UWGB Libraries Assessment Plan 2023-2024

# **Introduction**

In their book, *Reviewing the Academic Library*, Eleanor Mitchell and Peggy Seiden write:

*“The 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 customer’s expectations.”*

The UWGB Libraries 2023-2024 Assessment Plan has been written with the goal in mind of being able to make informed decisions that will result in positive outcomes in customer’s expectations. In the ever-changing world of higher education, it is critical that we use data from assessment to continually evolve to meet the needs of our students, faculty, staff and community (“our customers”.) Through the various assessment projects listed in this plan, the UWGB Libraries will know, rather than guess, at what is working and what isn’t, what we should continue to offer and what we shouldn’t, and where we have gaps and where we don’t. It is through a culture of assessment that we strive for continuous improvement.

# **Library Council – Research Showcase Speaker Series**

The Library Council will develop a method to assess the diversity (of department, college or other characteristics) of the speakers that we host. If the analysis shows overreliance on a few departments or viewpoints, we would implement an intervention to improve researcher representation. The planning phase of this project will begin this year, while actual assessment will be carried out in the future.

# **Archives – analysis of data from new statistics collection methodology**

The Archives department revaluated all the statistics they collect and the methodology they use. After revising everything to meet best practices and reduce the amount of manually-tracked data, they launched their new methodology in Fall 2022. Once they have a full year of data to work with, they will begin analysis of the results.

# **Archives – Instruction**

The Archives department is exploring options for ways to assess primary source literacy learning objectives in the different styles of classes they teach. For long-term embedded classes, they will explore integrating assessment of their learning objectives into the course instructor’s assessments or conducting ongoing in-class assessment. For single-session or short-term classes, they will explore assessment that can be completed during the session, such as brief writing prompts on the topic of archives/primary source literacy learning objectives.

# **Collection Management – Alternatives to COUNTER**

Collection Management routinely uses COUNTER data to assess electronic resources. These are standardized metrics that allow cross-comparison with other products but are not the only methods to evaluate resources. The Collection Management team will investigate alternative statistics that are made available from various vendors and determine how to incorporate those into the other statistics that are already used. We will also look into adding a feedback form to our databases to gather responses while users are interacting with the resources. The additional data will aid in making collection decisions for our electronic resources. Reviewing report options will begin Fall 2023, and decisions about which reports we will incorporate will be made by Spring 2024.

# **Collection Management – Manually Tracked Data**

The Collection Management team will be reviewing all statistics within our department that are being tracked manually. We will determine what data pieces are no longer useful and can stop being tracked. For data we want to continue tracking, we will explore alternative methods to collect that data through automated processes as much as possible. The review process will begin Summer 2023, with planned implementation of automated tracking processes, as applicable, through Fall 2023.

# **Collection Management – ILL data**

Traditionally, ILL data has been difficult to use effectively in collection management decisions. It requires a lot of manual work to make the reports useful for our needs. Collection Management, in cooperation with the ILL support staff, will evaluate ways to retrieve useful data from ILL reports to aid in collection development. This will be largely dependent on the future plans for ILL; if we move to Rapido, we may be able to access better reports through Alma Analytics. This project is tabled until a decision is made regarding possible implementation of Rapido.

# **Collection Management – Electronic collection**

The collection management department will develop a method for obtaining patron feedback on the availability of sufficient electronic resource content at all campuses.

# **Research & Outreach – Chat Coding**

The Research & Outreach department is developing a tool to use in coding a sample of chat transcripts monthly for markers of a high-quality interaction – for example, clarifying the information need or using jargon-free language. We intend to use trends in the data to establish a clear understanding of our strengths and weaknesses and thereby guide professional development around reference interactions. Analysis will begin in Fall 2023 and continue ongoing.

# **Student Success Team – Post-Chat Survey**

In Spring 2023, the Student Success Team completed a literature review on reference satisfaction surveys. We developed a three-question survey with an additional free-text box for comments, which will assess patrons’ overall satisfaction, if chat is patrons’ preferred method of asking question, and differences in satisfaction between students who primarily take classes online or each of the four different campus locations. The survey will be launched in Fall 2023 and preliminary data analysis will begin in Spring 2024.

# **IDEA Team – Happy Light Use**

The IDEA Team will advertise the Happy Lights (bright-light therapy) during the 23-24 academic year and begin reviewing usage data in Summer 2024.

# **IDEA Team – Use of Reflection Room**

The IDEA Team will set up a quick anonymous digital check-in for users of the Reflection Room, likely via Qualtrics. They will also make use of data from the Space Study to assess how often the Reflection Room is in use. They will begin collecting data in Fall 2023.

# **Facilities – Space analysis (ongoing)**

The Facilities Team will continue to lead space usage data collection at set points throughout the semester, and analyze the data at the end of each semester.

# **Facilities – Signage Study**

The Facilities team has completed a literature review on signage assessment, and sign use in libraries. In Fall 2023 they will complete a sign audit in the UWGB Libraries. Then they will develop a journey mapping exercise that will be completed by students unfamiliar with the library.

# **Student Employment – Experience & Retention**

The Student Employment Team has begun work on a survey to understand how student employees feel about the Library’s work environment and what role their Library employment plays in their decision to stay at UWGB. They will roll out the survey in Fall 2023 and analyze the results in Spring 2024.

# **OER Team – Adoption of OER**

The OER Team will develop a method for measuring how well they meet the OER adoption goals & targets, in collaboration with the Deans and CATL.

# **Technology & Digital Transformation Team – Usability Testing (ongoing)**

The Tech & Dx team will continue to conduct rounds of usability testing, after implementing changes suggested by the prior round of testing. Currently they are focusing on the overall UWGB Libraries’ website.

# **Library Council or working group – Lab @ The Library**

Those developing Lab @ The Library or related programming opportunities, will develop assessment tools to evaluate how successfully these sessions increase faculty interest in development of open access scholarly content, copyright, intellectual freedom and other current information issues. Potential tools include a survey of attendees or statistics on engagement with post-workshop learning materials.

# **Undergraduate Research Team – UGR Participation**

The Undergraduate Research team will track participation in undergraduate research, funding and travel grants for undergraduate research, number of students and departments represented at the Academic Excellence Symposium, and submissions of student work to the institutional repository. Increasing participation will demonstrate success. Stagnant participation will show opportunities for improvement.

# **Learning Center – Supplemental Instruction Pilot**

The Learning Center was provided with funding to run a Supplemental Instruction pilot during AY 2023-2024. To assess the effectiveness of the pilot, we will track student attendance at SI Sessions and compare the exam grades and GPAs of students who participated in the program against students in the classes who did not participate. Increases in exam grades and GPAs of students who participated in Supplemental Instruction will demonstrate success.

# **Learning Center – Academic Success Coaching and GPA Outcomes**

The Academic Success Coaches will track participation of students on Suspension Waiver who are required to use academic coaching and both end of semester and cumulative GPAs of students who attended against students who did not attend coaching appointments. Increases in GPAs of students who participated in coaching will demonstrate success.