Building a Culture of Assessment: The Evolutionary Journey at the AUC Robert W. Woodruff Library

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What is Assessment?

- Formal and informal

- Quantitative and qualitative data collection

- Data analysis drives decision making:
  - Service/resource improvements
  - Strategic plan prioritization/strategic actions
What is a Culture of Assessment?

- Environment where decisions are based on facts, research and analysis
- Services are planned and delivered to maximize outcomes and impacts
- Employees know how results relate to customers’ expectations

Source: (Lakos 2002)
## Literature Review Findings

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<tr>
<th>Themes</th>
<th>Challenges</th>
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<td>- Most libraries are doing some type of assessment</td>
<td>- Determining what to assess</td>
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<td>- Libraries are struggling to develop the right measures</td>
<td>- Collecting sufficient representative data or sample size to draw conclusions</td>
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<td>- Many definitions</td>
<td>- Cost and lack of customization features of survey instruments</td>
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<td>- No consistency in assessment plan formats</td>
<td>- Analyzing collected data</td>
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<td>- It takes about 10 years to develop a good program – build a culture of assessment</td>
<td>- Establishing a culture of assessment</td>
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<td>- Reporting/data sharing that demonstrates the library’s value</td>
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## Woodruff Areas of Assessment

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<tr>
<th>User Services/Resources</th>
<th>Programs/Projects/Initiatives</th>
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<td>- Library instruction and new student orientation</td>
<td>- Center for Integrating Technology &amp; Teaching (CITT)</td>
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<td>- Access (web site, technology)</td>
<td>- Phase II Renovation</td>
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<td>- Auxiliary services (Shuttle services, Woodi Café; Print Shop)</td>
<td>- Knowledge &amp; Arts Initiative (Art, Exhibitions)</td>
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<td>- Range of user services via LibQUAL</td>
<td>- Co-curricular programming</td>
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<td>- Internal customer satisfaction</td>
<td>- Strategic communications &amp; marketing</td>
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HOW DID WOODRUFF BUILD A CULTURE OF ASSESSMENT?
TIMELINE: BUILDING A CULTURE OF ASSESSMENT

2003 – Woodruff Library Strategic Plan
2008 – 2013 Archives & Special Collections Strategic Plan – Historic Collections, Future Directions
2010–2015 Strategic Plan – Building a 21st Century Learning Community – Advancing the Academic Community

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Assessment + Strategic Planning + Action = Change
+ Listening to Our Users

Furniture: Transformation Station

Tracking Shuttle Location

Brawley Greenscape Project
Listening to Our Users

2013 LibQUAL Survey Stations

2010 LibQUAL Survey
Responding to Our Users

AUC Alumni Artists Exhibition

Artist Speaker Series
Responding to Our Users

Michael Jackson in “Blue” Terms – Exhibit & Program
Access to Resources:
- Mobile App

Noise: “Be Polite” Quiet Campaign

Charging Stations
RESPONDING TO OUR USERS

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Next Steps

- Develop formal assessment plan and operationalize it
- Engage external expert to recommend strategies for making data analysis process more effective
- Ongoing inclusion of all staff in maintaining our Library’s culture of assessment
- Continue documenting and telling our story
- Share results in a way that demonstrates value to our key stakeholders
ASSESSMENT MATTERS!
Questions?

Thank you!
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