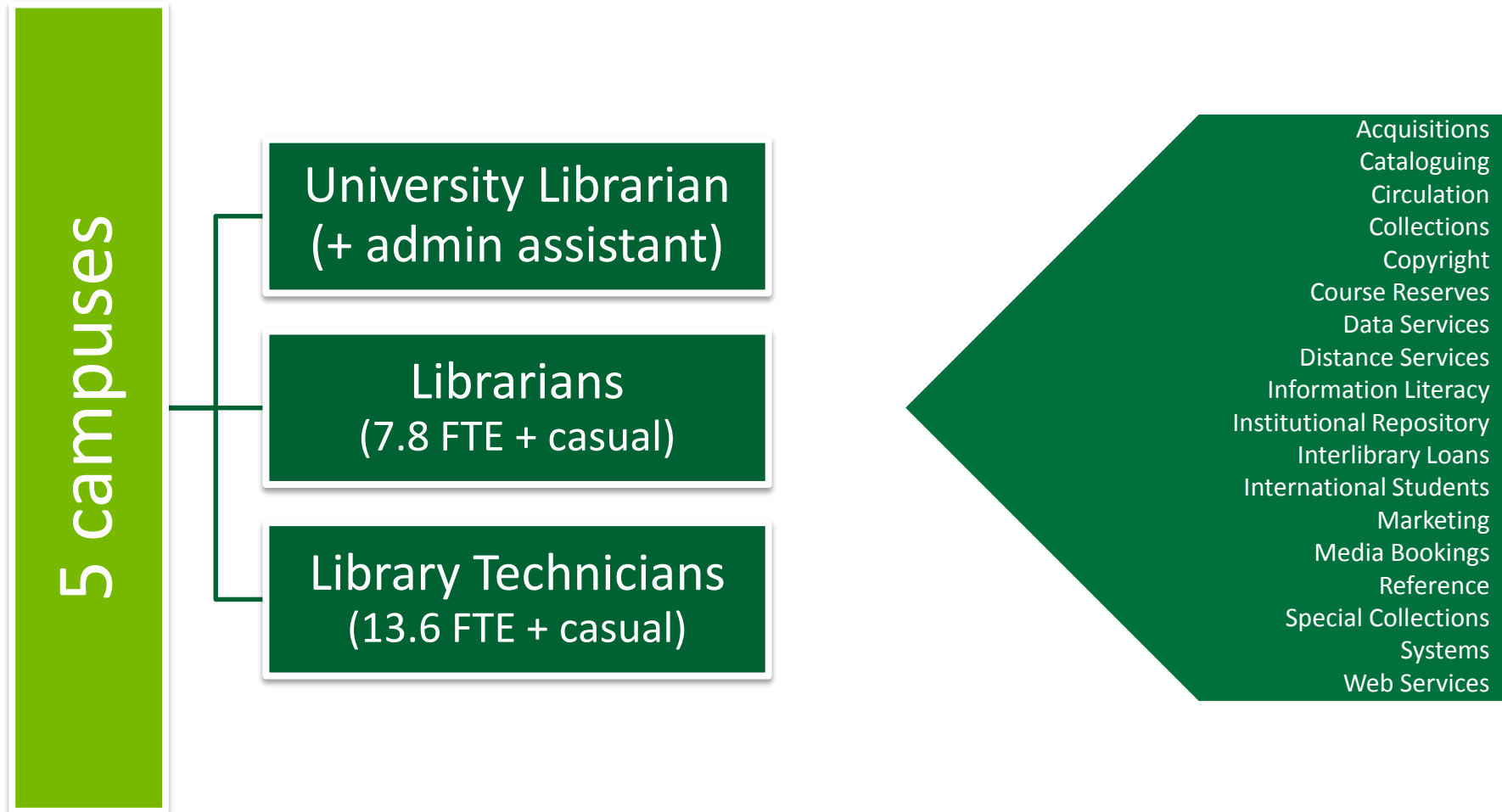


Assessment @ UFV

Colleen Bell, Information Literacy & Web Services Librarian

3x3 in Search of an Assessment Plan :: BC Library Conference :: April 20, 2017

General Context



Assessment Context

[For many years I've believed that]
optimism is the faith
that leads to achievement.

~ Helen Keller

In Search of a Plan

[Now] my optimism wears
heavy boots and is loud.

~ Henry Rollins

Data Audit

- We like to count
 - things
 - people
 - transactions
- We sometimes make use of our data
- We don't often talk to our stakeholders



Data, Data
Everywhere...

Types of Data

- Collection counts
- Service use
- Resource use
- Technology use
- Facility use
- Operations
- Institutional
- Benchmark
- Time/Effort

What data live
in *your* library?
(who, what, when,
where, why, how)


Data Tools

- Excel
- Google Analytics + Data Studio
- BlueCloud Analytics
- LibInsight
- Dedoose
- Tableau
- [Suma]

No one tool
to rule them
all

Methodologies

- Census
- Ethnographic methods
- Focus group
- Micro-assessment
- Return on investment (ROI)
- Survey
- Usability/UX
- Mixed methods
 - Quantitative + Qualitative



No one
method to
rule them all

Metrics

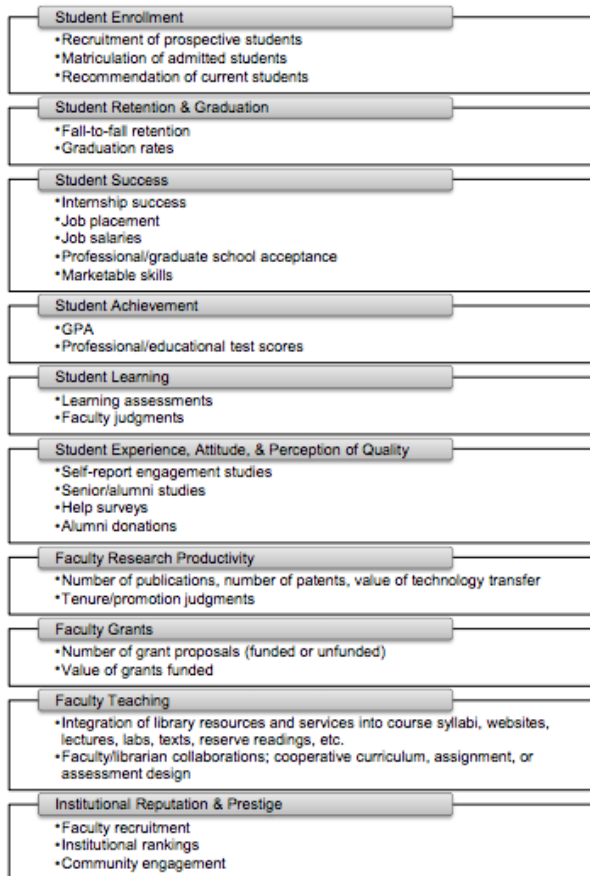


Figure 1. Areas of Library Value and Potential Surrogates

Areas of
Library Value
and Potential
Surrogates
(Oakleaf, 2010, p. 19)

The Bigger Picture

“Few libraries exist in a vacuum, accountable only to themselves. There is always a larger context for assessing library quality, that is, what and how well does the library contribute to achieving the overall goals of the parent constituencies.”

(Pritchard, 1996, p. 593)

Creating the Plan

- Purpose of assessment
- Underlying theories of assessment
- Links to institution's strategic documents
- Structures for coordination and carrying out of assessment activities
- Priorities (what is possible, necessary, &/or desired)
- Data policies (data gathering, storage, access, reporting, privacy)
- Overarching goals and specific, measurable outcomes
- Timelines for assessment activities



Services
Operations
Facilities
Collections

References

Oakleaf, M. (2010). *Value of academic libraries: A comprehensive research review and report*. Association of College & Research Libraries. Retrieved from http://www.acrl.ala.org/value/?page_id=21

Pritchard, S. M. (1996). Determining quality in academic libraries. *Library Trends*, 44, 572-594. Retrieved from <https://www.ideals.illinois.edu/handle/2142/999>

A large, stylized green leaf graphic that curves across the middle of the slide, framing the central text.

Questions?
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