

Categories	Suggestions	Standardizable? Y/N	Primary Audience?	Potential metric? Y/N	Notes
<b>Outcomes data</b>					
	<i>library usage on GPA and retention</i>	N	Campus & Library Administration	N	
	library instruction on GPA and retention	N	Campus & Library Administration	N	
	library outreach and student engagement	N	Campus & Library Administration	N	
	late night library tutoring on student GPA	N	Campus & Library Administration	N	
<b>Inputs/Outputs</b>					
<b>Spaces &amp; Equipment</b>	<b>24/7 or 24/5 space availability*</b>	Y	incoming students	Y	
	Renovated in the past 5 years, or plan to in the next 5	N	incoming students/parents	N	
	<b>Availability of equipment in library, or for checkout: cameras, headphones, charges, high-end calculators, laptops, etc.</b>	Y	incoming students/parents	Y	cost-savings
	<b>Availability of major and expensive software and hardware (i.e. video editing software)</b>	Y	incoming students/parents	Y	cost-savings
	<b>Percentage of textbooks and course materials on reserve</b>	Y	incoming students/parents	Y	cost-savings
	Self-service check-out	Y	incoming students/parents		
	Ratio of seats available (seats, carrels, study tables) vs. seats filled on average/actual use	N	incoming students/parents		
	# of library hours open	Y	incoming students/parents		
	quiet or group study work zones	Y	incoming students/parents		
	individual vs. group study space	Y	incoming students/parents		
	number of libraries, # of buildings	Y	Library administration; ARL, ACRL, etc.		
	computer availability	Y	incoming students/parents		cost-savings

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	Free or low-cost printing and scanning services	Y	incoming students/parents		cost-savings
Services	Reference counts (in-person, virtual)	Y	Library administration;ARL, ACRL, etc.		
	Instruction counts (classes, people reached)	Y	Library administration;ARL, ACRL, etc.		
	Number of credit courses	Y	Library administration;ARL, ACRL, etc.		
	Availability of virtual help services, or # hours of virtual help	Y	?		
	Number of one-on-one consultations between librarians and students	Y	Library administration;ARL, ACRL, etc.		Will a student understand what a "consultation" means? Perhaps if described by a current student who was helped using this service.
	free late-night tutoring	Y	incoming students/parents		cost-savings
	library staff to student ratio	Y	library administration;ARL; ACRL, etc.		
	security		incoming students/parents		
	Percentage of all library staff with MLS or other advanced degree	Y	incoming students/parents	Y	caveat: just because a librarian has an advanced degree, does not mean that he/she is a good librarian
Collections & Access	Number of databases, serial titles, and e-books, in addition to number of print books	Y	incoming students/parents	Y	
	Number of website visits, number of sign-ins	Y	library administration;ARL; ACRL, etc.		
	Amount downloaded or printed	Y	library administration;ARL; ACRL, etc.		
	Digital/institutional repositories and their usage or downloads	Y	library administration;ARL; ACRL, etc.		Library lingo: "institutional repository"

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	Major, unique collections	N	incoming students/parents		hard to quantify
	Scholarly output of faculty and graduate students	N	campus and library administration;ARL; ACRL, etc.		
	coursepacks	Y	incoming students/parents		cost-savings
	textbooks/electronic reserves	Y	incoming students/parents		cost-savings
	amount of resources per student	Y	campus and library administration;ARL; ACRL, etc.		
	collections quality for the size of campus	Y			
	<b>Collections size relative to student population</b>	Y	incoming students/parents	Y	
<b>Student Engagement</b>	<b>Student employment opportunities (e.g., work study positions)</b>	Y	incoming students/parents	Y	
	Availability of writing or other non-library services in the library	N	incoming students/parents		
	Pleasure reading collections	Y	incoming students/parents		
	Popular media/films	Y	incoming students/parents		
	<b>Food/drink and other amenities in the library</b>	Y	incoming students/parents	Y	
	Availability of makerspaces	Y	incoming students/parents		Would these spaces being meaningful to incoming students?
<b>Other</b>	NSSE library module, COFHE, LibQUAL+	Y	library administration;ARL; ACRL, etc.		examples of grassroots advocacy for marketing and assessment
<a href="https://docs.google.com/spreadsheets/d/12buNME0oHaa4QOywN8jGcXz31pqTM7EQ0UxIYCF06M/edit?usp=sharing">https://docs.google.com/spreadsheets/d/12buNME0oHaa4QOywN8jGcXz31pqTM7EQ0UxIYCF06M/edit?usp=sharing</a>					
Note: bold items are our suggested metrics* because they seem to fit the parameters of audience (incoming students and parents) and standardization.					