Library Faculty Assessments

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Faculty library satisfaction survey 2011/12

Nelson Poynter Memorial Library.

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Faculty Library Satisfaction Survey 2011/12

Nelson Poynter Memorial Library
University of South Florida St. Petersburg

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Reviewed and approved by the Poynter Library Leadership Team

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This survey was created as a means to broadly measure faculty use and satisfaction with the services and resources provided by the Nelson Poynter Memorial Library. The assessment's criteria for success were:

1)   75% of faculty respondents would be satisfied or very satisfied overall with the library's collection, services, and classroom technology and distance learning support, and

2)   70% of faculty respondents would indicate their satisfaction with the library's collections and with the process of involving faculty in the selection of resources.

Methodology

The 2011/12 Library Satisfaction Faculty Survey was a streamlined version of the assessment instrument utilized in 2008/09 and in 2010/11. Faculty were asked to describe how frequently they used the library in person and electronically, and to rate their satisfaction levels with the complete range of library services and resources. Comments were encouraged throughout the survey to provide the USFSP faculty with the opportunity to provide additional feedback or explanation. A copy of the survey is included in an appendix to this report.

USFSP faculty were asked 3 times via email to complete the survey during late January and February 2012. A total of 59 faculty members completed the survey. Demographically, the survey respondents were (participants were encouraged to select all applicable options, hence the percentages exceed 100%):

- 3 Administrators (6%)
- 5 Full Professors (10%)
- 22 Associate Professors (22%)
- 14 Assistant Professors (14%)
- 9 Instructors (18%)
- 5 Visiting Faculty (10%)
- 8 Adjunct Instructors (16%)
- 1 Advisor (2%)
- 16 respondents skipped this question

Overall faculty participation rate is consistent with survey results from previous years. However, the proportion of non-tenure track faculty (40 % of all the faculty respondents in the 2011/12 survey) is higher than compared to the 2010/11 survey respondents (non-tenure track faculty = 25% in 2010/11) but similar to the 2008/09 respondents (non-tenure track faculty = 39%).

Of these respondents,

- 22 were from the College of Arts and Sciences (46%),
- 13 were from the College of Business (27%)
- 11 were from the College of Education (23%)
- 2 were from the College of Marine Sciences (4%)

2011/12 Survey Results

44% of the responding faculty reported physically visiting the Nelson Poynter Memorial Library on a weekly or more frequent basis, while 34% reported visiting the library at least one time each month.   A majority (75%) of the responding faculty reported using the library electronic services on a daily or weekly basis. While all respondents reported that they physically visited the library at least once every semester, 9% of the faculty respondents reported that they never used the library's electronic resources. The faculty that reported never using the library's electronic resources were either visiting instructors or adjunct faculty who did not require their students to do any research for their classes and did not have to undertake any research for their own professional interest or promotion.

Electronic Resources

Faculty were initially asked to rate how important a range of **electronic** resources were to their research or teaching followed by a question on how satisfied they were with the same electronic resources.

eBooks:
- Among those that reported using this library resource, **74%** were *Very Satisfied* or *Satisfied*
- 38% reported that this resource was not applicable to their work.

eJournals / full-text articles
- Among those that reported using this library resource, **94%** were *Very Satisfied* or *Satisfied*
- 12% reported that this resource was not applicable to their work.

Datasets
- Among those that reported using this library resource, **100%** were *Very Satisfied* or *Satisfied*
- 57% reported that this resource was not applicable to their work.

Digitized primary sources
- Among those that reported using this library resource, **89%** were *Very Satisfied* or *Satisfied*
- 53% reported that this resource was not applicable to their work.

Streaming media (audio or video):
- Among those that reported using this library resource, **92%** were *Very Satisfied* or *Satisfied*
- 55% reported that this resource was not applicable to their work.

dSpace (USFSP Digital Archive):
- Among those that reported using this library resource, **96%** were *Very Satisfied* or *Satisfied*
- 55% reported that this resource was not applicable to their work.
- As the digital archive had been in existence for less than a year when the survey was administered, this represents the first faculty satisfaction survey asking about the USFSP Digital Archive.

Faculty comments expressed deep satisfaction with the ejournal collection and with the USFSP Digital Archive. Response to the ebook collection was mixed; while several faculty liked the ebooks and wanted access to a larger ebook collection, other faculty lamented the loss of the netLibrary subscription, and wanted books to be available in both print and electronic format. Several faculty expressed frustration with the ejournal portal, wanting a more Google-like option for finding journal articles and for searching journals.

The USFSP faculty were also asked to rate how a hypothetical significant reduction in the library's electronic resources would affect their teaching, research, and decision to remain at USFSP (Average ratings are based on a scale of 1-4 with 4=very significantly):
- 72% said that a reduction in library electronic resources would *Very Significantly or Significantly* affect their teaching,

Tenure track Faculty Average rating: 3.13		Non Tenure track Faculty Average rating: 3.35	
Significantly:30%	Not Significantly: 13%	Significantly:37%	Not Significantly: 6%

- 86% said that a reduction would *Very Significantly or Significantly* affect their research,

Tenure track Faculty Average rating: 3.7		Non Tenure track Faculty Average rating:3.39	
Significantly: 39%	Not Significantly:2%	Significantly: 36%	Not Significantly:5%

- 54% said that this would influence their decision to remain here at USFSP.

Tenure track Faculty Average rating:3.04		Non Tenure track Faculty Average rating:2.55	
Significantly: 31%	Not Significantly:11%	Significantly:18%	Not Significantly:22%

Because of differences in assignments, these numbers were separated into two categories --Tenure Track faculty and non-Tenure Track faculty. Not surprisingly, the non-tenure track faculty felt the lack of e-resources would affect their teaching more than their research. The opposite was true of the tenure-track faculty who expressed greater concerns over the impact on their research and on their decision to remain at USFSP.

Associated faculty comments with regards to a hypothetical budget cut included:
- "I cannot do my research without a library and most important, librarians. My students need help with their work as well"
- "Please do not reduce library budget…The Library is a treasure trove and a lifeblood of any educational institution"
- "Depends on the resources"
- "The future is electronic resources. Other institutions are capitalizing on this, so these decisions must be part of the strategic initiatives"

Print Resources

USFSP Faculty members were asked to rate how important **print** and **media** library resources were to their research or teaching followed by a question on their satisfaction with these same print resources.

Print circulating books:
- Among those that reported using this library resource, **96%** were *Very Satisfied* or *Satisfied*
- 13% reported that this resource was not applicable to their work

Print reference books
- Among those that reported using this library resource, **100%** were *Very Satisfied* or *Satisfied*
- 40% reported that this resource was not applicable to their work

Media (DVDs, CDs, etc.)
- Among those that reported using this library resource, **87%** were *Very Satisfied* or *Satisfied*
- 28% reported that this resource was not applicable to their work

Microfilm or microfiche
- Among those that reported using this library resource, **75%** were *Very Satisfied* or *Satisfied*
- 69% reported that this resource was not applicable to their work

Primary sources/Special Collections
- Among those that reported using this library resource, **97%** were *Very Satisfied* or *Satisfied*
- 43% reported that this resource was not applicable to their work

USFSP faculty and institutional print archives

- Among those that reported using this library resource, **96%** were *Very Satisfied* or *Satisfied*
- 46% reported that this resource was not applicable to their work

Faculty comments concentrated on 3 items 1) praise of the library's Interlibrary Loan service that let them borrow books from other libraries 2) requests for the Nelson Poynter Library to buy more books, and 3) general praise of the collections -- books, media, and special collections -- quality and quantity.

Library Services

The faculty responses for a variety of Nelson Poynter Library **Services** are as follows:

Nelson Poynter Library Website (1st time asked in Faculty Satisfaction Survey):

- Among those that reported using this library service, **86%** were *Very Satisfied* or *Satisfied*
- Only 4% reported that this resource was not applicable to their work

Circulation desk service:

- Among those that reported using this library service, **100%** were *Very Satisfied* or *Satisfied*
- Only 6% reported that this resource was not applicable to their work

Interlibrary loan service:

- Among those that reported using this library service, **100%** were *Very Satisfied* or *Satisfied*
- 22% reported that this resource was not applicable to their work

Course reserve service:

- Among those that reported using this library service, **100%** were *Very Satisfied* or *Satisfied*
- 33% reported that this resource was not applicable to their work

Reference help (in person, phone, email, chat, etc.):

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 10% reported that this resource was not applicable to their work

Library research instruction class for students:

- Among those that reported using this library service, **97%** were *Very Satisfied* or *Satisfied*
- 35% reported that this was not relevant to their work

dSpace (USFSP Digital Archive):

- As the digital archive had been in existence for less than a year when the survey was administered, this is the 1st faculty satisfaction survey asking about faculty satisfaction with the USFSP Digital Archive service.
- Among those that reported using this library service, **96%** were *Very Satisfied* or *Satisfied*
- 56% reported that this resource was not applicable

Faculty research assistance:

- Among those that reported using this library service, **93%** were *Very Satisfied* or *Satisfied*
- 35% reported that this resource was not applicable to their work

Tenure and Promotion Preparation Services (citation tracking, journal impact factors)

- Among those that reported using this library service, **100%** were *Very Satisfied* or *Satisfied*
- 71%, reported that this services was not applicable

Blackboard Training:

- Among those that reported using this library service, **91%** were *Very Satisfied* or *Satisfied*
- 37% reported that this service was not applicable

Distance learning course support:

- Among those that reported using this library service, **81%** were *Very Satisfied* or *Satisfied*
- 49% of respondents reported that this service was not applicable

Classroom A/V support

- Among those that reported using this library service, **79%** were *Very Satisfied* or *Satisfied*
- 37% of reported that this service was not applicable

Library programs (events, exhibits, lectures, etc):

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 18% of respondents reported that this service was not applicable

Overall library service:

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*

The faculty were asked to provide additional comments and suggestions. The subjects that most frequently received comments were: 1) appreciation of the high caliber of library faculty and staff, 2) difficulty navigating the library website, 3) requests for additional instructional support, 4) appreciation of the library events, and 5) lack of clarity regarding how to make purchase requests. For example,

1) Appreciation of library faculty and staff:
   - "Viva the library!"
   - "I believe that the library faculty and staff are without exception the most effective group on campus."
   - "Carol Hixson is great. So are Kaya, Tina and others!"
   - "I would like to specifically praise the quick response time of the A/V support personnel. They are right there as soon as you call to help out when something isn't working properly.
   - "The courtesy and competence of the staff are extraordinarily excellent. Characteristics that I very much appreciate"
   - "USFSP can and should be very proud of the Poynter Library. Thanks for the opportunity to say so"
   - "I think you do a great job"

2) Library Website
   - "The website is VERY difficult to use. Mostly end up just signing in via the Tampa Campus"
     - COB, Instructor
   - The website is NOT intuitive. There should be less verbiage and more direction. Finding sources often involves many wrong turns before discovering the web master's logic"
     - CAS, Adjunct Instructor
   - As a faculty member I appreciate the availability of electronic journals and databases. However, I would like a much more accessible/visible link for search for databases (ie. EBSCO, Academic Search Premier, etc)"
     - CAS, Visiting Professor
   - "Please make the library website more intuitive /easier to use. It is very difficult to understand why some things are classified the way they are. For instance, it takes multiple non-intuitive clicks to find the newspaper archives"
     - CAS, Visiting Professor

3) Online Learning Support
   - "I would like to get help from an instructional designer for my online class"
     - COB, Instructor

- "Computers are not compatible with Distance Learning software. Students are unable to do their work in the library as a result. Simple modifications are not implemented"
  - COB, Adjunct Instructor

4) Instructional Support
   - "More money for services and staff"
     - Administrator (College not selected)
   - I would like to suggest that faculty be able to complete an online survey / offer feedback after each and every library instruction done for our students. Some librarians offer excellent librarian instructions while others "appear disorganized and confusing to students."
     - CAS, Visiting Professor

5) Events
   - "I greatly appreciate the library events and lectures by faculty and others. It allows us to see firsthand the good work being done by our colleagues"
   - "The library events and exhibits humanize the campus and bring us together. Finally, I think that the library forums for sharing faculty research are the most effective on campus"
   - "Pleased with the library. Would like more programs for faculty and students"
   - "Library programs, great setting (Poynter Corner) and hospitality"
   - I love the special events held in the library (Halloween costume contest, READ poster contest). Please continue these!

6) Faculty Purchase Requests:
   - "The acquisition process seems a bit foggy. I utilize relevant DVDs quite heavily in one class I teach in the fall and have no idea who to suggest purchase of materials that would be useful for the class"
     - CAS, Adjunct Instructor
   - I've never personally been asked by the library what resources I use in class, how, or why I need access to certain data sets. That leads to 1) a lot of resources that are duplicated or not used and 2) me, or the college, to have to acquire data independent of the library resources – both of which are a shame. I am curious how resources are selected. On guesses?"
     - COB, Instructor

How we meet the Assessment Criteria for Success

The Nelson Poynter Memorial Library met the assessment Criteria for Success for the 2010-11 academic year. The assessment's criteria for success were:

1) 75% of faculty respondents would be satisfied or very satisfied overall with the library's collections, services and classroom technology and distance learning support. The 2010/11 survey results show that:
   - 94% of faculty respondents were *satisfied* or *very satisfied* with the library's overall service

2) 70% of faculty respondents would indicate their satisfaction with the library's collections
   - Overall 82% of faculty respondents were *satisfied* or *very satisfied* with the library's ejournal /Full text article collection, while among those that reported actually using these resources, **94%** were *Very Satisfied* or *Satisfied*

- Overall 84% of faculty respondents were *satisfied* or *very satisfied* with the library's circulating print book collection, while among those that reported actually using these resources, **96%** were *Very Satisfied* or *Satisfied*

Comparison of Faculty Survey Results from the 2008/09 to 2010/11 Surveys*

	2008/09	2010/11	2011/12
Survey Participation - % of USFSP Faculty - # of faculty respondents	42	61	59
Weekly visits to the library	26%	44.2%	44%
Weekly visits to the electronic library	79%	85%	75%
e-Journals satisfaction	90%	91%	82%
Print collection satisfaction	76%	82%	84%
Special collections satisfaction	33%	52%	55%
Media collections satisfaction	64%	69%	67%
Circulation service satisfaction	95%	96%	94%
Inter-library loan service satisfaction	85%	92%	78%
Reference service satisfaction	93%	100%	88%
Overall satisfaction with library services	71%	100%	94%

*These number are based on the total response to the question

Library Response

We are happy to learn that so many faculty continue to be very satisfied with the resources and services provided at the Nelson Poynter Memorial Library. However, the survey does point to some unresolved questions that need further exploration and some areas where we can work to improve our services and marketing about our services

Targeted Services for Faculty

Librarians, library staff, and the Dean continue to communicate how the library's resources and services are relevant to faculty and their mission as instructors and researchers. Librarians serve as liaisons to the Colleges and academic departments to promote services, discuss collection needs, and assist with specific classes. Targeting a specialized audience, a librarian now speaks at the Campus Tenure and Promotion preparation meeting to promote library services such as citation tracking, article, book, and journal impact factors, and journal acceptance rates. Additionally, online Library Research Learning Modules are being created for all faculty to incorporate optionally within their courses on such topics as How to Avoid Plagiarism, Search Strategies, Evaluating Resources, etc. These learning modules will be advertised to the faculty when they have been completed for the Fall 2012 semester.

Webpage

The library website underwent an initial redesign in 2011 and is a work in progress. The Library's Web Team meets bi-weekly and works with the University's webmaster and other designers to continue to make the website responsive to a variety of user needs.

Inter Library Loan (ILL)

A significant reshaping in library service involved the statewide introduction of the UBorrow Inter Library Loan system. The USFSP community now has the ability to make Interlibrary loan requests directly through the library catalog without staff mediation. Providing this direct service from within the catalog had been requested by faculty in previous years.

This system is designed to provide a more streamlined ILL request process. Faculty and students might not be aware of this new option and the Library will be working to make them aware of this and other service improvements throughout the year.

Online Learning Support

The Library has been significantly impacted by the growth of online course offerings (over one quarter of the total student credit hours for the University). Temporary instructional designer positions funded from Distance Learning fees and reporting to the Library have helped meet some of the demand. However, many faculty are working independently to develop their online courses outside of any centralized support network. The students are faced with a variety of platforms and approaches and turn to the Library for assistance to be able to access and successfully navigate their online courses. Without any design or platform coordination or planning at the campus level, library staff are left to provide as much assistance as possible, often without any advance notice or the technical resources needed to provide access to a growing number and variety of course materials for online learners. The Library has been proactive, working with Academic Affairs to refine processes and advocate for more professional development opportunities for faculty. The Library has put together an aggressive program of faculty development for online courses, developed in-house as well as through the auspices of Quality Matters, Educause, the Sloan Consortium and others. This area will continue to be a challenge as the Library serves as the defacto but unacknowledged central support network for online learning, especially as the USF System migrates to a new Course Management System in 2012/2013

Collections

USFSP faculty were overwhelmingly supportive of the library's print and electronic collections. A very small number of faculty expressed confusion over the selection process. Some of the faculty's confusion regarding how to make library purchase requests came from instructors and adjunct professors. This is a difficult community to reach because many of them are not on campus as much as the tenure-track faculty; however, the librarians will look into improving communication with this group though email and college faculty orientation sessions. Librarians now provide an overview of library faculty services at the fall adjunct orientation sessions for the College of Arts and Sciences and the College of Education. Information on how faculty may request the purchase of specific titles can easily be added to these presentations. In addition, the Library will work with the College of Business to be given the opportunity to introduce new adjuncts to the Library's collections and services

USFSP Digital Archive

The USFSP Digital Archive was established in April 2011. As it is a new service, faculty are still learning about it and how it can assist them as instructors and researchers. The Dean and the Library's Digital Collections Team have been meeting with faculty one-on-one and in groups to discuss the Campus Digital Archive and how it can assist with faculty research and also support undergraduate and graduate student research. To date, faculty have deposited over 800 items in their personal research collections and have supported the inclusion in the archive of over 200 works of research by USFSP students. The archive has also allowed the Library to raise faculty awareness about the worldwide open-access movement and to demonstrate its potential for transforming scholarly communication. The inclusion of other types of institutional content in the digital archive will also streamline the business of the University and support the shared governance model for USFSP.

The Future

The development of new services for faculty and students and getting the word out about them, as well as continuing to provide existing services, is a growing challenge for the Library. As enrollments continue to increase and more adjunct and visiting faculty are hired to deliver courses for the growing student body, library staff at all levels are stretched, particularly when no new library positions have been approved and open positions are left vacant. When new students are enrolled, the Colleges are provided funding to hire instructors. The Library does not have access to a similar source of funding for new positions and must try to absorb the increased service demands with declining numbers of librarians and other staff. In spite of declining library staff and loss of access to carry forward funds to hire temporary staff, the Library continues to assess, review, revamp, and develop services to meet the changing needs of the University's faculty

and students. However, this year may prove to be the tipping point, with the need to reduce some services in order to meet rising demand in other areas.