UTAS Library conducted a major survey of its clients in May to find out which aspects of Library services are of most importance to our clients and how we are performing in these areas. The last survey was completed in 2012.

- 3238 clients responded – 400 fewer than in 2012
- 65% were undergraduates, 21% postgraduates
- 6% were academic staff, nearly 5% professional staff
- 9.75% of the Library’s total client population responded

The Library recorded an overall performance score of 78.6% - a slight decrease of 0.4% since 2012. The overall satisfaction rating was 5.54 out of 7, a decrease of 0.7 from 2012. The marginal falls in both scores were not unexpected as the survey took place several weeks after the Science Library moved into Morris Miller Library.

A number of other Australian university libraries use the same survey and UTAS Library’s recent results rank in the third quartile (i.e. bottom 50%) of libraries surveyed in the last two years.

Library staff continue to be very highly valued by clients – UTAS Library scored 89.8% in the Library Staff category, an improvement of 0.3% since 2012. UTAS Library’s results for Library staff rank in the top quartile (i.e. top 25%) of libraries surveyed in the last two years.

Analysis of the gaps between overall client ratings for importance and performance identified a number of improvement opportunities for the Library:

- A computer is available when I need one
- I can find a quiet place to study in the Library when I need to
- The Library MegaSearch is easy to use
- The Library website is easy to navigate
- Laptop facilities (e.g. desks, power) in the Library meet my needs
- Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs
- I can find a place in the Library to work in a group when I need to
- The Library is a good place to study

The Library will be further analysing the results and developing actions to address the areas identified for improvement. The survey results are published on the Library’s website.

Survey results from major client groups

<table>
<thead>
<tr>
<th>The most important priorities for our clients:</th>
<th>Postgraduates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Undergraduates</strong></td>
<td><strong>Academic staff</strong></td>
</tr>
<tr>
<td>1. I can get wireless access when I need to</td>
<td>1. Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs</td>
</tr>
<tr>
<td>2. Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs</td>
<td>2. Library staff provide accurate answers to my questions</td>
</tr>
<tr>
<td>3. Library staff provide accurate answers to my questions</td>
<td>3. When I am away from campus I can access the Library resources and services I need</td>
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<tr>
<td>4. Library staff are approachable and helpful</td>
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<tr>
<td>5. Library staff treat me fairly and without discrimination</td>
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</tr>
<tr>
<td><strong>Postgraduates</strong></td>
<td><strong>Professional staff</strong></td>
</tr>
<tr>
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<td>4. Library staff are readily available to assist me</td>
<td>4. I can get wireless access when I need to</td>
</tr>
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<td>5. Library staff treat me fairly and without discrimination</td>
<td>5. Library staff are readily available to assist me</td>
</tr>
</tbody>
</table>

**Clients believed the Library performed best in these areas:**

**Undergraduates**
1. Library staff treat me fairly and without discrimination
2. Library staff are approachable and helpful
3. Library staff provide accurate answers to my questions
4. Library staff are readily available to assist me
5. Face-to-face enquiry services meet my needs

**Postgraduates**
1. Library staff treat me fairly and without discrimination
2. Library staff are approachable and helpful
3. Library staff provide accurate answers to my questions
4. Library staff are readily available to assist me
5. Face-to-face enquiry services meet my needs

**Academic staff**
1. Library staff treat me fairly and without discrimination
2. Library staff are approachable and helpful
3. Library staff provide accurate answers to my questions
4. Library staff are readily available to assist me
5. Face-to-face enquiry services meet my needs

**Professional staff**
1. Library staff treat me fairly and without discrimination
2. Library staff are approachable and helpful
3. Library staff provide accurate answers to my questions
4. Face-to-face enquiry services meet my needs
5. Do-it-yourself services (e.g. SelfCheck loans, requests, renewals, holds) meet my needs

**Clients believed the Library most needed to improve levels of service in these areas:**

**Undergraduates**
1. A computer is available when I need one
2. I can find a quiet place in the Library to study when I need to
3. The Library MegaSearch is easy to use
4. The Library website is easy to navigate
5. Laptop facilities (e.g. desks, power) in the Library meet my needs

**Postgraduates**
1. The Library MegaSearch is easy to use
2. The Library website is easy to navigate
3. A computer is available when I need one
4. I can find a quiet place in the Library to study when I need to
5. Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs

**Academic staff**
1. The Library website is easy to navigate
2. The Library MegaSearch is easy to use
3. Online resources (e.g. ejournals, databases, ebooks) meet my learning and research needs
4. Information resources located in the Library (e.g. books, print journals, DVDs) meet my learning and research needs
5. The Library website provides the information, resources and services I need

**Professional staff**
1. The Library MegaSearch is easy to use
2. A computer is available when I need one
3. The Library website is easy to navigate
4. I can find a quiet place in the Library to study when I need to
5. Laptop facilities (e.g. desks, power) in the Library meet my needs

An additional question about why clients come into Library buildings demonstrated that Library usage is primarily related to study:

- To study alone – 63%
- To find/borrow books & journals – 61%
- To write assignments – 51%
- To study in a group – 38%
- To use own laptop – 38%
- To use Library computers – 35%

Social interactions such as Meeting friends (14%) or Relaxing between classes (18%) were important but lesser reasons.

Karmen Pemberton
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