Webinar Series: Evaluating and Sharing Your Library's Impact

Part 1:
April 24

Kara Reuter

User-centered Assessment: Leveraging What You Know and Filling in the Gaps

Part 2:
August 14

Linda Hofschire

Digging into Assessment Data: Tips, Tricks, and Tools of the Trade

Part 3:
October 3

Melissa Bowles-Terry

Take Action: Using and Presenting Research Findings to Make Your Case

For more information: https://www.webjunction.org/news/webjunction/webinar-series-research-assessment.html

OCLC Research

WebJunction
The learning place for libraries.

#libdata4impact

OCLC

Series Learner Guide

Webinar Series: Evaluating and Sharing Your Library's Impact
Learner Guide
https://www.webjunction.org/news/webjunction/webinar-series-research-assessment.html

Series Description: Ensure your libr... exceeding expectations by using ev... webinar series on user-centered as... supported proof.

Bringing together research and pra... of creating assessments that provid... need for an effective assessment to... teach you to evaluate your program... evolving needs of your patrons and... community.

What are your goals for participa...	
Personal Goals	
Team Goals	

Part 1: User-centered Assessment...

Whether you're trying to decide h... space, formal assessment tools ca... assessments are more effective th... learn how to use what you alread... still need, and how to formulate q...

Reflections on Informal Assessme...

Consider or discuss examples of r... collections or programs that were... observation. Did you feel there wa... changes with library users and po... available to support your decision...

Part 2: Digging into Assessment Data: Tips, Tricks, and Tools of the Trade

You know what you want to know and how to ask the right questions. Now what? This session will delve into assessment tools and data collection method... best for your questions. You also will learn how to analy... library can use. Don't worry if using qualitative and quan... insight you need to use both with confidence.

Assessment tools/data collection methods

Has your library used any of the following methods for a... benefits or drawbacks of each. Each method is linked to... *Collection Method Resources* at the end of this learner...

- Surveys
- Individual Interviews
- Focus Group Interviews
- Structured Observations
- Ethnographic Research (e.g. mappings, diaries, ...
- Analytics
- Experimental Design (with control groups)
- Usability Testing
- Other

Part 3: Take Action: Using and Presenting Research Findings to Make Your Case

You've formulated the hard question/s. You've collected your data. What stories do your findings tell, and what do they suggest? This final session explores how to present findings to your library's key stakeholders and decision-makers in a compelling way, and how to turn those findings into action that benefits your patrons.

Developing Strategic Initiatives

Now that you have user-center data to inform your decisions, develop strategic initiatives and action plans to meet your users' needs. Check the boxes below for all the areas that could be impacted by changes made, using your meaningful research findings. Circle the areas to prioritize for your planning.

- ☐ instruction or program
- ☐ reference
- ☐ educational role
- ☐ space, physical
- ☐ discovery: institutional web, resource guides
- ☐ collections
- ☐ personnel
- ☐ scholarly communications
- ☐ other:

Stakeholder Priorities

List three of your library's stakeholders and identify some o... priorities, what measures do you think would be most meanin... users, potential users, staff, the public, a board member, management, etc.

Stakeholder 1:

Priority:

Meaningful data:

Resources Section

Existing Data Sources

Public Libraries

...Pew Research Cent...

...eptions and Support of Public Libraries in 2018

...esidents: Facets of Online Engagement

...The State of Digitization in US Public and State

...al Visitors and Residents: Facets of Online

...OCLC Literature Analysis Dashboard
...nd blog
...d Essential Areas to Research (ACRL)
...udent Success (ACRL)
...raries Survey (ALS) data

Use alone or with others to apply what you're learning between sessions. 13 pages of questions, activities, and resources. Customizable to meet your team's needs!
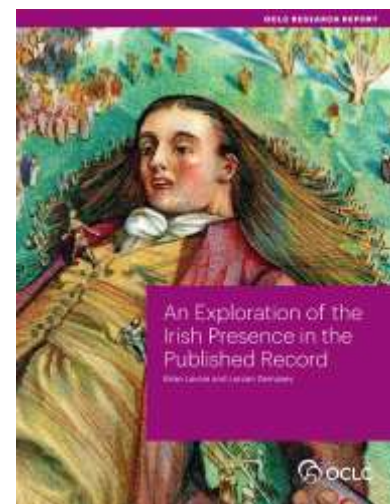
- **Research** devoted exclusively to the challenges facing libraries and archives

- **Research Library Partnership** includes working groups to **collaborate with institutions** on research and issues

- **Lifelong learning** from WebJunction, for all library staff and volunteers

- All connected through a **global network** of 16,000+ member libraries

- **Global and Regional Councils** bring worldwide viewpoints together, informing and guiding the cooperative from their unique perspective.

The Many Faces of Digital Visitors & Residents: Facets of Online Engagement

An Exploration of the Irish Presence in the Published Record

Americas / EMEA / Asia Pacific

Research Library Partnership: Library Assessment Interest Group

- The OCLC Research Library Partnership invites librarians at partner institutions to participate in a new Library Assessment Interest Group, beginning in April 2018.

- This interest group will accompany and extend the Webinar Series: Evaluating and Sharing Your Library's Impact

OCLC

Lynn Silipigni Connaway

**Senior Research Scientist and
Director of User Research, OCLC Research**
connawal@oclc.org
@LynnConnaway

OCLC

| Themes | Partnership | People | News & Events | Publications | Grants & Awards |

User Studies

Libraries are impacted by the ways in which individuals engage with technology; how they seek, access, contribute, and use information; and how and why they demonstrate these behaviors and do what they do. We're collaborating with librarians to shape their services around a set of expectations that have been influenced by consumer technologies and modern research and learning environments. By providing the library community with behavioral evidence about individuals' perceptions, habits, and requirements, we can ensure that the design of future library services is all about the user. Our efforts are amplified by strategic partnerships and focus in these two areas:

Overview   All Theme Projects   Recent Reports

Embedding the library in community workflows

Understanding the needs of current and potential users, characterizing and evaluating the digital services libraries provide them, and proposing changes that will deliver library services where people do their work.

Recent work:

Shaping the Library to the Life of the User: Adapting, Empowering, Partnering, Engaging

The Library in the Life of the User: Engaging with People Where They Live and Learn

E-Research and Data: Opportunities for Library Engagement

Engaging individuals in context

Understanding what motivates individuals to engage in information environments, defining the expectations researchers have in these environments, and proposing library responses to connect them to library services.

Recent work:

The Many Faces of Digital Visitors and Residents: Facets of Online Engagement

Some Initial Questions

1. What is your definition of assessment?

2. What comes to mind when you hear the term "assessment"?

3. What benefits do you see for assessment?

4. What are your concerns?

OCLC

Why Assessment?

- Answers questions:
  - What do users/stakeholders want & need?
  - How can services/programs better meet needs?
  - Is what we do working?
  - Could we do better?
  - What are problem areas?
- Traditional stats don't tell whole story

OCLC

Importance of Assessment

"Librarians are increasingly called upon to document and articulate the value of academic and research libraries and their contribution to institutional mission and goals."

<div align="right">(ACRL Value of Academic Libraries, 2010, p. 6)</div>

Association of College and Research Libraries. (2010) Value of Academic Libraries: A Comprehensive Research Review and Report. Researched by Megan Oakleaf. Chicago: Association of College and Research Libraries. http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/value/val_report.pdf

Steps in Assessment Process

1. Why?
   - Identify purpose
2. Who?
   - Identify team
3. How?
   - Choose model/approach/method
4. Commit!
   - Training/planning

OCLC

Outcomes Assessment Basics

Outcomes: "The ways in which library users are changed as a result of their contact with the library's resources and programs."

(ALA/ACRL. 1998)

"Libraries cannot demonstrate institutional value to maximum effect until they define outcomes of institutional relevance and then measure the degree to which they attain them."

(Kaufman & Watstein, 2008, p. 227)

ALA/ACRL. (1998). Task Force on Academic Library Outcomes Assessment Report.
Kaufman, P., & Watstein, S. B. (2008). Library Value (Return on Investment, ROI) and the Challenge of Placing a Value on Public Services. *Reference Services Review*, *36*(3), 226-231.

OCLC

Outputs & Inputs

- Outputs
  - Quantify the work done
  - Don't relate factors to overall effectiveness
- Inputs
  - Raw materials
  - Measured against standards
  - Insufficient for overall assessment

Principles for Applying Outcomes Assessment

- Center on users

- Assess changes in service/resources use

- Relate to inputs - identify "best practices"

- Use variety of methods to corroborate conclusions

- Choose small number of outcomes

- Need not address every aspect of service

- Adopt continuous process

What We Know About Assessment

- Ongoing process to understand & improve initiatives

- Librarians are busy with day-to-day work & assessment can become another burden

- Can build on what your library has already done

OCLC
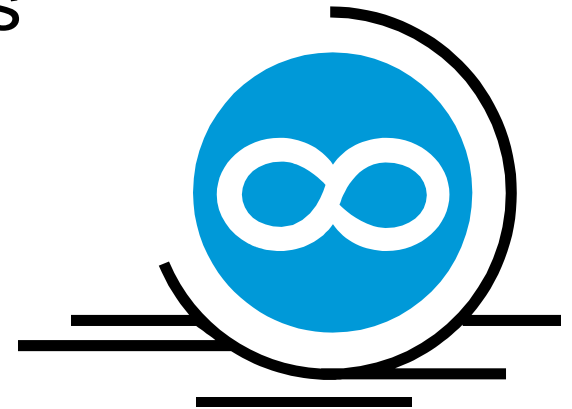
Leveraging What You Know and Filling in the Gaps

Kara Reuter

Digital Library Manager,
Worthington Libraries (OH)

Informal assessment

Anecdotes

Casual observation

Majority of one

Fine for certain circumstances…

#libdata4impact

Formal assessment

Data driven

Evidence based

Accepted methods

Recognized as rigorous

Generalizable

#libdata4impact

Goal of assessment

Understand a phenomenon

Build meaning

Take a snapshot

Tell a story

#libdata4impact

Process

1. **Define the problem**
2. **Environmental scanning**
3. **Prepare the plan**
4. Collect data
5. Analyze data
6. Interpret and report

#libdata4impact

Process

Ladder of abstraction

LEVELS

3 Developing and testing propositions to construct an explanatory framework

3b — Delineating the deep structure | Synthesis: integrating the data into one explanatory framework

3a — Testing hypotheses and reducing the bulk of the data for analysis of trends in it | Cross-checking tentative findings Matrix analysis of major themes in data

2 Repackaging and aggregating the data

Identifying themes and trends in the data overall | Searching for relationships in the data: writing analytical memos. Finding out where the emphases and gaps in the data are

1 Summarizing and packaging the data

1b Trying out coding categories to find a set that fits | Coding of data Writing of analytical notes on linkages to various frameworks of interpretation

Creating a text to work on | Reconstruction of interview tapes as written notes Synopses of individual interviews

1a

Carney, T. F. (1990). "The Ladder of Analytical Abstraction." In Miles, M. B. & Huberman, A. M. (1994). Qualitative Data Analysis: An Expanded Sourcebook (2nd ed.). Thousand Oaks, CA: Sage. [p. 92]

#libdata4impact

Process

Data analysis spiral

Procedures

Examples

Account

Representing, Visualizing — Matrix, Trees, Propositions

Describing, Classifying, Interpreting — Context, Categories, Comparisons

Reading Memoing — Reflecting, Writing Notes Across Questions

Data Managing — Files, Units, Organizing

Data Collection (text, images)
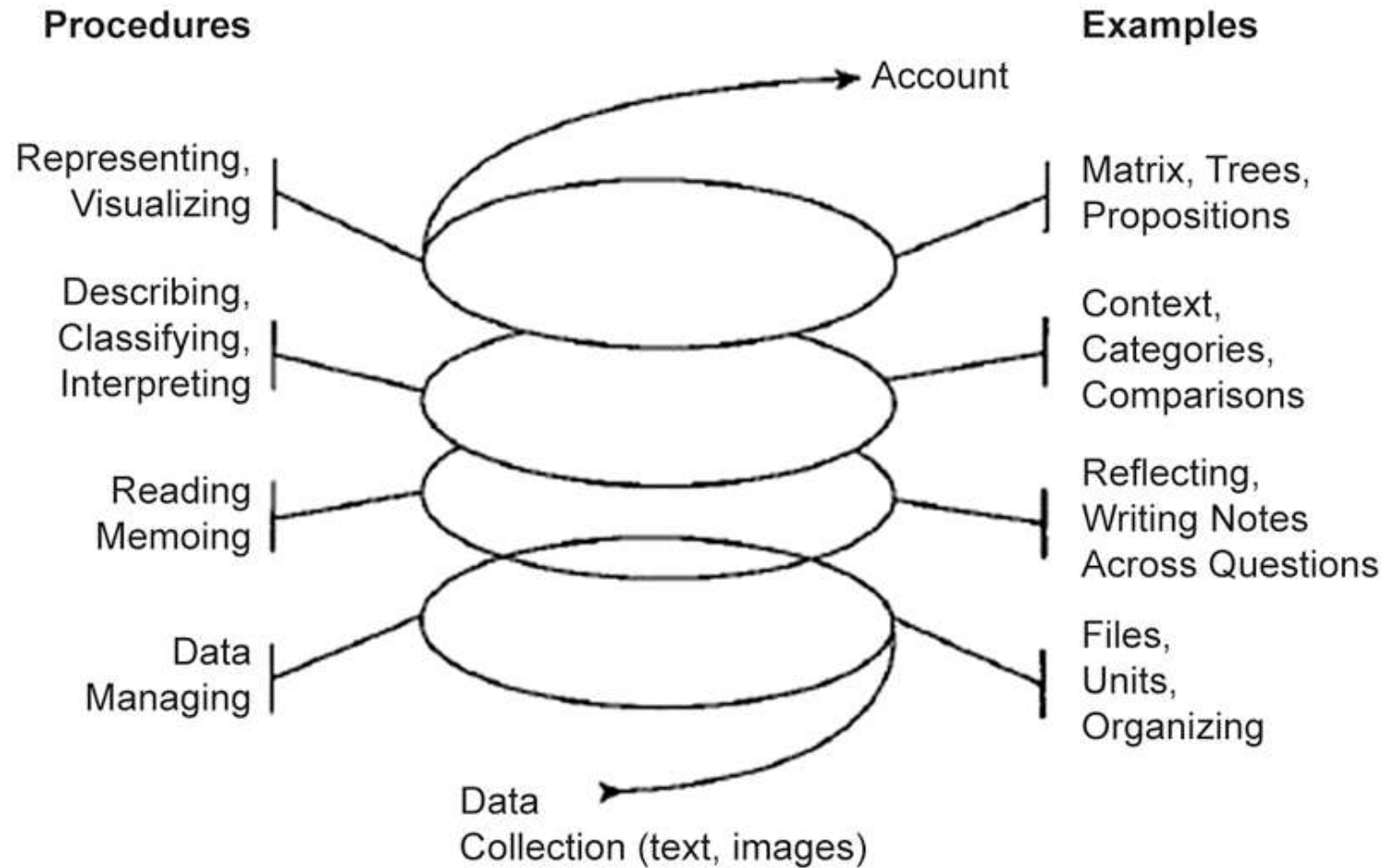
Creswell, J. W. (1998). Qualitative Inquiry and Research Design: Choosing Among Five Traditions. Thousand Oaks, CA: Sage. [p. 143]

#libdata4impact

Define the problem

User in their context
Community perspective
Ask the right question(s)

#libdata4impact

Define the problem

User in context

#libdata4impact

Define the problem

Community perspective

Define the problem

Ask the right question(s)
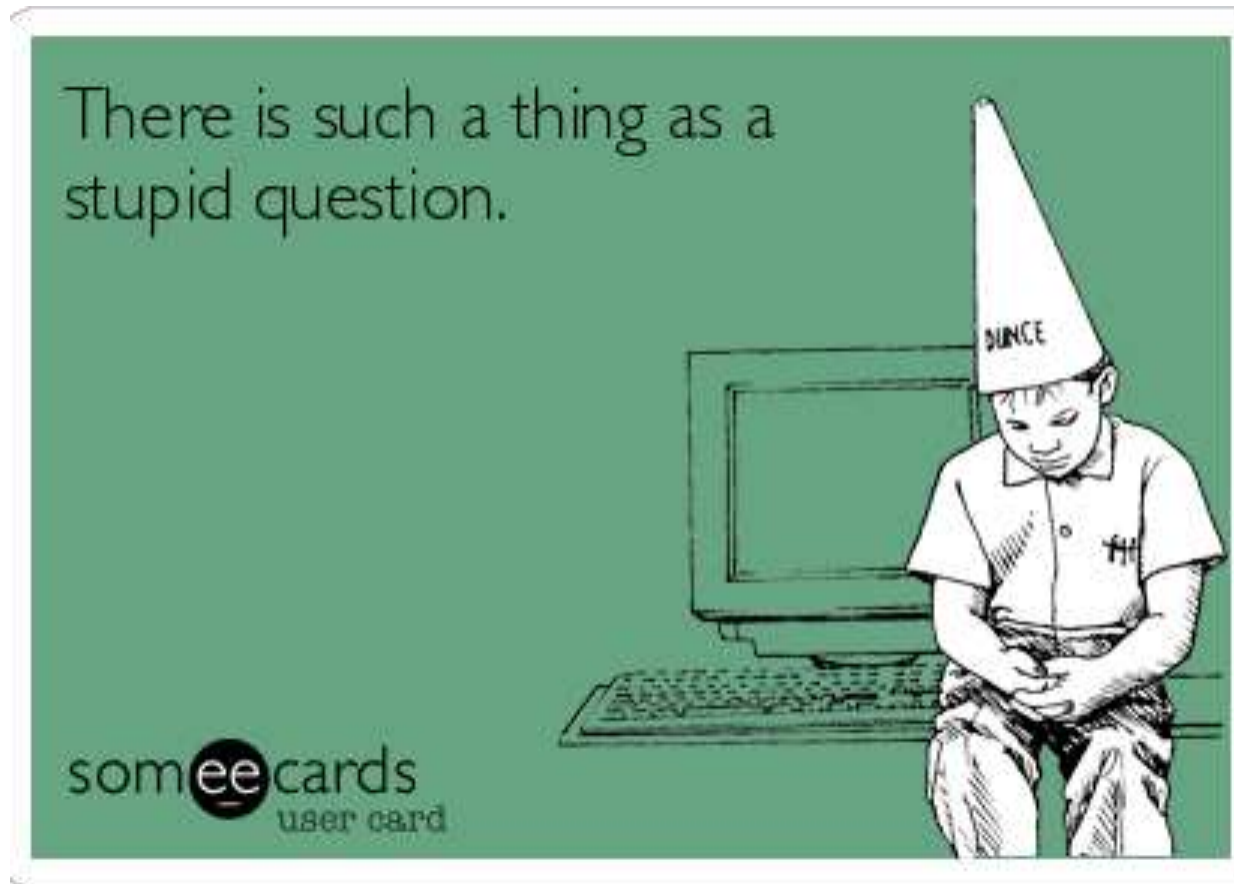
Kara Reuter, There is such a thing as a stupid question https://www.someecards.com/usercards [now defunct]

Environmental scanning

Existing data sources
Other research

#libdata4impact

Environmental scanning

Existing data sources

Environmental scanning

Other research
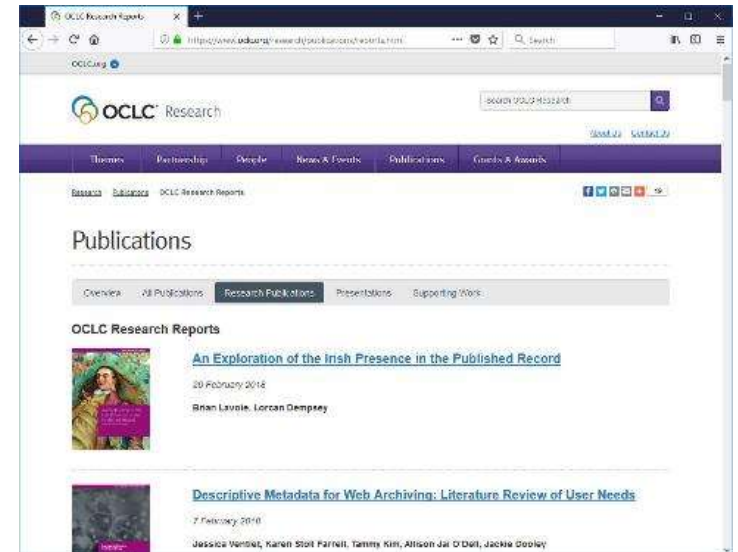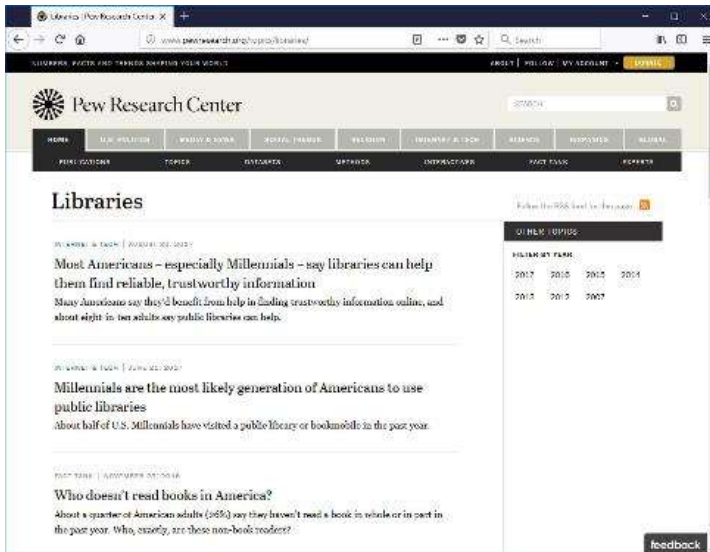
- Pew Research Center
- IMLS Public Libraries Survey
- PLA Public Library Data Service

- OCLC Reports
- ACRL White Papers and Reports
- NCES Library Statistics Program

Prepare the plan

What kind of conclusion do you want to come to?

How will you analyze the data?

What data will you collect?

What question(s) will you ask?

#libdata4impact

What could go wrong?

The question

What's your vision for the library's future?

The data

What's your vision for the library's future?
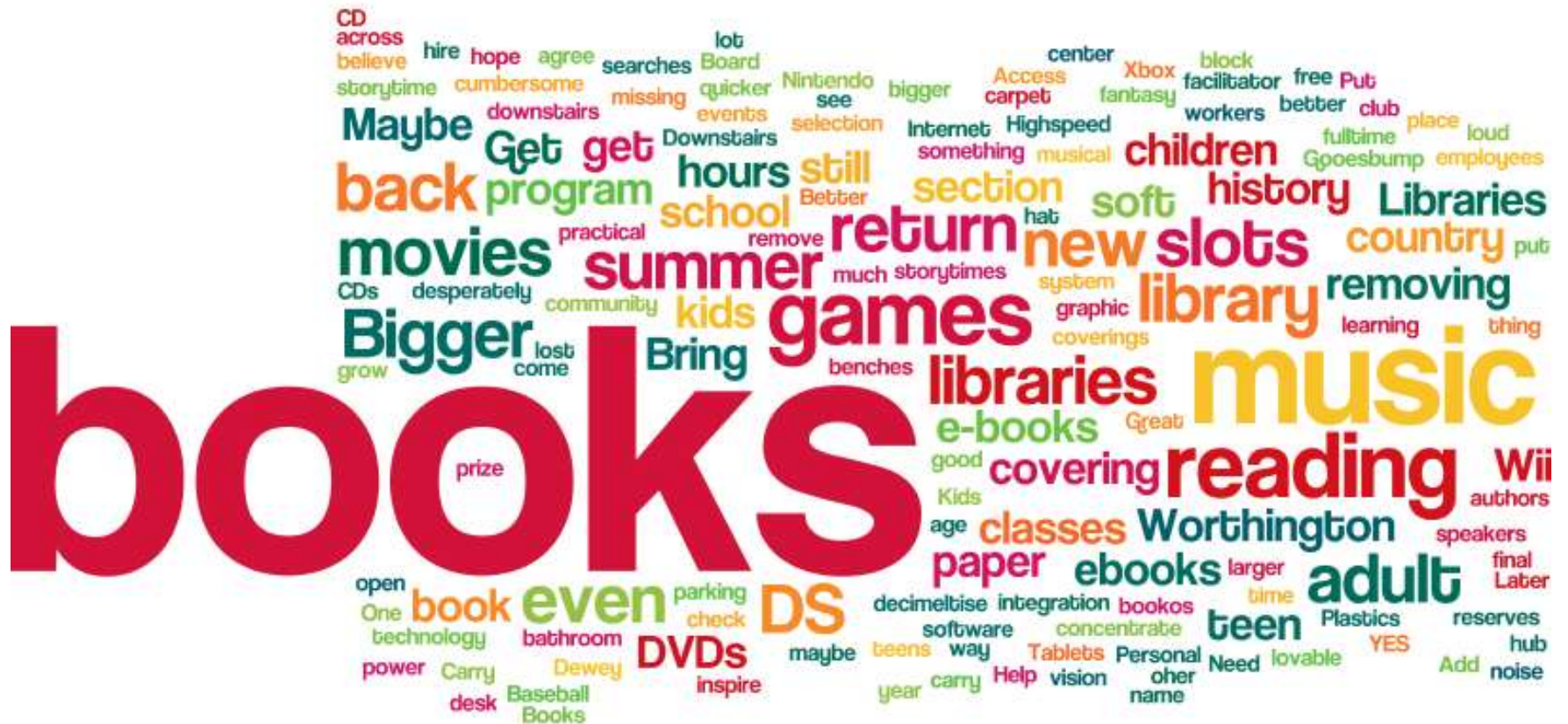
Analysis

What's your vision for the library's future?

- **Collection/materials**
- **Technology**
- **Facilities**
- **Programming**

Conclusion

What's your vision for the library's future?

People envisioned more of what the library already does.

We can fix this!

"The Tool Box" by Tim Green is licensed under CC BY 2.0
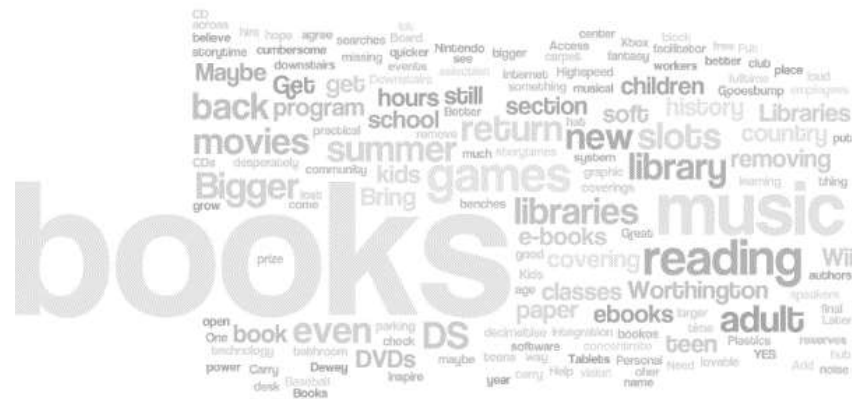Otley, West Yorkshire, England

The question

What's your vision for the library's future?

One thing that would make my life better…

The data

What's your vision
for the library's future?

One thing that would
make my life better…

Analysis

What's your vision for the library's future?

- Collection/materials
- Technology
- Facilities
- Programming

One thing that would make my life better…

- Freedom
  - Time, Money
- Affection
  - Pets, Family
- Food
- Fantasy

Conclusion

What's your vision for the library's future?

People envisioned more of what the library already does.

One thing that would make my life better…

People long for more **freedom** in their lives and seek **warmth and affection** in their relationships. They are both practically-minded, concerning themselves with **food and diet**, but also **whimsical**, wishing for magical or fantastical scenarios.
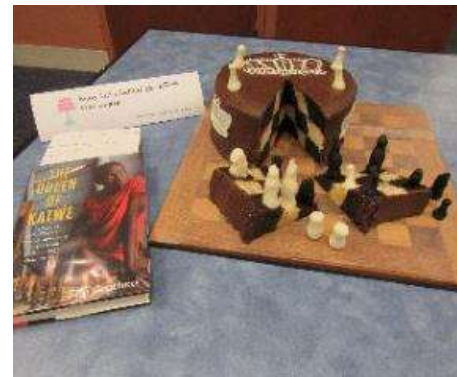
Impacts and Outcomes

Affection	Freedom	Fantasy	Food

Photos by Worthington Libraries, used with permission

Questions and Discussion

#libdata4impact

Kara Reuter

Digital Library Manager,
Worthington Libraries

kreuter@worthingtonlibraries.org

Lynn Silipigni Connaway

Senior Research Scientist and
Director of User Research, OCLC Research

connawal@oclc.org

Series Learner Guide

Webinar Series: Evaluating and Sharing Your Library's Impact
Learner Guide
https://www.webjunction.org/news/webjunction/webinar-series-research-assessment.html

Series Description: Ensure your lib... exceeding expectations by using ev... webinar series on user-centered as... supported proof.

Bringing together research and pra... of creating assessments that provi... need for an effective assessment to... teach you to evaluate your progran... evolving needs of your patrons and... community.

What are your goals for participa...	
Personal Goals	
Team Goals	

Part 1: User-centered Assessment...

Whether you're trying to decide h... space, formal assessment tools ca... assessments are more effective th... learn how to use what you alread... still need, and how to formulate q...

Reflections on Informal Assessm...

Consider or discuss examples of r... collections or programs that were... observation. Did you feel there wa... changes with library users and po... available to support your decision...

Part 2: Digging into Assessment Data: Tips, Tricks, and Tools of the Trade

You know what you want to know and how to ask the right questions. Now what? This session will delve into assessment tools and data collection method... best for your questions. You also will learn how to analy... library can use. Don't worry if using qualitative and quan... insight you need to use both with confidence.

Assessment tools/data collection methods

Has your library used any of the following methods for a... benefits or drawbacks of each. Each method is linked to... *Collection Method Resources* at the end of this learner...

- Surveys
- Individual Interviews
- Focus Group Interviews
- Structured Observations
- Ethnographic Research (e.g. mappings, diaries, ...
- Analytics
- Experimental Design (with control groups)
- Usability Testing
- Other

Part 3: Take Action: Using and Presenting Research Findings to Make Your Case

You've formulated the hard question/s. You've collected your data. What stories do your findings tell, and what do they suggest? This final session explores how to present findings to your library's key stakeholders and decision-makers in a compelling way, and how to turn those findings into action that benefits your patrons.

Developing Strategic Initiatives

Now that you have user-center data to inform your decisions, develop strategic initiatives and action plans to meet your users' needs. Check the boxes below for all the areas that could be impacted by changes made, using your meaningful research findings. Circle the areas to prioritize for your planning.

- ☐ instruction or program
- ☐ reference
- ☐ educational role
- ☐ space, physical
- ☐ discovery: institutional web, resource guides
- ☐ collections
- ☐ personnel
- ☐ scholarly communications
- ☐ other:

Stakeholder Priorities

List three of your library's stakeholders and identify some o... priorities, what measures do you think would be most meanin... users, potential users, staff, the public, a board member, management, etc.

Stakeholder 1:

Priority:

Meaningful data:

Resources Section

Existing Data Sources

Public Libraries

...eptions and Support of Public Libraries in 2018
...esidents: Facets of Online Engagement
...The State of Digitization in US Public and State

...al Visitors and Residents: Facets of Online

...CLC Literature Analysis Dashboard
...d blog
...d Essential Areas to Research (ACRL)
...udent Success (ACRL)
...raries Survey (ALS) data

> Use alone or with others to apply what you're learning between sessions. 13 pages of questions, activities, and resources. Customizable to meet your team's needs!

11 | P a g e

8 | P a g e