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

1. Identify Objectives, Measures, Targets
2. Gather data (Findings A)
3. Analyze Data (Finding B)
4. Identify Improvements (Action Plans)
5. 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
- 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

- 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!
<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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Worksheet
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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