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| DATA  &  EVIDENCE | Alumni library use data |
| Institutional assessment  report data | Faculty judgments of student learning data |
| Vendor data | Alumni giving or membership data |
| Learning assessment data | GPA data |
| Graduate & professional school acceptance data | Alumni salary data |
| Internship data | Job placement data |
| Graduation & completion data | Student retention data |
| Student recruitment data | Subject guide, LibGuide use data |
| Student enrollment in high library use courses | Swipe card data |
| Self-reported library use | Login data |
| Tutorial logins | Librarian staffing levels or ratios |
| Library service use data | Collection use data |
| Library expenditure data | Ranking data |
| Rubric data | Retention data |
| Cost/benefit data | Employer survey data |
| Website analytics | Financial aid data |
| Embedded librarians in courses data | Circulation data |
| Reference data | Course syllabi |
| Ethnographic data | Faculty library use/transaction data |
| Faculty/staff interview data | Service quality data |
| Satisfaction survey data | Facilities data |
| Learning outcomes data | Alumni survey data |
| Senior survey data | Program/department level data |
| External test data (CLA, CAAP, etc) | External surveys (NSSE, etc) |
| Student co-curricular activity data | Existing student data in institutional systems |
| Existing student data in library systems | Data from content analysis of student assignments |
| Impact/citation measures | Student use/transaction data |
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