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| MCCCD Libraries |
| Ask a Librarian Report |
| 2012 Rubric and Trend Analysis Results |
| Institutional Research**May 2012** |

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**Ask a Librarian 2012 Results**

# Librarian Rubric Results – All Responses

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| Librarian - Greeting |
|   |
|   | **N** | **%** |
| No personal greeting is sent.  | 1 | 0.46% |
| A personal greeting is sent, but is inadequate, abrupt, or incomplete.  | 7 | 3.21% |
| A personal greeting is sent, but does not indicate willingness to help.  | 38 | 17.43% |
| A personal greeting is sent and indicates willingness to help.  | 172 | 78.90% |
| **Total**  | **218** | **100.00%** |

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| Librarian - Reference Interview |
|   |
|   | **N** | **%** |
| No reference interview.  | 14 | 7.78% |
| Reference interview does not clarify patron’s question and fails to identify patron’s information need.  | 28 | 15.56% |
| Reference interview is adequate, but does not clarify patron’s question at appropriate points during the transaction.  | 55 | 30.56% |
| If necessary, patron’s question is clarified at appropriate points during the transaction. Reference interview is adequate to understand the question and the patron’s information need.  | 83 | 46.11% |
| **Total**  | **180** | **100.00%** |

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| Librarian - Quality of Resources |
|   |
|   | **N** | **%** |
| No relevant resources are recommended.  | 13 | 6.44% |
| All resources are dubious.  | 3 | 1.49% |
| Only one relevant resource is recommended when more are appropriate.  | 44 | 21.78% |
| One or more relevant resources are recommended. Resources are at the appropriate level for the patron’s research. [In general, databases are preferable to Google or other general resources when assisting students with research projects.]  | 142 | 70.30% |
| **Total**  | **202** | **100.00%** |

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| Librarian - Factual Information (e.g. phone numbers, policies) |
|   |
|   | **N** | **%** |
| Incorrect  | 4 | 1.31% |
| Mostly incorrect  | 6 | 1.96% |
| Mostly correct  | 7 | 2.29% |
| Correct  | 93 | 30.39% |
| N/A | 196 | 64.05% |
| **Total**  | **306** | **100.00%** |

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| Librarian - Instruction |
|   |
|   | **N** | **%** |
| Transaction warranted instruction, but none provided.  | 37 | 20.56% |
| Transaction includes limited instruction. Librarian may suggest databases, but links and/or search term assistance are not provided.  | 52 | 28.89% |
| Transaction includes some instruction. Librarian may provide database suggestions with links, search term suggestions, and citation guides with links. Detailed assistance, such as use of examples, is not provided.  | 53 | 29.44% |
| Transaction includes detailed instruction with examples and/or how-to steps. Librarian may instruct how to: create search terms and strategies, select databases, search databases, cite sources, and/or evaluate sources.  | 38 | 21.11% |
| **Total**  | **180** | **100.00%** |

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| Librarian - Interpersonal Skills |
|   |
|   | **N** | **%** |
| Interpersonal skills are completely lacking and inadequate.  | 0 | 0.00% |
| Interpersonal skills create a less than welcoming atmosphere. There are long lags and the Librarian does not show adequate interest in the patron’s question. Does not use much positive phrasing. Does not use scripts appropriately.  | 20 | 11.30% |
| Interpersonal skills create a mostly welcoming atmosphere; although there may be some lags, and/or not enough positive phrasing. Scripts are used appropriately, as needed.  | 71 | 40.11% |
| Interpersonal skills create a welcoming atmosphere. Librarian chats frequently without long lags and shows interest in the patron’s question. Librarian uses positive phrasing; also uses scripts appropriately, as needed.  | 86 | 48.59% |
| **Total**  | **177** | **100.00%** |

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| Librarian - Concluding the Session |
|   |
|   | **N** | **%** |
| Conclusion is inadequate, abrupt, or missing completely.  | 37 | 18.50% |
| The conclusion is not complete and is missing more than one of the follow up components.  | 30 | 15.00% |
| The conclusion is mostly complete, but missing one of the follow up components.  | 48 | 24.00% |
| The conclusion is complete: the Librarian asks the patron if the question has been completely answered. The librarian thanks the patron for using the service and/or invites the patron to use the service again.  | 85 | 42.50% |
| **Total**  | **200** | **100.00%** |

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| Average Rubric Score by Monitor Group |
|   |
| **Monitor Group** | **Avg Rubric Score** |
| Cooperative | 3.13 |
| MCCCD | 3.36 |
| QP Contract | 3.15 |
| **Overall** | **3.21** |

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| Average Score of Rubric Category by Monitor Group – All Responses |
|   |
| **Monitor Group** | **Greeting** | **Reference Interview** | **Quality of Resources** | **Factual Information** | **Instruction** | **Interpersonal Skills** | **Concluding the Session** |
| Cooperative | 3.44 | 2.99 | 3.52 | 3.62 | 2.41 | 3.28 | 2.67 |
| MCCCD | 3.40 | 3.32 | 3.67 | 3.73 | 3.00 | 3.49 | 2.94 |
| QP Contract | 3.70 | 3.00 | 3.36 | 3.56 | 2.49 | 3.07 | 2.88 |
| **Overall** | **3.51** | **3.10** | **3.52** | **3.64** | **2.63** | **3.28** | **2.83** |

# Librarian Rubric Results – Trend Analysis

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| Librarian - Greeting |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=366)** | **(N=383)** | **(N=225)** |
| No personal greeting is sent. | 4.10% | 6.27% | 0.44% | 3.60% |
| A personal greeting is sent, but is inadequate, abrupt, or incomplete. | 10.38% | 11.75% | 5.33% | 9.15% |
| A personal greeting is sent, but does not indicate willingness to help. | 17.21% | 12.27% | 17.78% | 15.75% |
| A personal greeting is sent and indicates willingness to help. | 68.31% | 69.71% | 76.44% | 71.49% |
| **Total** | **100.00%** | **100.00%** | **100.00%** | **100.00%** |

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| Librarian - Reference Interview |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=318)** | **(N=351)** | **(N=192)** |
| No reference interview. | 12.58% | 8.55% | 9.38% | 10.17% |
| Reference interview does not clarify patron’s question and fails to identify patron’s information need. | 13.21% | 9.12% | 16.67% | 13.00% |
| Reference interview is adequate, but does not clarify patron’s question at appropriate points during the transaction. | 27.99% | 24.50% | 30.73% | 27.74% |
| If necessary, patron’s question is clarified at appropriate points during the transaction. Reference interview is adequate to understand the question and the patron’s information need.  | 46.23% | 57.83% | 43.23% | 49.10% |
| **Total** | **100.00%** | **100.00%** | **100.00%** | 100.00% |

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| Librarian - Quality of Resources |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=249)** | **(N=274)** | **(N=202)** |
| No relevant resources are recommended.  | 6.83% | 1.46% | 6.44% | 4.91% |
| All resources are dubious. | 2.41% | 3.28% | 1.98% | 2.56% |
| Only one relevant resource is recommended when more are appropriate. | 27.71% | 19.34% | 20.30% | 22.45% |
| One or more relevant resources are recommended. Resources are at the appropriate level for the patron’s research. [In general, databases are preferable to Google or other general resources when assisting students with research projects.] | 63.05% | 75.91% | 71.29% | 70.08% |
| **Total** | **100.00%** | **100.00%** | **100.00%** | 100.00% |

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| Librarian - Factual Information (e.g. phone numbers, policies) |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=237)** | **(N=106)** | **(N=199)** |
| Incorrect | 2.11% | 6.60% | 1.32% | 3.34% |
| Mostly incorrect | 3.80% | 5.66% | 1.64% | 3.70% |
| Mostly correct | 32.07% | 18.87% | 1.64% | 17.53% |
| Correct | 62.03% | 68.87% | 29.93% | 53.61% |
| **Total** | **100.00%** | **100.00%** | **100.00%\*** | 100.00% |

*Note:* In 2012, respondents were provided with an “N/A” option (i.e., 64.05%) that

was not available in 2010 and 2011. This information was omitted from the trend analysis.

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| Librarian - Instruction |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=231)** | **(N=261)** | **(N=185)** |
| Transaction warranted instruction, but none provided. | 16.88% | 19.54% | 20.54% | 18.99% |
| Transaction includes limited instruction. Librarian may suggest databases, but links and/or search term assistance are not provided.  | 25.54% | 27.20% | 28.65% | 27.13% |
| Transaction includes some instruction. Librarian may provide database suggestions with links, search term suggestions, and citation guides with links. Detailed assistance, such as use of examples, is not provided. | 35.06% | 20.31% | 30.27% | 28.55% |
| Transaction includes detailed instruction with examples and/or how-to steps. Librarian may instruct how to: create search terms and strategies, select databases, search databases, cite sources, and/or evaluate sources. | 22.51% | 32.95% | 20.54% | 25.33% |
| **Total** | **100.00%** | **100.00%** | **100.00%** | 100.00% |

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| Librarian - Interpersonal Skills |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=349)** | **(N=380)** | **(N=204)** |
| Interpersonal skills are completely lacking and inadequate. | 3.44% | 1.84% | 0.00% | 1.76% |
| Interpersonal skills create a less than welcoming atmosphere. There are long lags and the Librarian does not show adequate interest in the patron’s question. Does not use much positive phrasing. Does not use scripts appropriately. | 15.47% | 11.84% | 12.85% | 13.39% |
| Interpersonal skills create a mostly welcoming atmosphere; although there may be some lags, and/or not enough positive phrasing. Scripts are used appropriately, as needed. | 32.95% | 28.95% | 39.11% | 33.67% |
| Interpersonal skills create a welcoming atmosphere. Librarian chats frequently without long lags and shows interest in the patron’s question. Librarian uses positive phrasing; also uses scripts appropriately, as needed. | 48.14% | 57.37% | 48.04% | 51.18% |
| **Total** | **100.00%** | **100.00%** | **100.00%** | 100.00% |

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| Librarian - Concluding the Session |
|   |
|   | **2010** | **2011** | **2012** | **Average** |
|   | **(N=302)** | **(N=331)** | **(N=26)** |
| Conclusion is inadequate, abrupt, or missing completely. | 10.26% | 9.97% | 18.63% | 12.95% |
| The conclusion is not complete and is missing more than one of the follow up components. | 18.21% | 13.29% | 14.22% | 15.24% |
| The conclusion is mostly complete, but missing one of the follow up components. | 29.14% | 26.28% | 23.53% | 26.32% |
| The conclusion is complete: the Librarian asks the patron if the question has been completely answered. The librarian thanks the patron for using the service and/or invites the patron to use the service again. | 42.38% | 50.45% | 43.63% | 45.49% |
| **Total** | **100.00%** | **100.00%** | **100.00%** | 100.00% |

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| Average Transcript Score by Monitor Group |
|   |
| **Monitor Group** | **2010** | **2011** | **2012** | **Average by Group** |
| Cooperative | 3.00 | 3.23 | 3.15 | 3.13 |
| MCCCD | 3.26 | 3.42 | 3.38 | 3.35 |
| QP Contract | 3.35 | 3.26 | 3.16 | 3.26 |
| **Overall** | **3.23** | **3.32** | **3.23** | 3.26 |

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| Average Score of Rubric Category by COOPERATIVE Group: All Responses |
|   |
| **Year** | **Greeting** | **Reference Interview** | **Quality of Resources** | **Factual Information** | **Instruction** | **Interpersonal Skills** | **Concluding the Session** |
| 2010 | 3.16 | 2.86 | 3.33 | 3.45 | 2.42 | 3.06 | 2.74 |
| 2011 | 3.25 | 3.32 | 3.63 | 3.59 | 2.54 | 3.44 | 2.95 |
| 2012 | 3.44 | 2.99 | 3.52 | 3.62 | 2.41 | 3.28 | 2.67 |
| **Overall** | **3.28** | **3.06** | **3.49** | **3.55** | **2.46** | **3.26** | **2.79** |

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| Average Score of Rubric Category by MCCCD Group: All Responses |
|   |
| **Year** | **Greeting** | **Reference Interview** | **Quality of Resources** | **Factual Information** | **Instruction** | **Interpersonal Skills** | **Concluding the Session** |
| 2010 | 3.29 | 3.22 | 3.46 | 3.67 | 2.79 | 3.35 | 3.01 |
| 2011 | 3.32 | 3.57 | 3.81 | 3.53 | 2.98 | 3.57 | 3.22 |
| 2012 | 3.40 | 3.32 | 3.67 | 3.73 | 3.00 | 3.49 | 2.94 |
| **Overall** | **3.34** | **3.37** | **3.65** | **3.64** | **2.92** | **3.47** | **3.06** |

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| Average Score of Rubric Category by QP Contract Group: All Responses |
|   |
| **Year** | **Greeting** | **Reference Interview** | **Quality of Resources** | **Factual Information** | **Instruction** | **Interpersonal Skills** | **Concluding the Session** |
| 2010 | 3.91 | 3.09 | 3.58 | 3.43 | 2.61 | 3.30 | 3.25 |
| 2011 | 3.72 | 3.05 | 3.62 | 3.41 | 2.39 | 3.25 | 3.26 |
| 2012 | 3.70 | 3.00 | 3.36 | 3.56 | 2.49 | 3.07 | 2.88 |
| **Overall** | **3.78** | **3.05** | **3.52** | **3.47** | **2.49** | **3.21** | **3.13** |