You are invited to participate in a study entitled UVic Libraries 2013 LibQUAL+ Survey that is being conducted by Shailoo Bedi of the University of Victoria Libraries.

Shailoo Bedi is Director, Client Services, Systems, Staff Development, Teaching and Learning, and Assessment for the University of Victoria Libraries and you may contact her if you have further questions by emailing to: libqual@uvic.ca, or telephoning 721-8226.

Purpose and Objectives
The main objective of this study is to solicit student and faculty perceptions of UVic Libraries services, facilities and collections. We are using a standardized survey, LibQUAL+, which was developed in 2000 at Texas A&M University to assess library users’ opinions of library service quality. This survey tool has been used by thousands of institutions to collect over one million responses. The UVic Libraries have used this survey in 2003, 2006, 2007, 2008 and 2010.

Importance of this Research
This research will allow the UVic Libraries to assess how respondents perceive the Libraries’ services, facilities and collections, informing decisions made about the services the Libraries offer. The data are also used to track meta-patterns in data aggregated from Canadian Association of Research Libraries universities, and UVic Libraries also complete in-house comparisons between years to examine how respondent attitudes are changing over time. The results are also used for planning the Libraries’ strategic directions.

Participant Selection
You are being asked to participate in this study because you are either a student or a faculty member at UVic.

What is involved
If you agree to voluntarily participate in this research, your participation will include spending 5-15 minutes completing an online survey, which asks you to rate how you feel about levels of service provided at the Libraries in different areas. The survey is composed of 8 standard questions, 5 local question and several demographic questions. You may complete this survey from any computer linked to the internet.

Inconvenience
Participation in this study may cause some inconvenience to you, including the loss of the time spent completing the survey.

Risks
There are no known or anticipated risks to you by participating in this research.

Benefits
The potential benefits of your participation in this research include potential library improvements based on responses, while benefits to the state of knowledge are associated with the broad scale analysis of responses, where library policy decisions can be informed by these data.

Compensation
As a way to compensate you for any inconvenience related to your participation, you will be given the opportunity to enter in a draw to win an Amazon Kindle or a gift certificate to the UVic Bookstore. If you agree to
participate in this study, this form of compensation to you must not be coercive. It is unethical to provide undue compensation or inducements to research participants. If you would not participate if the compensation was not offered, then you should decline.

Voluntary Participation
Your participation in this research must be completely voluntary. If you do decide to participate, you may withdraw at any time without any consequences or any explanation. If you withdraw from the study part-way through your data will be discarded. If you complete the survey, it is impossible for your responses to be removed given the anonymous nature of the survey. In the former case, you will not be entered for the prizes offered. In the latter case, you would be included in the prize draw.

Anonymity
Your anonymity is completely assured during this research, as no identifying information is recorded during the survey.

Confidentiality
Your confidentiality and the confidentiality of the data will be protected by data being stored securely by the University’s Enterprise Data Centre. Raw data will be viewed only by the Project Analyst.

Dissemination of Results
It is anticipated that the results of this study will be shared with others in the following ways: conference / scholarly meeting presentations, staff presentations, and communication back to participants via the UVic Libraries LibQUAL+ website and posters within the library.

Disposal of Data
Data from this study will be not be disposed of, they will be retained in order to allow for year-to-year comparisons. It is also possible that these data will be reexamined in the future for the purposes of related projects within the Libraries. The data collected during this survey will be securely stored within the University computing network.

Contacts
Individuals that may be contacted regarding this study include: Shailoo Bedi, Director, Client Services, Systems, Staff Development, Teaching and Learning, and Assessment, at Shailoo@uvic.ca, or by telephoning 250-721-8226; and Chelsea Garside, Project Analyst, at cgarside@uvic.ca, or by telephoning 250-721-8233.

In addition, you may verify the ethical approval of this study, or raise any concerns you might have, by contacting the Human Research Ethics Office at the University of Victoria (250-472-4545 or ethics@uvic.ca).

By completing and submitting the questionnaire, YOUR FREE AND INFORMED CONSENT IS IMPLIED and indicates that you understand the above conditions of participation in this study and that you have had the opportunity to have your questions answered by the researchers.

Please retain a copy of this letter for your reference.