Challenge: Bring It All Together

Library's Goals

Institution's Goals

Professional Standards

User Experiences and Perceptions

Foundation: Culture of Assessment

"A Culture of Assessment is an organizational environment in which decisions are based on facts, research, and analysis, and where services are planned and delivered in ways that maximize positive outcomes and impacts for customers and stakeholders. A Culture of Assessment exists in organizations where staff care to know what results they produce and how those results relate to customers' expectations. Organizational mission, values, structures, and systems support behavior that is performance and learning focused."
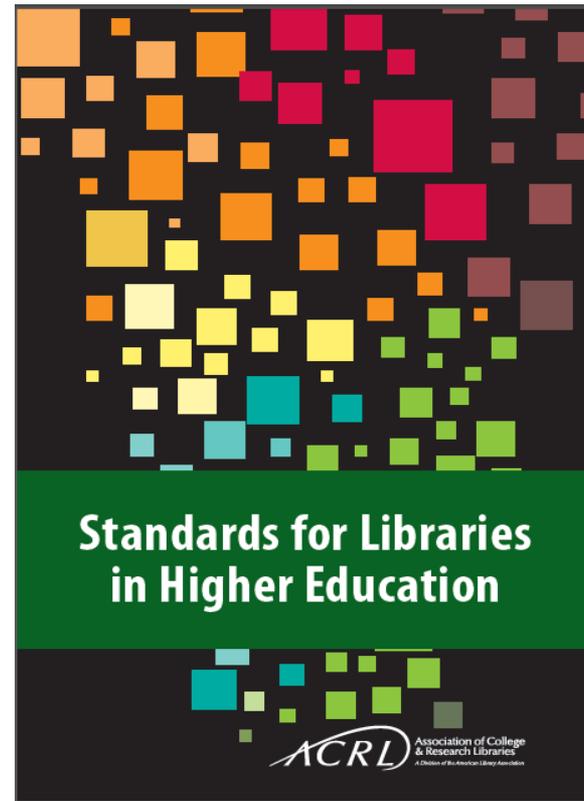
Cited in: Lakos, Amos and Shelley Phipps, Creating a Culture of Assessment: A Catalyst for Organizational Change, *portal-Libraries and the Academy*, 4:3, (2004), 345-361.

Strategic Plans

Professional Standards

Standards for Libraries in Higher Education

ACRL — Association of College & Research Libraries
A Division of the American Library Association

"**make a statement about what libraries are, what they do, how they contribute, how they make a difference, and ultimately how they add value on our campuses, in our communities and within higher education**"

Patty Iannuzzi (Chair, Standards Task Force)
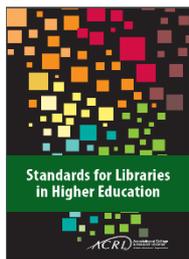
Principles & Performance Indicators

Principles

1. **Institutional Effectiveness**
2. **Professional Values**
3. **Educational Role**
4. **Discovery**
5. **Collections**
6. **Space**
7. **Management/ Administration**
8. **Personnel**
9. **External Relations**

Performance Indicators

Space: Libraries are the intellectual commons where users interact with ideas in both physical and virtual environments to expand learning and facilitate the creation of new knowledge.

6.1 The library **creates intuitive navigation** that supports self-sufficient use of virtual and physical spaces.
The library provides safe and secure physical and virtual environments conducive to study and research.
6.2 The library **has the IT infrastructure** to provide reliable and robust virtual and physical environments needed for study and research.
6.3 The library **uses physical and virtual spaces as intellectual commons**, providing access to programs, exhibits, lectures, and more.
6.4 The library **designs pedagogical spaces** to facilitate collaboration and learning, and the creation of new knowledge.
6.5 The **library's physical space features** connectivity and up-to-date, adequate, well-maintained equipment and furnishings.
6.6 The library **provides clean, inviting, and adequate space**, conducive to study and research, with suitable environmental conditions and convenient hours for its services, personnel, resources, and collections.
6.7 The library's physical and virtual spaces are **informed by consultation with users**.

LibQUAL+ (and Other Data)

User Experiences and Perceptions

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Mapping Exercise

Documents Needed:

- LibQUAL+ Results

- Library Strategic Plan

- Institution Strategic Plan

- ACRL *Standards for Libraries in Higher Education*

Worksheets:

- Focus Goal Worksheet

- Overall Grid

Example - Focus Goal Worksheet

Goal from the Library Strategic Plan:

Goal 1: Promote Access to, and Discovery of, Library Content and Collections
(http://www.library.illinois.edu/committee/exec/documents/2011-2012/Library_Strategic_Initiatives_Final.pdf)

ACRL *Standards for Libraries in Higher Education* Standard(s):

- ❑ Standard 1: Institutional Effectiveness
- ❑ Standard 2: Professional Values
- ❑ Standard 3: Educational Role
- ✓ Standard 4: Discovery
- ✓ Standard 5: Collections

- ❑ Standard 6: Space
- ❑ Standard 7: Management/Administration
- ❑ Standard 8: Personnel
- ❑ Standard 9: External Relations

LibQUAL+ Dimensions and Questions:

- ❑ AS - Affect of Service
- ✓ *IC - Information Control*
- ❑ LP - Library as Place

Analyze by:
- ✓ *User Group*
- ✓ *Discipline*
- ❑ Age
- ❑ Gender

- ✓ *Satisfaction (Use to Analyze Other Data Points)*
- ❑ Impact
- ✓ *Library Use*
- ❑ Locally

If Appropriate, Identify Specific LibQUAL+ Question(s):

IC-1 Making electronic resources accessible from my home or office
IC-2 A library Web site enabling me to locate information on my own
IC-4 The electronic information resources I need
IC-6 Easy-to-use access tools that allow me to find things on my own
IC-7 Making information easily accessible for independent use
IC-8 Print and/or electronic journal collections I require for my work

Other Data:

- ➢ Website Analytics
- ➢ Search Logs
- ➢ Circulation Statistics

Institution Strategic Plan Goal(s):

Goal I: Foster scholarship, discovery and innovation
Goal II: Provide transformative learning experiences
(http://strategicplan.illinois.edu/goals.html)

Example - At-a-Glance Grid

Library Goal (Free Text)	ACRL Standards								LibQUAL+ Dimensions/Questions							Cross-Tab by				Other Data (Free Text)	University Goal			
	1	2	3	4	5	7	8	9	AS	IC	LP	Satis	InfoLit	Use	Specific Q?	User Group	Discipline	Age	Gender		1	2	3	4
Goal 1: Promote Access to, and Discovery of, Library Content and Collections				x	x					x		x		x	IC-1; IC-2; IC-4; IC-6; IC-7; IC-8	x	x			Website Analytics; Search Logs; Circulation Statistics	x	x		
Goal 5: Sustain Partnerships and Collaborations	x							x	x							x	x			Checklist of Partnerships and Collaborations				x

Focus Goal Worksheet

1. Choose one goal from the Library Strategic Plan.
   - Choose a goal that is important to you or that is important to a key stakeholder.
   - Avoid selecting a goal that is particularly controversial or difficult.
2. Identify which ACRL *Standards for Libraries in Higher Education* standard(s) it maps to.
3. Identify which dimensions and/or questions in the LibQUAL+ results are relevant to it.
   - Identify whether it is important for the data to be cross-tabbed with demographic or other data elements.
4. Identify what other data the Library has that is relevant to the goal and/or illuminating the LibQUAL+ data.
5. Identify which goal(s) it maps to in the Institution Strategic Plan.

Focus Goal Worksheet Practice

Map One Goal From Your
Library's Strategic Plan Relative to:

Standards for Libraries in Higher Education

LibQUAL+ Data

Other Library Data

Institution Strategic Plan

Reflect and Discuss

- What did you learn from the mapping process?

- Do you see areas of alignment/lack of alignment?

- Did you conduct a similar mapping exercise before administering LibQUAL+?

- What other thoughts do you have?