The Assessment Needs of a Data-Driven Organization: Assessment in the Real World

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MIT Assessment in Context

Library Assessment and Business Intelligence

User Experience

Early conceptual model of new organization, 2009
# Pilot Assessment Plan

## Measures, Tools (example)

<table>
<thead>
<tr>
<th>ID&amp;LA objective: Evaluate user behaviors to inform hours planning. (with UX)</th>
<th>Measure: Comparison of current library hours to use and needs identified by user studies</th>
<th>Tool: User needs/observational study.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure: Benchmarked MIT Libraries hours with peers or similar others (Usage and staffing levels among peer institutions, Usage of other study areas or computer clusters on campus, etc.)</td>
<td>Tool 1: ACRLMetrics</td>
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<td>Tool 2: Hourly data from web site, research guides, Barton OPAC, ILLiad, Vera</td>
<td>Tool 3: Past user study results</td>
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</tbody>
</table>
User Needs Study

Understanding Our Users: Themes from User Experience Studies

- Convenience wins
- Fragmentation hurts
- People count
- Place matters

October 2011
MIT Libraries User Experience Group

Legend
Value (people observed with 5 ft radius)
1-2
3-7
8-12
13-18
19-24
25-40

Represents total number of people recorded during all observations.
## MIT Libraries survey

### 4. For each of the following, do you prefer electronic or print?

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly prefer electronic</th>
<th>Prefer electronic</th>
<th>Like both equally</th>
<th>Prefer print</th>
<th>Strongly prefer print</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collections of papers, articles, essays; conference proceedings</td>
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<td>Course reserves</td>
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<td>Fiction</td>
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<td>Musical scores</td>
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</tbody>
</table>

### Preference between electronic and print formats

- **Textbooks**: Strongly prefer electronic (50%), Prefer electronic (30%), Like both equally (10%), Prefer print (5%), Strongly prefer print (5%), Not applicable (0%)
- **Scholarly books**: Strongly prefer electronic (40%), Prefer electronic (50%), Like both equally (10%), Prefer print (5%), Strongly prefer print (0%), Not applicable (0%)
- **Reference works (handbooks, dictionaries, etc.)**: Strongly prefer electronic (50%), Prefer electronic (30%), Like both equally (10%), Prefer print (5%), Strongly prefer print (0%), Not applicable (0%)
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- **Collections of papers, articles, essays; conference proceedings**: Strongly prefer electronic (40%), Prefer electronic (50%), Like both equally (10%), Prefer print (5%), Strongly prefer print (0%), Not applicable (0%)
This visual shows ILB articles and loans over the past four fiscal years. As the number of articles plus loans that each school has requested over the past four fiscal years.

Visits to libraries.mit.edu from countries other than the U.S.
1,373,828 visits came from 214 countries/territories from June 1, 2010 to May 29, 2011.

Visits to libraries.mit.edu by country other than the U.S.

Google Analytics provides data on where visitors to our pages come from.
- This chart includes the top 24 countries with the most visits to libraries.mit.edu. Other
System-Wide Assessment?

- System
- Strategy
- Vision
- UX
- ID&LA
- LDLC
Take-Away 1: Focus assessment on system-wide priorities
Take-Away 2:
Balance assessment costs and benefits

**Investment in Assessment**
- Staff capacity
- Skills
- Funding

**Benefits of Assessment**
- Strategic data to support decision-making
- Actionable results
- Service improvements
Business Intelligence?
Take-Away 3: Communication is the (not so) secret ingredient

- Setting goals
- Sharing and connecting findings
- Engaging staff
- Demonstrating value

Keith Lockhart, conductor of the Boston Pops Orchestra
So much to learn, so little time

Business Practices + Effectiveness
• Transaction or interaction data
• Benchmarking

Understanding our Users
• Survey
• Ethnography
Take-Away 4: Internal and user-centric metrics create holistic assessment

To understand and contextualize:

• our library’s effectiveness and capabilities
• our community
• institutional priorities
• diverse findings and data

Leonardo Da Vinci’s
*Vitruvian Man*, 1487
Final Insights

1. Focus assessment on system-wide priorities
2. Balance assessment costs and benefits
3. Communication is the (not so) secret ingredient
4. Internal and user-centric metrics create holistic assessment
Questions?

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http://libguides.mit.edu/assessment