Library Assessment Conference

BUILDING EFFECTIVE, SUSTAINABLE, PRACTICAL ASSESSMENT

CRYSTAL GATEWAY MARRIOTT  Arlington, VA
OCTOBER 31 - NOVEMBER 2, 2016
www.libraryassessment.org
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follow @la_conference  
#iac16

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**2016 Library Assessment Conference Steering Committee**

Jackie Belanger, University of Washington  
Sue Baughman, Association of Research Libraries, Co-Chair  
Bob Fox, University of Louisville  
Steve Hiller, University of Washington, Co-Chair  
Lisa Hinchliffe, University of Illinois at Urbana-Champaign  
Martha Kyrillidou, QualityMetrics, LLC  
Vivian Lewis, McMaster University  
Megan Oakleaf, Syracuse University  
Jennifer Paustenbaugh, Brigham Young University  
Stephen Town, University of York, UK

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Image of Capitol Reflecting Pool © Milko Romero https://www.flickr.com/photos/milkor/4045281527
Dear Colleagues,

We are delighted to welcome more than 600 registrants to the Washington, DC area for the 2016 Library Assessment Conference. As the largest conference of its kind in the world, this meeting with its array of programs has helped build and foster an energetic community that is deeply committed not only to improving our libraries but also to documenting our contributions to individual and institutional success.

This year as we celebrate our 10th anniversary we take great pride in the growth of the conference and of the assessment community over the past ten years. We believe the two are related. Our six conferences will have offered a rich trove of 350 posters, 400 papers and panels, 30 keynote presentations, and 36 workshops that have chronicled the value of library assessment to our institutions and user communities. These programs represent exemplary assessment work that is being done in our libraries and provide information and inspiration to those working improve effectiveness and decision making. In addition to the formal ample opportunities for participants to learn from one another and share their own stories and successes.

While the Library Assessment Conference serves as a learning, networking and community event, it also has a tradition for being fun. We invite you to enjoy the conference reception on Monday evening, which also happens to be Halloween. So come as you are or in costume. On Tuesday and Wednesday evenings we offer the Leaders and Luminaries events where you will have the opportunity to mingle in an informal setting over drinks or dinner with colleagues and some of our library leaders and assessment stars. Of course, the Washington, DC area has its own set of attractions, especially the week before the election. The conference hotel is located above the Crystal City Metro Station that offers convenient access to the region. The Local Arrangements Committee has planned some additional activities and prepared a restaurant guide for your enjoyment.

Welcome and enjoy the meeting! We are pleased that you will join us at the 2016 Library Assessment Conference.

2016 conference co-chairs,

Sue Baughman, Association of Research Libraries
Steve Hiller, University of Washington
2016 Conference Schedule

Sunday, October 30th

9:00 am–6:00 pm  Registration Pickup  ARLINGTON FOYER
1:00–4:30 pm  Workshops  ARLINGTON BALLROOM

SALON VI
Getting the Message Out: Creating a Multi-Directional Approach to Communicating Assessment
Leaders: Donna Tolson (University of Virginia) and Vivian Lewis (McMaster University)

SALON II
Introductory Data Visualization with Tableau
Leaders: Rachel Lewellen (University of Massachusetts Amherst), Jeremy Buhler (University of British Columbia), and Sarah Murphy (Ohio State University)

SALON V
Outcome(s) Assessment
Leader: Martha Kyrillidou (Quality Metrics, LLC)

5:00–6:00 pm  New Attendee Orientation  SALONS I & II

Monday, October 31st

8:00 am–5:00 pm  Registration Pickup  ARLINGTON FOYER
9:00–9:15 am  Welcome & Opening  SALONS III & IV
9:15–10:30 am  Plenary Session 1  SALONS III & IV
Keynote I  Molly Broad, American Council on Education, Higher Education at a Crossroads
Keynote II  Lisa Hinchliffe, University of Illinois at Urbana-Champaign, Sensemaking for Decisionmaking

10:30–11:00 am  Break  SALON IV
11:00 am–12:30 pm  Concurrent Session I  ARLINGTON BALLROOM
12:30–1:30 pm  Boxed Lunch  SALON III
Sponsor Presentations — SisriDynix  SALON I

1:30–3:15 pm  Concurrent Session II  ARLINGTON BALLROOM
3:15–4:30 pm  Affinity Meetings
CIC  SALON I
LLAMA Assessment Section  SALON IV
QQML  SALON III

3:15–5:30 pm  Library of Congress Tour
5:30–7:00 pm  Poster Session 1  GRAND BALLROOM – SALONS A–E
7:00–9:30 pm  Conference Reception (Halloween Fun)  SKY VIEW & PRE-FUNCTION SPACE
### CONCURRENT SESSION I

#### Salon III

**Session 1**

**KEYNOTE REACTION PANEL**

Margie Janti (University of Wollongong), Vivian Lewis (McMaster University), Elliott Shore (Association of Research Libraries), Scott Walter (DePaul University)

#### Salon VI

**Session 2**

**DIGITAL LIBRARIES**

*Measuring the Impact of Digitizing 24,000 Print Theses and Dissertations at UMass Amherst*

Jessica Adamick, University of Massachusetts Amherst

*Research as Design—Design as Research: Applying Design Thinking to Data Management Needs Assessment*

Cynthia Ippoliti, Oklahoma State University

*Assessing the Digital Humanities Working Group Projects at the University of Florida*

Laura Spears, Laurie Taylor, University of Florida

#### Salon II

**Session 3**

**ITHAKA**

*Lessons from the 2015 UCSC Instance of the Ithaka S+R Student Survey*

Greg Careaga, University of California, Santa Cruz

*Implementing the Ithaka Faculty Survey: Engaging Staff and Visualizing Findings*

Joyce Chapman, Emily Daly, Duke University

*Investigating the Needs of Religious Studies Scholars: A Multi-Institutional Collaborative Approach*

Danielle Cooper, Ithaka S+R

*Library as Research Site: The Local Value of Participating in a National Research Project*

Jenifer Gundry, Virginia Dearborn, Princeton Theological Seminary

*Visualizing Local Data: The Ithaka S+R Survey at UNLV*

Starr Hoffman, Ashley Hernandez-Hall, University of Nevada-Las Vegas

*Survey Administration Best Practices: Lessons Learned from the 2015 Ithaka S+R Faculty Survey*

Christine Wolff, Ithaka S+R

*What Do Faculty Think? National & Local Perspectives from the Ithaka S+R Survey*

Christine Wolff, Ithaka S+R

#### Salon V

**Session 4**

**SPACE 1**

*Reading Library Spaces: Using Mobile Assessment to Complete Your Library's Story*

Tobi Hines, Camille Andrews, Sarah Wright, Cornell University

*Evidence-Based Decision Making Using New Library Data*

Heather Scarff, University of Texas Arlington

*Driving the BUS: A Multimodal Building Use Study and Needs Assessment*

Mandy Shannon, Wright State University

*Mixing Measures: How We Used Quantitative and Qualitative Techniques to Assess Teaching and Learning in a New High-Tech Classroom*

Laura Taylor, Suzanne Pileper, Northern Arizona University

*Don't Dismiss Directional: Analyzing Reference Desk Interactions to Develop an Evidence-Based Content Strategy for a Digital Wayfinding System*

Christine Tobias, Michigan State University
CONCURRENT SESSION II

1:30-3:15

Salon III
Session 5

LEARNING 1
Building CORA, the Community of Online Research Assignments
Susan Archambault, Lindsey McLean, Loyola Marymount University

Is It Working? Assessing the Effectiveness of Community College Information Literacy Instruction: Creating Developmentally Appropriate Outcomes and Improving Instruction Using the “Framework” as a Guide
Heather Gillanders, Tacoma Community College

Adventures in Framework Assessment
Anne Grant, Camille Cooper, Clemson University

Implementing ACRL’s Assessment in Action Program at UNCG Libraries to Meet the Information Literacy Needs of Incoming Transfer Students
Karen Grigg, Lea Leiningwer, Jenny Dale, University of North Carolina at Greensboro

Score! Using Competitive Assessment Approaches to Chart Growth in Critical Thinking and Information Literacy with Incoming Freshman Athletes
Colleen Mullally, John Watson, Pepperdine University

Dream of a Common Language: Developing a Shared Understanding of Information Literacy Concepts
Deborah A. Murphy, University of California, Santa Cruz

Student Instructional Histories: An Approach to Assessing the Reach of an Information Literacy Program
Erica Schattler, Megan Bresnahan, Tufts University

Understanding Research: Assessing Library Impact on Academic Performance through an Online Courseware Pilot
Karen Dearing, Ashley Shealy, Middle Tennessee State University

Academic Libraries’ Impact on Community College Student Success
Katy Mathews, Ohio University
Brad Pulcini, Central Ohio Technical College

Salon VI
Session 6

COLLECTIONS/DIGITAL
Do We Approve? New Models for Assessing Approval Plans
Daniel Dollar, Julie Linden, Sarah Tudesco, Yale University

Mind the Gap: Using Patron Actions to Identify Holes in a Library’s Collection
Qiana Johnson, Northwestern University
**Organizational Issues**

**Salon II**  
**Session 7**

*Measuring Impact of Liaison-Faculty Relationships*  
Lisa Horowitz, Courtney Crummett, Tracy Gabridge, Massachusetts Institute of Technology

*Calculating the REACH of Engaged Librarians: A Lesson in Poka-Yoke Error Proofing*  
Sarah Murphy, The Ohio State University

*ARL’s Leadership and Career Development Program: An Incubator and Catalyst for Leadership Development*  
Mark A. Puente, Association of Research Libraries  
Carlette Washington-Hoagland, University of Iowa

*Using Appreciative Inquiry Methods to Build a Culture of Assessment and Library Instruction Program from the Bottom Up: Uncovering Librarian Values, Assumptions, Beliefs, and Best Practices*  
Donna Harp Ziegenfuss, University of Utah

**Methods**

**Salon V**  
**Session 8**

*Relationships between LibQUAL+® Outcomes and Service Quality Scores*  
Colleen Cook, McGill University  
Martha Kyriilliou, Quality Metrics, LLC  
Bruce Thompson, Texas A&M University

*The Illusory Holy Grail: Comprehensive Mixed-Methodology Assessment is No Better Than Using a Single Method; A Case Study on the 21st-Century Science Library*  
Frankie Wilson, University of Oxford

*Collaborative Libraries Assessment Across a Multi-Campus College*  
Tanner Wray, Cynthia Pfansiehl, Montgomery College  
Nancy Fried Foster, Ithaka S+R

*Event Evaluation: Developing a Rubric for Assessing the Value of Library Programming*  
Maurini Strub, Melissa Laning, University of Louisville
Tuesday, November 1st

8:00 am-5:00 pm  Registration Pickup  ARlington Foyer
9:00-9:10 am  Announcements  Salons III & IV
9:10-10:00 am  Plenary Session 2  Salons III & IV
Keynote III  Brian Nosek, University of Virginia, Promoting an Open Research Culture
10:00-10:30 am  Break
10:30 am-12:00 pm  Concurrent Session III  Arlington Ballroom
12:00-1:00 pm  Boxed Lunch  Salons IV
Sponsor Presentations — Project SAILS Salon I
1:00-2:45 pm  Concurrent Session IV  Arlington Ballroom
3:30-5:00 pm  Poster Session 2  Grand Ballroom Salons A-E
6:30 pm  Dinner with Leaders & Luminaries (sign up in advance - Arlington Registration)

10:30–12:00  Concurrent Session III

| Salon III  
| Session 9 |
| Keynote Reaction Panel |

| Salon II  
| Session 10 |

### Organizational Issues 2
Assessing Your New Library Position: A Story about Creativity, Collaboration, and Collegiality
Amanda Albert, Saint Louis University

How Well Do We Collaborate? Using Social Network Analysis (SNA) to Evaluate Engagement in Assessment Program
Nisa Bakkalbasi, Columbia University in the City of New York

Acknowledging the Political, Economic, and Values-Based Drivers of Assessment Work: An Analysis of Publications on Academic Library Assessment
Lise Doucette, Western University

Assessment as User Engagement: Using User Testing and Assessment to Build Investment in the Library’s Intranet
Elizabeth Edwards, University of Chicago

Using Peers to Shed Light on Service Hours for Librarians
Hector Escobar, Heidi Gauder, University of Dayton

Active Learning with Assessment
Katharine Hall, Meredith Giffin, Concordia University

Assessment Planning in the Time of Change
Charissa Jefferson, Laurie Borchard, California State University, Northridge
Salon V
Session 11

**LEARNING 2**

*Making It Work: Developing a Student-Centered Assessment Model for a Large-Scale Information Literacy Program*
Rachel Gammons, Lindsay Inge, University of Maryland

*Multi-Method Assessment to Improve Library Instruction*
Zsuzsa Koltay, Kornelia Tancheva, Cornell University

*Using Images to Understand Students’ Approaches to the Research Process*
Ann Medaillé, Molly Beisler, University of Nevada, Reno

Salon VI
Session 12

**VALUE**

*A Toolkit for Efficient Reporting on the Library’s Value to Disparate Stakeholders*
Sarah Pickle, Claremont Colleges

*Take Back the Data: The 21st-Century Library*
Kirsten Kinsley, Florida State University
Lisa Horowitz, Massachusetts Institute of Technology

*Lean Libraries Optimize Outcomes!*
Annie Norman, Delaware Division of Libraries

1:00–2:45

**CONCURRENT SESSION IV**

**METHODS 2**

*Academic Library Services and Undergraduate Academic Success: Trends in Research Literature*
Ashlynn Kogut, Texas Medical Center Library

*Assessing User Engagement with Library Exhibits Using Eye Tracking*
Kris Markman, Harvard University

*Why Seek Expertise in an Age of DIY? One Library’s Qualitative Approach to Understand When and Why Students Seek Reference Assistance*
Marc Vinyard, Colleen Mullally, Jamie-Beth Colvin, Pepperdine University

*There’s Method in the Madness: Understanding the Benefits and the Usage of Usability Methodologies in a Website Life Cycle*
Rachael Winterling, University of North Carolina at Charlotte

*Assessment by Design: A Design Thinking Project at the University of Washington Libraries*
Jackie Belanger, John Danneker, Amelia Klaus, Christine Tawatao, Stephen Weber, Linda Whang, University of Washington
Linda Garcia, Washington State University Vancouver

*Using Informal Learning Spaces and Non-Traditional Methods to Assess Student Success*
Anna Sandelli, University of Tennessee, Knoxville
Sojourna Cunningham, University of Richmond

*Building on Success: Increasing the Impact of an In-House User Satisfaction Survey*
Emily Daly, Duke University

*So Everyday: Interviews with Academic Researchers to Understand Their Day-to-Day*
Erin Eldermire, Neely Tang, Cornell University
**Salon II**

**Session 14**

**ORGANIZATIONAL ISSUES 3**


Kristine Brancolini, Marie R. Kennedy, Loyola Marymount University

*Proficiencies for Assessment Librarians and Coordinators: Defining a Profession*

Mark Emmons, University of New Mexico

Lisa Horowitz, Massachusetts Institute of Technology

Carol Mollman, Washington University in St. Louis

Megan Oakleaf, Syracuse University

Terry Taylor, DePaul University

Alice Daugherty, Louisiana State University

Zoltán Szentkirályi, Southern Methodist University

*Creating Sustainable Assessment Practice through Collaborative Leadership: Informing and Being Informed by Higher Education Leaders*

Lisa Hinchliffe, University of Illinois at Urbana-Champaign

Kara Malenfant, Association of College and Research Libraries

Karen Brown, Dominican University

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**Salon III**

**Session 15**

**SPACE 2**

*A Day in the Life: Practical Strategies for Understanding Student Space-Use Practices*

Andrew Asher, Indiana University

Julianne Couture, University of Colorado, Boulder

Mariana Regalado, Maura Smale, City University of New York, City Tech

Jean Amaral, Borough of Manhattan Community College, CUNY

Barbara Fister, Gustavus Adolphus College

Donna Lanclos, University of North Carolina, Charlotte

Sara Lowe, Indiana University–Purdue University Indianapolis

*Lead Users: A Strategy for Predictive, Context-Sensitive Service and Space Design*

Ameet Doshi, Georgia Institute of Technology

Elliot Felix, brightspot strategy

*From Data to Development: Using Qualitative Data to Create New Ideas and Solutions*

Ingela Wahlgren, Åsa Forsberg, Lund University

*Space: Describing and Assessing Library and Other Learning Spaces*

Bob Fox, University of Louisville

Martha Kyrillidou, Quality Metrics, LLC

Steve Hiller, University of Washington

Joan Lippincott, CNI
Wednesday, November 2nd

7:00 am–12:00 pm  Registration Pickup  ARLINGTON FOYER
9:00–10:30 am    Concurrent Session V  ARLINGTON BALLROOM
10:30–11:00 am   Break
11:00 am–12:30 pm Concurrent Session VI  ARLINGTON BALLROOM
12:30–1:30 pm    Boxed Lunch  SALONS IV
1:30–3:00 pm     Plenary Session 3  SALONS III & IV
                 Library Assessment Career Achievement Awards – Neal Kaske, Stephen Town
                 Celebrating the 10th Anniversary of the Library Assessment Conference
                 Conference Adjourns
3:30–6:00 pm     ARL Members Assessment Meeting  SALONS III & IV
6:30             Dinner with Leaders & Luminaries (sign-up in advance – Arlington Registration)

9:00–10:30  CONCURRENT SESSION V

Salon VI  
Session 16  
SPECIAL LIBRARIES
Measurement and Metrics for US Presidential Libraries and Museums
Wanda Dole, Abraham Lincoln Presidential Library and Museum
Jack Robertson, Thomas Jefferson Foundation
Assessing the Use of Special Collections: Case Studies from Harvard's Houghton Library
Emilie Hardman, Harvard University
Special Collections Assessment Efforts at ARL
Jackie Dooley, OCLC
Martha Kyrillardou, Quality Metrics, LLC

Salon II  
Session 17  
ANALYTICS/VALUE
Graduate in Four Years? Yes, the Library Can Help With That
Jan Fransen, Kristen Mastel, Shane Nackerud, Kate Peterson, Krista Soria, University of Minnesota
Academic Libraries and Student Retention: The Implication for Higher Education
Mary O’Kelly, Grand Valley State University
What Do We Want to Know: Completing an Action-Oriented Research Agenda
Lynn Connaway, OCLC
Alan Carbery, Champlain College
Debbie Malone, DeSales University
**Salon V**  
**Session 18**

**ORGANIZATIONAL ISSUES 4**
*Using a Social Network Analysis to Inform Library Communication Patterns*
Holt Zaugg, Brigham Young University

*So You Developed the Framework for Liaison Work: What’s Next?*
Yelena Luckert, University of Maryland

*Reskilling for the Digital Humanities: Assessing Outcomes of the “Developing Librarian” Program*
John Tofanelli, Nisa Bakkalbasi, Barbara Rockenbach, Columbia University in the City of New York

*A Comparison Study of the Perceptions, Expectations, and Behaviors of Library Employers on Job Negotiations as Hiring Employers and as Job Seekers*
Leo Lo, University of Alabama
Jason Reed, Kansas State University

*Building Library-Wide Engagement in Assessment*
Beth Martin, Anne Cooper Moore, Rachael Winterling, University of North Carolina at Charlotte

*Writing the Library’s Story, Three Outcomes at a Time*
Luke Vilelle, Hollins University

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**Salon III**  
**Session 19**

**SERVICES 1**
*Supporting Parents in Early Literacy through Libraries (SPELL): An Assessment of a Multi-Site Public Library Project*
Linda Hofschire, Colorado State Library

*Delighting Our Customers: Building Services Collaboratively with Learners at a Distance*
Sam Dick, Selena Killick, The Open University

*Evaluating from Arm’s Length: Assessing Services Provided by a Library Consortium*
Sabina Pagotto, Kathryn Barrett, Katya Pereyaslavsk, Scholars Portal, Ontario Council of University Libraries

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**11:00–12:30**  
**CONCURRENT SESSION VI**  
**Wednesday, November 2nd**

**Salon II**  
**Session 20**

**DATA**
*What Do We Collect and Why? Using a Self-Study to Improve Data Collection Practices*
Summer Durrant, Suzanne Chase, University of Mary Washington

*Using a Tool to Build a Culture of Assessment: The Data Framework*
Starr Hoffman, Ashley Hernandez-Hall, University of Nevada-Las Vegas

*All Your Data Displayed in One Place: Preliminary Research and Planning for a Library Assessment Dashboard and Toolkit*
Frankie Wilson, University of Oxford
William Garrity, Mackenzie Smith, University of California, Davis
Megan Hurst, Christine Madsen, Athenaeum21
Wolfraam Horstmann, Göttingen State and University Library

*Getting Vizzy with It: Data Visualization in Support of Assessment, Planning, and Communication*
Ebony Magnus, SAIT Polytechnic
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Salon V
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SPACE 3
A Factor Analysis Approach to Persona Development Using Survey Data
Hae Min Kim, Duke University
John Wiggins, Drexel University

Assessing to Transform an Aging Learning Commons:
Leveraging Multiple Methods to Create a Holistic Picture of Student Needs
Jessica Adamick, Sarah Hutton, University of Massachusetts Amherst

Consulting Detectives: How One Library Deduced the
Effectiveness of Its Consultation Area & Services
Camille Andrews, Tobi Hines, Cornell University

It's All About the Learning: What Students Say About Their
Learning in Informal Learning Spaces in the Library
Susan Beatty, University of Calgary

Public Workstation Use: Visualizing Occupancy Rates
Jeremy Buhler, University of British Columbia

Library Snapshot Day, or the 5 Whos—Who, What, When, Where, and Why Are Students
Using Academic Library Space: A Method for Library User Experience Assessment
Enrique Caboverde, Gricel Dominguez, Genevieve Diamond, Denisse Solis, Florida
International University

Advancing Campus Priorities Through Informed Space Reallocations
Bob Fox, Bruce Keisling, University of Louisville

Thursday, November 3rd

9:00 am–12:30 pm Workshops ARLINGTON BALLROOM

SALON II
Learning Analytics, Academic Libraries, and Institutional Context:
Getting Started, Gaining Traction, Going Forward
Leader: Megan Oakleaf (iSchool, Syracuse University)

SALON V
Library Spaces: Approaches to Needs Assessment and Post-Occupancy Assessment
Leaders: Kim Duckett (Duke University) and Joan Lippincott (CNI)

SALON VI
How to Use Altmetrics Data from the Social Web to Evaluate Collections,
Boost Institutional Repositories, and Support Researchers at Your Institution
Leaders: Rachel Borchardt (American University) and Stacy Konkiel (Altmetric)
2016 Library Assessment Career Achievement Awards

Stephen Town

Neal Kaske

2016 Travel Award Winners

Kawanna M. Bright, University of Denver
Enrique Caboverde III, Florida International University
Richard M. Cho, California State University Fullerton
Hoan-Vu Do, San Diego Public Library
Linda Aurora Garcia, Washington State University Vancouver
Jennifer H. Gibson, Jefferson College
Vanissa Gosserand, Southern University and A&M College
Don P. Jason III, University of Cincinnati
Genny Jon, York University
Sofia Leung, Massachusetts Institute of Technology
Library Assessment Conference 10th Anniversary

2006 LIBRARY ASSESSMENT CONFERENCE
Charlottesville, Virginia
200 Conference Registrants

Conference Reception at University of Virginia
Martha Kyrillidou, Kendon Stubbs, Jim Self Steve Hiller

Leaders and Luminaries

Poster Session
Lisa Hinchliffe and Tina Chrzastowski

Charlottesville Free Speech Wall
Moments from Past Conferences

2008 LIBRARY ASSESSMENT CONFERENCE
Seattle, WA
375 registrants

Shelly Phipps and Amos Lakos (LACA Award winners)

2008 LIBRARY ASSESSMENT CONFERENCE
Charlottesville, VA (the “Sandy” conference)
550 registrants

Keynote Speaker, Siva Vaidhyanathan, University of Virginia

2010 LIBRARY ASSESSMENT CONFERENCE
Baltimore, MD
450 registrants

MaShana Davis, Gary Roebuck, Shaneka Morris (ARL)

2014 LIBRARY ASSESSMENT CONFERENCE
Seattle, WA
600 registrants

Library Assessment Career Achievement Awards Ceremony
Back: Joan Stein, Stephen Town, Brinley Franklin, Jim Self, Linda Plunkett, Linda White, Donna Tolson
Front: Fred Heath, Steve Hiller, Martha Kyrillidou
2016 Sponsors

Thank you to all our sponsors for their support in building a strong library assessment community.

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Notes