

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

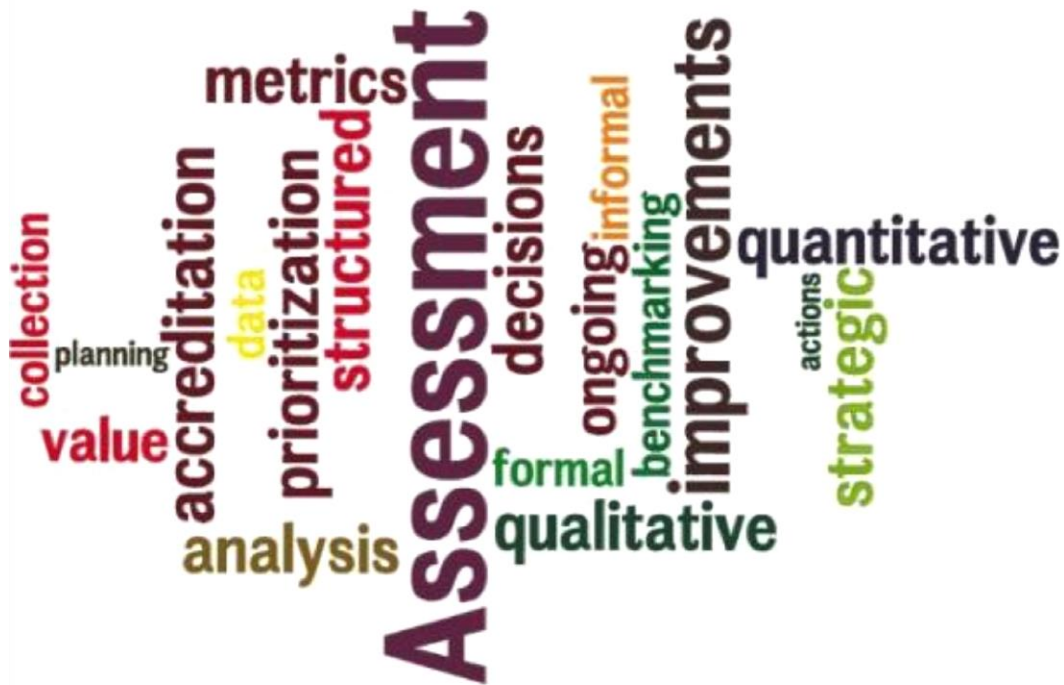
**Carolyn Hart, Asst. Director – Planning, Assessment & Communications  
Rosaline Odom, Department Head – Discovery & Access Services**

*October 28, 2014*



# + Assessment Concepts

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# + What is Assessment?

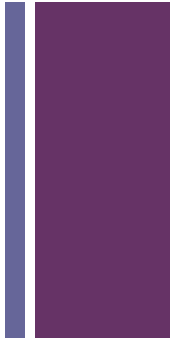
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- Formal and informal
- Quantitative and qualitative data collection
- Data analysis drives decision making:
  - Service/resource improvements
  - Strategic plan prioritization/strategic actions



# What is a Culture of Assessment?

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- 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

## Themes

- Most libraries are doing some type of assessment
- Libraries are struggling to develop the right measures
- Many definitions
- No consistency in assessment plan formats
- It takes about 10 years to develop a good program – build a culture of assessment

## Challenges

- Determining what to assess
- Collecting sufficient representative data or sample size to draw conclusions
- Cost and lack of customization features of survey instruments
- Analyzing collected data
- Establishing a culture of assessment
- Reporting/data sharing that demonstrates the library's value



# Woodruff Areas of Assessment

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## User Services/Resources

- Library instruction and new student orientation
- Access (web site, technology)
- Auxiliary services (Shuttle services, Woodi Café; Print Shop)
- Range of user services via LibQUAL
- Internal customer satisfaction

## Programs/Projects/Initiatives

- Center for Integrating Technology & Teaching (CITT)
- Phase II Renovation
- Knowledge & Arts Initiative (Art, Exhibitions)
- Co-curricular programming
- Strategic communications & marketing



# **HOW DID WOODRUFF BUILD A CULTURE OF ASSESSMENT?**



# TIMELINE: BUILDING A CULTURE OF ASSESSMENT



2003 – Woodruff Library Strategic Plan

2006 – 2009 Strategic Plan: Building a 21<sup>st</sup> Century Learning Community

2008 – 2013 Archives & Special Collections Strategic Plan – Historic Collections, Future Directions

2010 – 2015 Strategic Plan – Building a 21<sup>st</sup> Century Learning Community – Advancing the Academic Community





**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

Atlanta University Center  
Robert W. Woodruff Library

## Artist Talk

**Ross Oscar Knight**  
*"Love What You See"*

Noon-1:00 p.m. • Tuesday, May 13, 2014  
Virginia Lacy Jones Exhibition Hall, AUC Woodruff Library

One of the featured artists in the library's AUC Alumni Exhibit, Morehouse College alumnus Knight will deliver a presentation in which he will share his personal journey of how he achieved his dreams as a photographer and provide insight on his stunning work *Beauty in Face of Destruction* that came out of his travels in Haiti.

Knight is a trained member of the Professional Photographers of America and his images have appeared in various media outlets across the globe. Notably, CNN, Oprah Winfrey, HGTV, the NBA, Forbes and Essence have featured his work. Also, 20th Century Fox and Lifetime Television have expressed interest in his photo documentation. His current fine art exhibits (incl. *Beauty in the Face of Destruction* and *Everyday Life India*), are visiting the U.S.

*This event is free and open to the public. Please RSVP at [rsvp@aucr.edu](http://rsvp@aucr.edu).*

AUC Woodruff Library  
111 James P. Braxley Drive, SW  
Atlanta, GA 30314  
Visit [www.aucr.edu](http://www.aucr.edu) for parking information and directions.

Artist Speaker Series

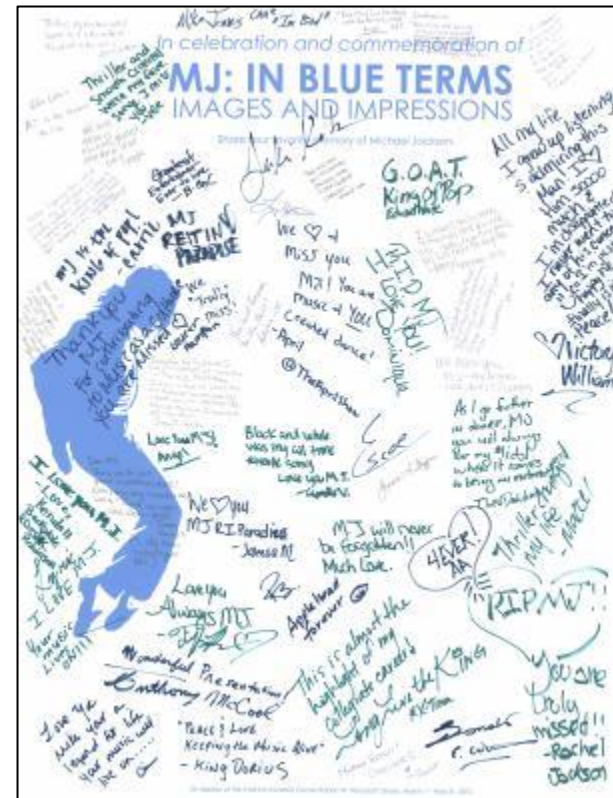
# + Responding to Our Users



Michael Jackson in “Blue” Terms – Exhibit & Program



AUC Woodruff Library\_102714



# + Responding to Our Users



Access to Resources:  
Mobile App



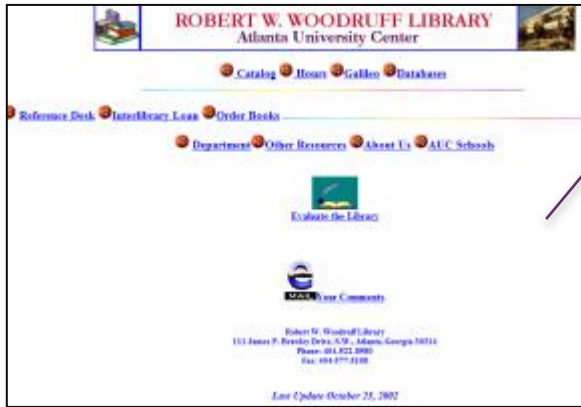
Noise: "Be Polite" Quiet  
Campaign



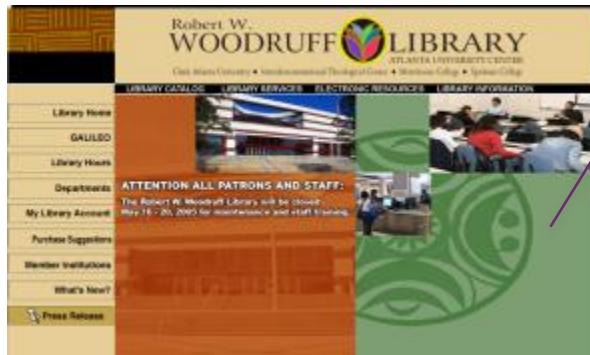
Charging Stations



# RESPONDING TO OUR USERS



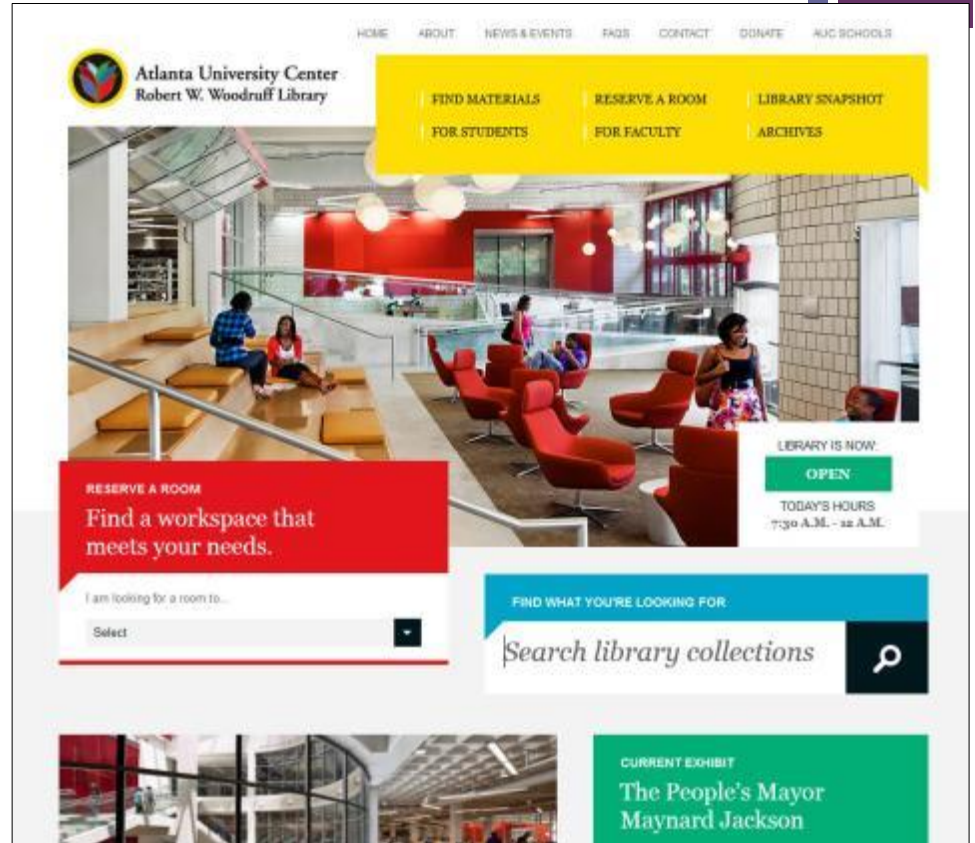
2003



2005



2008



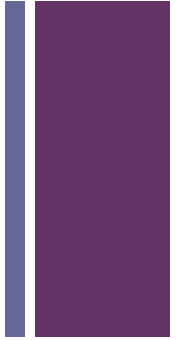
2013

# + Next Steps

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- 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!

[chart@auctr.edu](mailto:chart@auctr.edu)

[rodom@auctr.edu](mailto:rodom@auctr.edu)