

2002 Customer Satisfaction Survey Report for Library Services On Participating California State University Campuses

Introduction

In spring, 2002 customer surveys were conducted across 10 CSU campuses¹ plus the Chancellor's Office to assess the level of satisfaction among students, faculty, and staff in 11 administrative functions.² Similar surveys were conducted in 1999, 2000, and 2001 under the umbrella of the CSU Quality Improvement Program as part of an ongoing commitment to improve customer service within the CSU. This report summarizes results from the 2002 Library Services Survey (LSS) that was administered students, faculty, and staff at four campuses: Northridge, San Bernardino, San Jose, and San Luis Obispo.

Method

The full LSS, a 32 question printed survey instrument that was used in the previous survey effort (2001), was administered by campus mail at San Jose. Northridge, San Bernardino and San Luis Obispo administered a shortened version of the LSS (17 questions) as a web survey. Eleven of those items were identical to key questions in the printed version to allow for historical comparisons. Survey results are reported for these eleven common items for all four campuses in the summary table on the following page. Campus response rates ranged from a low of 2.4 percent (web) to a high of 60 percent (mail).

Results

Results from the LSS are briefly highlighted below:

- Overall, respondents expressed relatively high levels of satisfaction (3.6 and above) on all customer satisfaction measures. (Note: The library at San Jose is undergoing a major remodel. Its customer satisfaction ratings were comparatively low which, in turn, tended to lower aggregate ratings.)
- Over 70 percent of respondents indicated they were satisfied with the quality of the library interior environment (i.e., safety, cleanliness, climate control, lighting), and electronic resources.
- About 10 percent to 12 percent of respondents reported they were dissatisfied with the usefulness of books and journals for meeting coursework/research needs and with lighting in the library. Almost 18 percent were dissatisfied with library elevators. (This latter finding was entirely due to elevator issues in the San Jose library, which is undergoing remodeling.) Otherwise customer dissatisfaction was low (3% to 7% range) on all other measures.

¹ Chico, Long Beach, Northridge, Pomona, Sacramento, San Bernardino, San Jose, San Luis Obispo, San Marcos, Sonoma

² Career Services, Facilities, Financial Aid, Health, Human Resources, Library, Mail, Parking, Purchasing, Student Accounts Receivable, University Police

- Northridge, San Luis Obispo, and San Bernardino received the highest library satisfaction ratings. Northridge was strongest in library information sources while San Luis Obispo was strongest in providing library information programs, loan services, and, along with San Bernardino, in providing an accommodating library physical environment.
- Compared with students and staff, faculty were consistently less satisfied with the usefulness of the library's information resources. Students were less satisfied than either staff or faculty with library programs on locating and retrieving information.

Summary of the 2002 Customer Satisfaction Survey of Library Services

Survey Item	Overall Ratings				Campus Ratings			Customer Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	High	Low	Top Rated	Staff	Faculty	Student
1. Usefulness of the library's information resources for meeting your coursework/research needs:										
a. Books	1112	3.72	66.0	11.6	4.10	3.55	NOR	3.83	3.27	3.74
b. Journals	1036	3.63	59.3	12.1	4.06	3.52	NOR	3.71	2.94	3.68
c. Electronic resources (e.g., ERIC, Lexis Nexis, etc.)	1034	3.95	71.3	6.3	4.29	3.73	NOR	4.18	3.81	3.94
d. Media and other library materials	969	3.77	62.5	5.6	4.15	3.45	NOR	3.83	3.64	3.77
2. Quality of programs, workshops, and classes offered by the library on locating and retrieving information needed for assignments and research	897	3.76	59.1	5.8	3.85	3.61	SLO	4.11	4.04	3.69
3. Services provided by the library to obtain books and articles from off-campus sources (Interlibrary Loan, link+, etc.)	899	3.84	62.3	5.3	3.98	3.51	SLO	4.17	4.12	3.77
4. Quality of the library interior environment:										
a. Safety	1145	4.14	80.3	3.0	4.37	3.89	SLO	3.96	4.17	4.17
b. Cleanliness	1159	4.14	81.2	4.9	4.40	3.65	SB	4.09	4.26	4.14
c. Climate control	1125	3.99	75.3	7.6	4.18	3.55	SB	3.78	3.93	4.03
d. Lighting	1129	3.95	72.9	9.9	4.18	3.43	SLO	3.93	4.08	3.94
e. Elevators	1084	3.65	60.3	17.9	4.03	2.79	SLO	3.66	3.83	3.63

Satisfaction scale: 5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very Dissatisfied

Sat (%) = Combined responses of 5 (Very Satisfied) and 4 (Satisfied)

Dis (%) = Combined responses of 1 (Very Dissatisfied) and 2 (Dissatisfied)