Library Faculty Assessments

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Faculty library satisfaction survey 2013/14

Nelson Poynter Memorial Library.

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Faculty Library Satisfaction Survey 2013/14

Nelson Poynter Memorial Library
University of South Florida St. Petersburg

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Reviewed and approved by the Poynter Library Leadership Team

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This survey was created as a means to broadly measure faculty use and satisfaction with the services and resources provided by the Nelson Poynter Memorial Library.

Methodology

The 2013/14 Library Satisfaction Faculty Survey echoed the assessment instrument utilized in 2011/12, 2010/11, and in 2008/09. Faculty were asked to describe how frequently they used the library in person and electronically, and to rate their satisfaction levels with the complete range of library services and resources. Comments were encouraged throughout the survey to provide the USFSP faculty and staff with the opportunity to provide additional feedback or explanation. A copy of the survey is included in an appendix to this report.

USFSP faculty were asked to complete the survey via email 3 times during late January and February 2014. The survey was sent to 246 USFSP faculty and a total of 76 faculty members completed the survey. Demographically, the survey respondents were (participants were encouraged to select all applicable options, hence the percentages exceed 100%):

- 2 Administrators (3%)
- 11 Full Professors (18%)
- 16 Associate Professors (26%)
- 6 Assistant Professors (10%)
- 11 Instructors (18%)
- 7 Visiting Faculty (12%)
- 9 Adjunct Instructors (15%)
- 2 Advisors (3%)
- 15 respondents skipped this question

The faculty participation rate increased by 29% in 2014 compared to the participation rate in 2012; however, the overall proportion of faculty levels (Full, Associate, Assistant) and categories (Tenure Track, Adjunct, Advisor, etc.) remained roughly similar to the 2011/2012 survey.

Of these respondents,

- 33 were from the College of Arts and Sciences (33%),
- 13 were from the College of Business (21%)
- 11 were from the College of Education (23%)
- 1 was from the College of Marine Sciences (2%)

2013/14 Survey Results

41% of the responding faculty reported physically visiting the Nelson Poynter Library on a weekly or more frequent basis, while 40% reported visiting the library at least one time each month.   A majority (76%) of the responding faculty reported using the library electronic services on a daily or weekly basis. While all respondents reported that they physically visited the library at least once every semester, 4% of the faculty respondents reported that they never used the library's electronic resources. All of the faculty that reported never using the library's electronic resources were adjunct instructors. These adjunct instructors did not require their students to do any research for their classes and did not have to undertake any research for their own professional interest or promotion.

Electronic Resources

Faculty were initially asked to rate how important a range of **electronic** resources were to their research or teaching followed by a question on how satisfied they were with the same electronic resources.

eBooks:
- Among those that reported using this library resource, **96%** were *Very Satisfied* or *Satisfied*
- 28% reported that they had never used this resource

eJournals / full-text articles
- Among those that reported using this library resource, **97%** were *Very Satisfied* or *Satisfied*
- 8% reported that they had never used this resource

Datasets
- Among those that reported using this library resource, **90%** were *Very Satisfied* or *Satisfied*
- 56% reported that they had never used this resource

Streaming media (audio or video):
- Among those that reported using this library resource, **88%** were *Very Satisfied* or *Satisfied*
- 54% reported that they had never used this resource

USFSP Digital Archive
- Among those that reported using this library resource, **97%** were *Very Satisfied* or *Satisfied*
- 50% reported that they had never used this resource

Course specific library guides
- Among those that reported using this library resource, **96%** were *Very Satisfied* or *Satisfied*
- 68% reported that they had never used this resource
- As the Library Guides had been in existence for less than a year when the survey was administered, this represents the first faculty satisfaction survey asking about this resource.

Library Modules for student
- Among those that reported using this library resource, **88%** were *Very Satisfied* or *Satisfied*
- 76% reported that they had never used this resource
- As the Library modules had been in existence for a year when the survey was administered, this represents the first faculty satisfaction survey asking about this resource.

The USFSP Faculty were then asked to rate how a hypothetical significant reduction in the library's electronic resources would affect their teaching, research, and decision to remain at USFSP (Average ratings are based on a scale of 1-4 with 4=very significantly):

- 82% said that a reduction in library electronic resources would *Very Significantly or Significantly* affect their teaching,

Tenure track Faculty Average rating: 3.24		Non Tenure track Faculty Average rating: 3.7	
Significantly:79%	Not Significantly: 11%	Significantly:81%	Not Significantly: 19%

- 87% said that a reduction would *Very Significantly or Significantly* affect their research,

Tenure track Faculty Average rating: 3.82		Non Tenure track Faculty Average rating:3.15	
Significantly: 100%	Not Significantly:0%	Significantly: 73%	Not Significantly:27%

- 63% said that this would influence their decision to remain here at USFSP.

Tenure track Faculty Average rating: 2.97		Non Tenure track Faculty Average rating:2.56	
Significantly: 77%	Not Significantly:23%	Significantly:52%	Not Significantly:48%

Because of differences in assignments, these numbers were separated into two categories --Tenure Track faculty and non-Tenure Track faculty. Not surprisingly, the non-tenure track faculty felt the lack of e-resources would affect their teaching more than their research. Tenure-track faculty also expressed greater concerns over the impact on their research and on their decision to remain at USFSP.

Associated faculty comments highlighted the impact of a hypothetical library budget cut:

- The electronic resources at the library are essential for my teaching and my research. Without the e-books and online journals and databases, I simply would not be able to do the research that is necessary for my career as an academic. For my students, the e-books and online journals provide access to materials that would otherwise be difficult and prohibitively expensive, if not impossible, to acquire. Without these resources, it would be very difficult for me to remain at USFSP as a productive researcher and an engaged teacher.
- The single most important thing to a professor are electronic resources.
- I use articles in my research and in my classes. JStor is vital for my work and I would have to consider moving to another university if I no longer had access to it.
- The electronic resources at the library - especially ebooks and online journals and databases - are essential to both my teaching and my research. It would be extremely difficult to continue to do research at USFSP and it would place a burden on my students if access to electronic resources was to be reduced (and would affect my ability to teach effectively).
- If the number of printed books are reduced as well as electronic resources then what is left of the function of the library? It is at the heart of every college and university. As faculty, I rely tremendously on the library, esp. ILL.
- My research would come to a screeching halt; I'd have to leave USFSP
- The library is the heart and soul of academia (and culture in general). Reducing the library means affects all areas of the university.

<u>Library Collections</u>

USFSP Faculty members were asked to rate how important **print** and **media** library collections were to their research or teaching followed by a question on their satisfaction with these same print resources.

Print circulating books:

- Among those that reported using this library resource, **86%** were *Very Satisfied* or *Satisfied*
- 16% reported that they had never used this resource

Media (DVDs, CDs, etc.)

- Among those that reported using this library resource, **78%** were *Very Satisfied* or *Satisfied*
- 47% reported that they had never used this resource

Microfilm or microfiche

- Among those that reported using this library resource, **94%** were *Very Satisfied* or *Satisfied*
- 76% reported that they had never used this resource

Primary sources/Special Collections

- Among those that reported using this library resource, **93%** were *Very Satisfied* or *Satisfied*
- 58% reported that they had never used this resource

Archives of USFSP faculty and institution print publications

- Among those that reported using this library resource, **100%** were *Very Satisfied* or *Satisfied*
- 60% reported that they had never used this resource

In contrast to previous years, the satisfaction level with the various library collections increased significantly, but the proportion of faculty respondents that used them declined. This could indicate that the various collections have a dedicated group of users, or we could simply be seeing the effect of a greater number of tenure track faculty respondents who may be heavily focused on their research.

<u>Library Services</u>

The faculty responses for a variety of Nelson Poynter Library **Services** are as follows:

Nelson Poynter Library Website:

- Among those that reported using this library service, **91%** were *Very Satisfied* or *Satisfied*
- 4% reported that they had never used this resource

Circulation desk service:

- Among those that reported using this library service, **100%** were *Very Satisfied* or *Satisfied*
- 9% reported that they had never used this resource

Interlibrary loan service:

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 17% reported that they had never used this resource

Course reserve service:

- Among those that reported using this library service, **94%** were *Very Satisfied* or *Satisfied*
- 33% reported that they had never used this resource

Reference help for students (in person, phone, email, chat, etc.):

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 38% reported that they had never used this resource

Research help for Faculty:

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 34% reported that they had never used this resource

Library instruction class for students:

- Among those that reported using this library service, **100%** were *Very Satisfied* or *Satisfied*
- 41% reported that they had never used this resource

Open workshop (RefWorks, Impact Factors, Scholarly Profiles, etc.):

- Among those that reported using this library service, **93%** were *Very Satisfied* or *Satisfied*
- 56% reported that they had never used this resource

USFSP Digital Archive:

- Among those that reported using this library service, **97%** were *Very Satisfied* or *Satisfied*
- 43% reported that they had never used this resource

Canvas Training:

- Among those that reported using this library service, **90%** were *Very Satisfied* or *Satisfied*
- 20% reported that they had never used this resource

Distance learning course support (Instructional design, studio, digitization):

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 43% reported that they had never used this resource

Publishing support via the USFSP Digital Archive

- Among those that reported using this library service, **96%** were *Very Satisfied* or *Satisfied*
- 68% reported that they had never used this resource

Library programs (events, exhibits, lectures, etc.):

- Among those that reported using this library service, **98%** were *Very Satisfied* or *Satisfied*
- 23% reported that they had never used this resource

Overall library service:

- Among those that reported using this library service, **99%** were *Very Satisfied* or *Satisfied*

Classroom Technology

The division of responsibility for classroom technology can seem confusing to faculty here at USFSP, and anecdotal reports have found that some faculty do not know whom they need to contact for classroom technology assistance. To rectify this situation, the division of responsibility between the Library's Instructional Media Services (responsible for classroom projection) and Campus Computing (responsible for Internet access and computer support) was explained to faculty in the survey. USFSP Faculty members were then asked to rate their satisfaction with the classroom technology services provided by Instructional Media Services and Campus Computing.

Classroom A / V support provided by Instructional Media Services

- Among those that reported using this library service, **96%** were *Very Satisfied* or *Satisfied*
- 15% reported that they had never used this resource

Classroom computing support provided by Campus Computing

- Among those that reported using this library service, **84%** were *Very Satisfied* or *Satisfied*
- 68% reported that they had never used this resource

Textbooks

A reoccurring hot topic on campus is the selection and provision of course textbooks at the library. To gather more data on this topic and to calibrate library services better, faculty were asked about their textbook selection process. Specifically, they were asked about their participation rate in the following textbook options:

	Always	Sometimes
Consider textbook cost in selection	70%	26%
Look for Open source textbooks	14%	32%
Use ebooks provided by the library	12%	23%
Place books on library reserves	12%	49%
Use the same edition over several years	49%	41%
Make reading available through Canvas	37%	34%
Participate in the B&N textbook rental program	23%	31%

Faculty Comments included:
- B&N has the book for my class for rent. I did not know that the professor had anything to do with this.
- I recently changed to a newer edition of a text because I saw it was available as an ebook, as well as being cheaper (softcover) than the one I was sent from the publisher. I don't rely on the library for texts. I do pay attention though that texts I use are available in as many formats as possible (rental, ebook, used) to allow flexibility and cost reductions for my students. If I have an extra copy of a text, I do tend to put it on reserve at the library for students to share if needed.
- I am an adjunct for a general bio class with many sections; I do not select the textbook.
- I can put textbooks on library reserve!? Who knew!!! I will now~

Comparison of Faculty Survey Results from the 2011/12, 2010/11, and 2008/09 Surveys*

	2013/14	2011/12	2010/11	2008/09
Survey Participation - # of faculty respondents - % of USFSP Faculty	76 28%	59	61	42
Weekly visits to the library	41%	44%	44.2%	26%
Weekly visits to the electronic library	76%	75%	85%	79%
e-Journals satisfaction	97%	82%	91%	90%
Print collection satisfaction	73%	84%	82%	76%
Special collections satisfaction	40%**	55%**	52%**	33%**
Media collections satisfaction	41%**	67%**	69%**	64%**
Circulation service satisfaction	91%	94%	96%	95%
Inter-library loan service satisfaction	81%	78%	92%	85%
Reference service satisfaction	60%** ***	88%	100%	93%
Overall satisfaction with library services	96%	94%	100%	71%

*These number are based on the total response to the question

**High rates of faculty report never using these collections

*** 2013/14 Survey included the line item of Research Help in addition to Reference Services

Faculty Comments

Several distinct themes emerged from the faculty in their comments on library collections, services, and personnel. Overall, faculty expressed a high level of satisfaction with the electronic resources, particularly the comprehensive collection of e-journals, the navigational ease of ebooks, and that they no longer needed paper copies.   Faculty were happy with the library services, taking time to note particularly the quality of the Canvas Training program, the Inter Library Loan service, and wanting the library to increase their online research tutorials for students and library programs and events. Finally, the faculty continue to be satisfied with the high quality of customer service provided by library personnel and expressed great appreciation regarding all that we do at the Nelson Poynter Memorial Library.

Comments on Library Print and Electronic Collections:

Several faculty described their enthusiastic appreciation of the **ebooks**:

- I usually read a ebook cover to cover, so to speak rather than use these for research. In the past two years I've read something over three hundred of them--no joke.
- I have read 250-300 ebooks over the last couple of years. Generally they are easily accessible (EBSCO is not, I never try once I see a book is in that system). Don't have to carry around tomes or worry about getting them back in the rain.
- [ebooks] make it easier to access, even though I prefer reading hard copies.
- For a smaller institution, I think our library resources are great. At least once a month it seems, I look for a library resource - book or DVD/video - and almost always can find it in St. Pete without having to borrow from Tampa or other University libraries. It seems like that has improved in the 10 years I have been here.

Other comments revealed a concern about the currency and acquisition of the print collection:

- NP library is an excellent supplement to the Tampa library collection, but NP has so fewer titles...
- print book collection is pretty small. I get frustrated having to request books from other universities so often. Same with DVDs.
- Print collect is too small.
- Our book collection seems to have stalled in 2012

The faculty expressed great satisfaction with the **electronic journals**:

- I love the full access to ALL this important information. I don't have to have paper copies anymore - and I love that!
- Ejournals and full text articles are a great asset for me and for my students. I can usually, though not always download them when I am off sight. I am pleased to see how prolific their availability has become, even for older articles. Although there are still some journals that don't release the newest articles immediately through databases.
- Wonderful collection of full text articles. One of the best resources USFSP provides faculty.

However some faculty commented on access issues:

- I actually love the wide range of available titles but find it very frustrating that the proxy for APA journals (psychology) never works -- even on campus. You always have to enter via ejournals link and find the article.
- I think that it is difficult to 'browse' electronically for journal articles with the USFSP system.
- eJournal databases cannot be bookmarked and are VERY DIFFICULT to find. These should be bookmark able. The library needs to pick a URL and just stick with it.

The library's **media collection** received several comments -- particularly by faculty from the College of Business or in the Humanities.

- I have tried to use streaming videos in my online courses. The ones that I found available were generally older than the ones that I had been using in my face-to-face courses, and there was not as much of a selection.
- I am now assigning international films in my Global Business MBA course and I am interested to learn more about the films available to students through streaming services.
- In a Humanities class I teach I make heavy use of streaming video from the library. There are some good ones in the collection, but not very many that are useful.
- I use streaming video fairly often in my humanities class.

The **Digital Archive** was appreciated:

- the digital archive is terrific because it is living record of who we are as an institution.
- The digital archive/open access of my work opened it to the readers from all over the world.
- I think the USFSP digital archive is a valuable resource. I do hope in the future there will be a way to sort and organize the page a bit more, by presentations, videos, audio files...titles subtitles. I think this would help with the navigation.

The newly updated library **website** received mixed reviews from the faculty

- Good website
- Website has easy access of where things are.
- Please make it easier to find the Web of Knowledge search engine! It would be great to have a link directly to this search engine from the Poynter website.
- The website is awful. It's very difficult to find even things that I have used before because they are buried so deeply in there. You need a bookmark able URL for these resources.
- Fix the website!

Comments on Library Services:

Coinciding with the recent transition in online learning management systems, the training and technical support for **Canvas** received many appreciative comments:

- I have completed Canvas training, research help, used the course reserves and many other services the library provides. In the Canvas training, not only was I given the information that I needed, but it was done in a way that reduced the anxiety I had about working with a new system.
- Did not go to the Canvas training because three Blackboard classes I attended were more confusing than helpful. I just worked Canvas out by myself.
- The CANVAS introductory course was terrific!!!!
- I cannot say enough about the distance Learning support. The team is fabulous
- The canvas training was exceptional. I was able to get my questions answered. Also, as I worked with canvas everyone was very helpful in answering questions, especially Otis

However, several faculty expressed concern regarding the **accessibility of DL training and support**:

- Course support for my DL classes is too difficult to access. Phones are not answered and calls are never returned.

- Available times of [Canvas training] help sessions do not fit my schedule
- Provide more advanced notice of training opportunities available for faculty who would like to enhance their teaching using Canvas and other technologies.
- Have someone in DL support that answers the phone during business hours at least.

The library's **bibliographic instruction** program received general support:

- Student library instruction is great.
- I would like to thank all the library staff and faculty for their expertise and knowledge as well as dedication in helping my students (graduate ones) with their assignments (choices of material) and me.

However, faculty were interested in an expansion and modification of the **LibGuides and module services**:

- I put dissatisfied for course specific library guides because that is a resource I might like to use more if I knew what the potential and process was.
- I really think the library modules for students are a place that could be expanded upon- more interactive and engaging. This would be a great tool, especially for grad students
- I marked dissatisfied for the Library modules only because I cannot import them into my canvas page and keep track of whether my students used them. My guess is that there are a wide range of similar modules and materials that could easily be standardized and imported into classes. Would like the library to take the lead on this.

Faculty expressed great satisfaction and with the library's **Circulation & Inter-Library Loan** services:

- ILL staff is excellent. Need more materials access through ILL: e.g. foreign dissertations, DVDs.
- ILL runs very smoothly and quickly
- The books I need are either available or readily available through inter-library loan, the latter being a very useful service.
- I use UBorrow a bit. It's supposed to send an email when an item is available for pickup but has never done so. I must get 30-40 per year through UBorrow.
- The circulation desk has always been helpful and pleasant.

In their comments the faculty appreciated the library **events** but wanted more:

- I would like to see more events and programs that draw faculty and students at campus- I know there is a great effort to do this- I believe the library is at the heart of all educational institutions.
- The library programs pull the community together. All great!
- Host a book fair or community market in front of the library.

Comments on Library Personnel

We are happy to learn that so many faculty continue to be satisfied with service provided by the library staff and faculty, and value hearing their appreciation regarding all that we do at the Nelson Poynter Memorial Library.

Regarding Library **Staff and Faculty**:

- Great staff.
- the library staff is always very knowledgeable and helpful in providing information or helping when requested.

- The librarians and other library personnel are helpful, courteous and knowledgeable. I enjoy going there because I know that I will have a pleasurable experience. I have never had anyone be anything but polite and kind.
- The staff at the circulation desk are always very nice and helpful.
- You have a great team of professionals at the Nelson Poynter Library.
- Poynter Library is a gem -- all the staff are knowledgeable and committed to serving both faculty and students (and do so always with good humor). We are fortunate to have a much better library than we deserve!
- Library staff is fabulous: very dedicated and helpful.

General Appreciation:

- I like to walk into the library and see how active it has become, especially the first floor. It reminds me of my college library from the dark ages when the library was where we tended to hang out. I think it has become that kind of place for our students now.
- One of the many great things about a part of the USF system is access to the library!
- Overall, I enjoy going to the library and as my schedule lightens up, I plan to be there more often.
- We have a great library!!
- The library is the heart of USFSP. To teach, all we need are students, faculty, and the library!
- The Library is one of the best parts of this university. Real service on limited means.
- Carol Hixson and all the librarians are MARVELOUS!!
- Our library resources are terrific, as is our library staff. We are very lucky!
- None, other than to say that we have an excellent Library. It is invitational, informational, and a tremendous place for students, staff, and faculty. One always feels welcome and supported. Keep up the GOOD work -- it is appreciated.

Library response

We are happy to learn that so many faculty continue to be very satisfied with the resources and services provided at the Nelson Poynter Memorial Library. However, the survey does point to some unresolved questions that need further exploration and some areas where we can work to improve our services and marketing about our services.

DL Training and Support

The comments about phones being unanswered and calls not being returned is puzzling. While the Online Learning and Instructional Technology Services (OLITS) department is very busy and staff are often engaged In tasks that make it impossible for them to answer every phone call when it comes in (such as working face-to-face with faculty with appointments, taping lectures in the studio, or working across campus to resolve problems in the classroom), they are conscientious about responding to phone calls -- if a voice message is left. The staff often have their work phones forwarded to their cell phones when they are not in the office to answer the phone at their desk. The Library will investigate a shared line to reduce the possibility of a single individual failing to return a call. However, they will not be able to call back any calls where messages are not left.

It must be stated, however, that the expectation that a staff person will always be available to answer a call whenever it comes in is not a realistic one for the Library or for most of the USFSP campus. No office on the USFSP campus – except perhaps the College Deans' offices - is staffed to have someone available every minute to answer the phone

immediately. Like other service units across the campus, the staff of OLITS are juggling multiple responsibilities and answering the phone is only one of many responsibilities. The staff of OLITS also work well beyond the official business hours of 8 a.m. to 5 p.m. Monday through Friday, as there is someone on duty to cover classroom technology support when classes are scheduled. OLITS is the most accountable office in the Library, keeping detailed track of how all staff spend their time, as evidenced in the monthly reports produced in the department and available at: http://dspace.nelson.usf.edu/xmlui/handle/10806/10051

When a faculty member encounters a problem in a classroom, with Canvas functionality, or with their online course, they naturally have a sense of urgency to have the problem resolved. Unfortunately, the Library is not resourced to be able to have staff standing by just in case there is a problem. Even if such a level of staffing were funded by the University, what would the expectation be if three faculty members all called at the same time? Although we are committed to an exceptional level of service, we are limited by staffing levels and the technology provided by the institution. It must also be noted that Canvas is a USF System resource, paid for and administered by the USF System. While Poynter Library staff can often assist with the resolution of some Canvas problems, the first point of contact for Canvas problems is the System IT Help Desk http://www.usf.edu/it/services/helpdesk.aspx . Faculty can contact the Help Desk 24/7 by phone by calling (866) 974-1222, or by emailing help@usf.edu.

LibGuides and Online Modules

The Library Faculty have created a wide array of LibGuides and several online modules. They continue to develop new ones as time permits. However, with only eight library faculty to serve the entire campus, it is not possible to develop course-specific LibGuides or online modules for every course or every topic. Developing LibGuides and online modules is only one of their many responsibilities. We will investigate other mechanisms for soliciting requests for specific resources to be developed locally and putting them into a queue so progress can be tracked.

Library Events

The Library has a strong program of events and workshops that it offers and sponsors every semester. The number and variety of these events has increased 146% in the past five years and attendance has increased 341%. We are grateful that they are so well received and highly regarded. However, without additional faculty or staff lines to support more events, it is unlikely that we will be able to offer many more. Some of the many events offered by the Poynter Library can be seen here: http://dspace.nelson.usf.edu/xmlui/handle/10806/4521