THE WHOLE PICTURE

One library’s assessment activities

Sian Brannon, Ph.D.
UNT Libraries
Southeastern Library Assessment Conference
October 21, 2013

Adapted from a previous presentation by Sian Brannon and Kathleen Murray
http://digital.library.unt.edu/ark:/67531/metadc159523
Four Bold Goals

Does not mention “assessment”
Libraries’ Strategic Plan 2011-2015

GOAL THREE:
SCHOLARLY OUTCOMES ASSESSMENT

Establish an assessment program that evaluates contributions to:

• student and faculty success,
• organizational performance, and
• progress in meeting strategic goals.
Assessment Workgroup

The Assessment Work Group will serve as a library-wide coordinating group for assessment activities.
Inputs Driving Assessment

UNT Strategic Goals
ACRL Value of Academic Libraries
UNT Libraries Strategic Plan

Goal #3: Scholarly Outcomes Assessment
- Assessment Workgroup
- Operational Plans
4 Types of Assessment

- Internal Reporting
- External Reporting
- Programs and Services
- Institutional Value
External Reporting

- IPEDS/ACRL
- SACS
- TracDat
Evaluating Programs and Services

Program and Services Evaluation

- LibQual (Service Quality)
- Master Space Plan (Facilities)
- Collection Analysis
- Student Services
- Faculty Services
- LibPas (Output Measures)
- Research Data Management
Institutional Value

- Value Research Initiatives
  - Portal Tx History Impact
  - Library Instruction
  - Peer tutoring
  - Computer Service Merger
  - Digital Library Impact
  - DisCo
Academic Library Data

• QUANTITATIVE
  • Inputs & process measurements
  • Outputs, including use statistics
  • Satisfaction feedback
  • Service quality data

• PROBLEM
  • “Inputs and outputs no longer resonate with many higher education stakeholders.”
Four Bold Goals

1. Excellent Education
2. Expanded Research
3. Management Excellence
4. Community Outreach

Areas of Library Impact Should Map to UNT Goals
# Potential Library Impact Areas

<table>
<thead>
<tr>
<th>Library Impact Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student enrollment</td>
</tr>
<tr>
<td>Student retention &amp; graduation</td>
</tr>
<tr>
<td>Student success</td>
</tr>
<tr>
<td>Student achievement</td>
</tr>
<tr>
<td>Student learning</td>
</tr>
<tr>
<td>Student experience</td>
</tr>
<tr>
<td>Faculty research productivity</td>
</tr>
<tr>
<td>Faculty grants</td>
</tr>
<tr>
<td>Faculty teaching</td>
</tr>
<tr>
<td>Institutional reputation or prestige</td>
</tr>
</tbody>
</table>
# Map BOLD GOALS to Impact

<table>
<thead>
<tr>
<th>UNT’S BOLD GOAL</th>
<th>Areas of Library Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent Education</td>
<td>• Student success&lt;br&gt;• Student achievement&lt;br&gt;• Student retention &amp; graduation&lt;br&gt;• Student learning&lt;br&gt;• Faculty teaching</td>
</tr>
<tr>
<td>Expanded Research</td>
<td>• Faculty research productivity&lt;br&gt;• Faculty grants</td>
</tr>
<tr>
<td>Operational efficiency</td>
<td>• Operational efficiency</td>
</tr>
<tr>
<td>Community Outreach</td>
<td>• Student enrollment&lt;br&gt;• Student experience&lt;br&gt;• Institutional reputation or prestige</td>
</tr>
</tbody>
</table>
Impact Opportunities

- Student retention
- Student achievement
- Faculty teaching
- Operational efficiency (management efficiency)
## Data Collection: UNT

<table>
<thead>
<tr>
<th>Areas of Library Impact</th>
<th>Related measures</th>
</tr>
</thead>
</table>
| Student retention & graduation         | • Fall-to-fall retention  
                                      • Graduation rates                                                              |
| Student achievement                    | • GPA  
                                      • Professional/educational test scores                                           |
| Faculty teaching                       | • Integration of library resources & services into syllabi, lectures, labs, etc.  
                                      • Faculty/librarian or student affairs professional/librarian instructional collaborations |
| Operational efficiency                 | • ROI  
                                      • Service rates  
                                      • Expenses incurred pre-and post-implementation                                  |
## Value Research Initiative Proposals

### PLANNING TEMPLATE

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNT Goal(s)</td>
<td></td>
</tr>
<tr>
<td>Library Service &amp; Resources</td>
<td>• Program Description &amp; Timeline</td>
</tr>
<tr>
<td></td>
<td>• Collaborators</td>
</tr>
<tr>
<td></td>
<td>• Cost</td>
</tr>
<tr>
<td>Data Collection</td>
<td>• Library</td>
</tr>
<tr>
<td></td>
<td>• UNT</td>
</tr>
<tr>
<td></td>
<td>• Other</td>
</tr>
<tr>
<td>Impact Analysis</td>
<td>• Measurements</td>
</tr>
<tr>
<td></td>
<td>• Areas for Improvement/Modification</td>
</tr>
<tr>
<td>Communication of Results</td>
<td>• Internal: Library, Administration, Faculty</td>
</tr>
<tr>
<td></td>
<td>• External: Publications, Conferences</td>
</tr>
</tbody>
</table>
# Efficacy of Peer-Led Group Tutoring on Academic Success

<table>
<thead>
<tr>
<th>Institutional Focus Areas</th>
<th>Dimensions Measured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student learning outcomes</td>
<td>• Learning assessments</td>
</tr>
<tr>
<td>Student retention &amp; graduation</td>
<td>• Course withdrawal rates</td>
</tr>
<tr>
<td></td>
<td>• Graduation rates</td>
</tr>
<tr>
<td>Faculty teaching</td>
<td>• Integration of library resources into course</td>
</tr>
</tbody>
</table>

## Indicators of Library Impact (UNT Data)
- Learning assessments
- Course withdrawal rates
- Graduation rates

## Library’s Role
- SPHS 3030 peer tutoring space
- Survey construction & evaluation
- Attendance data analysis

## Library Data Collection (Library Data)
- Survey data: Individuals
- Card swipe data: Individual attendance
Impact of Library Instruction for Undergraduate Students

<table>
<thead>
<tr>
<th>Institutional Focus Areas</th>
<th>Dimensions Measured</th>
</tr>
</thead>
</table>
| Student retention & graduation                | • Fall-to-fall retention  
• Graduation rates                                                                 |
| Faculty teaching                              | • Faculty/librarian instructional collaborations  
• Integration of library resources into course                                         |

Indicators of Library Impact (UNT Data)

- Fall-to-fall retention  
- Graduation rates  
- Faculty/librarian instructional collaborations

Library’s Role

- ENGL 1310 library services instruction  
- ENGL 1320 research instruction

Library Data

- Learning assessments  
- Card swipe data: Individuals  
- Resource use
Willis Library 24-hour Student Lab

<table>
<thead>
<tr>
<th>Institutional Focus Areas</th>
<th>Dimensions Measured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student achievement</td>
<td>• GPA</td>
</tr>
<tr>
<td>Student retention &amp; graduation</td>
<td>• Fall-to-fall retention</td>
</tr>
<tr>
<td></td>
<td>• Graduation rates</td>
</tr>
<tr>
<td>Operational efficiency</td>
<td>• ROI</td>
</tr>
<tr>
<td></td>
<td>• Service rates</td>
</tr>
<tr>
<td></td>
<td>• Expenses incurred pre- and post-implementation</td>
</tr>
</tbody>
</table>

**Indicators of Library Impact (UNT Data)**
- GPA
- Fall-to-fall retention
- Graduation rates

**Library’s Role**
- Space optimization
- System usage data gathering
- Cost analysis

**Library Data**
- Service usage
- ROI
- Expenses incurred pre- and post-implementation
- Card swipe data
- Resource use