The Royal Children's Hospital Library Client Survey Report

November 2016

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Executive Summary

The Royal Children's Hospital Library recorded an overall performance score of 84% in the 2016 survey which is an improvement over the 2011 rating of 79.3%.

The areas of highest importance to Library clients include: Library staff treating clients fairly and without discrimination; being approachable and helpful, and readily available to assist; providing accurate answers to enquiries; and being able to adequately handle requests for literature search assistance. It was also considered important that online resources meet clients' clinical, research and learning needs, the library website and catalogue be easy to use, and both face to face and online enquiry services meet clients' needs.

Seven factors in the top 10 performance list relate to Library staff: their fairness, approachability and helpfulness; their provision of accurate answers to enquiries; their availability to assist; their ability to handle requests for literature searches; and the adequacy of face to face and online enquiry service. The remaining factors relate to document delivery items being delivered promptly, and the Library facility being a good and quiet place to study.

The top 10 performance list contains seven factors from the top 10 importance list:

- Library staff treat me fairly and without discrimination
- Library staff are approachable and helpful
- Library staff provide accurate answers to my enquiries
- Library staff are readily available to assist me
- Face to face enquiry services meet my needs
- Library staff handle requests for literature search assistance adequately
- Online enquiry services (e.g. Ask a Librarian) meet my needs

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

A review of the library-wide gap grid has identified the following improvement opportunities:

- Online resources (e.g. databases, journals, books) meet my clinical, research, and learning needs
- The Library website is easy to use
- The Library catalogue is easy to use

Although none of these factors are in the critical range, it may be prudent to keep an eye on them to ensure they do not become problematic.

Respondents were asked to indicate how often they come to the Library, how often they access the Library online, and how often they access the Library online from outside the hospital computer network. Over one third of respondents visit the Library at least monthly. Online usage was heavier with 30.2% accessing the website at least weekly, and the median response being monthly. The Library website is accessed from outside the RCH network at least monthly by nearly 40% of respondents, although this varied across the client groups.

Recommendations for improvement include increased engagement with all client groups, but particularly MCRI employees, Researchers and Scientists; investigating resource discovery products to enable searching across multiple resources; and increased promotion of services and resources.

In conclusion, the Royal Children's Hospital Library achieved positive results for the Library Survey in 2016, however there are also opportunities for improvement.

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Introduction

Background

The Royal Children's Hospital Library serves staff and students across the Melbourne Children's campus, consisting of the Royal Children's Hospital, Murdoch Childrens Research Institute, and the University of Melbourne Department of Paediatrics.

A major client survey was conducted in 2011 prior to the Library moving to its current site. After five years in the new site, it is appropriate to conduct another survey to measure the success of the new library facility and the services offered. The survey is part of Library management's commitment to improvement, enabling the Library to develop the highest possible standards of service for its clients.

Objectives

The primary objective of the survey is to provide the Library with a way to identify key client concerns. The survey aims to:

- identify, prioritise and manage the key issues affecting clients
- allow the Library's performance to be measured and monitored over time
- provide clients with the opportunity to communicate openly and honestly with Library management.

Survey method

Clients of the Library were given the opportunity to participate in the survey during November 2016.

The survey required all participants to provide some demographic information. It then displayed 25 statements considered critical to the success of the Library. Clients were asked to rate each statement twice – first to measure the importance of each of the statements to them, and second to measure their impressions of the Library's performance on each statement.

Additional questions related to the Library's contribution to great care and evidence-based practice; Library training; and the Library Update newsletter, with comments and a rating of overall satisfaction completing the survey.

Questions were developed based on previous surveys to allow the tracking of changes and improvements. The adoption of a five-point Likert scale allowed for the analysis of the responses and mean for each question.
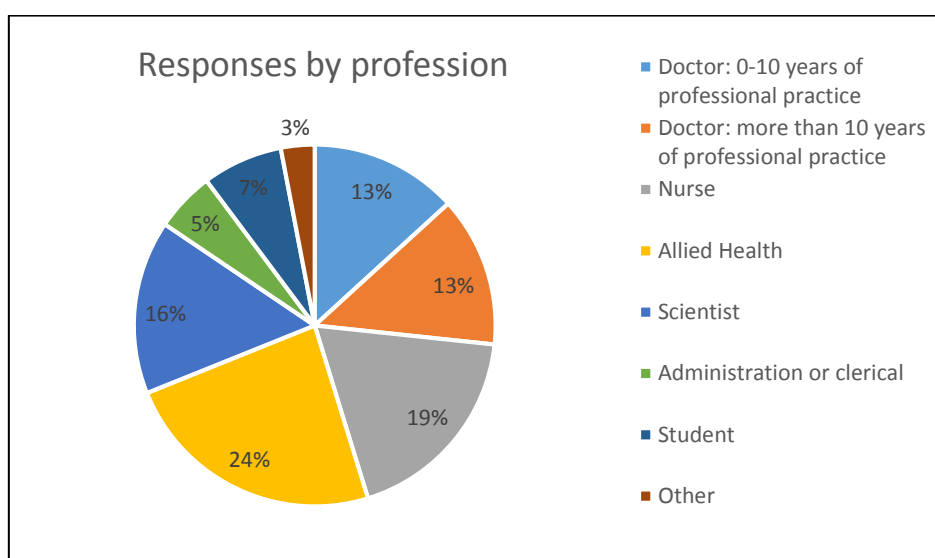
The survey was promoted in intranet bulletins across RCH and MCRI, circulated via members of the Library Operations Committee to email lists across the campus, and advertised in the fortnightly newsletter *Library Update*. A prize of a Village Gold Class cinema voucher was awarded to one randomly selected respondent at the end of the survey period. The survey could only be completed online.

Results

Response demographics

A total of 435 people answered at least one question. Of these, 70.5% were employed by RCH, 26% by MCRI, and 4% by the University of Melbourne. Post-graduate students made up 11.5% of respondents, with an additional 1% being medical students, and 2.5% being employed by other organizations or having honorary status. Multiple responses were permitted, with 503 allegiances nominated by the 435 respondents.

The largest group of respondents primarily identified themselves as Doctors (115 or 26.7%), with 57 having less than, and 58 having more than 10 years experience. Allied Health Professionals accounted for 23.7%, Nurses 18.6%, Scientists and Researchers 15.5%, with Administration and Clerical Staff, Students, and Others rounding out the remaining 15.5%.

Responses by profession

- Doctor: 0-10 years of professional practice
- Doctor: more than 10 years of professional practice
- Nurse
- Allied Health
- Scientist
- Administration or clerical
- Student
- Other
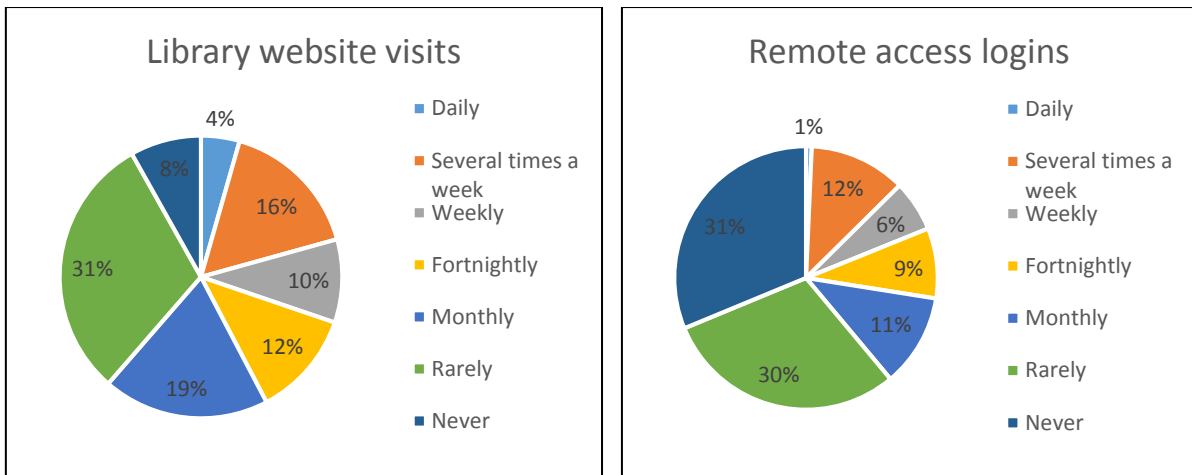
3% · 13% · 13% · 19% · 24% · 16% · 5% · 7%

Frequency of access to Library facilities and resources

Over one third of respondents visit the Library at least monthly with 23.5% visiting fortnightly or monthly and 11.4% visiting at least weekly.

The Library website is accessed more frequently than the physical Library, with 30.2% accessing the site at least weekly, and 31.2% fortnightly or monthly. The median frequency was monthly.

The Library website is accessed from outside the RCH network at least weekly by 18.9% of respondents, and fortnightly or monthly by 20%.

In 2011, higher visiting rates were reported, although 2016 had higher responses in all categories showing an increase in more frequent visitors. The 2016 survey reached a wider audience, including many who reported they were not regular Library clients.

Library website visits

- Daily: 4%
- Several times a week: 16%
- Weekly: 10%
- Fortnightly: 12%
- Monthly: 19%
- Rarely: 31%
- Never: 8%

Remote access logins

- Daily: 1%
- Several times a week: 12%
- Weekly: 6%
- Fortnightly: 9%
- Monthly: 11%
- Rarely: 30%
- Never: 31%

Sixty-five percent of respondents who visit the Library facility at least weekly also access the Library website at least weekly, including 37% who access the website from outside the RCH network. Of those who rarely or never visit the Library, 49% rarely or never visit the Library website, and 70% rarely or never access the website from off-site. Identifying and meeting the needs of those who currently do not access Library services is a challenge without additional staffing and funding.

Doctors (19%), Nurses (16%), and Students (13%) are most likely to visit the Library facility at least weekly, with 50% of Doctors visiting at least monthly.

The Library website is accessed at least weekly by 50% of Doctors, 28% of Scientists and Researchers, and 23% of Nurses and Allied Health Professionals, with 84% of Doctors and 64% of Allied Health Professionals accessing the website at least monthly.

Doctors are by far the highest users of the Library website from outside the RCH network, with 41% saying they access it at least weekly, rising to 79% accessing at least monthly. Nurses, Allied Health Professionals, Scientists and Researchers, and Students all have similar rates of access from off-site with between 30-35% accessing at least monthly.

What clients believe is important for the Library

Of the 25 statements in the survey, 18 were identified as having mean importance of 4.00 or higher. These statements are all of relatively high importance to clients.

Importance rank	Variable	Mean importance (1 = low, 5 = high)
1	Library staff treat me fairly and without discrimination	4.77
2	Library staff are approachable and helpful	4.72
3	Online resources (e.g. databases, journals, books) meet my clinical, research, and learning needs	4.72
4	Library staff provide accurate answers to my enquiries	4.70
5	Library staff are readily available to assist me	4.66
6	Library staff handle requests for literature search assistance adequately	4.51
7	The Library website is easy to use	4.51
8	Face to face enquiry services meet my needs	4.50
9	The Library catalogue is easy to use	4.39
10	Online enquiry services (e.g. Ask a Librarian) meet my needs	4.32
11	When I am away from the hospital I can access the Library resources and services I need	4.32
12	The Library website provides useful information	4.30
13	Resources located in the Library (e.g. books, journals, DVDs) meet my clinical, research, and learning needs	4.30
14	Document Delivery items are delivered promptly	4.26
15	I can get wireless access in the Library when I need to	4.23
16	I can find a quiet place in the Library to study when I need to	4.15
17	The Library is a good place to study	4.11
18	The items I'm looking for on the Library shelves are usually there	4.07
19	Laptop/tablet facilities (e.g. desks, power points) in the Library meet my needs	3.95
20	A computer is available when I need one	3.90
21	Signage in the Library is clear	3.83
22	Printing, scanning and photocopying facilities in the Library meet my needs	3.83
23	Library staff act on my suggestions and ideas	3.76
24	Library staff keep me informed about new services, resources and collections	3.69
25	I can find a place in the Library to work in a group when I need to	3.24

Nurses (n=80), Allied Health Professionals (n=102), and Doctors with more than 10 years experience (n=58) all rated *Library staff treat me fairly and without discrimination* as most important. Scientists and Researchers (n=67), and Doctors with less than 10 years experience (n=57) rated *Online resources meet my clinical, research, and learning needs* as most important. Administrative and Clerical Staff (n=23) rated *Library staff are approachable and helpful* as most important, while

Students (n=31) rated *Printing, scanning and photocopying facilities meet my needs* as most important.

How clients believe the Library is performing

The survey identified 19 out of 25 variables with mean performance scores greater than 4.00. These variables are all considered strong performers, with 4.00 considered a strong rating on a five-point scale.

Importance rank	Variable	Mean performance (1 = low, 5 = high)
1	Library staff treat me fairly and without discrimination *	4.79
2	Library staff are approachable and helpful *	4.71
4	Library staff provide accurate answers to my enquiries *	4.68
5	Library staff are readily available to assist me *	4.65
8	Face to face enquiry services meet my needs *	4.59
6	Library staff handle requests for literature search assistance adequately *	4.53
10	Online enquiry services (e.g. Ask a Librarian) meet my needs *	4.47
14	Document Delivery items are delivered promptly	4.33
16	I can find a quiet place in the Library to study when I need to	4.27
17	The Library is a good place to study	4.25
20	A computer is available when I need one	4.20
19	Laptop/tablet facilities (e.g. desks, power points) in the Library meet my needs	4.15
12	The Library website provides useful information	4.12
7	The Library website is easy to use *	4.10
11	When I am away from the hospital I can access the Library resources and services I need	4.04
18	The items I'm looking for on the Library shelves are usually there	4.04
13	Resources located in the Library (e.g. books, journals, DVDs) meet my clinical, research, and learning needs	4.02
21	Signage in the Library is clear	4.02
23	Library staff act on my suggestions and ideas	4.00
3	Online resources (e.g. databases, journals, books) meet my clinical, research, and learning needs *	3.99
9	The Library catalogue is easy to use *	3.98
15	I can get wireless access in the Library when I need to	3.92
22	Printing, scanning and photocopying facilities in the Library meet my needs	3.88
24	Library staff keep me informed about new services, resources and collections	3.77
25	I can find a place in the Library to work in a group when I need to	3.48

(Factors marked * were identified in the top 10 importance list)

Students (n=31) considered *Face to face enquiry services meet my needs* to be the Library's best achievement, while all other groups rated *Library staff treat me fairly and without discrimination* as the best performer.

Respondents who rarely or never visit the Library gave similar performance rankings as more frequent visitors. Those who rarely or never access the Library website were less satisfied with a number of variables including *Face to face enquiry services meet my needs*, *Library staff handle requests for literature search assistance adequately*, *Online enquiry services meet my needs*, and *Document delivery items are delivered promptly*, although all were still rated highly at greater than 4.00.

The top 10 performance list contains seven factors from the top 10 importance list:
- Library staff treat me fairly and without discrimination
- Library staff are approachable and helpful
- Library staff provide accurate answers to my enquiries
- Library staff are readily available to assist me
- Face to face enquiry services meet my needs
- Library staff handle requests for literature search assistance adequately
- Online enquiry services (e.g. Ask a Librarian) meet my needs

This is a positive result for the Library. Not only are these factors among the most important to clients of the Library, they are also being performed well.

Areas for improvement

In identifying factors for improvement, the gaps between importance and performance scores for each variable are analysed. There are some obvious matches, but there are also gaps where the Library doesn't meet expectations:

Variable	Importance / performance gap
Online resources (e.g. databases, journals, books) meet my clinical, research, and learning needs *3	0.73
The Library website is easy to use *7	0.41
The Library catalogue is easy to use *9	0.41
I can get wireless access in the Library when I need to	0.31
When I am away from the hospital I can access the Library resources and services I need	0.28
Resources located in the Library (e.g. books, journals, DVDs) meet my clinical, research, and learning needs	0.28
The Library website provides useful information	0.18

(Factors marked * were identified in the top 10 importance list)

Nurses (n=80), Doctors at all experience levels (n=115), and Scientists and Researchers (n=67) all judged the widest gap to relate to *Online resources meet my clinical, research, and learning needs*. Overall the gap for this category was 0.73, but the gap stretched out to 1.53 for Scientists and Researchers (n=67), and 0.75 for Doctors with less than 10 years experience (n=57). Doctors with

more than 10 years experience (n=58) reported a gap of 0.64, and Nurses (n=580) a gap of 0.61 on this issue.

Allied Health Professionals (n=102) judged the biggest gap as *The Library catalogue is easy to use*, with a gap of 0.69 compared with the overall gap of 0.41 across all respondents. Students (n=31) reported their biggest concern as *I can get wireless access in the Library when I need to*, with a margin of 1.23 compared with 0.31 overall. Administrative and Clerical Staff (n=23) had problems with *The items I'm looking for on the Library shelves are usually there*, with a gap of 0.27 compared with 0.03 overall.

Comparing across the campus partners, MCRI and RCH employees were mostly in agreement on the top 10 variables by performance, with similar ratings. The widest gaps in performance responses between MCRI and RCH employees occurred for the following variables which were all rated below 4.00 by MCRI employees: *Online resources meet my needs*; *A computer is available when I need one*; *Resources located in the Library meet my needs*; and *I can get wireless access in the Library when I need to*.

Responses by Higher Degree Students also varied from the average overall, with the following rated lower by Students: *Library staff act on my suggestions and ideas*; *Library staff keep me informed about new services, resources and collections*; and *The Library website provides useful information*.
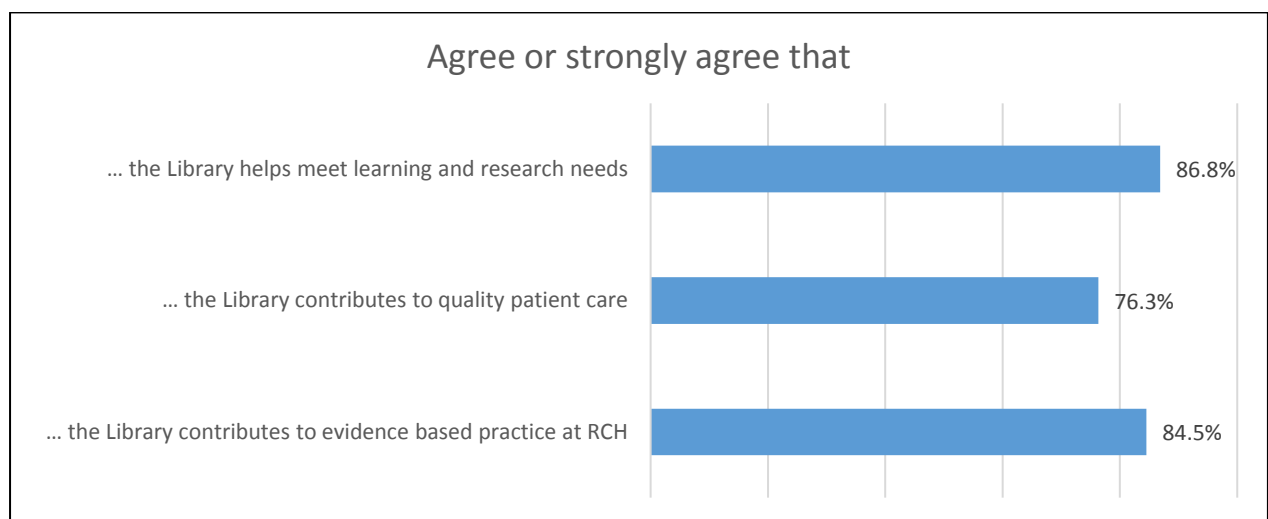
With online and hard copy resources found wanting by many respondents, input from client groups into resource selection is important. Increased input, particularly from MCRI employees, Scientists and Researchers, must be sought to better meet client needs in the future.

Both the website and catalogue are rated as not easy to use by many. Where changes are not possible, education is suggested.

Access to resources when outside the hospital is available, as is Wi-Fi access within the Library, but these services are not as well-known as expected. Wi-Fi access varies for different campus partners, so must be clarified and promoted.
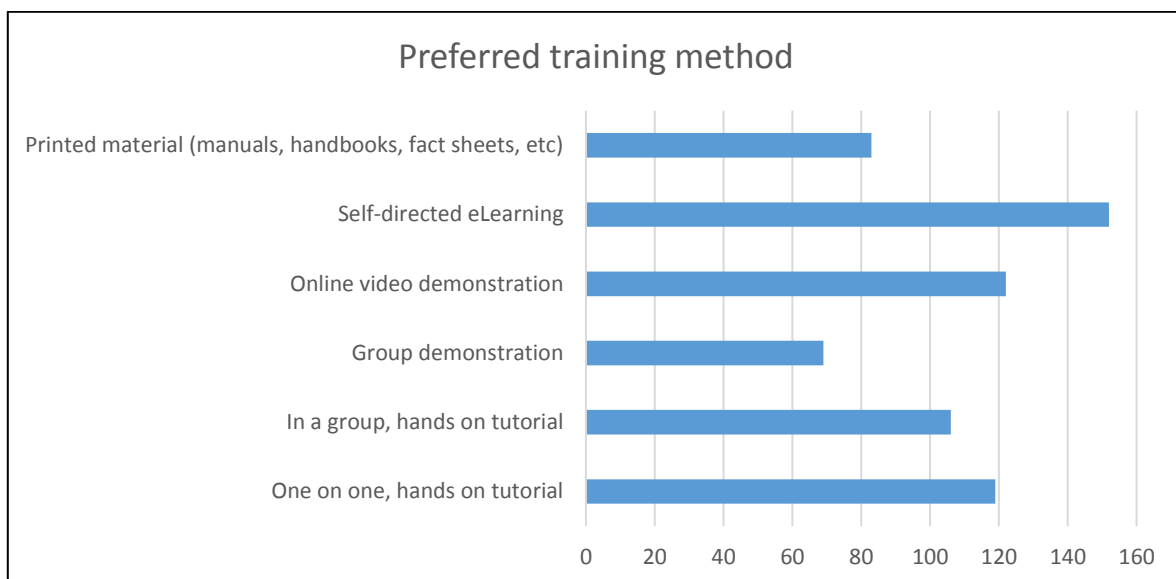
Library contribution to great care

Respondents were asked how they see the Library contributing to great care – one of the core campus goals – with the following positive results:

Agree or strongly agree that

… the Library helps meet learning and research needs	86.8%
… the Library contributes to quality patient care	76.3%
… the Library contributes to evidence based practice at RCH	84.5%

Library training

The survey asked questions about Library training, including how respondents prefer to be trained on database and computer programs. Most popular was self-directed eLearning, followed by online video demonstrations, one on one hands on tutorials, and group hands on tutorials.

Preferred training method

|	
Printed material (manuals, handbooks, fact sheets, etc)	
Self-directed eLearning	
Online video demonstration	
Group demonstration	
In a group, hands on tutorial	
One on one, hands on tutorial	

The majority of Library training involves hands on group or one on one sessions, complemented by printed material, with external links to eLearning provided and promoted.

While all Doctors preferred self-directed eLearning, 31% of Doctors with more than 10 years experience nominated a preference for one-on-one training, compared with only 24.6% of less experienced Doctors.

Respondents were asked which databases and computer programs the Library should provide training in. A number of requests were received for training that falls outside the ambit of the

Library, such as EMR and Microsoft Office training which are the responsibility of the Information Technology department.

Comparing interest in Library training programs by Doctors, those with more than 10 years experience reported greater interest in all programs than Doctors with less experience. Notably 62.1% of senior Doctors suggested PubMed training, compared with 36.8% of junior Doctors, while 58.6% suggested Cochrane Library training compared with 38.6% of juniors.
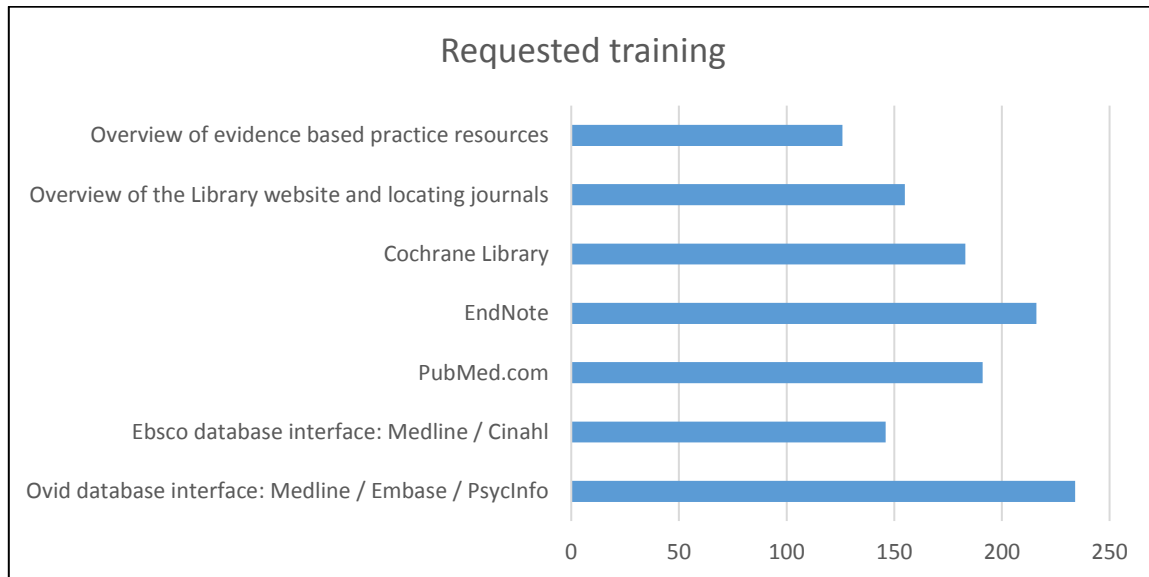
Just over one in four of those surveyed had attended a Library training session in the past two years.

More than 72% rated their confidence as high following the course, and 86% reported a high likelihood of using databases or computer programs following training.

Fifty-nine percent of respondents felt the knowledge gained from Library training directly impacted on clinical care. This reflects the varied roles of respondents, with many not working directly with patients.
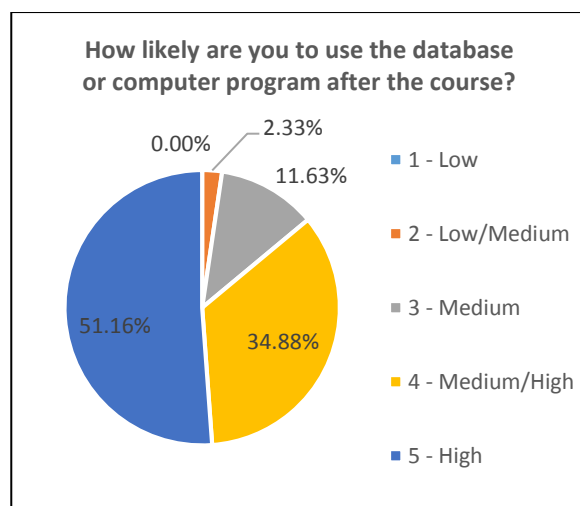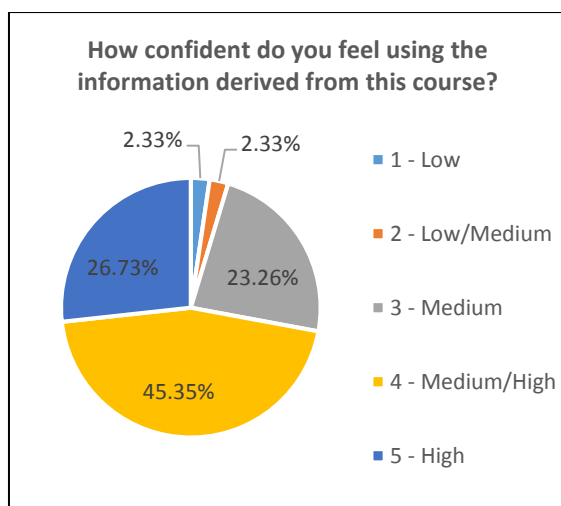
Library Update newsletter

The fortnightly *Library Update* newsletter reaches close to 1,000 subscribers (as at December 2016). Thirty-one percent of respondents said they read the newsletter, while some said they weren't aware of it.

The most popular sections of the *Library Update* are the News Items (read by 96% of readers surveyed) and Staff Publications (read by 84% of responding readers); one third of respondents say they read all of it. All areas achieved over 50% readership.

Respondents want quick researching tips, easier links to full-text papers, more on smartphone apps, information on free online resources, a listing of the most cited articles from across the campus, and more MCRI updates. Improvements in these areas will be considered, with changes and inclusions made where possible.

There were a number of positive comments about the quote included in each *Library Update* email.

Comments

Many free text comments were received, which have been collated into groups, ranging from compliments to complaints, and issues to suggestions. Some examples follow:

Compliments

"thank you for such a fantastic library" … "online from home is very important" … "couldn't do my job without it" … "an extremely important resource" … "Library Update is a very useful tool" … "amazing job with the resources you have"

Complaints

"better user interface to search journals" … "improve the signage" … "EndNote needs to be available via IT rather than borrowing disc" … "add signage to keep quiet" … "database search tool is complicated and time-consuming" … "pathways to resources are not always clear"

Staff

"wonderful and always helpful" … "helpful, efficient and responsive" … "excellent respectful support" … "friendly, easily approachable and always helpful" … "very valuable support" … "need more staff" … "pleasant" … "go above and beyond" … "no request seems to be too much trouble"

Promotion opportunities

"not aware where Library is located" … "how do I get on the Library Update list?" … "don't get Library news in MCRI" … "never sure of photocopying situation" … "am interested in smartphone apps" … "want quick research tips" … "Library does not engage with MCRI staff"

Facilities

"a great place for studying" … "a safe environment any time of day or night" … "a really calm place" … "needs more space" … "better signage" … "more power points" … "update the computers" … "better wifi"

Training

"more tutorial sessions over the year" … "appreciated my library training" … "need more training" … "is there a more efficient way of performing searches?" … "want training in Microsoft Office" … "Microsoft Office classes"

Resources

"resources offered are not as extensive as I would like" … "not able to access all journals that I need" … "difficult to find what I need" … "essential" … "too clinically-focussed" … "easy to access" … "difficult to access" … "better than Uni Melb" … "worse than Uni Melb"

UpToDate

"I would love to see us subscribe as an institution to UpToDate" … "would like to see access to UpToDate reinstated" … "Up To Date!" … "can we get Up To Date?" … "UpToDate should be provided" … "please get a subscription for uptodate!!!!!!!"

There is much to take from the comments. Positive feedback reinforces the importance of the services the Library do well, and of the excellent service provided by the experienced and dedicated staff of the Library.

The constructive criticisms are useful to direct resource purchasing, service redesign, and promotional efforts. Respondents ask for improved signage, more resources, and easier ways to locate resources, as well as wider promotion of resources, services and facilities. The calls for the Library to subscribe to UpToDate are not surprising, but the high cost of UpToDate would lead to the cancellation of around 50% of other resources which would in turn severely impact the services and resources for all Library clients.

Overall satisfaction

Three hundred and twenty seven respondents rated their satisfaction with the Library, with 276 (84%) giving a rating of 4 or 5 (high), and only 2% giving a rating of 1 or 2. This compares favourably with the 2011 survey results, when 79.3% gave a high rating.

Overall satisfaction with Library

Rating	Percentage
1 (Low)	1%
2	1%
3	14%
4	45%
5 (High)	39%
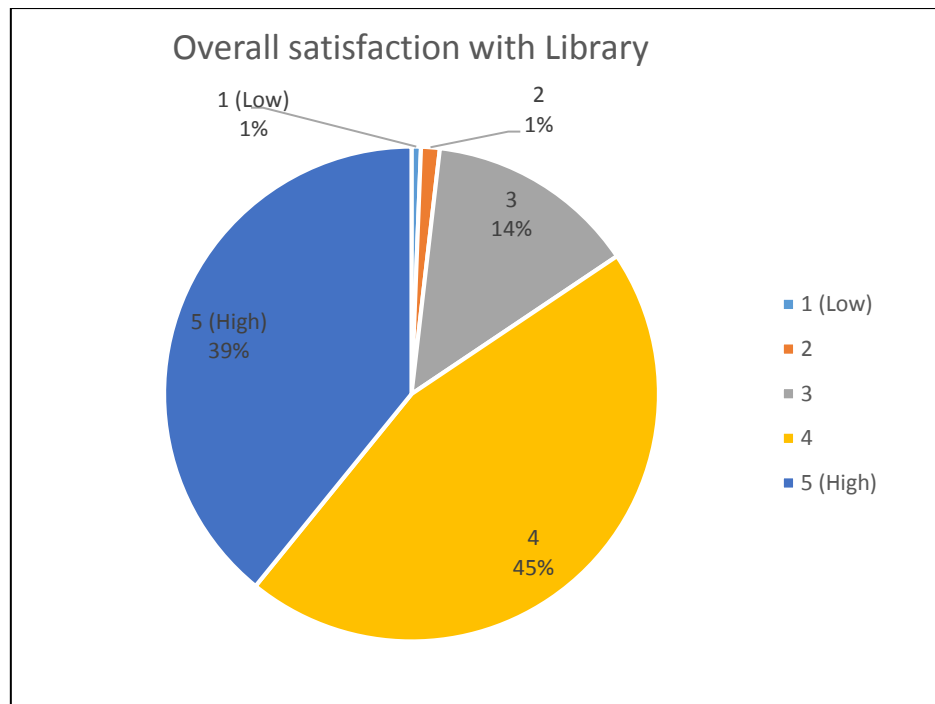
Recommendations

Many improvements have been made since the 2011 survey, but there is more to be done. The 2016 survey results indicate the following actions should be taken:

- Engagement with all client groups, but particularly MCRI employees, Researchers and Scientists, regarding required online resources
- Investigation of resource discovery products to enable searching across multiple resources, particularly to locate journal articles when source database is unknown
- Increase in promotion of technology within the Library facility, including wireless access and photocopying and printing facilities
- Increase in promotion of services and resources across the campus
- Increase in promotion of access to resources from outside the hospital
- Increase in promotion of and linkages to eLearning resources
- Investigation of additional content for *Library Update* newsletter, as well as easier links
- Improvements to signage and resource wayfinding in the Library and on the Library website.

A follow up survey within the next five years is suggested to track progress against these recommendations.