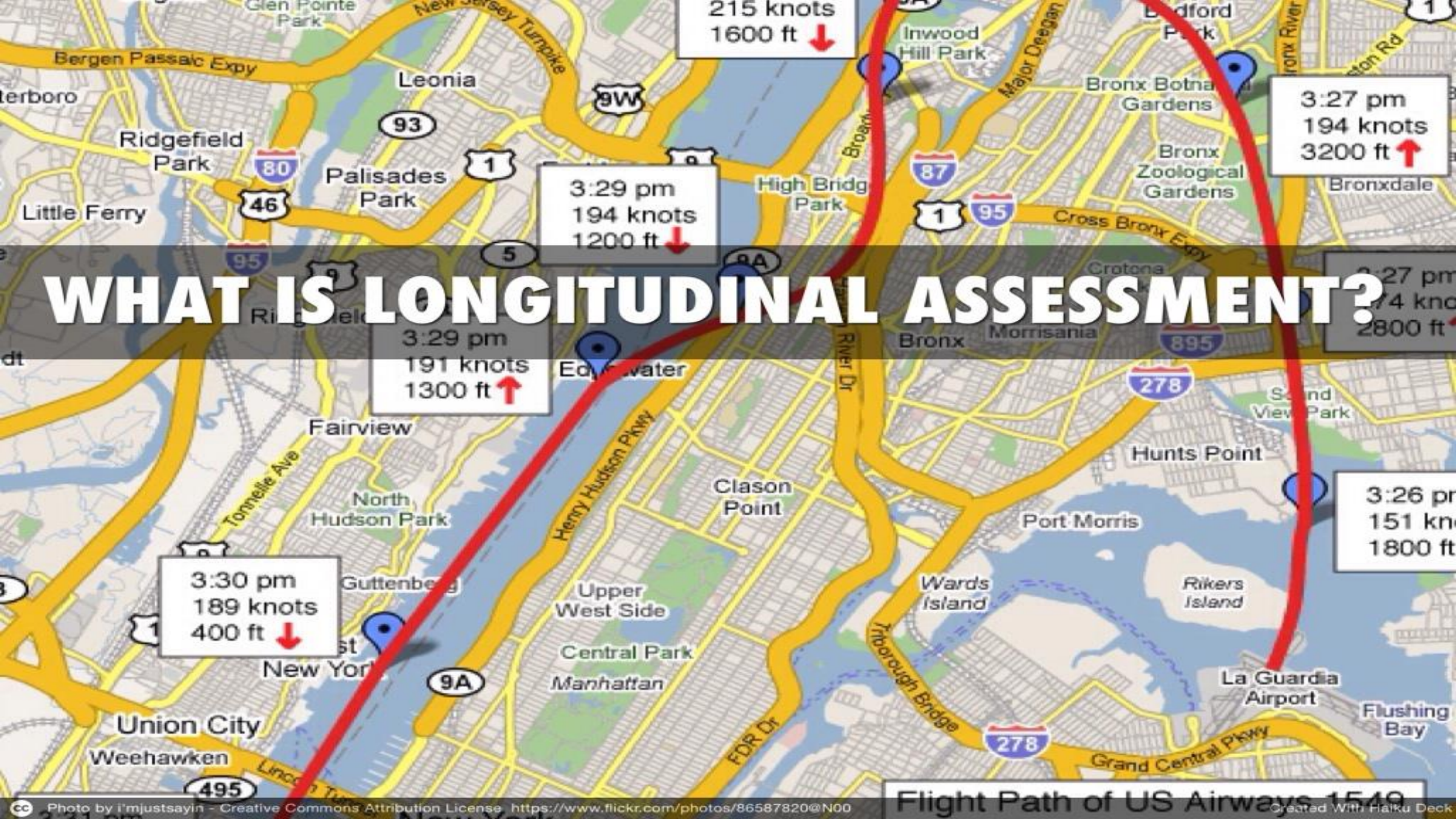




BUILDING A CULTURE

OF CONTINUAL ASSESSMENT

WHAT IS LONGITUDINAL ASSESSMENT?



Flight Path of US Airways 1549



WHY DO IT?

COLLABORATIVE SPACE IN THE LIBRARY:



THE PROJECT THAT STARTED IT ALL

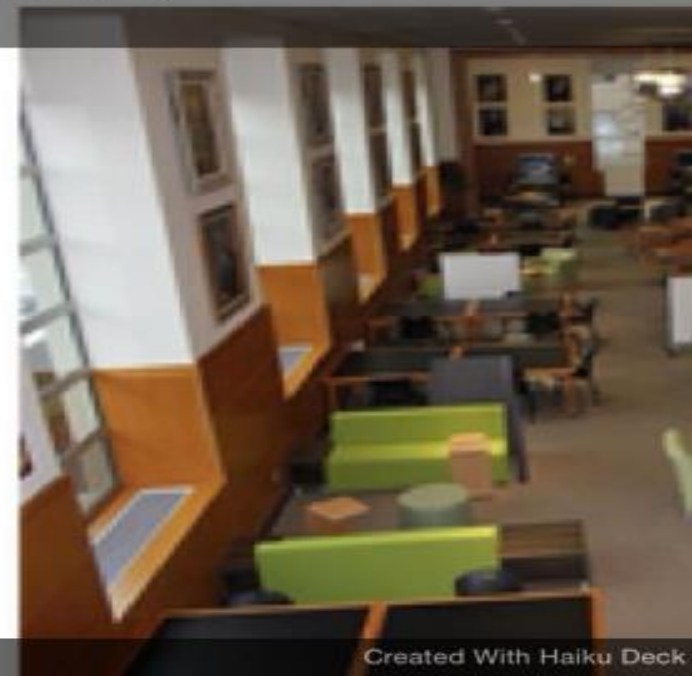
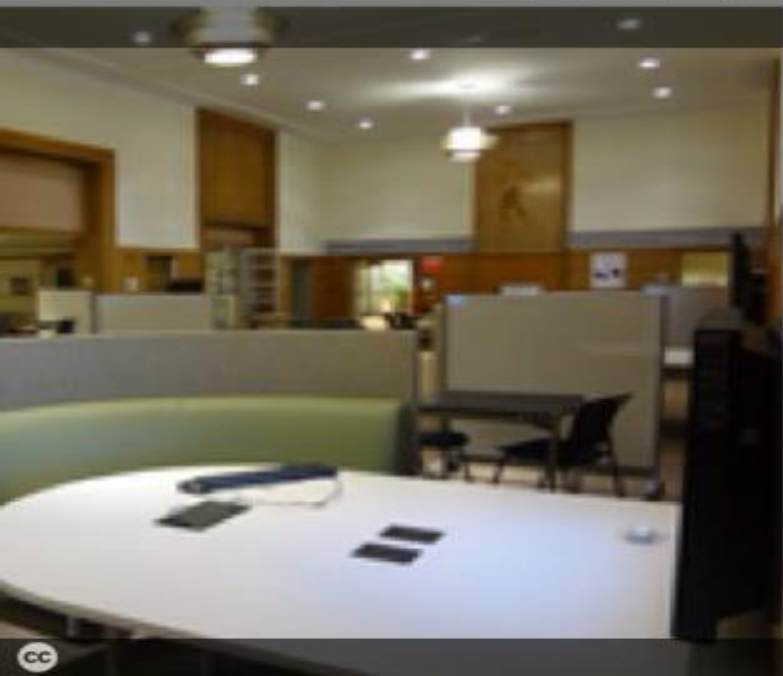
WHAT DID WE DO?

- 2005-2007 (Lit Review, Observations, Interviews)
- 2008-2009 (Observations, Surveys)
- 2012 (Space Design, Photo Diary, Observations, Surveys)
- 2014 (Observations, Surveys)





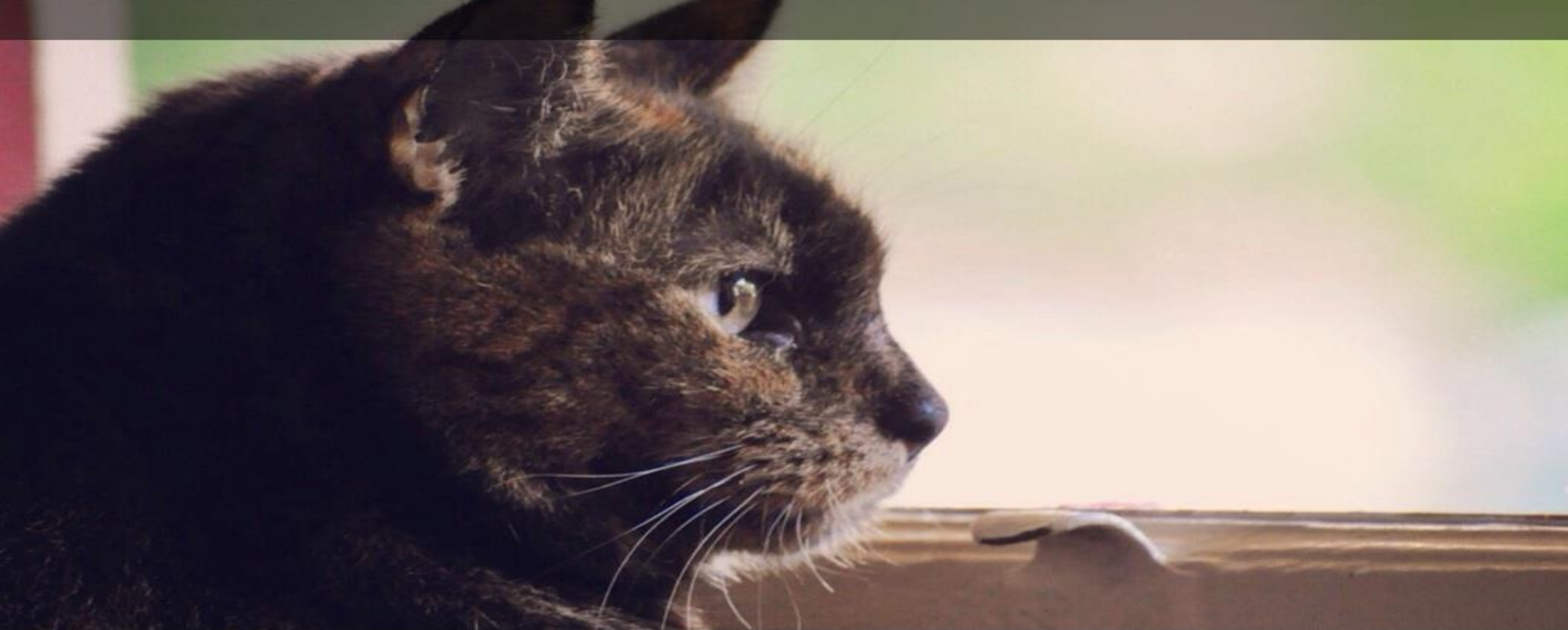
RENOVATION EVOLUTION



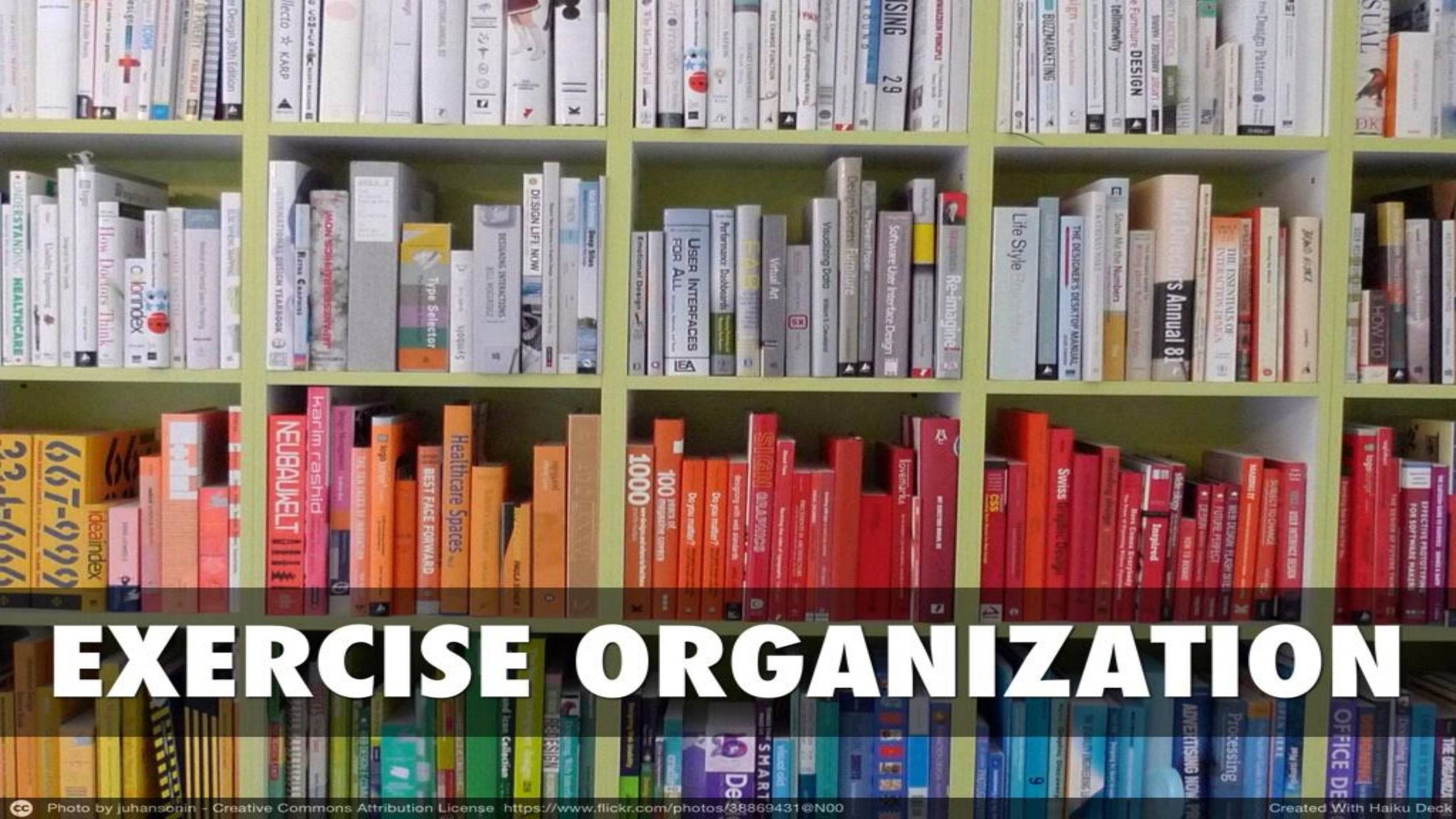


QUANTITATIVE & QUALITATIVE SNAPSHOTS IN TIME

OBSERVATIONAL DATA



WE WATCHED A LOT OF PEOPLE



EXERCISE ORGANIZATION

Still Worthwhile

G

Atlanta

E

Olivia De Havilland

H

Fishface

AL

The Third Wave

SN

A lizard

SI

Tread

STILL WORTHWHILE

Thank you!

Sara E. Wright

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User Engagement Librarian

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Making the Invisible, Visible:

Context and Outcomes with Longitudinal Data

Ameet Doshi

Head, User Experience

Georgia Institute of Technology Library

Robert Fox

Dean, University Libraries

University of Louisville

Context + Drivers

Data-Driven Environment at Data-Driven Institution

Georgia Tech President and Provost are both engineers

Assessment Cross-Functional Team

Collecting, Accessing, Framing

Standardizing processes over time + visualizing

Transparency

Transparency in Architecture...

You can read how the building is put together.

- Richard Rodgers, architect



Projects

Longitudinal Data Dashboard

Library Space Utilization

10 Years of LibQUAL data

Projects: Data Dashboard

Why?

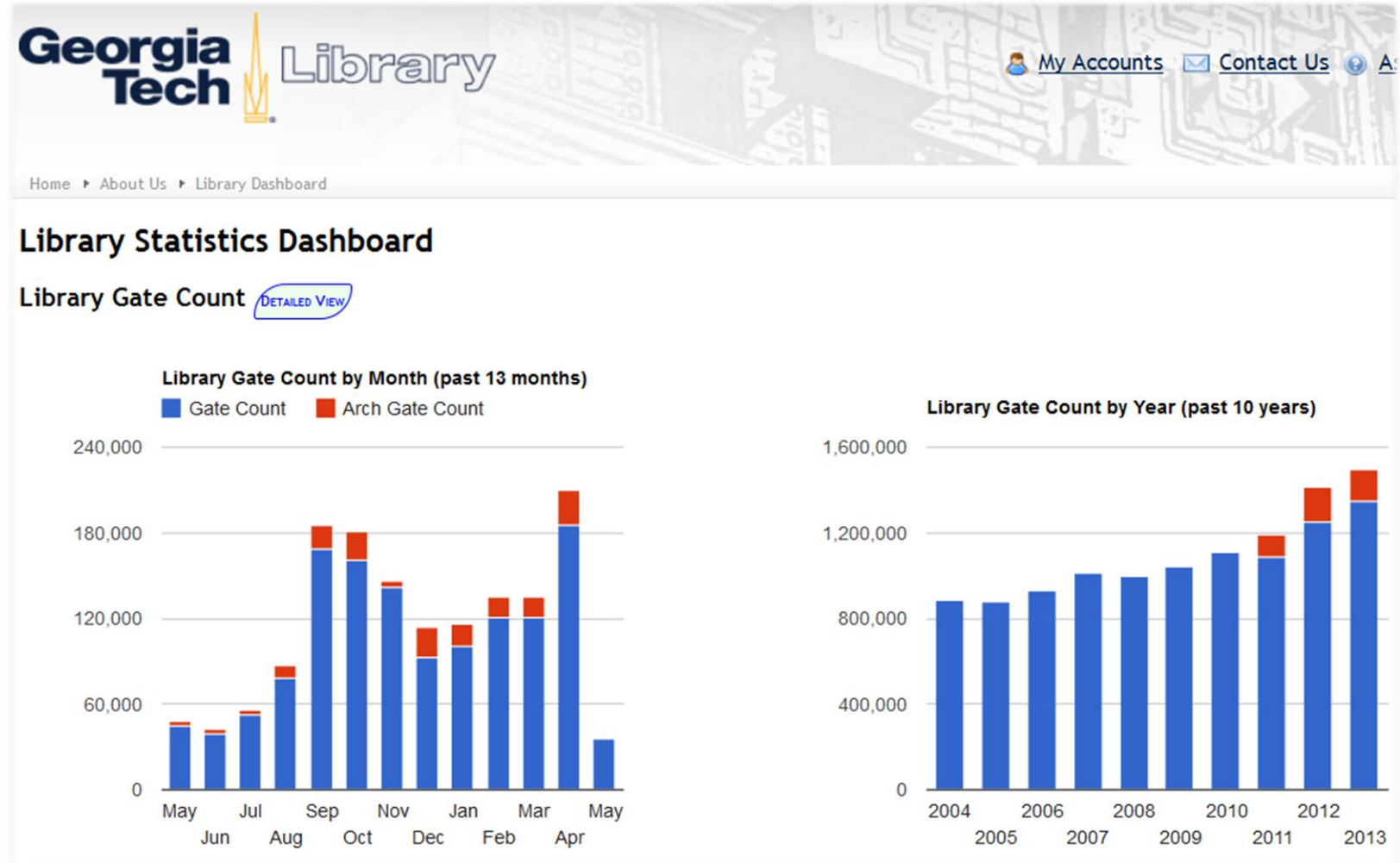
What it addresses

Outcomes

Library Renewal process

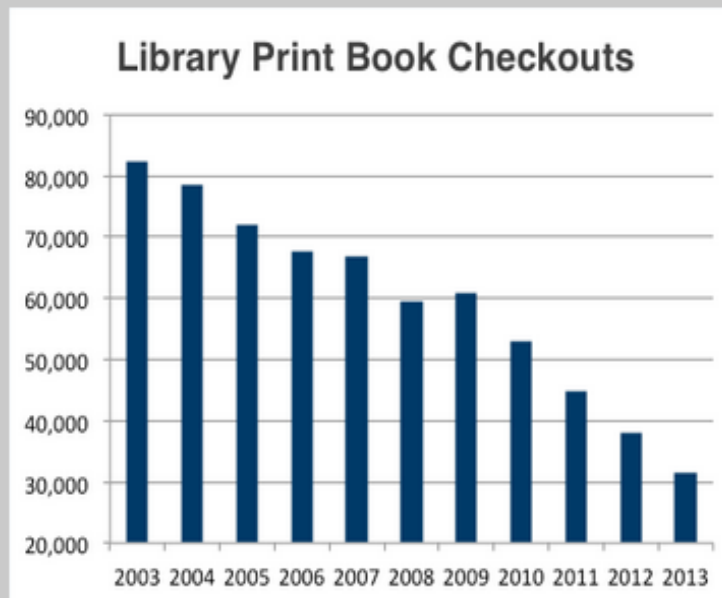
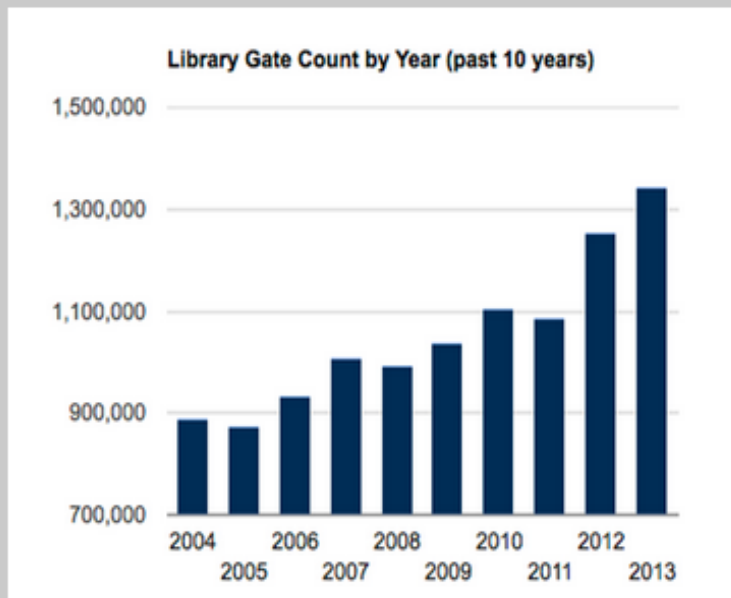
Staffing needs

Service design



Data Dashboard: Telling a transformative story

By the Numbers



eJournal usage (2013)

- 90,000+ [online journal titles](#) purchased and made available by GT Library
- Over a million clicks to [Library e-resources](#) from users looking for scholarly content
- Nearly half a million clickthroughs--most to full-text articles hosted by GT Library

Project: Library Space Utilization 2008-2014

Observations in 2008, 2010, 2014

Why?

What the project addresses

Outcomes



Project: LibQUAL 10 Year Trends (2003-2013)

Why?

What the project addresses

Outcomes

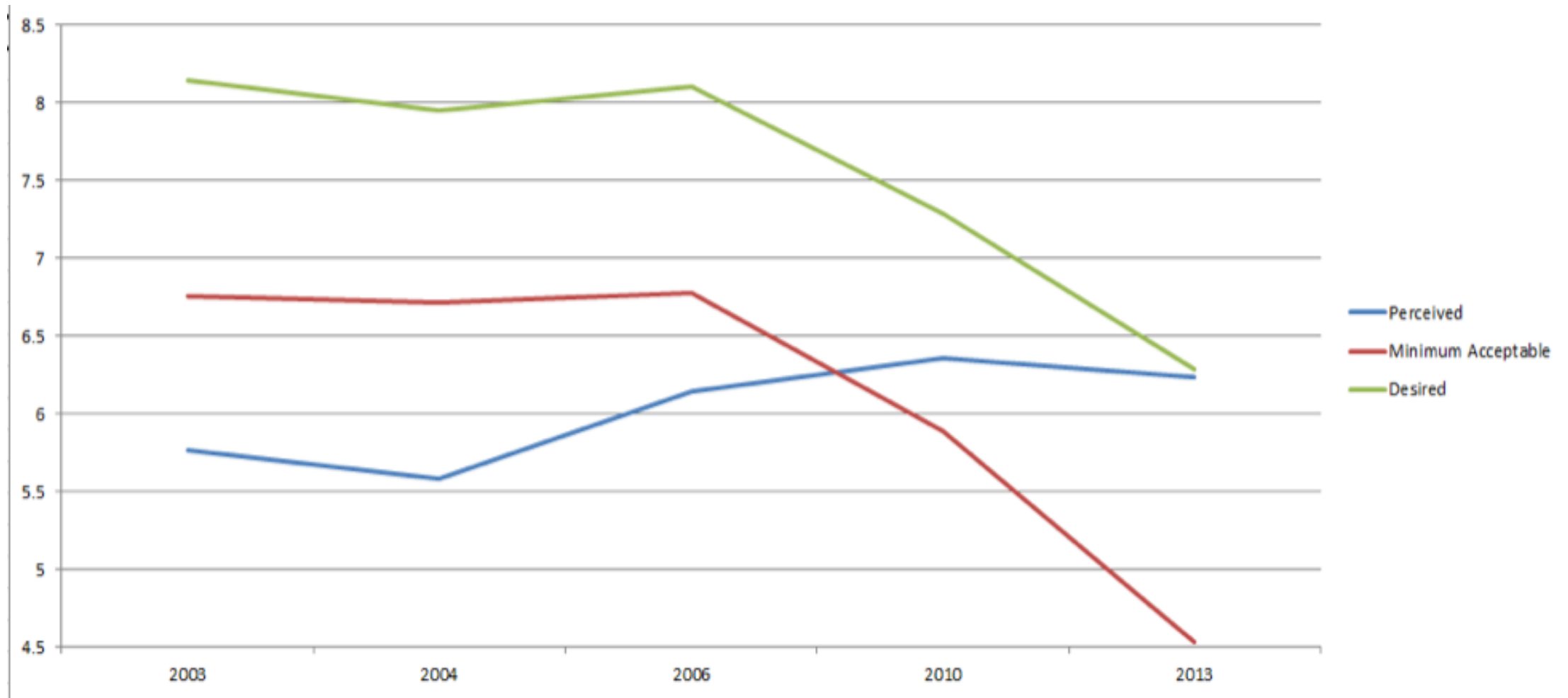
SACS 10 year Reaffirmation process

Data shared in Institutional Repository

Library Renewal / Shifting Print Materials

LibQUAL 10 Year Trends (2003-2013)

“The printed materials I need for my work” (Faculty)





TAKEAWAYS

- Start where you are
- Proactive better than reactive
- Engage stakeholders & partners
- Data collection & management
- The "right tool at the right time"