



Libraries Act on Their LibQUAL+ Findings: From Data to Action

Fred M. Heath, Martha Kyrillidou, Consuella Askew

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Learn how other libraries are using LibQUAL+™ data to improve their services and programs

This book focuses on the value of the 2002 LibQUAL+™ survey data to help librarians provide better services for users. This unique work highlights the continued efforts of participating libraries that used this Web-based marketing instrument to assess and evaluate their service quality, resource allocations, staffing, technology, and policies. Library professionals dealing with—or interested in—library service quality assessment will benefit from the practical examples and graphical representations found in this vital book.

With *Libraries Act on Their LibQUAL+™ Findings*, you will gain a better understanding of how to use your LibQUAL+™ data to identify opportunities to improve your services and programs, initiate further data exploration, and identify those areas of your library which need change. In times of budget reductions, the information in this book will show you how to better demonstrate to your patrons, community, and government agencies the value of the investment in library staff and resources. Enhanced with charts, graphs, tables, and figures, this text will help your library smoothly evolve with your patrons' expectations and needs.

Libraries Act on Their LibQUAL+™ Findings: From Data to Action covers several important topics, including:

- the LibQUAL+™ survey instrument—what it is and how it works
- library service quality and user perceptions of library service quality
- peer comparisons and benchmarking
- qualitative and quantitative data analysis—how to read your findings
- strategic planning—how to use your findings

This resource is of national importance, presenting varying perspectives from different library contexts, such as library consortia, library types, and individual library case studies. The book also provides ideas for using LibQUAL+™ to develop better library services for diverse users—faculty as opposed to students or the general public rather than specialists. From identifying and reaching patrons for conducting the LibQUAL+™ survey to identifying gaps between desired, perceived, and minimum expectations of services, this book will guide you in continuously meeting the needs of your community.

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