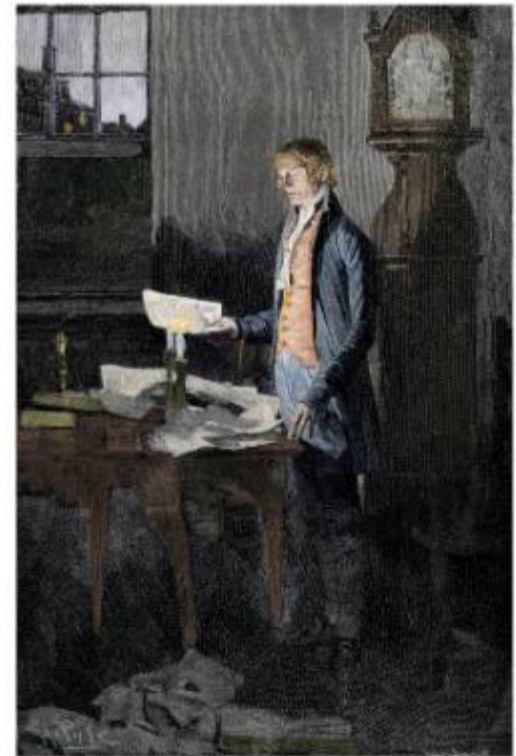


# Evolution or Revolution?

## 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.





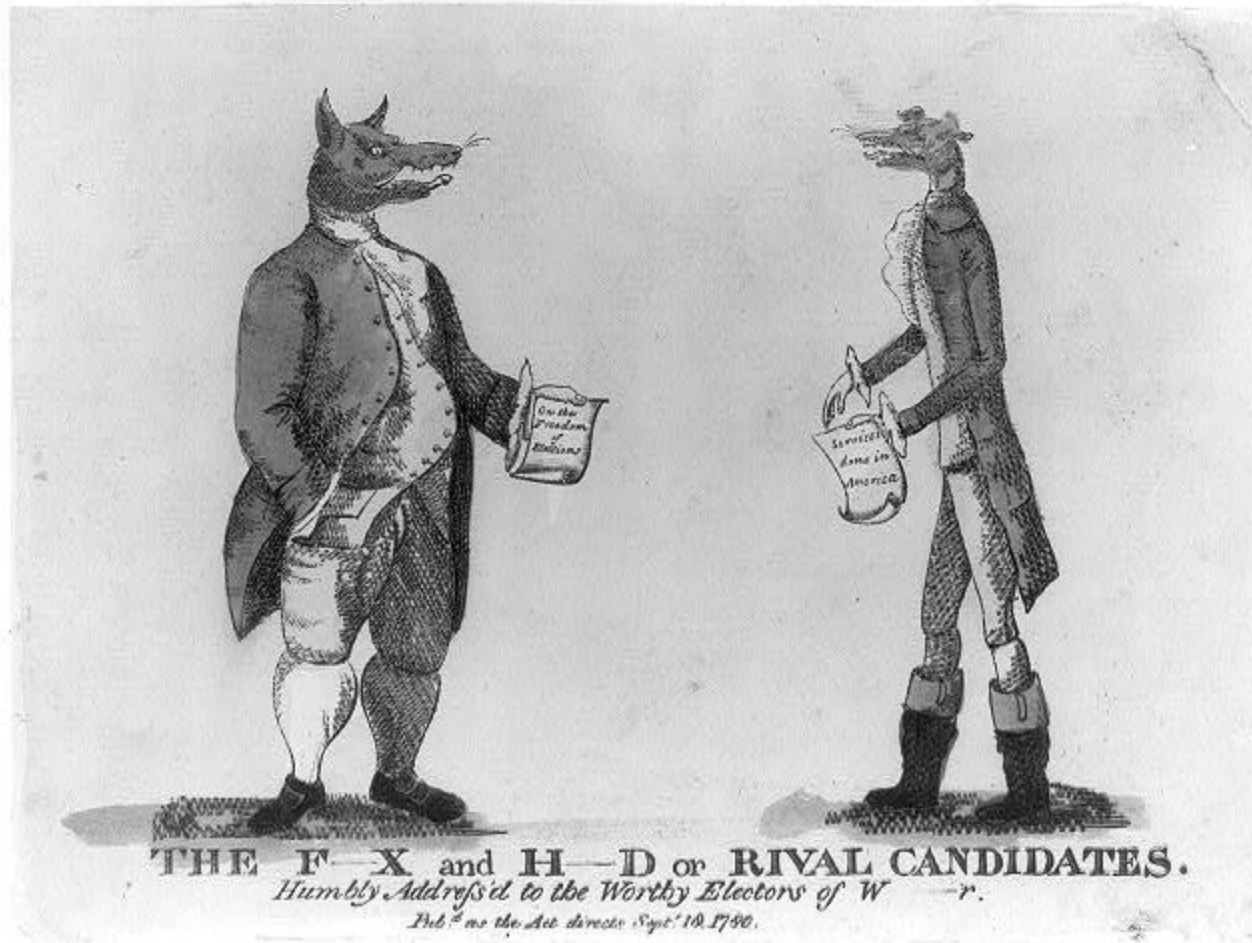
Work with the office of assessment.



Know when accreditation/curriculum reviews are happening and sit at the table.



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



Use other words than “assessment” with faculty.



# Communicate successes to constituents



DOCUMENT &  
COMMUNICATE  
VALUE



# Create library assessment plans.

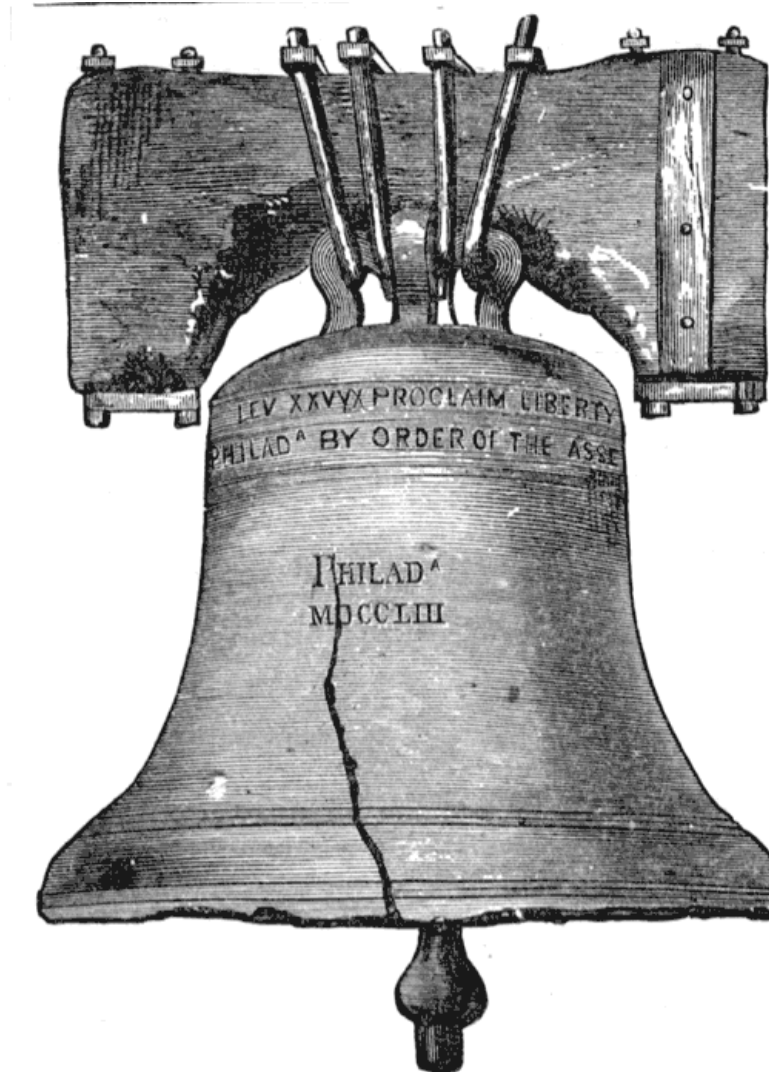


# Develop an institution-specific value matrix.





# Take stock of current assessment efforts.



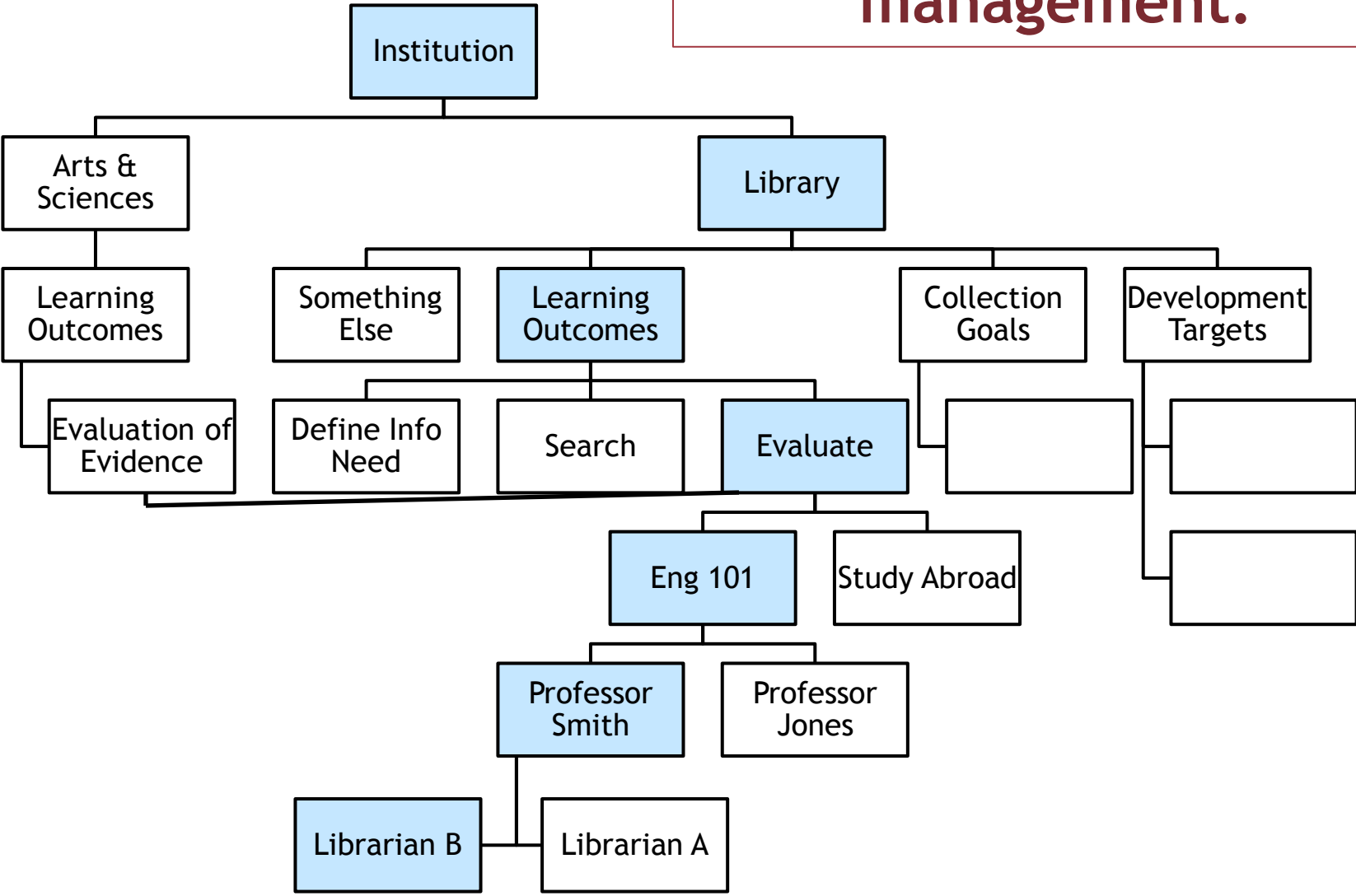
# Identify measures that need to be added to current assessment plan.



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 de même occupé

- 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'écouter le lion, 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.**

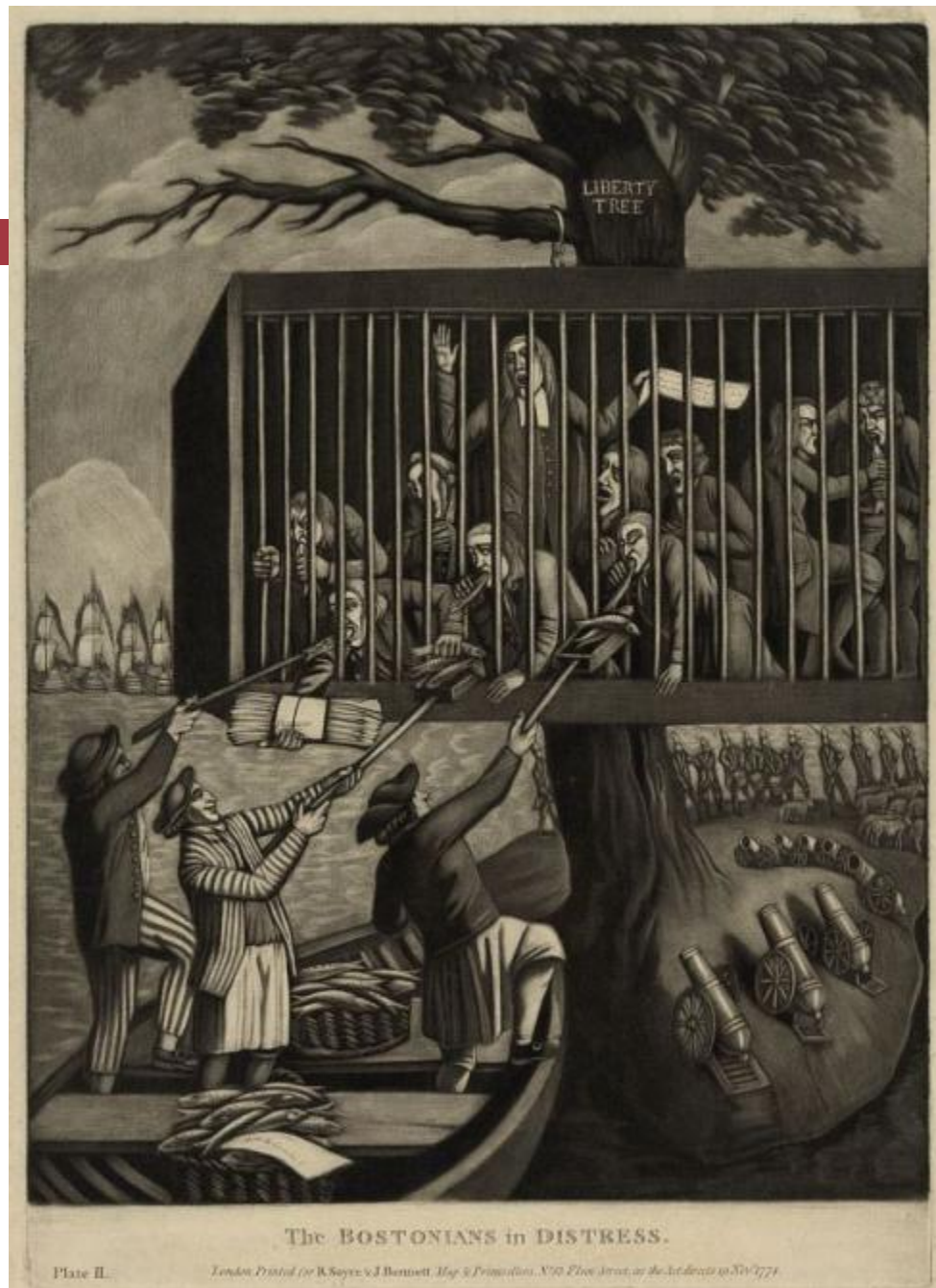




Review and determine the impact of course content, readings, reserves, and assignments.



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



The BOSTONIANS in DISTRESS.

Plate II.

London Printed for W. Baynes & J. Bennett, Map & Printers, No. 5, Fleet Street, by the Act directed in Novr 1771.

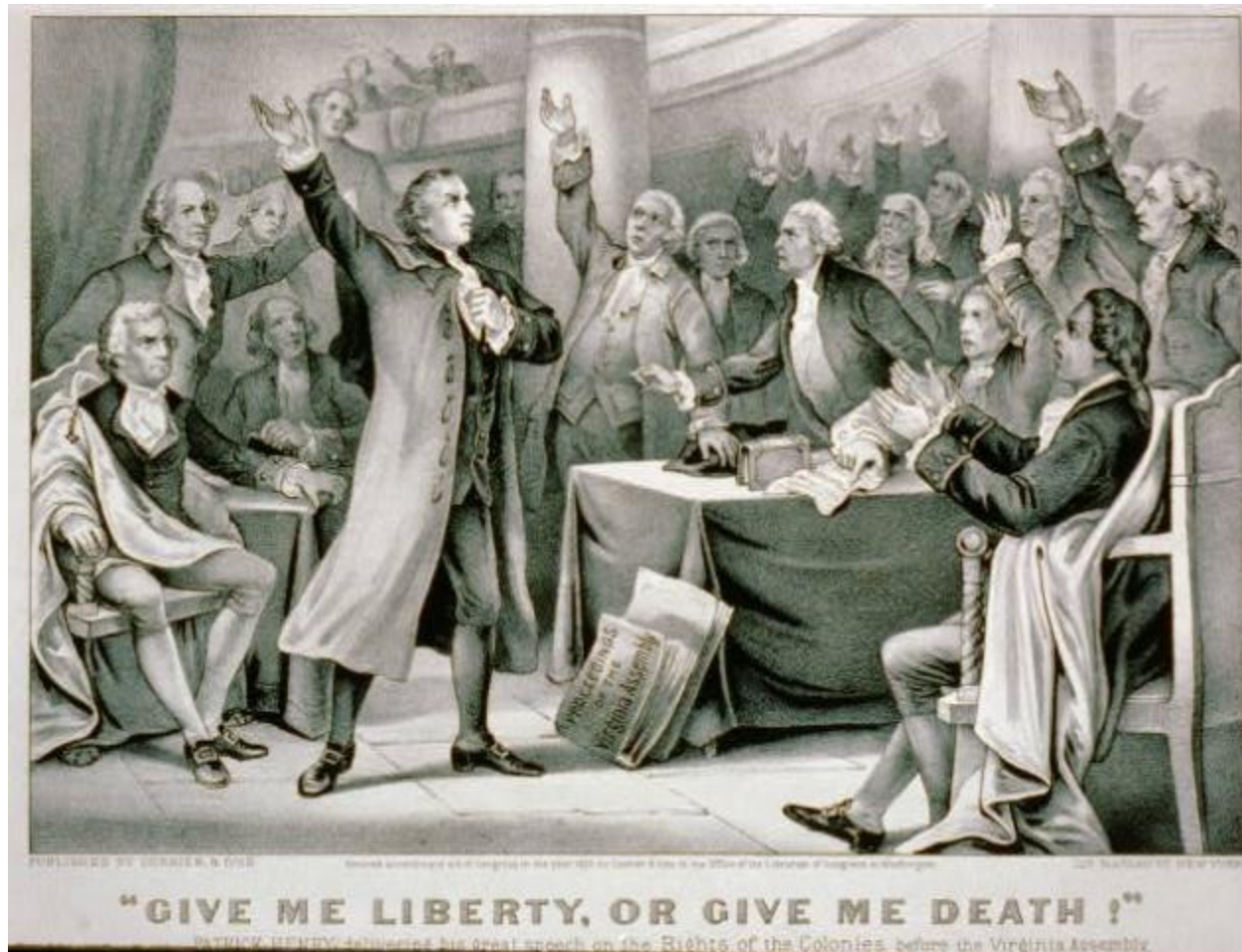
# LEARN STRATEGIES TO OVERCOME BARRIERS TO ASSESSMENT



# Clarify.



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





*The Political Cartoon for the Year 1775*

Coordinate.

# Educate.

IN CONGRESS, JULY 4, 1776.

The unanimous Declaration of the thirteen united States of America

When in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that the reasons which justify their separation should be stated to the world and to the King of Great Britain. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. — That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, — That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, dictates that Governments long established should not be changed for light and transient Causes; and accordingly we have suffered long by the hands of British Tyranny and Oppression. But a long train of abuses and usurpations, pursuing invariably the same Object, evinces a design that is not to alter us into a free State, but to reduce us to absolute Despotism. A Prince whose character is thus marked by every bad quality, by a long train of abuses and usurpations, pursuing invariably the same Object, evinces a design that is not to alter us into a free State, but to reduce us to absolute Despotism. — We must therefore be revolted from the British Crown, and we must, in a free and independent State, which shall have the Power, external Peace or War, Commerce with all Nations, to be free, to unite with them in any manner they see proper, to support self-protection, safety, and liberty. — We therefore the Representatives of the United States of America, in General Congress assembled, do hereby declare that these United States are, and of right ought to be, free and independent States; that they are absolved from all Allegiance to the British Crown, and that all political Connections with them are hereby totally dissolved; that as to the future, they have full Power to levy War, conclude Peace, Trade with all Nations, to enter into all other Acts which independent States may do, and to send and receive Ambassadors and Consuls, and to perform all other Acts of War, Peace, Commerce and Society, which States may lawfully do. In Witness whereof, we have hereunto set our hands and seals, this fourth day of July, 1776.

John Adams  
Thomas Jefferson  
John Jay  
Benjamin Franklin  
Richard Stockton  
John Witherspoon  
George Taylor  
Samuel Johnston  
Robert Livingston  
Francis Pickens  
George Clinton  
William Floyd  
Francis Lewis  
Lewis Morris  
Richard Stockton  
John Witherspoon  
George Taylor  
Samuel Johnston  
Robert Livingston  
Francis Pickens  
George Clinton  
William Floyd  
Francis Lewis  
Lewis Morris

**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.



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393 THE BIRTH OF OLD GLORY

From Painting by Moran

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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