

Outcome(s) Assessment



Library Assessment Conference 2016

Martha Kyrillidou

QualityMetrics LLC

Research Associate, iSchool at Illinois

Part-time instructor, Kent State University

LAC 2016

October 30, 2016

Our beliefs

“I embrace as a librarian being thought of as part of a profession that has strong beliefs and is willing to stand up for those beliefs.”

– Carla Hayden, Librarian of Congress, Sept 14, 2016, USA Today



Good

Evidence

Research

Data

Informs our beliefs

Library Value May Be Proven, if Not Self-Evident

We hold these truths to be self-evident: libraries are valuable to humankind; libraries preserve knowledge; libraries enable access to information; libraries serve the information needs of their users. To the believer the truth is evident.

..... libraries are not natural phenomena like the sun rising and setting every day. Libraries are institutions created and supported by those individuals who hold that these statements are true even if not self-evident to everyone.

- Martha Kyrillidou, RLI 271, August 2010

Challenge

“Few libraries exist in a vacuum, accountable only to themselves. There is always a larger context for assessing library quality, that is, what and how well does the library contribute to achieving the overall goals of the parent constituencies?”

Sarah Pritchard, Dean of Libraries, Northwestern University (1996)

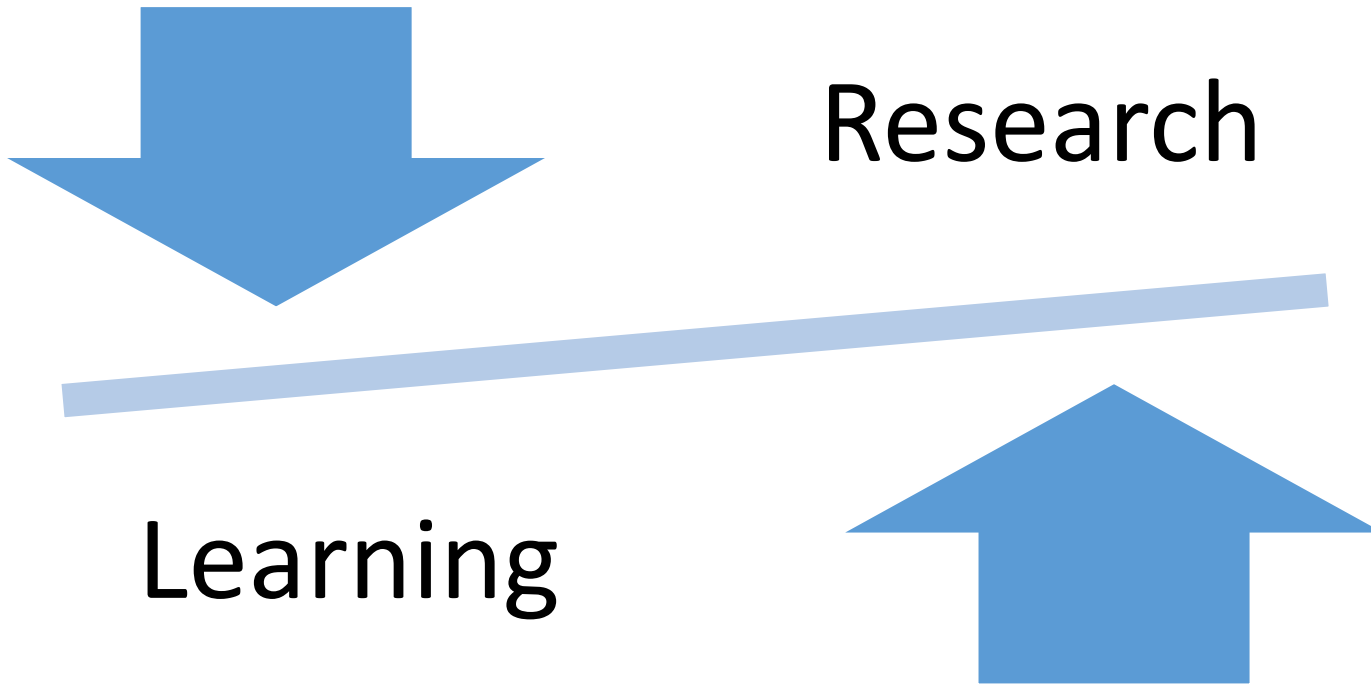
Once upon a time information was scarce.

We made decisions on advice from experts using them as north stars for insights.

The library is the center for
learning

- John Seely Brown

Seesaw of discovery



The continuum of Value

I am cited

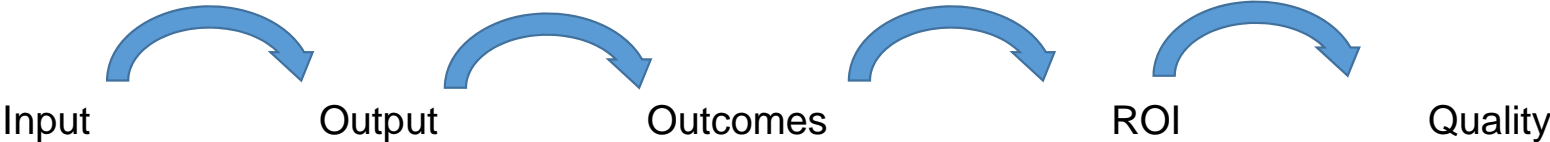
I am
used

I am making a
difference

Value & Impact

From feelings, perceptions and behaviors to outcomes, value and impact

“I like the library because it provides all the resources I need and it helps me find answers to new questions. The library enhances my research/learning, it saves my time & money, and makes me, my colleagues/friends better learners, researcher, professionals ”



Value and impact

The need for articulating Value

- Underlying need to demonstrate our worth
- Reallocating resources
- Shifting information-seeking behavior
- Increasing user demands
- Making wise decisions
- Learning from less wise decisions
- Growing intellectually, spiritually ... economically

Development
Marketing
Communications
Assessment
Librarian

Value  Assessment or Evaluation

“ Assessment is a structured process to **learn** about communities and **evaluate** how well the library supports them.”

- Steve Hiller, Director of Assessment & Planning
University of Washington Libraries

Assessment or Evaluation can...

- Support decision making
- Establish accountability
- Strengthen organizational mission, goals, and objectives
- Realign library goals and mission statements with the needs of users
- Identify trends in user behaviors and technology
- Measure learning outcomes and impact
- Improve programs and services

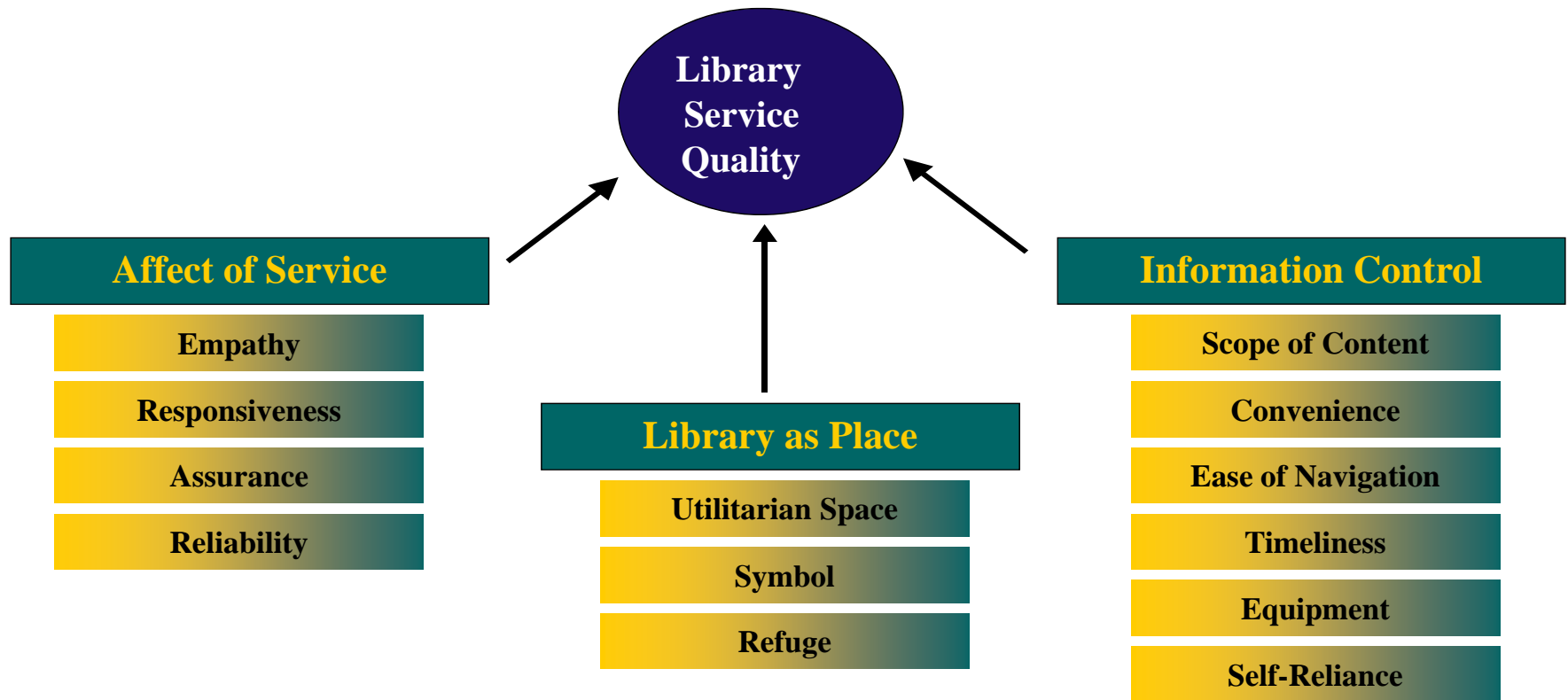


*W.K. Kellogg Foundation
Logic Model Development Guide*

Examples of well established logic models

- LibQUAL+
- Leadership Model (NEXUS)
- Balanced / Values Scorecard
- IMLS Grants to States Funded Programs

Dimensions of Library Service Quality



Nexus LAB: Layers of Leadership across Libraries, Archives and Museums

Layers of Leadership: Key Roles and Challenges

Role specific skills are developed at each stage. Common skills are also developed across all levels.

LAYER 1: Leading Self	LAYER 2: Leading Others	LAYER 3: Leading the Department	LAYER 4: Leading Multiple Departments	LAYER 5: Leading the Organization	LAYER 6: Leading the Profession
<p>KEY ROLE: Pursue knowledge, assignments and responsibilities that expand leadership capabilities</p> <p>CHALLENGE: "How do I navigate my organization in order to have impact, learn, and grow both technically and as a leader?"</p>	<p>KEY ROLE: Add value to position and organization with creative and transformative teamwork</p> <p>CHALLENGE: "I'm good at doing my own work, but how do I get the work done through others?"</p>	<p>KEY ROLE: Manage complex strategies and projects through cross-functional teams</p> <p>CHALLENGE: "How do I translate organizational culture and associated strategy into practical plans and objectives that my people can relate to and be measured on?"</p>	<p>KEY ROLE: Connect with broader internal and external systems</p> <p>CHALLENGE: "How might the collective performance of my departments be enhanced for the long term success of the overall organization?"</p>	<p>KEY ROLE: Envision and shape broader culture, organization and strategy</p> <p>CHALLENGE: "How do I strengthen or transform my organization so it continues to be relevant and adds value to the communities we serve?"</p>	<p>KEY ROLE: Help my profession constructively examine itself and evolve</p> <p>CHALLENGE: "How do I make an impact on the growth, development, sustainability and reputation of my profession?"</p>

IMLS Focal Areas for Community Impact

- Lifelong Learning
 - Improve users' formal education
 - Improve users' general knowledge and skills
- Information Access
 - Improve users' ability to discover information resources
 - Improve users' ability to obtain and/or use information resources
- Institutional Capacity
 - Improve the library workforce
 - Improve the library's physical and technological infrastructure
 - Improve library operations

IMLS Focal Areas for Community Impact

- Economic & Employment Development
 - Improve users' ability to use resources and apply information for employment support
 - Improve users' ability to use and apply business resources

IMLS Focal Areas for Community Impact

- Human Services
 - Improve users' ability to apply information that furthers their personal, family, or household finances
 - Improve users' ability to apply information that furthers their personal or family health & wellness
 - Improve users' ability to apply information that furthers their parenting and family skills
- Civic Engagement
 - Improve users' ability to participate in their community
 - Improve users' ability to participate in community conversations around topics of concern.

27 startups built on
faculty discoveries

for **IOWA**

 THE UNIVERSITY OF IOWA

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Resources

- Better Evaluation: <http://betterevaluation.org/>

Thank you

Martha.kyrillidou@gmail.com