Tracking for outreach: Using data for cross-unit purposes

2016 Library Assessment Conference

Heidi Gauder & Hector Escobar
University of Dayton
Campus Data Collection Practices

1: Value on campus for data-based decision making

2: Many academic support units already using TutorTrac software

3: Undergraduates used to swiping

TutorTrac: 49,000+ swipes campuswide Academic Year 2105-2016
Library Service Focus

1. Face to Face Interactions, High Value
2. Campus Diversity Initiatives, Easy Fit
3. Curriculum Support at All Levels

Mission Statement

The University Libraries provide excellent research and scholarly collections, quality service, integrated curricular support and dynamic learning environments – all vital to the mission of a Catholic and Marianist University.
Top department affiliations for users seeking Research Help

- English (30.40%)
- History (18.54%)
- Teacher Education (14.29%)
- Communication (13.98%)
- Mechanical Engineering (9.42%)
- Political Science (4.86%)
- Counselor Education (4.26%)
- Religion (4.26%)

Represent 70% of all users by department affiliation, FA15 & SP16

152 users, 755 visits

Users who sought Research AND Writing help
Mining the Gap

Research Consultations AND Instruction by Course Count

211
Course-related Instruction Sessions, FA15 & SP16

60

209
Research Consultations NO Instruction by Course Count

269
Research Consultations by Course Count, FA15 & SP16
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<thead>
<tr>
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<th>TRACING OUR VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EXTERNAL OPPORTUNITIES</td>
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<tr>
<td>2</td>
<td>INTERNAL OPPORTUNITIES</td>
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<tr>
<td>3</td>
<td>CONTINUING ANALYSIS</td>
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**OBSERVATIONS:**

The data in its current form can help us consider outreach possibilities, especially for instruction, and help examine internal workflows. In the future, we will examine our connections to student success efforts.
PATH Eligible Library Events, AY2015-16

- Film Screening, 9
- Panel Discussion, 2
- Book Talk, Presentation, Teach-In, 1 each

PATH-eligible Library Event Attendance by Month, AY2015-16

- September
- October
- November
- January
- February
- March

Learning Goals
1. Authorship
2. Interculturalism
3. Community Living
Library Co-Curricular Support

PATH Eligible Library Events
Scheduled for Fall 2016

Film Screening, 10
Book Talk, 3
Workshop, 3
Presentation, 1

Participation in Library PATH events,
September - October, 2016

First-year (21.74%)
Second-year (27.17%)
Upper division (51.09%)

31 Average event attendance
40 Repeat students
214 Event swipes
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<tr>
<td>2</td>
<td>INTERNAL COORDINATION</td>
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<tr>
<td>3</td>
<td>CONTINUING ANALYSIS</td>
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**Observation:**
Connecting co-curricular events to the housing lottery increases the library's opportunity for engagement—whether through diversity efforts, academic workshops, or promoting leisure reading.
Thank you!


Heidi Gauder (hgauder1@udayton.edu)
Hector Escobar (hescobar1@udayton.edu)