Library Impact Map (LIM)

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What is a Library Impact Map (LIM)?

Creating a LIM

Analyzing a LIM

Determining:
  – Library Value
  – Collaboration opportunities
  – Strategic planning
Library Impact Map

• Concept developed by Megan Oakleaf
  (Academic Library Value: The Impact Starter Kit, 2012)
• Library services in column
• Institutional foci in rows
• Library experts code relationship at the intersection
  - Y++ = Impact with evidence/data & communicated
  - Y+ = Impact with evidence/data
  - Y = Belief of impact
  - CB = Could be impact if something done/data collected differently
  - N= No impact
LIM Modifications

- **Added:**
  - Library Goals to Areas of Institutional Focus
  - Departments and Divisions to services
# LIM Example

## Library Impact Map

<table>
<thead>
<tr>
<th>Library Goal</th>
<th>Public Services</th>
<th>Collections &amp; Technical Services</th>
<th>Special Collections</th>
<th>Assessment and Personnel</th>
<th>Promotions &amp; Outreach</th>
<th>Information Technology</th>
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</tbody>
</table>

### Library Impact Map Details

- **AUL:**
- **Public Services:**
- **Collections & Technical Services:**
- **Special Collections:**
- **Assessment and Personnel:**
- **Promotions & Outreach:**
- **Information Technology:**

### Library Goals

- **FOC:** Faculty Teaching
- **FOC:** Faculty Innovation, Entrepreneurship
- **FOC:** Institutional Strategic Plan
- **FOC:** Institutional Development, Funding, Endowments
- **FOC:** Faculty Research Productivity
- **FOC:** Local, Global Engagement, Community-Building, Social Inclusion
- **FOC:** Character Building
- **SFC:** Student, Faculty, Academic Report
- **IDAR:** Student GPA, Test Achievement
- **IDAR:** Student Learning Outcomes
- **IDAR:** Faculty Recruitment, Tenure, Promotion
- **IDAR:** Faculty Service
- **IDAR:** Faculty Grant Seeking
- **IDAR:** Faculty Patents, Technology Transfer
- **IDAR:** Institutional Partnerships
- **IDAR:** Institutional Trust
- **IDAR:** Institutional Affordability
- **IDAR:** Institutional Accreditation, Program Review
- **IDAR:** Local, Global Economic Growth
- **IDAR:** Spiritually Strengthening
- **IDAR:** Intellectually Enlarging
- **IDAR:** Student Retention, Completion, Graduation
- **IDAR:** Student Lifelong Learning
- **IDAR:** Institutional Athletics
- **IDAR:** Institutional Athletics
- **IDAR:** Lifelong Learning & Service
- **IDAR:** Undergraduate Research
- **PSTTF:** Student, Career, Professional Success
- **PSTTF:** Institutional Effectiveness
- **PSTTF:** Student Experience, Engagement
- **PSTTF:** Student Recruitment, Enrollment

### Library Impact Map Grid

- **Y:** Yes
- **N:** No
- **CB:** Critical Balance

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LIM Analysis
Foci by Coding

Mostly Ys:
Student GPA, Test Achievement
Student Learning Outcomes
Institutional Accreditation/Program Review
Undergraduate Research
Student Experience/Engagement

Mostly Ns:
Local/Global Economic Growth
Institutional Athletics
LIM Analysis
Foci by Coding

• Although belief of impact
  – little/no evidence collected or disseminated
  – only 50-60% are Y

• Identifies:
  – strengths to build from
  – areas to build up
LIM Analysis
Goal by Coding

• Between 33 & 40% of each goal coded N
  – Is coding correct?

• Low rate (3 - 5%) of data collected and communicated (Y⁺ & Y++]

• Revisit Codings
  – Y: Data collection
  – CB: Data collection & do different
LIM Analysis: Service by Coding

- **Connection to/Definition of service with foci**
  - another coding?
- **CB: Collections**
  - do different/better
- **Y: Special Collections**
  - data collection & dissemination
- **N: Public services**
  - connections to be made

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**Library Impact Map**

<table>
<thead>
<tr>
<th>Library Goals</th>
<th>Collection Development</th>
<th>Collections, General</th>
<th>Collections, Special Topics</th>
<th>Special Collections</th>
<th>Disability Services</th>
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- **Y** = Yes, we believe there is an impact relationship between this institutional focus area and this library service, expertise, or resource.
- **Y+** = Yes, there is an impact, and we have evidence/data of the impact.
- **Y++** = Yes, there is impact, we have evidence data, and we’ve communicated the impact to stakeholders.
- **CB** = There "could be" an impact if we did something better or differently.
- **N** = No, there is no impact.
LIM Analysis
Department by Coding

- Greatest amount of “Could Be” if did something better or different.
- Largest percent of CB
- What could be done better or different to collect & share data?
- Acquisitions & Cataloging anomaly
LIM Analysis
Division by Coding

- Two areas with largest belief or evidence of impact.
- What data could be collected & shared?

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LIM Value

- Provides:
  - overall picture of Library importance
  - specific services meeting needs of specific focus
  - indicator of department and/or division impact on university foci
LIM Collaboration

- Identifies services with common coding for specific university focus
  - How are services similar/different?
  - What opportunities are there for collaboration?
- Parallel collaborations
- Duplicated services
LIM Strategic Planning

- Move coding to “Impact with collected & shared data”
- Baseline of/Change in library impact
- Collaboration opportunities within/outside of library
LIM Benefits

1. Overall picture of the library’s impact
2. Identifies trends on different levels
3. Promotes discussion
   (services & institutional foci, relationships, and collaborations)
4. Assists strategic planning
   (focus on target areas and institutional goals)
5. Allows layering of planning and assessment
   (baselines, lead and lag measures, direction, etc.)
6. Describes library value
LIM What’s Next?

• Guidelines NOT Rules . . . Adaptability & Flexibility

• Add Layers
  ✓ Who are your users?
  ✓ What collections do you have/want?
  ✓ With whom will you collaborate? And how?

• What data do I need:
  – to inform.
  – to validate.
Questions

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