Working by Committee: Formal and Informal Assessment Collaborations-- Assessment Committees and Beyond

Southeastern Library Assessment Conference
October 22, 2013
Presenters

Michelle Brannen, University of Tennessee, Knoxville
Sojourna Cunningham, University of Tennessee, Knoxville
Regina Mays, University of Tennessee, Knoxville
Kathryn Crowe, University of North Carolina Greensboro
Dr. Sonya Shepherd, Georgia Southern University
About the University of Tennessee, Knoxville

- Public University
- Doctoral/Research Institution
- 20,829 Undergraduate students
- 6,189 Grad students
- 1,458 Faculty
About UTK Libraries

• Hodges Main Library
• Pendergrass AgVet Library
• DeVine Music Library
• Social Work Library (Nashville)
• 2.7 million volumes
• 69 Professional Staff
• 83 Support Staff
"A strategy is a plan of action with a shared understanding designed to accomplish a specific goal that focuses on how a given objective will be achieved."

- Joseph R. Matthews, Strategic Planning and Management for Library Managers
Brief History of UTK Assessment Planning Group

2002
• LibQual

2008
• Hiring of Assessment Analyst (Staff Position)
• Assessment Working Group

2011
• Hiring of Assessment Librarian
• Reformation of Assessment Planning Group
Forming an Assessment Committee

- Developing a Charge – Think Strategically
- Needs Based Group Formation
- Goal Planning & Brainstorming for Best Result
The mission of the Assessment Planning Group is to provide support for the achievement of the Libraries’ strategic goals and to facilitate continual improvement in meeting user needs by identifying assessment priorities, planning data-driven assessment activities, and communicating and acting on assessment results.

The Group also contributes to fostering a culture of assessment throughout the libraries.
UT Libraries Assessment Planning Group Membership

• Chaired by the Assessment Librarian
• Comprised of appointed members of the library faculty and staff, for a total of seven members
• Membership is for a limited two year term, with three new members rotating on each year
• A non-voting advisory body
• Meets monthly or as needed
Recent Activities of the Group

• Choosing assessment priorities and developing assessment plan
• Creating guiding values/principles for assessment program
• Consulting on assessment design
• Selecting local questions for LibQUAL+
• Communicating assessment results and plans
• Assisting in data collection efforts
Strategies and Projects to Demonstrate Value

1. Mission and Goals of University and Library
2. Build Projects Based Upon Goals
3. Commons Projects
4. Community Building/BRIDGE Program
5. GPA and Instruction Value
Assessment Outcomes

- Commons Renovations
- Expanded Open Hours
- Scholars Commons
- Stack Map
- Creation of New Library Positions

In June 2011 the Library Admin the group to explore the "scholar" of the study team are Margaret C. Radom, Rita Smith, Teresa Walker...

The term "scholars commons" has describe a specific set of scholars...
Assessment @ the UNCG University Libraries
Southeastern Library Assessment Conference
October 2013
Atlanta, GA
Kathryn Crowe
About UNCG

• Public University
• University of North Carolina system
• 17,500 students
• 1,000 faculty
About the University Libraries

- Jackson Library
- Schiffman Music Library
- 1.2 million book volumes
- 37,000+ e-subscriptions
- 500 databases
- Approximately 100 faculty and staff
Who is responsible for assessment?

- Associate Dean for Public Services coordinates
- Assessment and Institutional Effectiveness team established 2008
- Graduate student
Assessment Plan

• The UNCG University Libraries engage in ongoing and sustained assessment to ensure:
  ▫ The Libraries' collection, services and facilities are meeting user needs
  ▫ Planning and decision-making are based on informed evidence
  ▫ The Libraries are fulfilling its mission and goals
  ▫ The Libraries foster a culture of assessment
  ▫ The Libraries comply with UNCG institutional effectiveness requirements
Annual Assessment Plan

- Identify projects
- Determine method, outcome, team
- Tie to University Strategic Plan
- Post results on Assessment LibGuide
- Post report with follow up
Assessment @ UNCG

- Office of Planning & Assessment
- Institutional Research
- Student Affairs Assessment
- Institutional Effectiveness Committee
- Student Learning Enhancement Committee
- SACS reaffirmation in 2014
And now about some of our projects

What
Why
How
So what?
Libqual+™ 2008

- Improved signage
- Purchased new furniture
- Added vending
- Added additional computers/tech checkout
- Marketing campaign to UNCG staff
LibQual+™ 2012

- Improved quiet space signage
- Web page improvement
UNCG Staff Survey

- Conducted follow up survey
- Developed marketing campaign
  - Visited Staff Senate
  - Added to new staff orientation
  - Developed brochure
- Staff checkouts more than doubled between 2009 and 2013
Mystery Shopper

• Sought in-depth knowledge of user experience
• Administered first in 2010
• Developed training for staff and students
• Repeated in 2012 with improved scores
• Enhanced culture of excellent customer service
• Improved LibQual+™ service scores (7.47 to 7.92)
Digital Media Commons

- Conducted needs assessment survey in 2010
- Confirmed that there was no assistance at UNCG for students for media projects
- 70% of respondents indicated they would have appreciated help
Digital Media Commons opened in 2012!
Libraries’ spaces

- Collaborated with Interior Architecture class spring 2012
- Examined Jackson Library and Schiffman Music Library
- Provided staff presentations
- Posted projects with recommendations on blogs
- Informed new furniture selections for Schiffman Library
Schiffman Music Library

Before

After
## Diversity and Inclusion Survey

<table>
<thead>
<tr>
<th>Survey</th>
<th>Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Conducted with students Spring and Fall 2012</td>
<td>• Translator on web page</td>
</tr>
<tr>
<td>• Explored services and resources for diverse populations</td>
<td>• Welcome and Ask Us signs in different languages</td>
</tr>
<tr>
<td>• Received mostly positive results</td>
<td>• In-house staff training</td>
</tr>
<tr>
<td>• Determined there were some issues with international customers</td>
<td>• Support for staff to attend campus training sessions</td>
</tr>
<tr>
<td></td>
<td>• Improved collections in foreign languages</td>
</tr>
</tbody>
</table>
ClimateQUAL

• Conducted fall 2011
• Focused on three areas for improvement
  ▫ Rewards and recognition
  ▫ Teamwork among professional and paraprofessional employees
  ▫ Building trust in Administration

• Held focus groups and implemented:
  ▫ Staff Development Week
  ▫ Staff training events year round
  ▫ More frequent all-personnel meetings with town hall format
  ▫ Staff portal
Communication

- Annual assessment report
- Institutional Effectiveness report included in Libraries’ annual report to Provost
- Results shared in staff meetings
- Results posted on Lib Guide
Future plans

- Digital Media Commons and student learning
- Learning spaces
- Faculty research needs assessment
- High impact practices
Working by Committee:
Formal and Informal Assessment
Collaborations - Assessment Committees and Beyond

Sonya S Shepherd, MSLS, EdD
Library Assessment Officer
About Georgia Southern University
About Zach S Henderson Library
Library Assessment in the Past
Assessment @ Georgia Southern
Library Assessment Now
Rethinking Our Assessment Efforts
Library Annual Assessment Plan
Select Assessment Projects conducted
Communication
Future Assessment Plans
About Georgia Southern University

- Public University
- Doctoral/Research Institution (Carnegie Foundation for the Advancement of Teaching)
- Regional University serving Southeast Georgia
- Large Scale, Small Feel University
- Part of University System of Georgia
- 20,574 students
  - 17,993 (87%) - undergrads
  - 2,581 (13%) - grads
  - 16,739 (81%) - full-time
  - 3,835 (19%) - part-time
  - 10,625 (52%) - Female
  - 9,949 (48%) - Male
- 799 Full-time Faculty

1 University Factbook, Fall 2012
About the Zach S Henderson Library

- 1.6 million volumes
- 44,390 e-subscriptions
- 363 databases
- Federal Depository Library
- 19 Faculty
- 35 Staff

2 “About the Library” http://library.georgiasouthern.edu/about
Library Assessment in the Past

- Piecemill
- Not consistent/No coordination
- informal
- Mostly User Satisfaction
- Work flow
- No real communication between departments regarding shared library assessment
- Assessment plans derived most from Lib Admin
Assessment @ Georgia Southern

- Piecemeal
- Not consistent
- Done as needed
  - Office of Institutional Effectiveness
    - established 2011
  - Evidence Based Decision Making
    - began 2005
  - SACS
    - hurry & collect
  - Strategic Planning Committee
  - First Year Experience
  - Quality Enhancement Plan
  - Library Assessment - Admin Lead/Silos
Library Assessment Now

- Library Assessment Officer
  - Assessment Student Assistant
- Dean of the Library
- Associate Dean of the Library
- Department & Associate Department Heads
  - Information Services
  - Access Services
  - Systems
  - College & Resource Services
Rethinking Library Assessment Efforts

- Identify Existing Assessments Conducted
  - including Frequency
- Identify Assessment Tools/Measures Used
- Created Assessment Template/Inventory
  - Used to help write IE Report
Annual Library Assessment (IE) Plan

- Goal
- Objective
- Implementation Strategy
- Measure Tool(s) Used
- Data Collection Process
- Target(s)
- Findings & Analysis
- Action Plan

3 Submitted to Office of Institutional Effectiveness for review & feedback
Select Assessment Tools Conducted

- Select Assessment Projects conducted
  - LibQual+
  - Foy Music Listening Center
  - Worklife Survey
  - bibliographic Instruction
    - Student Learning Outcomes
    - Faculty Feedback
  - Distance Learning Survey
  - Discover Service Survey
  - Web Usability Testing
Communicating Assessment Results

- Submitted to Library Administrators & Management Team
  - Discussed at Department Heads Meetings
- Provided to Provost in Library Annual Report
- Submitted to Office of Institutional Effectiveness
- Discussed in library faculty & staff meetings
- Discussed at Library Convocation, Library Day
- Updates provided by email to library personnel
- Reports posted on library news blog
- Reports posted to Assessment Libguide
  - [http://library.georgiasouthern.edu/library-assessment](http://library.georgiasouthern.edu/library-assessment)
Future Assessment Plans

- **Collection Assessment**
  - book audit
  - e-book v. print book preference among students

- **Special Collections**

- **Communication**
  - marketing role of public services librarians

- **Customer Service**

- **Deep dive into LibQual results**
  - compare peer/aspirational institutions

- **Determine library impact on student achievement, retention, progression, graduation rates**
Presenter Contact Info

- Sojourna Cunningham - scunni16@utk.edu
- Michelle Brannen – brannen@utk.edu
- Regina Mays – rmays@utk.edu
- Kathryn Crowe – kmcrowe@uncg.edu
- Sonya Shepherd – sgaither@georgiasouthern.edu
Links

• UTK Assessment
  http://www.lib.utk.edu/assessment/

• UNCG Assessment LibGuide
  http://uncg.libguides.com/libassessment

• Georgia Southern Assessment
  http://library.georgiasouthern.edu/library-assessment