Strategic Assessment: Aligning with your University’s Strategic Plan

Kathryn M. Crowe
Associate Dean for Public Services
University of North Carolina at Greensboro (UNCG)
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Recommendations from ACRL:

• Match Library Assessment to Institution’s Mission
• Include Library Data in Institutional Data Collection

ACRL Academic Library Impact: Improving Practice and Essential Areas to Research, 2017
Outline for today:

• Strategic planning and assessment processes at UNCG
• Libraries’ strategic planning process
• Libraries’ assessment planning process
• Putting it all together
• You get to plan!
About UNCG

• Public University
• University of North Carolina system
• 19,922 students
• 1,056 faculty
About the University Libraries

- Jackson Library
- Schiffman Music Library
- 1.2 million book volumes
- 844,000 e-books
- 90,000+ e-journals
- 600+ databases
- Approximately 100 faculty and staff
Libraries’ annual strategic planning process
Annual Strategic Planning and Assessment Cycle at UNCG

- Identify Objectives, Measures, Targets
- Gather data (Findings A)
- Analyze Data (Finding B)
- Identify Improvements (Action Plans)
- Implement Improvements (Follow-ups)
  Closing the loop
New Chancellor – New Strategic Plan!

Big Ideas

Giant Steps

Transformation
Outline of UNCG plan

Areas of Transformation

• Vibrant Communities
• Health & Wellness
• Global Connections

Areas of Focus

• Student Transformation
• Knowledge Transformation
• Regional Transformation
Connecting Libraries’ goals to UNCG goals

• Goal: Undertake an information fluency initiative in order to expand information fluency on campus and in the community

• Vibrant Communities
  • Student Transformation
  • Knowledge Transformation
  • Regional Transformation
Connecting Libraries’ goals to UNCG goals

• Make UNCG an OER leader within the state in order to reduce the cost of a college education for our students

• Vibrant Communities
  • Student Transformation
  • Knowledge Transformation
  • Regional Transformation
Libraries’ annual assessment planning

- Assessment team
- Annual plan identifies projects
- Assign project team
- Determine assessment method
- Post report at the end of the year with results
Aligning assessment with planning goals

- Information literacy
- Renovations in Schiffman Music Libraries
- Furniture purchases
- OER
- Student success study
- Information literacy assessment
- Needs assessment
- Student survey
- Observational studies
- Student survey
Tying it together

- Institution strategic plan
- Library strategic plan
- Library assessment
And now it’s your turn!

• Mini (or micro?) workshop
• Pair up or gather a group
• Discuss and complete worksheet
• Let’s talk!
Recommendations

- Use strategic planning and assessment to show value of the library
  - Participate in campus planning and assessment committees
  - Submit data to campus system
  - Design assessment and strategic planning around university goals
  - Tell your story!
## Worksheet

<table>
<thead>
<tr>
<th>Identity a Library goal</th>
<th>Connect it to a University goal</th>
<th>What metric would provide evidence that you achieved your goal?</th>
<th>What assessment method would support your goal?</th>
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More information

- **UNCG Libraries’ Assessment LibGuide**
  - Annual assessment plan and report
  - Annual strategic plan submitted to Office of Assessment and Accreditation
  - Reports on all assessment projects
- **UNCG Libraries’ Mission, Values, Goals**
- **UNCG’s Strategic Planning**
- kmcrowe@unCG.edu