University of Iowa Libraries User Needs Assessment Group (UNAG) A Comparative Analysis

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UNIVERSITY OF IOWA LIBRARIES
USER NEEDS ASSESSMENT GROUP (UNAG)
A COMPARATIVE ANALYSIS

Proposal Submitted to:
University of Iowa Libraries’ Executive Council

Submitted by:
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User Needs Assessment Group
User Group Comparative Analysis

Purpose
This project was developed to assess the University of Iowa Libraries' users satisfaction with current information services and resources, and to help identify library user service and resource needs for a diverse university community. The establishment of such a project is the result of the UI Libraries commitment to creating a learning environment that encourages quality research, teaching and scholastic achievement.

OVERALL PROJECT GOALS
1. Determine which information services and resources library users use.
2. Measure library users' perception of and satisfaction with library services and resources.
3. Establish what information resources and services library users need.
4. Ascertain library users' future needs.
5. Increase dialogue/involvement with library users.

COMPARATIVE ANALYSIS OBJECTIVES
1. Know and understand how services and resources are accessed by library users.
2. Know and understand what library services, resources, collections and facilities library users take advantage of for study, teaching and research.
3. Know and understand user perceptions about library resources and services.
4. Know and understand user attitudes about library resources and services.
5. Know and understand user unmet needs and areas for improvement.
University of Iowa Libraries
User Needs Assessment Group
Comparative Analysis, 2000-2001
Study Timeline

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<th>Fall 2000</th>
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<tr>
<td>November</td>
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<tr>
<td>• Begin Literature Review</td>
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<td>• Complete Design</td>
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<td>• Begin draft of qualitative summary table</td>
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<td>December-February</td>
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<td>• Complete data analysis (UI, Evaluation and Examination Services)</td>
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<td>• Complete statistical analysis (UNAG and Project Statistical Consultants)</td>
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<td>• Submit draft of Literature Review to committee</td>
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<td>March</td>
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<td>• Submit completed Literature Review</td>
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<td>• Submit Completed qualitative summary table</td>
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<tr>
<th>Spring/Fall 2001</th>
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<tr>
<td>April - June</td>
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<tr>
<td>• Complete report</td>
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<td>July</td>
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<td>• Submit report to EXCO</td>
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<td>October</td>
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<td>• Submit article for publication</td>
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University of Iowa
User Needs Assessment Project
A Comparative Analysis of Library Users Needs

Methodology

Three consecutive behavioral and attitudinal studies were conducted to identify how library resources and services are used and to identify unmet needs. Prior to sampling, library users were grouped into the following mutually exclusive groups: Group 1) Undergraduate users; Group 2) Graduate and professional student users; and Group 3) Faculty and staff users. Data was collected over a period of three years, 1997-2000. Each of the studies were carefully documented and the results shared with the Libraries’ Executive Council and staff.

The next step is to identify the similarities and differences across the three studies. With the assistance of the project statistical consultants and a graduate assistant, a multiple regression analysis will be conducted. The analysis will reflect only those questions that were asked on each of the surveys. More specifically, the analysis will be based on like variables within the following categories: frequency of use, purpose of use, library queries, services, print resources, electronic resources, special departments, reference services, instructional services, circulation services, interlibrary loan, the Libraries’ websites, OASIS, user satisfaction and demographics (gender, college affiliation and university status—part-time vs. full-time status).

Examination and Evaluation Service will develop a combined data set and generate descriptive statistics; a graduate assistant and a committee member will run the data analysis using an SPSS statistical package; and the User Needs Assessment Group and the project consultants will analyze the findings and develop a written report.
Proposed Budget
Comparative Analysis
Budget Proposal

Data Merge:
Evaluation and Examination Service analysis $250.00

Supplies (discs and paper) $50.00

Graduate Assistant:
50 hours ($10 per hour) $500.00

SPSS Liscencing Agreements(2) $50.00

Supplies
• Paper (2 boxes) ($22.68 per box) $45.36
• Ink Cartridge (3) ($26.25 per item) $78.75

Total Cost: $974.11