The ACRL Value of Academic Libraries Project: Implications for Research, Teaching and Learning in Library and Information Science

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ALISE Conference 2011
San Diego, California

Welcome
&
Introductions

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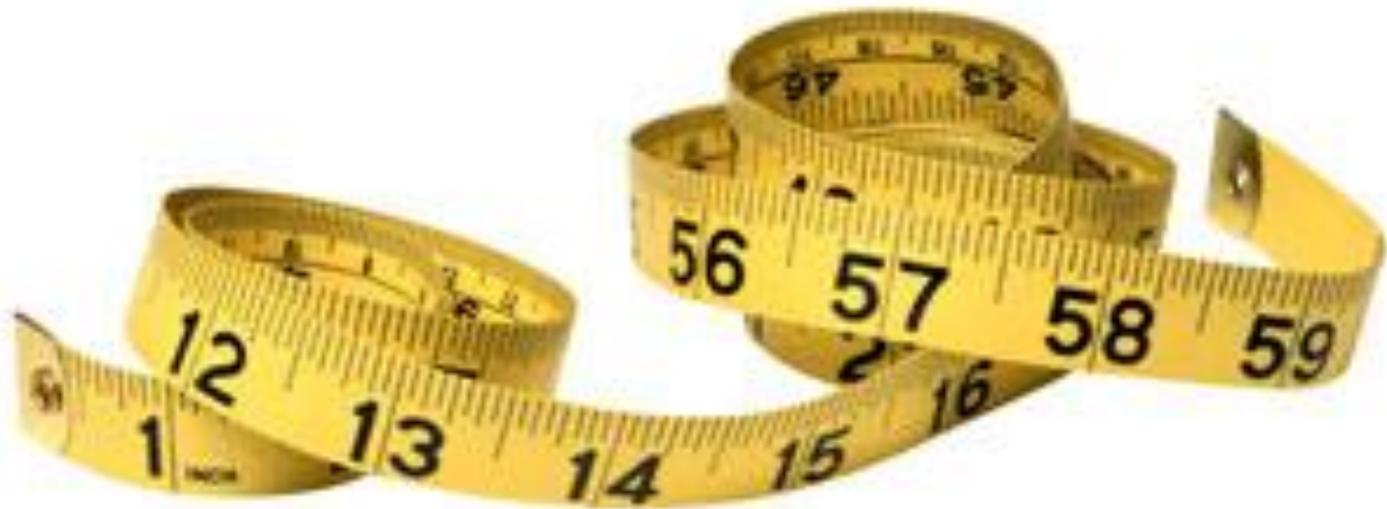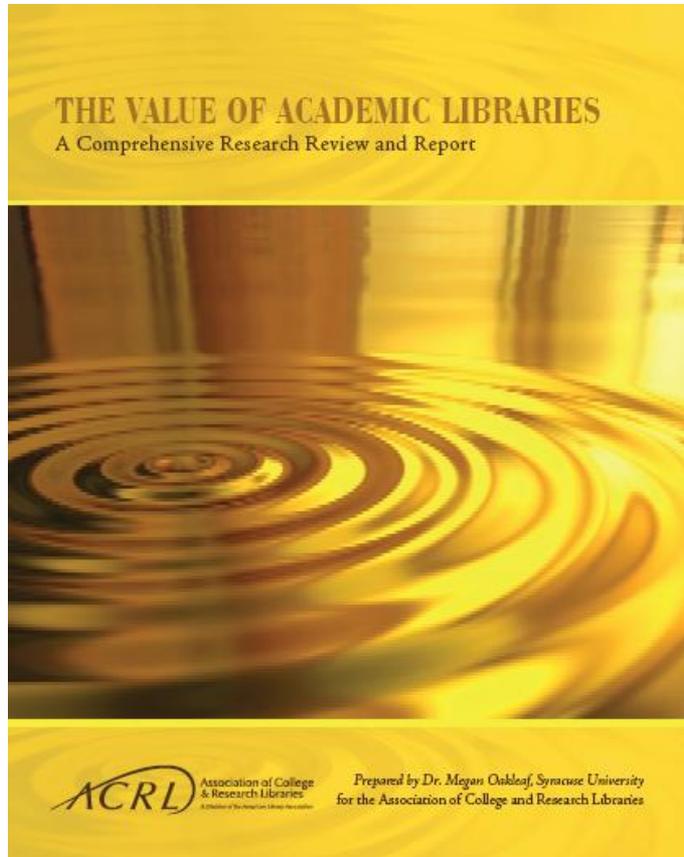1. esti worth or
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What's the Evidence?

The Value of Academic Libraries: An ACRL Initiative

THE VALUE OF ACADEMIC LIBRARIES
A Comprehensive Research Review and Report

ACRL Association of College & Research Libraries

Prepared by Dr. Megan Oakleaf, Syracuse University for the Association of College and Research Libraries

- Align libraries with institutional outcomes.
- Empower libraries to carry out work locally.
- Create shared knowledge and understanding.
- Contribute to higher education assessment.

http://www.acrl.ala.org/value/

The Team

Assistant Researchers

- Patricia L. Owen
- Leah Sopchak
- Anna Dahlstein
- Tamika Barnes

Advisory Committee

- Debra Gilchrist
- Bruce Kingma
- Martha Kyrillidou
- George Kuh

The Context for Value

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)

Prove It!

Not only do stakeholders count on higher education institutions to achieve their missions, they also require them to *demonstrate evidence* that they have achieved them.
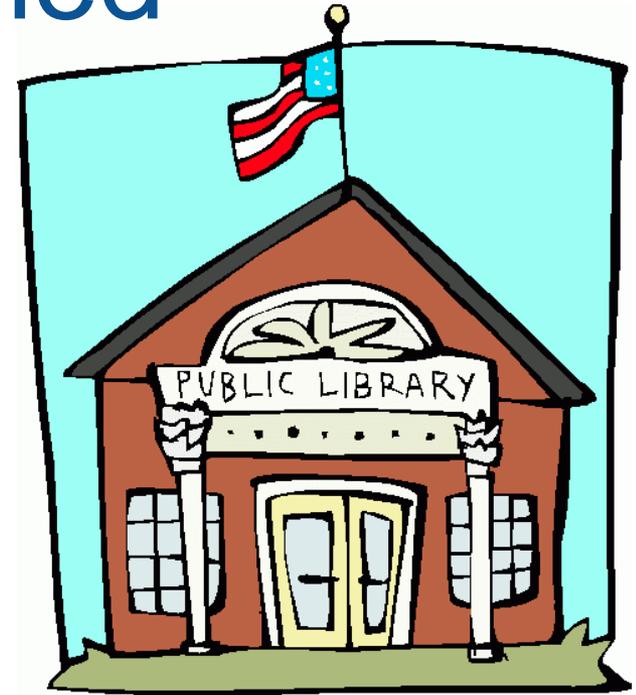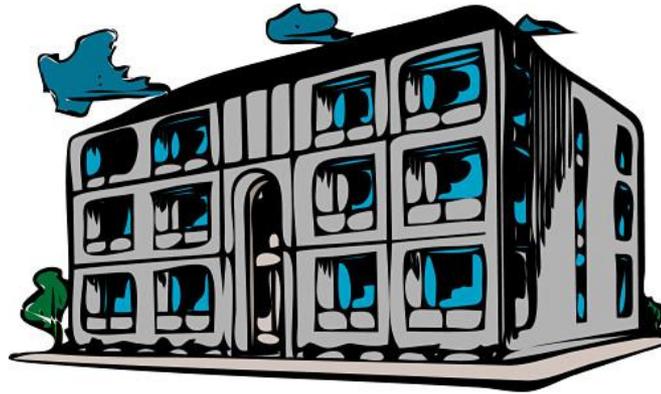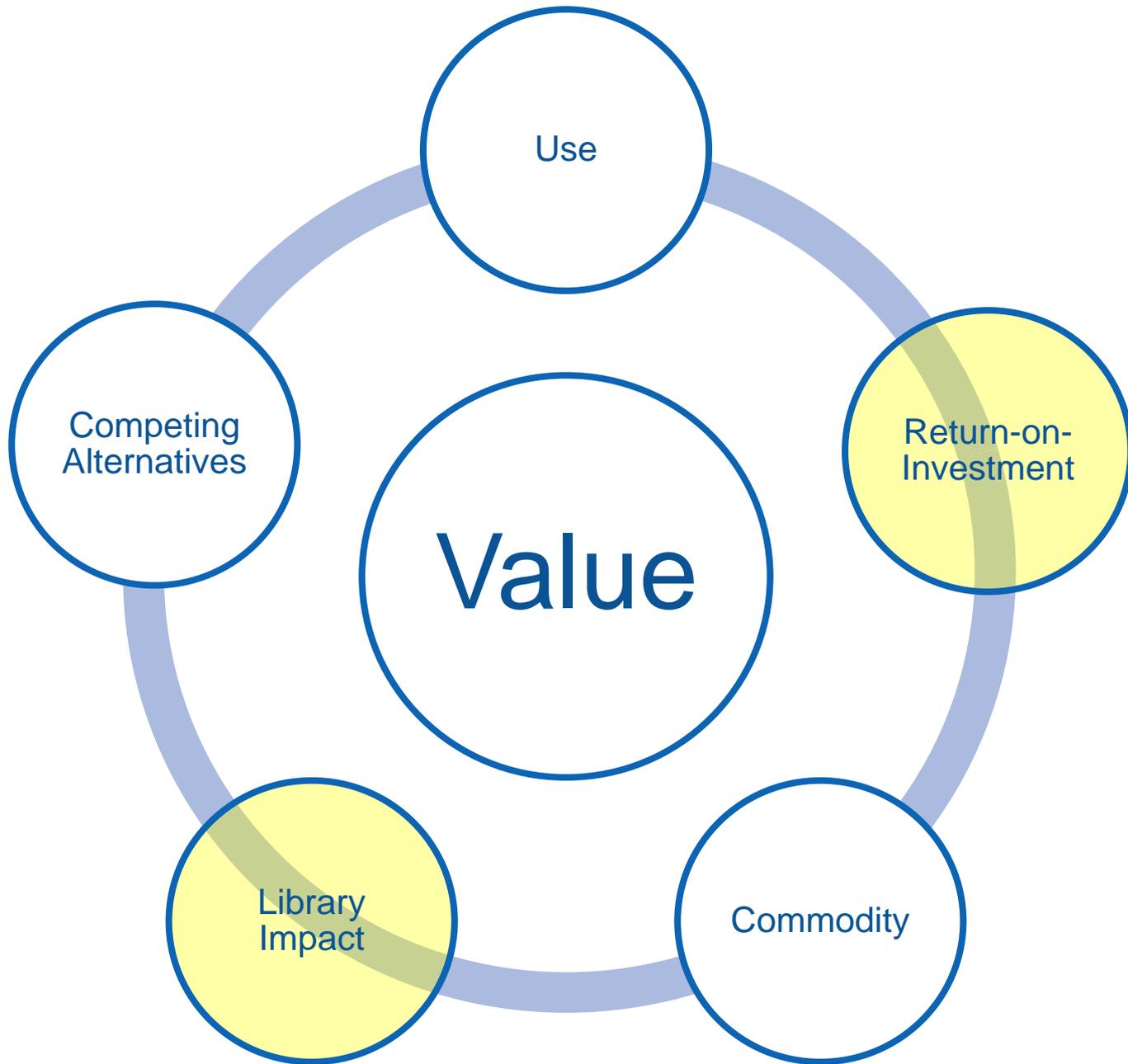
The same is true for academic libraries; they too can provide evidence of their value.
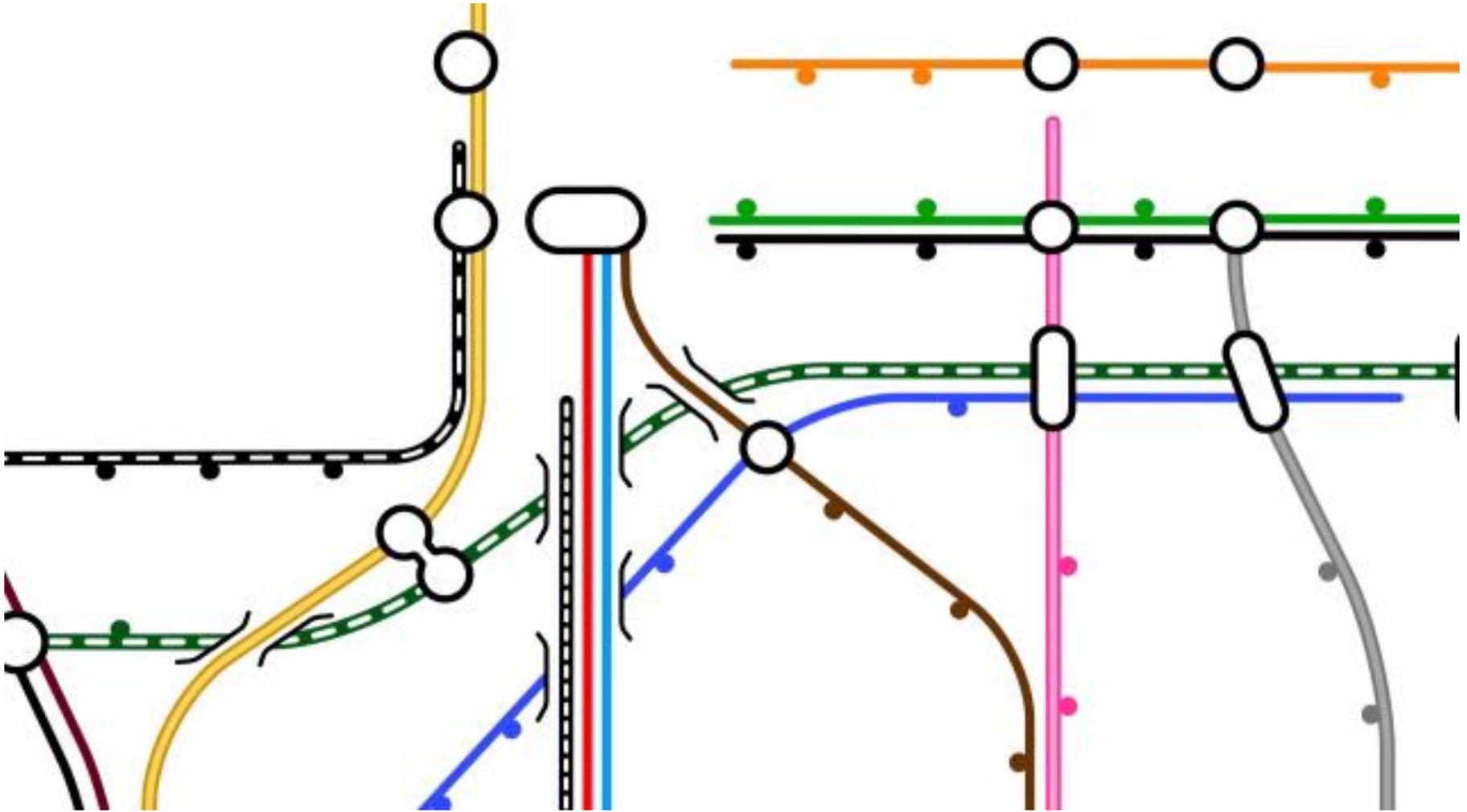
Scope

- Goals
  - a clear view of the current state of the literature on value of libraries within an institutional context,
  - suggestions for immediate Next Steps in the demonstration of academic library value, and
  - a Research Agenda for articulating academic library value. It strives to help librarians understand, based on professional literature, the current answer to the question, How does the library advance the missions of the institution?
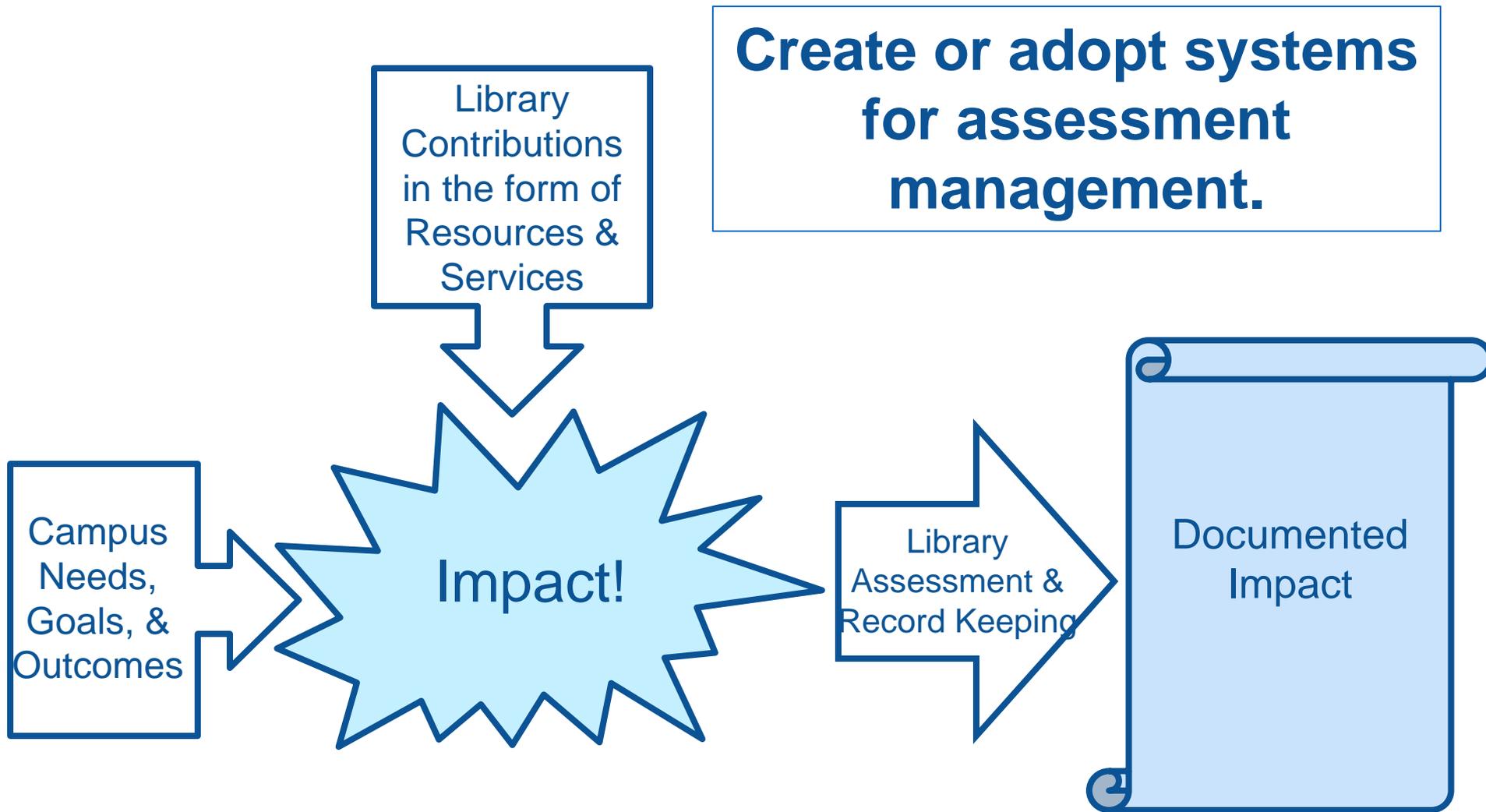
Lessons Learned

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Methodology

Next Steps

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Define outcomes.

A B C

Library Contributions in the form of Resources & Services

Create or adopt systems for assessment management.

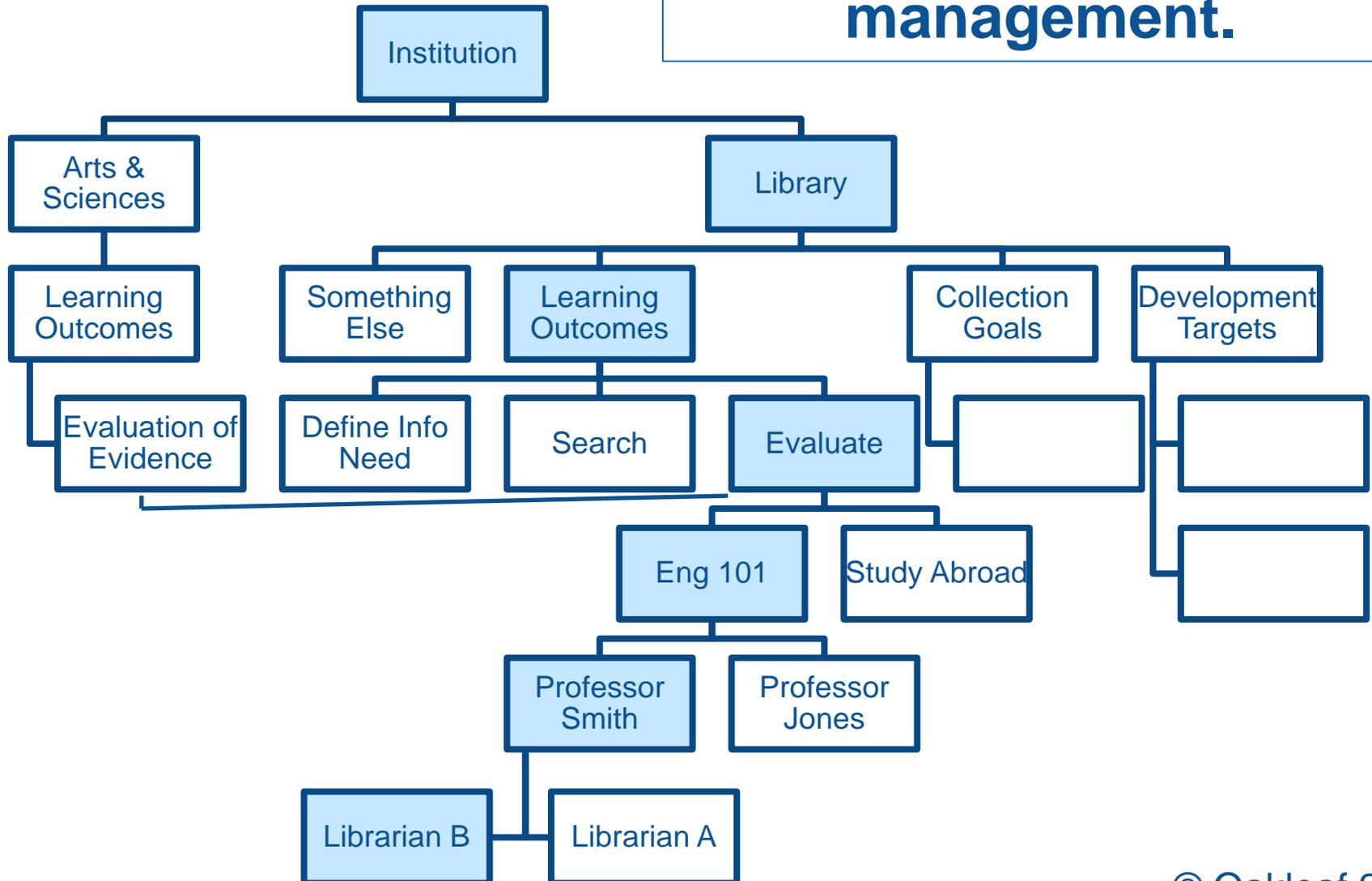Campus Needs, Goals, & Outcomes

Impact!

Library Assessment & Record Keeping

Documented Impact

Oakleaf, Megan. Are They Learning? Are We? Learning and the Academic Library. *Library Quarterly*. In press. 2011.

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Create or adopt systems for assessment management.

Institution

- Arts & Sciences
  - Learning Outcomes
    - Evaluation of Evidence
- Library
  - Something Else
  - Learning Outcomes
    - Define Info Need
    - Search
    - Evaluate
      - Eng 101
        - Professor Smith
          - Librarian B
          - Librarian A
        - Professor Jones
      - Study Abroad
  - Collection Goals
  - Development Targets

Determine what libraries enable students, faculty, student affairs professionals, administrators, and staff to do.
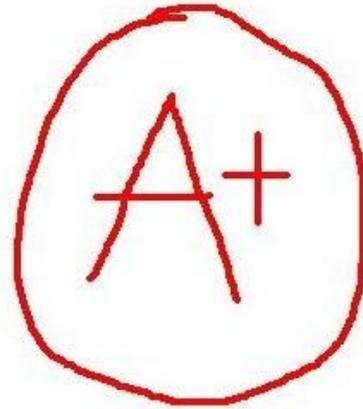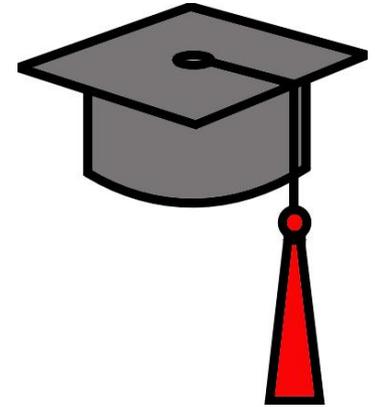
Develop systems to collect data on individual library user behavior, while maintaining privacy.

Use existing data.

Record and increase library impact on student enrollment.

Link libraries to improved student retention and graduation rates.

pitt.libguides

Career Resources the Library Has To Offer Tags: career_development careers

The University Library System has various resources that can assist you in your job search.

Last update: Jul 19th, 2010 ⋮ URL: http://pitt.libguides.com/careers ⋮ 🖨 Print/Mobile Guide ⋮ 🔊 RSS Updates ⋮ 🔾 SHARE 🖪 t ✉

| Home | Explore Careers | Résumés | Find Employers | Interview Prep | Salary | Relocating | Public Lib |

Home   💬 Comments (0)   🖨 Print/Mobile Page   Sear

📰 **Career Tips from Career Development at Pitt**

Here are tips and guides for getting

🌐 **Introduction to Career Resources at the University of Pittsburgh**

Introduction to Career Resources at the University of Pittsburgh University Library System

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Bookmarks

- Company Overview
- Key Facts
- Business Description
- History
- Key Employees
- Key Employee Biographies
- Major Products and Services
- Revenue Analysis
- **SWOT Analysis**
- Top Competitors
- Company View

SWOT ANALYSIS

JPMorgan Chase (JPMC) has strong franchises across business divisions – investment bank, commercial banking, retail financial services, treasury and security services, asset management, and card services. The franchises strength was further strengthened with the acquisition of Bear Stearns and Washington Mutual. However, increased regulatory spending and economic uncertainties in Europe could hurt JPMC's revenue and profitability.

Strengths	Weaknesses
Strong franchises across business divisions Strong liquidity and capital position The acquisition of Bear Stearns and Washington Mutual add significant scale at low price	Steep climb in credit losses impacting profitability Over dependence on the US market makes it vulnerable to domestic economic situation
Opportunities	**Threats**
Buoyant asset management market	Increased governmental and regulatory

Enhance library contribution to student job success.

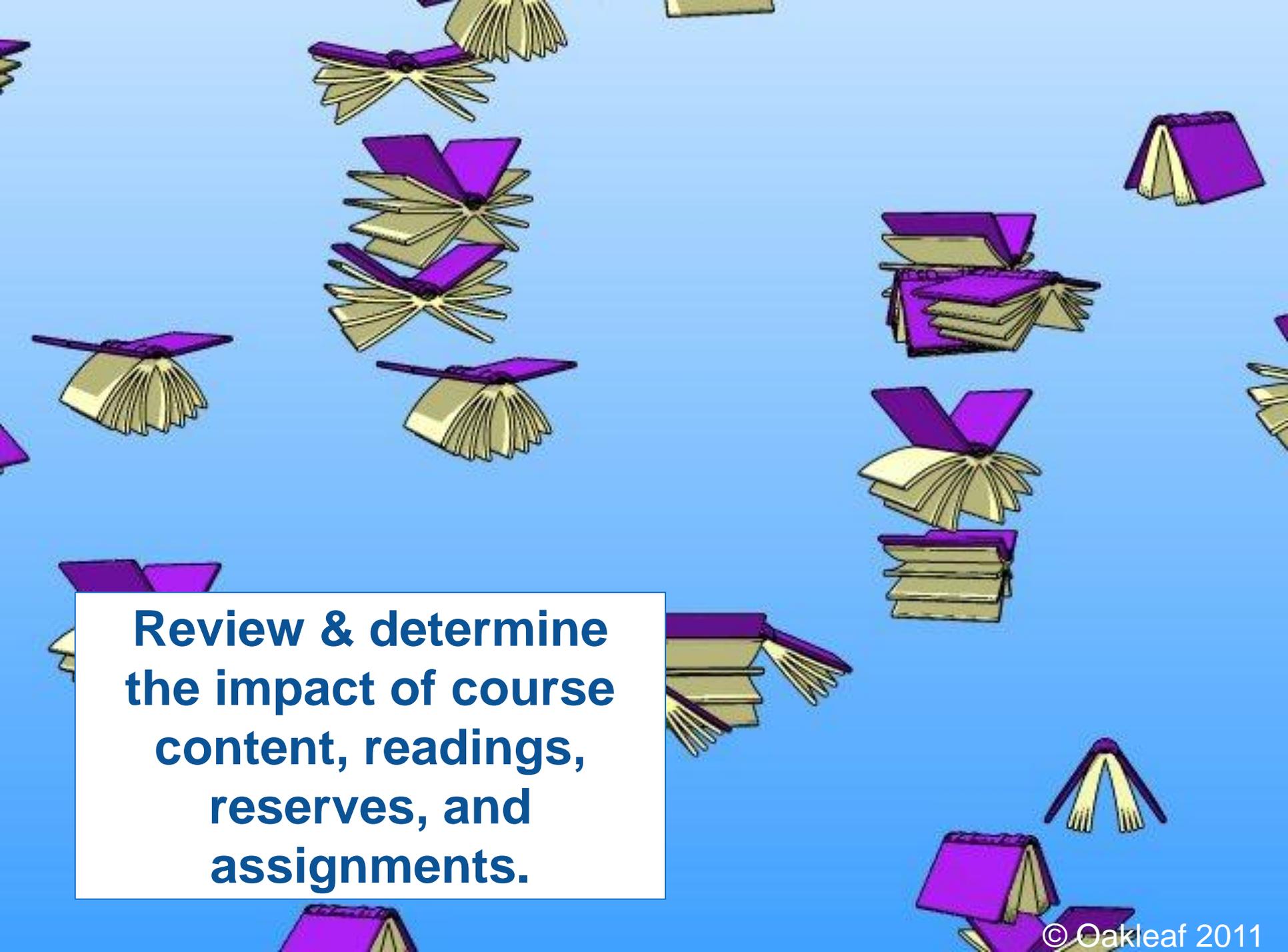**Track library influences on increased student achievement.**

Demonstrate and develop library impact on student learning.

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

Document and augment library advancement of student experiences, attitudes, and perceptions of quality.

Track and increase library contributions to faculty research productivity.

Continue to investigate library impact on faculty grant proposals and funding, a means of generating institutional income.

Demonstrate and improve library support of faculty teaching.

Record and share library contributions to overall institutional reputation and prestige.

Participate in higher education assessment initiatives…
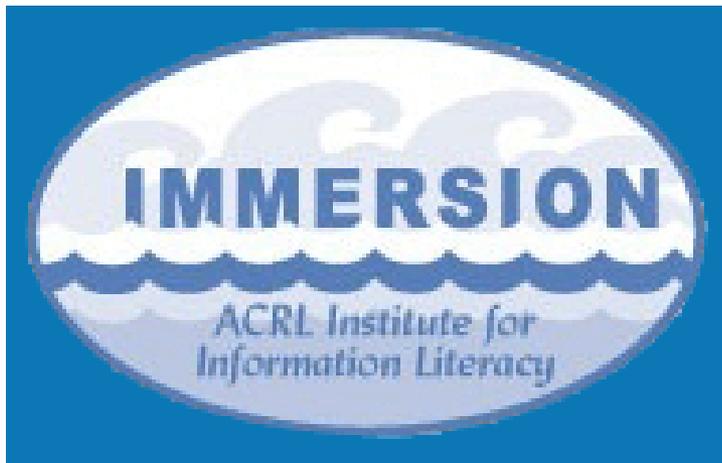
…including accreditation processes.

I can help! I am a librarian and an expert in finding the information you need to make decisions!

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

Create library assessment plans.

Promote and participate in professional development.

Mobilize library administrators.

Mobilize library professional associations.

For practitioners, the next step is to use the checklist to get a handle on where they're at and where they need to go!

Researchers, pursue the Research Agenda!

1. student enrollment
2. student retention & graduation
3. student success
4. student achievement
5. student learning
6. student experience
7. faculty research productivity
8. faculty grants
9. faculty teaching
10. institutional reputation

INTERSTATE 10

Research Agenda Structure

For each Essential Question…

Potential Correlations

Data Sources

Surrogates for Library Impact

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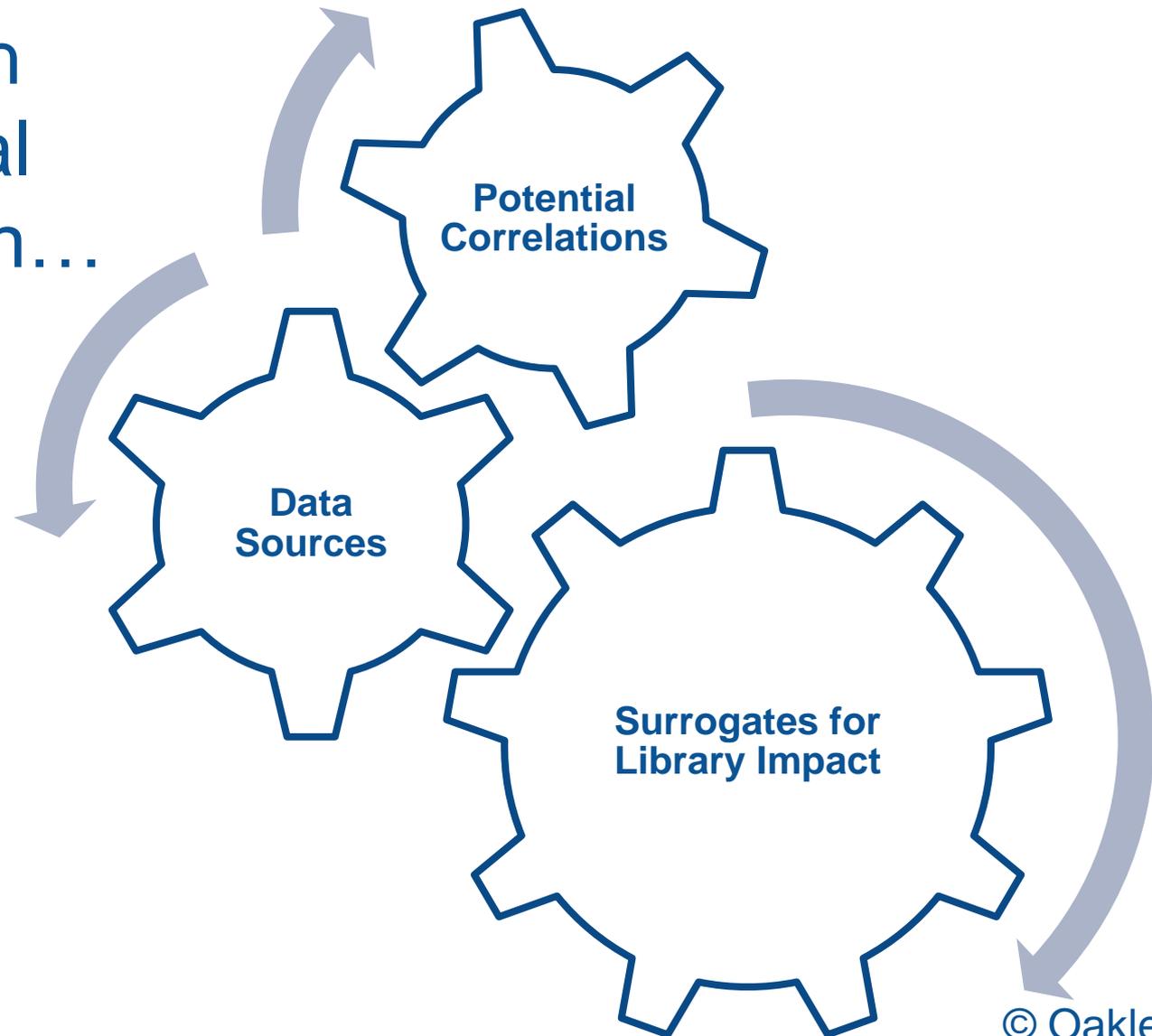
Example of Surrogate & Potential Correlations

How does the library contribute to faculty research productivity?

Tenure/promotion judgments	Are there correlations, relationships or linkages to individual faculty behavior in these areas? Note: These library user interactions must be captured in order to be correlated, related, or linked to surrogates of library value. ✓ Circulation counts ✓ Resources logins, including MyLibrary, MINES data, e-resources, etc. ✓ Resource login/logout surveys ✓ Self-reported usage ✓ Self-reported time saved Are there correlations, relationships, or linkages to these macro-level areas? Note: Macro-level areas are fertile territory for ROI calculations. ✓ Library expenditures ✓ Collection value ✓ Collection use, physical and online, may divide by subject

Starting points for research…

- Recruitment of prospective students
- Matriculation of admitted students
- Recommendation of current students
- Fall-to-fall retention
- Graduation rates
- Internship success
- Job placement
- Job salaries
- Professional/graduate school acceptance
- Marketable skills
- GPA
- Professional/educational test scores

- Learning assessments
- Faculty judgments
- Self-report engagement studies
- Senior/alumni studies
- Help surveys
- Alumni donations
- Number of publications, number of patents, value of technology transfer
- Tenure/promotion judgments
- Number of grant proposals (funded or unfunded)

- Value of grants funded
- Integration of library resources and services into course syllabi, websites,
- lectures, labs, texts, reserve readings, etc.
- Faculty/librarian collaborations; cooperative curriculum, assignment, or
- assessment design
- Faculty recruitment
- Institutional rankings
- Community engagement

Implications for LIS Research

- connect faculty research agendas to the pragmatic needs of the profession

- research projects across library types

- topic ideas for student research projects, masters papers, independent studies, internships, and service learning

- multiple venues for publication & presentations (LAC, ACRL, ALA, etc)

Implications for LIS Teaching & Learning

- ALA Standards for Accreditation
- Foundational reading and "Must Read Resources" (Appendix B)
- In-class discussion topics about professional mission & values/ethics
- Meet areas of professional need (job postings)
- Provides context for existing courses that include assessment/evaluation content

Targeting Core Skills

- Define & refine outcomes
- Create an assessment plan
- Identify data needs
- Develop studies to respond to data needs
- Select appropriate assessment measures
- Analyze & interpret assessment results
- Communicate & report assessment results
- Demonstrate excellent skills in data analysis, presentation, & organization
- Prepare data for decision-making processes

From: Recruiting for Results: Assessment Skills & the Academic Library Job Market, Library Assessment Conference 2010, M. Oakleaf & S. Walter.

Identifying Advanced Skills

- Develop, implement, and manage assessment program to support mission, values, and strategic initiatives
- Consult with units and departments; work with academic and administrative leaders to develop, maintain, and conduct assessment activities
- Monitor assessment activities across the university
- Train faculty and staff in assessment skills
- Provide technical expertise in selection of assessment measures
- Develop, implement, and maintain systems for collecting, analyzing, and interpreting assessment data
- Employ assessment management methodologies and applications
- Prepare data for decision-making processes, communication with external stakeholders, and accreditation purposes

From: Recruiting for Results: Assessment Skills & the Academic Library Job Market, Library Assessment Conference 2010, M. Oakleaf & S. Walter.

Examples of LIS Courses

LIS Program	Title of Course that Teaches Students Library Assessment Skills
UIUC	Evaluating Programs & Services
Syracuse	Planning, Marketing, & Assessing Library Services
Michigan	Evaluation of Systems & Services Outcome Based Evaluation of Programs and Services
Rutgers	Evaluation of Library and Information Services & Systems
Indiana	Evaluation of Resources and Services
Texas	Evaluating Information Programs Managing Information Organizations Management of Preservation Programs
Wisconsin	Information Services Management
Florida	Planning, Evaluation, & Financial Management Evaluating Networked Information Services & Systems
Simmons	Evaluation of Information Services
Maryland	Planning and Evaluating Information Services

Report complemented by …

- *Futures Thinking for Academic Librarians: Higher Education in 2025* (June 2010)

- *Top Ten Trends in Academic Libraries* (June 2010)

- *Environmental Scan* (forthcoming April 2011)
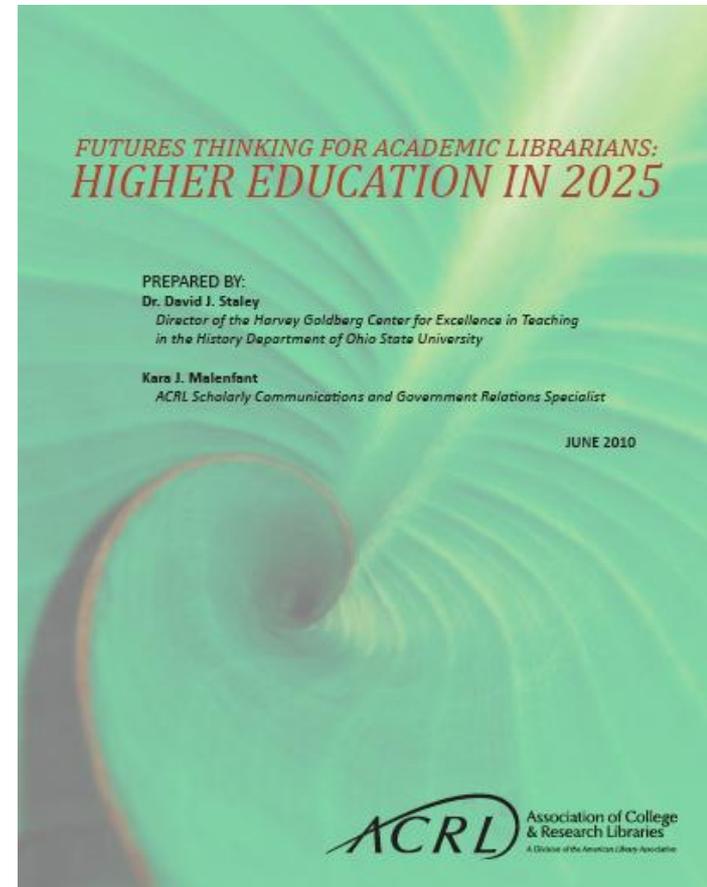
Next Steps for ACRL

- Professional Development
  - IMLS Collaborative Planning Grant
  - Past and Upcoming Presentations

- Publications
  - Toolkit
  - Revised *Standards for Academic Libraries in Higher Education*

- Research
- Member Services

Questions
Comments
Discussion