Emory Libraries Assessment Office

A Collaborative Model for Assessment

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Pat Culpepper, Program Coordinator, Assessment
Oana Tudorancea, Data Analyst, Institutional Research
Outline

1. Assessment at the Emory Libraries and the Assessment Integration Group (AIG). – Lars
2. AIG Accomplishments and Plans – Pat
3. Institutional Research - Oana
Organization Structure and Impact on Assessment

- Libraries and Information Technology (LITS)
- Emory Libraries
- Where is Assessment Happening?
- How is Assessment Used?
- Future plans
Where is Assessment Happening?

• Assessment happens across the organization
  – All the Libraries
    • Woodruff Main Library
    • Rose Manuscript, Archives, and Rare Book Library
    • Woodruff Health Sciences Library
    • Goizueta Business Library
    • MacMillan Law Library
    • Pitts Theology Library
    • Oxford College Library
  – Assessment Integration Group (AIG)
  – University / Office of Institutional Research
How is Assessment Used?

• Reporting, both internal and external
• Decision-making
• Planning
• Communicating the Libraries’ value and impact
Future Assessment Plans

• Library Survey
• Smaller, focused assessment efforts
• Understand library use through measuring:
  – Circulation (Alma), ILL, Aeon, etc.
  – Eresources
  – Building use data (e.g. gate count)
Formation of the Assessment Integration Group

• What was the problem?
  – Informal data stewards
  – Lack of consistency in assessment methods and definitions
  – New University data policy
  – The need to go beyond collecting and reporting
• How is AIG seen as responding?
  – Point person
• Who are the stakeholders?
  – Members
  – Library leadership
  – Units external to the library
AIG Challenges

– Membership
– Ownership
– Communication
– Decision-making
AIG Accomplishments To-Date

• Assessment Data Dictionary
• Partnership with Emory’s Office of Institutional Research
• Emory Libraries Survey, 2017
• Data Management Policy Rollout
AIG’s Focus for 2017-18

• Communicating Library Impact
  – You spoke. We listened.
  – Emory Libraries on Tableau Server
  – In partnership with Campus and Community Relations (CCR)
You spoke.

We listened.

Emory Libraries Survey 2017
You spoke. We listened. Emory Libraries Survey 2017

“We need more outlets in popular study spaces.”

Recharge on Level 1 – redesigned with more space for collaboration and individual study.

“How can the library help me with my classes?”

Check out the Find It, Use It, Get Help research guide – an easy index to key library resources and services.

emorylib.info/spoke-listen
Emory Libraries on Tableau Server

- Library Use Reporting
- Visitor Reporting
- ARL and ACRL Data Analysis
- Survey Results
## All, FY 2017

### Card Access, Overall Summary

![Graph showing card access over the fiscal year with data points for each month.]

<table>
<thead>
<tr>
<th>Month</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>119,141</td>
<td>121,853</td>
<td>111,556</td>
<td>64,085</td>
<td>66,191</td>
<td>102,945</td>
<td>88,246</td>
<td>130,513</td>
<td>23,456</td>
<td>13,567</td>
<td>7,610</td>
<td>38,917</td>
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<tr>
<td>Faculty</td>
<td>5,567</td>
<td>5,205</td>
<td>4,700</td>
<td>3,442</td>
<td>4,712</td>
<td>5,422</td>
<td>5,225</td>
<td>4,872</td>
<td>3,880</td>
<td>3,751</td>
<td>1,905</td>
<td>4,134</td>
</tr>
<tr>
<td>Staff</td>
<td>6,212</td>
<td>6,108</td>
<td>6,521</td>
<td>4,302</td>
<td>5,438</td>
<td>5,886</td>
<td>6,740</td>
<td>5,801</td>
<td>5,590</td>
<td>5,769</td>
<td>3,070</td>
<td>6,005</td>
</tr>
<tr>
<td>Total</td>
<td>11,841</td>
<td>11,357</td>
<td>10,380</td>
<td>7,786</td>
<td>10,228</td>
<td>11,374</td>
<td>12,022</td>
<td>10,720</td>
<td>9,508</td>
<td>9,563</td>
<td>5,005</td>
<td>10,197</td>
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</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Pre-start</th>
<th>Retired</th>
<th>Sponsored</th>
<th>Unknown</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Pre-start</td>
<td>65</td>
<td>68</td>
<td>46</td>
<td>42</td>
<td>336</td>
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<tr>
<td>Retired</td>
<td>129</td>
<td>136</td>
<td>115</td>
<td>16</td>
<td>886</td>
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<tr>
<td>Sponsored</td>
<td>237</td>
<td>169</td>
<td>184</td>
<td>136</td>
<td>1,872</td>
</tr>
<tr>
<td>Unknown</td>
<td>97</td>
<td>94</td>
<td>58</td>
<td>40</td>
<td>408</td>
</tr>
<tr>
<td>Total</td>
<td>528</td>
<td>467</td>
<td>403</td>
<td>246</td>
<td>3,500</td>
</tr>
</tbody>
</table>

**Grand Total:** 131,510
July, August, September 2017
Gates at Woodruff Health Sciences Library were down for renovation for July, August, and the first week of September. Library users with an Emory Card were required to sign in as visitors, resulting in a spike in visitors for this period.
2017 Emory Libraries Survey Response Rates

Overall Response Rate for All Academic Units 14.8%

Response Rates by Role

- Faculty: 11.1%
- Student: 16.2%

Response Rates by Student Level

- Graduate: 17.8%
- Undergraduate: 14.8%

Response Rates by Gender

- Man: 12.1%
- Woman: 17.0%

Response Rates by Race/Ethnicity

- American Indian: 34
- Asian: 1324
- Black or African American: 1853
- Hispanic: 145
- International: 2405
- Male: 429
- Native Hawaiian or Other Pacific Islander: 672
- Not specified: 9658
- White: 100%

Note: The School of Medicine includes results for Allied Health. Five faculty members with primary appointments in non-academic units are counted in the overall response rates and not in the rates calculated by demographic (these faculty did not complete the survey).
Campus Surveys

Please consult the University Survey Calendar to view the list of current survey projects.
External Reporting
Program Development & Evaluation
Assessment

SURVEY PROJECTS
External Reporting
Program Development & Evaluation
Assessment

SURVEY PROJECTS
External Reporting
Program Development & Evaluation
Assessment

SURVEY PROJECTS
Review/Finalize Survey Draft
Generate Panel
Administer Survey
Clean & Analyze Data
Generate Reports
Additional Data Requests

IR SUPPORT
Review/Finalize Survey Draft
Generate Panel
Administer Survey
Clean & Analyze Data
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IR SUPPORT
The Emory Libraries 2017 Survey was administered, and results compiled by Emory’s Office of Institutional Research (IR).

Survey results are available for review and analysis at IR’s Tableau Project Page (login with netid): https://tableau.emory.edu/#/workbooks/490
### ECAS Senior Exit Survey

This survey is currently LOCKED to prevent invalidation of collected responses.

#### Data Analysis

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
<th>Column N%</th>
<th>Count</th>
<th>Column N%</th>
<th>Count</th>
<th>Column N%</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>782</td>
<td>72.0%</td>
<td>821</td>
<td>68.2%</td>
<td>782</td>
<td>69.0%</td>
</tr>
<tr>
<td>2014</td>
<td>227</td>
<td>20.8%</td>
<td>279</td>
<td>23.2%</td>
<td>254</td>
<td>22.4%</td>
</tr>
<tr>
<td>2015</td>
<td>28</td>
<td>2.6%</td>
<td>33</td>
<td>2.7%</td>
<td>26</td>
<td>2.3%</td>
</tr>
<tr>
<td></td>
<td>51</td>
<td>4.7%</td>
<td>70</td>
<td>5.8%</td>
<td>72</td>
<td>6.3%</td>
</tr>
</tbody>
</table>

#### Academic Units

**2016**

- All Academic Units: 1,891
- UBUS: 182

**2017**

- All Academic Units: 1,949
- UBUS: 133

### Survey Toolkit

- **Event Management**
- **Data Analysis**
- **Survey Flow**
- **Survey Options**
- **Tools**
**PROS:**
Efficiency
Flexibility
Exploration

**CONS:**
Data Structures
Audience Buy-In
Consider the Audience
Interactive vs. Static
Anticipate Needs
Automate Reports
Consider the Audience
Interactive vs. Static
Anticipate Needs
Automate Reports

DATA VISUALIZATION PLAN
Consider the Audience
Interactive vs. Static
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DATA VISUALIZATION PLAN
QUESTIONS?