Outcome(s) Assessment

Library Assessment Conference 2016

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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

Research

Learning
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....”

www.arl.org
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

Library Service Quality

Affect of Service
- Empathy
- Responsiveness
- Assurance
- Reliability

Library as Place
- Utilitarian Space
- Symbol
- Refuge

Information Control
- Scope of Content
- Convenience
- Ease of Navigation
- Timeliness
- Equipment
- Self-Reliance
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**
- **Key Role:** Pursue knowledge, assignments and responsibilities that expand leadership capabilities
- **Challenge:** “How do I navigate my organization in order to have impact, learn, and grow both technically and as a leader?”

**Layer 2: Leading Others**
- **Key Role:** Add value to position and organization with creative and transformative teamwork
- **Challenge:** “I’m good at doing my own work, but how do I get the work done through others?”

**Layer 3: Leading the Department**
- **Key Role:** Manage complex strategies and projects through cross-functional teams
- **Challenge:** “How might the collective performance of my departments be enhanced for the long term success of the overall organization?”

**Layer 4: Leading Multiple Departments**
- **Key Role:** Connect with broader internal and external systems
- **Challenge:** “How do I strengthen or transform my organization so it continues to be relevant and adds value to the communities we serve?”

**Layer 5: Leading the Organization**
- **Key Role:** Envision and shape broader culture, organization and strategy
- **Challenge:** “How do I make an impact on the growth, development, sustainability and reputation of my profession?”

**Layer 6: Leading the Profession**
- **Key Role:** Help my profession constructively examine itself and evolve
- **Challenge:** “How do I navigate my organization in order to have impact, learn, and grow both technically and as a leader?”
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

#TheUforIOWA
Resources

• Better Evaluation: http://betterevaluation.org/
Thank you

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