Assessment Team

Annual Report 2010 – 2011

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Introduction:

Developing a culture of assessment has long been a priority for the WSU Libraries. In 2000, the Libraries formed an Assessment Working Group with broad representation from Library departments and units. The aim of the working group was to develop expertise in relation to assessment activities, conduct assessment projects, and to document and support library employees in their individual and departmental assessment efforts. The working group functioned in this capacity until 2010, when the Libraries completed our process of restructuring most of our functional areas. The reorganization of Public Services into Research Services concentrated efforts into the areas of Liaison/Outreach, Instruction, and Reference. We also defined Assessment and Scholarly Communication as Libraries-wide teams to better equip the organization to meet the evolving needs of the university community. In June 2010, the working group disbanded and the Assessment Team formed.

As one of new teams in the reorganized structure, assessment has evolved from one of many concerns the Libraries addressed, to a focus of concentrated library efforts. In its first year, the team focused on developing its infrastructure, creating and adopting foundational components including a team charge, and team goals. These efforts have further defined the identity of the Assessment Team as one that is distinct from the former working group, while focused on contributing to updated library priorities. As the team moves into its second year it looks to continue on its path of empowering employees at all levels by making data more available, and developing projects to assist in demonstrating the value of the Libraries to the university community.

Personnel:

The process of dissolving the working group and formation of the team resulted in a net gain in terms of number of employees with assessment responsibilities. Whereas the working group was comprised of 10 individuals, the team is comprised of a six-person steering committee, twelve additional team members, and as the team functions using a project-based model, additional library personnel often join project-teams resulting in wider participation still (see Table 1 for contributions to team projects).

Team Accomplishments:

The team approached eleven projects, completing seven of them in the first year. In all 22 individuals officially participated in Assessment Team projects (see Table 1: Contributions to Team Projects). Participation in projects is voluntary, and the large number of volunteers is evidence of a library wide commitment to assessment. Projects would not have been possible to complete, without the assistance of many library employees outside the team who provided data from which the projects were built.

Completed Projects 2010 – 2011:

Team Charge –The Steering Committee drafted and adopted a team charge (Appendix 1)

Team Goals for fiscal year 2010 – 2011 - The Steering Committee drafted and adopted team goals for fiscal year 2010 – 2011 (Appendix 2)

Libraries Benchmarks- Developed in 2005, the cycle for reviewing progress made towards benchmarks was due for a review. A project-team formed and the benchmarks were updated. The resulting report, has been delivered to Library Administration, and added to the team website (forthcoming).

"We Hear You" – This project responded to user comments from LIBQUAL, and other survey instruments used during 2009 – 2011. The project-team took provided a multi-faceted approach to respond to users aiming to reach as many as possible. Methods of distribution included a news story in WSU Today, daily tweets, facebook postings, rotating screensavers on public computers, and a news story on the WSU Libraries news feed.

"Value of Academic Libraries" – The release of ACRL's *Value of Academic Libraries Report*, prompted a project-team to form. The project-team reviewed the report and made recommendations as to which of the report recommendations would have potential for impact in demonstrating the value the WSU Libraries brings to the university. The resulting report recommended ten approaches and has subsequently been used to develop additional team projects. The report is available on the Assessment Team's website (forthcoming).

Libraries Fact Sheet – A project-team produced the document *Statistics at a Glance*, a one-page document that provides a snapshot of the libraries holdings, offerings, and services. Designed for a non-library audience the document demonstrates in numbers contributions of the WSU Libraries to the larger university community. The document is available on the team website (forthcoming), currently appears as a rotating image on the Libraries homepage, was announced via the Libraries news feed, and was delivered to a library wide audience via the Libusers listserv.

Assessment Plan: Environmental Scan – As a first step in developing an assessment plan, a project-team formed to conduct an environmental scan of available library assessment plans. The project-team reviewed the assessment offerings of twenty-two institutions, and drafted a structure approved by Library Administration from which an assessment plan will develop. The assessment plan structure is available on the team website (forthcoming).

Projects in Progress:

Quarterly Web Statistics – This project directly addresses the team goal of setting up a core set of web statistics, for quarterly generation. The aim is to identify those statistics that are relevant to the decision making processes of library employees, to enable data influenced decisions.

Website Redesign –A primary objective of the Assessment Team is to enhance the availability or library statistics and data. A project-team has formed to create an Assessment Team web site as a gateway. Progress on the project to date includes a streamlined site modeled after the libraries home page. When complete, team-members will have a one-stop location to access foundational team documents (charge, goals, etc.) as well as updated statistical information

"Library Value: Document and Augment Library Advancement of Student Experiences" – This project results from a recommendation made in the report written by the "Value of Academic Libraries" project-team, which completed in its work in the 2010 – 2011 year. The project-team views their work as a long-term initiative with potential for multiple facets in working to address their aim of determining the impact the libraries have had on the lives of WSU students. The team is developing a survey, and has identified students who have taken the Libraries one-credit course *GenEd 300 Accessing Information for Research* as the first cohort to approach in addressing the team charge.

Library Data Task Force – The Libraries have developed the Library Data Taskforce in response to a 2010 WSU University initiative intending to create transparency, accountability, apply best practices, and increase efficiencies in data management. The group is charged with formulating policies, statements of principle, and specific recommendations, with the intent of making our data management practices more effective, consistent, transparent, and efficient.

Table 1: Contributions to Team Projects

	Team Charge	Goals	Bench-marking	We Hear You	Assessment Plan Environ-mental Scan	Value of Academic Libraries	Libraries Fact Sheet	Lib. Value: Doc. and Augment Lib. Adv. of Student Exp.	Website Redesign	Quarterly Web Statistics	Library Data Task Force
Beth Blakesley	X	X			X						X
Jerry Becker	X	X							X	X	
Steve Borrelli	X	X	X	X	X	X		X	X		
Zinthia Briceno-Rosales			X							X	
Erica Carlson-Nicol				X							
AL Cornish											X
Vicki Croft							X				
Joel Cummings											X
Lara Cummings								X			
Robert Ferguson	X	X	X		X	X	X		X	X	X
Corey Johnson	X	X		X		X	X	X		X	
Cindy Kaag			X		X						
Alex Merrill	X	X				X		X		X	
Ingrid Mifflin									X		
Jill Palmer											X
Sue Phelps						X	X				
Carol Robinson											X
Annanaomi Sams						X					
Kay Vyhnanek											X
Marilyn Von Seggern				X			X				
Lihong Zhu											X
Christy Zlatos							X				

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Appendix 1: Team Charge:

Charge:

The Assessment team is charged with planning and implementing an assessment program, positioning the Libraries to become a user-centered, data influenced organization. Through conducting and reporting on assessments of library services and resources, the team provides relevant stakeholders information targeted toward advancing University and Libraries strategic goals and priorities.

Specifically, the group will:

- Create and manage an overall assessment plan for the WSU Libraries

- Undertake and coordinate assessments, surveys, etc. aimed at measuring the quality of our services and collections and the needs, and expectations of our clientele, effectiveness and efficiency of our operations, success in meeting unit and university goals and other appropriate topics

- Ensure assessments are undertaken in accordance with University regulations

- Report the results of said assessments to the Libraries and relevant stakeholders as appropriate

- Make or recommend changes based on assessments and ensure that they are completed.

- Coordinate WSU's participation in national and regional library assessments of services and collections.

- Provide a repository for the results of assessments done by WSU Libraries groups

- Provide information and training sessions related to assessment

- Disseminate information on assessment initiatives

Appendix 2: Assessment Team Goals 2010 – 2011

Assessment Team Goals for 2010/2011

Category:	Goal:	Success Will Mean:	Library Goals:	WSU Strategic Goals:	Status:
Planning and Reporting	Draft and adopt goals for 2011	drafting and adopting goals for 2012 by the end of the 2011 calendar year	I, IV	IV	Complete
	Create an annual report of assessment activities	the creation of a report that summaries activities of the assessment team, as well as progress toward meeting team goals	I, III, IV	I, IV	
	Conduct a seating count	counting all the seating available at the six Pullman campus libraries including classrooms	II	II	
	Create and disseminate annual state of the libraries report in concert with the Data Officer	the continued creation of an annual report distributed annually	I, IV	III, IV	
Infrastructure	Create an assessment plan	the creation of a document outlining planned assessment activities for projects identified as core to the libraries	I, II, IV	I, IV	In process
	Establish timelines or routines for collecting and establishing data	identifying data that is routinely collected, and establishing timelines for data collection and dissemination	I, IV	IV	
	Define core measures	the identification of methods to measure outcomes	I, II, III, IV	I, II, IV	
	Develop a culture of continuous assessment	the creation of an infrastructure that enables library employees to conduct spontaneous less formal assessment through access to key library data (A.K.A. Agile Assessment)	I, II, III, IV	I, II, IV	In process
Enhance Access to Data	Set up and generate a core set of quarterly web statistics	identifying core web statistics of relevance to the assessment team, and generating a quarterly report accessible to all on the Assessment website	I, II, III, IV	IV	In process
	Enhance the availability of library statistics and access to historical data	creating one location where access to LibQual data, web statistics, use statistics, etc. are available in a digestible format	I, II, III, IV	IV	In process
Team Member Professional Development	Foster opportunities for Assessment Team members to develop necessary assessment skills	creating at least 5 opportunities for participation by team members	I, II, IV	IV	Done
	Promote opportunities for team members to learn about	announcements for at least 10 assessment professional development opportunities will be made available	I, IV	I	Done

	assessment	through the assessment team listserv			
Demonstrate Library Value	Develop systems to collect data on individual user behavior, while maintaining privacy	developing at least one systematic approach to collecting information on library users that can be integrated with information from other institutional sources to assist in clarifying the value the library provides for the university community	I, II, IV	I, II, III, IV	
	Engage in higher education accreditation process	the creation of a map of library relevance to individual departments focused on the integration of library services into programs	I, II, III, IV	I, II, III, IV	
	Document and augment library advancement of student experiences, attitudes, and perceptions of quality	identifying a cohort of students who have had frequent access to information research instruction, and conducting a survey soliciting their perspectives on the impact the libraries have had on their academic and workforce success	I, IV	I, II, III, IV	In process
	Demonstrate the impact of library services on retention of students	identifying at least 2 measures for analysis that aim to demonstrate the impact of library services on retention of students	I, III, IV	I, II, III, IV	
	Gather and report on librarian productivity in Categories 2 and 3	the creation of a list of activities demonstrating the contributions of the library faculty to the library and WSU community	I, II, IV	III, IV	
Ongoing Projects	Complete "We Hear you" project	getting posters made and distributed	I	II, III, IV	Complete
	Complete "Benchmarking" project	the creation and distribution of an updated report incorporating new data	I, IV	I, IV	Complete
	Complete the Library Fact Sheet	the creation of a one page document highlighting key statistics of the WSU Pullman Libraries	I, III	I, IV	Complete
	Complete "Assessment Plan Environmental Scan" project	the creation and distribution of a report recommending the format and items to consider in drafting an assessment plan for the libraries	I, II, IV	I, IV	Complete