

THE WHOLE PICTURE

One library's assessment activities

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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>

UNT

UNIVERSITY
OF NORTH TEXAS

A green light to greatness.™

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:

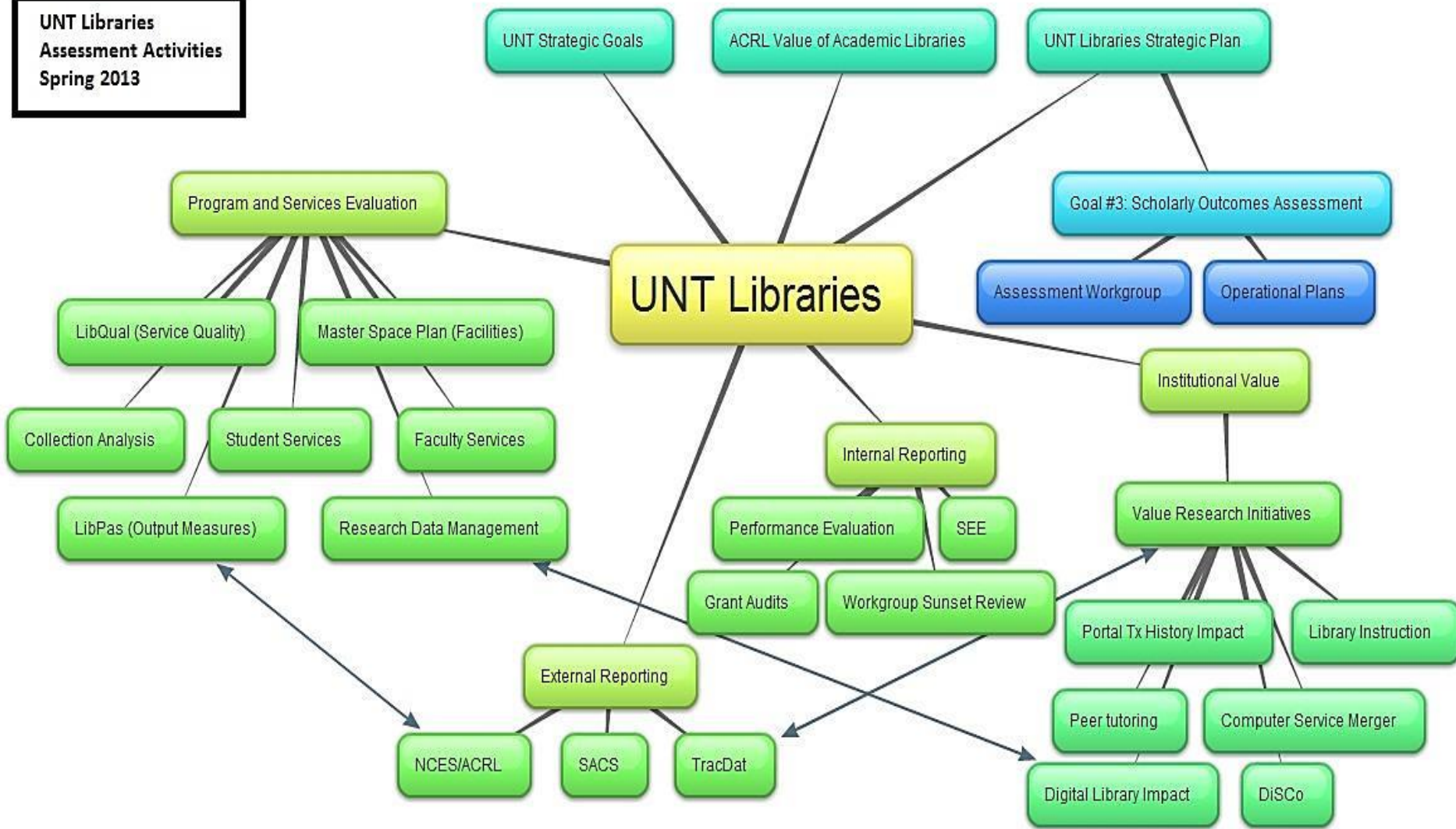
- student and faculty success,
- organizational performance, and
- progress in meeting strategic goals.

Assessment Workgroup

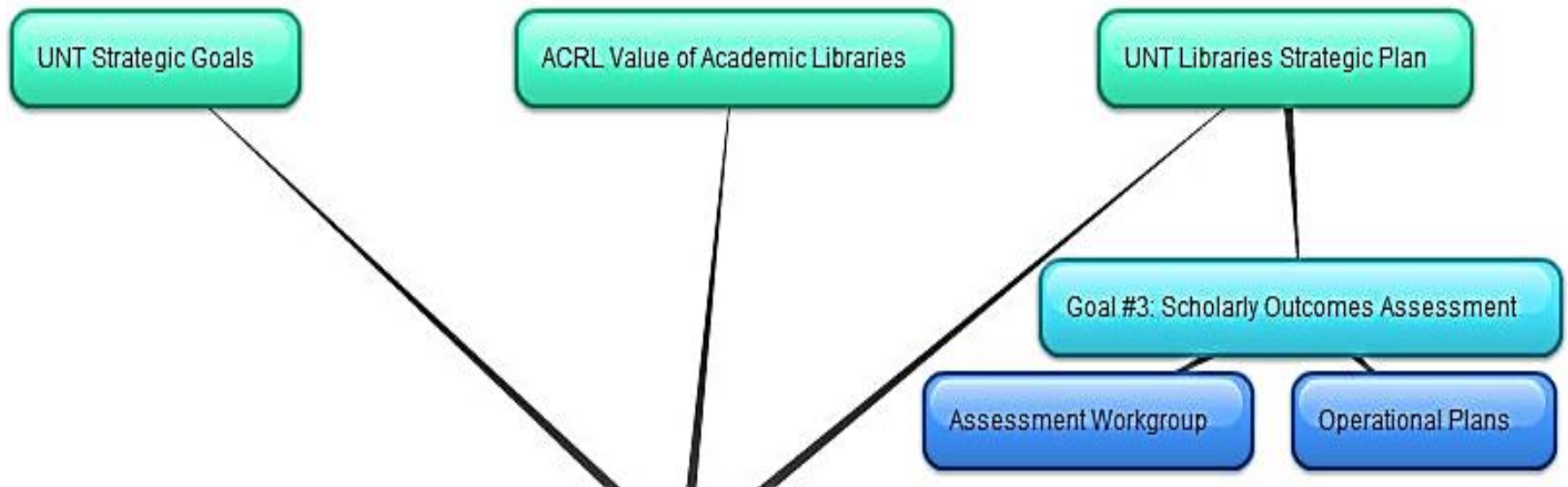
The Assessment Work Group will serve as a library-wide coordinating group for assessment activities.

The BUBBLE

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Assessment Activities
Spring 2013



Inputs Driving Assessment



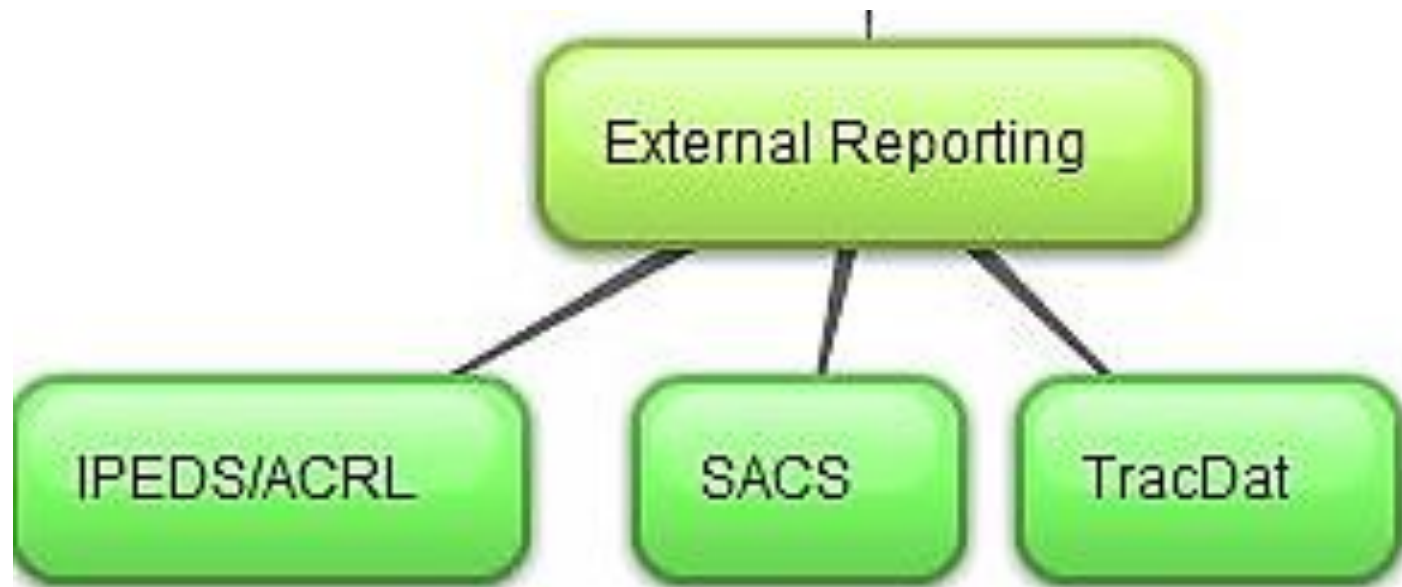
4 Types of Assessment

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

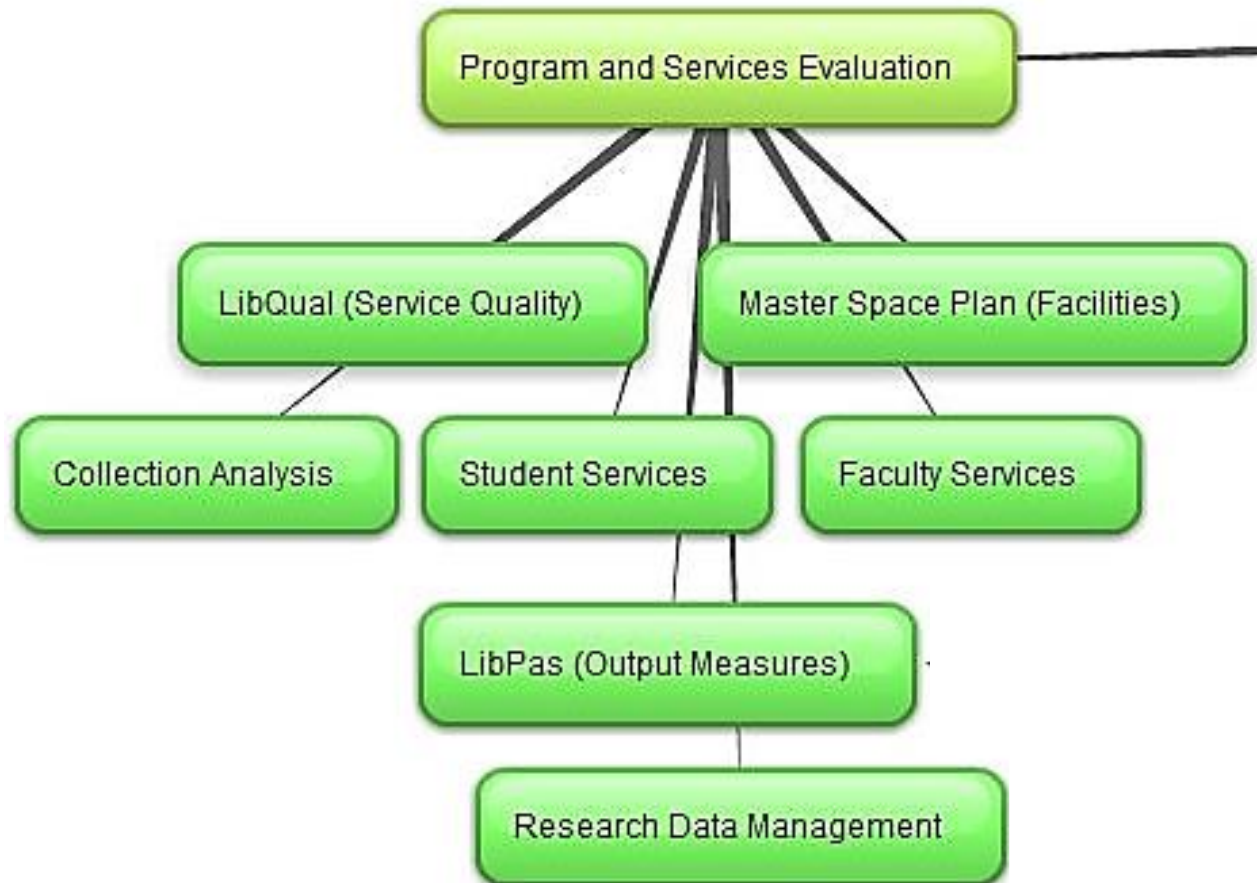
Internal Reporting



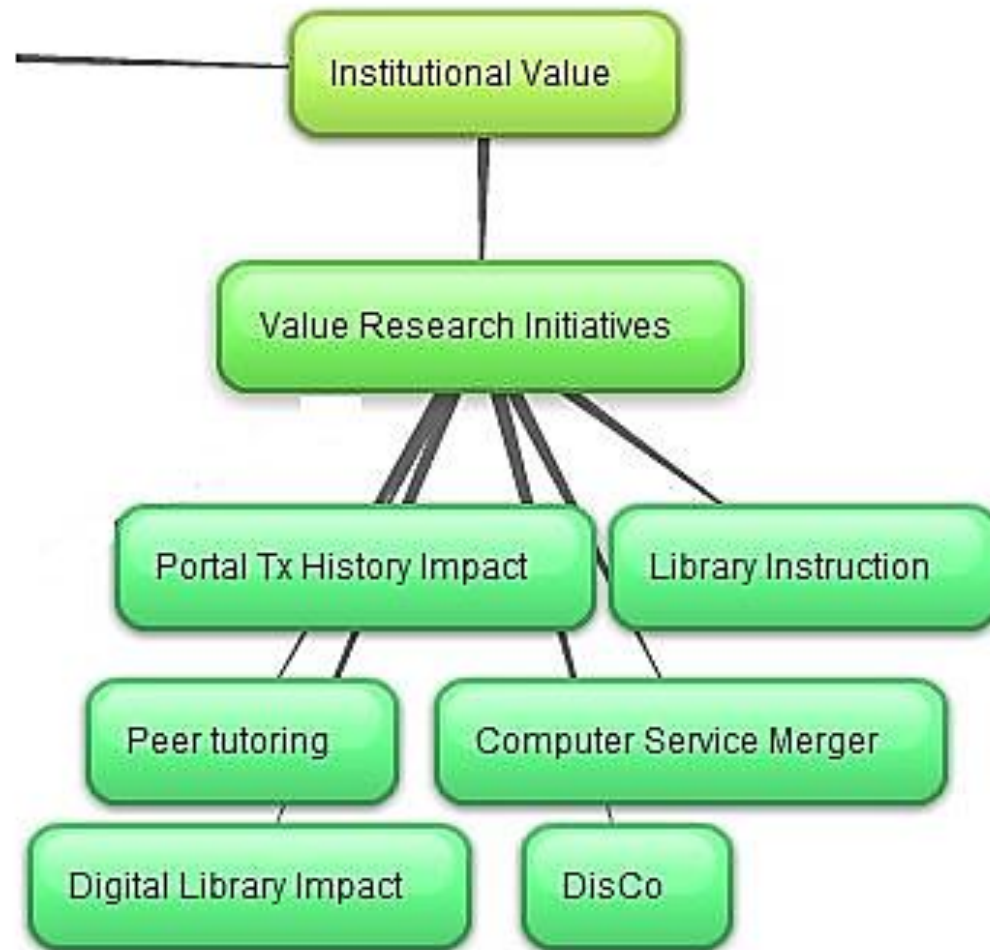
External Reporting



Evaluating Programs and Services

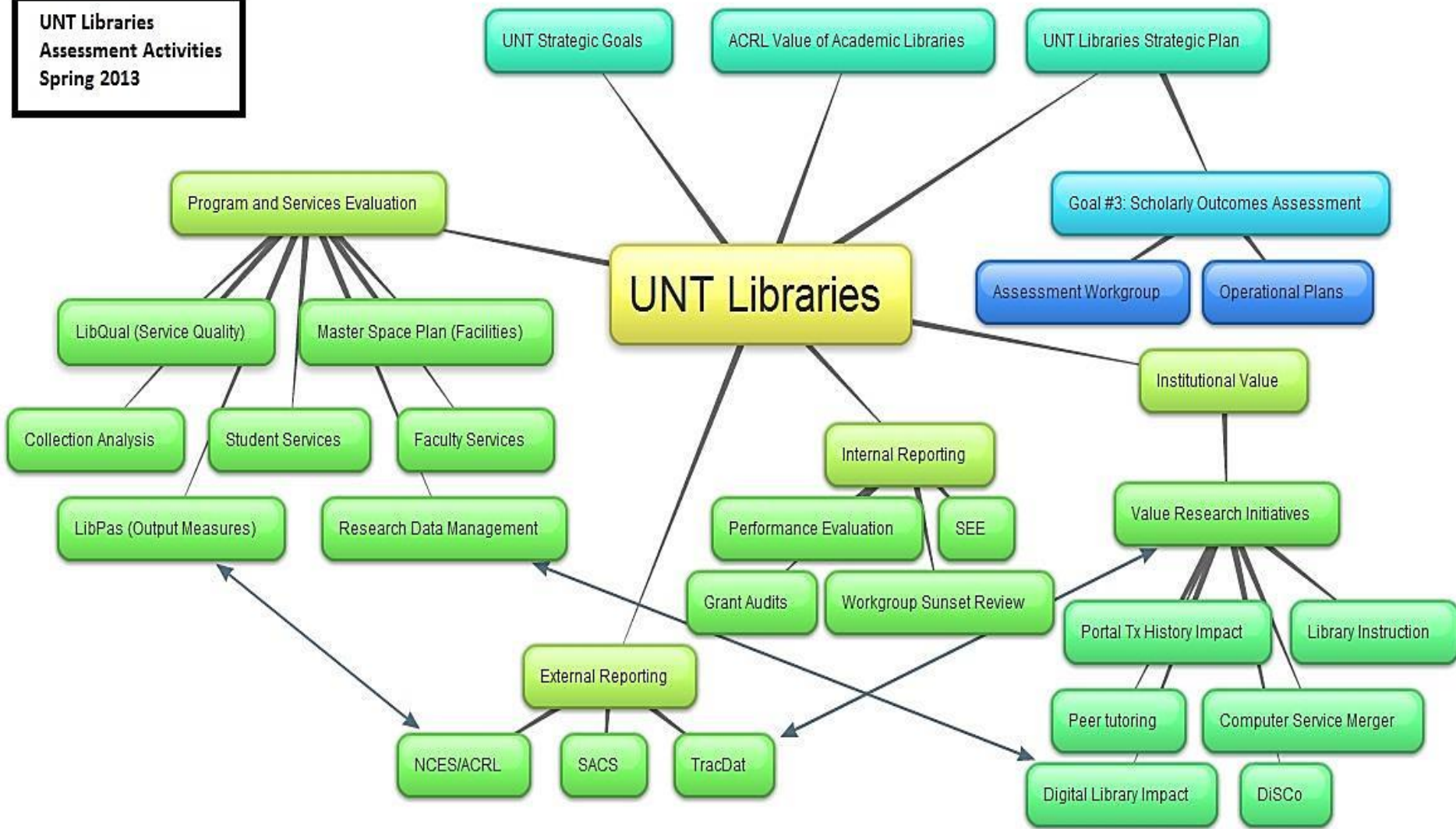


Institutional Value



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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

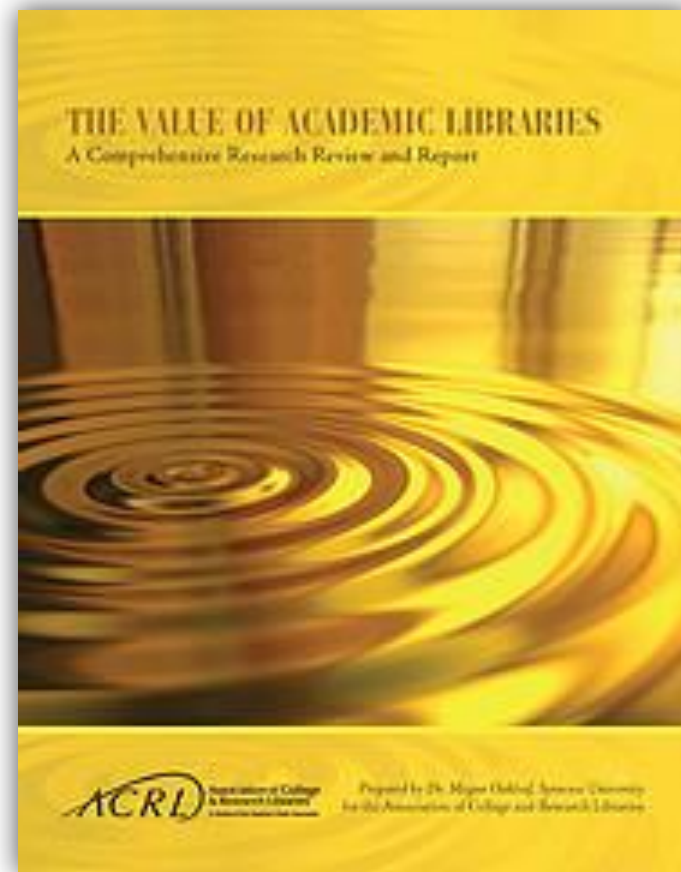
Student experience

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">• Student success• Student achievement• Student retention & graduation• Student learning• Faculty teaching
Expanded Research	<ul style="list-style-type: none">• Faculty research productivity• Faculty grants
Operational efficiency	<ul style="list-style-type: none">• Operational efficiency
Community Outreach	<ul style="list-style-type: none">• Student enrollment• Student experience• Institutional reputation or prestige

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

Value Research Initiative Proposals

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

Efficacy of Peer-Led Group Tutoring on Academic Success

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

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">• Fall-to-fall retention• Graduation rates
Faculty teaching	<ul style="list-style-type: none">• 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

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

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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