Strategic Assessment: Aligning with your University’s Strategic Plan

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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

- Goals
- Metrics
- Responsibility
- Annual plan
- Action items
Annual Strategic Planning and Assessment Cycle at UNCG

Identify Objectives, Measures, Targets

Gather data (Findings A)

Identify Improvements (Action Plans)

Implement Improvements (Follow-ups)
Closing the loop

Analyze Data (Finding B)
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
- Student success study
- Information literacy assessment
- Needs assessment
- Student survey
- Observational studies
- Student survey
- Renovations in Schiffman Music Libraries
- Furniture purchases
- OER
Tying it together
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**
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