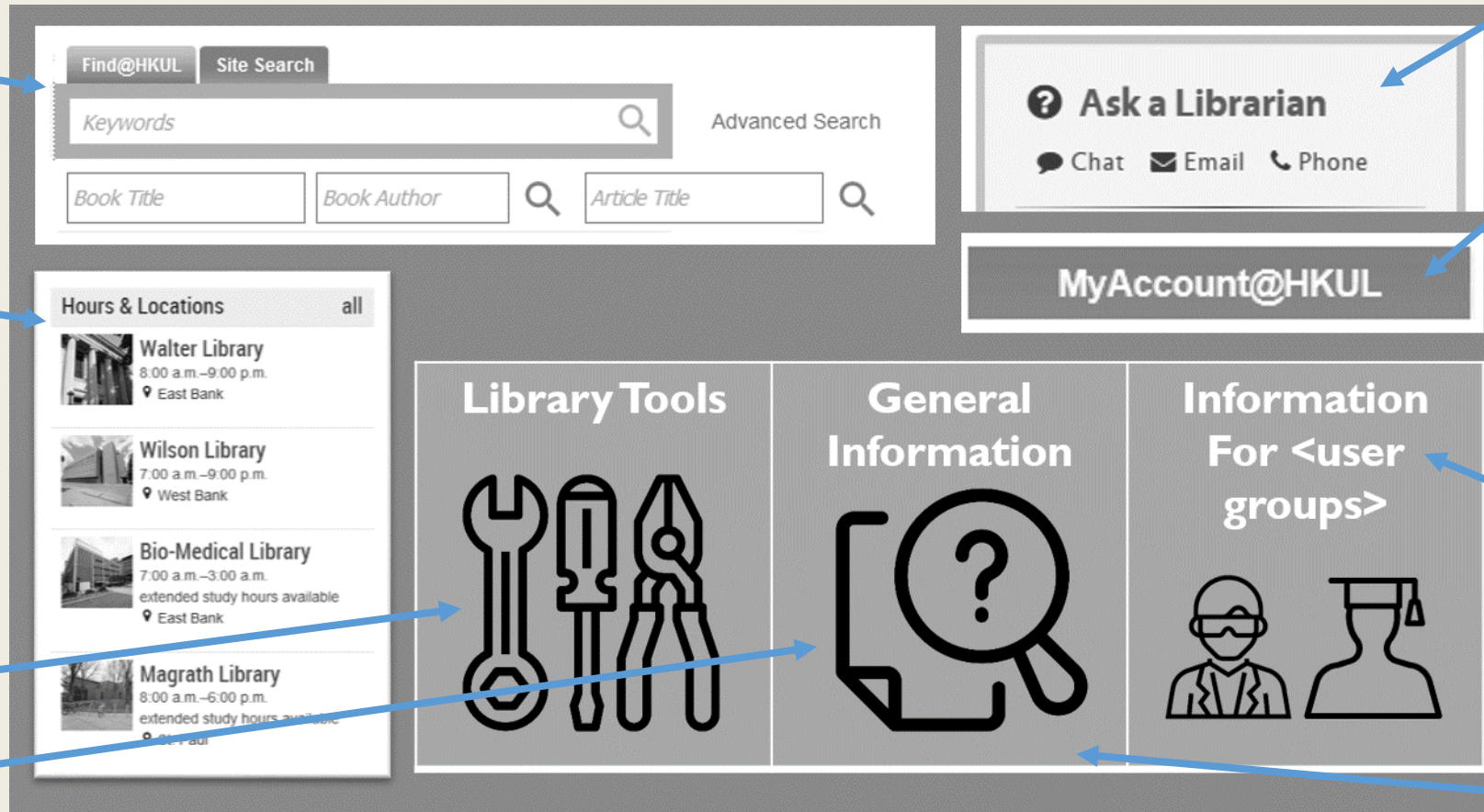and Education)

1 Research Staff
(Real Estate and
Construction)

2 Undergraduate
Students
(Engineering and
Business)

HKUL HOMEPAGE USER STUDY

Ask a Librarian with options at a glance

Prominent search box

Prominent MyAccount@HKUL

Hours and locations at a glance with photo and location

Information for user groups

Library tools (active) and general information (static)

Simple and graphic presentation

Find@HKUL Site Search

Keywords   Advanced Search

Book Title   Book Author   Article Title

Ask a Librarian
💬 Chat   ✉ Email   📞 Phone

MyAccount@HKUL

Hours & Locations   all

Walter Library
8:00 a.m.–9:00 p.m.
📍 East Bank

Wilson Library
7:00 a.m.–9:00 p.m.
📍 West Bank

Bio-Medical Library
7:00 a.m.–3:00 a.m.
extended study hours available
📍 East Bank

Magrath Library
8:00 a.m.–6:00 p.m.
extended study hours available
📍 St. Paul

Library Tools

General Information

Information For <user groups>

OCLC DIGITAL VISITORS & RESIDENTS

"What Motivates Engagement with the Digital Information Environment?" (**https://www.oclc.org/research/themes/ user-studies/vandr.html**)

1. What activities are users are engaged in and also **how** they are engaged?
2. How do users engage with technology (visitor vs. resident, personal vs. institutional)?

OCLC DIGITAL VISITORS & RESIDENTS

Postgraduate student
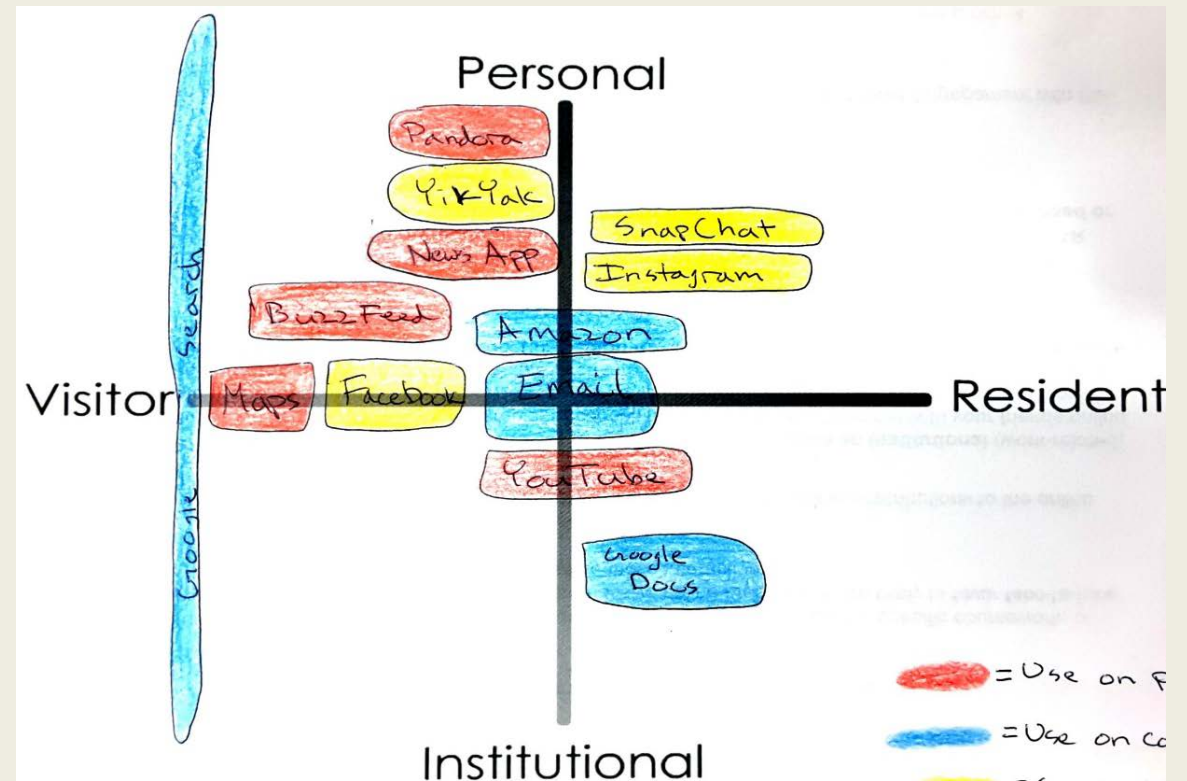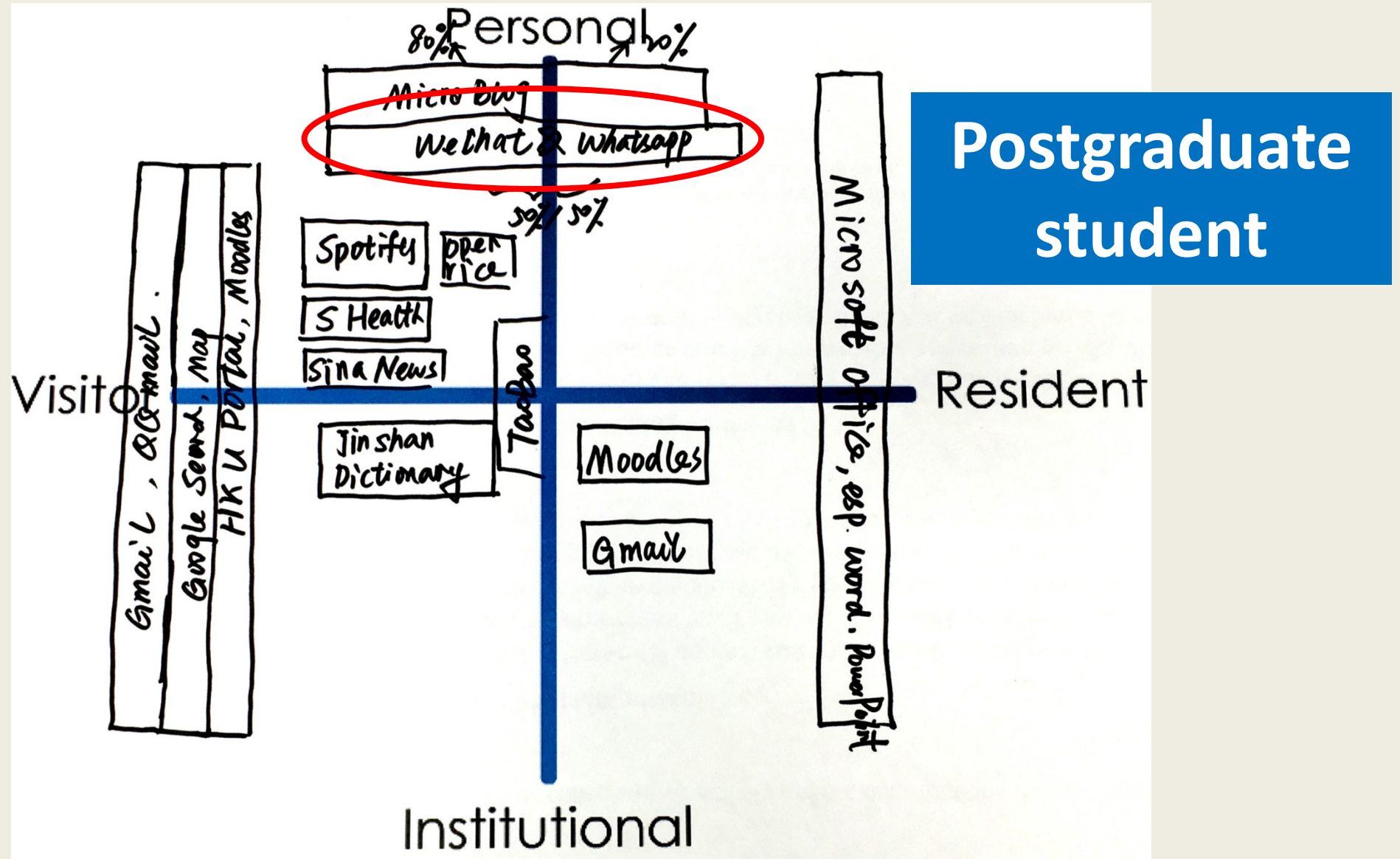
OCLC DIGITAL VISITORS & RESIDENTS

Faculty member

OCLC DIGITAL VISITORS & RESIDENTS

Facebook

P

V

R

I

HKU
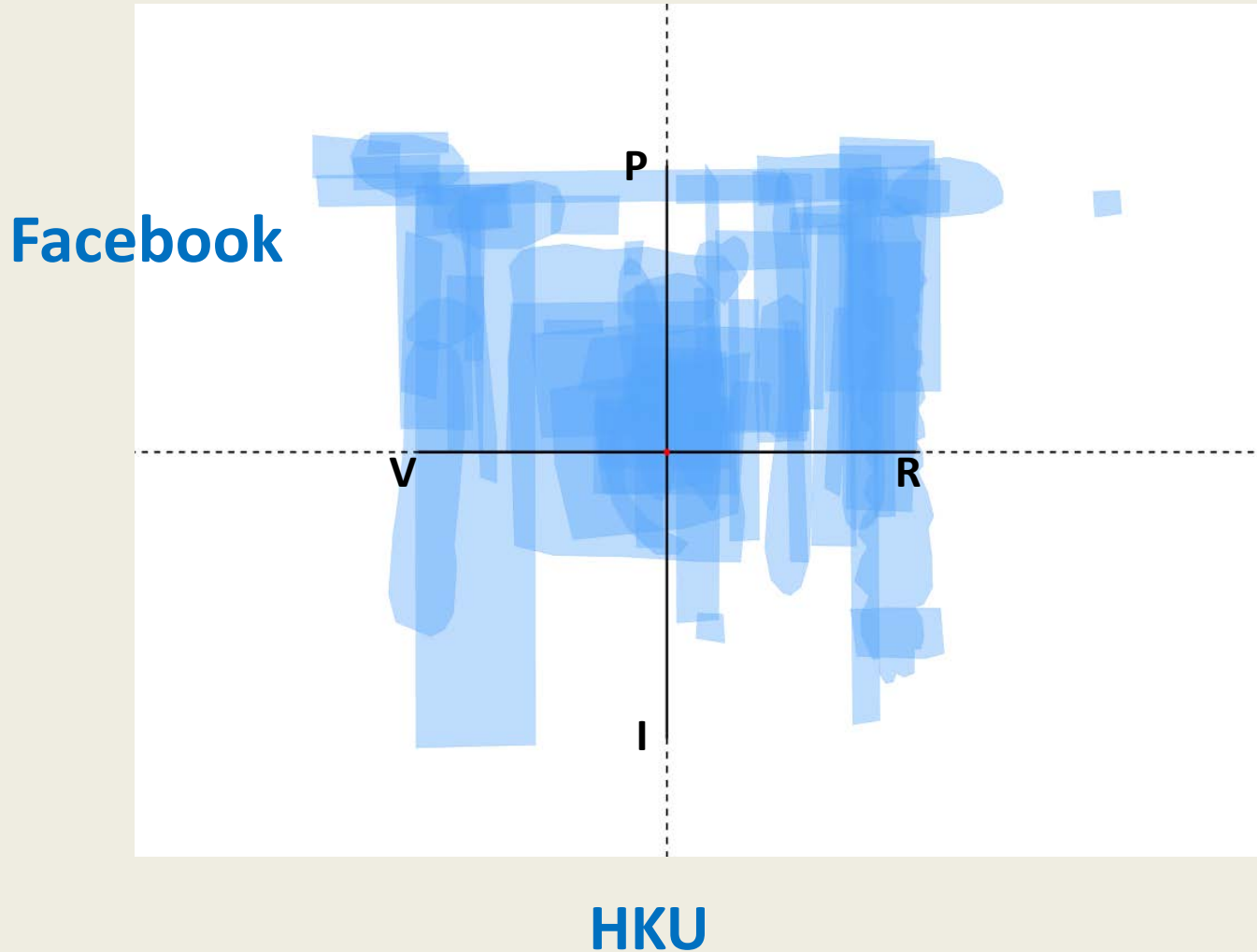
Facebook usage at HKU spans the V/R and P/I spectrum

USER OBSERVATION STUDIES

Behavioural Mapping

Non-Participant Observation
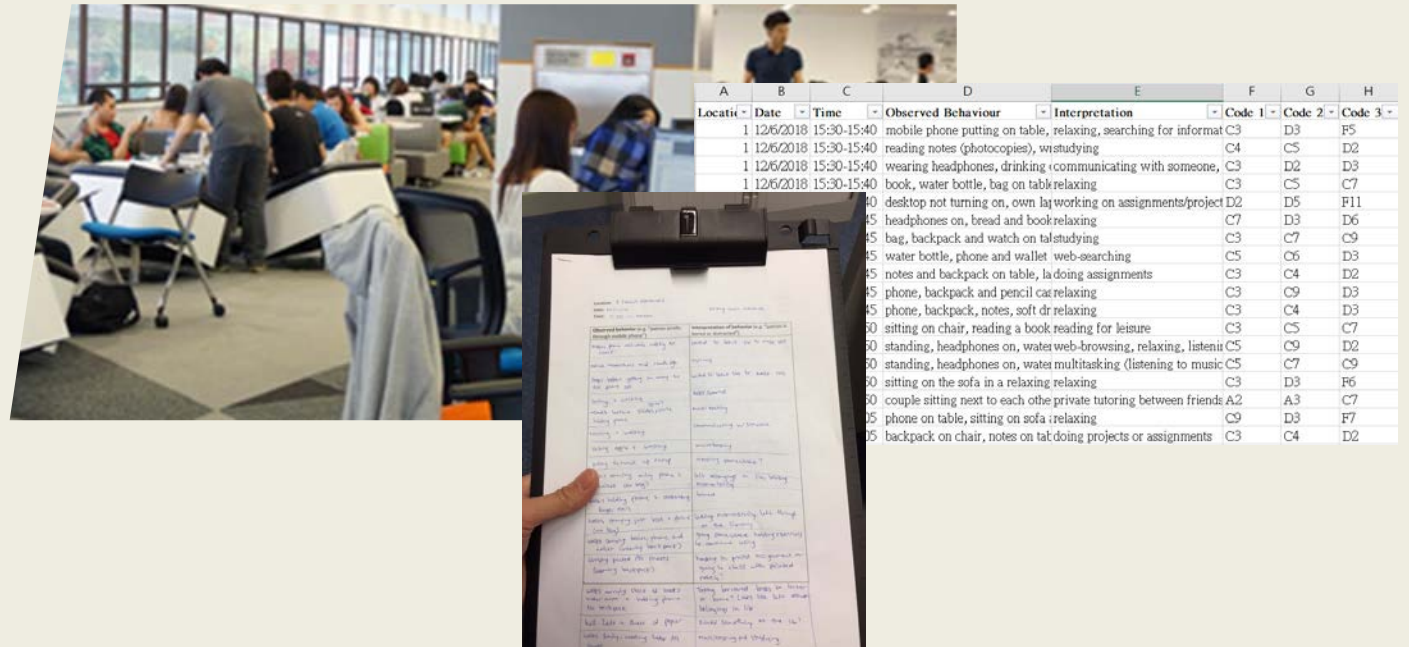
Observing and noting how users behave in the library

Mapping how users move through and use library spaces

USER OBSERVATION STUDIES
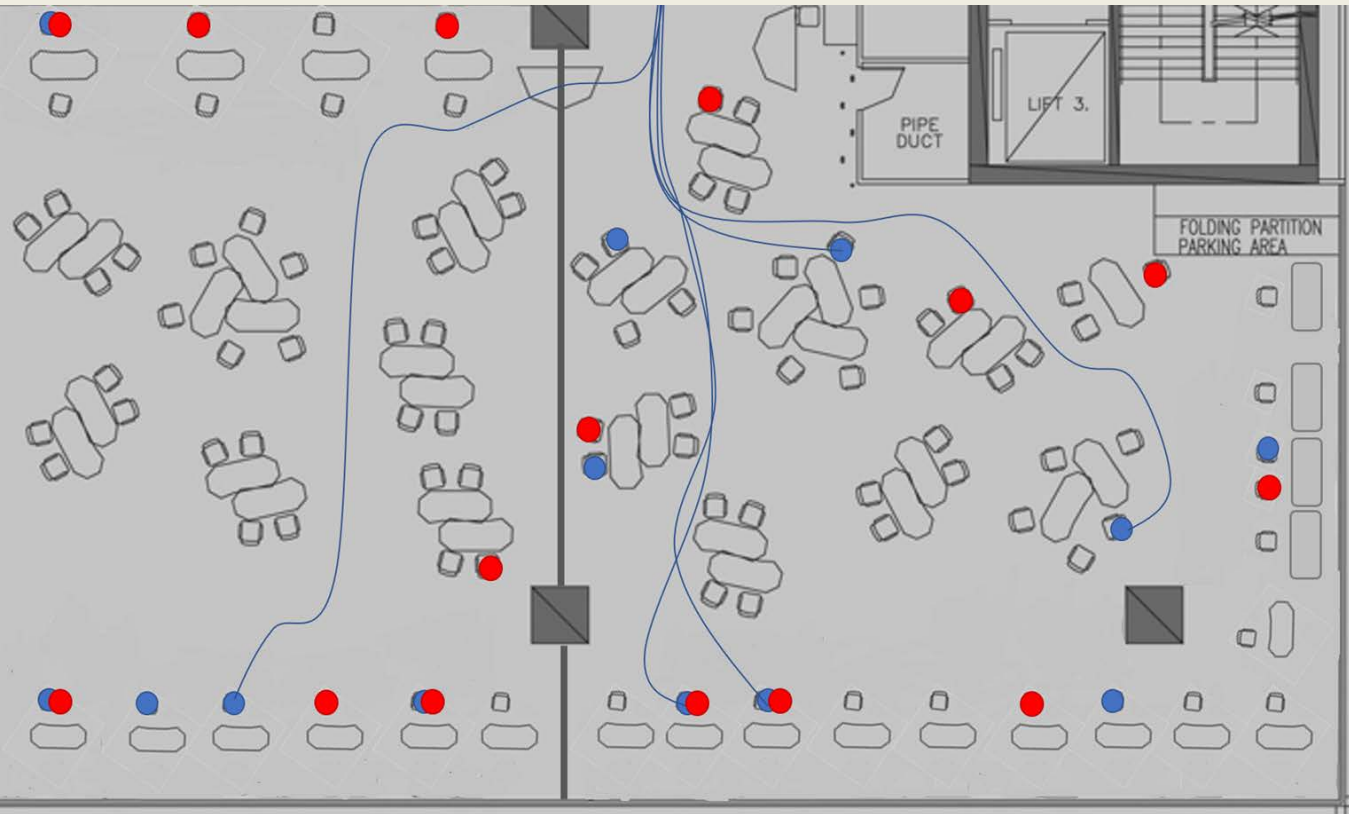
- ▸ Most people preferred to sit at the edges of the Multi-purpose Zone.
- ▸ Seats in the middle of the room are less desirable.
- ▸ Users sit and stay for longer in the Multi-purpose Zone. It is a **serious study space**.

30% worn headphones

40% were studying

40% carried mobiles

70% carried laptops

USER OBSERVATION STUDIES

The Study Zone is for serious study!

The Collaboration Zone is for discussion rooms and multi-tasking

The Breakout Zone is for reading, relaxing, but not enjoying food

The Technology Zone is for casual study and relaxation

The Multi-purpose Zone is for serious study!

ETHICAL CONCERNS

http://www.rss.hku.hk/integrity/ethics-compliance/hrec

Approval required:

HREC reviews "any research protocols involving human participants"

Observation is a form of "collection of new data from human participants"

LIBRARY SIGNAGE

- Conducting a 'signage inventory'

- Focus group discussion on library signage

PARTICIPATE IN A LIBRARY USER STUDY
$25 Starbucks voucher for participants

HKUL Main Library Signage Inventory 2018
Please inventory all signs in Main Library in this template. Exclude fire/safety signs and ubiquitous signs like push/pull signs on doors *unless*

Floor	Description	Location	Photo	Type	Status	Useful	Jargon (5=no jargon)	Friendliness (5=very friendly)	Clarity (5=completely clear)	Image	Comments
3/F	Research	Study		Information	Permanent	yes	5	3	4	yes	
3/F	Reminder of taking care of	Study zone		Information	Permanent	yes	5	3	4	yes	
3/F	Water dispenser usage guidelines	Study zone - near drinking water dispenser		Policy	Permanent	yes	5	4	4	yes	enlarge it to b
3/F	Reminder of not disposing tea leaves into the drain	Study zone - drinking water dispenser		Policy	Permanent	yes	5	4	4	yes	
3/F	Location map of drinking water	Study zone - near drinking		Directional	Permanent	yes	5	3	2	yes	small prints a

MOBILE PHONE & MOBILE DEVICE AREA

Please be considerate and do not leave personal belongings unattended at library seats for more than 30 minutes

LEARN MORE

- zotero.org/groups/2219645/uxlibrariesresearch
- https://www.ned-potter.com/ux-in-libraries-resource-list
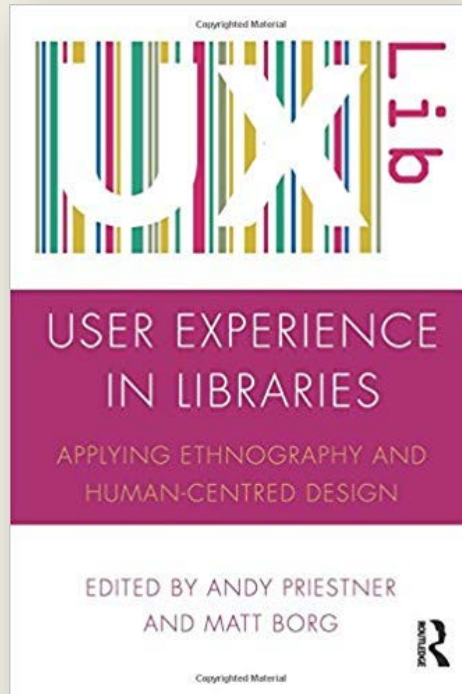
- Systematic and evidence-based evaluation of user and stakeholder needs in order to improve library resources, facilities, and services.
- Typical steps
  - Identify purpose
  - Assign responsible staff/unit
  - Choose data source/approach/method
  - Training of staff/planning of implementation
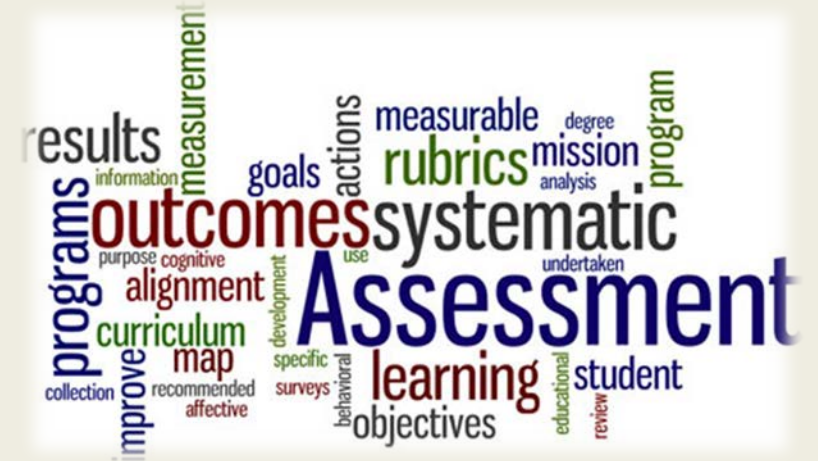
DATA SOURCE — Input and Output Statistics

Resources

- Acquisition, subscription and renewal
- Stocktaking, relegation and weeding
- Staffing recruitment, renewal, departure

Services

- Items catalogued, shelved, circulated, repaired, relegated, weeded
- Interlibrary loan transactions
- Reference questions, library instructions and research consultation sessions
- Access to webpage, institutional repository and digitized collections
- Number of library card issued and gate counts

Facilities

- Computing stations
- Rooms and seats
- Service area

DATA SOURCE — Analytics generated from library systems

High Demand Items

Owning Library Name	Owning Location Name	Permanent Call Number	Barcode	Title	# of requests
Main Library	Main Library Books	540 P49	X65428726	General chemistry : principles and modern applications /	16
	CJK AV Coll_Movies	[av] PN1997.2 .S565 2018	X65478642	與神同行 = Along with the gods : the two worlds /	12
	AV Coll_Movies	AV 791.43 D219 W	X65479657	Darkest hour /	9
	AV Coll_Movies	AV 791.43 A416 S4	X65479096	All the money in the world /	8
	AV Coll_Movies	AV 791.43 B627 C7	X65479304	Black Panther /	8
	AV Coll_Movies	AV 791.43 S941 C6	X65479479	Suburbicon = 堅離地死人劫案 /	8
	AV Coll_Movies	AV 791.43 T656 U	X65481031	Tomb raider /	8
	CJK AV Coll_Movies	[av] PN1997.2 .K6648 2018	X65478790	空天猎 = Sky hunter /	8
	Main Library Books	330.015195 W913 i	X64850572	Introductory econometrics : a modern approach /	7
	Main Library Books	658.46 C83	X61948946	Case in point : complete case interview preparation /	7
	Storage_Restricted materials for 18 or above	AVC 791.43 R312 L	X65481015	Red sparrow /	7
	AV Coll_Movies	AV 791.43 D611 F	X65479240	The disaster artist /	6
	AV Coll_Movies	AV 791.43 D751 P3	X65480051	Downsizing /	6
	AV Coll_Movies	AV 791.43 L34 L	X65479665	Last flag flying = 3個小生去送殯 /	6
	AV Coll_Movies	AV 791.43 P857 S	X65479100	The Post /	6
	Best Seller (Leisure Reading Collection)	B 599.9 H25	X64144805	Sapiens : a brief history of humankind /	6
	CJK AV Coll_Movies	[av] PN1997.2 .P658 2018	X65479312	破·局 = Peace breaker /	6
	CJK AV Coll_Movies	[av] PN1997.2 .X844 2018	X65479088	血觀音 = The bold, the corrupt, and the beautiful /	6
	Main Library Books	500 T786 s41	X63256677	The sciences : an integrated approach /	6
	Main Library Books	572 B493 b	X65416868	Biochemistry /	6
	Main Library Books	657 W668	X62192314	Principles of financial accounting /	6
	Main Library Books	658.4 I932 o68	X61960580	Organizational behavior and management /	6
	AV Coll_Movies	AV 791.43 F347	X65479762	Ferdinand /	5

APPROACH & METHOD — Regular assessment of Library Performance by User Surveys

- Annual, biennial, every few years

- User perceptions measurement

- Importance vs Performance

- Gap analysis

- Freeform comments

- Benchmarking tool

- Performance improvement tracking

SECTION A: USER SATISFACTION

I. Service Quality

Please tell us how important the following are to you and how well do we perform:

| | Low 1 | | Moderate 2 3 4 | | High 5 | | N/A = Not applicable |

	Importance to me 1 2 3 4 5	Library Performance 1 2 3 4 5	N/A
1. Opening hours meet my needs	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
2. Recommended materials are purchased and processed rapidly for inclusion in the collection	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
3. Heavily used materials are placed in the Reserve Collection in a timely manner	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
4. Books & journals are reshelved quickly	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
5. Prompt action is taken regarding missing books & journals	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
6. InterLibrary Loans (e.g. HKALL, ILLiad) requests are followed through in a timely manner	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
7. Library staff are readily available to provide assistance and respond in a timely manner	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
8. Library staff are polite and friendly	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
9. Library staff are knowledgeable and answer enquiries accurately and clearly	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
10. Library orientation/ courses/ workshops meet my needs	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
11. Items from Hing Wai Storage and off campus branch libraries/Main Library are delivered in a timely manner	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○
12. Laptop loaning service meets my needs	○ ○ ○ ○ ○	○ ○ ○ ○ ○	○

	1	2	3	4	5
Overall performance for Service Quality	○	○	○	○	○

APPROACH & METHOD — Regular assessment of Library Performance by User Surveys

Demographics

- User group
- Faculty
- Library used most

Organization

- Communication
- Service Delivery
- Facilities & Equipment
- Information Resources
- Extra questions

Application of survey results

The University of Hong Kong Libraries

High Contrast A A A

▸Hours ▸Contact Us ▸e-Forms ▸Services

✉ | 🏠 HKUL > 2017 User Survey results

2017 User Survey Results

Library User Survey 2017 Survey Results

What we learn from the 2017 User Survey?

It has been three years since the Libraries conducted its last survey. The recent survey held from 13 to 27 March 2017 is therefore a very useful lens for us to understand how patrons rate our wide range of resources, services and facilities in terms of importance and performance. Apart from identifying performance gaps, we have made use of this valuable opportunity to explore user behaviours and needs. All the findings will serve as good reference or guidance to our future developments.

We are pleased to receive an overwhelming response of 4,421 completed questionnaires this year, some 250% increase from the last survey. 74.2% of the respondents selected the Main Library as the library they used most. Despite some slight difference in the rating among our major user groups, the results summarized below reflect the increasing expectation of our

The University of Hong Kong Library User Survey, April 2017

Top 10 factors — All respondents

4421 responses

Factors rated top 10 in importance

Most important factors	Mean	Highest performing factors	Mean	Lowest performing factors	Mean	Largest gaps (I - P)	Mean
I can find a quiet place in the Library to study when I need to	6.06	Library staff treat me fairly and without discrimination	5.74	I am informed about Library services	4.89	The items I'm looking for on the Library shelves are usually there	0.78
The Library is a good place to study	6.06	Library staff are approachable and helpful	5.62	Library workshops, classes and tutorials help me with my learning and research needs	4.91	A computer is available when I need one	0.74
I can get wireless access in the Library when I need to	6.05	Library staff provide accurate answers to my enquiries	5.62	A computer is available when I need one	5.00	Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	0.73
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.94	The Library is a good place to study	5.57	The items I'm looking for on the Library shelves are usually there	5.01	I can find a quiet place in the Library to study when I need to	0.69
Printing, scanning and photocopying facilities in the Library meet my needs	5.90	Library staff are readily available to assist me	5.5	I can find a place in the Library to work in a group when I need to	5.02	When I am away from campus I can access the Library resources and services I need	0.69
Library staff provide accurate answers to my enquiries	5.90	Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.51	The Library anticipates my learning and research needs	5.09	The Library catalogue is easy to use	0.67
Library staff are approachable and helpful	5.88	I can get wireless access in the Library when I need to	5.45	Course specific resources (including short loans) meet my learning needs	5.13	I can get wireless access in the Library when I need to	0.60
When I am away from campus I can access the Library resources and services I need	5.86	Face to face enquiry services meet my needs	5.39	Laptop facilities (e.g. desks, power) in the Library meet my needs	5.15	Laptop facilities (e.g. desks, power) in the Library meet my needs	0.60
Opening hours meet my needs	5.86	I can find a quiet place in the Library to study when I need to	5.37	Library signage is clear	5.15	The Library website is easy to use	0.60
The Library catalogue is easy to use	5.85	Opening hours meet my needs	5.34	When I am away from campus I can access the Library resources and services I need	5.18	Printing, scanning and photocopying facilities in the Library meet my needs	0.59

The University of Hong Kong Library User Survey, April 2017

Mean importance scores — All respondents

4421 responses

	Importance		Performance	
	Mean	Rank	Mean	Rank
I can find a quiet place in the Library to study when I need to	6.06	1	5.37	9
The Library is a good place to study	6.06	2	5.57	4
I can get wireless access in the Library when I need to	6.05	3	5.45	7
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.94	4	5.22	16
Printing, scanning and photocopying facilities in the Library meet my needs	5.90	5	5.31	12
Library staff provide accurate answers to my enquiries	5.90	6	5.62	3
Library staff are approachable and helpful	5.88	7	5.62	2
When I am away from campus I can access the Library resources and services I need	5.8?		5.18	19
Opening hours meet my needs	5.8?		5.34	10
The Library catalogue is easy to use	5.85	10	5.18	18
The Library website is easy to use	5.85	11	5.26	14
Library staff tre?? ?? fai?? ?? wi?? ?? ?????????	5.84	12	5.74	1
Library staff are ?ead?ly available to assist me	5.84	13	5.56	5
The items I'm looking for on the Library shelves are usually there	5.80	14	5.01	25
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.76	15	5.34	11
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.75	16	5.15	21
A computer is available when I need one	5.75	17	5.00	26
The Library website provides useful information	5.73	18	5.19	17
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.65	19	5.51	6
I can find a place in the Library to work in a group when I need to	5.61	20	5.02	24
Library signage is clear	5.58	21	5.15	20
Books and articles I have requested from other libraries and campuses are delivered promptly	5.57	22	5.30	13
Face to face enquiry services meet my needs	5.56	23	5.39	8
Course specific resources (including short loans) meet my learning needs	5.54	24	5.13	22
The Library anticipates my learning and research needs	5.46	25	5.09	23
Electronic enquiry services (e.g. email, WhatsApp-a-Librarian) meet my needs	5.45	26	5.23	15

Ranked by "Importance"

The University of Hong Kong Library User Survey, April 2017

Mean performance score — All respondents

4421 responses

	Performance		Importance	
	Mean	Rank	Mean	Rank
Library staff treat me fairly and without discrimination	5.74	1	5.84	12
Library staff are approachable and helpful	5.62	2	5.88	7
Library staff provide accurate answers to my enquiries	5.62	3	5.90	6
The Library is a good place to study	5.57	4	6.06	2
Library staff are readily available to assist me	5.56	5	5.84	13
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.51	6	5.65	19
I can get wireless access in the Library when I need to	5.45	7	6.05	3
Face to face enquiry services meet my needs	5.39	8	5.56	23
I can find a quiet place in the Library to study when I need to	5.3?	9	6.06	1
Opening hours meet my needs	5.34	10	5.86	9
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.34	11	5.76	15
Printing, scanning and photocopying facilities in the Library meet my needs	5.31	12	5.90	5
Books and articles that I request from other libraries and campuses are delivered promptly	5.30	13	5.57	22
The Library website is easy to use	5.26	14	5.85	11
Electronic enquiry services (e.g. email, WhatsApp-a-Librarian) meet my needs	5.23	15	5.45	26
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	5.22	16	5.94	4
The Library website provides useful information	5.19	17	5.73	18
The Library catalogue is easy to use	5.18	18	5.85	10
When I am away from campus I can access the Library resources and services I need	5.18	19	5.86	8
Library signage is clear	5.15	20	5.58	21
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.15	21	5.75	16
Course specific resources (including short loans) meet my learning needs	5.13	22	5.54	24
The Library anticipates my learning and research needs	5.09	23	5.46	25
I can find a place in the Library to work in a group when I need to	5.02	24	5.61	20
The items I'm looking for on the Library shelves are usually there	5.01	25	5.80	14
A computer is available when I need one	5.00	26	5.75	17
Library workshops, classes and tutorials help me with my learning and research needs	4.91	27	4.97	28
I am informed about Library services	4.89	28	5.31	27

Ranked by "Performance"

# The University of Hong Kong Library User Survey, April 2017

Mean gap scores — All respondents

4421 responses

	Gap		Importance	
	Mean	Rank	Mean	Rank
The items I'm looking for on the Library shelves are usually there	0.78	1	5.80	14
A computer is available when I need one	0.74	2	5.75	17
Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs	0.73	3	5.94	4
I can find a quiet place in the Library to study when I need to	0.69	4	6.06	1
When I am away from campus I can access the Library resources and services I need	0.69	5	5.86	8
The Library catalogue is easy to use	0.67	6	5.85	10
I can get wireless access in the Library when I need to	0.60	7	6.05	3
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.60	8	5.75	16
The Library website is easy to use	0.60	9	5.85	11
Printing, scanning and photocopying facilities in the Library meet my needs	0.59	10	5.90	5
I can find a place in the Library to work in a group when I need to	0.59	11	5.61	20
The Library website provides useful information	0.54	12	5.73	18
Opening hours meet my needs	0.52	13	5.86	9
The Library is a good place to study	0.49	14	6.06	2
Library signage is clear	0.43	15	5.58	21
I am informed about Library services	0.43	16	5.31	27
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.42	17	5.76	15
Course specific resources (including short loans) meet my learning needs	0.41	18	5.54	24
The Library anticipates my learning and research needs	0.37	19	5.46	25
Library staff are readily available to assist me	0.28	20	5.84	13
Library staff provide accurate answers to my enquiries	0.27	21	5.90	6
Books and articles I have requested from other libraries and campuses are delivered promptly	0.27	22	5.57	22
Library staff are approachable and helpful	0.25	23	5.88	7
Electronic enquiry services (e.g. email, WhatsApp-a-Librarian) meet my needs	0.22	24	5.45	26
Face to face enquiry services meet my needs	0.17	25	5.56	23
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	0.15	26	5.65	19
Library staff treat me fairly and without discrimination	0.11	27	5.84	12
Library workshops, classes and tutorials help me with my learning and research needs	0.06	28	4.97	28

Ranked by "Gap"

APPROACH & METHOD — Regular assessment of Library Performance by User Surveys
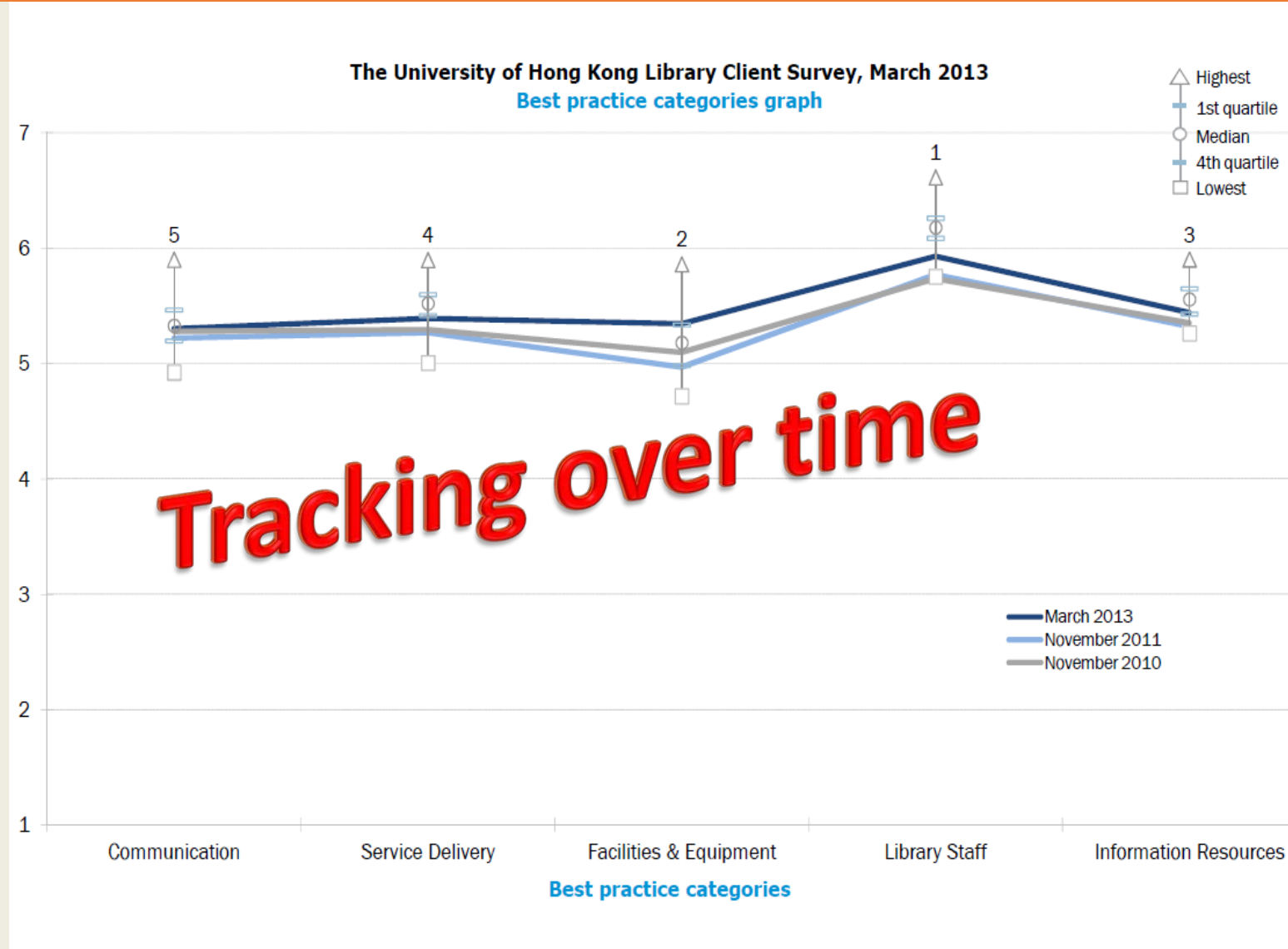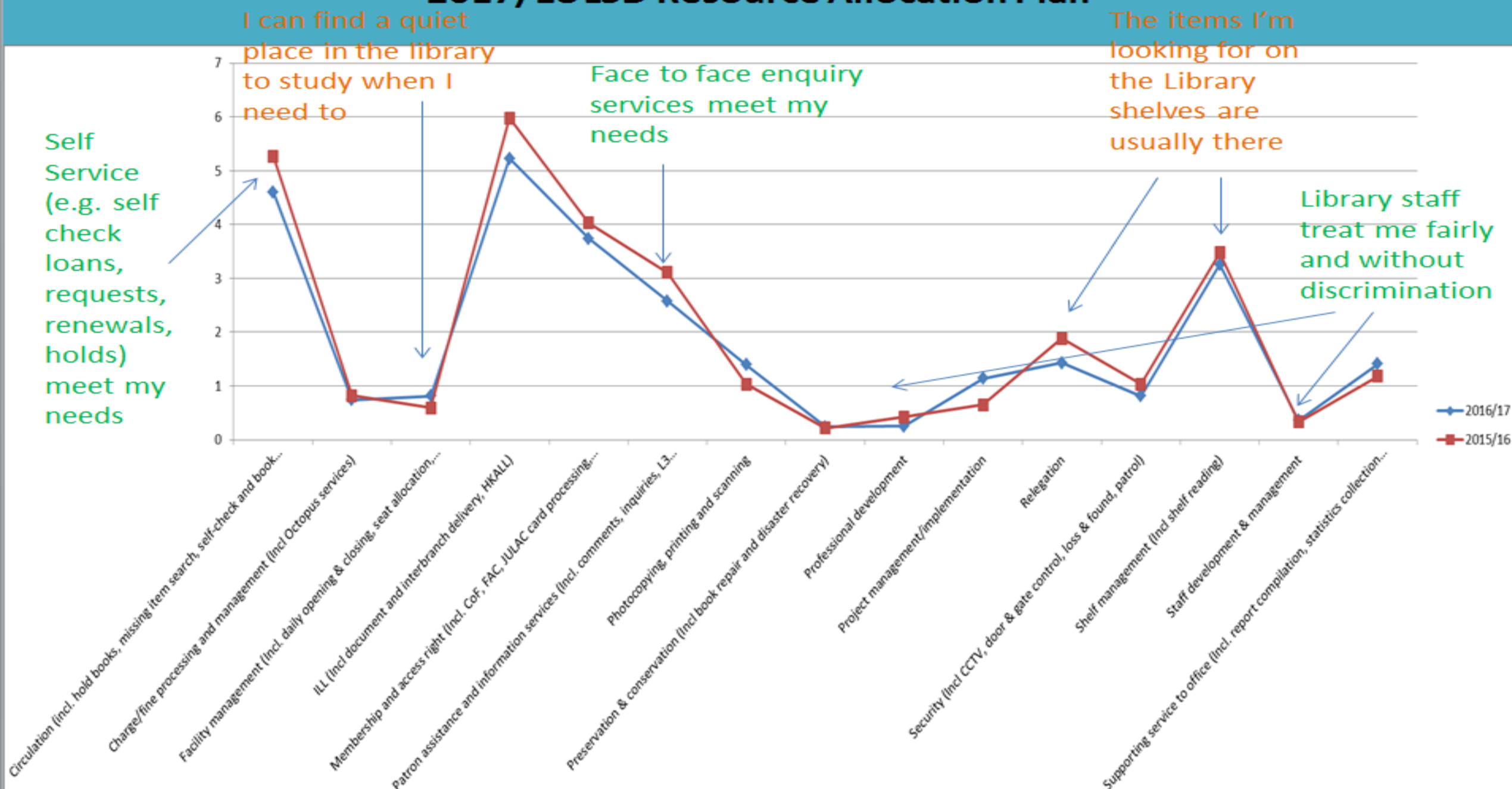
APPROACH & METHOD — Regular assessment of Library Performance by User Surveys

Performance tracking and benchmarking

	Communication	Service Delivery	Facilities & Equipment	Information Resources	Weighted Total
Weighting	18%	28%	24%	30%	100%
April 2017	72.6%	75.2%	74.5%	74.5%	74.4%
October 2014	77.9%	79.4%	79.1%	79.9%	79.2%
Highest performer in database	80.4%	83.6%	83.2%	85.8%	82.9%
Median	77.5%	80.6%	77.1%	82.7%	79.7%
Lowest performer in database	70.7%	77.1%	66.5%	78.1%	74.2%

	Communication	Service Delivery	Facilities & Equipment	Library Staff	Information Resources	Weighted Total
Weighting	15%	22%	18%	20%	25%	100%
March 2013	75.7%	77.0%	76.4%	84.7%	77.7%	78.4%
November 2011	74.6%	75.2%	71.0%	82.4%	76.0%	76.0%
November 2010	75.4%	75.6%	72.8%	82.0%	76.5%	76.6%
Highest performer in database	84.3%	84.3%	83.7%	94.5%	84.3%	86.2%
Median	76.1%	78.9%	74.0%	88.3%	79.4%	79.4%
Lowest performer in database	70.3%	71.5%	67.4%	82.2%	75.2%	74.4%

APPROACH & METHOD — Ad-hoc review for library resources/facilities/services

- Focused assessment of specific resources/facilities/services
- Based on urgency and needs
- Support timely decision making, problem solving and justification of investment
- Top-down vs bottom-up
- Can be incorporated/converted into regular assessment
- Examples: Review of a new collection, library system/equipment or service

APPROACH & METHOD — Ad-hoc review for library resources/facilities/services

Approach

- Literature review on learning spaces such as Learning Commons
- Usage analysis since 2012
- User surveys

    Past surveys conducted by the Libraries

    Online survey for Level 3 review conducted in 2016

- Focus group meetings in 2016
- Comments and suggestions from patrons since 2012
- Other documents for planning, operations and daily maintenance

Scope of review

- **Learning space design and quality**
  - Computer workstations
  - Study carrels
  - Discussion rooms
  - Overnight facilities
- **Technology and tools**
  - Computing equipment
  - WiFi network
  - Audiovisual equipment
  - Printers and copiers
  - Scanners

Operational Priority 2.1

Review of Level 3 services, equipment, facilities & usage with recommendations for improvement and future development

OP Team Members:
Melissa Man (Since May 2016), Jimmy Sung, Antonia Yiu and Esther Woo (Chair)

Library staff assisted in the online survey:
Chan Kin Hung, Anthony Ng, Eanny Ng, Ben Wong, Joseph Yu

Special thanks to library staff participated in the focus group meetings

June 2017

Scope of review

- **Support and operations**

  Online booking system

  Space orientation and layout

  Assistance to patrons

  Power supply

  Stationeries

  Newspapers and magazines

  Vending machines

  Drinking fountains

- **Environmental quality**

  Furniture and fixtures

  Washrooms

  Air-conditioning and ventilation

  Security

  Cleaning

  Noise and lighting

- **Overall management**

Importance and performance gap

Facility/Service	Importance	Performance	Performance Gap
Wifi network	1	12	1
Washrooms	2	6	2
Printers/copiers	3	8	3
Online booking system	4	4	6
Power sockets	5	1	8
Study tables	6	2	12
Drinking fountains	7	5	7
Discussion rooms	8	11	5
Furniture	9	7	11
Computer workstations	10	15	4
Assistance to patrons	11	3	18
Overnight facilities	12	13	10
Scanners	13	14	14
Stationeries	14	9	17
Research carrels	15	16	9

APPROACH & METHOD — Ad-hoc review for library resources/facilities/services

Key findings: Observation and feedbacks

- Most of the facilities and services have a high demand throughout the semesters

- More learning spaces on campus in recent years have helped to relieve the pressure

- High expectation of users in certain areas such as noise and temperature control

- Increasing expectation of immediacy, convenience, comfort and privacy

- Conflicting use in certain areas due to diverse needs, expectation and behaviours (e.g. Multipurpose Zone and Technology Zone)

- Different interpretation of rules and space use

Recommendations

To avoid resource depletion, degradation & dilution (Beagle, 2006)

- **Routine management**

  Regular and more structure maintenance schedules

  Adjustment within zones to avoid conflicting activities

  Review of current management structure

- **Continuous assessment**

  Identify suitable assessment methods
  Build in new learning space into future library surveys
  Publicity of environmental data for user reference
  Engage users in design and selection of equipment/furniture

- **Future development**

  Explore further improvement ideas such as reconfiguration of Breakout   Zone

  Define the position of Level 3 among campus learning spaces

OUTCOME ASSESSMENT

- Outcomes: "The ways in which library users are changed as a result of their contact with the library's resources and programs." (ALA/ACRL. 1998)

- "Libraries cannot demonstrate institutional value to maximum effect until they define outcomes of institutional relevance and then measure the degree to which they attain them." (Kaufman & Watstein, 2008, p. 227)

ALA/ACRL. (1998). Task Force on Academic Library Outcomes Assessment Report.

Kaufman, P., & Watstein, S. B. (2008). Library Value (Return on Investment, ROI) and the Challenge of Placing a Value on Public Services. Reference Services Review, 36(3), 226-231.

OUTCOME ASSESSMENT

- Centre on users
- Assess changes in use of service/resources/facilities
- Relate to inputs - identify "best practices"
- Use different methods to corroborate conclusions
- Choose small number of outcomes
- Need not address every aspect of service
- Adopt continuous process
- Impact assessment?

TRAINING & PLANNING — OCLC Research Library Partnership: Library Assessment Interest Group

- WebJunction webinar Series: Evaluating and Sharing Your Library's Impact (April to October 2018)
- Six librarians attended the webinars or viewed the recordings on library assessment
- Completed exercises and discussed with overseas librarians in the interest group
- Built relationships with other librarians engaging in assessment across the partnership, digging into core concepts, enhancing skills, and working together to share and compare evaluation activities in different libraries.
- More information: https://www.oclc.org/research/working-groups/library-assessment.html and https://www.webjunction.org/news/webjunction/webinar-series-research-assessment.html

LEARN MORE

- https://www.webjunction.org/news/webjunction/webinar-series-research-assessment.html

- https://www.oclc.org/research/working-groups/library-assessment.html

- https://libraryassessment.org/about/

- The Library Assessment Cookbook (ACRL, 2017)
  - Data Preparation for Assessments
  - Traditional and Online Collections Assessments
  - Instruction Programs Assessments
  - Outreach and Programming Assessment
  - Assessments Assessment
  - Strategic Planning Assessment
  - Service Points and Services Assessment
  - Equipment, Building, and Space Assessment
  - Website and Web Services Assessment

THE LIBRARY ASSESSMENT COOKBOOK
edited by Aaron W. Dobbs
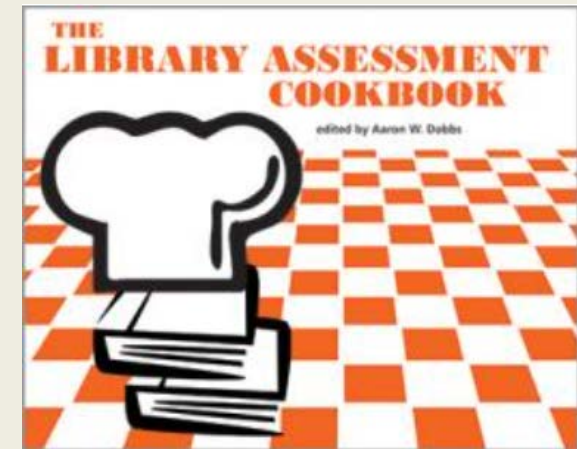
THANK YOU!

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