## Activity #26: Library Impact Map

| Institutional Focus Area                                                                 | Reference | Reference, Student Guides | Reference, Librarian | Reference, Outreach | Subject Guides | Subject Service | Subject, Research | Subject, Outreach | Student, Research | Student, Outreach | Student, Recruitment, Enrolment | Student, Retention, Completion, Graduation | Student, Career Success | Student, GPA, Test Achievement | Student, Learning Outcomes | Student Experience, Engagement | Student, Faculty Academic Rapport | Alumni, Lifelong Learning | Faculty Recruitment, Tenure, Promotion | Faculty Teaching | Faculty Service | Faculty Research Productivity | Faculty Grant Seeking | Faculty Patents, Technology Transfer | Faculty Innovation, Entrepreneurship | Institutional Prestige | Institutional Affordability | Institutional Effectiveness | Institutional Accreditation, Program Review | Institutional Brand | Institutional Athletics | Institutional Development, Funding, Endowments | Local, Global Workforce Development | Local, Global Economic Growth | Local, Global Engagement, Community-Building, Social Inclusion | Other: | Other: | Other: | Other: | Other: |
|----------------------------------------------------------------------------------------|-----------|---------------------------|----------------------|--------------------|---------------|-----------------|------------------|------------------|------------------|-----------------|----------------------------------|-----------------------------------------------|-------------------------|---------------------------------|----------------------------------------|-------------------------------------------|--------------------------|---------------------------------|---------------------------------|------------------------------------------|-----------------|------------------|---------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------------------|----------------------------------|-----------------|---------------------------------|---------------------------------|----------------------------------------|-----------------|------------------|---------------------------------|---------------------------------|----------------------------------|---------------------------------|---------------------------|----------------------------------|-----------------|---------------------------------|---------------------------------|----------------------------------------|-----------------|------------------|

### Y = Yes, we believe there is an impact relationship between this institutional focus area and this library service, expertise, or resource. Y+ = Yes, there is an impact, and we have evidence/data of the impact. Y++ = Yes, there is impact, we have evidence/data, and we’ve communicated the impact to stakeholders. CB = There could be an impact if we did something better or differently. N = No, there is no impact.
Activity #26: Library Impact Map

Goal: Align library services, expertise, and resources with institutional focus areas.

Why: To link library contributions and institutional focus areas, librarians need to identify the services, expertise, and resources that impact or contribute to each institutional focus area.

Directions:
1. Consider the left column. Are all your institutional focus areas listed? Cross out focus areas that do not apply; add any that are missing.
2. Consider the top row. Are all your library’s key services, expertise, and resources listed? Cross out services, expertise, or resources that do not apply; add any that are missing.
3. Work through the map one row or column at a time. In each intersecting cell, enter:
   - Y = Yes, we believe there is an impact relationship between this institutional focus area and this library service, expertise, or resource.
   - Y+ = Yes, there is an impact, and we have evidence/data of the impact.
   - Y++ = Yes, there is impact, we have evidence/data, and we’ve communicated the impact to stakeholders.
   - CB = There “could be” an impact if we did something better or differently.
   - N = No, there is no impact.
4. Engage the T3 process.

Suggested Reading:

See Also:
Activity #1: Institutional Focus Areas

How did this activity make me feel?

What questions do I have?

What do I want to learn more about?

What innovative ideas have emerged?

What does this mean for my library? For me, as a librarian?

What do we need to do differently, as a library?

What does this make me want to continue to do, do better, or do differently, as a librarian?

<table>
<thead>
<tr>
<th>Action (Options to Consider)</th>
<th>Timeframe (When to Do It)</th>
<th>Responsible Parties (Who to Involve)</th>
<th>Follow Up (What to Do Next)</th>
</tr>
</thead>
<tbody>
<tr>
<td>· Contact colleague</td>
<td>· Today</td>
<td>· Students</td>
<td>After I complete this action, what’s the next step?</td>
</tr>
<tr>
<td>· Make decisions</td>
<td>· This week</td>
<td>· Staff</td>
<td></td>
</tr>
<tr>
<td>· Take action</td>
<td>· This month</td>
<td>· Librarians</td>
<td></td>
</tr>
<tr>
<td>· Ask question</td>
<td>· This semester</td>
<td>· Administrators</td>
<td></td>
</tr>
<tr>
<td>· Get evidence/data</td>
<td>· This year</td>
<td>· Faculty</td>
<td></td>
</tr>
<tr>
<td></td>
<td>· 2-3 year plan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Target

Talk

Think

Action