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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

Mary Jo Orzech, The College at Brockport, Kate Pitcher, SUNY Geneseo, Ken Wierzbowski, The College at Brockport

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.

Comparing our findings

<table>
<thead>
<tr>
<th>2014 Survey</th>
<th>Brockport</th>
<th>Geneseo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significant Difference</strong></td>
<td><strong>Mean</strong></td>
<td><strong>n</strong></td>
</tr>
<tr>
<td>Over the course of a semester, on average, how often do you use the following services?-Group study spaces in the library</td>
<td>-0.8</td>
<td>2.24</td>
</tr>
<tr>
<td>Over the course of a semester, on average, how often do you use the following services?-Quiet work space in the library</td>
<td>-0.53</td>
<td>2.73</td>
</tr>
<tr>
<td>How important are these services to you?-Group study spaces in the library</td>
<td>-0.38</td>
<td>2.97</td>
</tr>
<tr>
<td>How important are these services to you?-Quiet work space in the library</td>
<td>-0.18</td>
<td>3.24</td>
</tr>
<tr>
<td>How important are these services to you?-Physical library collections</td>
<td>-0.04</td>
<td>2.49</td>
</tr>
<tr>
<td>How important are these services to you?-Access to online resources from off-campus</td>
<td>0.05</td>
<td>3.36</td>
</tr>
<tr>
<td>How important are these services to you?-Library databases (e.g. JSTOR, etc.)</td>
<td>0.09</td>
<td>3.21</td>
</tr>
<tr>
<td>Over the course of a semester, on average, how often do you use the following services?-Library databases (e.g. JSTOR, etc.)</td>
<td>0.14</td>
<td>2.73</td>
</tr>
<tr>
<td>Over the course of a semester, on average, how often do you use the following services?-Access to online resources from off-campus</td>
<td>0.33</td>
<td>2.83</td>
</tr>
<tr>
<td>How important are these services to you?-Public computers in the library</td>
<td>0.03</td>
<td>3.45</td>
</tr>
<tr>
<td>How important are these services to you?-Library reference services</td>
<td>0.11</td>
<td>2.78</td>
</tr>
<tr>
<td>How important are these services to you?-Library circulation services</td>
<td>0.19</td>
<td>2.76</td>
</tr>
<tr>
<td>Over the course of a semester, on average, how often do you use the following services?-Library reference services</td>
<td>0.26</td>
<td>2.45</td>
</tr>
<tr>
<td>How important are these services to you?-Library Web site (e.g. library hours, policies)</td>
<td>0.32</td>
<td>3.13</td>
</tr>
<tr>
<td>How important are these services to you?-Library subject guides</td>
<td>0.5</td>
<td>2.68</td>
</tr>
<tr>
<td>Over the course of a semester, on average, how often do you use the following services?-Library Web site (e.g. library hours, policies)</td>
<td>0.53</td>
<td>3.03</td>
</tr>
<tr>
<td>How important are these services to you?-Overall library service</td>
<td>-0.12</td>
<td>3.27</td>
</tr>
</tbody>
</table>

Undergraduates

<table>
<thead>
<tr>
<th></th>
<th>Brockport</th>
<th>Geneseo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population Size</strong></td>
<td>6792</td>
<td>4528</td>
</tr>
<tr>
<td><strong>Sample Size</strong></td>
<td>995</td>
<td>998</td>
</tr>
<tr>
<td><strong>Responses</strong></td>
<td>354</td>
<td>494</td>
</tr>
<tr>
<td><strong>Response Rate</strong></td>
<td>35.6%</td>
<td>49.5%</td>
</tr>
</tbody>
</table>

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

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