

MANCHESTER  
1824

The University of Manchester

Nov 2021

# ADBU: LIBRARY SURVEYS

## Making the most of Feedback

**MICHAEL DOUGLAS**

**Business Intelligence Analyst**

The University of Manchester Library

# The University of Manchester Library

## Library Spaces

- 11 Libraries across the University
- 4,330 individual study spaces
- 40,856 square metres of floor space

## Collections

- Largest academic digital collections in Britain
- 1,166,380 e-books (excluding free books)
- 2 million catalogued physical items

## Collections

- 37,919 paid-for serial titles (including journals, periodicals, annuals and)
- Over 700 databases
- Over 90,000 Special Collections items digitised

# Library Life Pulse Surveys

## Background

Initially called 'Know Your Customer', the Library Life Pulse survey was an annual Library-wide survey to better understand our customers and support the Library's strategic objectives.

## Sample

On average 1,400+ responses each year across different demographics (faculty, student type, level, age)

Combination of online survey and smaller focus groups

## Questions

The survey had a variety of different questions about overall satisfaction with the Library and more detailed and in-depth questions on Library Spaces, Staff and our Services.

# Question Example

## FINDING AND USING RESOURCES

F1. To what extent do you agree or disagree with the following statement?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	I don't know/not applicable
The Library has the right resources for my course/research degree programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to find printed books and journals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to access <del>ebooks, ejournals and databases</del>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easy to access online reading lists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Follow up questions would then branch from this question if the respondent selected “Strongly disagree” or “Disagree” to find out more specific information about difficulty finding resources and what the Library could do to improve it

# Question Example

## TRAINING AND SKILLS SUPPORT

11. To what extent do you agree or disagree with the following statement?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	I don't know
CORE The Library offers relevant training and skills support for students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CORE The Library has helped me to develop the skills I need for my studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Which of the following Library training and skills support services have you heard of or used?

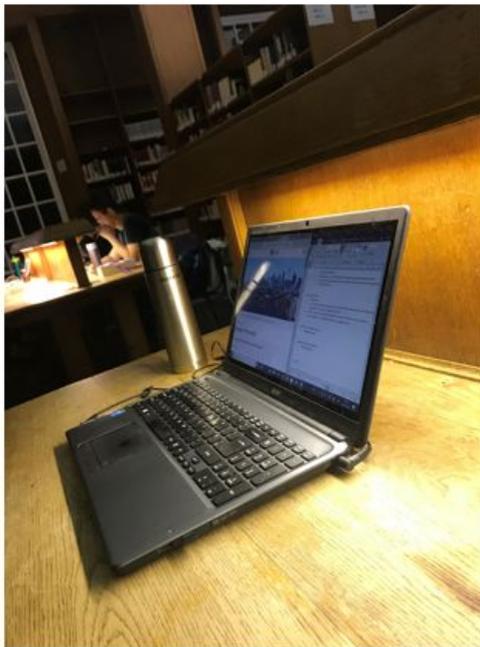
	I have never heard of it	I have heard of it, but I have not used it	I have used it
Face-to-face workshops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online tutorials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drop-in clinics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Face-to-face skills sessions as part of my course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online skills resources in my Blackboard space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Questions would become more and more complicated – and time-consuming!

Combination of multiple-choice answers and open comments

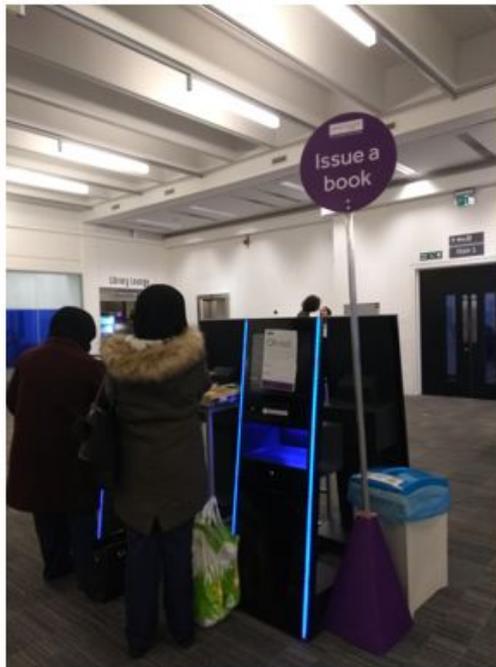
# Story Telling Images

“Upload a photo of something you love about the University Library”



I love the lights above the tables in purple  
two they make it really cozy and easy to read  
my laptop screen/books

# Story Telling Images



I like automatic checkout (and return) system. I feel like I have control over what I borrow and I don't have to wait for someone to check the books out for me.

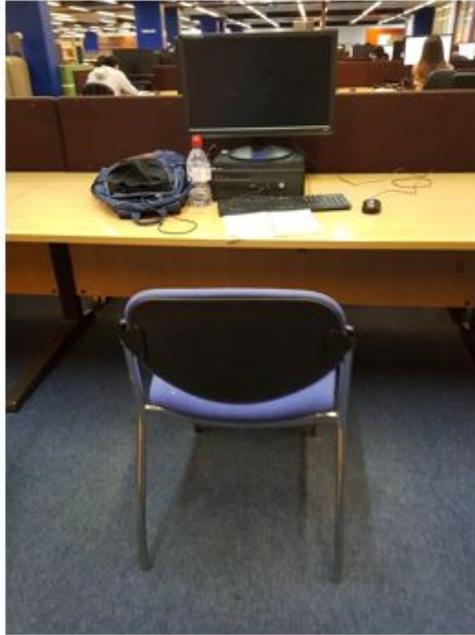
# Story Telling Images

“Upload a photo of something you don’t like about the University Library”



The library is really packed and I had to go to two libraries to find a computer.

# Story Telling Images



No plug sockets available.

## What do students find difficult when finding hard copy resources?

Despite changes to the Library layout, finding the right section and finding the books on shelves have improved considerably from last year. Sometimes after a major layout change respondents can report a negative experience whilst they re-orientate themselves, but in this case the changes have made an immediate positive impact.

*Responses to 'You disagreed that it is easy to find printed books and journals. Which aspect(s) do you find difficult?'. This question was asked only of students who disagreed that 'It is easy to find printed books and journals'.*

Base: 129



24% said using Library search is difficult

- 3%

change from last  
academic year

"The library search function is not well thought out. It can take ages to load and I struggle to search by category or theme - there is no function to search these categories."



60% said finding the right section of the Library is difficult

- 12%

change from last  
academic year

"Provide more detailed information about the location on the books, to make them easier to find."



64% said finding the books on the shelves is difficult

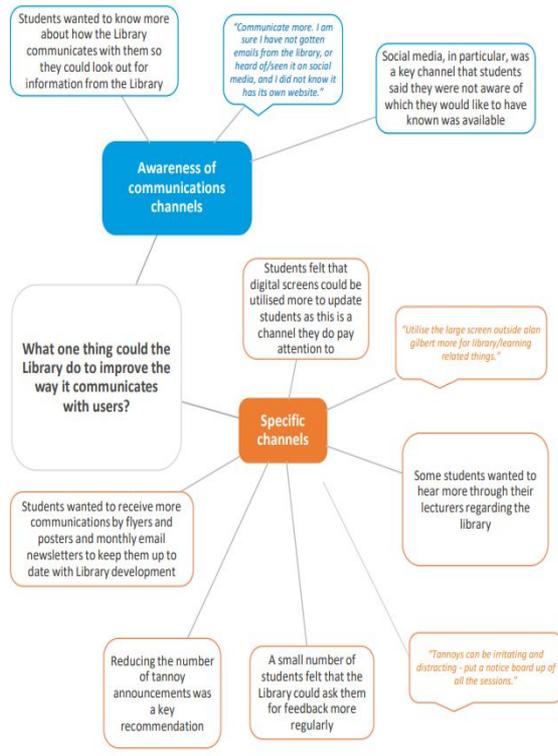
- 8%

change from last  
academic year

"Make sure that the availability of books listed on the website is accurate as sometimes it will say a book is on the shelf when it is not. (Maybe have 3 categories: On loan, available or yet to be put back - so that you can know to look at these temporary shelves instead of the book's usual."

### How can the Library improve its communications?

Student's responses to "What one thing could the Library do to improve the way it communicates with users?" this academic year. Responses have been grouped according to key improvement areas.



# What did we change?

## Improved our Welcome offer:

- Focus on helping new and returning users find resources and learn how to use the Library on Welcome tours
- Uniform for Customer Services/Student-facing Staff
- Rearranged book stock in the Main Library into a sequential Dewey system
- Developed online content to support students finding out about Library services and accessing digital resources
- Blankets for colder days
- Developed communications about anti-social behaviour like desk-hogging and eating food in the Library
- Distributed Goody bags in the Library during Exam Season to help stressed students with Wellbeing support

# What has COVID19 changed?

## Use of Microsoft Teams for remote working:

- Directly contact Teams and Managers with specific feedback from Library Chat or other sources – old structures and silos have been broken
- Students working and accessing resources online made it easier to assess areas of particular interest
- What can we continue doing now students have returned to campus?

# Shorter Surveys

You are the experts – are there any particular regular enquiries or repeating issues with your services?

Qualtrics or Lime Survey are fantastic resources to develop short, insightful surveys that can gather feedback quickly – this information can then be distributed to staff, managers and other stakeholders easily

Short, quick surveys where every question is useful have a far higher chance of being completed by more respondents

What are the 3 most important things to find out?

What will you do with this information and feedback?

Email: [Michael.Douglas@Manchester.ac.uk](mailto:Michael.Douglas@Manchester.ac.uk)



Twitter: [@UoMLibrary](https://twitter.com/UoMLibrary)  
[@uomlib\\_michael](https://twitter.com/uomlib_michael)