

## AN ANALYSIS OF THE STUDENTS' FEEDBACK ON THE LIBRARY RESOURCES, FACILITIES, SERVICES AT A NATIONAL LEVEL MANAGEMENT INSTITUTE - A CASE STUDY

**ROSHAN RAINA**

Librarian  
Indian Institute of Management  
Lucknow

*Reports the findings of a feed back survey conducted to find out the effectiveness of services rendered by the Indian Institute of Management, Lucknow library.*

PGP is a two-year, full time residential programme designed to develop professional managers to shoulder varied responsibilities in organizations in different sectors of the country's economy.

### INTRODUCTION

The Indian Institute of Management, Lucknow (IIML) was established in July 1984 by the Government of India as one of the four national level management institutes with regard to business, industry, and public services through pursuit of excellence in management education, research, consultancy, and training [1]. Among the various programmes undertaken by the Institute to fulfill its mission, the Post Graduate Programme (PGP) deserves special mention. Starting with an intake of 27 students in its first batch (1985-87), the intake has steadily grown over the years to 118 in the ninth batch (1993-95) as shown in figure below :

### THE IIML LIBRARY - IT'S FACILITIES & SERVICES

The library is the main learning resource centre of the Institute and provides services and facilities required for the Institute's teaching, training, research, and consultancy programmes. The library presently operates from a large building on the campus with a provision of 50 seats accommodation in two air-conditioned reading halls kept open from 9.00 a.m. to 12.00 midnight on week-days and from 9.00 a.m. to 5.30 p.m. on Saturday and Sundays. It's fast growing resource includes an up-to date and well balanced collection of nearly 45,000 select documents in the field of manage-

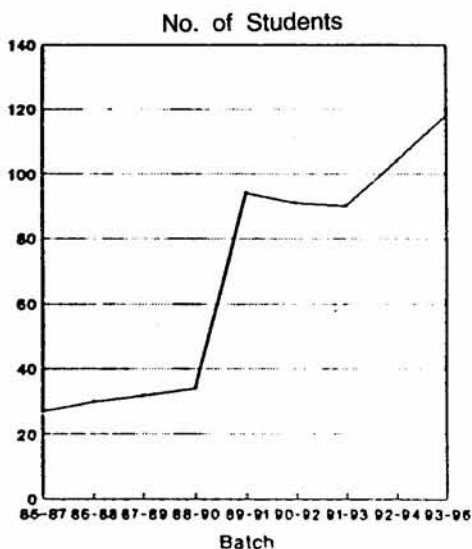


Fig. : Growth in the intake of PGP students at IIML during 1986-87 to 1993-95

ment and related areas including about 6000 volumes of important reference sources. Besides currently subscribing to 416 periodicals, the library is acquiring back files of all the core periodicals in microforms and has, by now, developed a microform collection of 10570 microfilms/fiche. The library also stocks a collection of about 800 reports of select corporations of the country as well as a set of 965 other important and similar documents. Recently, the library has started developing its collection of audio-visual (AV) materials and, presently, stocks about 200 documents in AV form.

Besides providing routine library services like circulation, inter-library loan, bibliographic services, reference, etc., the library also provides weekly Current Awareness Service of periodical literature - Current Contents, and a monthly Current Additions of books/reports to its users.

The library has automated most of its house-keeping operations such as, acquisition, serials control, cataloguing, and circulation service including a Online Public Access Catalogue (OPAC). The automation activities of the library are supported by one PC/AT 486, one PC/AT 386, five PC/ATs 286 and two PC/XTs with four dot matrix printers and two letter quality printers. All the machines are

connected to a central server at the main computer centre of the Institute in LAN environment. A CD-ROM work station has recently been installed to facilitate the use of CD-ROM databases acquired by the library.

The library services are extensively used by student communities and supplement class room teaching. To assess the effectiveness of the services, regular formal feedback, in addition to informal feedback, is obtained through a structured questionnaire based on which the resources and services are developed. The findings of the survey for the year 1993-95 is presented in the following section. The survey findings are presented in the form of quantitative response relating to the services, the inference which may be drawn from it and the measures that can be helpful to improve the services.

#### **FEEDBACK SURVEY & FINDINGS**

Out of the total graduating student population of 118 of 1993-95 batch, 116 students (98.3%) responded to the survey, thus, ensuring well representation of view point of the students on the library services.

1. **AWARENESS LEVEL** : Q. *Were you aware of all the different types of learning resources held by the library?*

Response	Type of Resource	% of Respondent's awareness
	Books	100
	Current Periodicals	100
	Bound Periodicals	85
	Newspapers/Magazines	100
	Reference Collection	85
	Corporate Reports	56
	Audio-Visual Materials	53
	Microforms	40
	CD-ROM	62

Inference/s : There is scope for increasing awareness level of resources, particularly, for the microform collection; audio-visual materials; corporate reports; and CD-ROMs.

Measure/s : More inputs about library resources through regular presentations (particularly during the induction module), handouts, guided tours and sign systems supported by demonstration on the use and benefit of different types of collections, such as, microforms, CD-ROMs, Corporate Reports, etc. can also be helpful.

2. **USE LEVEL** : Q. *What was your level of use of the library's resources? [What percentage of reading material came from library collection.]*

Response	Use Level	Respondent
	25%	30 (25%)
	50%	56 (48%)
	75%	26 (24%)
	100%	04 (03%)

Inference/s : There is scope for increasing use level.

Measure/s : Further enrichment of the collection, by adding useful general reading materials (including classical fiction) and reference sources will be helpful.

Increase in retention time for reserved documents and entitlement for issuance of reference materials and periodicals for a short period can also be helpful.

3. **COLLECTION MEETING PGP REQUIREMENTS** : Q. *Upto what level did your library resources meet your academic (PGP) requirement?*

Response	Met Requirements	Respondents
	25%	15 (12%)
	50%	21 (18%)
	75%	51 (44%)
	100%	29 (26%)

Inference/s : Collection development policy needs to address this issue.

Measure/s : Collection development of Indian literature in some of the areas, particularly Marketing, Finance, Accounting, etc. needs special attention.

4. **RATING OF THE BOOK COLLECTION** : Q. *How do you rate the overall book collection of your library?*

Response	Rating	Excellent	Good	Average
	Respondents	56 (48%)	57 (49%)	03 (03%)

Inference/s : Selections are, generally, upto expectations.

Measure/s : Fine tuning of selection policies can be useful.

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**5. RATING OF THE BOOK :** Q. *How do you rate the book collection of your library in the area/s of your interest?*  
**COLLECTION (IN AREA/S OF INTEREST)**

Response : Rating : Excellent Good Average  
 Respondents : 34 (29%) 73 (63%) 09 (08%)

Inference/s : Data do not serve the purpose as the area/s is/are not known, fault in the question itself.

Measure/s : Modification of the question for future surveys to know the specific area/s that are good, bad and so on will be helpful.

**6. RATING OF PERIODICAL COLLECTION** : Q. *How do you rate the periodical collection of your library?*

Response : Rating : Excellent Good Average Poor  
 Respondents : 53 (46%) 46 (40%) 16 (14%) 1 (1%)

Inferences/s : Periodical collection meets the requirements.

Measure/s : Microform collection of backfiles of periodicals needs balancing and further update.

**7. RATING OF REFERENCE COLLECTION** : Q. *How do you rate the reference collection of your library?*

Response : Rating : Excellent Good Average Poor  
 Respondents : 37 (32%) 60 (52%) 18 (16%) 01 (01%)

Inference/s : Reference collection is satisfactory, but there is a scope for improvement.

Measure/s : Reference collection needs to be constantly updated and equipped with standard reference works in the area/s of interest.

**8. PERCENTAGE OF USAGE** : Q. *What has been your percentage of reading literature in various forms?*

Response :

Form	upto 20%	21% to 50%	51% to 80%	81-100%
Books	12 (10%)	49 (42%)	50 (44%)	5 (4%)
Periodicals	96 (82%)	18 (16%)	02 (02%)	0
Magazines/ Newspapers	82 (71%)	34 (29%)	0	0
Microforms	56 (48%)	0	0	0
Audio-Visual	61 (53%)	0	0	0
Corporate Reports	67 (58%)	0	0	0

Inference/s : Books, periodicals and magazines account for most of the readings. Microforms, audio-visual materials and corporate reports found a low usage.

Measure/s : Further augmentation of the facilities to use microforms, audio-visual materials, and corporate reports will be helpful. Enriching the corporate report collection and audio-visual materials will also be helpful.

9. **RATING OF THE READING ENVIRONMENT** : Q. *How would you rate the reading environment?*

Response :

Location	Excellent	Good	Fair	Average	Poor
General Book Stacks	46 (40%)	52 (45%)	12 (10%)	05(04%)	01 (01%)
Reference Room	58 (50%)	44 (38%)	11 (9%)	02 (02%)	01 (01%)
Periodical Sec. Mazagine Area/ Text Book Section	57 (49%)	46 (40%)	08 (07%)	03 (03%)	01 (01%)
	61 (53%)	44 (38%)	09 (08%)	01 (01%)	01 (01%)

Inference/s : Operation of library from a very congested location is an obstruction to its usage. Construction of a new library building, to accomodate [ and provide for adequate and standards space requirements in terms of] document, readers and staff is the only solution.

10. **BORROWING ENTITLEMENT** : Q. *How did you find your borrowing entitlement?*

Response : Rating : Quite OK OK Not Satisfactory  
 Respondents : 93 (80%) 21 (18%) 2 (2%)

Inference/s : Borrowing entitlement meets the requirements.

Measure/s : Continue with existing entitlement.

11. **CIRCULATION/ REFERENCE SERVICES** : Q. *How do you rate the behaviour of the Circulation and Reference Staff of the library?*

Response : Rating : Excellent Good Fair Average  
 Respondents : 92 (79%) 22 (19%) 02 (02%) 01 (01%)

Inference/s : Concerned staff members are generally helpful, cooperative, exemplary, courteous, excellent, and efficient. The existing efforts for making library staff knowledgeable need to be continued.

Measure/s : It would be an asset if all the staff members are more knowledgeable about the library resources & their organization; facilities and services.

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- 12. LIBRARY TIMINGS** : Q. *Please comment on the existing library timings.*
- |          |   |             |   |          |                    |
|----------|---|-------------|---|----------|--------------------|
| Response | : | Rating      | : | OK       | Could be increased |
|          | : | Respondents | : | 53 (46%) | 63 (54%)           |
- Inference/s : Increase in library hours on Saturdays/Sunday will be helpful.
- Measure/s : Library timings as 9.00 a.m. to 12.00 midnight on working days and 9.00 a.m. to 7.30 p.m. on holidays can serve the purpose, well.
- 13. READERS' ASSISTANCE** : Q. *How would you comment on the way, you were attended to on occasions, when you wanted some assistance from the library personnel to locate a document/to be guided to a document, and so on?*
- |          |   |             |   |          |          |          |          |
|----------|---|-------------|---|----------|----------|----------|----------|
| Response | : | Rating      | : | Excelent | Good     | Fair     | Average  |
|          | : | Respondents | : | 81 (70%) | 31 (27%) | 04 (03%) | 01 (01%) |
- Interference/s : Satisfactory level of assistance rendered.
- Measure/s : More attention will always be helpful.
- 14. OVERALL SERVICES** : Q. *How do you rate the overall services of the library?*
- |          |   |             |   |           |          |
|----------|---|-------------|---|-----------|----------|
| Response | : | Rating      | : | Excellent | Good     |
|          | : | Respondents | : | 78 (67%)  | 38 (33%) |
- Inference/s : Generally satisfied with the services of the library.
- Measure/s : To keep it up.
- 15. IMPORTANT ATTRACTIONS** : Q. *Which/what services did impress you the most in the library?*
- |          |   |  |   |           |
|----------|---|--|---|-----------|
| Response | : | Library Collection                     | : | 102 (88%) |
|          | : | Arrangement of Materials               | : | 93 (80%)  |
|          | : | Computerized Circulation               | : | 80 (69%)  |
|          | : | On-line Public Access Catalogue (OPAC) | : | 76 (66%)  |
|          | : | CD-ROM Databases                       | : | 73 (63%)  |
|          | : | Reprographic Services                  | : | 57 (49%)  |
- Inference/s : Library's collection (learning resources) and its arrangement have impressed the students very much.They are also comfortable with the use of information technology (IT) devices, products and services.
- Measure/s : Selectivity in acquiring reading materials and their arrangement to suit the ease and convenience of the users needs to be ensured. Also, increased use of IT devices, products and services will be of much needed relief to the users.

**16. OVERALL VIEWS** : Q. *Your overall views/suggestions to further develop the library, its resources, facilities, and services.*

Response : All students did not respond to this question, but some did. Some suggestions regarding the reading materials and their accessibility, reading environment are outlined as follows:

*Reading Materials :*

Acquiring of more documents (i) of Indian authors; (ii) of general interest i.e. fiction, autobiographies, classics, etc; (iii) on public and private sector corporations; (iv) on specific subject areas like, Operations & Materials Management; Sector Specific Industries; Merchant Banking; Stock Exchange; Marketing have been suggested.

*Reading Environment :*

Augmentation of (acute) space constraints; elimination of noise; stairs need to be carpetted to avoid noise; shelving of documents more frequently are some of the suggestions.

*Accessibility :*

Some of the suggestions given are restriction of number of books that can be reserved; reducing the document retention period; faculty members returning of documents on time; updation of catalogues as and when due; improvement of subject catalogue; allowing overnight issue of periodicals; making available hard copies of the content pages from microforms; improving facilities for easier and quick access to microforms and xeroxing.

In addition to these valuable suggestions, the library was viewed as "..... the best resource of IIML ...."; "..... most professionally managed department of the Institute ...."; ".... the best managed library ever used/ come across ...."; "too good ...."; "..... excellent team work ....." etc.

## **CONCLUSION**

The purpose of presenting the survey analysis in this fashion is to show how library and information managers (LIMs) can involve their clientele in the library development process. Suggestions put forth by respondents (as also recorded under the "Measure/s" in the survey analysis above), however simple they may appear to be, if carefully implemented, can make useful contributions, in the overall development of the library, its resources, facilities, and services. Moreover, conduct of such surveys is not to be a one time affair, but a regular one.

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## **REFERENCE**

1. IIM Lucknow, Annual Profile; 1993-94.