What Students and Faculty Want:
Insights from the MISO Survey

CLAC 2011
Questions to Explore

- What matters most to our students & faculty right now?
- How are student & faculty expectations changing?
- How do student & faculty expectations differ?
- How friendly does my staff need to be?
- Are some services overtaking others?
- How does age or discipline affect faculty service perceptions?
- How does a student’s class year affect service perceptions?
About the MISO Survey

- Web-based quantitative survey
- Launched in 2005
- Measures views of library and computing services in higher education
- Focuses on faculty, undergraduates, and staff
  - 12,842 faculty, 23,048 undergraduate, 18,324 staff participants since 2005
- MISO: Measuring Information Service Outcomes

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Participating Institutions

Luther University of New Mexico
Bucknell Mass Art and Design
Beloit Wagner
Wheaton
Pomona
Rollins Haverford
Mount Holyoke
Rhodes Baylor
Brockport Wellesley
Middlebury Brandeis
Worcester Polytechnic
Bates Allegheny
St. Lawrence Lafayette
Rice
Pacific Lutheran
DePauw
Monterey Institute
SUNY Oneonta
Ohio Wesleyan
United States
Kenyon
Occidental
Earlham

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MISO & CLAC

MISO Participation, 2005-2011

CLAC Membership

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MISO Measures

- Library and technology services
  - Frequency of Use, Importance, and Satisfaction
- Communicating with campus constituents
- Skill level of constituents and interest in learning
- Software and tools used
- Demographics about constituents
# Reading MISO Results

<table>
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<th>Scale</th>
<th>Frequency of Use</th>
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The MISO Survey
Workbook
Trends and Comparisons
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Student Benchmarks

Latest 2009-2011
Students: Most Important

- Network Speed
- Network Stability
- E-mail Services
- Wireless Access
- Virus Protection
- Overall Computing Service
- Overall Library Service
- Course Management System

Resources and services with a mean response of 3.50 or higher, 2009-11
Students: Highest Satisfaction

- Borrowing Materials from the Library
- Library Circulation Services
- Library Reference
- Library Databases
- Overall Library Service
- Library Web Site
- Online Library Catalog
- Course Management System
- Interlibrary Loan
- Library Collections
- Digital Image Collections
- Online Course Reserves
- Library Café
- ERP Self Service
- Merged Organization Web Site
- Borrowing Technology Equipment
- Tech in Meeting Spaces / Classrooms
- Borrowing Laptops
- Study Carrels
- Public Computers in the Library
- E-mail Services
- E-mail SPAM Filtering
- Current Help Desk Schedule
- Virus Protection
- Group Study Spaces in the Library

Resources and services with a mean response of 3.50 or higher, 2009-11
Student Trends
2005-2011
Student Satisfaction Trends 2005-2011

Wireless Availability
Input into Computing Decisions
Input into Library Decisions
E-mail SPAM Filtering
Virus Protection
Status Information: Computing Problems
Technology Instruction
Borrowing Laptops
Borrowing Technology Equipment
Help Desk
Interlibrary Loan
Course Management System
Library Research Instruction
Campus Computing Labs
Residence Hall Phone Services
Network Stability
Network Speed

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Importance & Satisfaction Trends for Students
2005-2011

- Residence Hall Phone Services
- Campus Computing Labs
- Help Desk
- Wireless Access / Availability
- Course Management System
- Borrowing Technology Equipment
- Borrowing Laptops
- Library Research Instruction
- Technology Instruction
- Interlibrary Loan

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Faculty: Most Important

- E-mail Services
- Network Stability
- Network Speed
- Overall Computing Service
- Virus Protection
- Overall Library Service
- Support: Desktop / Laptop Problem
- E-mail SPAM Filtering
- Off-Campus Access
- Library Databases
- Online Library Catalog
- Computer Replacement
- Tech in Meeting Spaces / Classrooms
- Interlibrary Loan

Resources and services with a mean response of 3.50 or higher, 2009-11
Faculty: Highest Satisfaction I

Resources and services with a mean response of 3.50 or higher, 2009-11

- Library Circulation Services
- Borrowing Materials from the Library
- Interlibrary Loan
- Library Reference Services
- Overall Library Service
- Current Library Schedule
- Virus Protection
- Library Liaison
- Online Library Catalog
- Online Course Reserves

- Public Computers in the Library
- Library Web Site
- Library Databases
- Library Research Instruction
- Study Carrels
- Library Café
- Borrowing Technology Equipment
- Computing Support Liaison
- Overall Merged Organization Service
Faculty: Highest Satisfaction II

- Group Study Spaces in the Library
- Digital Image Collections
- Borrowing Laptops
- Off-Campus Access
- Quiet Work Space in the Library
- Support: Instructional Technology
- Campus Phone Services
- E-mail Services

Resources and services with a mean response of 3.50 or higher, 2009-11
Faculty Trends
2005-2011
Faculty Importance Trends 2005-2011

- Wireless Access
- Course Management System
- Borrowing Laptops
- Video Conferencing
- Computing Web Site
- ERP Self Service
- Borrowing Technology Equipment
- Technology Instruction
- Off-Campus Access
- Tech in Meeting Spaces / Classrooms
- Support: Tech in Meeting Spaces / Classrooms
- Library Liaison
- Library Research Instruction
- Library Databases
- Help Desk
- Interlibrary Loan
- Library Reference Services

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Importance & Satisfaction Trends for Faculty
2005-2011

- Library Liaison
- Library Databases
- Library Reference Services
- Wireless Access / Availability
- Course Management System
- Borrowing Laptops
- ERP Self Service
- Technology Instruction
- Off-Campus Access
- Tech in Meeting Spaces / Classrooms
- Support: Tech in Meeting Spaces / Classrooms
- Help Desk
- Interlibrary Loan

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Crossover Trends

Changes in Importance for Students
Crossing Over:
Students: Campus Computing

- Campus Computing Labs
- Public Computing in the Library
Crossing Over: Students: Reference Services

- Library Reference Service
- Library Research Instruction
Crossing Over: Students: Computing Support

- Help Desk
- Computing Web Site
Service Attributes

Predicting Overall Service Satisfaction
Service Attributes

For Help Desk, Reference, and Circulation Services:
- Reliability
- Responsiveness
- Knowledge
- Friendliness

How much do each of these attributes predict overall satisfaction with a service?
Explaining Student Satisfaction

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Explaining Student Satisfaction

- Help Desk: 14.78% (Reliability), 14.14% (Responsiveness), 11.56% (Knowledge), 4.52% (Friendliness)
- Reference: 5.98% (Reliability), 6.02% (Responsiveness), 6.59% (Knowledge), 1.62% (Friendliness)
- Circulation: 5.53% (Reliability), 4.76% (Responsiveness), 2.73% (Knowledge), 2.98% (Friendliness)

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Questions

❖ How does the national data connect with what you know about your institution?

❖ What else would you like to understand?

❖ How could the MISO Survey fit into your assessment plans?

❖ How would you turn these insights into action?
Thank You.

- E-mail: [survey@misosurvey.org](mailto:survey@misosurvey.org)
- ECAR Research Bulletin: Measuring Information Services Outcomes with MISO – *coming soon*