

Paradise Valley Community College Library

**Library User Survey: Resources, Facilities
and Circulation Services**

Fall, 2004

Report on Survey Results

Committee Members:

John Chavez

Lori Espinoza

Muriel Mullane

Kerry Fiske, Fall 2004 Intern

Brian Lockhart, Spring 2005 Intern

February 10, 2005

CONTENTS

Introduction	3
Survey Results	
Who responded to the Survey?	3
How often did respondents visit the PVCC Library?	3
What do respondents do when they visit the library?	4
How satisfied are the respondents with the library's resources?	4-5
What do respondents do when the library lacks the material they need?	5
How satisfied are the respondents with the library's facilities?	5-6
How satisfied are the respondents with the specific aspects of quality of service received at the circulation/reserves desk?	6
How satisfied are the respondents with the overall quality of service experienced at the circulation/reserves desk?	6
What changes, if any, would the respondents suggest if they were in charge of the library?	
General	6-7
Resources	7
Facilities	7-8
Circulation/Reserves Services	8-9
Findings and Recommendations	10-11
Survey	12-13

I. Introduction

During late Fall 2004, the PVCC Library conducted a user survey of students, faculty, and staff to measure satisfaction with the library's collections, facilities, equipment, and the quality of service at the Circulation/Reserves Desk. This survey, which is part of the library's assessment plan, was developed by a library intern from University of Arizona and PVCC library staff. Over a 3 week period during November and December, the survey was distributed in the library, in classrooms, and online through a link on the library's web page. 273 participants responded to the 9 item survey with representation primarily from students.

II. Survey Results

Who responded to the survey? (Question 1)

- 94% of the respondents were students. The main target group was students.

Category	# of Responses	% of Total
PVCC student	257	94%
PVCC faculty	5	2%
PVCC staff	3	1%
Community member	7	2.5%
Other	1	.5%
TOTAL	273	100%

How often did respondents visit the PVCC Library? (Question 2)

- The largest proportion of the respondents (44%) uses the library two or more times per week or weekly.
- 12% of the respondents never use the library. (See comments on p. for reasons why respondents never use the library)

Frequency	# of Responses	% of Total
Daily	35	13%
Two or more times per week	59	22%
Weekly	59	22%
Monthly	57	21%
Once a Semester	19	7%
This is my first	5	3%
Never	33	12%
TOTAL	267	100%

What do respondents do when they visit the library? (Question 3)

- The top five purposes for using the library are:
 1. To do research for class assignments (13%)
 2. To borrow books and/or media (11%)
 3. To use the copy machines (10.5%)
 4. To use computers for internet searching (10.3%)
 5. To use study areas (10%)
- Only 2.7% of the respondents attended library instruction sessions.

Purpose	# of Responses	% of Total
To borrow books and/or media	135	11%
To borrow reserve materials	41	3.3%
To renew library materials	38	3.1%
To return library materials	63	5%
To use computers for chat	26	2%
To use computers for e-mail	62	5%
To use computers for internet searching	127	10.3%
To use computers to play games	23	1.9%
To use computers for online catalog	58	4.8%
To do research for class assignments	162	13%
To attend a library instruction session	33	2.7%
To use the copy machine	130	10.5%
To use study areas	123	10%
To access databases (articles)	93	7.5%
To access electronic books	33	2.8%
To read journals, magazines	68	5.5%
Other (please specify)	20	1.6%
TOTAL	1235	100%

How satisfied are the respondents with the library's resources? (Question 4)

- 49% of the respondents are very satisfied with the databases.
- 39% of the respondents are very satisfied with the books in the general collection.
- The children's library and leisure collection showing the least satisfaction.

Resource	Very	Somewhat	Not At All	Can't Rate
Books (general collection)	101	88	7	37
Career and college resources	87	59	8	71
Children's library	47	37	11	119
Databases (electronic articles)	124	50	3	56
Electronic books	73	47	2	93
Journals (print collection)	101	48	5	65
Leisure collection (paperback fiction)	60	43	11	100
Magazines (print collection)	92	64	5	64
Multimedia materials (audio/visual)	79	51	4	85
Newspapers (print collection)	51	47	3	89
Reference collection	82	66	5	69
Special collections (controversial topics)	58	51	7	97
TOTAL	955	651	71	945

What do respondents do when the library lacks the material they need? (Question 5)

- 38% of the respondents ask for assistance when the library lacks the material they need.
- 17.5% of the respondents go to another library.

Action	# of Responses	% of Total
Ask for assistance	123	38%
Make a suggestion	5	1.5%
Make an Interlibrary Loan request	17	5.3%
Go to another library	56	17.5%
Use the Internet	89	28%
Find an acceptable alternative	24	7.5%
Other	7	2.2%
TOTAL	321	100%

How satisfied are the respondents with the library's facilities? (Question 6)

- Lighting, personal safety, and general condition and maintenance were rated the highest.

Facility	Very	Somewhat	Not At All	Can't Rate
Group/individual study rooms	112	40	4	70
Computers	153	46	3	23
Equipment for those with special needs	52	20	4	129
General condition and maintenance	161	40	0	26
Lighting	182	37	0	12
Media listening and viewing equipment	95	30	3	85
Noise level	147	58	7	12
Personal safety in the library	172	27	3	27
Photocopiers	123	47	6	45

Printers	151	31	5	41
Seating	152	50	1	18
Signage	104	42	5	56
Temperature	155	61	2	7
TOTAL	1759	529	43	551

How satisfied are the respondents with the specific aspects of quality of service received at the Circulation/Reserves Desk? (Question 7)

- All aspects of service provided at the Circulation/Reserves Desk were rated high.
- We suspect that respondents did not differentiate between service at the Circulation/Reserves Desk and the Information Desk.

Aspect of Service	Very	Somewhat	Not At All	Can't Rate
Promptness of service	153	43	3	29
Level of knowledge, competency, and courtesy of circulation staff	153	45	5	21
Willingness of circulation staff to provide individual attention	142	51	9	26
TOTAL	448	139	17	76

How satisfied are the respondents with the overall quality of service experienced at the Circulation/Reserves Desk? (Question 8)

- We are pleased to receive a 64% overall excellent rating for quality of service at the Circulation/Reserves Desk.

Quality of Service	# of Responses	% of Total
Excellent	143	64%
Acceptable	57	25%
Poor	6	3%
Can't Rate	17	8%
TOTAL	223	100%

What changes, if any, would the respondents suggest if they were in charge of the Library? (Question 9) Note: The respondents' comments are organized according to questions 2-8)

General
Question 1 -- Which category best describes you? (No comments applied)
Question 2 -- How often do you visit the PVCC Library? (The following comments give specific reasons why respondents have never visited library)
I have only taken 3 Saturday courses and have not needed use of your library
I am not a full time student - I have a computer at home
Have not had a need to use PVCC Library
Auditing just one class, not spending additional time on computers
I have never been to the library
This is my first semester and I haven't experienced the library
I've only taken one class at PVCC and haven't visited the library
I've only taken 1 class at PVCC, which hasn't required research

I work close to my son's school. He has sports everyday after school, so I spend 1 1/2 - 3 hours daily at the Scottsdale Public Library. It is more convenient to do so
I use the ASU Library when needed, I don't require the library for I am an Art major and don't use it often
Question 3 -- For what purpose do you use the PVCC Library?
Read my books
To study and relax before testing
To use computers to listen to lectures
Write in online blog
To use TVs VCRs
Expanded Academic
Get help
To relax and read my own books
To have a quiet place to do homework
Blackboard (class information)
For Lisa's brownies
If I were capable of returning books in a timely fashion, I would be more than happy to check out book
An area to sleep until your next class
Resources
Question 4 -- How satisfied are you with each of the library's resources?
Have more computer books
Get more books
More computers, more books, easier access to more online databases
Add more books
Get more books/material
Better selection in books
I would work on getting more books
Possibly try and get a few more new and updated books. Check the strange novels in the individual study rooms. Everything else is great
Having more resources such as books, videos, articles etc. more available
More resources for the classes on campus
Maybe provide more specific books. All is excellent
Too hot. The book selection. Make things easier to find
The selection of material
More Journal articles
More resources, more study areas
More books, videos, computer stations, open Sunday, renew over phone.
The library has been very helpful in providing the information and sources needed for my English 102 class
Larger children's selection
Better selection of children's literature
Children's literature selection
Make a bigger, more resources, more staff, quotes on the walls, a meditative fountain, brownies
I would like to see more videos for instruction for math, foreign language (Chinese, Spanish, etc.)
More improved database programs
I would add more comfortable sitting areas for students to study, have recent videos and update material.
Allow checkout movies for 3 days at a time unless they are reserved, the study rooms have sign on door and E# stamped above - they should both be together if they are for different purposes
Release movies to check out
Question 5 -- When you find that the library lacks the materials you need, what do you normally do?
Go to book store like Barnes and Noble
I just go next door
I prefer the Maricopa Library because I'm used to it
Facilities
Question 6 -- How satisfied are you with each of the library's facilities?
The copier would free of charge
Need more copiers
Color photo copy's and printers, more computers
More computers, access to Microsoft Word

Add Microsoft Word to your computers
More computers, more books, easier access to more online databases
More computers in the library, room to give the students more of chance to use a computer
More computers and more copiers, other than that, excellent job, very well put library
More computers
Not allow computers for any other use than research
Word processing available on computers
Well if I was in charge I would have more accessible computers. Rather than too many "Reserved" signs
More books, videos, computer stations, open Sunday, renew over phone.
I would put Microsoft Word on all computers
More computers for students to use
Maybe with money got a few more computers - they are always in use. But, in general this is a great library
I enjoy this library. The only thing I would change is to add Yahoo chat to all of the computers and add more computers
More computers, more books, art, couches
Make sure that the computers are more available when classes come in
The locations of the projector screen, only because of the window, lets in too much light
Allow checkout movies for 3 days at a time unless they are reserved, the study rooms have sign on door and E# stamped above - they should both be together if they are for different purposes
I would place all videos, DVDs, and CDs in one area regardless of their subject matter. I go the library to see what we have in these categories and frankly because they are scattered all over I have no idea of our collection
Make it little easier to find the books
Easier to find books
Put the books in a better order, for example put all the drama books together
Hours the library is open (not enough)
The hours, more weekend hours open
Keep it quieter, not so many classes going on
Be more strict about the noise and cell phone use
Noise level
Every once in a while students are a little noisy. I primarily go to the library for a quiet place to study and find resources. The noisy students are sometimes disruptive. I think the staff is great. Especially the brown eyed, grey haired, roundish, short old lady. She is really nice
I would try to market all the features available more aggressively. I also would try and educate the users to maintain silence and respect their fellow students. I appreciate the opportunity to study via Blackboard both in the library and online.
The children's library, more resources and new copy machines
Location of book return
Make the environment more modern. Its quite dismal
Make a bigger, more resources, more staff, quotes on the walls, a meditative fountain, brownies
I would put a drinking fountain in the library. Also, there should be a music section in the PVCC Library. That's all that I can think of.
The art work, the paint
Too hot. The book selection. Make things easier to find
Full service bar
Bean bag chairs
I would add more comfortable sitting areas for students to study, have recent videos and update material.
Make a more comfortable environment, couches
The sign that says "Reference" needs to also say A-PM, the other reference sign says "Reference PN-Z. " When I first came to the library, I thought that the area where it says "Reference" was the total reference collection.
Paint it blue
Hawaiian punch drinking fountain
Add Lazy Boy recliners and add on a coffee shop and deli
Neat art
Atmosphere
Circulation/Reserves Services
Question 7 -- How satisfied are you with the following aspects of services you received at the Circulation/Reserves Desk?
Everyone is very helpful and nice
New staff
Give raises

Liz needs a raise
More librarians to help find books or answer questions so the ones here aren't too bogged down
Be helpful and friendly
More assistance for students, also an easier way to access the library's database from home
I don't know what I would change, but the ladies at the customer service were both very helpful
Some of the people aren't that nice but there are 2 that are very nice
Friendliness of staff
Question 8 -- Please rate the overall quality of service you have experienced at the Circulation/Reserves Desk?
Nothing, the staff is very helpful in the library and over phone
I think the library is adequate in service and ability, and useful when needed
Every once in a while students are a little noisy. I primarily go to the library for a quiet place to study and find resources. The noisy students are sometimes disruptive. I think the staff is great. Especially the brown eyed, grey haired, roundish, short old lady. She is really nice
Suggestions not classified: (Question 9)
I've no idea, I have yet to visit the PVCC Library
Nothing, library is fine. I don't go to the library because I do n't need books
I don't know what I would change because I've never been to the library
Haven't needed to go
I don't know, never been there before, reasons for not going - never needed to go for a specific class, intimidated don't know library procedures
I can't say, as I have never used it
Its fine, only been a few times
Nothing - no input
Nothing
Nothing
Nothing
Nothing, everything is perfect
Nothing
I will change nothing because the work is perfect
I would say congratulations to everyone
Nothing
Not a whole bunch, because I think its wonderful just the way it is
I think everyone does a good job. I don't think I would change anything
Doing a good job don't change
I think you all are doing a very good job so I wouldn't change anything
Advertise it more, specially your only library, overall you guys have a great place thank you very much
Nothing
Nothing
I am not in there that much but everything seems fine to me
Absolutely nothing
Nothing
I don't have any great ideas
No change
Nothing, just fine how it is
I do not have enough experience to change anything. The experience that I have everything is satisfactory
Nothing, it is good
Nothing
I have never had a bad experience at PVCC Library so I have no suggestions at this time
Nothing
Keep it the same
I don't know because I have only been there once with my class and I haven't been back
Nothing because I don't go there
Being sure all people that work the 24/7 library know MLA and APA styles so they can answer questions when chatting
I would have the students at PVCC use their social security number to check out books instead of the student ID
I wasn't aware of all of the amenities

III. Findings and Recommendations

When evaluating the results, the Library User Survey Committee identified the following significant findings:

- Analysis of the questions that ask for satisfactory levels indicates that respondents are generally very satisfied with all types of resources, facilities, and service at the Circulation/Reserves Desk.
- The 257 students that participated in the survey represented 6% of the student population for Fall 2004.
- Participants use the library primarily to do research for class assignments
- The overall quality of service provided at the Circulation/Reserves Desk is high with 64% of the participants rating their experience as excellent.
- We were fortunate that five faculty members, who serve on the Library Advisory Council, volunteered to distribute the survey in their classes. As a result, we were able to get feedback from a variety of disciplines, e.g. biology, computer information systems, education, art history, and mathematics.
- The response for attending a library instruction session was very low (2.7%) which may be due to the fact that the survey was not distributed to English classes but to classes that generally do not schedule library instruction. Over 50 % of classes we teach are English classes. For future surveys, we would encourage English Division faculty to participate.
- Participants were the least satisfied with the children's library and the leisure collection. Students may not be aware that the primary purpose of the Children's Library is to support the Children's Literature classes taught at PVCC, consequently, the collection will always be small.
- In the comments, participants repeatedly mentioned that they would change nothing about the library.
- Overall, the participants were satisfied with the library facilities. Noise level and more computers were cited frequently in the comments.
- Introduction of ebooks last year at the PVCC Library provides 24/7 access to all students and faculty.

The Committee's recommendations :

- Since a third of the respondents could not rate their satisfaction with Special Collections, the library may want to consider changing the sign to better reflect the purpose of the collection, e.g., Hot Topics or Current Issues.
- For future surveys, we need to assess service quality of the Information/Reference Desk and usability of the library's web page.
- The survey should be repeated in two years to compare satisfaction levels of students.
- Our next survey will need to focus in on some of our weaknesses to obtain better information and to clarify patron response.
- A survey website such as SurveyMonkey.com or standardized assessment tools such as LibQUAL+ should be strongly considered next time to compile and analyze the results.

- The library may want to consider contracting with a supplier of bestsellers to improve the quality of the leisure collection. Currently, the leisure collection consists mainly of paperback donations from the PVCC community. The library may also want to investigate a supplier of top bestseller DVDs.
- The sign “REFERENCE” needs to be changed to reflect the call numbers shelved in the short ranges.
- In response to more books, librarians have recommended to the administration that a new allocation formula be adopted that is based on student growth.
- Library faculty need to work with teaching faculty to address student’s lack of knowledge of the library.
- A library instruction classroom would address the noise level and the issue of more computers.
- Yahoo chat, MSN chat, etc. need to be loaded on all library computers.
- A wireless network may serve as a stop gap measure for more computers.
- The library staff needs to review the 5-year plan for replacing computers and copiers and growth.
- Library signs in the general stacks that indicate subject areas, similar to bookstores, may help users browse in the general collection.
- In response to longer hours, the library has extended library hours on Saturday, 10:00 a.m. - 4:00 p.m., an increase of two hours.
- In response to increased library circulation growth and use of computers, librarians have recommended that another computer LAN system be setup to accommodate the student use of computers for research.
- Although safety was rated fairly high in our facility, the library might want to install a camera security system to cover those areas that can not be monitored. There have been safety incidents that have occurred in the library during the past years.

Paradise Valley Community College Library User Survey

Dear Library User,

We need your help in finding out how satisfied you are with the library's resources, circulation services, and facilities. Please complete the survey by using to indicate the boxes which seem most appropriate.

General

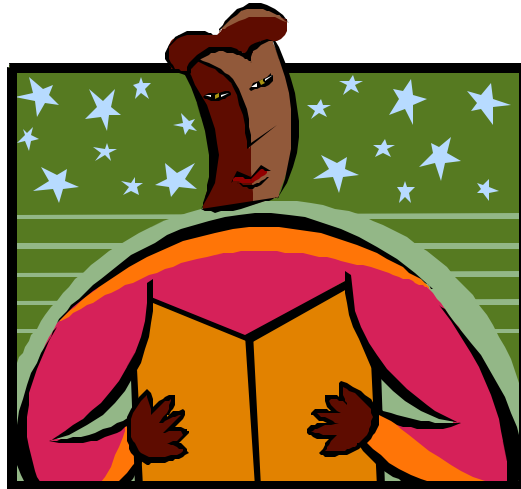
1. Which category best describes you:

- ? PVCC student
- ? PVCC faculty
- ? PVCC staff
- ? Community member

2. How often do you visit the PVCC Library?

- ? Daily
- ? Two or more times per week
- ? Weekly
- ? Monthly
- ? Once per semester
- ? This is my first visit
- ? Never

If never, please skip to Question 9 and specify reason(s)



3. What was the purpose of today's visit to the PVCC Library?

- ? To borrow books and/or media
- ? To borrow reserve materials
- ? To renew library materials
- ? To return library materials
- ? To use the Internet
- ? To use the copy machine
- ? To read, research, or study
- ? To access databases (articles)
- ? To access electronic books
- ? To read journals, magazines, and/or newspapers
- ? Other (please specify) _____

Resources

4. How satisfied are you with each of the following library's resources?

Books (general collection)	? Very	? Somewhat	? Not at all	? Can't rate
Career and college resources	? Very	? Somewhat	? Not at all	? Can't rate
Children's library	? Very	? Somewhat	? Not at all	? Can't rate
Databases (electronic articles)	? Very	? Somewhat	? Not at all	? Can't rate
Electronic books	? Very	? Somewhat	? Not at all	? Can't rate
Journals (print collection)	? Very	? Somewhat	? Not at all	? Can't rate
Leisure collection (paperback fiction)	? Very	? Somewhat	? Not at all	? Can't rate
Magazines (print collection)	? Very	? Somewhat	? Not at all	? Can't rate
Multimedia materials (audio/visual)	? Very	? Somewhat	? Not at all	? Can't rate
Newspapers (print collection)	? Very	? Somewhat	? Not at all	? Can't rate
Reference collection	? Very	? Somewhat	? Not at all	? Can't rate
Special collections (controversial topics)	? Very	? Somewhat	? Not at all	? Can't rate

5. When you find that the library lacks the materials you need, what do you normally do?

(Please select one option)

- ? Ask for assistance
- ? Make a suggestion
(library's suggestion box or library's online suggestion form)
- ? Make an Interlibrary Loan request
- ? Go to another library
- ? Use the Internet
- ? Find an acceptable alternative
- ? Other (please specify) _____

Facilities

6. How satisfied are you with the following library facilities?

Group/individual study rooms	? Very	? Somewhat	? Not at all	? Can't rate
Computers	? Very	? Somewhat	? Not at all	? Can't rate
Equipment for those with special needs	? Very	? Somewhat	? Not at all	? Can't rate
General condition and maintenance	? Very	? Somewhat	? Not at all	? Can't rate
Lighting	? Very	? Somewhat	? Not at all	? Can't rate
Media listening and viewing equipment	? Very	? Somewhat	? Not at all	? Can't rate
Noise level	? Very	? Somewhat	? Not at all	? Can't rate
Personal safety in the library	? Very	? Somewhat	? Not at all	? Can't rate
Photocopiers	? Very	? Somewhat	? Not at all	? Can't rate
Printers	? Very	? Somewhat	? Not at all	? Can't rate
Seating	? Very	? Somewhat	? Not at all	? Can't rate
Signage	? Very	? Somewhat	? Not at all	? Can't rate
Temperature	? Very	? Somewhat	? Not at all	? Can't rate

Circulation/Reserves Services

7. How satisfied are you with the following aspects of services you received at the Circulation/Reserves Desk?

Promptness of service	? Very	? Somewhat	? Not at all	? Can't rate
Level of knowledge, competency, and courtesy of circulation staff	? Very	? Somewhat	? Not at all	? Can't rate
Willingness of circulation staff to provide individual attention	? Very	? Somewhat	? Not at all	? Can't rate

8. Please rate the overall quality of service you have experienced at the Circulation/Reserves Desk:

- ? Excellent ? Acceptable ? Poor ? Can't rate

Bonus Question

9. If you were in charge, what would you change first at the PVCC Library?

Thank you for your time and your input!