



Pacific Lutheran University

ENGAGEMENT AND ALIGNMENT

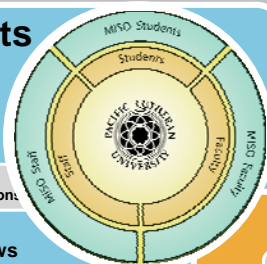
Using Quantitative Surveys and Ethnographic Interviews for Service Improvement



Stakeholder Assessments

Assessments were undertaken to identify PLU student, faculty, and staff needs, preferences, and satisfaction with the services and resources provided by Information & Technology Services.

Survey Population:



MISO Survey

The online Merged Information System Organization (MISO) Survey was conducted in the Spring of 2007 for PLU students, faculty, and staff. Results were received in the summer of 2007 along with comparisons of means of 29 other MISO institutions.

Ethnographic Interviews

One-hour qualitative ethnographic interviews were conducted with faculty in Sociology and Social Work. Interviews were reviewed and summarized as common themes. Results will be used to inform future Information & Technology Services instructional programs and improve support strategies for faculty.

Quantitative Measures

- Frequency of Use
- Importance
- Satisfaction
- Perceptions of Staff & Services
- Feeling Informed
- Skill Levels
- Interest in Learning
- Preferred Learning Methods
- Academic Technologies
- Personal Technologies
- Backups

Qualitative Interview Questions

- In your teaching, scholarship, and service, wherever you work including the classroom, what tools do you use? Please show me these tools.
- What kinds of materials do you distribute to students and what tools do you use to prepare these?
- What is the last article you read? Where/how did you find it? How did you read it? Where is it now? Can you show it to me? How might you use it again?
- Did you take notes on this article? Where/How? Did you store the notes? Can you show them to me?
- Do you collaborate and communicate with others on your research, writing, and teaching? Do you use any digital tools to support that collaboration? Do you share drafts of your work with others?
- Take us on a tour of your office.

SUMMARY

Information & Technology Services is refining a mechanism for frequent monitoring of stakeholder needs and shaping I&TS services and priorities. Key inputs are a series of quantitative (MISO Survey) and qualitative (ethnographic interviews) assessments of stakeholder needs and perceptions. From these, key data about frequency of use, importance of services used, learning preferences, and service satisfaction are being used to shape services and instructional programs. Capacity to assess and improve individual department uses of information and technology is being built.

Result Summaries

MISO Survey data was returned in two forms for student, faculty, and staff: raw data for each question as well as descriptive statistics for both MISO and PLU cohorts. Significant differences between PLU and MISO means were identified and a PLU rank as compared to MISO institutions was assigned for each question. Key data were illustrated as graphic summaries.

Common Themes of Ethnographic Interviews

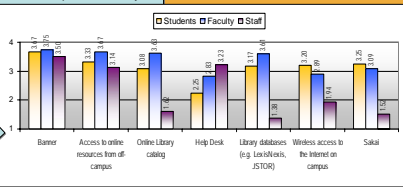


Ethnographic interviews were reviewed and summarized as common themes around information and technology challenges.

PLU Raw Data Summary

PLU & MISO Descriptive Statistics

PLU Graphic Summary



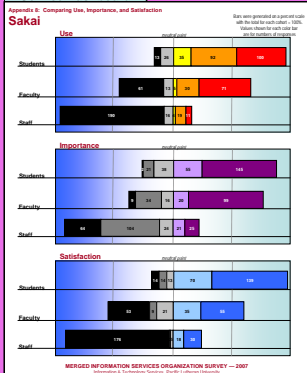
Identifying Areas for Improvement

Identifying Importance-Satisfaction GAPS



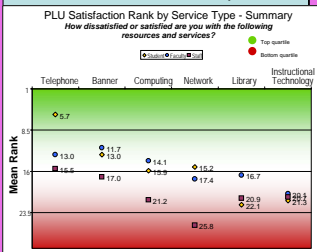
For each service/resource, mean importance was plotted against mean satisfaction. The plot area was arbitrarily divided into quadrants with a horizontal importance line at 3.0 and a vertical satisfaction line at 3.5. Services falling into the upper left quadrant of high importance and low satisfaction are targeted for further analysis and development of continuous improvement strategies.

Service Dashboard



Dashboard profiles were created for services with the highest importance means. These dashboards compare frequency of use, importance, and satisfaction for all three cohorts – students, faculty, and staff. Stacked bar charts were normalized to percentage and organized around a neutral point. Bars to the right of the neutral point are positive, those to the left are negative or not applicable.

Satisfaction – How Do We Measure Up to MISO?



Questions were grouped by service type and the mean rank for each service category was calculated. These ranks were plotted on a scale of 1 to 30 with 1 being the highest rank. Ranks in the top quartile are shaded green; those in the bottom quartile, red.

KEY FINDINGS

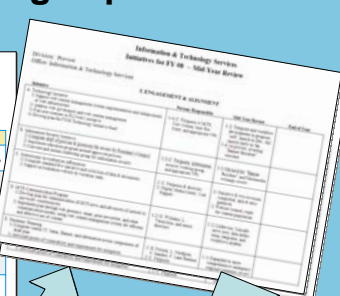
- Satisfaction for nearly all services and resources is generally high as indicated by mean scores greater than 3.0 out of 4.
- Measurements of frequency of use and importance of services can be used to identify key services and areas for emphasis.
- Plotting service/resource importance with satisfaction identifies key areas for improvement – those services in the high importance, low satisfaction quadrant.
- Ethnographic interviews confirm that faculty consider information resources and technology as embedded into broader teaching/research workflows rather than as distinct services or resources organized around support units.
- For faculty, moving and synchronizing content (digital and print) among office, classroom, home, and research locations is a significant challenge.

Institutionalizing Improvements

Key Observations, Areas of Focus, and Information & Technology Services Responses

The MISO Survey provides a number of benchmarks that will inform future initiatives as well as ongoing service development and improvement. Listed below are some of the key observations I&TS leadership draws from these data and the ways in which we intend to address them.

Observation	I&TS Response
1. The MISO survey provides benchmarks that will inform future initiatives as well as ongoing service development and improvement. Listed below are some of the key observations I&TS leadership draws from these data and the ways in which we intend to address them.	Review MISO survey results and identify key areas for improvement. Develop a plan of action to address these areas.
2. Faculty members are not using the library catalog as frequently as they should.	Review the library catalog and identify ways to improve its usability and accessibility.
3. Library services and resources are not being used as frequently as they should.	Review the library services and resources and identify ways to improve their quality and availability.
4. Low student satisfaction with wireless.	Review the wireless services and identify ways to improve their quality and availability.
5. Low staff satisfaction with network services.	Review the network services and identify ways to improve their quality and availability.
6. Faculty and staff are not using the Sakai system as frequently as they should.	Review the Sakai system and identify ways to improve its usability and accessibility.



Key observations from assessments were summarized and developed into Information & Technology Services responses. Responses are informed by broader reports and studies of key trends and then developed into yearly unit initiatives.

