Getting the Message Out

photo © 2013 Britt Reints, Flickr

Creating a multi-dimensional approach to communicating assessment

2014 Library Assessment Conference, Seattle WA

From McMaster University:

Vivian Lewis
University Librarian

Kathryn Ball
Director, Assessment & Accountability

From the University of Virginia:

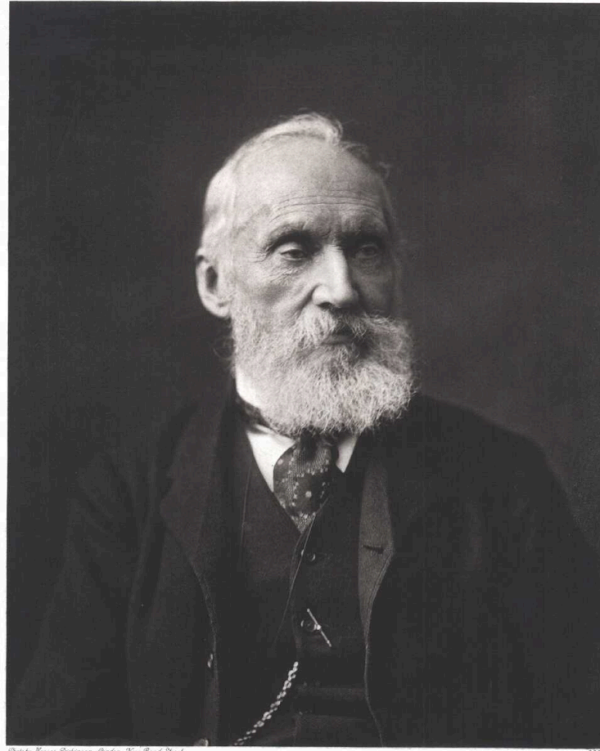Donna Tolson
Library Strategist

Lord Kelvin

"If you can not measure it, you can not improve it."

Sir William Thomson, Lord Kelvin

Use assessment to…

- Improve
- Compare
- Explain
- Promote
- Persuade
- CHANGE

PART I. KNOW YOUR AUDIENCE

One size does not fit all…

Are they one of us?

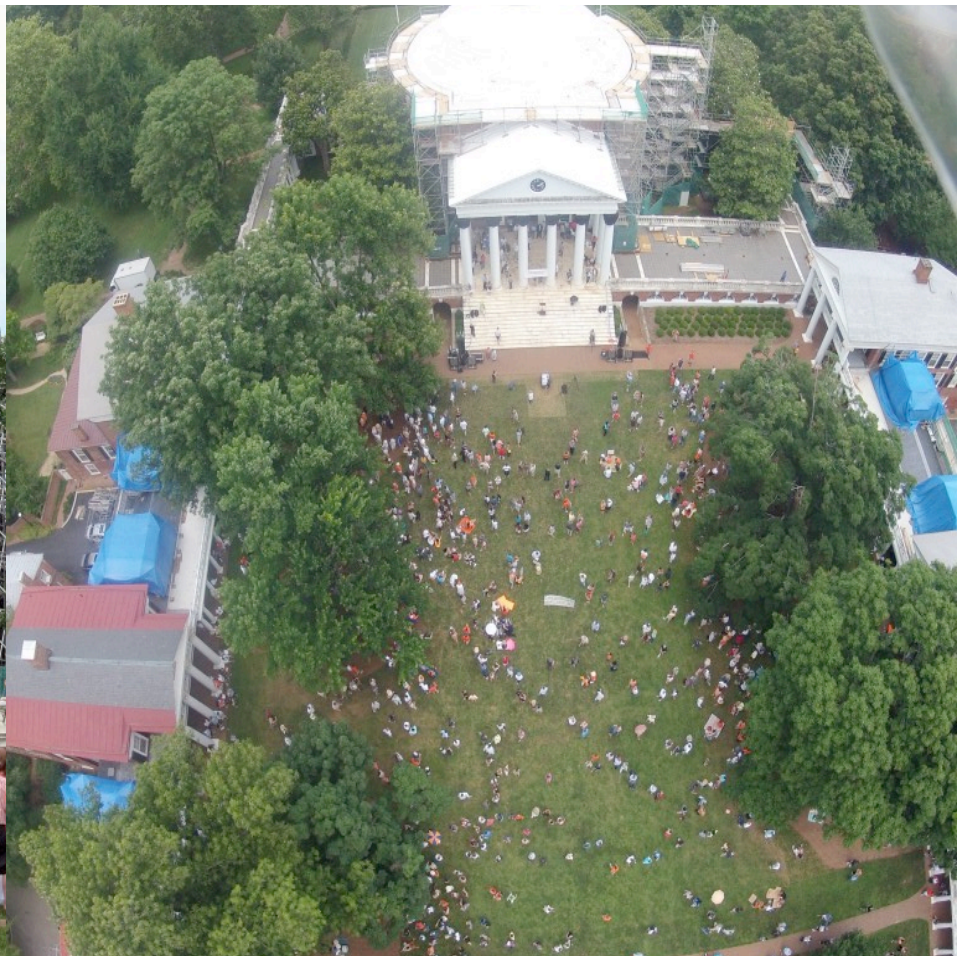Monographs, serials, ALA, ACRL, LLAMA, scholarly communication, linked data...

What do they speak?

What is their data literacy level?

I ♥ DATA

Details vs. Big Picture

www.scholarslab.org/geospatial-and-temporal/diy-aerial-photograph-in-a-crowd

What do they want to know?

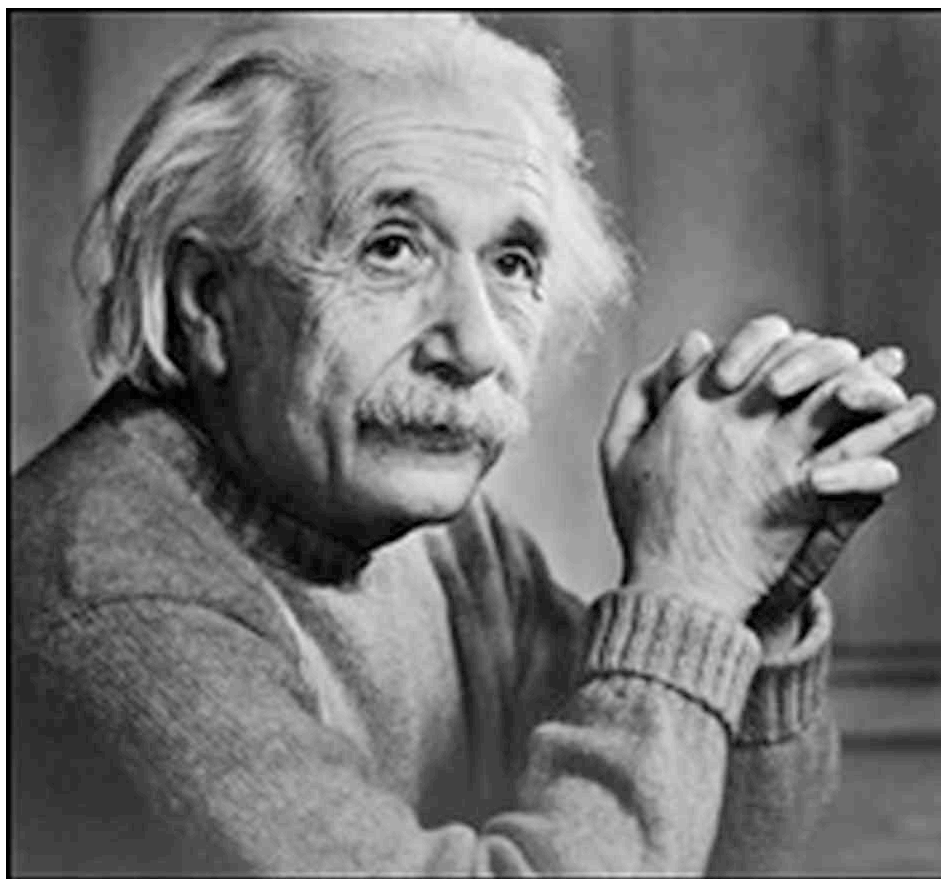Passing of Knowledge by Victor Tan. Photo by Choo Yut Shing.

Non-Library Audiences

Alien library patrons by Elliot Margolies.

"If you can't explain it simply, you don't understand it well enough."

Albert Einstein

What do you need your Provost to know?

Photo of John Simon by Dailyprogress.com

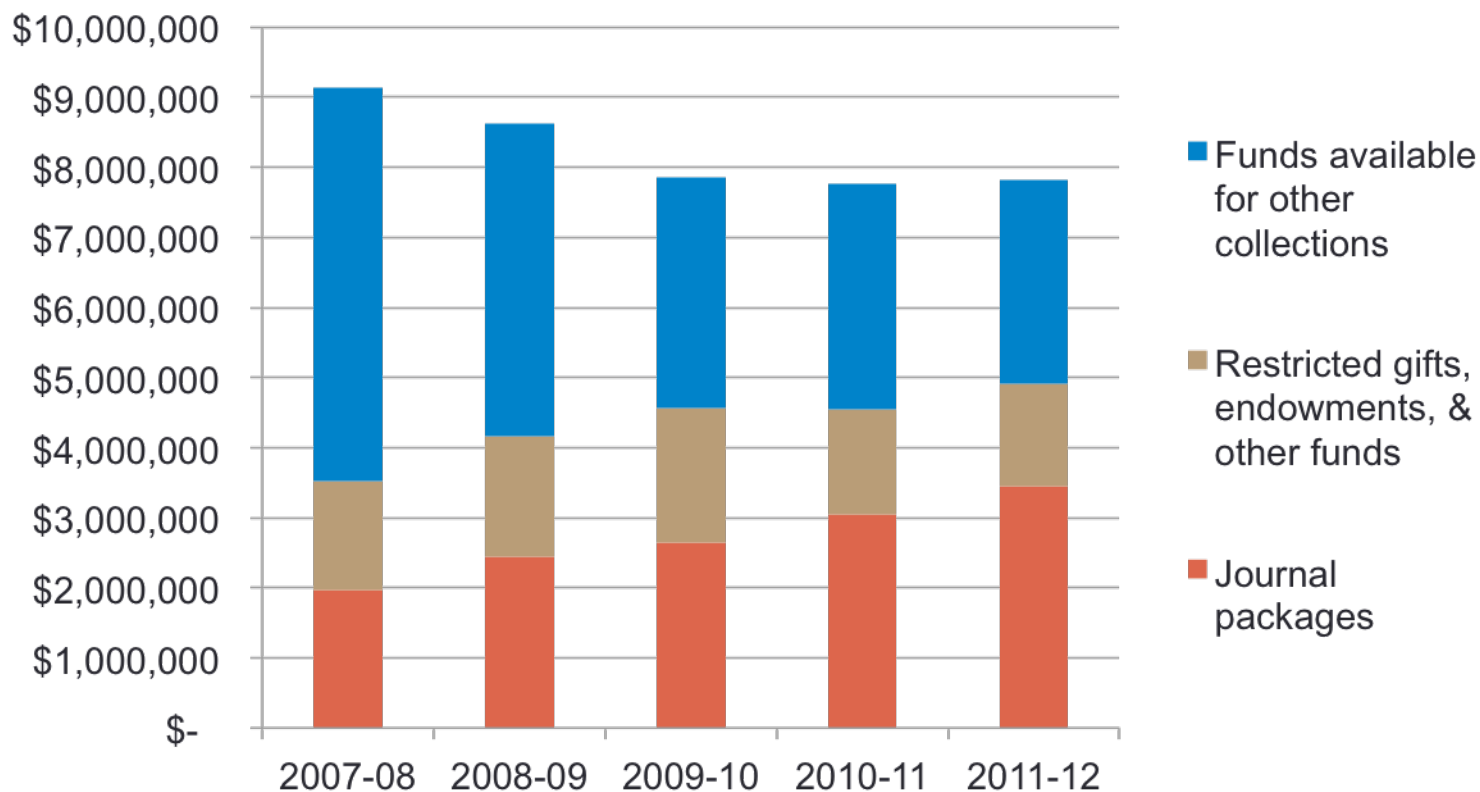# Increased cost of e-journal packages means fewer funds available for new collections

Photo by Todd Burks

Demographics Count

I wish . . .

I knew whether or not I'm citing this correctly.

MLA? APA? WTH?!
Knowing how to cite something properly isn't only a good idea, it's a must to avoid plagiarism. But knowing exactly how to cite references can be confusing, especially with so many styles. Thankfully, the U.Va. Library can help, with tools that practically write your bibliographies for you. Don't just guess. Be sure you're citing it right.

YTML.

Learn more at
bit.ly/1dP40wP

I wish . . .

I had started on this paper earlier.

With your crammed schedule, it's not always easy to get things done well ahead of time. Not to worry, we're here to help. You can take advantage of the Writing Center in Clemons or Brown. You can set up a tutorial or consultation with a librarian. You can study 24/5 at Clemons (24/7 around exam time). And if you can't make it into a library, you can still access a vast collection of books and articles through Off-Grounds Access.

But seriously, next time don't wait until the last minute.

Learn more at
bit.ly/1eetdOS

Your Turn:

Know your audience

Exercise 1: Considering Personas

- University Librarian very knowledgeable about assessment
- University President who is highly political
- Head of a very inflexible library department
- Programmer who speaks "IT" rather than "library."
- Donor who has potential to give millions

PART 2: EFFECTIVE STRATEGIES FOR COMMUNICATING ASSESSMENT RESULTS
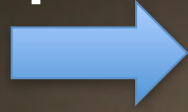
Stories?

©iStockphoto.com/Ferran Traite Soler

It's not a question of getting ON THE AGENDA.

It's a question of getting ASKED BACK.

No time for humility

"The medium is the message."

Marshall McLuhan
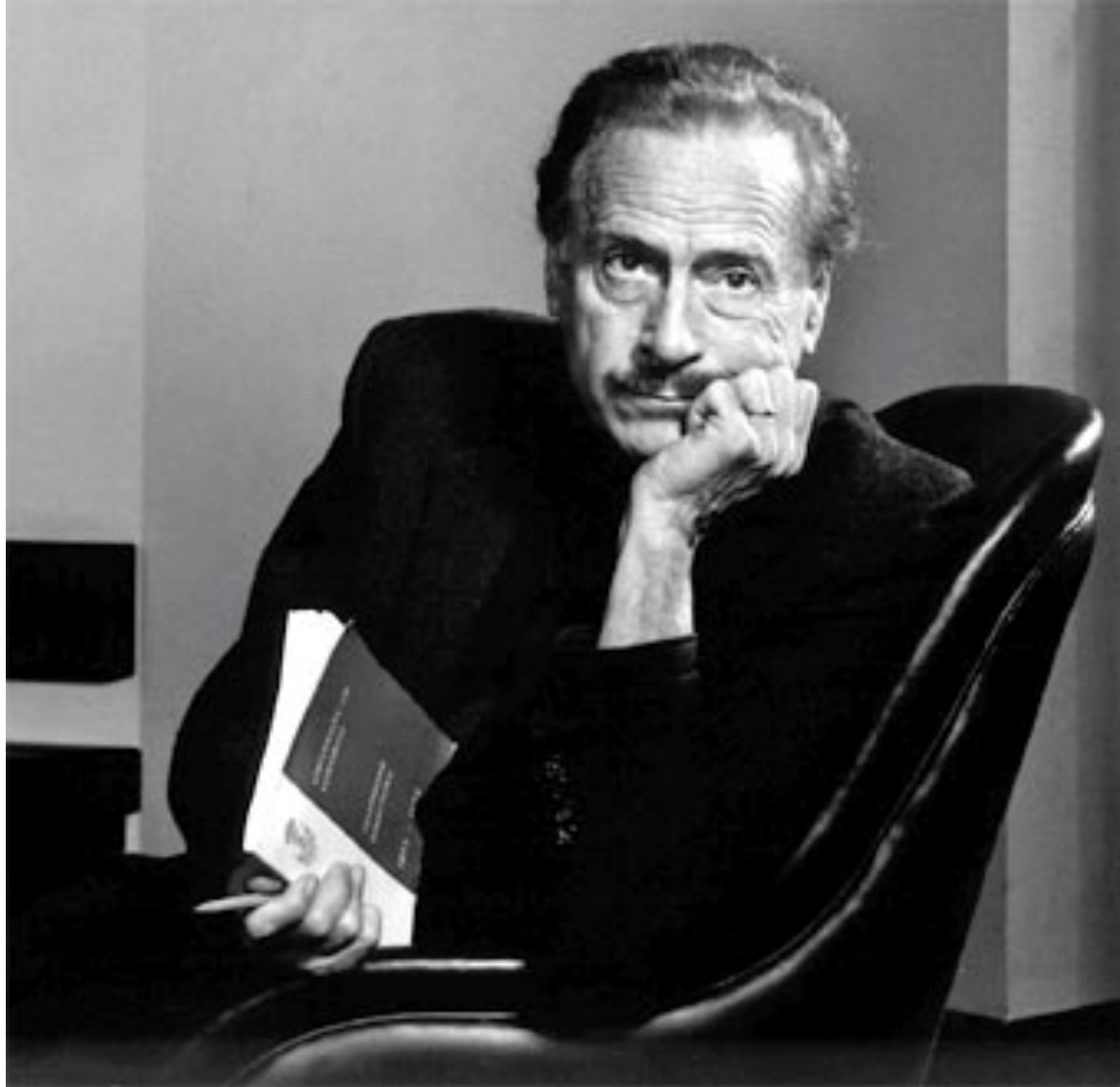
1. Linked to Mission

To teach students to be successful, ethical information seekers, facilitate access to information resources, **provide welcoming spaces for intellectual discovery,** and promote the innovative adoption of emerging learning technologies

**Library Scorecard #3.3 # of Silent / Quiet Study Seats**

2. Simple / Concise

McMaster University Library Scorecard (October 16, 2013)

McMaster University LIBRARY

	OBJECTIVES	MEASURES	Score	STRATEGIC INITIATIVES*
USER PERSPECTIVE	1. Integrate the Library into the University's Teaching, Learning and Research Mission	1.1 New Content in Institutional Repository	🟢	Cloud Storage Digitization Institutional Repository
		1.2 Research Grants	🟡	
		1.3 Library Involvement in Student Learning (F2F)	🟢	Learning Support Library Services Staffing Model
		1.4 Library Involvement in Student Learning (Online)	⚪	Learning Support
	2. Improve discovery of and access to scholarly resources	2.1 Collection Satisfaction	⚪	Electronic Books Integrated Library System User Needs
		2.2 Downloads from the Institutional Repository	🟡	Institutional Repository
		2.3 Use of Licensed E-resources	⚪	Web Site Re-engineering User Needs
		2.4 Objects Digitized	⚪	Cloud Storage Digitization
		2.5 Electronic migration of serials	⚪	
	3. Create world-class teaching and learning spaces	3.1 Upgraded Classrooms	🟡	
		3.2 Satisfaction with Library Spaces	🟡	Accessibility User Needs
		3.3 Silent / Quiet Study Seats	🟡	User Needs
		3.4 Gate Count	🔴	User Needs
	4. Strive for exemplary service that is responsive to user needs	4.1 Service Satisfaction	⚪	Library Services Staffing Model User Needs
INTERN PROCE	5. Marketing: Promote awareness of the Library's rich collections, state-of-the-art facilities and exemplary services	5.1 Library News Stories	🟢	Marketing
	6. Track efficiency and	6.1 New Manuscript Use	🟡	Electronic Books

3. Visual
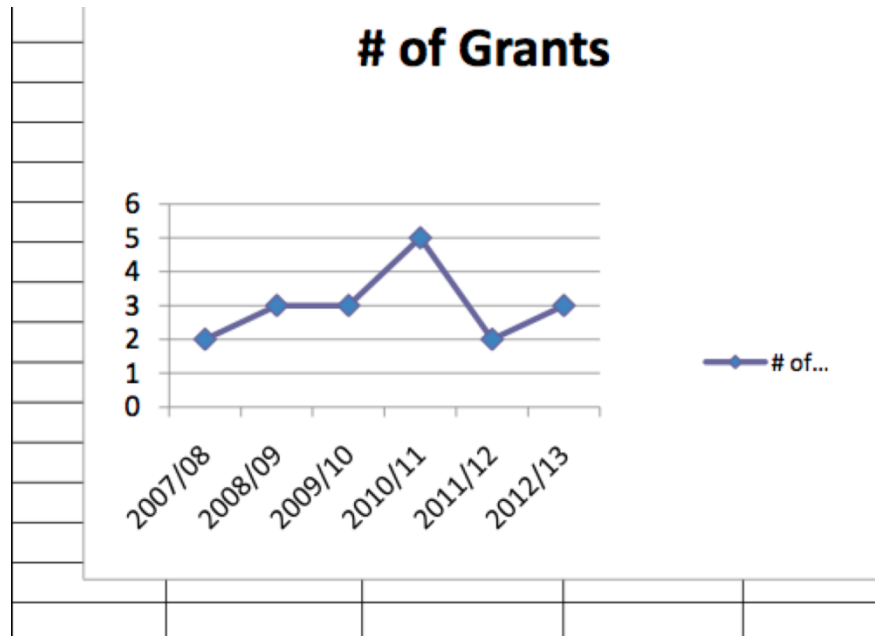
# of Grants

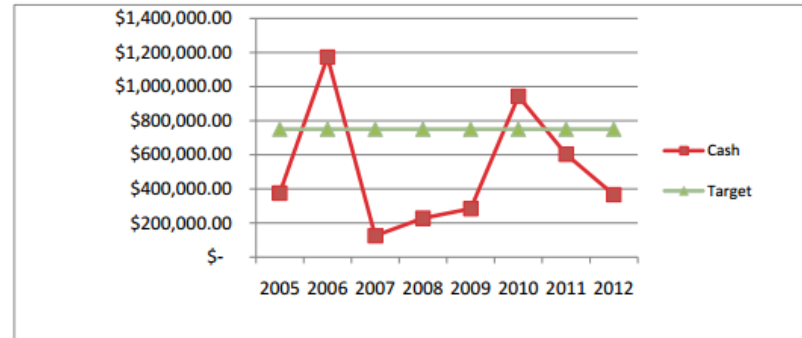| TOTAL - # of Grants Requested	
Year	# of Grants
2007/08	2
2008/09	3
2009/10	3
2010/11	5
2011/12	2
2012/13	3
2013/14	

McMaster - # of Research Grants

4. Accompanied by Analysis

Total Donations

Trends

1. The total value of gifts-in-kind and cash varies considerably.
2. More donations come in during the 2nd half of the year (for tax reasons).
3. Capital campaign ended in Spring 2010, thus reducing amount of central resources devoted to fundraising.
4. At the same time, Library Development Officer spending increasing amount of time on event planning.

Recommendations from the Analysts

1. Do complete redesign of our "Support your Library" webpage.
Much work done with assistance from N. Wagner.
Consult with new Digital Experience Librarian

5. Available in Advance / Re-findable After

6. Regular Frequency

| MONTH	TOPIC
September	Review User Perspective – Round I **Library User Committee Update**
October	Review Learning & Growth Perspective – Round 1
November	Review Internal Processes Perspective – Round 1
December	Review Financial Perspective – Round 1
December	**Staff Update – Strategy Fair, etc.**
January	Review User Perspective – Round 2
February	Review Learning & Growth Perspective – Round 2
March	Review Internal Process Perspective - Round 2
April	Review Financial Perspective – Round 2
May	**Annual Review: Staff Feedback** **Annual Review : Library User Committee**
June	Annual Review: Leadership Team
July	Annual Review: Leadership Team
August	**Introduce refreshed Strategic Plan / Scorecard to staff / campus**

McMaster's Annual Strategy / Scorecard Calendar

7. Repeated Often: The "Rule of 7"

"*As you recall... we talked about this back in.....*"

8. Anticipating Concerns

"Funny you should mention that....."
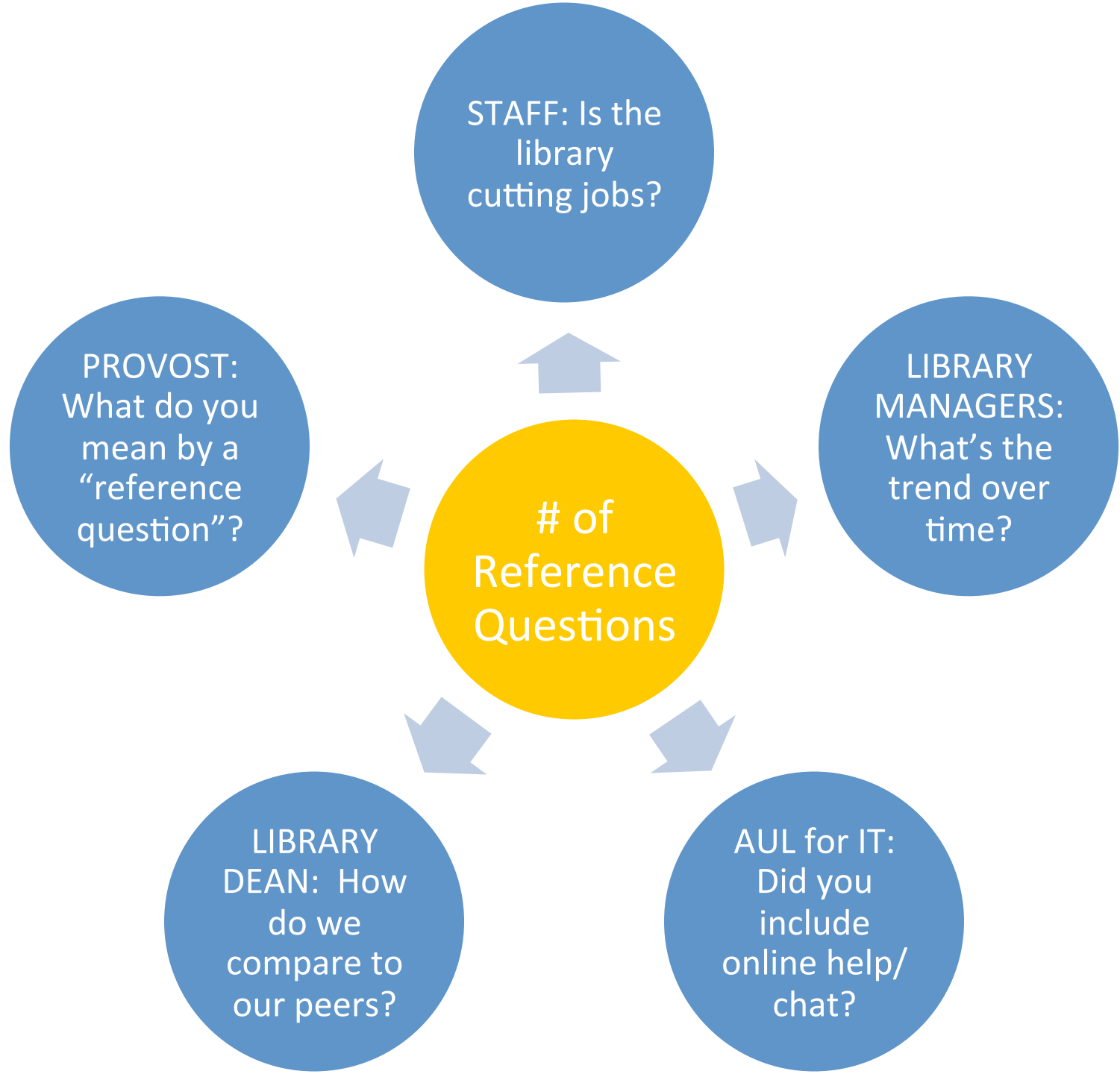
9. Personalized

John,
I'm attaching the library's latest library scorecard. I'm hoping you could provide some feedback specifically on:

-#3: # of Reference questions (why are our numbers declining faster than our peers'?)

-I'll book a time next week when we can chat!

Mary Smith
Assessment Librarian

10. Allow for Fun

Happened

Never happened – but nice idea

THOUGHTS ON SPECIFIC STRATEGIES

What is your "Go To" Strategy?

Death by E-mail

F2F: Strategies for Success

McMaster University
Inspiring Innovation and Discovery

MUGSI
Faculty & Staff Directory

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Search GO
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library
.mcmaster.ca

Ask
Chat with a librarian

How library stuff works
video tutorials

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Library Scorecard: Strategic Objectives, Measures & Initiatives 2013/14 (revised Sept 25, 2013)

● Not meeting target   ● Meeting target   ● Approaching Target

OBJECTIVES	MEASURES	MEASURE SCORE	STRATEGIC INITIATIVES*
1. Integrate the Library into the University's Teaching, Learning and Research Mission	1.1 New Content in Institutional Repository	●	• Digitization Program • Institutional Repository
	1.2 Research Grants	●	• Sherman Centre for Digital Scholarship • Teaching Commons

Our Scorecard is live on our web site at:
http://library.mcmaster.ca/library-scorecard

Do not expect that the sheer existence of your assessment data on the web means that you have communicated. Your strategy must drive your constituents there.

Questions?

What worked?
What didn't?

The Hall of Fame (and Infamy)

REALLY GREAT AND REALLY BAD ASSESSMENT COMMUNICATION STRATEGIES / PRODUCTS

PART 3: Pulling it all together: scenario exercise

Your Turn:

Develop a communication strategy

Date	Leadership Group	Library Supervisors	Library Staff	Dean's Council	Public
Jan.	Survey report Scorecard review		Strategic initiatives 'fair'		Update scorecard: website
Feb.	Survey presentation Scorecard review	Survey presentation	Survey presentation		Update scorecard: website
Mach	Scorecard review				Update scorecard: website
April	Scorecard review			Survey presentation	Update scorecard: website
May	Measures review #1				Survey summary: website
June	Measures review #2	Measures review			
July	Initiatives review #1		Measures session		

Questions?

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