

MISO -- Not Just a Soup

Measuring Information Service Outcomes, or MISO, is also a way of measuring students, faculty, and staff perceptions of campus information services – both IT and library services. The survey asks respondents to rate the importance of, and their own satisfaction with, 55 different information services; everything from Wi-Fi on campus to the Bookmark Café. You can learn more at misosurvey.org. Rollins participated in this national survey in the spring of 2014¹. Library and IT staff have been reviewing the results with an eye to improving services to our community. Here are few things we have learned.

1. Most of the top ten important things for students and faculty are IT related. On the library side, only “library databases” and “overall library service” make it into the top ten for students (at numbers eight and nine, respectively) and only “library databases” (at number four) “overall library service” and “access to online resources from off-campus” for faculty (tied at nine.) This is just an example of the dominant role that information technology is playing in our lives in the 21st century.
2. But in terms of satisfaction the picture is reversed. The top ten in terms satisfaction are all library related except for “campus computing labs” (at number 9 for faculty and 6 for students.) This is probably an indication that it is more difficult to provide satisfactory services for things that people regard as important.
3. The respondents tended to be more, rather than less satisfied with services overall. On a scale of one to four (four being most satisfied) faculty reported an average satisfaction rate of 3.65, students, 3.62, and staff 3.61. Only one group rated one information service under 3.19, and that was staff rating Sharepoint at 2.78.
4. Using a similar scale, the survey asked how informed respondents felt about various services, with one being not informed, and four being very informed. Here we have more work to do. Only one item made it over three for one group; staff gave a rating of 3.06 for “Who to contact for your desktop/laptop computing needs.” Faculty ratings ranged from a low of 2.36 for “Who to contact for your copyright and Fair Use needs” to a high of 2.82 for “Who to contact for your instructional technology needs.” Students ranged from a low of 2.48 for “Available technology services” to a high of 2.74 for “Who to contact for your library needs.”
5. The survey asked respondents how friendly, knowledgeable, reliable, and responsive they found the staff of the IT help Desk, Circulation, and Reference. Additionally, faculty were also asked to rate Instructional technologists, Archives, and Classroom Technologists, and staff were asked to also rate Banner and Telephone Support. Archives staff scored particularly highly with perfect scores across the board. But all scores were high, with the lowest score being faculty respondents’ rating of Classroom Tech’s knowledge at 3.44, on that same 1-4 scale.
6. The survey gave us valuable insight into the kind of software and devices that students, faculty and staff use for academic and personal purposes. For instance, more than 98% of student respondents, 95% of staff, and 80% of faculty, report using text messaging. All groups tend to use texts for more personal than academic purposes. This pattern persists with smart phones, which are used by 95% of students, 88% of staff, and 76% of faculty, and social networking sites

¹ E-mail invitations to take the online survey were sent to samples of faculty, staff, fulltime undergraduate, evening students, and Crummer students. 2638 total invitations. The average completed response rate was 32%.

like Facebook and LinkedIn, which are used by 93% of students, 88% of staff, and 74% of faculty. Interestingly, tablets do not fit this pattern, with about two thirds of each group reporting use of devices like the iPad, Galaxy, and Kindle Fire. Some things remain very much a minority taste with only around 15% of faculty reporting use of citation management software or gaming. Surprisingly, less than 40% of students are gaming.

7. In terms of tools for academic purposes, 80% of faculty and students report using in-class student computer use. More than 60% of students and 30% of faculty are using mobile devices in the classroom. A whopping 88% of faculty are using technology enhanced lectures, almost 90% of students are producing technology enhanced presentations, and more than 90% of students report doing library research for academic purposes.
8. Finally, the survey asked about ownership of various devices. The laptop continues to reign supreme with 90% of faculty owning a laptop, 97% of students, and 80% of staff, while desktop ownership for all three groups hovers around 50%. Smartphones are also very commonly owned, with 84% of faculty, 96% of students, and 90% of staff reporting ownership. Tablets are not too far behind with 70% of faculty, 58% of students, and 67% of staff reporting ownership.

There is a lot more detail in the data, if you want take a look yourself, [you can see more here](#). The survey also provides space for comments, and you can see my [responses to the library related ones here](#).

MISO, along with the LibQual Survey, and the Service Excellence Survey are important elements of the library's evidence-based, and user-focused, planning and decision making processes. On behalf of everyone in Olin (and Information Technology) thanks to everyone who took the time to complete MISO this year. Your input is vital in helping us provide the very best information services for the Rollins community.