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Measuring Information Service Outcomes: A Tale of Two Libraries

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Measuring Information Service Outcomes: A Tale of Two Libraries

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GENESEO

Why?

The MISO Survey is a web-based quantitative survey designed to measure how faculty, students, and staff view library and computing services in higher education. The MISO Survey addresses the following research questions:

- What services and resources are important to our constituents, and how successfully do our organizations deliver them?
- How satisfied are our campus communities with our services and resources?
- How regularly do our constituents use library spaces, collections and resources?

Methodology

This MISO study consists of a Web-based quantitative survey of faculty, students, and staff. At each participating institution, all faculty and staff were invited to complete the survey. In addition, the MISO team randomly selected full-time enrolled undergraduate students, age 18 and older, for participation in the survey.

Undergraduates

Brockport Geneseo

Population Size	6792	4528
Sample Size	995	998
Responses	354	494
Response Rate	35.6%	49.5%

Comparing our findings

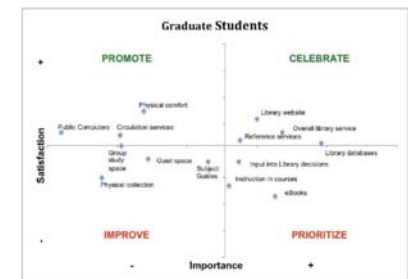
2014 Survey		Brockport			Geneseo			
	Significant Difference	Mean	n	Standard Dev	Mean	n	Standard Dev	
Spaces	Over the course of a semester, on average, how often do you use the following services?-Group study spaces in the library	-0.8	2.24	350	1.17	3.05	486	1.31
	Over the course of a semester, on average, how often do you use the following services?-Quiet work space in the library	-0.53	2.73	351	1.3	3.26	488	1.39
	How important are these services to you?-Group study spaces in the library	-0.38	2.97	318	1.01	3.35	450	0.89
	How important are these services to you?-Quiet work space in the library	-0.18	3.24	321	0.92	3.42	449	0.89
Collections	How important are these services to you?-Physical library collections	-0.04	2.49	309	1.05	2.52	450	1.06
	How important are these services to you?-Access to online resources from off-campus	0.05	3.36	318	0.85	3.31	436	0.97
	How important are these services to you?-Library databases (e.g. JSTOR, etc.)	0.09	3.21	316	0.95	3.12	453	0.99
	Over the course of a semester, on average, how often do you use the following services?-Library databases (e.g. JSTOR, etc.)	0.14	2.73	350	1.03	2.59	486	1.08
	Over the course of a semester, on average, how often do you use the following services?-Access to online resources from off-campus	0.33	2.83	350	1.43	2.5	487	1.39
	How important are these services to you?-Public computers in the library	0.03	3.45	322	0.79	3.42	452	0.86
	How important are these services to you?-Library reference services	0.11	2.78	309	0.95	2.67	444	0.99
Resources	How important are these services to you?-Library circulation services	0.19	2.76	313	0.98	2.58	417	1.04
	Over the course of a semester, on average, how often do you use the following services?-Library reference services	0.26	2.45	348	1.02	2.2	487	0.97
	How important are these services to you?-Library Web site (e.g. library hours, policies)	0.32	3.13	321	0.89	2.81	453	0.99
	How important are these services to you?-Library subject guides	0.5	2.68	308	0.98	2.18	428	1.03
	Over the course of a semester, on average, how often do you use the following services?-Library Web site (e.g. library hours, policies)	0.53	3.03	351	1.22	2.49	489	1.16
	How important are these services to you?-Overall library service	-0.12	3.27	321	0.82	3.39	447	0.76

Sharing Results

Results of the MISO survey can be shared to the campus community in a variety of ways:

- Campus Newspaper / Media
- Infographics
- Campus Groups

Connecting Data to Action



Sample visualization from Champlain College

Going Forward

- Provides data to inform decision making
- Establishes baseline that can be utilized for departmental and institutional assessment efforts over time
- Provides for comparative benchmarking with peer institutions