

Swinburne University of
Technology

Library Client Survey report

May 2011



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1. Introduction

Background

Insync Surveys 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 Surveys was retained by Swinburne University of Technology Library (the “Library”) to conduct a survey of its clients so that their views, ideas, and suggestions can be considered as part of its commitment to improvement. The results of the Library’s client survey are compared with other libraries in the Insync Surveys database, which has been built over 10 years.

Survey objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns. 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, and
- compare results with other libraries so that performance can be measured against industry best practice standards.

Survey process

The survey required all clients to provide some demographic information. It then displayed 32 statements considered critical to the success of the Library. Clients were asked to rate each statement twice – first to measure the importance of each of the statements to them and second to measure their impressions of the Library’s performance on each statement. Clients were also asked one open-ended question which asked for comments or suggestions for improvement of the Library.

Clients of the Library were given the opportunity to participate in the survey in May 2011 by completing the questionnaire anonymously. This confidentiality helps ensure that the true concerns of the clients are identified. The survey could be completed online or in paper form.

This is the fifth survey of its kind to be undertaken by the Library.

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 tables detail the number of usable survey forms received from clients of the Library. Where clients do not indicate their demographic information, forms are classified as '*Unspecified*'.

This year the survey generated 2693 responses. This number provides an excellent degree of confidence in the results obtained at the overall level. Based on a target population of 43,905 potential respondents, the survey achieved a confidence level of 99% +/- 2.4%. The number of responses received is higher than the 2008 survey, in which 2363 responses were generated.

Swinburne University of Technology Library Client Survey Response statistics		
Total	2693	
Which campus library do you use most often?	n	%
Croydon	139	5.2%
Hawthorn	1141	42.4%
Lilydale	424	15.7%
Prahran	579	21.5%
Wantirna	357	13.3%
None	31	1.2%
Unspecified	22	0.8%
What single category best describes you?		
Higher education undergraduate	958	35.6%
Higher education postgraduate	321	11.9%
Higher education academic/research staff	146	5.4%
TAFE student	838	31.1%
TAFE teaching staff	148	5.5%
Swinburne College student	88	3.3%
General staff	121	4.5%
From another university	10	0.4%
Other	25	0.9%
Unspecified	38	1.4%
Are you an international student?		
Yes	640	23.8%
No	1988	73.8%
Unspecified	65	2.4%
Are you an OUA (Open Universities Australia) student?		
Yes	140	5.2%
No	2491	92.5%
Unspecified	62	2.3%
What is your main mode of study?		
Online only	109	4.0%
Face to face/on-campus only	1758	65.3%
Mixed (online and face to face/on-campus)	671	24.9%
Unspecified	155	5.8%
How long have you been at Swinburne?		
1 year or less	1221	45.3%
2 years	672	25.0%
3 years	325	12.1%
4 years	133	4.9%
5 years or more	308	11.4%
Unspecified	34	1.3%

Swinburne University of Technology Library Client Survey Response statistics		
Total	2693	
How often do you physically visit the Library?		
Daily	395	14.7%
2-4 days a week	1042	38.7%
Weekly	559	20.8%
Fortnightly	215	8.0%
Monthly	211	7.8%
Rarely (i.e. a few times a year)	211	7.8%
Never	39	1.4%
Unspecified	21	0.8%
When visiting the Library, how long do you usually stay?		
1 hour or less	1148	42.6%
2 hours	832	30.9%
3 hours	342	12.7%
4 hours	162	6.0%
5 hours or more	141	5.2%
I never physically visit the Library	43	1.6%
Unspecified	25	0.9%
How often do you access the Online Library Service off-campus?		
Daily	314	11.7%
2-4 days a week	591	21.9%
Weekly	546	20.3%
Fortnightly	289	10.7%
Monthly	222	8.2%
Rarely (i.e. a few times a year)	458	17.0%
Never	238	8.8%
Unspecified	35	1.3%
How often do you access the Online Library Service on campus, but not from the Library?		
Daily	225	8.4%
2-4 days a week	494	18.3%
Weekly	490	18.2%
Fortnightly	252	9.4%
Monthly	230	8.5%
Rarely (i.e. a few times a year)	606	22.5%
Never	359	13.3%
Unspecified	37	1.4%

Swinburne University of Technology Library Client Survey Response statistics		
Total	2693	
How often do you access the Online Library Service from the Library?	n	%
Daily	175	6.5%
2-4 days a week	509	18.9%
Weekly	477	17.7%
Fortnightly	248	9.2%
Monthly	229	8.5%
Rarely (i.e. a few times a year)	598	22.2%
Never	399	14.8%
Unspecified	58	2.2%
How often are you required to be on campus?		
Daily	726	27.0%
2-4 days a week	1549	57.5%
Weekly	220	8.2%
Fortnightly	35	1.3%
Monthly	36	1.3%
Rarely (i.e. a few times a year)	55	2.0%
Never	40	1.5%
Unspecified	32	1.2%
How often do you ask Library staff questions?		
Daily	54	2.0%
2-4 days a week	188	7.0%
Weekly	373	13.9%
Fortnightly	329	12.2%
Monthly	440	16.3%
Rarely (i.e. a few times a year)	1087	40.4%
Never	192	7.1%
Unspecified	30	1.1%

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 how important each service attribute is to them. These importance rankings are tabled below. Note that this data is excluded from, and has no bearing on, the individual and aggregate benchmark scores contained in this report.


Swinburne University of Technology Library Client Survey Results, May 2011				
Response statistics: Importance (performance N/A)				
Variable	Total	Importance		
		Mean	Rank	#
				%
Library staff provide accurate answers to my enquiries	5.93	1	94	3.49%
Library staff are readily available to assist me	5.80	2	86	3.19%
Library staff are approachable and helpful	5.71	3	83	3.08%
Library staff treat me fairly and without discrimination	5.62	4	95	3.53%
Search the Library (the catalogue) is easy to use	5.52	5	84	3.12%
The Library is responsive to feedback	5.52	6	184	6.83%
Face to face enquiry services meet my needs	5.42	7	107	3.97%
Printing, scanning and photocopying facilities in the Library meet my needs	5.37	8	135	5.01%
I can get wireless access in the Library when I need to	5.35	9	120	4.46%
The Library website is easy to use	5.28	10	88	3.27%
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	5.26	11	136	5.05%
The items I'm looking for on the Library shelves are usually there	5.25	12	105	3.90%
Books and articles I have requested from other libraries and campuses are delivered promptly	5.21	13	223	8.28%
Course specific resources (Subject Materials online) meet my learning needs	5.19	14	135	5.01%
When I am away from campus I can access the Library resources and services I need	5.10	15	97	3.60%
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.08	16	120	4.46%
The Library website provides useful information	5.07	17	115	4.27%
I can find a quiet place in the Library to study when I need to	5.07	18	117	4.34%
Online resources (e.g. ejournals and databases) meet my learning and research needs	5.03	19	114	4.23%
Ebooks meet my learning and research needs	5.00	20	161	5.98%
A computer is available when I need one	4.98	21	130	4.83%
The Library is a good place to study	4.93	22	114	4.23%
I can find a place in the Library to work in a group when I need to	4.92	23	130	4.83%
Opening hours meet my needs	4.92	24	103	3.82%
Laptop facilities (e.g. desks, power) in the Library meet my needs	4.92	25	153	5.68%
Library Subject Starter Guides are useful for my learning and research needs	4.90	26	198	7.35%
Online enquiry services ("Questions Comments Research Help") meet my needs	4.82	27	203	7.54%
Library signage is clear	4.77	28	109	4.05%
The Library anticipates my learning and research needs	4.70	29	131	4.86%
I am informed about Library services	4.54	30	96	3.56%
Library workshops, classes and tutorials help me with my learning and research needs	4.30	31	215	7.98%

2. 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. The previous survey results are also reported to enable a comparison.

May 2011 Top 10 importance	Mean (1 = low, 7 = high)	May 2008 Top 10 importance	Mean (1 = low, 7 = high)
Library staff are approachable and helpful	6.22	Library staff treat me fairly and without discrimination	6.28
Library staff provide accurate answers to my enquiries	6.14	Opening hours meet my needs	6.17
Library staff treat me fairly and without discrimination	6.14	Service desk staff respond quickly to my enquiries	6.16
Library staff are readily available to assist me	6.13	Library staff are readily available to assist me	6.14
The Library is a good place to study	5.96	Requests for information are followed through	6.10
The Library website is easy to use	5.96	Library staff acknowledge and handle problems in a professional manner	6.09
Search the Library (the catalogue) is easy to use	5.92	The library web pages provide clear and useful information	6.08
I can find a quiet place in the Library to study when I need to	5.89	The library catalogue is easy to use	6.08
Printing, scanning and photocopying facilities in the Library meet my needs	5.89	Library staff provide clear and useful feedback to my queries	6.07
I can get wireless access in the Library when I need to	5.89	The book collection is adequate for my needs	6.06

 Common to 2011 and 2008

Of the 32 statements in the survey, four were identified as having importance means of 6.00 or higher. These statements are all of relatively high importance to clients.

The themes in the top 10 importance list include Library staff being approachable and helpful, providing accurate answers to enquiries, being fair and non-discriminatory and being readily available to assist. Other themes related to the ease of use of the Library catalogue and website, the Library as a good study environment, and the provision of adequate printing, scanning and photocopying services.

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2011 as compared with those ranked highest in 2008.

May 2011 Top 10 performance	Mean (1 = low, 7 = high)	May 2008 Top 10 performance	Mean (1 = low, 7 = high)
Library staff treat me fairly and without discrimination *3	6.10	Library staff treat me fairly and without discrimination	6.13
Library staff are approachable and helpful *1	5.98	Service desk staff respond quickly to my enquiries	5.82
Library staff provide accurate answers to my enquiries *2	5.89	Library staff acknowledge and handle problems in a professional manner	5.80
Library staff are readily available to assist me *4	5.86	Library staff are readily available to assist me	5.78
I can get wireless access in the Library when I need to *10	5.65	Opening hours meet my needs	5.73
Face to face enquiry services meet my needs	5.65	Requests for information are followed through	5.71
When I am away from campus I can access the Library resources and services I need	5.61	Library staff deliver on promises made to me	5.71
Opening hours meet my needs	5.55	Library staff provide clear and useful feedback to my queries	5.70
Self Service (e.g. self check loans, requests, renewals, holds) meets my needs	5.54	Library staff take an interest in me and my needs	5.65
The Library is a good place to study *5	5.45	Library staff provide adequate training in information searching skills	5.61

(Factors marked * were also identified in the top 10 importance list)

 Common to 2011 and 2008

The survey identified 31 out of 32 variables with scores greater than 5.00. All of these variables are considered strong performers, with 5.00 representing a relatively strong rating on a seven-point scale.

Five factors in the top 10 performance list relate to Library staff – more specifically their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, their availability to assist, and the adequacy of the face-to-face enquiry service. The remaining factors relate to self-service facilities meeting the needs of clients; adequate off campus access to Library resources and services; availability of wireless access in the Library; opening hours meeting the needs of clients and the Library being a good place to study.

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

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*
- *I can get wireless access in the Library when I need to*
- *The Library is a good place to study*


This is a positive result for the Library. Not only are these factors 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 2011 as compared with those ranked lowest in 2008.

Please note that the lowest performing variable appears first on the list.

May 2011 Lowest 10 performance	Mean (1 = low, 7 = high)	May 2008 Lowest 10 performance	Mean (1 = low, 7 = high)
A computer is available when I need one	4.63	Number of computer workstations is adequate	4.48
Online enquiry services (“Questions Comments Research Help”) meet my needs	5.07	Library staff keep me informed of new services, resources and collections	4.87
Library workshops, classes and tutorials help me with my learning and research needs	5.09	Library staff act on my suggestions and ideas	5.01
The Library anticipates my learning and research needs	5.09	Individual seating is adequate	5.02
I can find a place in the Library to work in a group when I need to	5.10	Library provision of casual/lounge seating is adequate	5.03
Laptop facilities (e.g. desks, power) in the Library meet my needs	5.14	Noise levels in the library are acceptable	5.04
Ebooks meet my learning and research needs	5.16	eBooks are easy to access	5.06
I can find a quiet place in the Library to study when I need to *8	5.18	Group study facilities are adequate	5.07
The items I’m looking for on the Library shelves are usually there	5.19	Supersearch is easy to use	5.08
Library Subject Starter Guides are useful for my learning and research needs	5.22	The range of electronic journals is adequate for my needs	5.11

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

 Common to 2011 and 2008

The lowest 10 performance list has just one factor in common with the top 10 importance list – “I can find a quiet place in the Library to study when I need to”. This factor is one which clients believe is important, and yet they believe the Library to be underperforming in this area.


Where clients believe the Library can improve

In identifying factors for improvement, Insync Surveys analyses the perceived difference – or “gap” – between the importance and performance scores for each variable. Based on our experience, gaps between 1.00 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.00 are serious and should be acted upon.

This table reports the 10 variables with the highest gaps for the 2011 and 2008 surveys.

May 2011 Top 10 gaps	Mean (1 = low, 7 = high)	May 2008 Top 10 gaps	Mean (1 = low, 7 = high)
A computer is available when I need one	1.09	Number of computer workstations is adequate	1.40
I can find a quiet place in the Library to study when I need to *8	0.72	The book collection is adequate for my needs	0.87
I can find a place in the Library to work in a group when I need to	0.62	Individual seating is adequate	0.77
The items I'm looking for on the Library shelves are usually there	0.54	Photocopying and printing facilities are adequate	0.73
The Library website is easy to use *6	0.53	Noise levels in the library are acceptable	0.72
Search the Library (the catalogue) is easy to use *7	0.51	Electronic databases and electronic journals are easy to access	0.68
The Library is a good place to study *5	0.51	The range of electronic journals is adequate for my needs	0.67
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.45	Quiet study facilities are adequate	0.63
Printing, scanning and photocopying facilities in the Library meet my needs *9	0.45	The library catalogue is easy to use	0.63
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.44	Online reserve resources are easy to access	0.61

(Factors marked * were also identified in the top 10 importance list)

 Common to 2011 and 2008

Of all the 32 variables, none recorded a gap score in the critical range. This is a very good result for the Library.

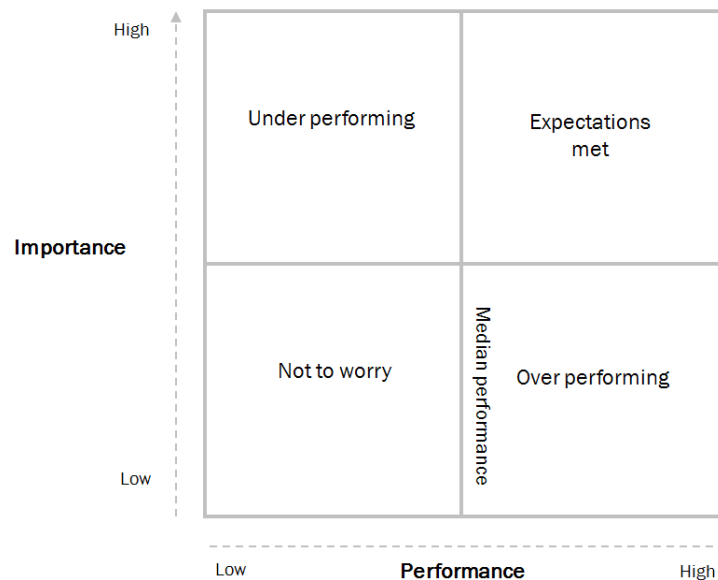
The top 10 gap list contains five factors from the top 10 importance list, which suggests that these are areas to prioritise for improvement:

- *I can find a quiet place in the Library to study when I need to*
(a top 50% benchmark performer)
- *The Library website is easy to use*
(a bottom 50% benchmark performer)
- *Search the Library (the catalogue) is easy to use*
(a top 50% benchmark performer)
- *The Library is a good place to study*
(a top 50% benchmark performer)
- *Printing, scanning and photocopying facilities in the Library meet my needs*
(a top 50% benchmark performer)

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, page 18). 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 library-wide gap grid has identified the following improvement opportunity for the Library:

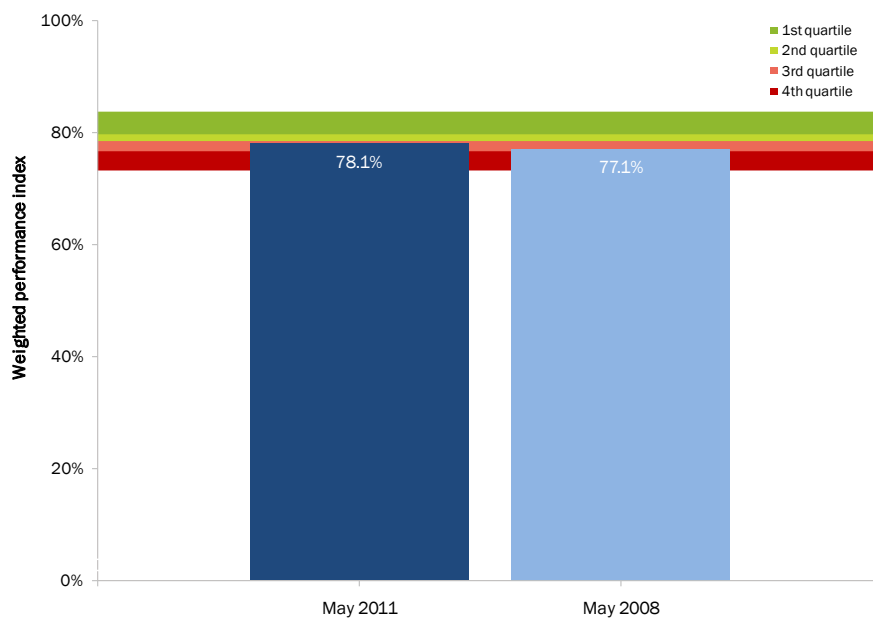
- *A computer is available when I need one*

Although this factor did not record a gap score in the critical range, it may be prudent to keep an eye on it to ensure that it does not become problematic.

Comparison with other libraries

Weighted performance index

The Library recorded an overall performance score of 78.1%. This places Swinburne University of Technology Library in the bottom 50% of libraries that have surveyed with us over the last two years and reflects a score increase of 1.0% since the previous survey in 2008, when the Library ranked in the bottom 50% of benchmark participants.



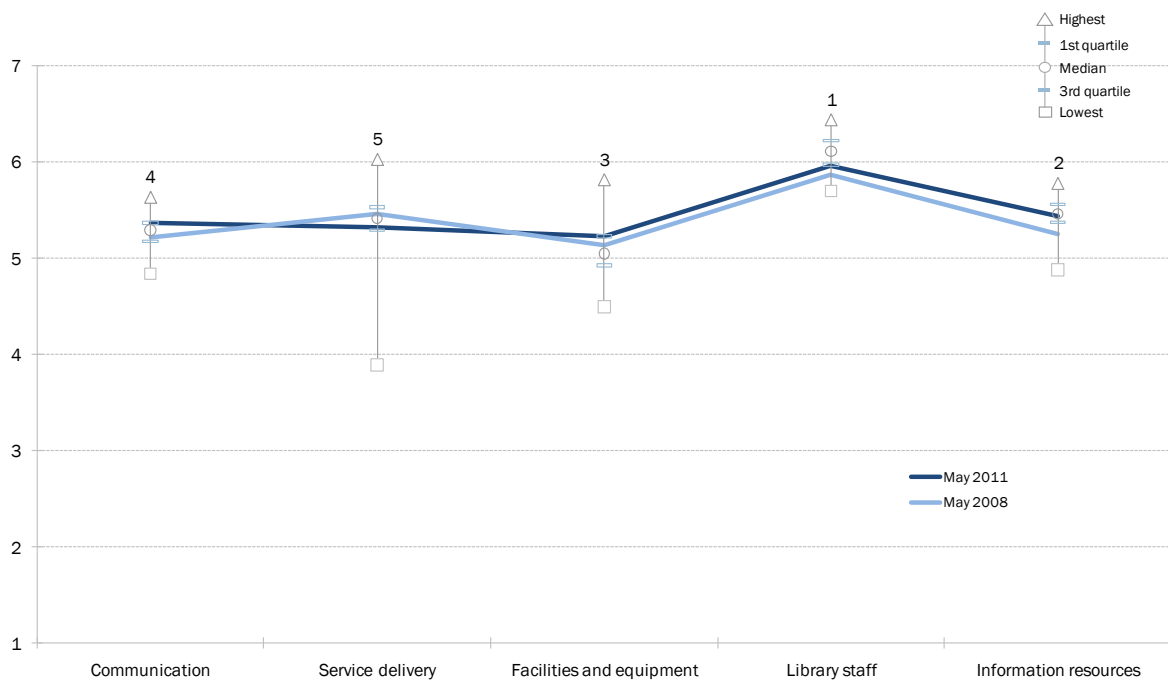
Best practice categories

The following graph shows the performance scores of the Library, within the range of other library scores, across the five best practice categories. At the time the Swinburne University of Technology Library Client Survey was administered, 42 other libraries had completed benchmark surveys. It is this group that makes up the comparison group.

The three categories ranked highest in importance for the clients of Swinburne University of Technology Library are *library staff*, *information resources* and *facilities and equipment* (as indicated by the bold numbers in the following graph).

The *communication* and *facilities and equipment* categories are performing in the first quartile (top 25%) when benchmarked externally, a positive result for the Library.

Performance scores for four of the five categories have increased in comparison to the previous survey. A more specific view of results on each variable within the categories can be found in the detailed data report (from page 6 onwards).



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.

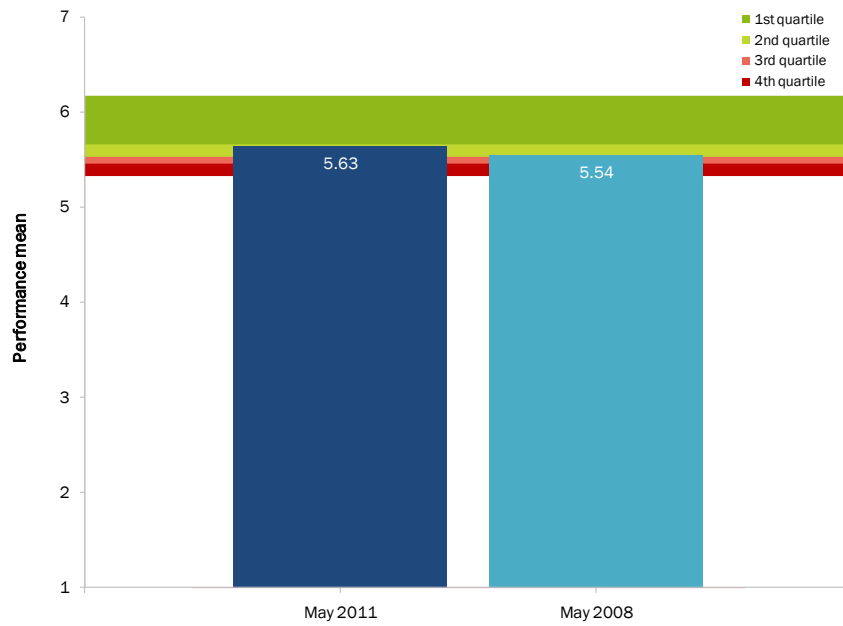
The Library performed highest on the category of *library staff*, with a score of 85.1%. The lowest score was identified for *facilities and equipment* at 74.7%.

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

	Communication	Service Delivery	Facilities And Equipment	Library Staff	Information Resources	Weighted Total
Weighting	15%	22%	18%	20%	25%	100%
May 2011	76.7%	76.1%	74.7%	85.1%	77.6%	78.1%
May 2008	74.6%	77.9%	73.4%	83.8%	75.1%	77.1%
Highest performer in database	80.6%	86.2%	83.2%	92.0%	82.6%	83.8%
2nd quartile	76.7%	79.0%	74.7%	88.9%	79.5%	79.8%
Median	75.6%	77.3%	72.1%	87.3%	78.0%	78.5%
3rd quartile	74.0%	75.6%	70.4%	85.3%	76.8%	76.8%
Lowest performer in database	69.1%	55.6%	64.3%	81.4%	69.7%	73.2%

Overall satisfaction

Respondents were asked to provide a general assessment of their satisfaction with the Library (see graph below). In this case, the overall average of 5.63 places the Library in the second quartile (or top 50%) when compared with other libraries that have surveyed over the last two years. This is a slight improvement on the results from 2008, where the Library scored 5.54.



3. Summary of results by demographics

The following tables show the top five improvement opportunities (gaps) across each of the major demographic breakdowns within Swinburne University of Technology Library.

When considering the following tables, there are a few things to keep in mind. Caution should be exercised when interpreting the data for groups with fewer than 25 responses, as a small response number can lead to unstable mean scores.

Secondly, if a factor is highlighted, it means that it is unique, that is, not shared by any other group in that demographic breakdown.

Based on our experience, gaps between 1.00 and 1.99 are considered meaningful and should be investigated further. Gaps of or above 2.00 are serious and should be acted upon.

Which campus library do you use most often?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
Which campus library do you use most often?	Unique factor
Croydon (139 responses)	Gap score
A computer is available when I need one	0.82
I can find a quiet place in the Library to study when I need to	0.77
The Library is a good place to study	0.44
The items I'm looking for on the Library shelves are usually there	0.33
I can find a place in the Library to work in a group when I need to	0.33
Hawthorn (1141 responses)	Gap score
A computer is available when I need one	1.64
I can find a place in the Library to work in a group when I need to	1.00
I can find a quiet place in the Library to study when I need to	0.99
The items I'm looking for on the Library shelves are usually there	0.82
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.79
Lilydale (424 responses)	Gap score
Search the Library (the catalogue) is easy to use	0.49
I can find a quiet place in the Library to study when I need to	0.44
The items I'm looking for on the Library shelves are usually there	0.41
A computer is available when I need one	0.41
The Library website is easy to use	0.38
Prahran (579 responses)	Gap score
A computer is available when I need one	1.05
I can find a quiet place in the Library to study when I need to	0.70
Printing, scanning and photocopying facilities in the Library meet my needs	0.59
Opening hours meet my needs	0.56
I can find a place in the Library to work in a group when I need to	0.55
Wantirna (357 responses)	Gap score
A computer is available when I need one	0.45
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.34
I can find a quiet place in the Library to study when I need to	0.30
The Library website is easy to use	0.29
Search the Library (the catalogue) is easy to use	0.26
None (31 responses)	Gap score
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.92
A computer is available when I need one	0.90
The Library website is easy to use	0.64
I am informed about Library services	0.55
Ebooks meet my learning and research needs	0.40

What single category best describes you?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
What single category best describes you?	Unique factor
Higher education undergraduate (958 responses)	Gap score
A computer is available when I need one	1.48
I can find a quiet place in the Library to study when I need to	0.98
I can find a place in the Library to work in a group when I need to	0.96
The Library is a good place to study	0.75
The items I'm looking for on the Library shelves are usually there	0.75
Higher education postgraduate (321 responses)	Gap score
A computer is available when I need one	1.12
I can find a place in the Library to work in a group when I need to	0.89
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.85
I can find a quiet place in the Library to study when I need to	0.81
The Library website is easy to use	0.78
Higher education academic/research staff (146 responses)	Gap score
Search the Library (the catalogue) is easy to use	1.11
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.89
The Library website is easy to use	0.89
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.88
Ebooks meet my learning and research needs	0.82
TAFE student (838 responses)	Gap score
A computer is available when I need one	0.77
I can find a quiet place in the Library to study when I need to	0.44
Printing, scanning and photocopying facilities in the Library meet my needs	0.29
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.28
The Library is a good place to study	0.28
TAFE teaching staff (148 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.82
A computer is available when I need one	0.81
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.70
The Library website is easy to use	0.69
Search the Library (the catalogue) is easy to use	0.69
Swinburne College student (88 responses)	Gap score
A computer is available when I need one	1.19
I can find a place in the Library to work in a group when I need to	0.84
I can find a quiet place in the Library to study when I need to	0.73
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.70
Printing, scanning and photocopying facilities in the Library meet my needs	0.68

Swinburne University of Technology Library Client Survey Results, May 2011

Top 5 gap scores by demographic

What single category best describes you?

Unique factor

General staff (121 responses)	Gap score
I can find a quiet place in the Library to study when I need to	0.80
Search the Library (the catalogue) is easy to use	0.75
The Library website is easy to use	0.73
Course specific resources (Subject Materials online) meet my learning needs	0.66
A computer is available when I need one	0.65
From another university (10 responses)	Gap score
Printing, scanning and photocopying facilities in the Library meet my needs	0.67
Library staff provide accurate answers to my enquiries	0.30
I can find a place in the Library to work in a group when I need to	0.22
A computer is available when I need one	0.22
The Library anticipates my learning and research needs	0.20
Other (25 responses)	Gap score
The Library is a good place to study	0.54
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.52
Face to face enquiry services meet my needs	0.44
The items I'm looking for on the Library shelves are usually there	0.32
I can find a quiet place in the Library to study when I need to	0.25

Are you an international student?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
Are you an international student?	Unique factor
Yes (640 responses)	Gap score
A computer is available when I need one	1.21
I can find a place in the Library to work in a group when I need to	0.84
I can find a quiet place in the Library to study when I need to	0.80
The items I'm looking for on the Library shelves are usually there	0.73
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.63
No (1988 responses)	Gap score
A computer is available when I need one	1.07
I can find a quiet place in the Library to study when I need to	0.71
I can find a place in the Library to work in a group when I need to	0.56
The Library website is easy to use	0.54
Search the Library (the catalogue) is easy to use	0.51

Are you an OUA (Open Universities Australia) student?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
Are you an OUA (Open Universities Australia) student?	Unique factor
Yes (140 responses)	Gap score
A computer is available when I need one	0.55
I can find a quiet place in the Library to study when I need to	0.52
Opening hours meet my needs	0.52
I can find a place in the Library to work in a group when I need to	0.51
Library signage is clear	0.49
No (2491 responses)	Gap score
A computer is available when I need one	1.13
I can find a quiet place in the Library to study when I need to	0.74
I can find a place in the Library to work in a group when I need to	0.64
The Library website is easy to use	0.56
The items I'm looking for on the Library shelves are usually there	0.56

What is your main mode of study?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
What is your main mode of study?	Unique factor
Online only (109 responses)	Gap score
The Library website is easy to use	0.82
The Library website provides useful information	0.56
The Library anticipates my learning and research needs	0.51
I can find a quiet place in the Library to study when I need to	0.50
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.45
Face to face/on-campus only (1758 responses)	Gap score
A computer is available when I need one	1.19
I can find a quiet place in the Library to study when I need to	0.75
I can find a place in the Library to work in a group when I need to	0.67
The items I'm looking for on the Library shelves are usually there	0.55
The Library is a good place to study	0.53
Mixed (online and face to face/on-campus) (671 responses)	Gap score
A computer is available when I need one	0.93
I can find a quiet place in the Library to study when I need to	0.69
I can find a place in the Library to work in a group when I need to	0.58
The items I'm looking for on the Library shelves are usually there	0.56
Search the Library (the catalogue) is easy to use	0.53

How long have you been at Swinburne?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How long have you been at Swinburne?	Unique factor
1 year or less (1221 responses)	Gap score
A computer is available when I need one	0.92
I can find a quiet place in the Library to study when I need to	0.56
I can find a place in the Library to work in a group when I need to	0.45
The Library is a good place to study	0.43
The items I'm looking for on the Library shelves are usually there	0.42
2 years (672 responses)	Gap score
A computer is available when I need one	1.34
I can find a quiet place in the Library to study when I need to	0.90
I can find a place in the Library to work in a group when I need to	0.83
The items I'm looking for on the Library shelves are usually there	0.65
Search the Library (the catalogue) is easy to use	0.62
3 years (325 responses)	Gap score
A computer is available when I need one	1.38
I can find a quiet place in the Library to study when I need to	1.06
I can find a place in the Library to work in a group when I need to	0.95
The Library is a good place to study	0.80
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.76
4 years (133 responses)	Gap score
A computer is available when I need one	1.09
I can find a place in the Library to work in a group when I need to	0.81
I can find a quiet place in the Library to study when I need to	0.65
The Library website is easy to use	0.61
The items I'm looking for on the Library shelves are usually there	0.60
5 years or more (308 responses)	Gap score
A computer is available when I need one	0.97
Search the Library (the catalogue) is easy to use	0.84
The Library website is easy to use	0.73
I can find a quiet place in the Library to study when I need to	0.70
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.66

How often do you physically visit the Library?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How often do you physically visit the Library?	Unique factor
Daily (395 responses)	Gap score
A computer is available when I need one	1.17
I can find a quiet place in the Library to study when I need to	0.73
I can find a place in the Library to work in a group when I need to	0.69
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.63
The items I'm looking for on the Library shelves are usually there	0.61
2-4 days a week (1042 responses)	Gap score
A computer is available when I need one	1.32
I can find a quiet place in the Library to study when I need to	0.86
I can find a place in the Library to work in a group when I need to	0.78
The Library is a good place to study	0.61
The items I'm looking for on the Library shelves are usually there	0.60
Weekly (559 responses)	Gap score
A computer is available when I need one	0.92
I can find a quiet place in the Library to study when I need to	0.65
Search the Library (the catalogue) is easy to use	0.55
I can find a place in the Library to work in a group when I need to	0.54
The items I'm looking for on the Library shelves are usually there	0.53
Fortnightly (215 responses)	Gap score
A computer is available when I need one	0.92
Search the Library (the catalogue) is easy to use	0.75
I can find a place in the Library to work in a group when I need to	0.66
I can find a quiet place in the Library to study when I need to	0.64
The Library website is easy to use	0.59
Monthly (211 responses)	Gap score
A computer is available when I need one	0.86
I can find a quiet place in the Library to study when I need to	0.64
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.62
Search the Library (the catalogue) is easy to use	0.57
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.55
Rarely (i.e. a few times a year) (211 responses)	Gap score
The Library website is easy to use	0.71
A computer is available when I need one	0.63
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.61
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.54
The Library website provides useful information	0.48
Never (39 responses)	Gap score
I am informed about Library services	0.72
Library workshops, classes and tutorials help me with my learning and research needs	0.72
Library signage is clear	0.59
Ebooks meet my learning and research needs	0.56
The Library website is easy to use	0.37

When visiting the Library, how long do you usually stay?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
When visiting the Library, how long do you usually stay?	Unique factor
1 hour or less (1148 responses)	Gap score
A computer is available when I need one	0.94
I can find a quiet place in the Library to study when I need to	0.56
Search the Library (the catalogue) is easy to use	0.56
The Library website is easy to use	0.53
The items I'm looking for on the Library shelves are usually there	0.49
2 hours (832 responses)	Gap score
A computer is available when I need one	1.21
I can find a quiet place in the Library to study when I need to	0.81
I can find a place in the Library to work in a group when I need to	0.69
The Library is a good place to study	0.63
Printing, scanning and photocopying facilities in the Library meet my needs	0.51
3 hours (342 responses)	Gap score
A computer is available when I need one	1.34
I can find a quiet place in the Library to study when I need to	0.82
I can find a place in the Library to work in a group when I need to	0.78
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.70
The items I'm looking for on the Library shelves are usually there	0.68
4 hours (162 responses)	Gap score
A computer is available when I need one	1.17
The items I'm looking for on the Library shelves are usually there	0.87
I can find a place in the Library to work in a group when I need to	0.78
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.74
The Library website is easy to use	0.72
5 hours or more (141 responses)	Gap score
I can find a quiet place in the Library to study when I need to	1.30
A computer is available when I need one	1.16
I can find a place in the Library to work in a group when I need to	0.98
The items I'm looking for on the Library shelves are usually there	0.89
The Library is a good place to study	0.77
I never physically visit the Library (43 responses)	Gap score
Online resources (e.g. e-journals and databases) meet my learning and research needs	0.44
Library signage is clear	0.34
Ebooks meet my learning and research needs	0.34
The Library website provides useful information	0.33
The Library website is easy to use	0.31

How often do you access the Online Library Service off-campus?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How often do you access the Online Library Service off-campus?	Unique factor
Daily (314 responses)	Gap score
A computer is available when I need one	0.89
I can find a quiet place in the Library to study when I need to	0.63
Online resources (e.g. e-journals and databases) meet my learning and research needs	0.59
Ebooks meet my learning and research needs	0.59
The Library website is easy to use	0.56
2-4 days a week (591 responses)	Gap score
A computer is available when I need one	1.27
I can find a place in the Library to work in a group when I need to	0.83
I can find a quiet place in the Library to study when I need to	0.73
The items I'm looking for on the Library shelves are usually there	0.69
Search the Library (the catalogue) is easy to use	0.61
Weekly (546 responses)	Gap score
A computer is available when I need one	1.23
I can find a quiet place in the Library to study when I need to	0.94
I can find a place in the Library to work in a group when I need to	0.68
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.64
Search the Library (the catalogue) is easy to use	0.62
Fortnightly (289 responses)	Gap score
A computer is available when I need one	1.17
I can find a quiet place in the Library to study when I need to	0.69
Search the Library (the catalogue) is easy to use	0.61
The Library website is easy to use	0.61
I can find a place in the Library to work in a group when I need to	0.61
Monthly (222 responses)	Gap score
A computer is available when I need one	1.10
I can find a quiet place in the Library to study when I need to	0.98
I can find a place in the Library to work in a group when I need to	0.84
The Library is a good place to study	0.75
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.64
Rarely (i.e. a few times a year) (458 responses)	Gap score
A computer is available when I need one	1.14
I can find a quiet place in the Library to study when I need to	0.65
I can find a place in the Library to work in a group when I need to	0.57
The Library website is easy to use	0.51
The items I'm looking for on the Library shelves are usually there	0.47
Never (238 responses)	Gap score
A computer is available when I need one	0.42
I can find a quiet place in the Library to study when I need to	0.20
The Library is a good place to study	0.19
Printing, scanning and photocopying facilities in the Library meet my needs	0.18
Face to face enquiry services meet my needs	0.16

How often do you access the Online Library Service on campus, but not from the Library?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How often do you access the Online Library Service on campus, but not from the Library?	Unique factor
Daily (225 responses)	Gap score
A computer is available when I need one	0.67
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.61
The Library website provides useful information	0.55
Ebooks meet my learning and research needs	0.55
The Library anticipates my learning and research needs	0.52
2-4 days a week (494 responses)	Gap score
A computer is available when I need one	1.07
I can find a place in the Library to work in a group when I need to	0.82
I can find a quiet place in the Library to study when I need to	0.73
The items I'm looking for on the Library shelves are usually there	0.65
The Library website is easy to use	0.64
Weekly (490 responses)	Gap score
A computer is available when I need one	1.07
I can find a quiet place in the Library to study when I need to	0.73
Search the Library (the catalogue) is easy to use	0.61
I can find a place in the Library to work in a group when I need to	0.57
The Library website is easy to use	0.55
Fortnightly (252 responses)	Gap score
A computer is available when I need one	1.36
I can find a quiet place in the Library to study when I need to	0.77
I can find a place in the Library to work in a group when I need to	0.70
The items I'm looking for on the Library shelves are usually there	0.59
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.57
Monthly (230 responses)	Gap score
A computer is available when I need one	1.22
I can find a quiet place in the Library to study when I need to	0.78
I can find a place in the Library to work in a group when I need to	0.69
The Library is a good place to study	0.68
Search the Library (the catalogue) is easy to use	0.65
Rarely (i.e. a few times a year) (606 responses)	Gap score
A computer is available when I need one	1.31
I can find a quiet place in the Library to study when I need to	0.87
I can find a place in the Library to work in a group when I need to	0.68
The Library is a good place to study	0.58
The items I'm looking for on the Library shelves are usually there	0.58
Never (359 responses)	Gap score
A computer is available when I need one	0.81
I can find a quiet place in the Library to study when I need to	0.53
I can find a place in the Library to work in a group when I need to	0.41
The Library website is easy to use	0.41
Printing, scanning and photocopying facilities in the Library meet my needs	0.35

How often do you access the Online Library Service from the Library?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How often do you access the Online Library Service from the Library?	Unique factor
Daily (175 responses)	Gap score
A computer is available when I need one	0.94
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.62
I can find a quiet place in the Library to study when I need to	0.61
The Library website is easy to use	0.56
I can find a place in the Library to work in a group when I need to	0.53
2-4 days a week (509 responses)	Gap score
A computer is available when I need one	1.15
I can find a quiet place in the Library to study when I need to	0.76
I can find a place in the Library to work in a group when I need to	0.76
The items I'm looking for on the Library shelves are usually there	0.65
The Library is a good place to study	0.54
Weekly (477 responses)	Gap score
A computer is available when I need one	1.23
I can find a quiet place in the Library to study when I need to	0.81
I can find a place in the Library to work in a group when I need to	0.75
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.66
Search the Library (the catalogue) is easy to use	0.63
Fortnightly (248 responses)	Gap score
A computer is available when I need one	1.37
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.57
I can find a quiet place in the Library to study when I need to	0.54
I can find a place in the Library to work in a group when I need to	0.54
The Library is a good place to study	0.51
Monthly (229 responses)	Gap score
A computer is available when I need one	1.05
I can find a quiet place in the Library to study when I need to	0.98
The Library is a good place to study	0.70
Course specific resources (Subject Materials online) meet my learning needs	0.56
The items I'm looking for on the Library shelves are usually there	0.56
Rarely (i.e. a few times a year) (598 responses)	Gap score
A computer is available when I need one	1.05
I can find a quiet place in the Library to study when I need to	0.76
I can find a place in the Library to work in a group when I need to	0.73
The Library is a good place to study	0.59
Search the Library (the catalogue) is easy to use	0.57
Never (399 responses)	Gap score
A computer is available when I need one	0.77
Search the Library (the catalogue) is easy to use	0.54
The Library website is easy to use	0.52
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.48
I can find a quiet place in the Library to study when I need to	0.48

How often are you required to be on campus?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How often are you required to be on campus?	Unique factor
Daily (726 responses)	Gap score
A computer is available when I need one	1.00
I can find a quiet place in the Library to study when I need to	0.63
I can find a place in the Library to work in a group when I need to	0.61
The items I'm looking for on the Library shelves are usually there	0.56
The Library website is easy to use	0.55
2-4 days a week (1549 responses)	Gap score
A computer is available when I need one	1.28
I can find a quiet place in the Library to study when I need to	0.84
I can find a place in the Library to work in a group when I need to	0.73
The Library is a good place to study	0.63
The items I'm looking for on the Library shelves are usually there	0.58
Weekly (220 responses)	Gap score
A computer is available when I need one	0.53
Search the Library (the catalogue) is easy to use	0.35
I can find a place in the Library to work in a group when I need to	0.32
The Library website provides useful information	0.31
The items I'm looking for on the Library shelves are usually there	0.30
Fortnightly (35 responses)	Gap score
The Library website is easy to use	1.12
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.77
Course specific resources (Subject Materials online) meet my learning needs	0.70
Information resources located in the Library (e.g. books, journals, DVDs) meet my learning and research needs	0.70
Printing, scanning and photocopying facilities in the Library meet my needs	0.69
Monthly (36 responses)	Gap score
The Library is a good place to study	0.83
Library workshops, classes and tutorials help me with my learning and research needs	0.59
Search the Library (the catalogue) is easy to use	0.52
I can find a place in the Library to work in a group when I need to	0.52
Ebooks meet my learning and research needs	0.46
Rarely (i.e. a few times a year) (55 responses)	Gap score
The Library website is easy to use	1.15
Search the Library (the catalogue) is easy to use	0.94
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.89
Library Subject Starter Guides are useful for my learning and research needs	0.85
Course specific resources (Subject Materials online) meet my learning needs	0.84
Never (40 responses)	Gap score
Online resources (e.g. ejournals and databases) meet my learning and research needs	0.71
I can get wireless access in the Library when I need to	0.70
Ebooks meet my learning and research needs	0.70
Search the Library (the catalogue) is easy to use	0.65
Course specific resources (Subject Materials online) meet my learning needs	0.58

How often do you ask Library staff questions?

Swinburne University of Technology Library Client Survey Results, May 2011	
Top 5 gap scores by demographic	
How often do you ask Library staff questions?	Unique factor
Daily (54 responses)	Gap score
Library staff are readily available to assist me	0.57
The Library website is easy to use	0.39
A computer is available when I need one	0.36
Library signage is clear	0.33
I can find a quiet place in the Library to study when I need to	0.32
2-4 days a week (188 responses)	Gap score
A computer is available when I need one	0.76
The items I'm looking for on the Library shelves are usually there	0.66
I can find a place in the Library to work in a group when I need to	0.62
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.55
Library staff are readily available to assist me	0.49
Weekly (373 responses)	Gap score
A computer is available when I need one	1.04
I can find a quiet place in the Library to study when I need to	0.54
I can find a place in the Library to work in a group when I need to	0.51
The items I'm looking for on the Library shelves are usually there	0.48
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.46
Fortnightly (329 responses)	Gap score
A computer is available when I need one	1.22
I can find a quiet place in the Library to study when I need to	1.08
The Library is a good place to study	0.85
I can find a place in the Library to work in a group when I need to	0.78
Printing, scanning and photocopying facilities in the Library meet my needs	0.76
Monthly (440 responses)	Gap score
A computer is available when I need one	1.30
I can find a quiet place in the Library to study when I need to	0.95
I can find a place in the Library to work in a group when I need to	0.80
The Library is a good place to study	0.66
Search the Library (the catalogue) is easy to use	0.64
Rarely (i.e. a few times a year) (1087 responses)	Gap score
A computer is available when I need one	1.14
I can find a quiet place in the Library to study when I need to	0.66
The Library website is easy to use	0.59
I can find a place in the Library to work in a group when I need to	0.58
The items I'm looking for on the Library shelves are usually there	0.55
Never (192 responses)	Gap score
A computer is available when I need one	0.74
I can find a place in the Library to work in a group when I need to	0.59
I can find a quiet place in the Library to study when I need to	0.49
Laptop facilities (e.g. desks, power) in the Library meet my needs	0.49
Search the Library (the catalogue) is easy to use	0.34

4. Executive summary

This year Swinburne University of Technology Library recorded an overall performance score of 78.1%. This places Swinburne University of Technology Library in the bottom 50% of libraries that have surveyed with us over the last two years and reflects a score increase of 1.0% since the previous survey in 2008, when the Library ranked in the bottom 50% of benchmark participants.

The areas of highest importance to Library clients include Library staff being approachable and helpful, providing accurate answers to enquiries, being fair and non-discriminatory and being readily available to assist. Other themes were in regards to the ease of use of the Library catalogue and website, the Library as a good study environment and the provision of adequate printing, scanning and photocopying services.

Five factors in the top 10 performance list relate to Library staff – more specifically their fairness, approachability and helpfulness, their provision of accurate answers to enquiries, their availability to assist, and the adequacy of the face-to-face enquiry service. The remaining factors relate to self-service facilities meeting the needs of clients; adequate off campus access to Library resources and services; availability of wireless access in the Library; opening hours meeting the needs of clients and the Library being a good place to study.

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

- *Library staff treat me fairly and without discrimination*
- *Library staff are approachable and helpful*
- *Library staff provide accurate answers to my enquiries*
- *Library staff are readily available to assist me*
- *I can get wireless access in the Library when I need to*
- *The Library is a good place to study*

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

The Library performed highest on the category of *library staff*, with a score of 85.1%. The lowest score was identified for *facilities and equipment* at 74.7%.

The three highest priority categories for the clients of Swinburne University of Technology Library are *library staff*, *information resources* and *communication*.

Communication and facilities and equipment are performing in the first quartile (top 25%) when benchmarked externally, a positive result for the Library. Performance scores for four of the five categories have increased in comparison to the previous survey.

A review of the library-wide gap grid has identified the following improvement opportunity for the Library:

- *A computer is available when I need one*

Although this factor did not record a gap score in the critical range, it may be prudent to keep an eye on it to ensure that it does not become problematic.

Respondents were asked to indicate how often they physically visit the Library, how often they access the Online Library Service from the Library and how often they are required to be on campus. The most common frequency response was *2-4 days a week* (response rate of 38.7%), *rarely* (response rate of 22.2%) and *2-4 days a week* (response rate of 57.5%) respectively.

In conclusion, Swinburne University of Technology Library achieved positive results for the Library Client Survey in 2011 and improved performance in comparison to the previous survey in 2008.

5. 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.

