

ABSTRACT

Event assessment shouldn't be painful or mysterious, so how can we leverage technology to demystify and simplify program and event assessment? This poster illustrates how Joyner Library utilized a custom technology solution to ease the workflow between several departments and make the assessment of events integrated from the planning phase for a more practical and sustainable result. The result of our collaboration is a tool for effective, sustainable and practical event and program assessment in library.

STRATEGIC FRAMEWORK

MAXIMIZE STUDENT SUCCESS
 Support excellence, expand opportunity, and celebrate achievement.



IMPACT RESEARCH
 Invest in the people, tools, and facilities needed to conduct mission-driven research.



SERVE THE PUBLIC
 Enhance the quality of life of eastern North Carolinians.

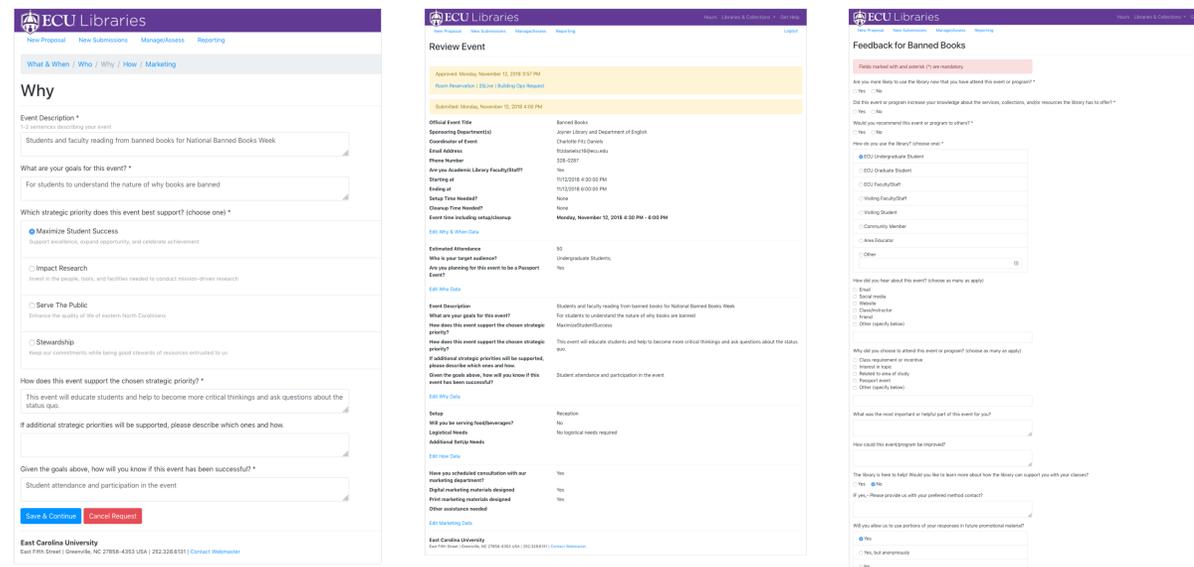
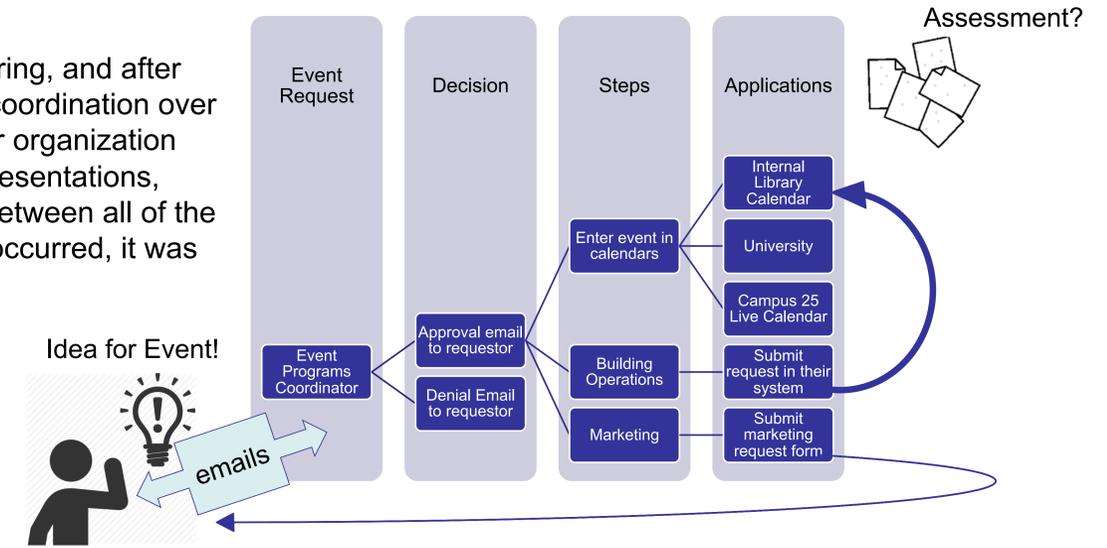


STEWARDSHIP
 Keep our commitments while being good stewards of resources entrusted to us.

BACKGROUND

Previously, it was hard to paint the assessment landscape of before, during, and after an event, and our Events & Programs Coordinator had to juggle event coordination over multiple systems, sending emails back and forth to all stakeholders. Our organization has several spaces that are excellent spaces for events like lectures, presentations, exhibits, and more. We host over 120 events each calendar year, and between all of the email and logistics wrangling, it was difficult to manage. If assessment occurred, it was often tacked on as an afterthought.

Since assessment typically is not embraced by staff with warm open arms, we wanted a way to integrate assessment into the planning process to make it as seamless and painless as possible, while still allowing us to gather value metrics.



RESULTS

In conjunction with library application developers, we built an open source application that allows us to consider a culture of assessment from start to finish while streamlining the event management process.

Through testing and usability work, we have modified the original application to be more similar to a ticketing system to help delegate responsibilities across departments, without disrupting the existing workflows for the Marketing and Building Operations teams.

We've brought event management under one umbrella, simplifying the request and management processes, and integrated ways to assess that we are connecting each event and programmatic effort to our mission and strategic goals.

Open Source application developed so you can install and customize for your institution

<https://gitlab.com/ECU-Libraries/EventAssessment.git>

