

Brock University
Library Survey

November 2023

Key Findings Report



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1. Introduction

Background

Insync ensures that libraries can measure performance against each other, which in turn enables libraries to develop the highest possible standards of service for library users. Consistent with this principle, Insync was retained by the Brock University Library to conduct a survey of its clients so that their views, ideas, and suggestions may be considered as part of its commitment to improvement. The results of the Library's survey are compared with other libraries' recent results in the Insync database.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns, and act on them. More specifically, the survey aims to:

- identify, prioritise and manage the key issues affecting clients
- allow the Library's performance to be measured and monitored over time
- provide clients with the opportunity to communicate openly and honestly with the management team of the Library
- compare results with other academic libraries so that performance can be measured in a best practice context

Survey process

The survey required all clients to provide some demographic information. It then displayed 27 statements considered essential to the success of the Library. Clients were asked to rate each statement twice – first to indicate the importance of each of the statements to them, and second to indicate their impressions of the Library's performance on each statement.

Clients of the Library were given the opportunity to participate in the survey in November 2023 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could only be completed online.

Scaling

The adoption of a seven-point scale provides very valid discrimination of stakeholder attitudes across the questions that are asked in the survey instrument. We have also found through our research that a seven-point scale is sufficiently interval in nature to apply standard statistical tests of the means that are produced from such scales. Accordingly, the results we produce involve analysis of the mean responses to each of the questions asked, across all demographic categories.

Note that the middle option (4) in the seven point scale allows for respondents to “neither agree nor disagree”.

Response statistics

The following table details the number of usable survey forms received from users of the Library. Where users do not indicate their demographic information, forms are classified as 'unspecified'. This year the survey generated 3895 responses. This number provides an excellent degree of confidence in the results obtained at the overall level.

Brock University Library Survey, November 2023 Response statistics		
Total	3895	
What Faculty/ School best describes your area of study/ research/ work?	n	%
Applied Health Sciences	737	18.9%
Education	722	18.5%
Humanities	323	8.3%
Mathematics & Science	537	13.8%
Social Sciences	729	18.7%
Fine & Performing Arts	69	1.8%
Business	579	14.9%
Unaffiliated with a Faculty	180	4.6%
I don't know my Faculty	19	0.5%
Unspecified	0	0.0%
What single category best describes you?		
Undergraduate Student	2813	72.2%
Graduate Student - Masters	376	9.7%
Graduate Student - PhD	71	1.8%
Postdoctoral Fellow	13	0.3%
Faculty	164	4.2%
Contract Instructor	50	1.3%
Staff	305	7.8%
Other	103	2.6%
Unspecified	0	0.0%
Is this your first year at Brock?		
Yes	1071	32.9%
No	2184	67.0%
Unspecified	5	0.2%

Brock University
Library Survey, November 2023
Response statistics

Total		3895	
Are you an International Student?		n	%
Yes		432	13.3%
No		2819	86.5%
Unspecified		9	0.3%
How often do you access the Library online?			
Never		726	18.6%
Occasionally (e.g. 2-3 times per month)		1389	35.7%
Often (e.g. every week)		985	25.3%
Very often (e.g. several times per week)		795	20.4%
Unspecified		0	0.0%
How often do you come into the Library?			
Never		446	11.5%
Occasionally (e.g. 2-3 times per month)		1212	31.1%
Often (e.g. about once per week)		942	24.2%
Very often (e.g. several times per week)		1295	33.2%
Unspecified		0	0.0%

Rating importance but not performance

Respondents who had not used a service, and were therefore not able to rate its performance, were nevertheless able to rate importance. These importance rankings are tabled below.

Variable	Total 3895			
	Importance			
	Mean	Rank	#	%
I can get help from library staff when I need it	5.55	1	381	9.78%
Library staff provide accurate answers to my questions	5.48	2	448	11.50%
I feel comfortable asking for help in the library	4.93	3	294	7.55%
I can get wireless access in the Library when I need to	4.88	4	310	7.96%
Information resources available from the Library meet my learning and research needs	4.85	5	378	9.70%
I can find a quiet place in the Library to study when I need to	4.82	6	126	3.23%
Library hours of operation meet my needs	4.74	7	254	6.52%
The Library website provides useful information	4.74	8	246	6.32%
Printing, scanning and photocopying facilities in the Library meet my needs	4.74	9	518	13.30%
I can find a place in the Library to work in a group when I need to	4.72	10	214	5.49%
Library signage is clear	4.70	11	274	7.03%
When I am away from campus I can access the Library services and information resources I need	4.68	12	327	8.40%
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.66	13	264	6.78%
Access to Library information resources has helped me to be successful at university	4.64	14	199	5.11%
I find it easy to use mobile devices (e.g. tablets and phones) to access information resources	4.53	15	346	8.88%
Face to face help from library staff meets my needs	4.53	16	464	11.91%
Library computers have software that meet my needs	4.51	17	786	20.18%
The Library search box (Omni) is easy to use	4.41	18	267	6.85%
The Course Readings service meet my needs	4.37	19	718	18.43%
Equipment for loan at the Ask Us desk meets my needs (e.g. calculators, whiteboard markers)	4.37	20	713	18.31%
Online help services (e.g. Libhelp Email, Ask a Librarian Chat) meet my needs	4.30	21	873	22.41%
Interlibrary loan (items I have requested from other libraries) meet my needs	4.19	22	1058	27.16%
A computer is available when I need one	4.17	23	513	13.17%
Online videos, guides and learning objects help me with my learning and/ or research needs	3.95	24	641	16.46%
Library workshops, classes and tutorials help me with my learning and/ or research needs	3.87	25	722	18.54%
I am informed about Library services	3.86	26	210	5.39%
Makerspace technology equipment for loan meets my needs (e.g. DSLR cameras, GoPros, podcast kits)	3.86	27	1304	33.48%

2. Executive summary

This year the Library recorded an overall score of 81.7%. This overall performance score places the Library in the bottom 50% of benchmark participants in 2023.

The themes in the top 10 importance list include the Library providing a quiet place to study, access to wireless, the Library search box (Omni) being easy to use, Library staff providing accurate answers to questions and being available to help when needed, off-campus access to resources and services, adequacy of hours of operation and laptop facilities, users feeling comfortable asking for help, and access to information resources enabling clients' to be successful at university.

Four factors in the top 10 performance list relate to Library staff – more specifically, their provision of accurate answers to questions, availability to help when needed, enabling users to feel comfortable asking for help, and the face to face help meeting clients' needs. The remaining factors relate to access to wireless, off-campus access to resources and services, access to information resources enabling clients' to be successful at university, equipment for loan at the Ask Us desk meeting clients' needs, Information resources available from the Library meeting clients' learning and research needs, and a computer being available when needed.

The top 10 performance list contains six factors from the top 10 importance list:

- *I can get wireless access in the Library when I need to*
- *Library staff provide accurate answers to my questions*
- *I can get help from library staff when I need it*
- *When I am away from campus I can access the Library resources and services I need*
- *I feel comfortable asking for help in the library*
- *Access to Library information resources has helped me to be successful at university*

This is a positive result for the Library. Not only are these services among the most important to clients of the Library, they are also being performed well.

This year, the Library performed highest on the category of *information resources*, with a score of 83.7%. The lowest score was identified for *communication* at 78.0%.

The following scorecard presents the numerical scores of the Library in each category and in the benchmark context:

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
November 2023	78.0%	82.1%	81.4%	83.7%	81.7%
Highest	82.5%	85.8%	87.0%	85.9%	84.7%
Median	79.7%	82.8%	83.6%	83.5%	82.1%
Lowest	72.9%	77.4%	76.9%	78.5%	77.5%

At the time the survey was administered, 22 other university libraries had completed recent benchmark surveys (see list of benchmark participants at the end of this report). It is this group that makes up the comparison group.

Three of the four categories are performing under the benchmark median, namely, *communication*, *service delivery*, and *facilities and equipment*. *Information resources* is performing just over the benchmark median.

A review of the survey results has identified no areas of service that require immediate remedial attention, and user expectations are largely being met.

In terms of advocacy, the Library recorded a score of 41, a positive result that indicates that most Library users are inclined to advocate in a positive way about Library services and resources.

In conclusion, this year the Library achieved sound internal results, though there is scope for improvement in the benchmark context.

3. Detailed results interpretation

What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order in the table below.

November 2023 Top 10 importance	Mean (1 = low, 7 = high)
I can find a quiet place in the Library to study when I need to	6.28
I can get wireless access in the Library when I need to	6.27
The Library search box (Omni) is easy to use	6.20
Library staff provide accurate answers to my questions	6.16
I can get help from library staff when I need it	6.14
When I am away from campus I can access the Library services and information resources I need	6.11
Library hours of operation meet my needs	6.07
Laptop facilities (e.g. desks, power) in the Library meet my needs	6.06
I feel comfortable asking for help in the library	6.06
Access to Library information resources has helped me to be successful at university	6.04

Of the 27 statements in the survey, 11 were identified with importance means of 6.00 or higher. These statements are of relatively high importance to clients.

The themes in the top 10 importance list include the Library providing a quiet place to study, access to wireless, the Library search box (Omni) being easy to use, Library staff providing accurate answers to questions and being available to help when needed, off-campus access to resources and services, adequacy of hours of operation and laptop facilities, users feeling comfortable asking for help, and access to information resources enabling clients' to be successful at university.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2023.

November 2023 Top 10 performance	Mean (1 = low, 7 = high)
I can get wireless access in the Library when I need to* 2	6.13
Library staff provide accurate answers to my questions* 4	6.10
I can get help from library staff when I need it* 5	6.08
When I am away from campus I can access the Library services and information resources I need* 6	6.02
Face to face help from library staff meets my needs	6.02
I feel comfortable asking for help in the library* 9	6.02
Access to Library information resources has helped me to be successful at university* 10	5.96
Equipment for loan at the Ask Us desk meets my needs (e.g. calculators, whiteboard markers)	5.88
Information resources available from the Library meet my learning and research needs	5.87
A computer is available when I need one	5.85

(Factors marked * were also identified in the top ten importance list)

The survey identified 27 out of 27 variables with scores greater than 5.00. All these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Four factors in the top 10 performance list relate to Library staff – more specifically, their provision of accurate answers to questions, availability to help when needed, enabling users to feel comfortable asking for help, and the face to face help meeting clients' needs. The remaining factors relate to access to wireless, off-campus access to resources and services, access to information resources enabling clients' to be successful at university, equipment for loan at the Ask Us desk meeting clients' needs, Information resources available from the Library meeting clients' learning and research needs, and a computer being available when needed.

The top 10 performance list contains six factors from the top 10 importance list:

- *I can get wireless access in the Library when I need to*
- *Library staff provide accurate answers to my questions*
- *I can get help from library staff when I need it*
- *When I am away from campus I can access the Library resources and services I need*
- *I feel comfortable asking for help in the library*
- *Access to Library information resources has helped me to be successful at university*

This is a positive result for the Library. Not only are these services among the most important to clients of the Library, they are also being performed well.

At the other end of the scale are the lowest performing factors. This table shows the ten factors given the lowest rankings by the Library clients in 2023.

November 2023 Lowest 10 performance	Mean (1 = low, 7 = high)
I am informed about Library services	5.12
Library workshops, classes and tutorials help me with my learning and/ or research needs	5.23
I can find a place in the Library to work in a group when I need to	5.24
Online videos, guides and learning objects help me with my learning and/ or research needs	5.24
Interlibrary loan (items I have requested from other libraries) meet my needs	5.48
I can find a quiet place in the Library to study when I need to* 1	5.50
Online help services (e.g. Libhelp Email, Ask a Librarian Chat) meet my needs	5.55
The Library website provides useful information	5.62
Makerspace technology equipment for loan meets my needs (e.g. DSLR cameras, GoPros, podcast kits)	5.64
Library signage is clear	5.64

(Factors marked * were also identified in the top ten importance list)

Where clients believe the Library can improve

In identifying factors for improvement, Insync analyses the perceived difference – or ‘gap’ – between the importance and performance scores for each variable. Based on our experience, gaps between 1.0 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.0 are serious and should be prioritised and acted upon. This table reports the 10 variables with the highest gaps for 2023.

November 2023 Top 10 gaps	Mean (1 = low, 7 = high)
I can find a quiet place in the Library to study when I need to* 1	0.78
I can find a place in the Library to work in a group when I need to	0.73
The Library search box (Omni) is easy to use* 3	0.36
Laptop facilities (e.g. desks, power) in the Library meet my needs* 8	0.35
The Library website provides useful information	0.28
Library hours of operation meet my needs* 7	0.28
I find it easy to use mobile devices (e.g. tablets and phones) to access information resources	0.26
Printing, scanning and photocopying facilities in the Library meet my needs	0.21
I am informed about Library services	0.17
Information resources available from the Library meet my learning and research needs	0.15

(Factors marked * were also identified in the top ten importance list)

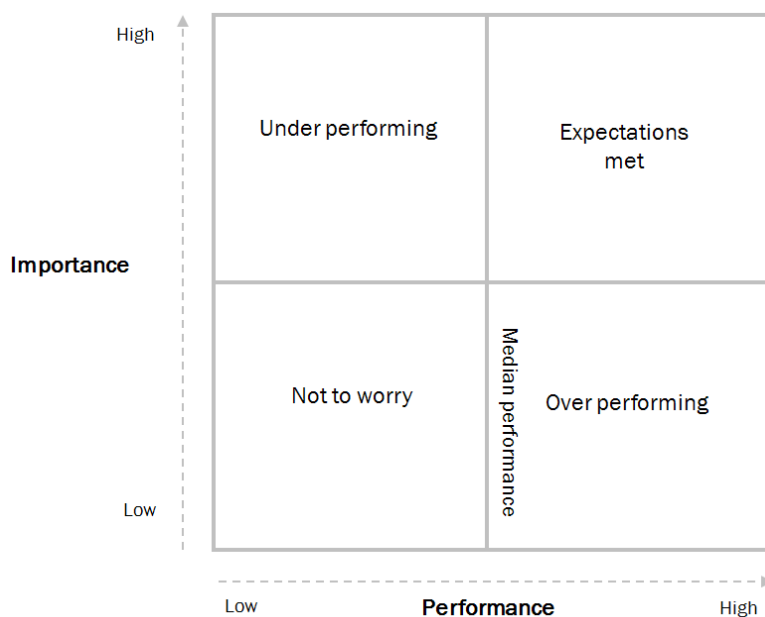
Of the 27 variables, none recorded a gap score in the problematic range (above 1.00). The top 10 gap list contains four factors from the top 10 importance list:

- *I can find a quiet place in the Library to study when I need to*
- *The Library search box (Omni) is easy to use*
- *Laptop facilities (e.g. desks, power) in the Library meet my needs*
- *Library hours of operation meet my needs*

The gap grid analysis

Analysis of the gap scores enable the Library to prioritise strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the *gap grid* (see *detailed data report*). The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score (colour coded). In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



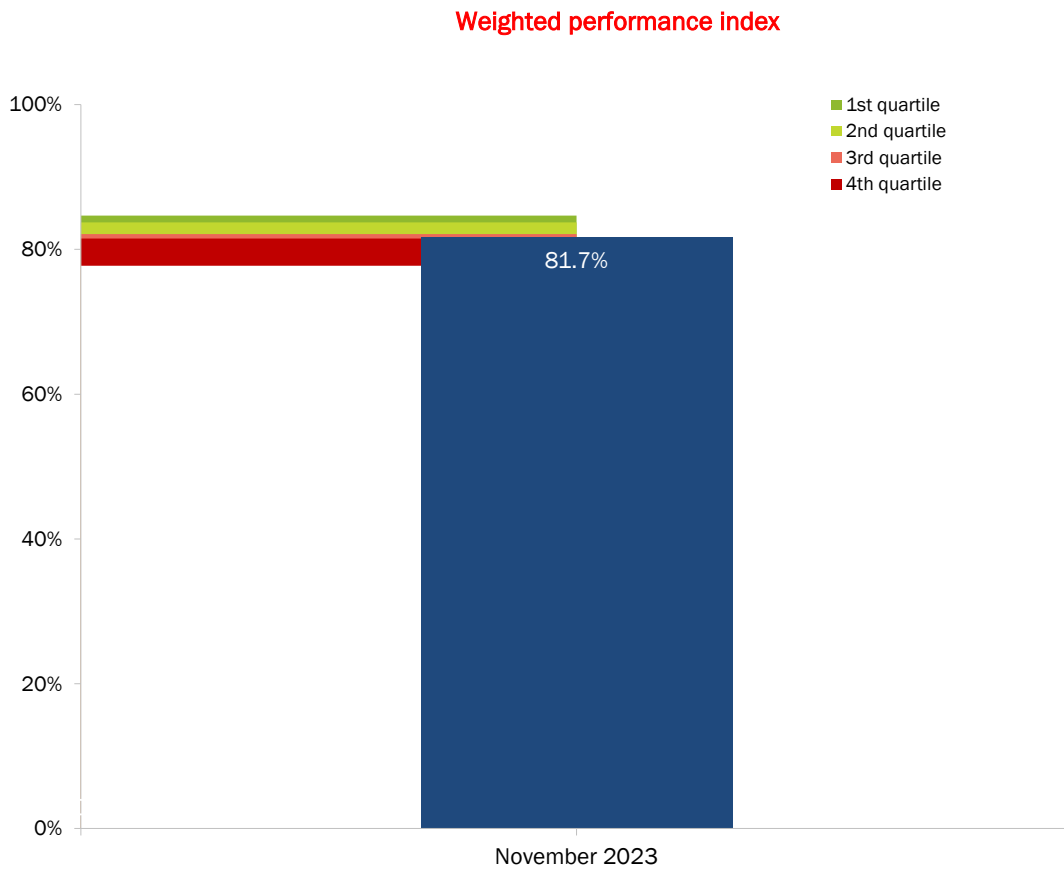
Prioritising potential improvement opportunities

A review of the survey results has identified no areas of service that require immediate remedial attention, and user expectations are largely being met.

Comparison with other libraries

Weighted performance index

The Library recorded an overall score of 81.7%. This overall performance score places the Library in the bottom 50% of benchmark participants in 2023.



Note: Benchmark data relates to latest survey

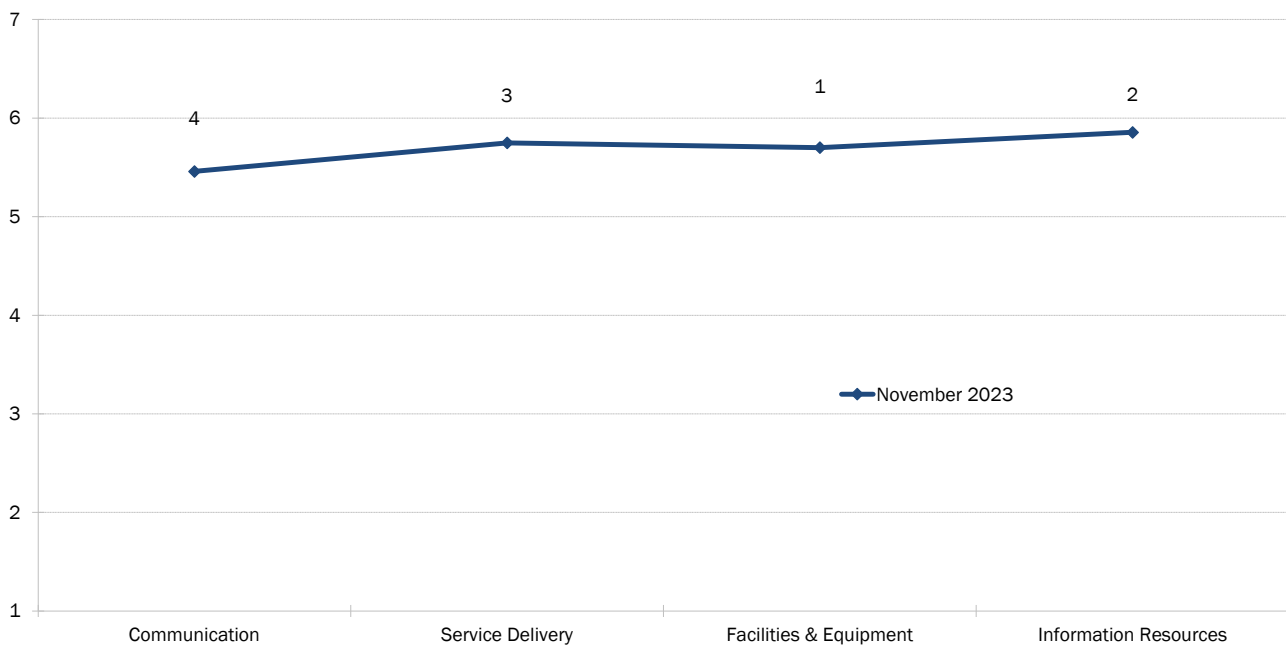
Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the four best practice categories. At the time the survey was administered, 22 other university libraries had completed benchmark surveys. It is this group that makes up the comparison group.

Three of the four categories are performing under the benchmark median, namely, *communication*, *service delivery*, and *facilities and equipment*. *Information resources* is performing just over the benchmark median. The numbers (1-4) on the graph below indicate the importance of the categories by users of the Library.

A more specific view of results on each variable within the categories can be found in the detailed data report.

Best practice categories



Scorecard

The following scorecard presents similar information to the previous graph however the emphasis here is on the numerical scores of the Library in each category.

The Library performed highest on the category of *information resources*, with a score of 83.7%. The lowest score was identified for *communication* at 78.0%.

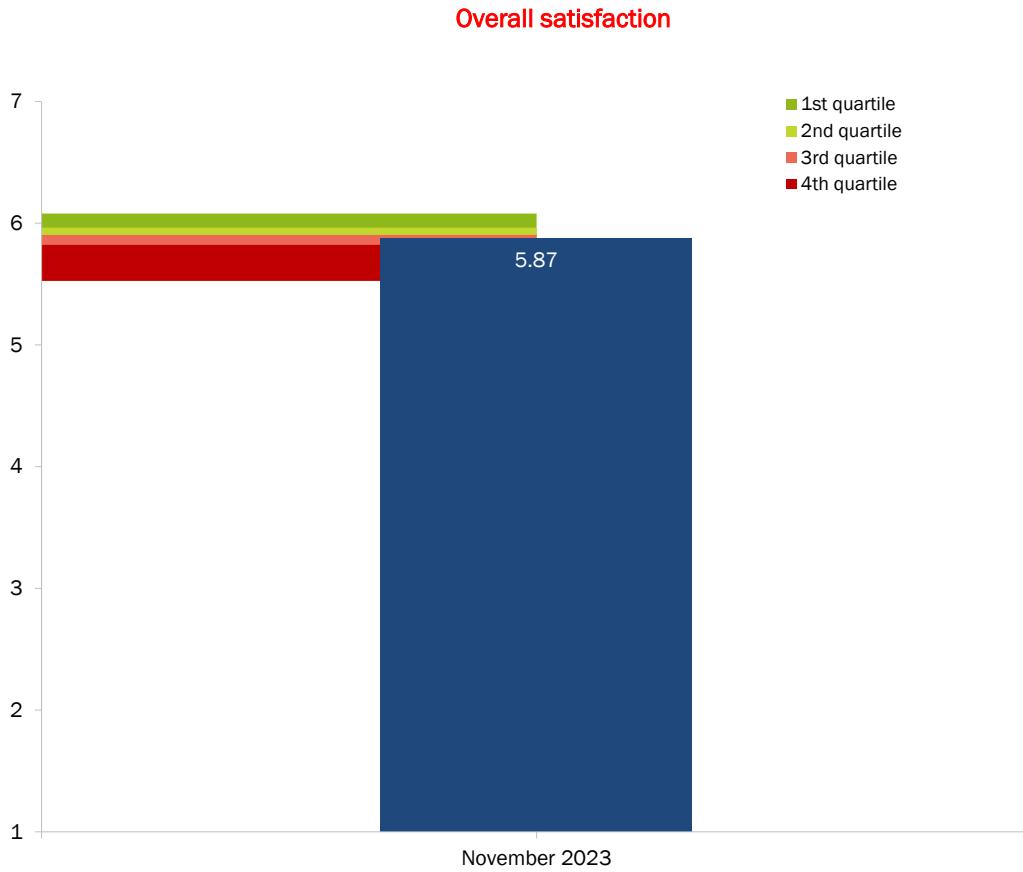
The information in the table also enables a comparison of the Library results with the current highest, lowest and median performers in the Insync database.

Scorecard

	Communication	Service delivery	Facilities & equipment	Information resources	Weighted total
Weighting	18%	28%	24%	30%	100%
November 2023	78.0%	82.1%	81.4%	83.7%	81.7%
Highest	82.5%	85.8%	87.0%	85.9%	84.7%
Median	79.7%	82.8%	83.6%	83.5%	82.1%
Lowest	72.9%	77.4%	76.9%	78.5%	77.5%

Overall satisfaction

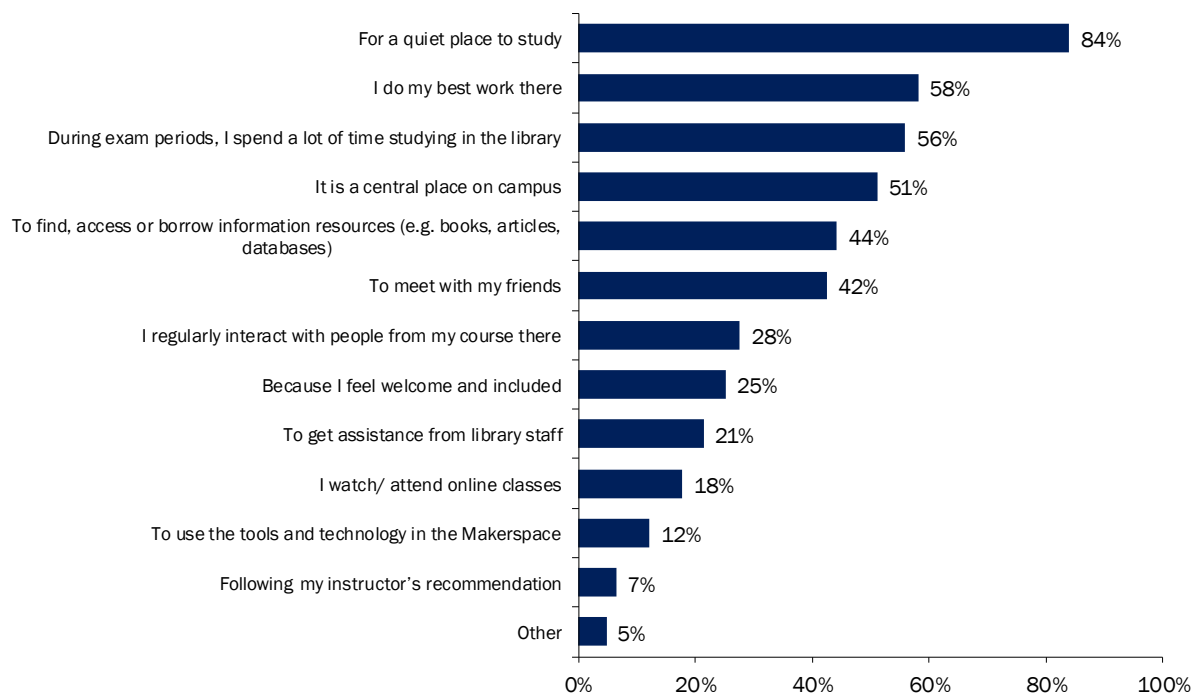
Clients were asked to provide a general assessment of their overall satisfaction with the Library. In this case, the overall average score of 5.87 again places the Library in the bottom 50% of benchmark participants.



Note: Benchmark data relates to latest survey

Part 3

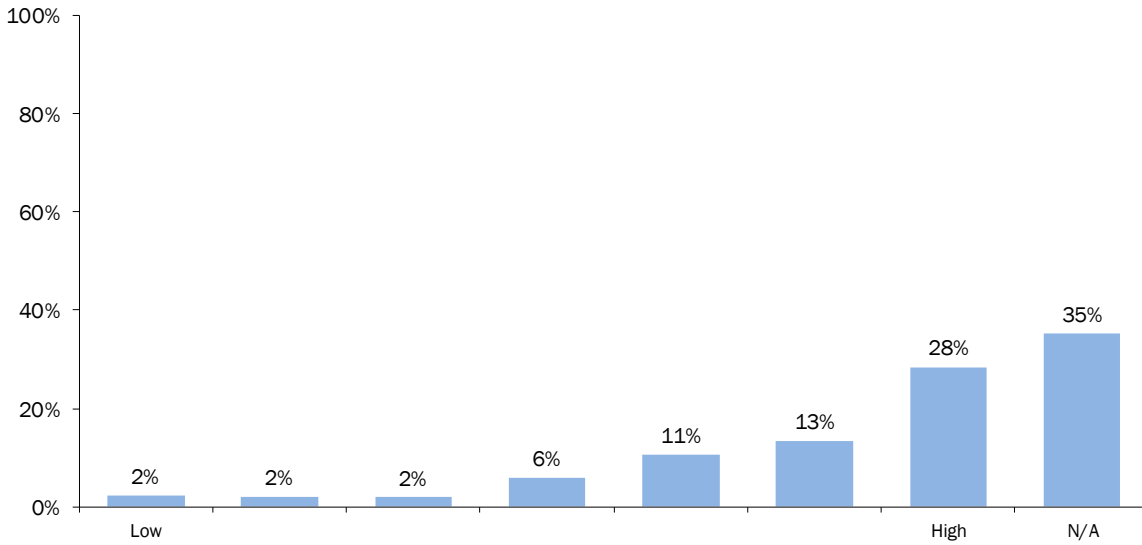
Thinking about the library as a place on campus, what are some of the reasons you go there?
(multiple choice)



Total responses: 2843 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

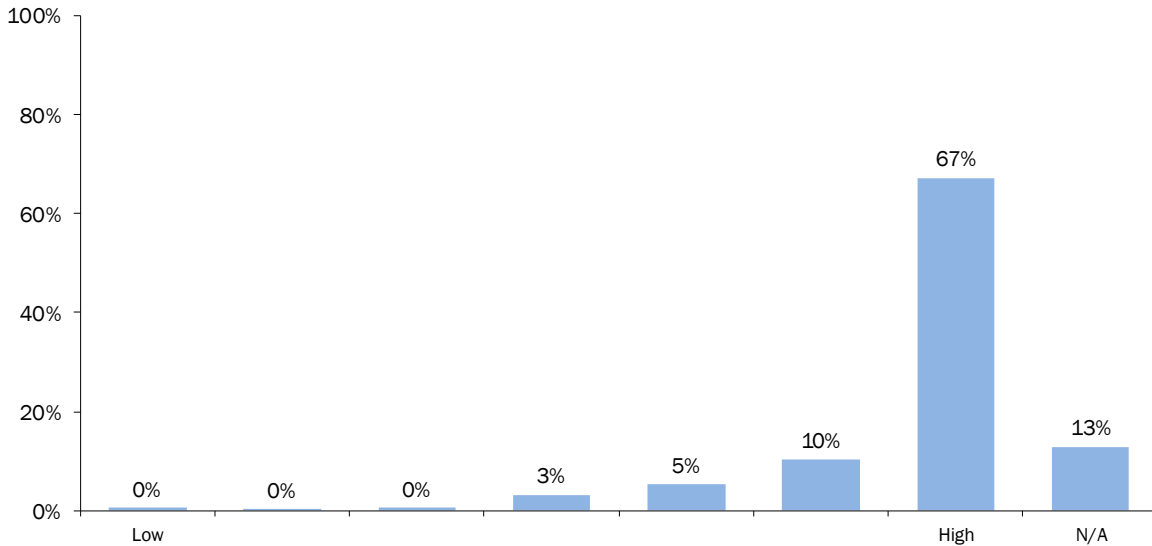
Print publications (e.g., books, maps)



Total responses: 841 respondents

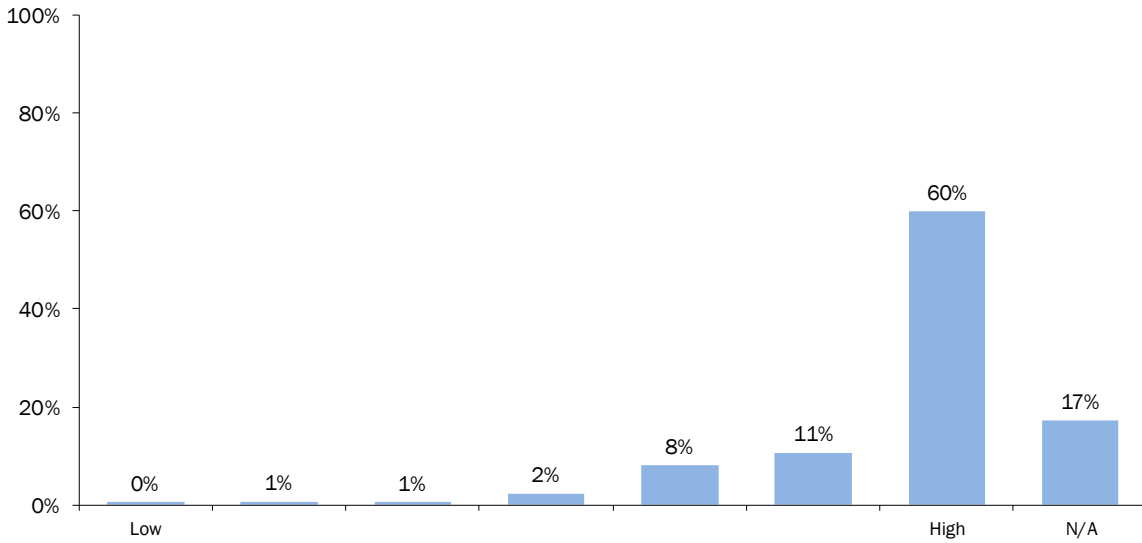
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

Electronic resources (e.g., Online journals, e-books, databases)



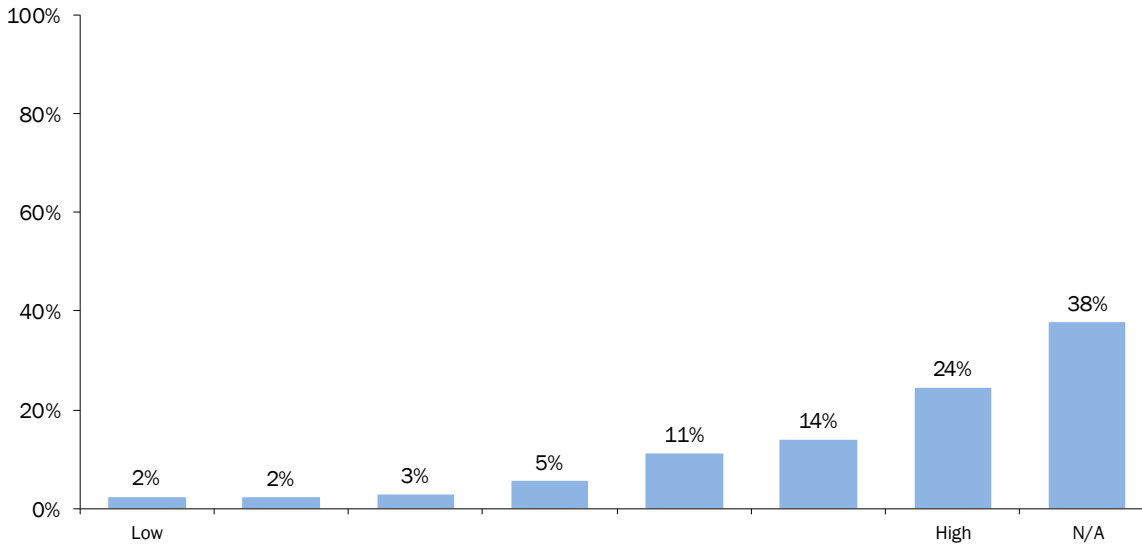
Total responses: 842 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher
Omni (the Library's academic search tool)



Total responses: 837 respondents

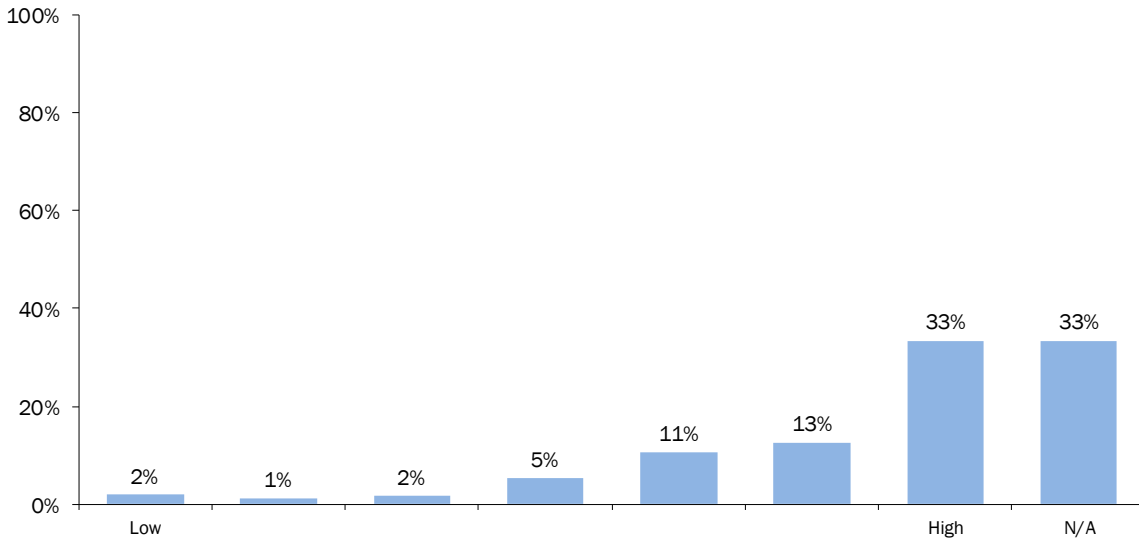
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher
Course Readings and Reserves Services



Total responses: 841 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

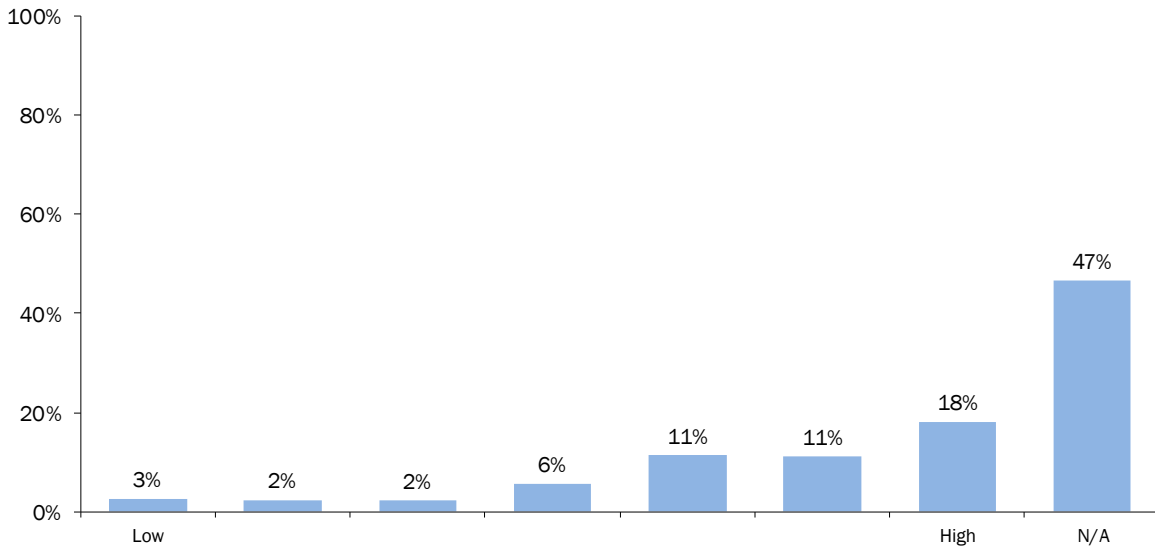
Interlibrary Loan / Borrowing from other libraries



Total responses: 846 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

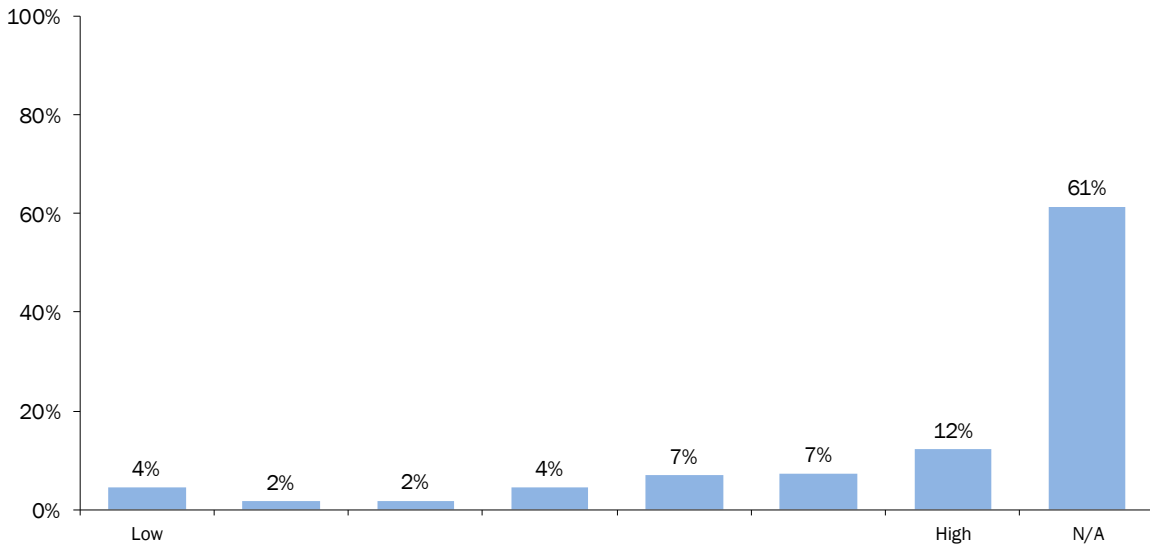
Research Consultations



Total responses: 841 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

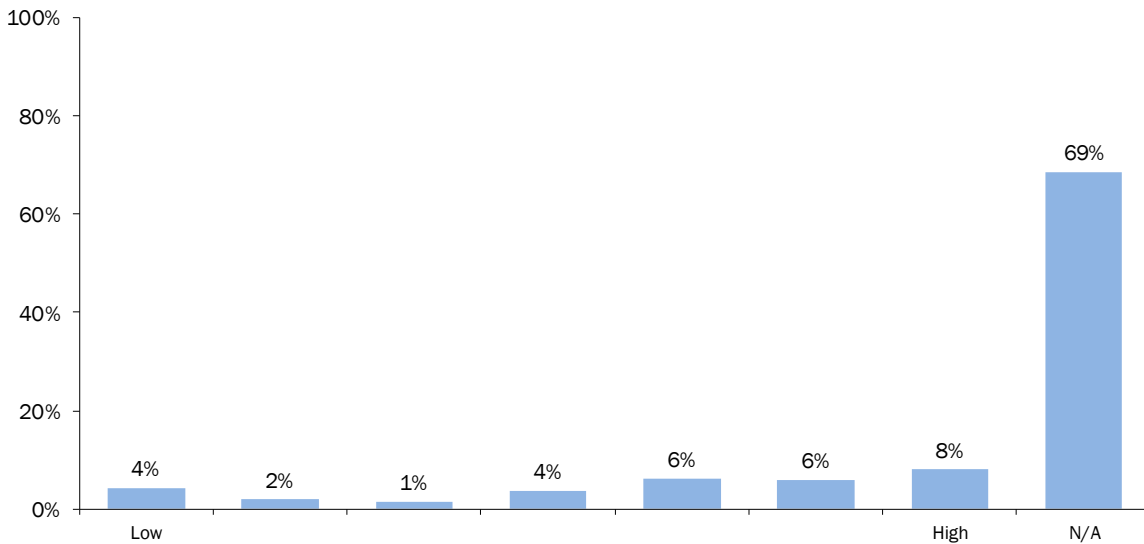
Evidence Synthesis support



Total responses: 843 respondents

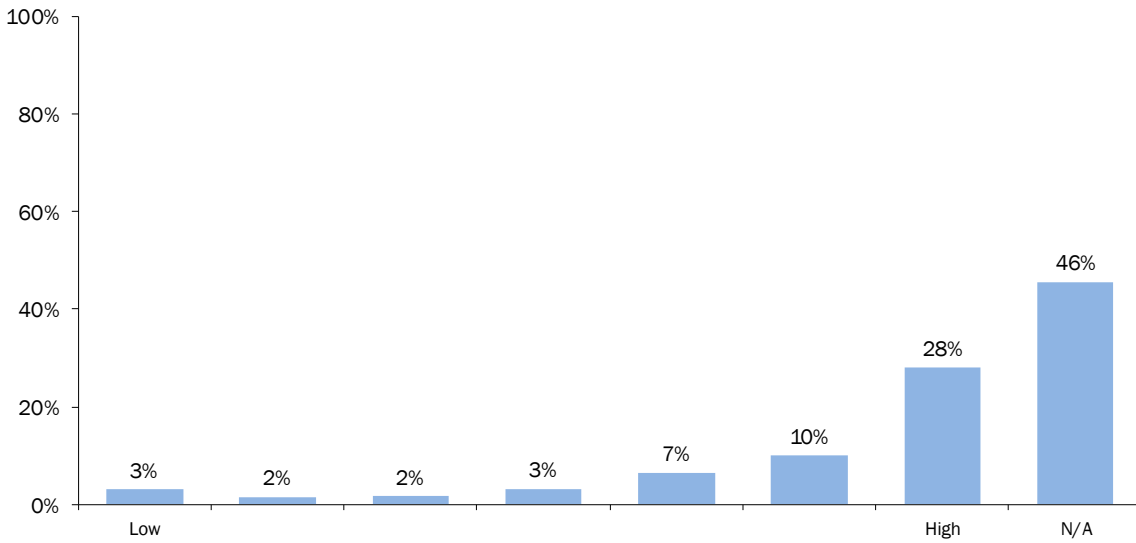
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

OER adoption consultations



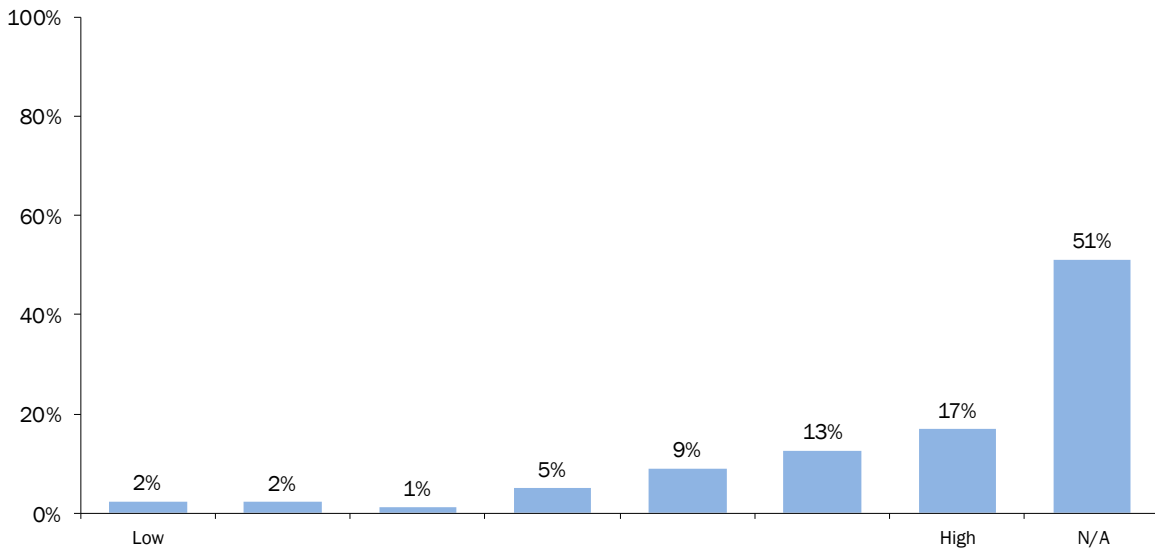
Total responses: 839 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher
Graduate student specific spaces & services (meeting room, study room, lockers)



Total responses: 839 respondents

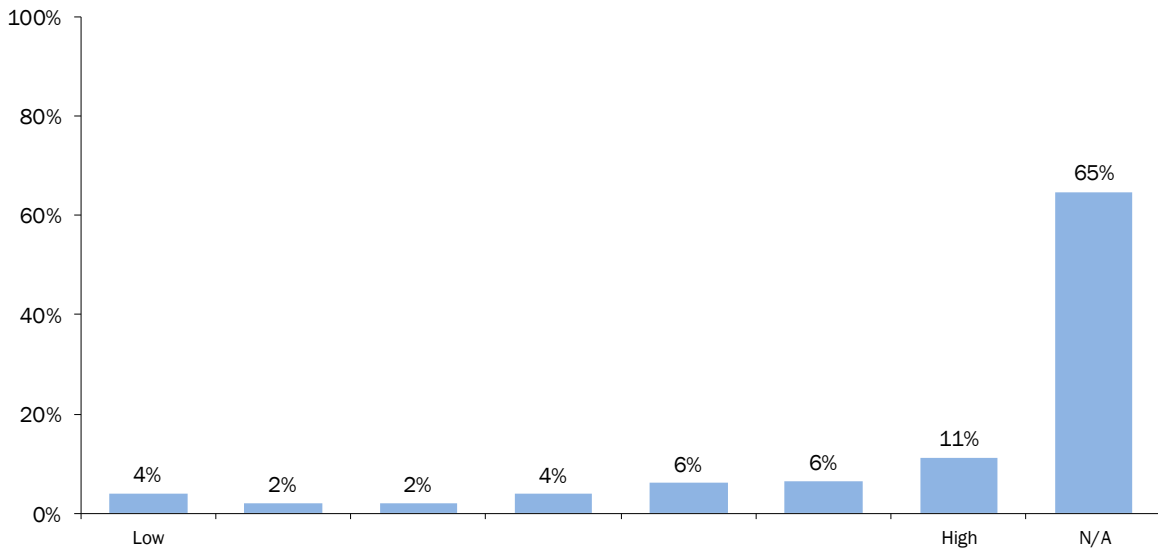
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher
Library course instructional support / information literacy instruction



Total responses: 838 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

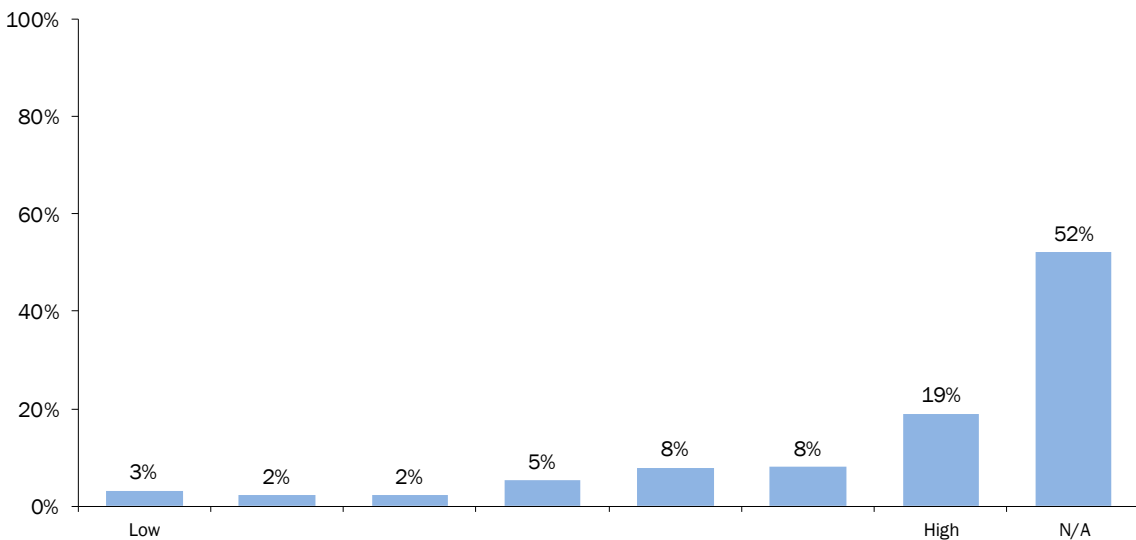
Map Data and GIS Library (MDGL) services



Total responses: 840 respondents

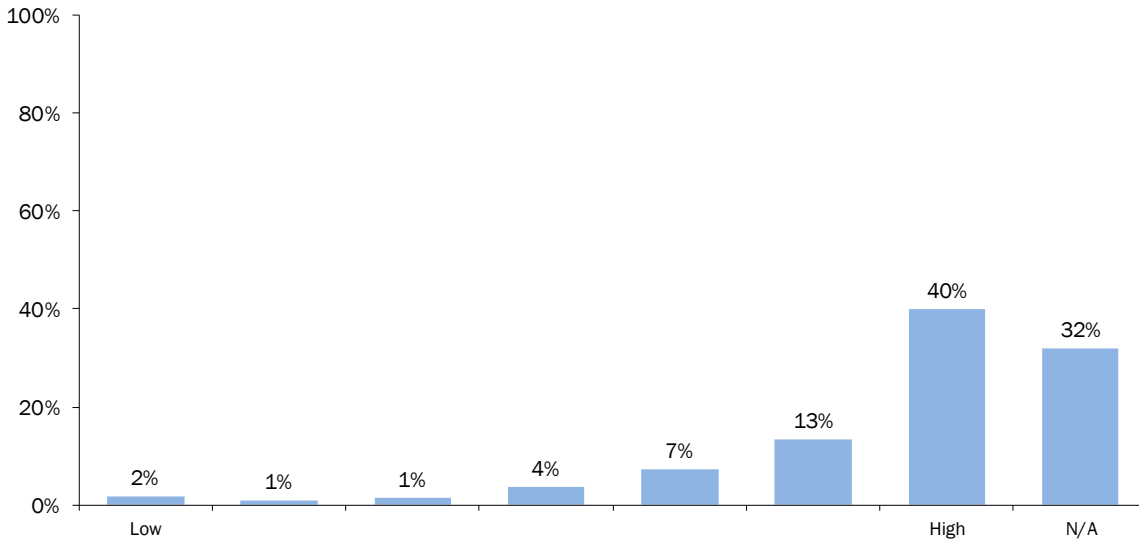
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

Makerspace



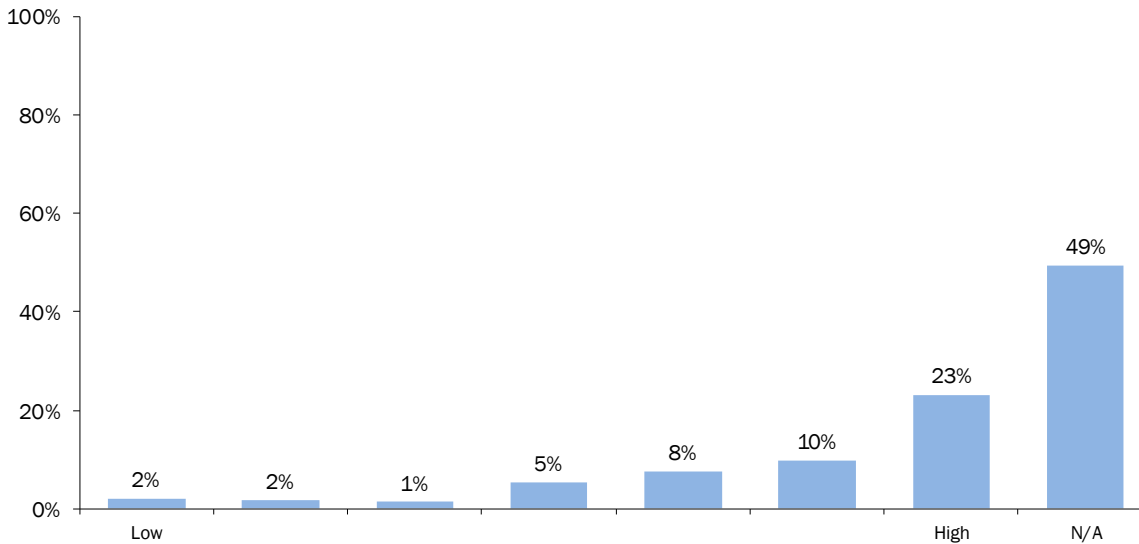
Total responses: 837 respondents

If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher
Scholarly Publishing (Scholarly Journals @ Brock/OJS, Digital Repository)



Total responses: 840 respondents

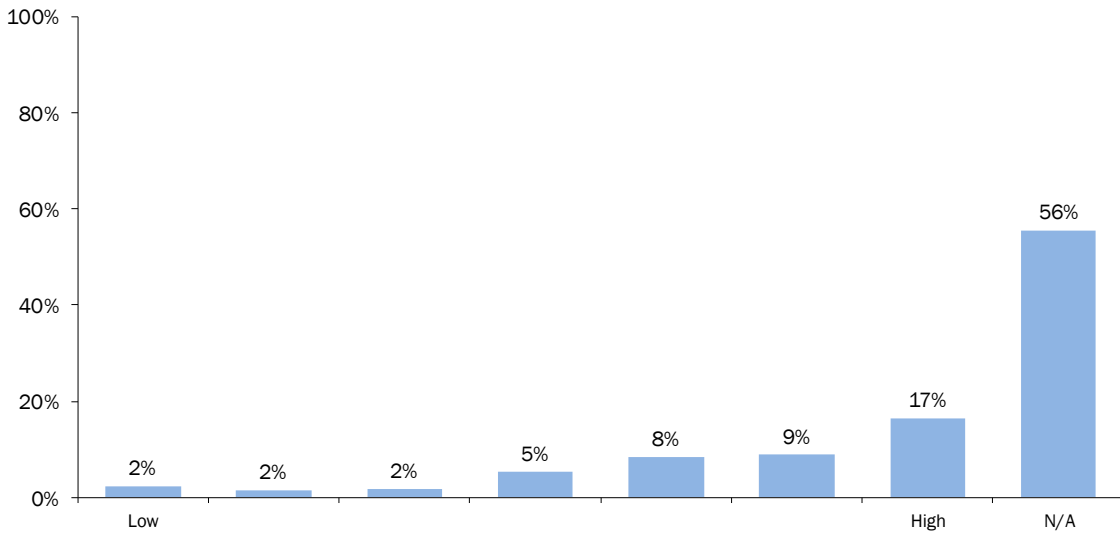
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher
Data Support services / Research Data Management



Total responses: 840 respondents

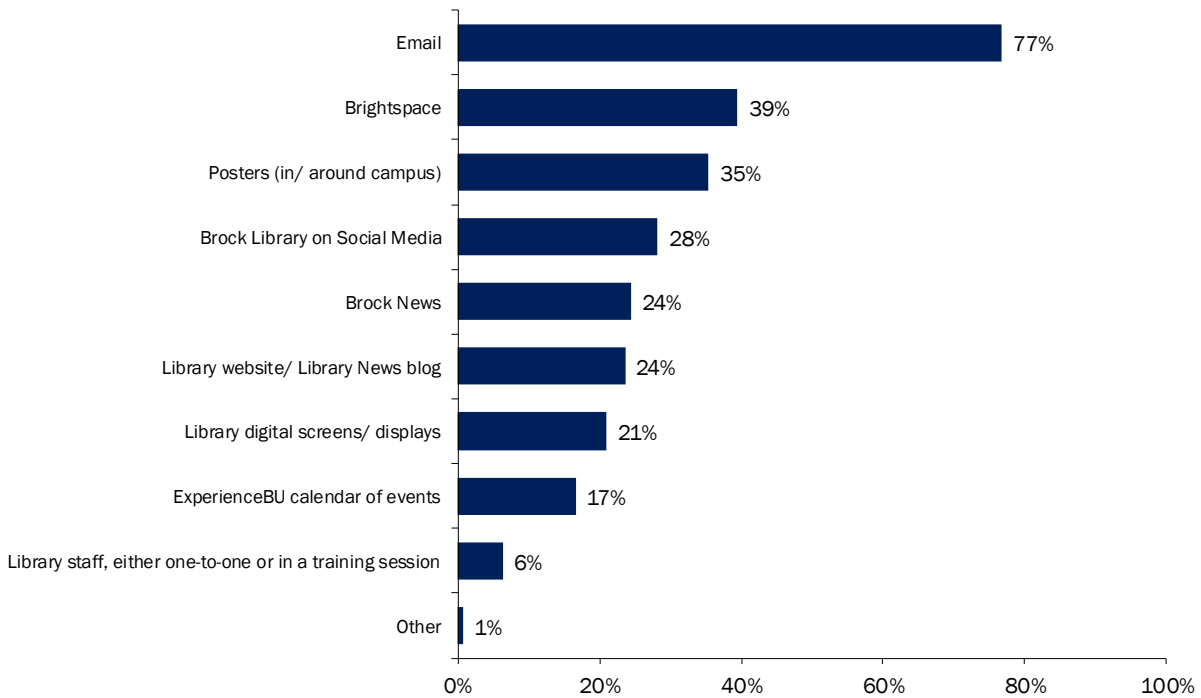
If you use any of the specific library services listed below, please rate their importance to your work as instructor or researcher

Digital Scholarship Lab online workshops



Total responses: 841 respondents

**How would you prefer to be updated about our services?
(multiple choice)**



Total responses: 3357 respondents

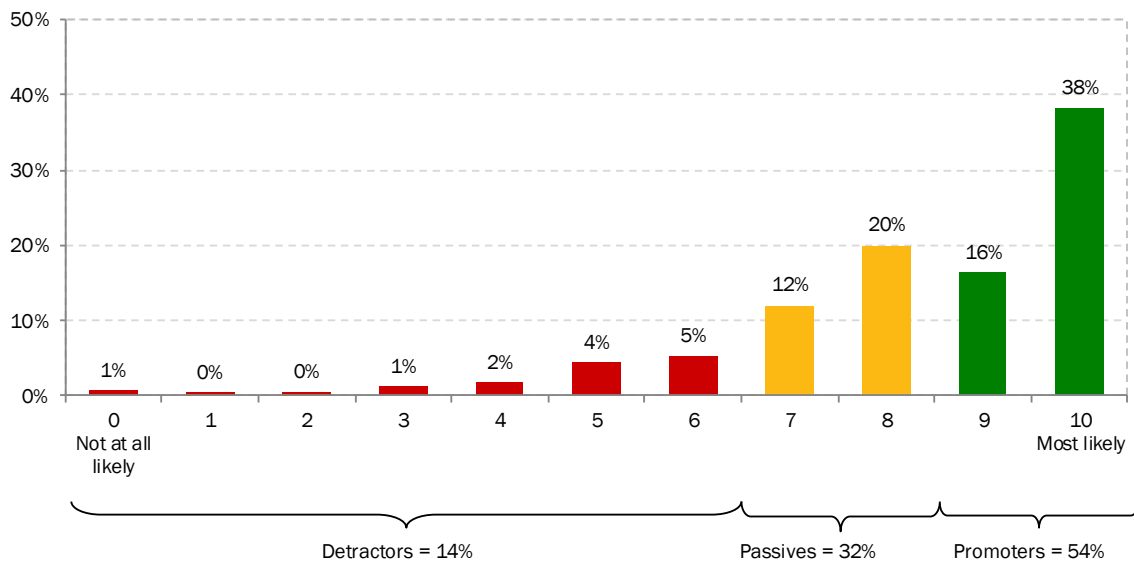
Net Promoter Score (Advocacy)

Net Promoter Score (NPS)* represents a respondent's likelihood to recommend the Library service to other students. The NPS is simply the percentage of "promoters" minus the percentage of "detractors". This question is asked on a 10-point scale, where 0 = not at all likely and 10 = extremely likely. Respondents who score a 9 or a 10 are likely to actively promote your Library. A score of 7 or 8 means the respondent is likely to be passive on the topic, and anything below a 7 means the respondent is likely to speak negatively about your Library – a "detractor".

The Library service achieved a Net Promoter Score of 41, a good result, and demonstrates that advocacy for the Library service is high.

How likely are you to recommend the library service to other students?

Total responses: 3370 respondents



Likelihood of recommending

= 54% Promoters - 14% Detractors

= 41

- Key:**
- >10 There are at least 11% more Promoters than Detractors.
 - 10 - 10 There are a similar number of Promoters and Detractors.
 - < -10 There are at least 11% less Promoters than Detractors.

*Net Promoter is a registered trademark of Satmetrix Systems, inc., Bain & Company and Fred Reichheld

List of benchmark participants (= 23)

University	Year
Australian Catholic University	2023
Brock University (canada)	2023
Carleton University (Canada)	2022
Charles Darwin University	2021
Charles Sturt University	2021
Deakin University	2023
Federation University	2022
Flinders University	2023
James Cook University	2021
La Trobe University	2022
Macquarie University	2023
Massey University (NZ)	2021
Murdoch University	2021
Queensland University of Technology	2022
Simon Fraser University (Canada)	2023
Singapore Management University (Singapore)	2022
Newcastle University	2023
University of Southern Queensland	2021
University of Tasmania	2023
University of Technology, Sydney	2022
University of Western Australia	2022
Victoria University	2022
Western Sydney University	2021

4. Next steps

Planning for the way forward is not limited to the recommendations in this report. A number of other areas may also require consideration. For instance, there may be areas that clients have identified as low in importance but are high priority for the Library. These should be reviewed. It is also important to consider issues unique to different demographic groups and look beyond the overall results. When prioritising issues for action, it is recommended that a combination of the quantitative analyses and comments, with the option of future focus groups, be used to gain a more in-depth understanding of student concerns.

