

# THE WHOLE PICTURE

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One library's assessment activities

Sian Brannon, Ph.D.

UNT Libraries

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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:

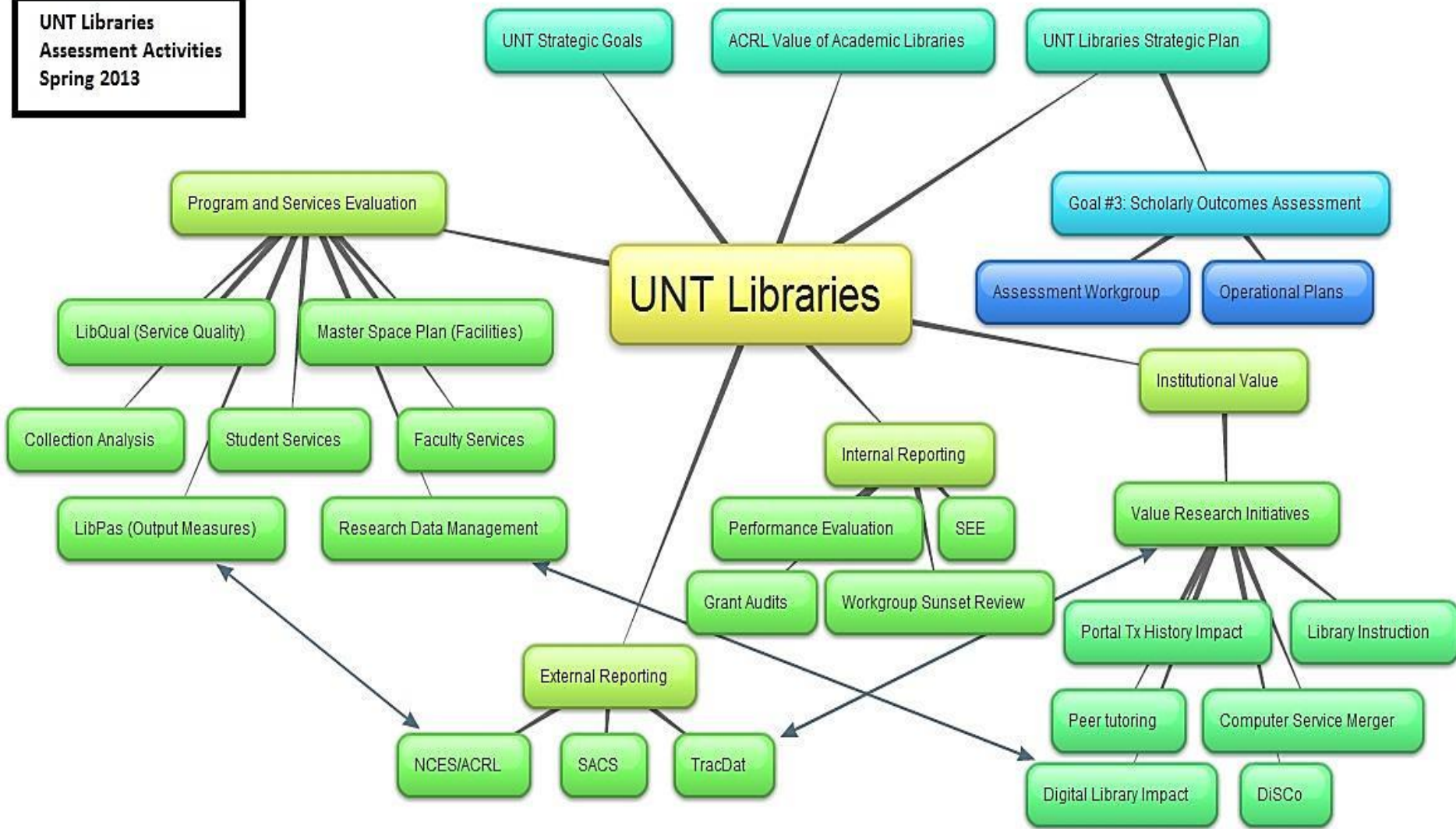
- student and faculty success,
- organizational performance, and
- progress in meeting strategic goals.

# Assessment Workgroup

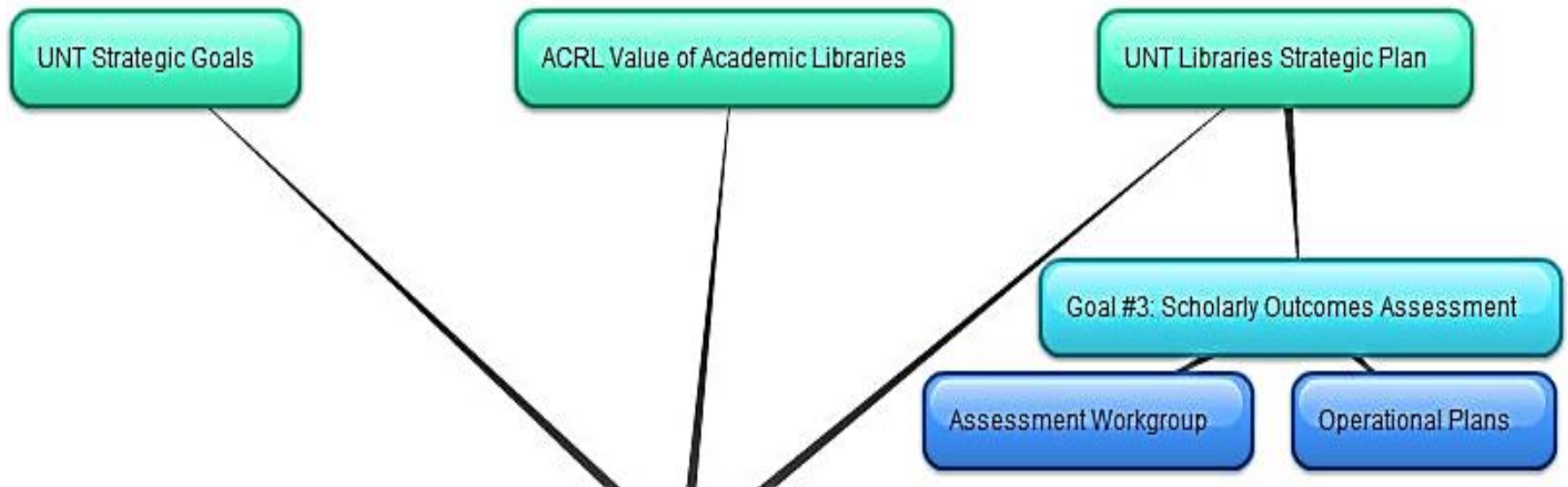
The Assessment Work Group will serve as a library-wide coordinating group for assessment activities.

# The BUBBLE

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# Inputs Driving Assessment



# 4 Types of Assessment

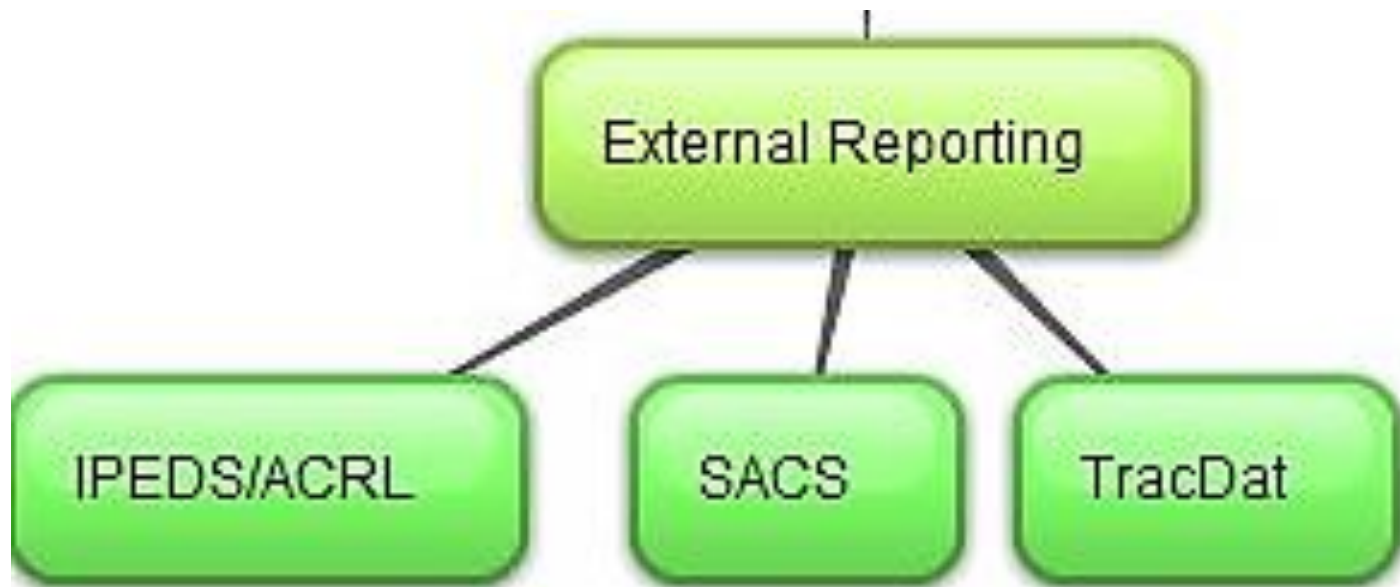
- Internal Reporting
- External Reporting
- Programs and Services
- Institutional Value

# Internal Reporting

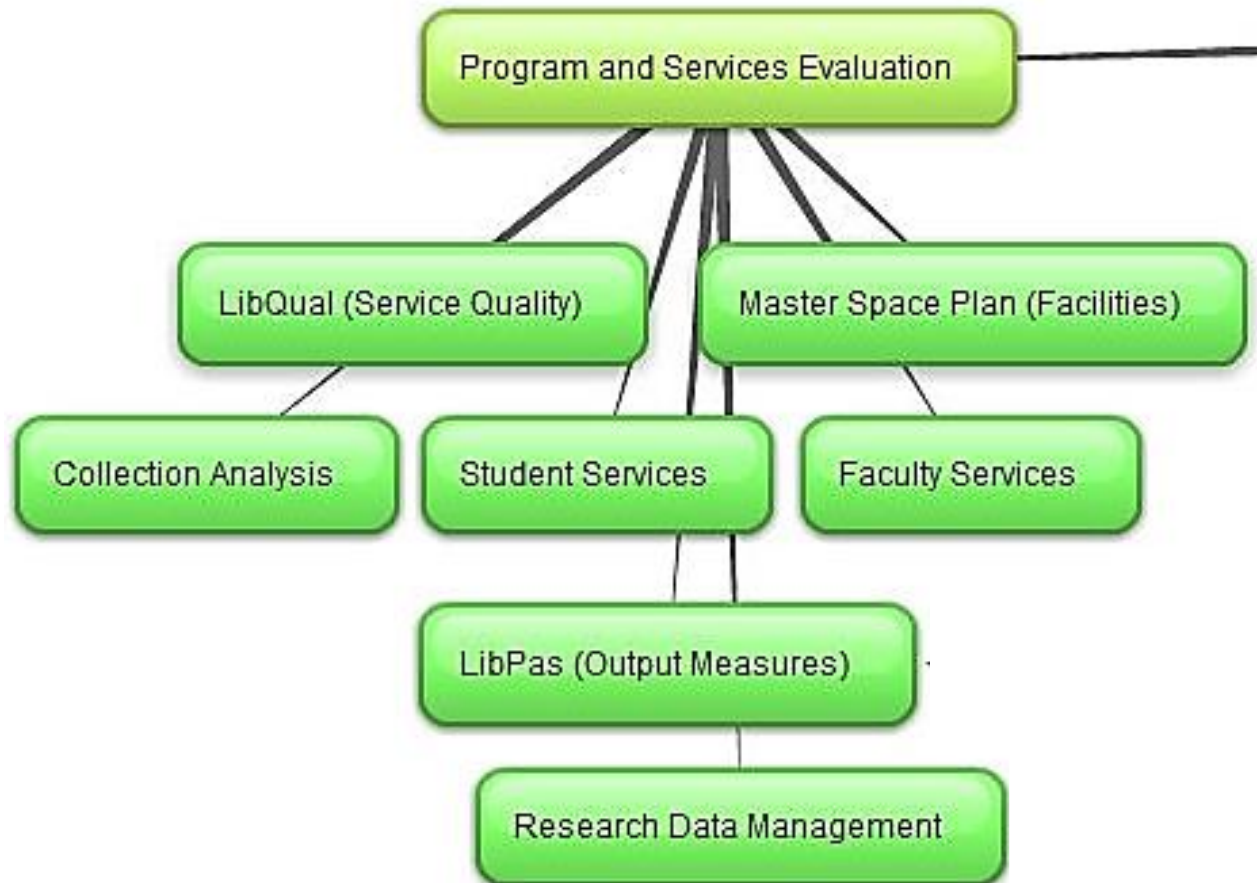




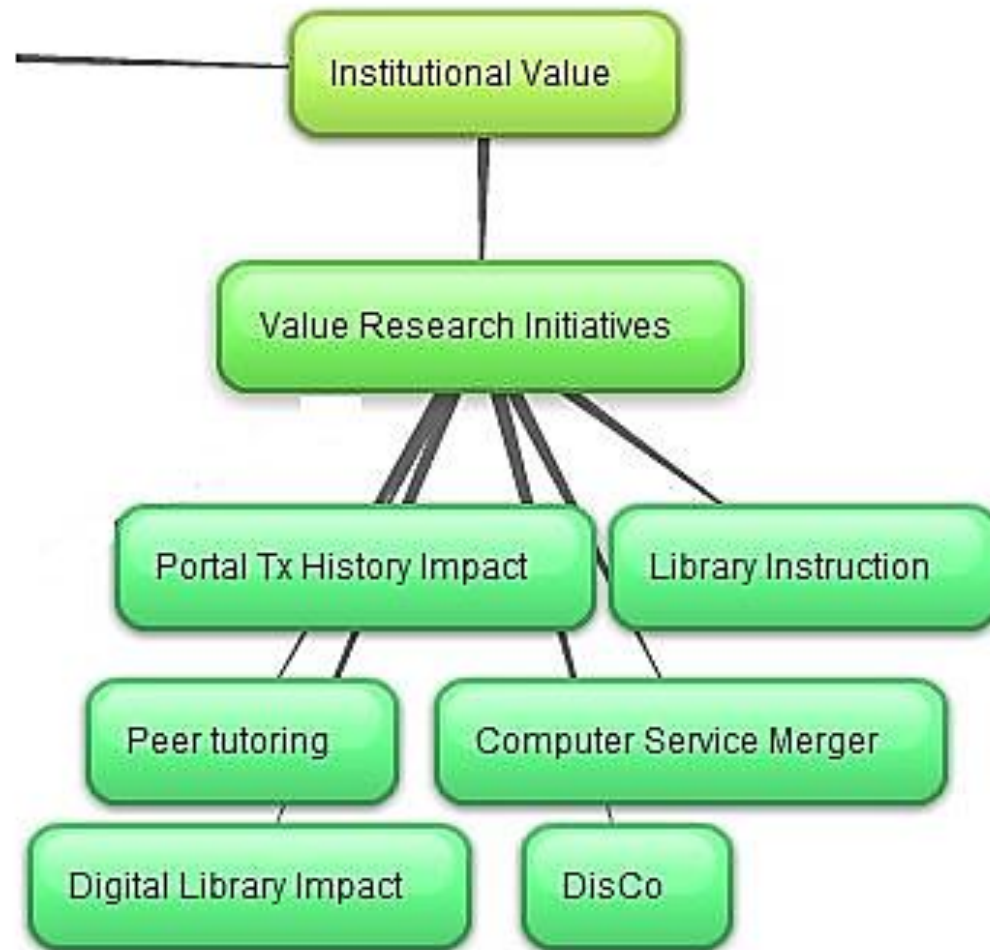
# External Reporting



# Evaluating Programs and Services

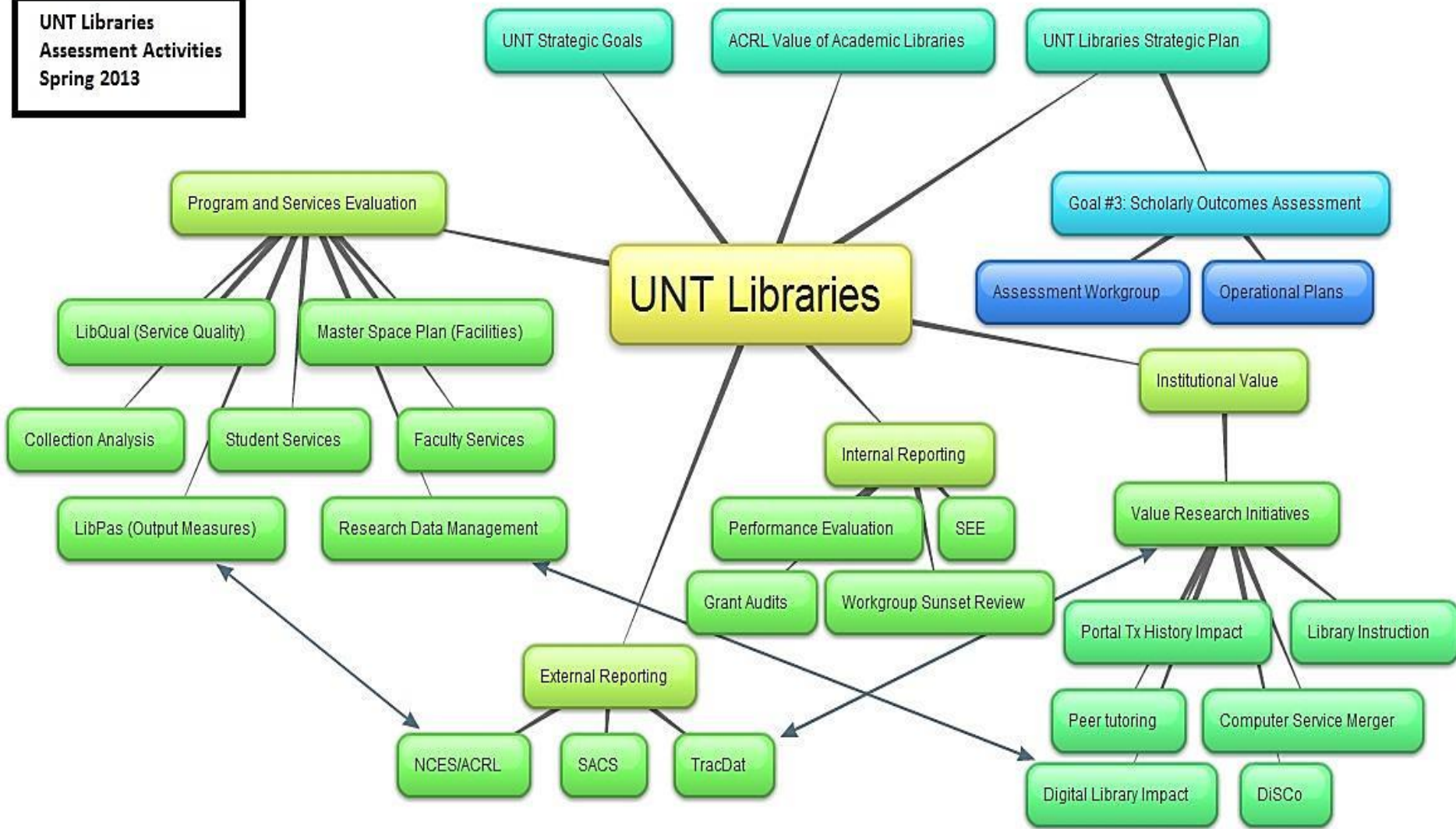


# Institutional Value



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# 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

## Library Impact Areas

Student enrollment

Student retention & graduation

Student success

Student achievement

Student learning

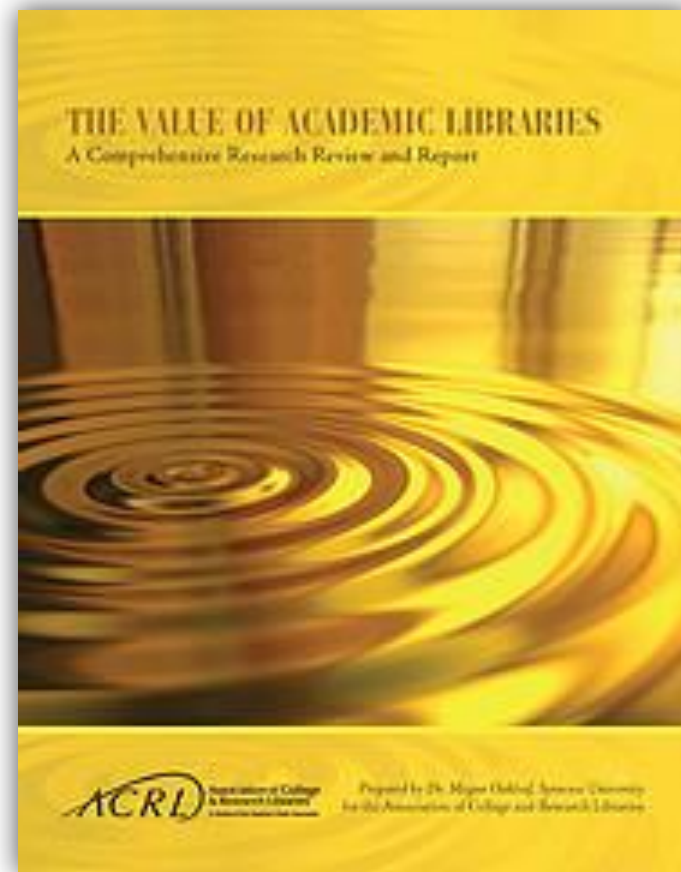
Student experience

Faculty research productivity

Faculty grants

Faculty teaching

Institutional reputation or prestige



# Map BOLD GOALS to Impact

UNT'S BOLD GOAL	Areas of Library Impact
Excellent Education	<ul style="list-style-type: none"><li>• Student success</li><li>• Student achievement</li><li>• Student retention &amp; graduation</li><li>• Student learning</li><li>• Faculty teaching</li></ul>
Expanded Research	<ul style="list-style-type: none"><li>• Faculty research productivity</li><li>• Faculty grants</li></ul>
Operational efficiency	<ul style="list-style-type: none"><li>• Operational efficiency</li></ul>
Community Outreach	<ul style="list-style-type: none"><li>• Student enrollment</li><li>• Student experience</li><li>• Institutional reputation or prestige</li></ul>



# Impact Opportunities

- Student retention
- Student achievement
- Faculty teaching
- Operational efficiency (management efficiency)



# Data Collection: UNT

Areas of Library Impact	Related measures
Student retention & graduation	<ul style="list-style-type: none"><li>• Fall-to-fall retention</li><li>• Graduation rates</li></ul>
Student achievement	<ul style="list-style-type: none"><li>• GPA</li><li>• Professional/educational test scores</li></ul>
Faculty teaching	<ul style="list-style-type: none"><li>• Integration of library resources &amp; services into syllabi, lectures, labs, etc.</li><li>• Faculty/librarian or student affairs professional/librarian instructional collaborations</li></ul>
Operational efficiency	<ul style="list-style-type: none"><li>• ROI</li><li>• Service rates</li><li>• Expenses incurred pre-and post-implementation</li></ul>

# Value Research Initiative Proposals

PLANNING TEMPLATE
UNT Goal(s)
Library Service & Resources <ul style="list-style-type: none"><li>• Program Description &amp; Timeline</li><li>• Collaborators</li><li>• Cost</li></ul>
Data Collection <ul style="list-style-type: none"><li>• Library</li><li>• UNT</li><li>• Other</li></ul>
Impact Analysis <ul style="list-style-type: none"><li>• Measurements</li><li>• Areas for Improvement/Modification</li></ul>
Communication of Results <ul style="list-style-type: none"><li>• Internal: Library, Administration, Faculty</li><li>• External: Publications, Conferences</li></ul>

# Efficacy of Peer-Led Group Tutoring on Academic Success

Institutional Focus Areas	Dimensions Measured
Student learning outcomes	<ul style="list-style-type: none"><li>• Learning assessments</li></ul>
Student retention & graduation	<ul style="list-style-type: none"><li>• Course withdrawal rates</li><li>• Graduation rates</li></ul>
Faculty teaching	<ul style="list-style-type: none"><li>• Integration of library resources into course</li></ul>

## 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

Institutional Focus Areas	Dimensions Measured
Student retention & graduation	<ul style="list-style-type: none"><li>• Fall-to-fall retention</li><li>• Graduation rates</li></ul>
Faculty teaching	<ul style="list-style-type: none"><li>• Faculty/librarian instructional collaborations</li><li>• Integration of library resources into course</li></ul>

## 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

Institutional Focus Areas	Dimensions Measured
Student achievement	<ul style="list-style-type: none"><li>• GPA</li></ul>
Student retention & graduation	<ul style="list-style-type: none"><li>• Fall-to-fall retention</li><li>• Graduation rates</li></ul>
Operational efficiency	<ul style="list-style-type: none"><li>• ROI</li><li>• Service rates</li><li>• Expenses incurred pre-and post-implementation</li></ul>

## 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

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