Building Library-Wide Engagement in Assessment from Scratch

Beth Martin
Anne Cooper Moore, Ph.D.
Rachael Winterling
Assessment at UNC Charlotte’s J. Murrey Atkins Library

- Ad-Hoc data gathering
- LibQUAL+ (2003)
- Little interest in assessment
- Dependent on packaged reports
- No personnel with time to spare

Head of Access Services / Assessment Coordinator
MISO Survey

2013
- Service Assessments
- Data Audit

2014
- LibQUAL+
- NSSE partnership
- Assessment Committee
- Outreach to campus partners

2015

Data Visualization
Data Audit
Assessment Team Formation

- Lacked integration, coordination, awareness, and emphasis
- Pockets of effective assessment
  - Usability – website and upon request
  - Anthropologist - spaces
  - Statistics for reporting requirements – ACRL, ASERL, IPEDS, etc.
  - Collection analysis reports – as requested
  - Individual projects - particularly in instruction and by liaisons
- Pull individuals together into a single unit under Head of Assessment
- Appoint a library-wide committee
  - Discuss ideas
  - Conduct projects
  - Prioritize assessment projects
Structure to Integrate Assessment Library-Wide

- As part of the restructuring of the Library, we created an Assessment Team to support the new Head of Assessment.
- Took 6 months to get the reorganization approved.
- Took another 6 months to hire a replacement as Director of Access Services.

And then the hard work started, to:
- Gather and organize projects
- Seek opportunities within and beyond the Library
- Implement technologies
- Analyze and report results
- Connect results to student success and continuous improvement
- Communicate how assessment results tied to the Academic Affairs plan
- Increase awareness of the importance of assessment across the Library through presentations at All-Staff, Steering, Brown Bags, etc.
Assessment Committee

**Charge:**
- Create a holistic culture of evidence-based practice through discussion, research, and integration of measurement, evaluation, and assessment into library practice
- Coordinate the measurement, evaluation, and assessment of library collections, services and spaces
- Coordinate statistical reporting
- Align assessment activities with the University, Academic Affairs, and Library, missions, visions, and strategic plans.

**Members will be the assessment team and volunteers from the library.**

**By Virtue of Position**
- Head of Assessment, Chair
- Anthropologist
- Usability Coordinator
- Assessment Assistant
- Data Specialist

**Unit Representatives**
- Technology & Digital Strategies (1)
- Facilities (1)
- Special Collections & University Archives (1)
- External Relations (1)
- Public Services (2)
- Collection Services (2)
Long Process

• Pressure to demonstrate our impact has not been intense as at most other institutions, but will come with competition for resources
• Developing network of library-campus assessment projects
• Must be intentional and methodical about priorities
• Work collaboratively with other academic support services across campus
  – Career Services
  – Tutoring
  – Writing Resources Center
  – University Speaking Center
  – Office of Adult Students & Evening Services (OASES)
The Team

Anne Cooper Moore
Dean of J. Murrey Atkins Library

Beth Martin
Head of Assessment

Rachael Winterling
Usability Coordinator

Nancy Reynolds
Assessment Assistant

Donna Lanclos
Associate Professor for Anthropological Research
Data Visualization
### Student Library Advisory Board

#### What they asked for:
- More charging stations
- Microwave
- Bulletin Boards for student announcements
- 24 x 7 hours (currently 24 X 5)
- More tables on upper floors
- More quiet study space
- More computers in the upper floor
- Digital Signage
- Group study rooms reserved for study
- Disinfectant wipes
- Another Rubi Coffee Machine

#### What we gave them:
- Added four additional charging stations
- Added one bulletin board outside of Cafe
- Moved collaborative tables to the upper floors
- Added 90 additional computers to the first and second floors; Replaced 90 computers on the second and third floors; Moved computers to the upper floors
- Added 2 open hours to Friday and Saturday nights
- Added digital signage
- Added a Graduate and Silent Study Room to the first floor
- Added a Technology & Support Desk
- Developed library kiosk
- Added an office supply vending machine
- Created a study room ticketing system
Website Redesign Project
Completed Projects

- Roaming Service Assessment
- Library Kiosk Usability Study
- WorldCat Discovery Usability Study
- Website Redesign
  - Quality Assurance
  - Adult & Evening Students
- Special Collections & University Archives
  - Website
  - Archival Finding Aid Search Interface
- Library Information Kiosk Usability Study
- Omeka Website QA
- SCUA Climate Project
- ACRL Academic Trends & Statistics Survey
- Mobile Website Quality Assurance
- Intranet Usability Study
- Visualizing Science Usability Study
- Mobile Website Quality Assurance
- Intranet Usability Study
## In-Process Projects

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<th>Projects</th>
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<td>• Integrating campus SLO’s into the library</td>
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<td>• Impact of services</td>
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<td>• Co-curricular impact of library</td>
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<td>• Laptop Study</td>
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<td>• Information Kiosk Accessibility Assessment</td>
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<td>• Impact of services</td>
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<tr>
<td>• Analyzing card swipe data</td>
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<tr>
<td>• Why students check out laptops</td>
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<td>• Library appeal to affinity groups</td>
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<td>• Charlotte Initiative Usability Study (eBook platforms)</td>
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<td>• Criminal Justice Learning Community Study</td>
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<td>• Holiday Gate Count</td>
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<td>• Card Swipe Implementation</td>
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<td>• NSSE</td>
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<td>• Study rooms for specific populations</td>
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Upcoming Projects

- Library Instruction Assessment: Explore who is taking our classes, if students taking classes multiple times, who is not taking courses
- History Tutorial Modules Usability
- Retention Data
- iPad Website Quality Assurance
- “For You” Prioritization Assessment
Assessment has grown at J. Murrey Atkins Library - the connections are getting larger and we are becoming integrated not only within the library but across campus.
Contact Information

- Rachael Winterling, Usability Coordinator
  – rwinterl@uncc.edu
- Anne Moore, Dean of J. Murrey Atkins Library
  – amoor168@uncc.edu
- Beth Martin, Head of Assessment
  – sarmarti@uncc.edu