RE-ZONING YOUR LIBRARY
THROUGH DATA-DRIVEN SPACE ALLOCATIONS
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## INTRODUCTION & OVERVIEW

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Establishing Priorities:
New Leadership (2011) and
New Strategic Plan (2012)

Developing a Culture
of Assessment

Deploying Assessment Data in Strategic Opportunities
New Leadership

New Dean of University Libraries
February 2011

1. Libraries’ strategic focus was diffused
2. Assessment efforts were decentralized
3. Assessment tools and methods weren’t strategically deployed
4. Lack of strategic space allocation: “zoning”
New Strategic Plan: 2012-2020

Adopted 2012

**Vision:** Transform *relationships, collections*, and *spaces* to become a nationally recognized model of user-focused research library services.

**Values:** *User information* needs drives decision-making and resource allocations.
New Goals

Recruitment of Assessment Librarian - Engage and learn more about our users and our community to meet their evolving needs. SP 2012-2020.

Reassigning work plan for Associate Dean – Align organizational structure with strategic goals . . . SP 2012-2020

RELATIONSHIPS
DEVELOPING A CULTURE OF ASSESSMENT . . .

COLLECTIONS

Strategy: Assess and address preservation and storage needs of analog and digital materials. SP 2012-2020.

Objective: Develop and implement print retention, storage and preservation policies. SP 2012-2020
**Objective:** Strategically allocate space to meet ongoing and anticipated needs. SP 2012-2020

**Objective:** Work with campus partners to provide service and amenities that will increase user satisfaction with library spaces. SP- 2012-2020
“Our knowledge about users comes from reliable, relevant data related to their preferences, activities and needs, and this knowledge drives future changes.”
PROJECTS

- **2015**: Ekstrom Main Floor and Learning Commons
- **2016**: Ekstrom 3rd Floor Faculty Innovation Center
- **2019**: Reading Room and Quiet Study
- **2013**: Ekstrom 4th Floor Quiet Study
PROJECTS

Fixing Districts (2011-2013)
Ekstrom 4th Floor Quiet Study

Context
Disconnect between announced use of space and actual use

Partner Input
Member of Student Advisory Board elected SGA President – willing to take library’s need to to campus administration

Data
2012 Benchmark Survey and Library Student Advisory Board (LSAB) feedback
Fixing Districts (2011-2013)
Ekstrom 4th Floor Quiet Study

PROJECTS

Scope
4th Floor public seating – smaller footprint / primary issues solved with furniture solutions

Goals
Better quiet study furniture / more electricity / better lighting / better signage

Impact
Lots of campus attention / President and Donor at opening / Student approval / built rep with SGA and LSAB
Successful 4th Floor led to a call for a funding proposal from same lead donor

Donor, Learning Commons, SGA, LSAB (Writing Center)

2012 Benchmark Survey / 1E Study / LSAB input
PROJECTS

Ekstrom 1E

Scope
Significant portion of 1st floor Some other floors effected by collection relocations

Goals
Improved access to user services / Student support / Seating / Better light / Sustainability / Aesthetics

Impact
Significant campus recognition / 21st Century Initiative / Student approval / Provost scorecard
Ekstrom 1E

Pre-construction space distributions

- Collections
- Services
- User Spaces
Pre-construction space distributions

Collections  Services  User Spaces
Assignable sq ft allocations

### Pre-2015 Allocations
- Collections: 23%
- Services: 31%
- User Spaces: 46%

### 2015 Allocations
- Collections: 3%
- Services: 31%
- User Spaces: 66%
## Ekstrom 1E Assignable sq ft allocations

### Creating Zones (2013-2015)

<table>
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<tr>
<th>Category of Space</th>
<th>2011</th>
<th>2015</th>
<th>% Change</th>
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<tr>
<td>Collections</td>
<td>8,084 sq ft</td>
<td>1,060 sq ft</td>
<td>-87%</td>
</tr>
<tr>
<td>Services</td>
<td>11,183 sq ft</td>
<td>11,183 sq ft</td>
<td>0%</td>
</tr>
<tr>
<td>User Spaces</td>
<td>16,390 sq ft</td>
<td>23,414 sq ft</td>
<td>+43%</td>
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PROJECTS

Building Neighborhoods
Ekstrom 3rd Floor (2015-)

CONTEXT
Moving campus priorities forward (Provost’s Scorecard)
Innovation Center / Student Spaces

PARTNER INPUT
Delphi Center for Teaching and Learning, Provost’s Office, LSAB

DATA
Benchmark survey data / Campus Strategic Plan / University scorecard / Delphi Center benchmarking
Collection analysis and use
PROJECTS

Ekstrom 3\textsuperscript{rd} Floor (2015-)

Scope
Ekstrom’s 3\textsuperscript{rd} floor – current bound journals / Former Writing Center Space / Monograph areas

Goals
Faculty innovation center / Create new student learning spaces / Aesthetics

Impact
Partnership helps complete 3\textsuperscript{rd} arm of the Robotic Retrieval System (RRS) / Campus exposure / Significant student space reallocation / Continuation of LSAB and SGA partnerships
PROJECTS

Building Neighborhoods
Ekstrom 3rd Floor (2015-)

Decision Making with Data

Proposed Reading Room

Expanded User Study Space

Faculty Technology Innovation Center
September 2014
How much does it hold??

- 32,180 LF @ 8 vols per ft. = 257,446
- 32,180 LF @ 10 vols per ft. = 321,800
- 32,180 LF @ 12 vols per ft. = 386,160
Decision Making with Data

Deaccession Rates

Deaccession rate (current) = 15K per year

Deaccession rate (est.) = 85K per 120 days
PROJECTS

Building Neighborhoods
Ekstrom 3rd Floor (2015-)

Decision Making with Data
Third Floor Bound Journals

180 Titles in 3rd floor zone

Popular titles (Available in other formats)

JSTOR Access

Indexes/Abstracts (Available online)

Print Journals

Other (stable) digital access

Wiley Titles

106 Titles in 3rd floor zone
Review Data for JSTOR Title Matches

Availability
- Are JSTOR files complete?
- Does JSTOR have all associated titles?
- Do we keep partial runs?

Use
- Are there known curricular uses for specific titles?
- Other patterns of use that warrant retention?

Condition
- Poor condition mitigates access concerns.
- Special features may warrant retention (e.g. maps).

Decision Making with Data
Qualitative Data

DISCARD or RETAIN?
Progressive Impact of decision making based on the use of assessment tools and methods engenders support for decisions and focused results.

1

Longitudinal Use of assessment tools and methods develops a reservoir of data from which to make strategic decisions.
2012 (Biennial)  
Assessment Led By: Library Assessment Cmt.

2013 – Recruited User Experience Librarian

2014 – 1E Assessment Project
2014 – Benchmark Survey

2015-16 – Expanded relationship with campus Institutional Research

Data Analysis

Multi-Methods Studies

Broad-based Benchmark Surveys

Collection Studies

Descriptive

Focus Groups, Town Halls
Advisory Board
Data
Prospective

Campus-wide
Retrospective

Longitudinal use of Assessment Tools and Methods
Progressive Impact of Library Assessment

- Library support of key institutional initiatives
  - 2015-

- Library and partner activities
  - 2014-15

- Library specific issues
  - 2012-13
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