Trend-spotting and Assessment
Using the MISO Survey for
Faculty and Students

Virtual Academic Library Environment (VALE) Conference 2015
MISO Survey Team

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About the MISO Survey

• MISO: Measuring Information Service Outcomes

• Respondents since 2005
  – 32,441 faculty, 63,543 undergraduates, 42,453 staff
  – More than 138,000 total

• Participation, 2012 – 2015:
  – 99 institutions

• Response rates, 2012 – 2014:
  – Faculty - 58.5 %
  – Students - 49.4 %
  – Staff - 53.6 %
MISO Schools 2012-2015
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
MISO Principles

#1 - Assess library and technology services in a single survey

• Symbiotic relationship of library and technology
• Comparison of results across a wide range of core teaching, learning, and research services
• Agnostic regarding organizational structure
MISO Principles

#2 - Meet unique assessment needs of each institution; produce comparable results

• Comprehensive: Up to 380 different points of measurement
• Customizable: Only 36 of the 380 measurement points are required for inclusion; over 90% of items optional
• Comparable: Items comparable across institutions
• Expandable: Unlimited locally developed items
MISO Principles

#3 - Results represent what they purport to represent

• Question validity
  – Vigorous testing of all survey items
  – Core survey instruments edited biennially
  – Survey managed by professionals working in academic libraries and technology organizations

• Survey respondents reflect populations
  – Strict sampling and recruitment methods
  – Emphasis placed on strong response rates
Looking at library services

• Place-Based Services
  – Library study spaces
  – Equipment loans
  – Library physical collections

• Online Services
  – Online catalog
  – Library databases

• In-person Services
  – Reference services
  – Library instruction
Importance: Place-Based Services

** = Low N for one population

- Physical reserves**
- Circulation
- Physical collections
- Borrowing media equipment
- Ease of finding physical materials
- Borrowing laptops
- Comfortable library spaces
- Library computers
- Study carrels
- Quiet work space
- Library schedule**
- Group study space**

** = Low N for one population

Not important | Somewhat important | Important | Very important

Undergraduates | Faculty
Importance: Online Services

- ILL
- Library catalog
- Library databases
- Library website
- E-books
- Digital image collections
- Discovery layer
- Subject guides

Comparing the importance ratings of undergraduates and faculty for various online services.
Importance: In-Person Services

- Support for your students' research*
- Support: Instructional tech*
- Library liaison*
- Reference
- Support for your research
- Library instruction

* = Not asked of undergraduates
E-books vs Physical Library Collections
E-books and Physical Library Collections

Faculty Importance Trends

- **Very Important**
  - Physical library collections
  - Library e-book collections

- **Important**

- **Somewhat Important**

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tr>
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<tr>
<td>Somewhat Important</td>
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E-books and Physical Library Collections

Undergraduate Importance Trends

- **Very Important**
  - Physical library collections
  - Library e-book collections

- **Important**

- **Somewhat Important**

<table>
<thead>
<tr>
<th>Year</th>
<th>Physical Library Collections</th>
<th>Library E-book Collections</th>
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<tr>
<td>2010</td>
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<tr>
<td>2014</td>
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</table>
E-books and Physical Library Collections

All faculty

E-book collections

Physical collections

Not important

Somewhat important

Important

Very important

Not important

Important

Very important
E-books and Physical Library Collections

Faculty by Discipline

Very important

Important

Somewhat important

Not important

E-book collections

Physical collections

Not important

Somewhat important

Important

Very important

Humanities

Sciences

Social Sciences
E-books and Physical Library Collections

All Undergraduates

Very important

Important

Somewhat important

Not important

E-book collections

Physical collections

Not important

Somewhat important

Important

Very important

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E-books and Physical Library Collections

Undergraduates by Class Year

Very important

Important

Somewhat important

Not important

E-book collections

Physical collections

Freshmen  Sophomore  Junior  Senior
Questions and Discussion
Appendix
## Place-Based Services

<table>
<thead>
<tr>
<th>Item text in VALE slides</th>
<th>Actual text of survey item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group study space</td>
<td>Group study spaces in the library</td>
</tr>
<tr>
<td>Library schedule</td>
<td>The library schedule</td>
</tr>
<tr>
<td>Quiet work space</td>
<td>Quiet work space in the library</td>
</tr>
<tr>
<td>Study carrels</td>
<td>Study carrels in the library</td>
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<tr>
<td>Library computers</td>
<td>Public computers in the library</td>
</tr>
<tr>
<td>Comfortable library spaces</td>
<td>Physical comfort in the library (e.g. seating, lighting)</td>
</tr>
<tr>
<td>Borrowing laptops</td>
<td>Borrowing laptops</td>
</tr>
<tr>
<td>Ease of finding physical materials</td>
<td>Ease of finding physical materials in the library</td>
</tr>
<tr>
<td>Borrowing media equipment</td>
<td>Borrowing technology equipment (e.g. examples)</td>
</tr>
<tr>
<td>Physical collections</td>
<td>Physical library collections</td>
</tr>
<tr>
<td>Circulation</td>
<td>Library circulation services</td>
</tr>
<tr>
<td>Physical reserves</td>
<td>Physical course reserves</td>
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# Online Services

<table>
<thead>
<tr>
<th>Item text in VALE slides</th>
<th>Actual text of survey item</th>
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<tbody>
<tr>
<td>Subject guides</td>
<td>Library subject guides</td>
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<tr>
<td>Discovery layer</td>
<td>Library discovery layer</td>
</tr>
<tr>
<td>Digital image collections</td>
<td>Digital image collections (e.g. ARTstor, example)</td>
</tr>
<tr>
<td>E-books</td>
<td>Library e-book collections</td>
</tr>
<tr>
<td>Library website</td>
<td>Library Web site (e.g. library hours, policies)</td>
</tr>
<tr>
<td>Library databases</td>
<td>Library databases (e.g. JSTOR)</td>
</tr>
<tr>
<td>Library catalog</td>
<td>Online library catalog</td>
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<tr>
<td>ILL</td>
<td>Interlibrary loan</td>
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</tbody>
</table>
# In-Person Services

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<thead>
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<th>Item text in VALE slides</th>
<th>Actual text of survey item</th>
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</thead>
<tbody>
<tr>
<td>Library instruction</td>
<td>Library research instruction for academic courses</td>
</tr>
<tr>
<td>Support for your research</td>
<td>Library support for your scholarly research</td>
</tr>
<tr>
<td>Reference</td>
<td>Library reference services</td>
</tr>
<tr>
<td>Library liaison</td>
<td>Library liaison/contact</td>
</tr>
<tr>
<td>Support: Instructional tech</td>
<td>Instructional technology support</td>
</tr>
<tr>
<td>Support for your students' research</td>
<td>Library support for your students' scholarly research</td>
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