Hong Kong Baptist University
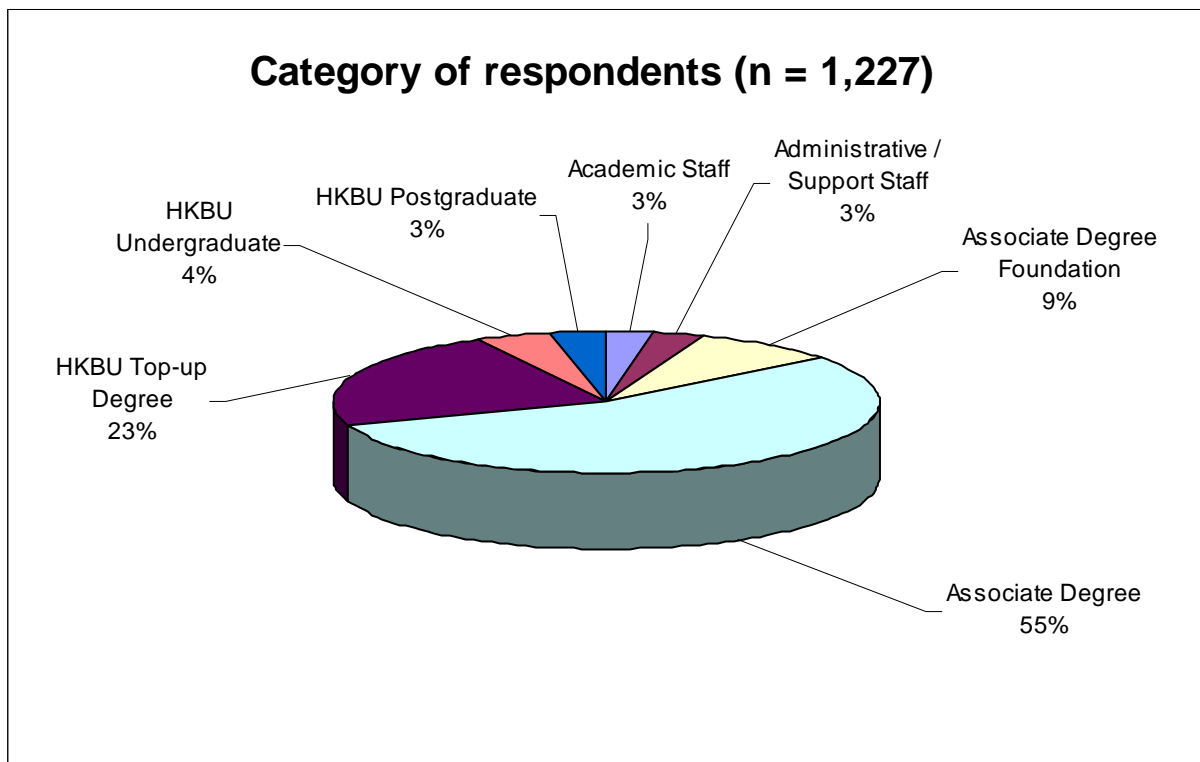## Shek Mun Campus Library (SMCL)
User Survey 2012
Executive Summary

The Shek Mun Campus Library (SMCL) User Survey was conducted from 13 February to 4 March 2012 to investigate the satisfaction levels of the patrons in the Library. The target groups were staff and students of CIE on both Shek Mun and Kowloon Tong Campuses, and the other eligible users of SMCL.

Response rate

A total of 1,227 valid responses were collected; out of which 1,052 were students from CIE (a response rate of 25.6% of the total student population in CIE[1]). Associate Degree students (AD) occupied the highest number with 672 responses (55%), the next is Top-up Degree with 275 responses (22%), followed by Associate Degree Foundation (ADFP) with 105 responses (9%). The following pie chart shows the distribution of respondents:

Category of respondents (n = 1,227)

- HKBU Undergraduate 4%
- HKBU Postgraduate 3%
- Academic Staff 3%
- Administrative / Support Staff 3%
- Associate Degree Foundation 9%
- HKBU Top-up Degree 23%
- Associate Degree 55%

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[1] According to official figures from CIE, the total population was 4,109 students on both Shek Mun and Kowloon Tong Campuses. The percentage of response rate was calculated with 1,052 responses divided by 4,109 students times 100%.

Results

Facilities and Environment

A grading scale of 1 – 5 points were used to calculate the satisfaction levels of the users. The mean scores regarding facilities and environment range from 3.3 to 3.9 with the highest means in washrooms, ventilation / air conditioning, and study tables. The colour laser printer / copier is the least satisfied item as frontline staff collected comments from users during daily operation that the printing procedure from PCs to the colour laser printer was a bit complicated. The following table shows the mean scores of the facilities and environment in descending order.

Facilities & Environment		
No.	Items	Mean
1	Washrooms	3.9
2	Ventilation / Air conditioning	3.8
3	Study tables	3.7
4	Computing Equipment & network printing	3.6
5	Group Viewing Rooms / Multi-Purpose Room	3.6
6	Sofa and soft chairs	3.6
7	Leisure Reading Corner	3.6
8	Photocopiers	3.5
9	Quietness	3.5
10	Wi-Fi Access	3.5
11	AV carrels	3.5
12	Special Needs Workstation	3.4
13	Colour Laser Printer/Copier	3.3

Library services

The mean scores in library services range from 3.4 (Learning Support Service) to 3.8 (Booking Paging Service). Users were most satisfied with book paging service between the Main Library and SMCL as it is convenient that saves them a lot of time to travel. The helpfulness, knowledge and attitudes of Library staff had the same high scores at 3.7. As for the score in Learning Support Services, i.e. lamination or binding was relatively lower than others with 55% (675) respondents replied that they had never used them before.

Library Services		
No.	Items	Mean
1	Book Paging Service	3.8
2	Inquiry / Assistance at counter or Reference Desk	3.7
3	Knowledge & competence of library staff	3.7
4	Service Attitude of library staff	3.7
5	New Books / Topic Books Display	3.5
6	Library Workshops / Orientations	3.5

| 7 | Reserve Materials | 3.5 |
| 8 | Learning Support Service | 3.4 |

Collections

The means of collections were quite near to each other from 3.3 (audio-visual collection) to 3.5 (English collection). From users' perspectives, the English collection was most sufficient, whilst the satisfaction level of audio-visual materials was a bit low at 3.3. Nonetheless, users showed greater satisfaction in collections than before. In 2008, only 32% of the respondents (n = 152) were satisfied with the book collections, now the satisfaction level of the English books is at 51.8% (n = 1,173) and the Chinese books is at 46% (n = 1,152).

Collections		
No.	Question	Mean
1	English Books	3.5
2	Magazine / Journal collections	3.4
3	Chinese Books	3.4
4	Electronic Resources	3.4
5	AV collections	3.3

User Education Activities

On the questions regarding interests in user education activities, the top three interests are in "writing term papers, citing sources and finding articles in electronic databases". These will serve as the topics for planning library instruction classes in the coming year.

Interests in user education activities		
No.	Item	Mean
1	How to write term papers	3.8
2	Citing sources in different formats	3.7
3	Finding articles in electronic databases	3.7
4	Workshop on IELTS / TOEFL resources IELTS/ TOEFL	3.6
5	Finding books efficiently in Library	3.5
6	Using E-books	3.4
7	Using Online Self-learning Resources	3.3
8	Regular updates on new library services	3.1
9	Briefings on library services and facilities	3.0

Library Service Hours

Weekdays

Users were requested to indicate how frequently they will use the Library in a week with the different time slots shown in the table below. In the morning session, 59.8% of the users indicated they would use the Library from 8:30 a.m. – 9:00 a.m.; whilst only 48% indicated they would use from 8:00 a.m. – 8:30

a.m. In the evening, the indicated usage from 8:00 p.m. – 8:30 p.m. is higher than 8:30 p.m. to 9:00 p.m. (64.9% vs. 60%). In order to utilize resources cost-effectively, it is recommended to open and close the library according to the hours with more users.

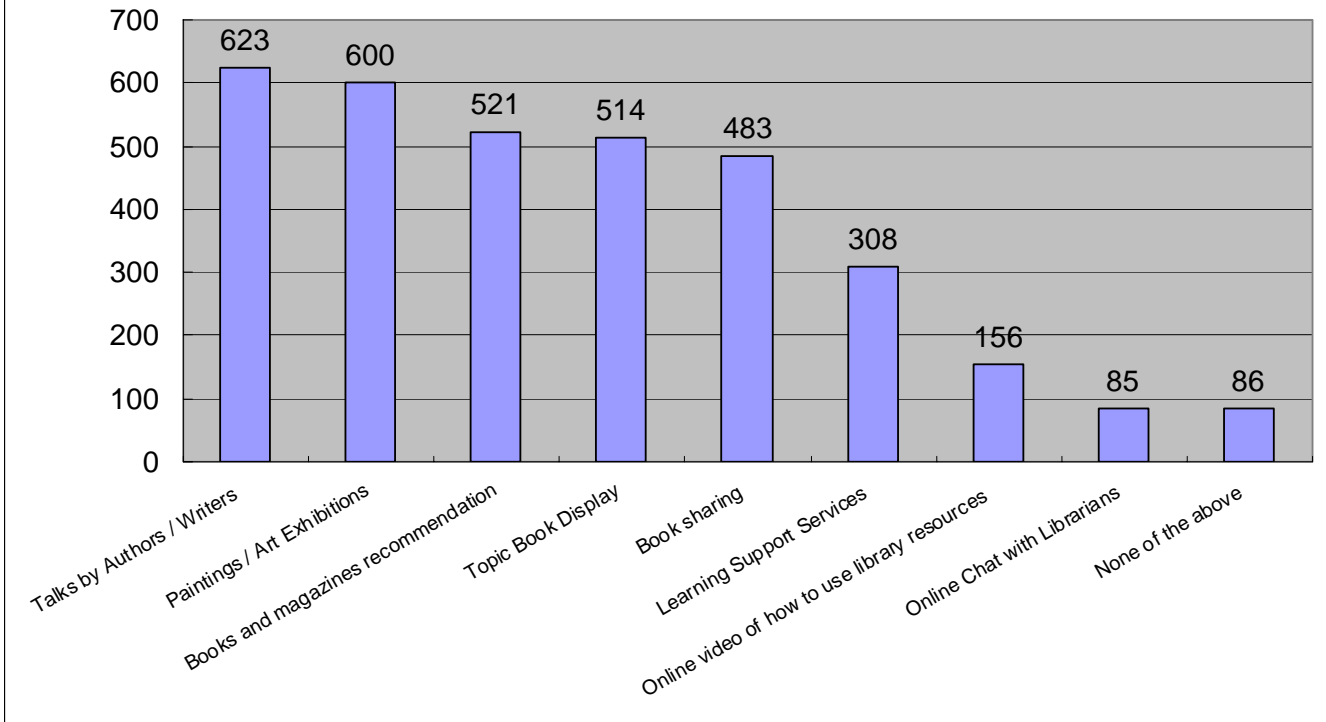| Sessions	Time	Use	Never	Not Sure	Responses n =
Morning	8:00 a.m. - 8:30 a.m.	48.0%	34.3%	17.7%	1,196
	8:30 a.m. - 9:00 a.m.	59.8%	24.9%	15.3%	1,183
Evening	8:00 p.m. - 8:30 p.m.	64.9%	19.2%	16.0%	1,195
	8:30 p.m. - 9:00 p.m.	60.0%	23.7%	16.4%	1,192

Saturdays

As for the usage on Saturdays, 46% of the users indicated they would use the Library from 10 a.m. to 10:30 a.m.; whilst only 41.9% indicated they would use it from 9:30 a.m. to 10:00 a.m. In the afternoon, the intended usage at different hours were quite near from 50.9% to 54%, with more users (54%) indicated they would use the Library from 3:30 p.m. to 4:30 p.m.

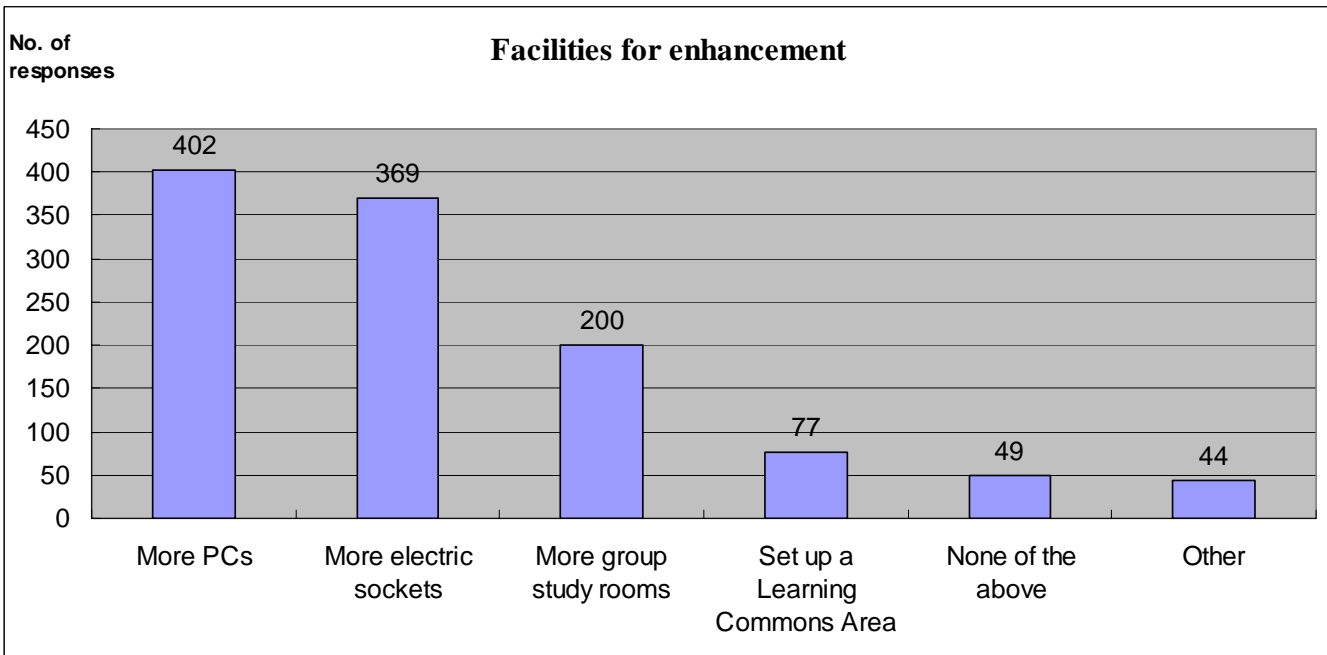| Session	Time	Use	Never	Not Sure	Responses n =
Morning	9:30 a.m. - 10:00 a.m.	41.9%	37.2%	20.9%	1187
	10:00 a.m. - 10:30 a.m.	46.0%	33.6%	20.4%	1192
Afternoon	3:00 p.m. - 3:30 p.m.	53.7%	27.9%	18.4%	1190
	3:30 p.m. - 4:30 p.m.	54.0%	27.7%	18.4%	1188
	4:30 p.m. - 5:30 p.m.	53.5%	28.7%	17.9%	1190
	5:30 p.m. - 6:00 p.m.	50.9%	30.8%	18.3%	1188

Most favorable library activities

In the questionnaire, users were asked to choose three most favorable library activities from the list. The responses with one to three checked options were counted. The top three favorites are "talks by authors / writers, paintings / art exhibition, books and magazine recommendation campaign". The bar chart below shows the rankings of the activities in descending order.

Most favorable library activities

Activity	No. of responses
Talks by Authors / Writers	623
Paintings / Art Exhibitions	600
Books and magazines recommendation	521
Topic Book Display	514
Book sharing	483
Learning Support Services	308
Online video of how to use library resources	156
Online Chat with Librarians	85
None of the above	86

Facilities for enhancement

Users were requested to choose one of the most favorable facilities they would like to be enhanced in the Library. The top three priorities were "more PCs, more electric sockets, and more study rooms". The following chart shows the distribution of choices.

Facilities for enhancement

No. of responses

Facility	No. of responses
More PCs	402
More electric sockets	369
More group study rooms	200
Set up a Learning Commons Area	77
None of the above	49
Other	44

Written comments

A total of 485 written comments were collected. They were categorized with frequencies shown below:

Written Comments	
Category	**Frequency (Descending order)**
Collections	169
Computing & Printer	120
Wi-Fi & Socket	55
Seats / Tables	47
Viewing Rooms	38
Quietness	36
Air Conditioning	34
Opening hours	25
Copiers	14
Staff	12
Leisure Reading Corner	4

Written compliments:

1. All librarians are polite. Very good service.
2. Computers are quite nice.
3. I enjoy my stay in the library indeed, thanks much!
4. I've enjoyed having the Shek Mun library with its location closer to my home in Ma On Shan. It's closer for me than going to Kowloon Tong, and I enjoy the range of English materials, both books and A/V resources.
5. Overall is good enough.
6. The over all performance is good.
7. Very Nice library.
8. 大部份員工態度非常良好
9. 請繼續保持服務質素

Most common written comments (Comments written three times or more)
Collection (n=169)

1. More books in various disciplines (66)
2. More course related / textbooks (19)
3. More magazines (9)
4. More Chinese fiction (8)
5. More films, DVDs (6)
6. Subjects for enhancement: music scores, psychology, leisure reading (4 each)
7. Pick up HKALL books in SMCL (3)
8. Guides on shelf arrangement (3)

Computing & printer (n = 120)

1. More PCs (60)
2. More printers (20)
3. Enhance the speed of the PCs (8)
4. Control students occupying seats (4)
5. Express PC for searching OPAC and printing (4)
6. Enhance printing paper quality (4)

Wi-Fi & sockets (n = 55)

1. More sockets (36)
2. Enhance Wi-Fi connection / stability (18)

Seats & tables (n = 47)

1. More seats (22)
2. More sofas (8)
3. More individual study tables (4)

Viewing rooms (n = 38)

1. More group viewing rooms (30)

Quietness (n = 36)

1. Keep the Library a quiet place (35)

Air conditioning (n = 34)

1. Too cold (28)

Opening hours (n = 25)

1. Extend the service hours (9)
2. Extend Saturday hours (4)
3. Open on Sunday (4)
4. Open till midnight during exam (3)

Library staff (n = 12)

1. Staff to patrol the Library to keep students quiet (5)

Others (n = 38)

1. Relocate the English Support Service Corner (3)

Concluding remarks:

With the collaboration of CIE, the survey was quite successful with 25.6% response rate, which was one quarter of the student population of the College. The prize for the lucky draw of an iPad 2 was another attractive factor to the high response.

In summary, the minimum mean score among all services was 3.3 (out of 5 points), showing that users were generally satisfied with the provisions of the Library. The highest scores (mean scores at 3.7 or above) are in facilities, including washroom, ventilation, study tables; services like book paging and staff assistance. The items that need enhancement include more guides and promotion in using the equipments, learning support services. In addition, we will keep further develop the collections and facilities, review the opening hours, arrange activities to promote learning culture. The written comments are useful to supplement patrons' needs in particulars. We will use the information for planning of the Section in the coming years. We may not be able to do them all at a time, but strive to advance continuously. Moreover, the continuous support of CIE and the Main Library is crucial to the success of Shek Mun Campus Library.

Report prepared by Teresa Kong
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