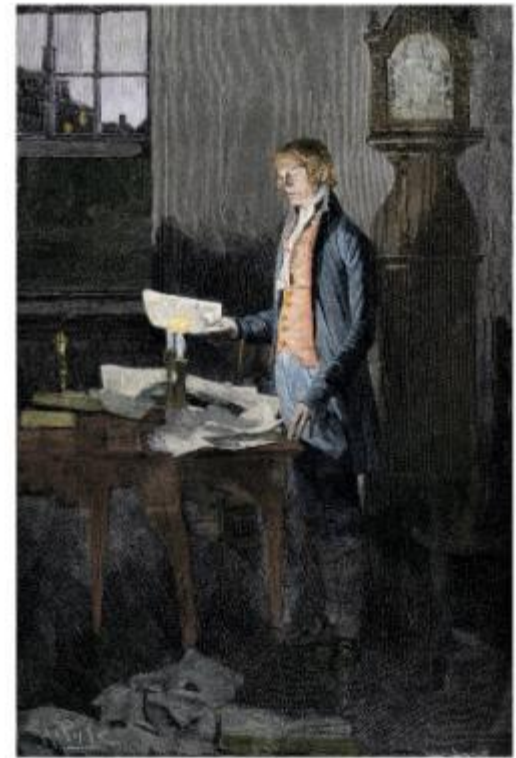


# Evolution or Revolution?

## Strategies for Demonstrating the Library's Impact in a New World of Assessment

*While you're getting settled:*

- ❖ Please jot down questions you'd like the panel to address at the end of the presentation.
- ❖ Use the small notecards.



EVOLUTION OR  
REVOLUTION?  
STRATEGIES FOR  
DEMONSTRATING THE  
LIBRARY'S IMPACT IN A  
NEW WORLD OF  
ASSESSMENT



Megan Oakleaf  
Michelle Millet  
Rachel Fleming-May  
ACRL National Conference 2011

hashtag: #revorevacrl11

# Agenda:



- Engage with your institution
- Document and communicate value
- Implement value-demonstrating strategies
- Overcome barriers
- Engage in research

# Suggestion:

Think of an issue your library is currently grappling with. What kinds of data do you need in order to move forward? (Use the larger note cards.)



INCENDIE DE NEW-YORK.

**ACTIVELY ENGAGE IN THE  
ASSESSMENT CONVERSATION  
ON YOUR CAMPUS**



Become an expert on the goals and concerns of stakeholders outside the library.



Become engaged with the larger assessment conversation at your institution.



# Collaborate.

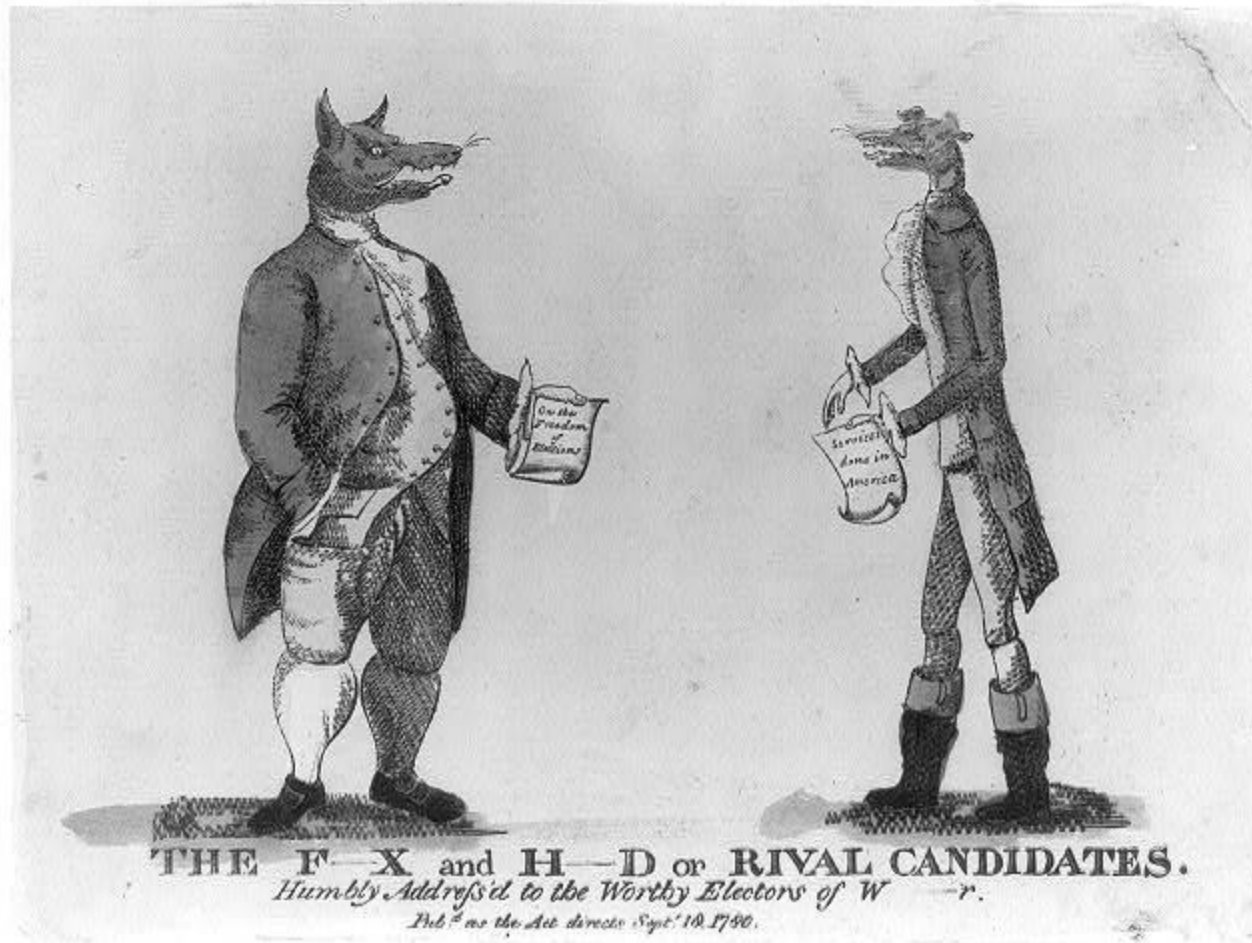


Work with the office of assessment.





Be prepared to give faculty feedback on student learning or lack thereof.



Use other words than “assessment” with faculty.





DOCUMENT &  
COMMUNICATE  
VALUE



# Create library assessment plans.



# Develop an institution-specific value matrix.



# Take stock of current assessment efforts.



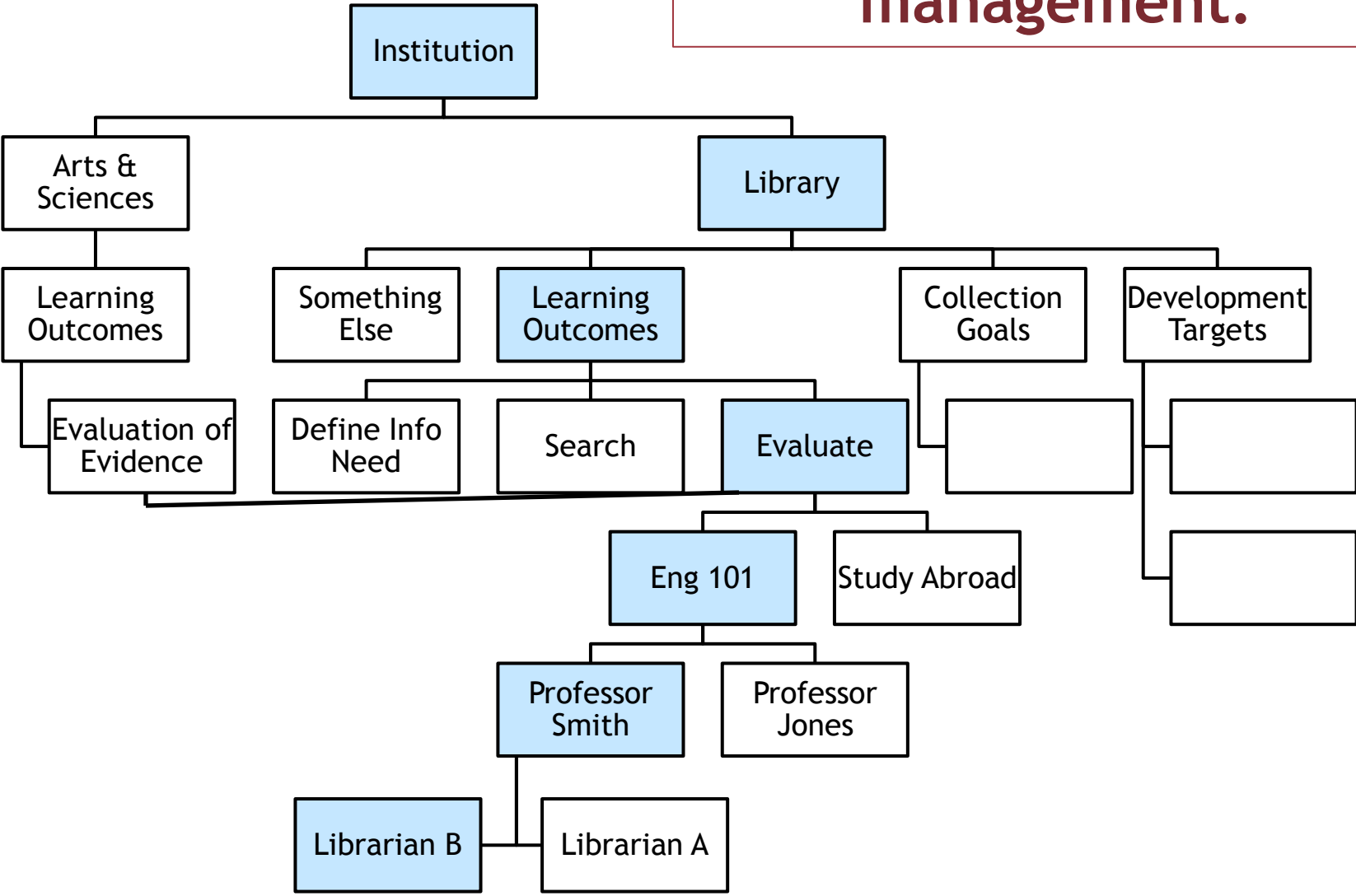
# Identify measures that need to be added to current assessment plan.



1. La Vache à lait, représente le Commerce de la Grande-Bretagne.
2. Le Congrès est représenté par l'Américain, qui est occupé à entourer à la vache ses forces naturelles, et ses armes défensives, en lui secant ses cornes, dont l'une est déjà par terre, et l'autre prête à tomber.
3. Un Hollandais, de bonne humeur, profitant des circonstances, s'occupe à tirer la pauvre vache.
4. et 5. Derrière la vache sont ses Français et son Espagnol; le premier, d'un air très-averté, emporte une jatte pleine de lait; et le second, tenant dans sa main une massue, semble en attendre sa part.
6. Le vaincu de guerre Anglais, nommé l'Anglais, à quelque distance de Philadelphie, paraît d'ailleurs avec sa

- et sans arrières; le reste de la flotte hors de vue, personne ne sachant où elle est.
7. Les deux Frères, dans Philadelphie, concourent, et éloignent de la flotte et de l'armée.
8. Le Lion Britannique profondément endormi, ne sent pas qu'un petit degue, fort étouffé, marche sur son dos, et semble ne s'apercevoir de rien.
9. A côté du lion, on voit un Anglais en deuil, dans une attitude de désespoir, hors d'état d'aller à la messe, pour punir tous ces usurpateurs de ses propriétés régulières, et des propriétés de ses Sujets.

# Create or adopt systems for assessment management.



# Develop systems to collect data on individual library user behavior.





Hash out issues and concerns related to maintenance of patron privacy.

# For example...

## Student

- Logs in to automated survey software with UTK user ID (netID)
- Completes survey, submits

## Survey

- Routed to Office of Information Technology

## Office of Information Technology

- Harvests data using net ID
- Substitutes random identifier
- Discards NetID

## Library

- Receives survey data
- Now anonymous
- Individual survey attached to random identifier:

  - GPA
  - Credit hours earned
  - Year enrolled
  - Demographic data

SELECT VALUE-  
DEMONSTRATING  
STRATEGIES TO IMPLEMENT  
IN YOUR LIBRARY



**Enhance library  
contribution to  
student job success.**



# Review and determine the impact of course content, readings, reserves, and assignments.



**Appoint liaison librarians to support senior institutional leadership and/or offices of assessment or institutional research.**

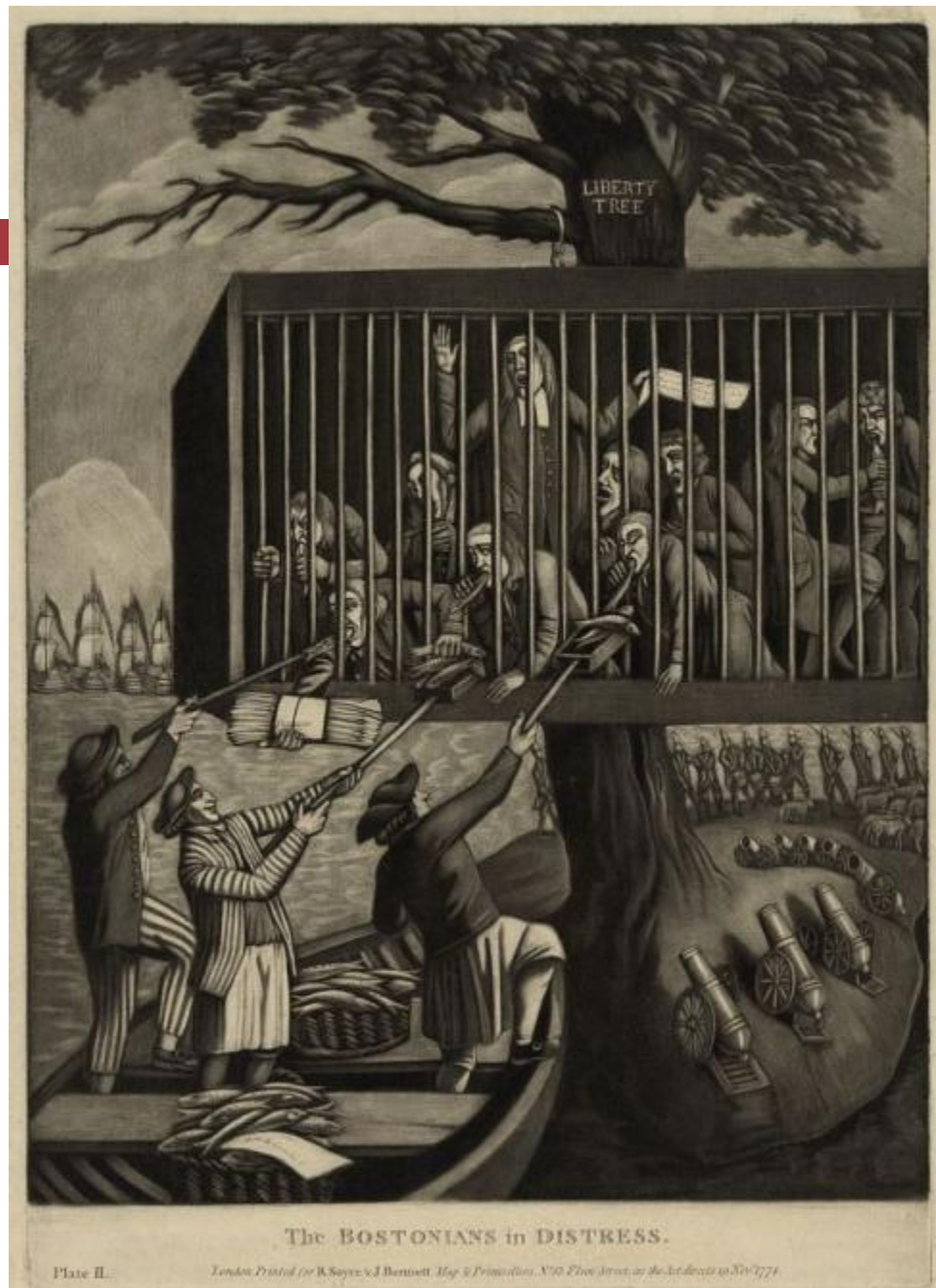


Plate II.

London Printed for W. Baynes & J. Bennett, Map & Printers, No. 11, Fleet Street, by the Act directed in Novr 1771.

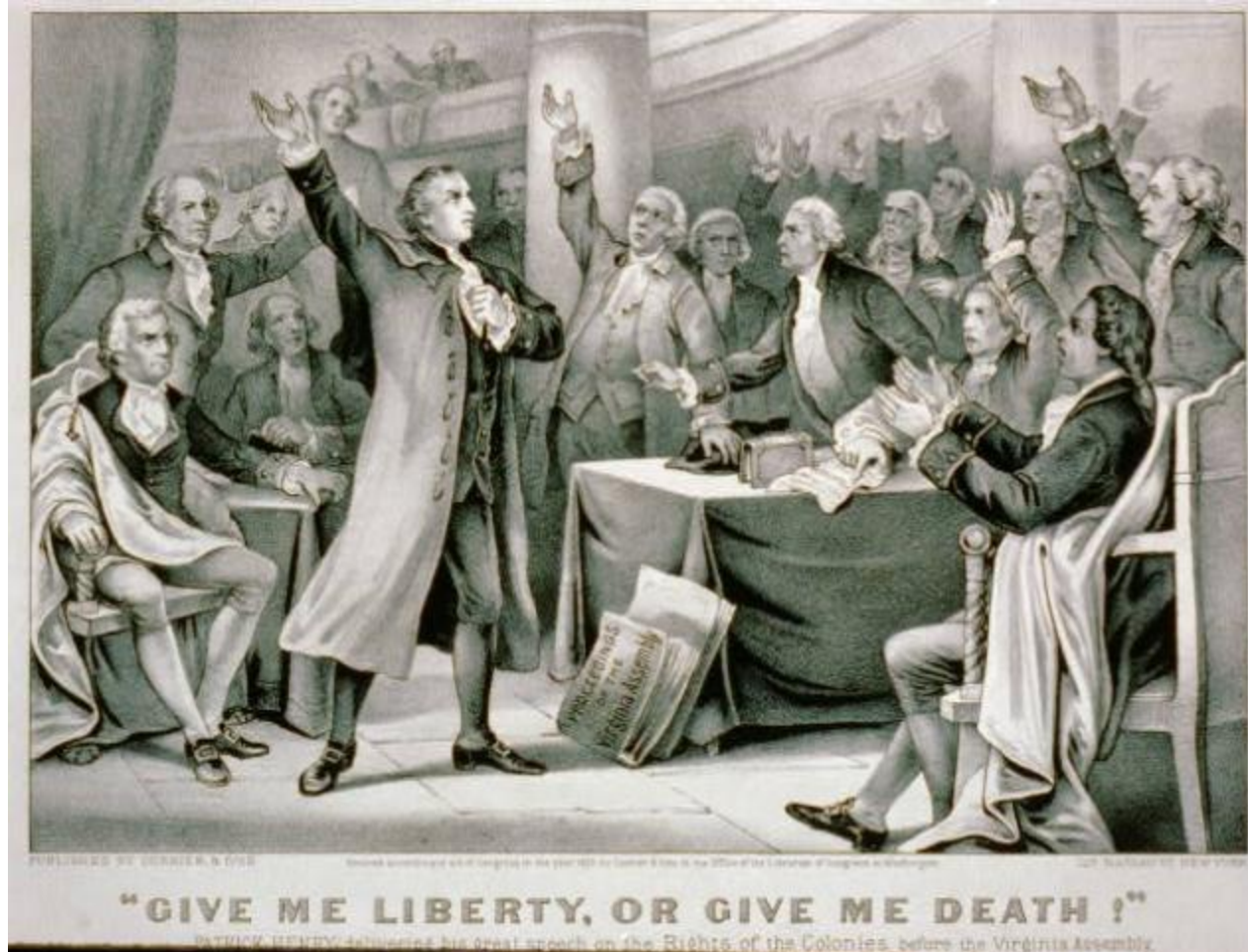
# LEARN STRATEGIES TO OVERCOME BARRIERS TO ASSESSMENT



# Clarify.



# Engage in frank and candid conversation with library staff and administrators.

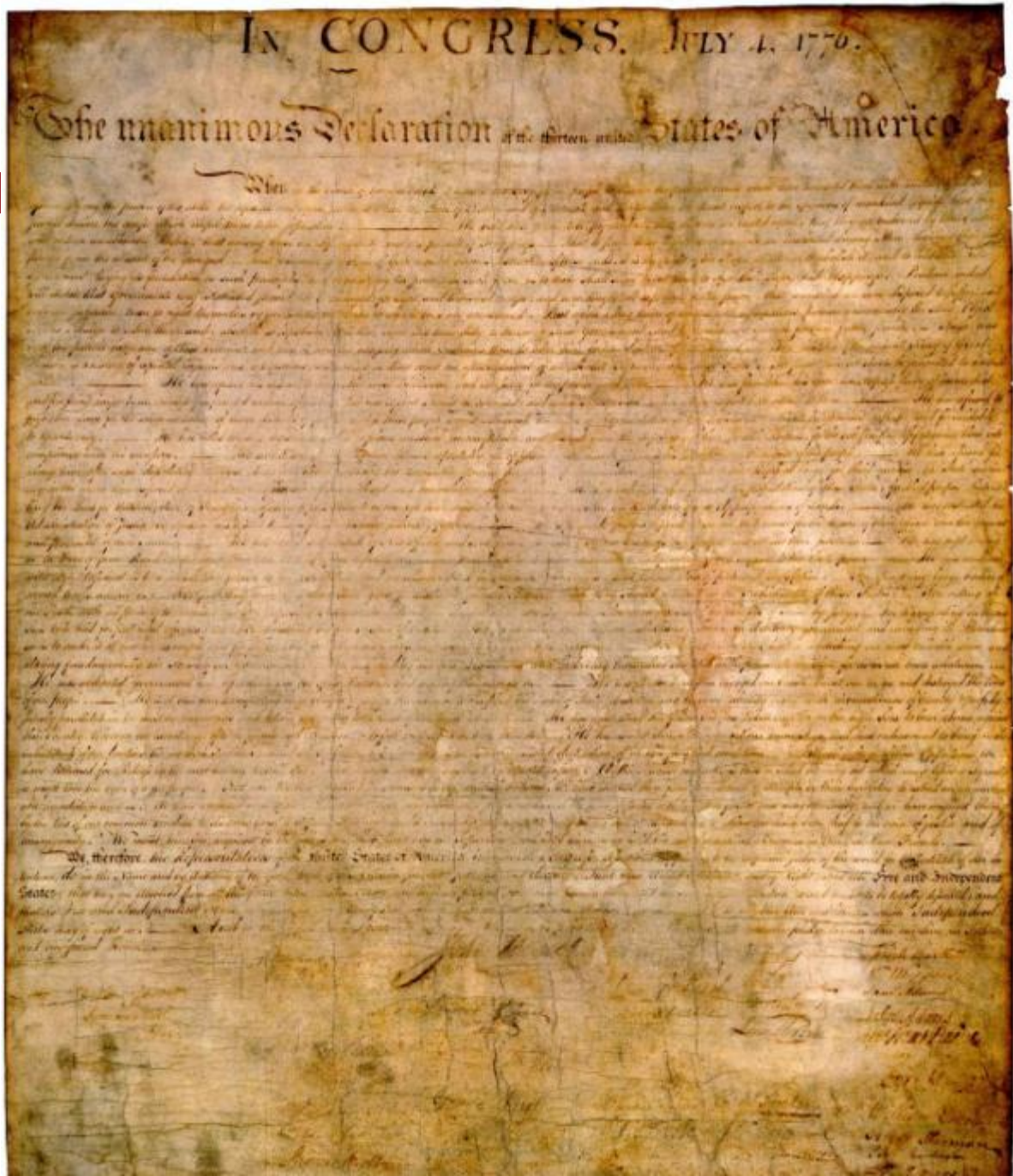




*The Political Cartoon for the Year 1775*

Coordinate.

# Educate.



**Mobilize library administrators.**



# Be flexible.



**COMMIT TO GREATER  
ENGAGEMENT IN THE  
ASSESSMENT & RESEARCH  
PROCESS**



# Emphasize professional development and support.





Conduct  
research.

# Explore aspects of the Research Agenda in the ACRL Value of Academic Libraries Report.



Triangulate assessment efforts by approaching a research question by collecting data using more than one method.



# Your feedback...



# Selected Resources for Future Consultation

- American Library Association Office of Research Statistics. [Articles and Studies Related to Library Value \(Return on Investment\)](http://www.ala.org/ala/research/librarystats/roi/index.cfm). ALA. 2010. <http://www.ala.org/ala/research/librarystats/roi/index.cfm>.
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# Contacts

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